

2025

Survey on the Internet Usage Statistical Table

2025

Survey on the Internet Usage Statistical Table

Head of Research

Choi Mun-sil, Director

Researchers

Jeong Ki-ho, Team Leader

Choi Hyung-in, Senior Manager



Ministry of Science and ICT

NIA NATIONAL INFORMATION
SOCIETY AGENCY

2025

SURVEY ON THE INTERNET USAGE STATISTICAL TABLE

CONTENTS

Table of Contents

<Table 1> Household computer ownership status [Computer ownership rate]_(Household_Q1)	1
<Table 2> Household ICT device ownership status (multiple responses)_(Household_Q1)	2
<Table 3> Household ICT device ownership status (multiple responses)_(Household_Q1) - CONT.	3
<Table 4> Household Internet access status [Internet access rate]_(Household_Q2)	4
<Table 5> Household Internet access method (multiple responses)_(Household_Q3)	5
<Table 6> Household ICT service use status (multiple responses)_(Household_Q4)	6
<Table 7> Household ICT service use status (multiple responses)_(Household_Q4) - CONT.	7
<Table 8> Recent computer use period_(Household Member_Q1)	8
<Table 9> Computer use status within the last 1 month [Computer usage rate]_(Household Member_Q1)	10
<Table 10> Computer use frequency_(Household Member_Q2)	12
<Table 11> Recent mobile phone use period_(Household Member_Q3)	14
<Table 12> Mobile phone use status within the last 1 month [Mobile phone usage rate]_(Household Member_Q3)	16
<Table 13> Computer skills (multiple responses)_(Household Member_Q4)	18
<Table 14> Computer skills (multiple responses)_(Household Member_Q4) - CONT.	20
<Table 15> Computer skills (multiple responses)_(Household Member_Q4) - CONT.	22
<Table 16> Computer skills (multiple responses)_(Household Member_Q4) - CONT.	24

CONTENTS

Table of Contents

<Table 17> Recent Internet use period_(Household Member_Q5)	26
<Table 18> Internet use status within the last 1 month [Internet usage rate]_(Household Member_Q5)	28
<Table 19> Internet use frequency_(Household Member_Q6)	30
<Table 20> Average weekly internet use time_(Household Member_Q6)	32
<Table 21> Internet access method (multiple responses) _(Household Member_Q7)	34
<Table 22> Internet use location (multiple responses) _(Household Member_Q8)	37
<Table 23> Internet use location (multiple responses)_(Household Member_Q8) - CONT.	39
<Table 24> Recent mobile Internet use period_(Household Member_Q9)	41
<Table 25> Mobile Internet use status within the last 1 month [Mobile Internet usage rate]_(Household Member_Q9)	44
<Table 26> Recent smartphone use period_(Household Member_Q10)	46
<Table 27> Smartphone use status within the last 1 month [Smartphone usage rate]_(Household Member_Q10)	48
<Table 28> Purpose of Internet use (multiple responses) _(Household Member_Q11)	50
<Table 29> Purpose of Internet use - Communication _(Household Member_Q11_1)	52
<Table 30> Average daily communication time through the Internet _(Household Member_Q11-1)	54
<Table 31> Purpose of Internet use - Data and Information Acquisition_(Household Member_Q11_2)	56
<Table 32> Frequently used site/app when searching the Internet (2 responses) - 1st rank_(Household Member_Q11-2-1)	58

2025

SURVEY ON THE INTERNET USAGE

STATISTICAL TABLE

CONTENTS

Table of Contents

<Table 33> Frequently used site/app when searching the Internet (2 responses) - 1st+2nd rank_(Household Member_Q11-2-1)	60
<Table 34> Reliable sites/apps used when browsing the Internet (2 responses) - 1st rank_(Household Member_Q11-2-2)	62
<Table 35> Reliable sites/apps used when browsing the Internet (2 responses) - 1st+2nd rank_(Household Member_Q11-2-2)	64
<Table 36> Purpose of Internet use - Leisure Activity_(Household Member_Q11_3)	66
<Table 37> Purpose of Internet use - Occupation/Workplace_(Household Member_Q11_4)	68
<Table 38> Purpose of Internet use - Education/Learning_(Household Member_Q11_5)	70
<Table 39> Purpose of Internet use - Operation of homepage, etc._(Household Member_Q11_6)	72
<Table 40> Purpose of Internet use - Other_(Household Member_Q11_7)	74
<Table 41> Video service platform use status_(Household Member_Q12)	76
<Table 42> Platforms used for video services (2 responses) - 1st rank_(Household Member_Q12)	78
<Table 43> Platforms used for video services (2 responses) - 1st+2nd rank_(Household Member_Q12)	80
<Table 44> Average weekly video service usage time_(Household Member_Q12-1)	82
<Table 45> Mainly used streaming platform_(Household Member_Q13)	84
<Table 46> Average weekly streaming platform usage time_(Household Member_Q13-1)	86
<Table 47> Online media usage rate_(Household Member_Q14)	88
<Table 48> Usage rate by online media service (multiple responses)_(Household Member_Q14)	90

CONTENTS

Table of Contents

<Table 49> Portable ICT device ownership status (multiple responses)_(Household Member_Q15)	92
<Table 50> Portable ICT device ownership status (multiple responses) - CONT.	94
<Table 51> Portable ICT device ownership status (multiple responses) - Internet users_(Household Member_Q15)	96
<Table 52> Portable ICT device ownership status (multiple responses) - Internet users_(Household Member_Q15) - CONT.	98
<Table 53> Portable ICT device ownership status (multiple responses) - Internet non-users_(Household Member_Q15)	100
<Table 54> Portable ICT device ownership status (multiple responses) - Internet non-users_(Household Member_Q15) - CONT.	102
<Table 55> Recent email use period_(Household Member_Q16)	104
<Table 56> Email use status for business purposes within the last 1 year_(Household Member_Q16-1)	106
<Table 57> Frequency of email use for business purposes within the last 1 year_(Household Member_Q16-1)	108
<Table 58> Email use status for personal use within the last 1 year_(Household Member_Q16-2)	110
<Table 59> Frequency of email use for personal use within the last 1 year_(Household Member_Q16-2)	112
<Table 60> Recent instant messenger use period_(Household Member_Q17)	114
<Table 61> Instant messenger use status within the last 1 year [Instant messenger usage rate]_(Household Member_Q17)	116
<Table 62> Mainly used instant messenger service (2 responses) - 1st rank_(Household Member_Q18)	118
<Table 63> Mainly used instant messenger service (2 responses) - 1st rank_(Household Member_Q18) - CONT.	120

2025

SURVEY ON THE INTERNET USAGE STATISTICAL TABLE

CONTENTS

Table of Contents

<Table 64> Mainly used instant messenger service (2 responses) - 1st+2nd rank_(Household Member_Q18)	122
<Table 65> Mainly used instant messenger service (2 responses) - 1st+2nd rank_(Household Member_Q18) - CONT.	124
<Table 66> Recent SNS use period_(Household Member_Q19)	126
<Table 67> SNS use status within the last 1 year [SNS usage rate]_(Household Member_Q19)	128
<Table 68> Average weekly SNS usage time_(Household Member_Q20)	130
<Table 69> Mainly used SNS services (2 responses) - 1st rank_(Household Member_Q21)	132
<Table 70> Mainly used SNS services (2 responses) - 1st rank_(Household Member_Q21) - CONT.	134
<Table 71> Mainly used SNS services (2 responses) - 1st+2nd rank_(Household Member_Q21)	136
<Table 72> Mainly used SNS services (2 responses) - 1st+2nd rank_(Household Member_Q21) - CONT.	138
<Table 73> Reasons for using SNS_(Household Member_Q22)	140
<Table 74> Reasons for not using SNS (multiple responses)_(Household Member_Q23)	142
<Table 75> Understanding and Identification Ability of AI Technology - Smart home (refrigerator, vacuum, lighting/temperature control)_(Household Member_Q24-1)	144
<Table 76> Understanding and Identification Ability of AI Technology - Face recognition unlock_(Household Member_Q24-2)	146
<Table 77> Understanding and Identification Ability of AI Technology - Automated customer service through chatbot_(Household Member_Q24-3)	148

CONTENTS

Table of Contents

<Table 78> Understanding and Identification Ability of AI Technology - AI-based product recommendation system_(Household Member_Q24-4)	150
<Table 79> Understanding and Identification Ability of AI Technology - Disaster information prediction and early warning system_(Household Member_Q24-5)	152
<Table 80> Understanding and Identification Ability of AI Technology - Traffic accident or danger sign detection and warning_(Household Member_Q24-6)	154
<Table 81> Understanding and Identification Ability of AI Technology - Autonomous drone flight_(Household Member_Q24-7)	156
<Table 82> Awareness of AI services [AI service awareness rate]_(Household Member_Q25-1)	158
<Table 83> AI service awareness area (multiple responses)_(Household Member_Q25-1)	160
<Table 84> AI service awareness area (multiple responses)_(Household Member_Q25-1) - CONT.	162
<Table 85> AI service experience status [AI service experience rate]_(Household Member_Q25-2)	164
<Table 86> AI service experience area (multiple responses)_(Household Member_Q25-2)	166
<Table 87> AI service experience area (multiple responses)_(Household Member_Q25-2) - CONT.	168
<Table 88> Level of help from AI service experience - Education/learning_(Household Member_Q25-3-1)	170
<Table 89> Level of help from AI service experience - Living convenience_(Household Member_Q25-3-2)	172
<Table 90> Level of help from AI service experience - Communication/Friendship_(Household Member_Q25-3-3)	174

2025

SURVEY ON THE INTERNET USAGE STATISTICAL TABLE

CONTENTS

Table of Contents

<Table 91> Level of help from AI service experience - Media_(Household Member_Q25-3-4)	176
<Table 92> Level of help from AI service experience - Finance_(Household Member_Q25-3-5)	178
<Table 93> Level of help from AI service experience - Transportation_(Household Member_Q25-3-6)	180
<Table 94> Level of help from AI service experience - Healthcare_(Household Member_Q25-3-7)	182
<Table 95> Necessity of AI Services in Daily Life - Education/Learning_(Household Member_Q25-4-1)	184
<Table 96> Necessity of AI Services in Daily Life - Living convenience_(Household Member_Q25-4-2)	186
<Table 97> Necessity of AI Services in Daily Life - Communication/Friendship_(Household Member_Q25-4-3)	188
<Table 98> Necessity of AI Services in Daily Life - Media_(Household Member_Q25-4-4)	190
<Table 99> Necessity of AI Services in Daily Life - Finance_(Household Member_Q25-4-5)	192
<Table 100> Necessity of AI Services in Daily Life - Transportation_(Household Member_Q25-4-6)	194
<Table 101> Necessity of AI Services in Daily Life - Healthcare_(Household Member_Q25-4-7)	196
<Table 102> Future Intention to Use AI Services_(Household Member_Q25-5)	198
<Table 103> AI Services Intended for Future Use (Multiple Responses)_(Household Member_Q25-5)	200
<Table 104> AI Services Intended for Future Use (Multiple Responses)_(Household Member_Q25-5) - CONT.	202

CONTENTS

Table of Contents

<Table 105> Generative AI service experience status [Generative AI service experience rate]_(Household Member_Q26_1)	204
<Table 106> Generative AI service experience activity (multiple responses)_(Household Member_Q26_1)	206
<Table 107> Generative AI service paid subscription conversion rate_(Household Member_Q26_2)	208
<Table 108> Generative AI service paid subscription conversion rate - ChatGPT_(Household Member_Q26_2_1)	210
<Table 109> Generative AI service paid subscription conversion rate - Gemini_(Household Member_Q26_2_2)	212
<Table 110> Generative AI service paid subscription conversion rate - Copilot_(Household Member_Q26_2_3)	214
<Table 111> Generative AI service paid subscription conversion rate - CLOVA X_(Household Member_Q26_2_4)	216
<Table 112> Generative AI service paid subscription conversion rate - Other_(Household Member_Q26_2_5)	218
<Table 113> Purpose of Generative AI service use (multiple responses) - ChatGPT_(Household Member_Q26_3_1)	220
<Table 114> Purpose of Generative AI service use (multiple responses) - ChatGPT_(Household Member_Q26_3_1) - CONT.	222
<Table 115> Purpose of Generative AI service use (multiple responses) - Gemini_(Household Member_Q26_3_2)	224
<Table 116> Purpose of Generative AI service use (multiple responses) - Gemini_(Household Member_Q26_3_2) - CONT.	226
<Table 117> Purpose of Generative AI service use (multiple responses) - Copilot_(Household Member_Q26_3_3)	228
<Table 118> Purpose of Generative AI service use (multiple responses) - Copilot_(Household Member_Q26_3_3) - CONT.	230

2025

SURVEY ON THE INTERNET USAGE STATISTICAL TABLE

CONTENTS

Table of Contents

<Table 119> Purpose of Generative AI service use (multiple responses) - CLOVA X_(Household Member_Q26_3_4)	232
<Table 120> Purpose of Generative AI service use (multiple responses) - CLOVA X_(Household Member_Q26_3_4) - CONT.	234
<Table 121> Purpose of Generative AI service use (multiple responses) - Other_(Household Member_Q26_3_5)	236
<Table 122> Purpose of Generative AI service use (multiple responses) - Other_(Household Member_Q26_3_5) - CONT.	238
<Table 123> Generative AI service satisfaction - ChatGPT_(Household Member_Q26_4_1)	240
<Table 124> Generative AI service satisfaction - ChatGPT_(Household Member_Q26_4_1) - CONT.	242
<Table 125> Generative AI service satisfaction - Gemini_(Household Member_Q26_4_2)	244
<Table 126> Generative AI service satisfaction - Gemini_(Household Member_Q26_4_2) - CONT.	246
<Table 127> Generative AI service satisfaction - Copilot_(Household Member_Q26_4_3)	248
<Table 128> Generative AI service satisfaction - Copilot_(Household Member_Q26_4_3) - CONT.	250
<Table 129> Generative AI service satisfaction - CLOVA X_(Household Member_Q26_4_4)	252
<Table 130> Generative AI service satisfaction - CLOVA X_(Household Member_Q26_4_4) - CONT.	254
<Table 131> Generative AI service satisfaction - Other_(Household Member_Q26_4_5)	256
<Table 132> Generative AI service satisfaction - Other_(Household Member_Q26_4_5) - CONT.	258

CONTENTS

Table of Contents

<Table 133> Reasons for not using Generative AI services_(Household Member_Q26-1)	260
<Table 134> Reasons for not using Generative AI services_(Household Member_Q26-1) - CONT.	262
<Table 135> Opinions on AI services - Government/corporate AI-based service will have a positive impact on society as a whole_(Household Member_Q27-1)	264
<Table 136> Opinions on AI services - It gives me psychological help or pleasure_(Household Member_Q27-2)	266
<Table 137> Opinions on AI services - It gives me psychological help or pleasure_(Household Member_Q27-2) - CONT.	268
<Table 138> Opinions on AI services - Personal information collection and processing methods can be trusted_(Household Member_Q27-3)	270
<Table 139> Opinions on AI services - Personal information collection and processing methods can be trusted_(Household Member_Q27-3) - CONT.	272
<Table 140> Opinions on AI services - It is a fair and non-discriminatory service for everyone_(Household Member_Q27-4)	274
<Table 141> Opinions on AI services - It is a fair and non-discriminatory service for everyone_(Household Member_Q27-4) - CONT.	276
<Table 142> Opinions on AI Services - Information or results provided by AI services can be trusted_(Household Member_Q27-5)	278
<Table 143> Opinions on AI Services - Information or results provided by AI services could be trusted_(Household Member_Q27-5)	280
<Table 144> Opinions on AI Services - AI services will have a positive impact on my daily life or work_(Household Member_Q27-6)	282

2025

SURVEY ON THE INTERNET USAGE STATISTICAL TABLE

CONTENTS

Table of Contents

<Table 145> Opinions on AI Services - AI services will have a positive impact on my daily life or work_(Household Member_Q27-6) - CONT. ·	284
<Table 146> AI Service Utilization Competence and Ethical Use - I can use devices with AI technology in daily life._(Household Member_Q28-1) ······	286
<Table 147> AI Service Utilization Competence and Ethical Use - I can use appropriate AI technology to achieve daily goals (such as work, education, etc.)_(Household Member_Q28-2) ······	288
<Table 148> AI Service Utilization Competence and Ethical Use - I understand the pros and cons of AI-based problem-solving and can use AI accordingly_(Household Member_Q28-3) ······	290
<Table 149> AI Service Utilization Competence and Ethical Use - I am aware of the risks of AI technology, such as algorithmic bias, misinformation, and privacy violations_(Household Member_Q28-4) ···	292
<Table 150> AI Service Utilization Competence and Ethical Use - I can use AI services/devices ethically and correctly, considering the risks of AI technology_(Household Member_Q28-5) ······	294
<Table 151> Wearable device use service (multiple responses)_(Household Member_Q29) ······	296
<Table 152> Wearable device use service (multiple responses)_(Household Member_Q29) - CONT. ······	298
<Table 153> Recent Internet shopping use period_(Household Member_Q30)	300
<Table 154> Internet shopping use status within the last 1 year [Internet shopping usage rate]_(Household Member_Q30) ······	302
<Table 155> Monthly average frequency of internet shopping use_(Household Member_Q31) ······	304

CONTENTS

Table of Contents

<Table 156> Average monthly spending on internet shopping_(Household Member_Q32-1)	306
<Table 157> Average monthly spending on internet shopping_(Household Member_Q32-1) - CONT.	308
<Table 158> Ratio of overseas direct purchases out of total monthly internet shopping amount_(Household Member_Q32-2)	310
<Table 159> Overseas direct purchase use status _(Household Member_Q32-2)	312
<Table 160> Internet shopping payment method (multiple responses)_(Household Member_Q33)	314
<Table 161> Internet shopping payment method (multiple responses)_(Household Member_Q33) - CONT.	316
<Table 162> Internet shopping purchased items (multiple responses)_(Household Member_Q34)	318
<Table 163> Internet shopping purchased items (multiple responses)_(Household Member_Q34) - CONT.	320
<Table 164> Internet shopping purchased items (multiple responses)_(Household Member_Q34) - CONT.	322
<Table 165> Internet shopping purchased items (multiple responses)_(Household Member_Q34) - CONT.	324
<Table 166> Internet shopping purchased items (multiple responses)_(Household Member_Q34) - CONT.	326
<Table 167> Internet product purchase method_(Household Member_Q35) ...	328
<Table 168> Internet product purchase method_(Household Member_Q35) - CONT.	330
<Table 169> Reasons for not using internet shopping (multiple responses)_(Household Member_Q36)	332

2025

SURVEY ON THE INTERNET USAGE STATISTICAL TABLE

CONTENTS

Table of Contents

<Table 170> Reasons for not using internet shopping (multiple responses)_(Household Member_Q36) - CONT.	334
<Table 171> Bank transaction experience in the last 1 year_(Household Member_Q37)	336
<Table 172> Recent Internet banking use period_(Household Member_Q37-1)	338
<Table 173> Internet banking use status within the last 1 year [Internet banking usage rate] - Internet users aged 12 or older_(Household Member_Q37-1)	340
<Table 174> Mainly used service when making remittances (2 responses) - 1st rank_(Household Member_Q38)	342
<Table 175> Mainly used service when making remittances (2 responses) - 1st+2nd rank_(Household Member_Q38)	344
<Table 176> Recent cloud service use period_(Household Member_Q39)	346
<Table 177> Cloud service use status within the last 1 year [Cloud service usage rate]_(Household Member_Q39)	348
<Table 178> Purpose of using cloud service (multiple responses)_(Household Member_Q40)	350
<Table 179> Smartphone mobile simple payment service use status in the last 1 year [Smartphone mobile simple payment service usage rate]_(Household Member_Q41)	352
<Table 180> Personal information leakage and infringement experience_(Household Member_Q42)	354
<Table 181> Personal information leakage and infringement channel_(Household Member_Q42-1)	356
<Table 182> Personal information leakage and infringement channel_(Household Member_Q42-1) - CONT.	358

CONTENTS

Table of Contents

<Table 183> Personal information leakage and infringement response measures (multiple responses)_(Household Member_Q42-2)	360
<Table 184> Personal information leakage and infringement response measures (multiple responses)_(Household Member_Q42-2) - CONT.	362
<Table 185> Activities for safe Internet use (multiple responses)_(Household Member_Q43)	364
<Table 186> Activities for safe Internet use (multiple responses)_(Household Member_Q43) - CONT.	366
<Table 187> Reasons for not using the Internet (multiple responses)_(Household Member_Q44)	368
<Table 188> Reasons for not using the Internet (multiple responses)_(Household Member_Q44) - CONT.	370
<Table 189> Intention to use the Internet in the future_(Household Member_Q45)	372

Table 1 Household computer ownership status [Computer ownership rate]_(Household_Q1)

(Unit : %)

BASE: All households PERIOD: Single point of time as of July 1, 2025		Own	Do not own	Total
All households		78.7	21.3	100.0
Householder Age	20s or younger	94.5	5.5	100.0
	30s	94.7	5.3	100.0
	40s	95.0	5.0	100.0
	50s	91.4	8.6	100.0
	60+	59.4	40.6	100.0
Household income	Less than KRW 2 million	38.2	61.8	100.0
	KRW 2 million-Less than 3 million	54.4	45.6	100.0
	KRW 3 million-Less than 4 million	82.2	17.8	100.0
	KRW 4 million-Less than 5 million	86.2	13.8	100.0
	KRW 5 million and higher	94.0	6.0	100.0
Region size	Dong	80.5	19.5	100.0
	Eup/Myeon	71.0	29.0	100.0
Region	Seoul	85.6	14.4	100.0
	Busan	76.5	23.5	100.0
	Daegu	77.7	22.3	100.0
	Incheon	79.9	20.1	100.0
	Gwangju	76.2	23.8	100.0
	Daejeon	81.1	18.9	100.0
	Ulsan	70.8	29.2	100.0
	Gyeonggi	82.8	17.2	100.0
	Gangwon	71.4	28.6	100.0
	Chungcheong	74.7	25.3	100.0
	(Chungbuk)	76.0	24.0	100.0
	(Chungnam)	73.0	27.0	100.0
	(Sejong)	79.3	20.7	100.0
	Jeolla	72.1	27.9	100.0
	(Jeonbuk)	72.7	27.3	100.0
	(Jeonnam)	71.4	28.6	100.0
	Gyeongsang	70.6	29.4	100.0
	(Gyeongbuk)	68.8	31.2	100.0
	(Gyeongnam)	72.1	27.9	100.0
	Jeju	67.3	32.7	100.0

Table 2 Household ICT device ownership status (multiple responses)_(Household_Q1)

(Unit : %)

BASE: All households PERIOD: Single point of time as of July 1, 2025		Smart device (⑥+⑦)	Smartphone TV (③+④)	Smart TV	Laptop	Desktop	
All households		99.4	99.4	95.2	78.5	55.4	53.6
Householder Age	20s or younger	100.0	100.0	84.4	76.0	77.2	51.0
	30s	100.0	100.0	95.5	91.2	75.8	66.2
	40s	100.0	100.0	97.6	93.0	72.6	68.8
	50s	100.0	100.0	96.5	87.1	67.6	60.8
	60+	98.6	98.5	94.3	64.4	34.3	40.1
Household income	Less than KRW 2 million	95.0	94.8	87.9	37.6	19.0	17.5
	KRW 2 million-Less than 3 million	99.7	99.6	90.8	60.0	32.4	22.4
	KRW 3 million-Less than 4 million	100.0	100.0	95.1	78.1	48.9	56.7
	KRW 4 million-Less than 5 million	100.0	100.0	97.0	86.7	59.0	62.9
	KRW 5 million and higher	100.0	100.0	98.1	93.1	74.8	69.6
Region size	Dong	99.5	99.5	95.9	81.2	57.5	55.6
	Eup/Myeon	98.8	98.8	92.3	66.5	46.3	44.7
Region	Seoul	99.8	99.8	96.3	87.8	67.2	60.2
	Busan	99.0	98.9	96.4	79.1	53.4	50.6
	Daegu	99.2	99.2	95.0	68.7	52.2	50.3
	Incheon	99.5	99.5	97.8	82.1	56.3	58.0
	Gwangju	99.9	99.9	91.6	68.8	54.1	50.2
	Daejeon	99.7	99.7	90.7	76.9	60.7	50.8
	Ulsan	100.0	100.0	91.6	70.9	49.2	46.9
	Gyeonggi	99.6	99.6	97.2	86.4	58.9	58.6
	Gangwon	99.3	99.3	95.3	62.7	55.3	41.3
	Chungcheong	99.2	99.2	90.0	74.3	47.4	49.5
	(Chungbuk)	99.8	99.8	95.5	78.4	48.5	51.8
	(Chungnam)	98.7	98.6	84.8	68.6	46.3	46.8
	(Sejong)	99.6	99.6	96.6	90.2	49.3	55.6
	Jeolla	99.6	99.6	92.7	64.5	49.4	47.0
	(Jeonbok)	99.7	99.7	92.8	69.2	52.7	46.0
	(Jeonnam)	99.6	99.6	92.5	59.6	46.1	48.1
	Gyeongsang	98.4	98.2	95.8	69.0	41.3	46.3
	(Gyeongbuk)	97.9	97.4	94.9	59.1	35.2	42.5
	(Gyeongnam)	98.8	98.8	96.6	77.3	46.5	49.5
	Jeju	96.9	96.9	90.7	62.1	43.5	44.7

Table 3 Household ICT device ownership status (multiple responses)_(Household_Q1) - CONT.

(Unit : %)

BASE: All households PERIOD: Single point of time as of July 1, 2025		Tablet PC	General TV	Smart home applianc e	AI speaker	AI robot	Game console	e-book reader
All households		40.1	28.6	18.1	12.8	10.4	6.3	1.6
Householder Age	20s or younger	54.9	18.6	15.7	10.9	10.1	11.8	1.2
	30s	59.2	13.3	29.1	21.9	18.2	11.8	2.6
	40s	62.9	16.8	26.4	19.9	15.5	15.4	2.4
	50s	53.7	21.3	21.1	15.1	12.0	5.5	2.1
	60+	17.0	42.5	10.0	6.1	5.1	1.2	0.7
Household income	Less than KRW 2 million	9.0	57.9	3.5	1.3	0.8	0.3	0.1
	KRW 2 million-Less than 3 million	20.1	43.4	7.5	5.4	3.2	1.5	0.5
	KRW 3 million-Less than 4 million	33.2	30.6	12.7	9.2	6.5	4.1	1.1
	KRW 4 million-Less than 5 million	40.8	25.3	17.6	13.0	9.3	6.0	1.4
	KRW 5 million and higher	58.3	15.7	28.3	19.9	17.6	10.7	2.7
Region size	Dong	41.6	26.1	19.3	13.6	11.2	6.7	1.6
	Eup/Myeon	33.6	39.3	13.1	9.3	6.8	4.6	1.7
Region	Seoul	47.8	18.3	18.9	11.9	8.1	6.5	1.3
	Busan	29.2	28.9	13.9	14.9	13.8	2.7	1.2
	Daegu	38.5	41.3	17.5	18.8	13.7	8.2	2.7
	Incheon	49.3	31.1	18.3	18.2	9.2	11.3	1.6
	Gwangju	36.3	38.1	9.1	12.8	7.6	5.2	0.6
	Daejeon	41.1	23.4	17.2	15.1	6.5	6.1	0.5
	Ulsan	28.2	29.7	7.4	13.5	15.2	2.9	2.2
	Gyeonggi	43.0	24.4	24.1	15.4	13.4	8.0	2.5
	Gangwon	34.5	47.0	23.8	15.4	10.8	4.7	0.6
	Chungcheong	35.3	23.9	22.3	5.6	6.8	4.5	2.4
	(Chungbuk)	39.5	28.9	29.9	5.0	11.5	6.2	2.6
	(Chungnam)	32.0	21.8	16.3	6.4	3.0	3.5	2.3
	(Sejong)	35.9	13.5	24.2	2.9	8.9	2.4	1.6
	Jeolla	36.5	34.7	8.9	11.2	6.2	4.1	0.1
	(Jeonbuk)	37.1	28.5	11.4	14.1	6.2	3.2	0.3
	(Jeonnam)	35.9	41.1	6.5	8.3	6.2	5.1	0.0
	Gyeongsang	35.0	40.8	11.9	8.2	10.9	5.7	0.7
	(Gyeongbuk)	42.0	51.9	15.9	7.5	10.1	9.6	0.9
	(Gyeongnam)	29.1	31.6	8.5	8.8	11.6	2.5	0.7
	Jeju	25.4	33.0	14.3	2.8	7.0	3.6	1.5

Table 4 Household Internet access status [Internet access rate]_(Household_Q2)

(Unit : %)

BASE: All households PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
All households		99.98	0.02	100.0
Householder Age	20s or younger	100.00	0.00	100.0
	30s	100.00	0.00	100.0
	40s	100.00	0.00	100.0
	50s	100.00	0.00	100.0
	60+	99.96	0.04	100.0
Household income	Less than KRW 2 million	99.83	0.17	100.0
	KRW 2 million-Less than 3 million	100.00	0.00	100.0
	KRW 3 million-Less than 4 million	100.00	0.00	100.0
	KRW 4 million-Less than 5 million	100.00	0.00	100.0
	KRW 5 million and higher	100.00	0.00	100.0
Region size	Dong	99.98	0.02	100.0
	Eup/Myeon	100.00	0.00	100.0
Region	Seoul	100.00	0.00	100.0
	Busan	100.00	0.00	100.0
	Daegu	100.00	0.00	100.0
	Incheon	100.00	0.00	100.0
	Gwangju	99.90	0.10	100.0
	Daejeon	100.00	0.00	100.0
	Ulsan	100.00	0.00	100.0
	Gyeonggi	99.93	0.07	100.0
	Gangwon	100.00	0.00	100.0
	Chungcheong	100.00	0.00	100.0
	(Chungbuk)	100.00	0.00	100.0
	(Chungnam)	100.00	0.00	100.0
	(Sejong)	100.00	0.00	100.0
	Jeolla	100.00	0.00	100.0
	(Jeonbuk)	100.00	0.00	100.0
	(Jeonnam)	100.00	0.00	100.0
	Gyeongsang	100.00	0.00	100.0
	(Gyeongbuk)	100.00	0.00	100.0
	(Gyeongnam)	100.00	0.00	100.0
	Jeju	100.00	0.00	100.0

Table 5 Household Internet access method (multiple responses)_(Household_Q3)

(Unit : %)

BASE: Households with Internet access PERIOD: Single point of time as of July 1, 2025		Mobile Internet	Wireless LAN	Wired Internet	Portable wireless internet router	Not sure	Other
All households		99.9	99.8	85.0	11.2	0.0	0.0
Householder Age	20s or younger	100.0	100.0	87.7	7.5	0.0	0.0
	30s	100.0	100.0	92.2	14.1	0.0	0.0
	40s	100.0	100.0	92.9	14.3	0.0	0.0
	50s	100.0	100.0	89.6	12.8	0.0	0.0
	60+	99.8	99.7	77.0	8.4	0.1	0.1
Household income	Less than KRW 2 million	99.5	98.8	58.9	3.9	0.3	0.2
	KRW 2 million-Less than 3 million	99.9	99.9	72.1	6.6	0.1	0.0
	KRW 3 million-Less than 4 million	100.0	100.0	84.7	9.2	0.0	0.0
	KRW 4 million-Less than 5 million	100.0	100.0	90.6	11.8	0.0	0.0
	KRW 5 million and higher	100.0	100.0	94.6	15.4	0.0	0.0
Region size	Dong	99.9	99.9	86.7	11.0	0.0	0.0
	Eup/Myeon	100.0	99.7	77.7	11.9	0.0	0.0
Region	Seoul	100.0	99.9	92.0	12.0	0.0	0.1
	Busan	99.9	99.7	81.1	5.5	0.1	0.0
	Daegu	100.0	99.7	82.1	6.1	0.0	0.0
	Incheon	99.9	99.6	85.9	21.8	0.0	0.0
	Gwangju	99.9	99.9	84.5	10.8	0.1	0.0
	Daejeon	99.9	100.0	83.9	17.3	0.0	0.0
	Ulsan	100.0	100.0	83.5	5.8	0.0	0.0
	Gyeonggi	99.9	99.9	90.5	12.6	0.1	0.0
	Gangwon	100.0	99.7	80.7	18.1	0.3	0.0
	Chungcheong	99.9	100.0	74.0	7.7	0.0	0.0
	(Chungbuk)	100.0	100.0	76.1	9.2	0.0	0.0
	(Chungnam)	99.8	99.9	71.9	6.5	0.0	0.1
	(Sejong)	100.0	100.0	77.8	8.5	0.0	0.0
	Jeolla	100.0	99.9	78.0	11.5	0.0	0.0
	(Jeonbuk)	100.0	99.8	77.6	5.6	0.1	0.0
	(Jeonnam)	100.0	99.9	78.4	17.5	0.0	0.1
	Gyeongsang	100.0	99.7	77.9	7.5	0.0	0.0
	(Gyeongbuk)	100.0	99.7	72.5	8.5	0.0	0.0
	(Gyeongnam)	100.0	99.7	82.3	6.6	0.0	0.0
	Jeju	100.0	99.6	87.6	3.3	0.0	0.0

Table 6 Household ICT service use status (multiple responses)_(Household_Q4)

(Unit : %)

BASE: All households PERIOD: Single point of time as of July 1, 2025		Mobile phone (including smartphone)	Wired Internet	IPTV	Cable TV (wired broadcasting)
All households		100.0	87.0	63.5	28.2
Householder Age	20s or younger	100.0	91.6	62.3	20.0
	30s	100.0	93.8	78.8	18.3
	40s	100.0	94.9	79.6	18.9
	50s	100.0	91.4	72.2	23.5
	60+	100.0	79.0	47.8	38.0
Household income	Less than KRW 2 million	100.0	61.2	20.2	52.7
	KRW 2 million-Less than 3 million	100.0	74.8	44.5	38.8
	KRW 3 million-Less than 4 million	100.0	87.3	63.7	27.7
	KRW 4 million-Less than 5 million	100.0	92.5	71.3	23.9
	KRW 5 million and higher	100.0	96.0	78.9	19.6
Region size	Dong	100.0	88.5	66.8	26.7
	Eup/Myeon	100.0	80.5	49.1	34.8
Region	Seoul	100.0	93.2	77.0	21.0
	Busan	100.0	83.3	65.0	27.1
	Daegu	100.0	83.8	57.9	35.0
	Incheon	100.0	87.2	76.0	23.8
	Gwangju	100.0	86.6	54.0	41.9
	Daejeon	100.0	86.7	53.6	32.3
	Ulsan	100.0	83.9	51.3	31.3
	Gyeonggi	100.0	92.6	71.4	21.7
	Gangwon	100.0	85.6	24.7	35.0
	Chungcheong	100.0	80.2	56.6	32.5
	(Chungbuk)	100.0	80.4	56.8	39.7
	(Chungnam)	100.0	79.9	54.3	28.6
	(Sejong)	100.0	81.2	69.8	22.8
	Jeolla	100.0	81.2	48.5	39.4
	(Jeonbok)	100.0	80.6	49.6	35.8
	(Jeonnam)	100.0	81.8	47.5	43.0
	Gyeongsang	100.0	79.2	54.6	36.2
	(Gyeongbuk)	100.0	74.0	46.5	42.0
	(Gyeongnam)	100.0	83.5	61.2	31.3
	Jeju	100.0	68.0	27.2	43.2

Table 7 Household ICT service use status (multiple responses)_(Household_Q4) - CONT.

(Unit : %)

BASE: All households PERIOD: Single point of time as of July 1, 2025		IoT Service	General telephone	Internet phone (VoIP)	Satellite broadcasting
All households		28.5	10.2	6.5	1.4
Householder Age	20s or younger	25.9	3.1	5.2	0.5
	30s	43.9	4.0	6.6	1.4
	40s	41.1	5.6	9.0	1.4
	50s	33.6	9.9	7.7	1.1
	60+	16.3	14.7	5.0	1.7
Household income	Less than KRW 2 million	5.1	16.1	2.7	2.5
	KRW 2 million-Less than 3 million	13.2	11.5	3.5	2.0
	KRW 3 million-Less than 4 million	21.9	8.8	4.9	1.5
	KRW 4 million-Less than 5 million	29.5	9.9	8.3	1.6
	KRW 5 million and higher	42.7	8.9	8.5	0.9
Region size	Dong	30.2	8.9	6.5	0.9
	Eup/Myeon	21.4	16.0	6.3	3.6
Region	Seoul	28.3	10.2	5.5	0.8
	Busan	26.7	6.8	3.4	0.4
	Daegu	34.5	8.8	5.1	1.3
	Incheon	33.0	15.8	9.2	1.6
	Gwangju	22.3	9.8	9.1	0.4
	Daejeon	29.4	5.1	7.7	0.7
	Ulsan	22.5	6.8	8.4	0.2
	Gyeonggi	33.9	10.7	9.9	1.1
	Gangwon	37.2	9.1	8.9	2.9
	Chungcheong	27.9	7.7	6.0	3.0
	(Chungbuk)	34.4	6.2	6.5	3.3
	(Chungnam)	22.9	9.2	5.1	2.8
	(Sejong)	29.1	5.1	9.9	2.3
	Jeolla	19.9	12.5	2.7	3.5
	(Jeonbuk)	23.1	10.5	1.7	4.8
	(Jeonnam)	16.7	14.6	3.8	2.2
	Gyeongsang	20.3	12.3	3.0	1.6
	(Gyeongbuk)	21.7	16.2	1.6	2.7
	(Gyeongnam)	19.2	9.0	4.1	0.6
	Jeju	18.1	7.4	1.1	2.9

Table 8 Recent computer use period_(Household Member_Q1)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used a computer for over a year	Have never used a computer	Total
Entire population aged 3 or older		76.0	4.9	1.6	2.7	14.8	100.0
Number of household members	1 person	59.5	5.6	1.5	3.5	29.9	100.0
	2 persons	63.0	7.5	2.0	4.2	23.3	100.0
	3 persons or more	84.7	3.6	1.5	1.8	8.4	100.0
Gender	Male	80.5	4.9	1.3	2.2	11.0	100.0
	Female	71.4	4.9	1.9	3.2	18.6	100.0
Age	3-9	62.2	4.7	2.2	1.4	29.6	100.0
	10s	96.0	1.9	0.8	0.0	1.3	100.0
	20s	96.7	1.8	0.9	0.0	0.6	100.0
	30s	97.0	1.4	0.3	0.0	1.2	100.0
	40s	95.3	1.7	0.9	1.2	1.0	100.0
	50s	81.3	3.4	3.0	4.8	7.5	100.0
	60s	58.4	11.1	2.6	7.1	20.9	100.0
	70+	18.6	12.0	2.1	4.0	63.5	100.0
Gender*Age	Male 3-9	61.7	4.8	2.3	1.1	30.1	100.0
	Male 10s	97.2	1.3	0.6	0.0	0.9	100.0
	Male 20s	96.7	1.7	1.1	0.0	0.6	100.0
	Male 30s	97.8	1.0	0.2	0.0	1.0	100.0
	Male 40s	97.1	1.1	0.5	0.7	0.7	100.0
	Male 50s	86.5	2.6	1.9	3.2	5.8	100.0
	Male 60s	63.8	12.3	2.6	6.0	15.3	100.0
	Male 70+	24.7	15.6	2.1	4.9	52.7	100.0
Female	Female 3-9	62.7	4.6	2.0	1.7	29.0	100.0
	Female 10s	94.7	2.5	1.0	0.0	1.8	100.0
	Female 20s	96.7	2.0	0.7	0.0	0.6	100.0
	Female 30s	96.2	1.8	0.4	0.0	1.5	100.0
	Female 40s	93.4	2.3	1.3	1.7	1.3	100.0
	Female 50s	76.1	4.1	4.2	6.4	9.2	100.0
	Female 60s	53.2	9.8	2.7	8.1	26.2	100.0
	Female 70+	14.1	9.3	2.0	3.3	71.3	100.0
Youth	Entire population	95.6	2.1	1.0	0.2	1.1	100.0
	Male	96.4	1.8	0.9	0.1	0.7	100.0
	Female	94.7	2.5	1.0	0.3	1.5	100.0
Occupation	Professional/managerial position	98.5	1.5	0.0	0.0	0.0	100.0
	Office job	99.6	0.4	0.0	0.0	0.0	100.0
	Service/sales	79.8	6.6	2.1	3.4	8.1	100.0
	Production related position	64.4	7.7	2.0	5.0	20.9	100.0
	Agriculture/forestry/fishery	37.6	5.2	1.9	5.3	50.0	100.0
	Unemployed/Other(None/other)	64.8	5.7	2.2	2.9	24.4	100.0
	(Student)	88.5	2.5	1.1	0.4	7.6	100.0
	(Housewife)	46.8	7.5	3.6	5.8	36.4	100.0
	(Unemployed/Other)	40.4	10.0	2.4	3.7	43.6	100.0

Table 8 Recent computer use period_(Household Member_Q1)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used a computer for over a year	Have never used a computer	Total
Education	Elementary school graduate or lower	53.3	3.7	1.2	0.9	40.9	100.0
	(Preschool)	50.4	2.9	1.3	0.2	45.2	100.0
	(Uneducated)	3.6	1.5	0.0	0.0	94.9	100.0
	(Elementary school student)	88.7	4.6	2.0	1.4	3.3	100.0
	(Middle school student)	96.6	2.3	0.4	0.0	0.7	100.0
	(A regular elementary school graduate)	9.8	4.8	1.2	1.7	82.6	100.0
	Middle school graduate	52.5	5.6	1.4	3.1	37.4	100.0
	(High school student)	96.5	1.2	1.4	0.0	0.9	100.0
	(A regular middle school graduate)	25.0	8.4	1.4	5.0	60.2	100.0
	High school graduate	70.3	7.6	2.6	5.3	14.2	100.0
	(University student)	97.8	1.5	0.6	0.0	0.1	100.0
	(A regular high school graduate)	65.9	8.6	2.9	6.2	16.4	100.0
	University graduate or higher	93.3	3.1	1.1	1.1	1.4	100.0
	(Graduate student)	100.0	0.0	0.0	0.0	0.0	100.0
	(A regular university graduate)	93.3	3.1	1.1	1.1	1.4	100.0
Household income	Less than KRW 2 million	24.0	6.1	2.2	3.7	64.0	100.0
	KRW 2 million-Less than 3 million	50.6	8.1	1.9	5.7	33.6	100.0
	KRW 3 million-Less than 4 million	71.6	7.5	1.4	3.7	15.7	100.0
	KRW 4 million-Less than 5 million	80.3	5.0	1.9	2.5	10.2	100.0
	KRW 5 million and higher	87.7	3.5	1.5	1.7	5.6	100.0
Region size	Dong	77.9	4.9	1.7	2.6	12.9	100.0
	Eup/Myeon	67.1	5.1	1.4	3.2	23.2	100.0
Region	Seoul	80.1	5.1	1.9	1.7	11.2	100.0
	Busan	71.8	4.5	1.3	3.3	19.1	100.0
	Daegu	72.2	5.4	2.0	2.9	17.5	100.0
	Incheon	77.4	2.9	1.8	2.5	15.4	100.0
	Gwangju	79.2	4.5	1.1	2.4	12.8	100.0
	Daejeon	76.9	6.7	2.7	2.4	11.3	100.0
	Ulsan	78.1	4.9	1.9	4.5	10.6	100.0
	Gyeonggi	81.0	5.6	1.6	2.8	9.0	100.0
	Gangwon	69.1	4.6	1.2	1.7	23.5	100.0
	Chungcheong	71.6	4.9	1.8	2.8	19.0	100.0
	(Chungbuk)	72.1	3.7	1.3	2.9	20.1	100.0
	(Chungnam)	69.9	5.9	2.3	2.9	19.0	100.0
	(Sejong)	78.7	4.0	1.7	1.6	13.9	100.0
	Jeolla	67.0	5.3	1.1	3.1	23.5	100.0
	(Jeonbuk)	66.6	5.7	1.2	3.0	23.6	100.0
	(Jeonnam)	67.4	4.9	0.9	3.3	23.4	100.0
	Gyeongsang	69.7	3.7	1.5	3.1	22.0	100.0
	(Gyeongbuk)	66.0	3.4	1.5	3.6	25.6	100.0
	(Gyeongnam)	72.6	4.0	1.6	2.7	19.1	100.0
	Jeju	71.5	3.6	1.9	4.1	18.8	100.0

Table 9 **Computer use status within the last 1 month [Computer usage rate]_(Household Member_Q1)**

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Used	Not used	Total
Entire population aged 3 or older		76.0	24.0	100.0
Number of household members	1 person	59.5	40.5	100.0
	2 persons	63.0	37.0	100.0
	3 persons or more	84.7	15.3	100.0
Gender	Male	80.5	19.5	100.0
	Female	71.4	28.6	100.0
Age	3-9	62.2	37.8	100.0
	10s	96.0	4.0	100.0
	20s	96.7	3.3	100.0
	30s	97.0	3.0	100.0
	40s	95.3	4.7	100.0
	50s	81.3	18.7	100.0
	60s	58.4	41.6	100.0
	70+	18.6	81.4	100.0
Gender*Age	Male 3-9	61.7	38.3	100.0
	Male 10s	97.2	2.8	100.0
	Male 20s	96.7	3.3	100.0
	Male 30s	97.8	2.2	100.0
	Male 40s	97.1	2.9	100.0
	Male 50s	86.5	13.5	100.0
	Male 60s	63.8	36.2	100.0
	Male 70+	24.7	75.3	100.0
Gender*Age	Female 3-9	62.7	37.3	100.0
	Female 10s	94.7	5.3	100.0
	Female 20s	96.7	3.3	100.0
	Female 30s	96.2	3.8	100.0
	Female 40s	93.4	6.6	100.0
	Female 50s	76.1	23.9	100.0
	Female 60s	53.2	46.8	100.0
	Female 70+	14.1	85.9	100.0
Youth	Entire population	95.6	4.4	100.0
	Male	96.4	3.6	100.0
	Female	94.7	5.3	100.0
Occupation	Professional/managerial position	98.5	1.5	100.0
	Office job	99.6	0.4	100.0
	Service/sales	79.8	20.2	100.0
	Production related position	64.4	35.6	100.0
	Agriculture/forestry/fishery	37.6	62.4	100.0
	Unemployed/Other(None/other)	64.8	35.2	100.0
	(Student)	88.5	11.5	100.0
	(Housewife)	46.8	53.2	100.0
	(Unemployed/Other)	40.4	59.6	100.0

Table 9 **Computer use status within the last 1 month [Computer usage rate]_(Household Member_Q1)**

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower	53.3	46.7	100.0
	(Preschool)	50.4	49.6	100.0
	(Uneducated)	3.6	96.4	100.0
	(Elementary school student)	88.7	11.3	100.0
	(Middle school student)	96.6	3.4	100.0
	(A regular elementary school graduate)	9.8	90.2	100.0
	Middle school graduate	52.5	47.5	100.0
	(High school student)	96.5	3.5	100.0
	(A regular middle school graduate)	25.0	75.0	100.0
	High school graduate	70.3	29.7	100.0
	(University student)	97.8	2.2	100.0
	(A regular high school graduate)	65.9	34.1	100.0
	University graduate or higher	93.3	6.7	100.0
	(Graduate student)	100.0	0.0	100.0
	(A regular university graduate)	93.3	6.7	100.0
Household income	Less than KRW 2 million	24.0	76.0	100.0
	KRW 2 million-Less than 3 million	50.6	49.4	100.0
	KRW 3 million-Less than 4 million	71.6	28.4	100.0
	KRW 4 million-Less than 5 million	80.3	19.7	100.0
	KRW 5 million and higher	87.7	12.3	100.0
Region size	Dong	77.9	22.1	100.0
	Eup/Myeon	67.1	32.9	100.0
Region	Seoul	80.1	19.9	100.0
	Busan	71.8	28.2	100.0
	Daegu	72.2	27.8	100.0
	Incheon	77.4	22.6	100.0
	Gwangju	79.2	20.8	100.0
	Daejeon	76.9	23.1	100.0
	Ulsan	78.1	21.9	100.0
	Gyeonggi	81.0	19.0	100.0
	Gangwon	69.1	30.9	100.0
	Chungcheong	71.6	28.4	100.0
	(Chungbuk)	72.1	27.9	100.0
	(Chungnam)	69.9	30.1	100.0
	(Sejong)	78.7	21.3	100.0
	Jeolla	67.0	33.0	100.0
	(Jeonbuk)	66.6	33.4	100.0
	(Jeonnam)	67.4	32.6	100.0
	Gyeongsang	69.7	30.3	100.0
	(Gyeongbuk)	66.0	34.0	100.0
	(Gyeongnam)	72.6	27.4	100.0
	Jeju	71.5	28.5	100.0

Table 10 Computer use frequency_(Household Member_Q2)

(Unit : %)

BASE: Computer users aged 3 or older PERIOD: Within the last 1 year		Once or more a day	Once or more a week ~ Less than once a day	Once or more a month ~ Less than once a week	Less than once a month	Total
Computer users aged 3 or older		62.3	22.6	8.3	6.8	100.0
Number of household members	1 person	55.7	23.0	10.7	10.7	100.0
	2 persons	52.0	23.0	13.3	11.7	100.0
	3 persons or more	66.9	22.4	6.2	4.5	100.0
Gender	Male	64.0	22.2	7.5	6.3	100.0
	Female	60.3	23.0	9.3	7.4	100.0
Age	3-9	53.8	37.4	4.6	4.2	100.0
	10s	67.5	28.2	3.0	1.3	100.0
	20s	81.7	16.0	1.5	0.8	100.0
	30s	79.5	16.4	2.6	1.4	100.0
	40s	70.6	20.2	6.1	3.1	100.0
	50s	67.9	20.3	6.8	5.0	100.0
	60s	17.5	32.0	25.6	24.8	100.0
	70+	17.3	29.8	27.0	26.0	100.0
Gender*Age	Male					
	3-9	54.4	36.6	4.1	4.9	100.0
	10s	69.4	26.8	3.0	0.9	100.0
	20s	82.5	15.3	1.2	0.9	100.0
	30s	81.6	15.5	1.7	1.2	100.0
	40s	75.0	18.9	4.2	1.9	100.0
	50s	70.9	20.1	5.3	3.7	100.0
	60s	17.4	33.7	24.8	24.1	100.0
	70+	16.8	31.7	25.8	25.7	100.0
Female	3-9	53.2	38.4	5.1	3.4	100.0
	10s	65.4	29.7	3.1	1.9	100.0
	20s	80.8	16.7	1.8	0.7	100.0
	30s	77.1	17.6	3.6	1.7	100.0
	40s	66.0	21.7	8.0	4.3	100.0
	50s	64.6	20.6	8.3	6.5	100.0
	60s	17.7	30.1	26.6	25.7	100.0
	70+	17.8	27.4	28.4	26.4	100.0
Youth	Entire population	71.6	24.9	2.4	1.1	100.0
	Male	73.2	23.7	2.3	0.8	100.0
	Female	69.8	26.1	2.5	1.5	100.0
Occupation	Professional/managerial position	73.1	18.3	4.6	3.9	100.0
	Office job	84.0	13.1	1.7	1.2	100.0
	Service/sales	54.8	25.4	11.1	8.7	100.0
	Production related position	45.1	27.1	14.7	13.1	100.0
	Agriculture/forestry/fishery	35.2	26.6	22.7	15.5	100.0
	Unemployed/Other(None/other)	57.6	26.2	8.8	7.4	100.0
	(Student)	69.1	26.6	2.8	1.6	100.0
	(Housewife)	40.6	25.3	18.8	15.2	100.0
	(Unemployed/Other)	43.1	26.6	14.0	16.3	100.0

Table 10 Computer use frequency_(Household Member_Q2)

(Unit : %)

BASE: Computer users aged 3 or older PERIOD: Within the last 1 year		Once or more a day	Once or more a week ~ Less than once a day	Once or more a month ~ Less than once a week	Less than once a month	Total
Education	Elementary school graduate or lower	56.5	32.8	6.3	4.4	100.0
	(Preschool)	47.5	42.6	4.9	5.0	100.0
	(Uneducated)	18.7	24.9	31.6	24.7	100.0
	(Elementary school student)	58.8	34.6	4.4	2.2	100.0
	(Middle school student)	68.7	26.9	3.0	1.4	100.0
	(A regular elementary school graduate)	18.8	25.7	30.9	24.6	100.0
	Middle school graduate	54.7	24.6	11.1	9.7	100.0
	(High school student)	71.8	24.4	2.3	1.5	100.0
	(A regular middle school graduate)	24.2	24.9	26.7	24.2	100.0
	High school graduate	50.5	23.8	13.2	12.5	100.0
	(University student)	82.6	16.3	0.9	0.3	100.0
	(A regular high school graduate)	43.8	25.3	15.8	15.1	100.0
	University graduate or higher	72.4	19.3	5.1	3.2	100.0
	(Graduate student)	88.3	11.7	0.0	0.0	100.0
	(A regular university graduate)	72.3	19.3	5.2	3.2	100.0
Household income	Less than KRW 2 million	30.8	28.5	20.1	20.6	100.0
	KRW 2 million-Less than 3 million	43.4	25.7	15.1	15.8	100.0
	KRW 3 million-Less than 4 million	56.1	23.6	11.1	9.2	100.0
	KRW 4 million-Less than 5 million	59.5	24.0	9.3	7.2	100.0
	KRW 5 million and higher	68.4	21.3	6.0	4.4	100.0
Region size	Dong	62.8	22.5	8.0	6.7	100.0
	Eup/Myeon	59.6	23.0	9.9	7.5	100.0
Region	Seoul	64.5	21.1	7.2	7.1	100.0
	Busan	63.5	18.9	9.9	7.7	100.0
	Daegu	59.4	25.1	9.7	5.7	100.0
	Incheon	59.3	27.2	8.0	5.5	100.0
	Gwangju	69.0	18.4	6.2	6.4	100.0
	Daejeon	56.3	28.4	8.8	6.4	100.0
	Ulsan	63.3	18.3	9.4	9.1	100.0
	Gyeonggi	62.7	22.4	8.9	6.1	100.0
	Gangwon	63.6	20.1	8.9	7.4	100.0
	Chungcheong	63.4	21.9	8.2	6.5	100.0
	(Chungbuk)	66.8	19.4	7.7	6.1	100.0
	(Chungnam)	60.2	23.7	9.0	7.2	100.0
	(Sejong)	67.3	22.3	5.8	4.7	100.0
	Jeolla	56.1	28.1	8.3	7.5	100.0
	(Jeonbok)	55.7	27.9	8.0	8.3	100.0
	(Jeonnam)	56.5	28.2	8.7	6.7	100.0
	Gyeongsang	62.4	21.7	7.4	8.4	100.0
	(Gyeongbuk)	61.2	23.6	7.1	8.1	100.0
	(Gyeongnam)	63.3	20.3	7.7	8.7	100.0
	Jeju	51.7	30.5	9.9	7.9	100.0

Table 11 Recent mobile phone use period_(Household Member_Q3)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used a mobile phone for over a year	Have never used a mobile phone	Total
Entire population aged 3 or older		99.2	0.6	0.1	0.0	0.1	100.0
Number of household members	1 person	98.8	1.0	0.2	0.0	0.0	100.0
	2 persons	99.1	0.7	0.2	0.0	0.0	100.0
	3 persons or more	99.2	0.5	0.1	0.0	0.1	100.0
Gender	Male	99.2	0.6	0.2	0.0	0.1	100.0
	Female	99.1	0.7	0.1	0.0	0.1	100.0
Age	3-9	94.5	3.2	0.6	0.0	1.6	100.0
	10s	100.0	0.0	0.0	0.0	0.0	100.0
	20s	100.0	0.0	0.0	0.0	0.0	100.0
	30s	100.0	0.0	0.0	0.0	0.0	100.0
	40s	100.0	0.0	0.0	0.0	0.0	100.0
	50s	100.0	0.0	0.0	0.0	0.0	100.0
	60s	99.8	0.1	0.1	0.0	0.0	100.0
	70+	95.8	3.4	0.8	0.0	0.0	100.0
Gender*Age	Male						
	3-9	93.7	3.9	0.9	0.1	1.3	100.0
	10s	100.0	0.0	0.0	0.0	0.0	100.0
	20s	100.0	0.0	0.0	0.0	0.0	100.0
	30s	100.0	0.0	0.0	0.0	0.0	100.0
	40s	100.0	0.0	0.0	0.0	0.0	100.0
	50s	100.0	0.0	0.0	0.0	0.0	100.0
	60s	99.8	0.1	0.0	0.0	0.0	100.0
Gender*Age	Female						
	3-9	95.3	2.4	0.4	0.0	1.9	100.0
	10s	100.0	0.0	0.0	0.0	0.0	100.0
	20s	100.0	0.0	0.0	0.0	0.0	100.0
	30s	100.0	0.0	0.0	0.0	0.0	100.0
	40s	100.0	0.0	0.0	0.0	0.0	100.0
	50s	100.0	0.0	0.0	0.0	0.0	100.0
	60s	99.7	0.2	0.1	0.0	0.0	100.0
Youth	Entire population	99.9	0.1	0.0	0.0	0.0	100.0
	Male	99.9	0.1	0.0	0.0	0.0	100.0
	Female	99.8	0.1	0.0	0.0	0.1	100.0
Occupation	Professional/managerial position	99.8	0.2	0.0	0.0	0.0	100.0
	Office job	100.0	0.0	0.0	0.0	0.0	100.0
	Service/sales	99.8	0.2	0.0	0.0	0.0	100.0
	Production related position	99.3	0.5	0.2	0.0	0.0	100.0
	Agriculture/forestry/fishery	97.9	1.6	0.5	0.0	0.0	100.0
	Unemployed/Other(None/other)	98.3	1.3	0.3	0.0	0.2	100.0
	(Student)	98.6	0.8	0.2	0.0	0.4	100.0
	(Housewife)	98.4	1.5	0.1	0.0	0.0	100.0
	(Unemployed/Other)	97.1	2.1	0.8	0.0	0.0	100.0

Table 11 Recent mobile phone use period_(Household Member_Q3)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used a mobile phone for over a year	Have never used a mobile phone	Total
Education	Elementary school graduate or lower	96.7	2.3	0.5	0.0	0.5	100.0
	(Preschool)	93.0	3.6	1.0	0.1	2.3	100.0
	(Uneducated)	94.3	4.3	1.4	0.0	0.0	100.0
	(Elementary school student)	98.8	1.0	0.0	0.0	0.2	100.0
	(Middle school student)	99.9	0.1	0.0	0.0	0.0	100.0
	(A regular elementary school graduate)	95.7	3.4	0.8	0.0	0.0	100.0
	Middle school graduate	98.0	1.7	0.3	0.0	0.0	100.0
	(High school student)	100.0	0.0	0.0	0.0	0.0	100.0
	(A regular middle school graduate)	96.8	2.7	0.5	0.0	0.0	100.0
	High school graduate	99.6	0.3	0.1	0.0	0.0	100.0
	(University student)	100.0	0.0	0.0	0.0	0.0	100.0
	(A regular high school graduate)	99.5	0.4	0.1	0.0	0.0	100.0
	University graduate or higher	100.0	0.0	0.0	0.0	0.0	100.0
	(Graduate student)	100.0	0.0	0.0	0.0	0.0	100.0
	(A regular university graduate)	100.0	0.0	0.0	0.0	0.0	100.0
Household income	Less than KRW 2 million	97.3	2.2	0.5	0.0	0.0	100.0
	KRW 2 million-Less than 3 million	98.7	1.0	0.2	0.0	0.0	100.0
	KRW 3 million-Less than 4 million	99.1	0.6	0.2	0.0	0.1	100.0
	KRW 4 million-Less than 5 million	99.2	0.6	0.1	0.0	0.1	100.0
	KRW 5 million and higher	99.5	0.3	0.1	0.0	0.1	100.0
Region size	Dong	99.2	0.6	0.1	0.0	0.1	100.0
	Eup/Myeon	99.0	0.8	0.2	0.0	0.1	100.0
Region	Seoul	98.7	1.0	0.1	0.0	0.1	100.0
	Busan	99.0	0.7	0.2	0.0	0.1	100.0
	Daegu	99.4	0.5	0.0	0.0	0.1	100.0
	Incheon	99.2	0.4	0.3	0.0	0.1	100.0
	Gwangju	99.2	0.6	0.1	0.0	0.1	100.0
	Daejeon	99.5	0.2	0.3	0.0	0.1	100.0
	Ulsan	99.0	0.8	0.0	0.1	0.1	100.0
	Gyeonggi	99.2	0.5	0.2	0.0	0.1	100.0
	Gangwon	99.4	0.6	0.0	0.0	0.0	100.0
	Chungcheong	99.2	0.6	0.2	0.0	0.1	100.0
	(Chungbuk)	99.1	0.8	0.0	0.0	0.1	100.0
	(Chungnam)	99.1	0.5	0.4	0.0	0.1	100.0
	(Sejong)	99.6	0.2	0.2	0.0	0.0	100.0
	Jeolla	99.2	0.7	0.1	0.0	0.0	100.0
	(Jeonbuk)	99.5	0.3	0.1	0.0	0.1	100.0
	(Jeonnam)	99.0	1.0	0.0	0.0	0.0	100.0
	Gyeongsang	99.5	0.4	0.1	0.0	0.0	100.0
	(Gyeongbuk)	99.2	0.6	0.2	0.0	0.0	100.0
	(Gyeongnam)	99.7	0.3	0.1	0.0	0.0	100.0
	Jeju	99.6	0.4	0.1	0.0	0.0	100.0

Table 12 Mobile phone use status within the last 1 month [Mobile phone usage rate]_(Household Member_Q3)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 month		Used	Not used	Total
Entire population aged 3 or older		99.2	0.8	100.0
Number of household members	1 person	98.8	1.2	100.0
	2 persons	99.1	0.9	100.0
	3 persons or more	99.2	0.8	100.0
Gender	Male	99.2	0.8	100.0
	Female	99.1	0.9	100.0
Age	3-9	94.5	5.5	100.0
	10s	100.0	0.0	100.0
	20s	100.0	0.0	100.0
	30s	100.0	0.0	100.0
	40s	100.0	0.0	100.0
	50s	100.0	0.0	100.0
	60s	99.8	0.2	100.0
	70+	95.8	4.2	100.0
Gender*Age	Male 3-9	93.7	6.3	100.0
	Male 10s	100.0	0.0	100.0
	Male 20s	100.0	0.0	100.0
	Male 30s	100.0	0.0	100.0
	Male 40s	100.0	0.0	100.0
	Male 50s	100.0	0.0	100.0
	Male 60s	99.8	0.2	100.0
	Male 70+	95.5	4.5	100.0
Gender*Age	Female 3-9	95.3	4.7	100.0
	Female 10s	100.0	0.0	100.0
	Female 20s	100.0	0.0	100.0
	Female 30s	100.0	0.0	100.0
	Female 40s	100.0	0.0	100.0
	Female 50s	100.0	0.0	100.0
	Female 60s	99.7	0.3	100.0
	Female 70+	96.1	3.9	100.0
Youth	Entire population	99.9	0.1	100.0
	Male	99.9	0.1	100.0
	Female	99.8	0.2	100.0
Occupation	Professional/managerial position	99.8	0.2	100.0
	Office job	100.0	0.0	100.0
	Service/sales	99.8	0.2	100.0
	Production related position	99.3	0.7	100.0
	Agriculture/forestry/fishery	97.9	2.1	100.0
	Unemployed/Other(None/other)	98.3	1.7	100.0
	(Student)	98.6	1.4	100.0
	(Housewife)	98.4	1.6	100.0
	(Unemployed/Other)	97.1	2.9	100.0

Table 12 Mobile phone use status within the last 1 month [Mobile phone usage rate]_(Household Member_Q3)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 month		Used	Not used	Total
Education	Elementary school graduate or lower	96.7	3.3	100.0
	(Preschool)	93.0	7.0	100.0
	(Uneducated)	94.3	5.7	100.0
	(Elementary school student)	98.8	1.2	100.0
	(Middle school student)	99.9	0.1	100.0
	(A regular elementary school graduate)	95.7	4.3	100.0
	Middle school graduate	98.0	2.0	100.0
	(High school student)	100.0	0.0	100.0
	(A regular middle school graduate)	96.8	3.2	100.0
	High school graduate	99.6	0.4	100.0
	(University student)	100.0	0.0	100.0
	(A regular high school graduate)	99.5	0.5	100.0
	University graduate or higher	100.0	0.0	100.0
	(Graduate student)	100.0	0.0	100.0
	(A regular university graduate)	100.0	0.0	100.0
Household income	Less than KRW 2 million	97.3	2.7	100.0
	KRW 2 million-Less than 3 million	98.7	1.3	100.0
	KRW 3 million-Less than 4 million	99.1	0.9	100.0
	KRW 4 million-Less than 5 million	99.2	0.8	100.0
	KRW 5 million and higher	99.5	0.5	100.0
Region size	Dong	99.2	0.8	100.0
	Eup/Myeon	99.0	1.0	100.0
Region	Seoul	98.7	1.3	100.0
	Busan	99.0	1.0	100.0
	Daegu	99.4	0.6	100.0
	Incheon	99.2	0.8	100.0
	Gwangju	99.2	0.8	100.0
	Daejeon	99.5	0.5	100.0
	Ulsan	99.0	1.0	100.0
	Gyeonggi	99.2	0.8	100.0
	Gangwon	99.4	0.6	100.0
	Chungcheong	99.2	0.8	100.0
	(Chungbuk)	99.1	0.9	100.0
	(Chungnam)	99.1	0.9	100.0
	(Sejong)	99.6	0.4	100.0
	Jeolla	99.2	0.8	100.0
	(Jeonbuk)	99.5	0.5	100.0
	(Jeonnam)	99.0	1.0	100.0
	Gyeongsang	99.5	0.5	100.0
	(Gyeongbuk)	99.2	0.8	100.0
	(Gyeongnam)	99.7	0.3	100.0
	Jeju	99.6	0.4	100.0

Table 13 Computer skills (multiple responses)_(Household Member_Q4)

(Unit : %)

BASE: Persons aged 12 or older who have used the computer within the last 1 month PERIOD: Single point of time as of July 1, 2025		Attaching documents, photos, videos, etc. to emails, text messages, messengers and sending	Using the copy/paste function in a document or copying/moving files, folders, etc. to another location	Transferring files between the computer and other devices
Computer users aged 12 or older		99.3	98.2	79.3
Number of household members	1 person	98.5	97.4	73.7
	2 persons	98.6	97.3	70.7
	3 persons or more	99.7	98.6	83.2
Gender	Male	99.3	98.4	80.8
	Female	99.3	97.9	77.5
Age	12~19	99.9	98.5	92.8
	20s	100.0	99.5	93.9
	30s	100.0	99.5	93.6
	40s	100.0	99.2	85.2
	50s	99.9	97.3	67.7
	60s	99.3	95.5	51.8
	70+	83.9	93.2	25.9
Gender*Age	Male			
	12~19	99.8	98.5	93.7
	20s	100.0	99.6	94.6
	30s	100.0	99.5	94.6
	40s	100.0	99.3	88.1
	50s	99.9	97.7	70.1
	60s	99.4	95.9	54.1
	70+	84.1	94.6	26.0
Gender*Age	Female			
	12~19	99.9	98.5	91.7
	20s	100.0	99.4	93.2
	30s	100.0	99.4	92.4
	40s	100.0	99.0	82.1
	50s	99.9	96.8	64.9
	60s	99.2	94.9	49.2
	70+	83.6	91.5	25.8
Youth	Entire population	99.9	98.8	92.9
	Male	99.9	98.8	94.0
	Female	99.9	98.9	91.7
Occupation	Professional/managerial position	99.8	99.0	82.4
	Office job	99.9	99.5	89.3
	Service/sales	99.5	97.7	74.4
	Production related position	98.7	97.0	66.1
	Agriculture/forestry/fishery	97.1	94.3	56.5
	Unemployed/Other (None/other)	98.8	97.8	79.6
	(Student)	99.9	98.9	93.2
	(Housewife)	98.2	96.2	61.0
	(Unemployed/Other (None/other))	95.5	97.3	66.8

Table 13 Computer skills (multiple responses)_(Household Member_Q4)

(Unit : %)

BASE: Persons aged 12 or older who have used the computer within the last 1 month PERIOD: Single point of time as of July 1, 2025		Attaching documents, photos, videos, etc. to emails, text messages, messengers and sending	Using the copy/paste function in a document or copying/moving files, folders, etc. to another location	Transferring files between the computer and other devices
Education	Elementary school graduate or lower (Uneducated)	98.3	97.8	82.8
	(Elementary school student)	82.1	93.6	16.8
	(Middle school student)	99.4	98.4	87.5
	(A regular elementary school graduate)	99.9	98.5	91.5
	Middle school graduate	88.0	93.1	27.3
	(High school student)	97.9	97.1	77.9
	(A regular middle school graduate)	99.9	98.5	94.3
	High school graduate	93.2	93.7	38.2
	(University student)	98.9	96.9	67.7
	(A regular high school graduate)	100.0	99.3	93.8
	University graduate or higher (Graduate student)	98.6	96.4	61.5
		99.8	99.1	86.2
	(A regular university graduate)	100.0	100.0	96.4
Household income	Less than KRW 2 million	99.8	99.1	86.2
	KRW 2 million-Less than 3 million	91.8	92.1	46.4
	KRW 3 million-Less than 4 million	98.1	96.2	66.7
	KRW 4 million-Less than 5 million	99.1	97.5	75.2
	KRW 5 million and higher	99.6	98.1	77.7
Region size	Dong	99.6	98.9	81.6
	Eup/Myeon	99.5	98.5	81.5
Region	Seoul	99.2	98.0	79.6
	Busan	99.5	98.7	78.9
	Daegu	99.2	98.6	83.2
	Incheon	99.5	97.8	77.5
	Gwangju	99.0	97.8	77.5
	Daejeon	99.7	98.6	80.2
	Ulsan	99.1	98.6	78.3
	Gyeonggi	99.1	96.7	73.7
	Gangwon	99.3	97.2	78.6
	Chungcheong (Chungbuk)	99.0	96.8	76.0
	(Chungnam)	99.5	97.3	79.8
	(Sejong)	99.3	98.7	82.4
	Jeolla (Jeonbuk)	99.3	98.7	82.4
	(Jeonnam)	98.8	96.4	77.8
		98.8	96.1	77.6
	(Jeonnam)	98.9	96.7	78.0
	Gyeongsang (Gyeongbuk)	99.5	97.2	79.1
	(Gyeongnam)	99.6	97.4	74.9
		99.4	97.1	82.2
	Jeju	99.9	96.5	75.8

Table 14 Computer skills (multiple responses)_(Household Member_Q4) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used the computer within the last 1 month PERIOD: Single point of time as of July 1, 2025		Searching for, downloading, and installing software	Connecting and installing new devices	Using basic formulas in Excel
Computer users aged 12 or older		79.3	76.1	68.3
Number of household members	1 person	72.3	70.1	64.6
	2 persons	71.3	68.2	62.3
	3 persons or more	83.1	79.8	71.0
Gender	Male	80.7	78.0	69.4
	Female	77.6	74.0	67.0
Age	12~19	91.3	85.6	48.3
	20s	91.9	89.9	89.1
	30s	89.0	89.9	88.7
	40s	86.0	83.8	79.1
	50s	71.2	66.0	59.3
	60s	53.1	47.2	36.4
	70+	34.4	28.0	20.4
Gender*Age	Male			
	12~19	92.1	85.9	47.9
	20s	92.5	91.4	89.3
	30s	90.4	91.4	89.4
	40s	88.2	88.2	82.8
	50s	73.4	68.0	60.5
	60s	55.1	48.5	37.7
	70+	35.8	29.0	20.0
Female	12~19	90.4	85.1	48.8
	20s	91.3	88.3	88.7
	30s	87.3	88.1	87.9
	40s	83.5	78.9	75.1
	50s	68.6	63.8	57.9
	60s	50.7	45.6	35.0
	70+	32.5	26.8	20.8
Youth	Entire population	91.9	87.2	63.4
	Male	92.3	87.9	63.4
	Female	91.4	86.4	63.3
Occupation	Professional/managerial position	80.3	77.9	76.0
	Office job	87.5	85.9	84.8
	Service/sales	74.4	71.4	64.3
	Production related position	68.5	65.1	56.1
	Agriculture/forestry/fishery	59.8	51.9	42.9
	Unemployed/Other (None/other)	80.6	75.9	60.2
	(Student)	92.0	87.4	63.6
	(Housewife)	65.2	61.1	55.4
	(Unemployed/Other (None/other))	69.0	63.3	57.6

Table 14 Computer skills (multiple responses)_(Household Member_Q4) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used the computer within the last 1 month PERIOD: Single point of time as of July 1, 2025		Searching for, downloading, and installing software	Connecting and installing new devices	Using basic formulas in Excel
Education	Elementary school graduate or lower (Uneducated)	83.1	76.8	43.3
	(Elementary school student)	25.9	34.8	41.8
	(Middle school student)	86.8	79.6	45.2
	(A regular elementary school graduate)	90.9	83.1	45.9
	Middle school graduate (High school student)	34.6	36.9	23.3
	(A regular middle school graduate)	77.3	73.6	43.3
	High school graduate (University student)	92.3	88.3	50.0
	(A regular high school graduate)	41.2	38.4	27.4
	University graduate or higher (Graduate student)	69.8	65.9	58.1
	(A regular university graduate)	93.3	89.9	85.3
		64.2	60.2	51.6
		84.9	82.6	79.8
		92.9	95.0	95.7
Household income	Less than KRW 2 million	84.9	82.6	79.7
	KRW 2 million-Less than 3 million	52.9	47.6	45.0
	KRW 3 million-Less than 4 million	66.4	63.8	54.0
	KRW 4 million-Less than 5 million	76.1	72.2	64.0
	KRW 5 million and higher	78.6	75.6	66.4
Region size	Dong	82.6	79.6	72.2
	Eup/Myeon	80.0	76.7	68.9
Region	Seoul	75.7	73.2	65.0
	Busan	81.7	78.6	73.0
	Daegu	78.5	75.9	66.9
	Incheon	78.2	72.5	67.2
	Gwangju	82.9	77.5	69.9
	Daejeon	79.8	72.8	67.0
	Ulsan	78.4	75.6	66.8
	Gyeonggi	80.6	75.6	67.1
	Gangwon	79.9	77.7	68.1
	Chungcheong (Chungbuk)	76.4	70.9	67.3
	(Chungnam)	74.9	73.3	65.3
	(Sejong)	75.6	72.3	62.2
	Jeolla (Jeonbuk)	74.5	73.3	66.9
	(Jeonnam)	74.4	76.9	69.2
	Gyeongsang (Gyeongbuk)	77.7	72.8	63.9
	(Gyeongnam)	77.2	72.0	62.5
	Jeju	78.3	73.6	65.2
		77.0	75.1	65.6
		74.1	72.8	64.8
		79.1	76.8	66.1
		73.2	72.0	74.6

Table 15 Computer skills (multiple responses)_(Household Member_Q4) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used the computer within the last 1 month PERIOD: Single point of time as of July 1, 2025		Preparing presentation materials using Hangul, PowerPoint, etc.	Taking security measures against illegal utilization/hacking of information devices or online accounts	Setting to avoid providing/exposing unnecessarily large amounts of personal information through apps/online accounts
Computer users aged 12 or older		66.3	59.0	56.9
Number of household members	1 person	61.4	56.7	54.7
	2 persons	58.4	53.3	50.3
	3 persons or more	69.8	61.4	59.7
Gender	Male	67.4	61.2	57.5
	Female	65.0	56.5	56.3
Age	12~19	65.3	59.0	62.7
	20s	83.0	72.3	74.3
	30s	85.8	71.2	71.3
	40s	74.4	63.8	66.9
	50s	55.0	50.6	37.7
	60s	33.8	37.3	28.9
	70+	19.0	28.8	33.0
Gender*Age	Male 12~19	66.3	60.8	62.3
	Male 20s	83.6	73.2	74.7
	Male 30s	87.0	73.6	72.2
	Male 40s	77.8	67.2	68.7
	Male 50s	55.9	53.4	38.3
	Male 60s	33.8	40.1	28.7
	Male 70+	20.1	28.2	34.3
Gender*Age	Female 12~19	64.3	57.0	63.2
	Female 20s	82.4	71.4	73.8
	Female 30s	84.4	68.4	70.3
	Female 40s	70.7	60.2	64.8
	Female 50s	54.0	47.4	37.0
	Female 60s	33.7	34.1	29.2
	Female 70+	17.6	29.6	31.3
Youth	Entire population	72.2	64.1	67.4
	Male	73.0	65.1	67.1
	Female	71.3	63.1	67.6
Occupation	Professional/managerial position	74.1	68.6	58.4
	Office job	81.5	70.4	67.7
	Service/sales	59.5	54.1	50.4
	Production related position	50.6	50.1	44.4
	Agriculture/forestry/fishery	41.7	37.1	38.4
	Unemployed/Other (None/other)	63.5	55.4	57.9
	(Student)	72.5	64.6	67.9
	(Housewife)	51.2	42.3	42.9
	(Unemployed/Other (None/other))	55.6	48.2	51.7

Table 15 Computer skills (multiple responses)_(Household Member_Q4) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used the computer within the last 1 month PERIOD: Single point of time as of July 1, 2025		Preparing presentation materials using Hangul, PowerPoint, etc.	Taking security measures against illegal utilization/hacking of information devices or online accounts	Setting to avoid providing/exposing unnecessarily large amounts of personal information through apps/online accounts
Education	Elementary school graduate or lower (Uneducated)	58.3	50.9	54.3
	(Elementary school student)	12.0	18.2	26.4
	(Middle school student)	62.1	43.9	51.8
	(A regular elementary school graduate)	63.8	58.6	57.6
	Middle school graduate	22.1	19.4	41.2
	(High school student)	54.7	51.8	57.1
	(A regular middle school graduate)	66.7	61.9	67.8
	High school graduate	25.6	27.6	31.4
	(University student)	54.1	49.0	46.9
	(A regular high school graduate)	82.3	72.5	76.3
	University graduate or higher (Graduate student)	47.3	43.4	39.9
	(A regular university graduate)	75.8	66.8	63.4
		96.1	69.8	71.0
		75.7	66.7	63.3
Household income	Less than KRW 2 million	41.0	31.0	37.0
	KRW 2 million-Less than 3 million	52.4	49.6	47.7
	KRW 3 million-Less than 4 million	62.4	52.6	53.8
	KRW 4 million-Less than 5 million	64.2	57.3	55.8
	KRW 5 million and higher	70.2	63.0	59.8
Region size	Dong	66.9	60.4	57.8
	Eup/Myeon	63.0	51.9	52.2
Region	Seoul	69.5	66.9	64.3
	Busan	66.4	60.4	56.0
	Daegu	63.2	68.6	56.4
	Incheon	68.6	67.3	58.5
	Gwangju	67.7	51.6	53.2
	Daejeon	62.5	52.4	56.1
	Ulsan	67.1	63.9	54.0
	Gyeonggi	66.3	54.1	54.8
	Gangwon	60.4	42.9	55.6
	Chungcheong (Chungbuk)	64.6	55.0	55.1
	(Chungnam)	63.9	61.4	58.4
	(Sejong)	64.4	50.2	53.0
	Jeolla (Jeonbok)	68.3	55.0	53.7
	(Jeonnam)	63.4	49.4	51.2
	Gyeongsang (Gyeongbuk)	64.2	50.3	50.0
	(Gyeongnam)	62.6	48.4	52.5
	Jeju	65.2	64.5	57.4
		61.0	63.2	54.7
		68.3	65.5	59.4
		62.3	53.7	45.4

Table 16 Computer skills (multiple responses)_(Household Member_Q4) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used the computer within the last 1 month PERIOD: Single point of time as of July 1, 2025		Checking the reliability of information found online	Programming computers and developing apps using specific languages	Not applicable
Computer users aged 12 or older		37.0	11.5	0.0
Number of household members	1 person	34.8	9.4	0.1
	2 persons	32.8	8.1	0.0
	3 persons or more	38.9	13.1	0.0
Gender	Male	38.5	12.4	0.0
	Female	35.3	10.5	0.0
Age	12~19	37.0	17.1	0.0
	20s	47.9	18.5	0.0
	30s	47.3	17.6	0.0
	40s	42.3	15.2	0.0
	50s	27.2	1.2	0.0
	60s	21.0	2.1	0.0
	70+	13.2	0.6	0.4
Gender*Age	Male 12~19	37.9	16.5	0.0
	Male 20s	49.9	20.7	0.0
	Male 30s	48.6	19.4	0.0
	Male 40s	44.4	16.8	0.0
	Male 50s	29.1	1.2	0.0
	Male 60s	22.1	2.4	0.0
	Male 70+	13.7	0.4	0.6
Gender*Age	Female 12~19	36.0	17.8	0.0
	Female 20s	45.6	15.9	0.0
	Female 30s	45.8	15.6	0.0
	Female 40s	39.9	13.4	0.0
	Female 50s	25.1	1.1	0.0
	Female 60s	19.7	1.8	0.0
	Female 70+	12.6	0.9	0.2
Youth	Entire population	41.7	17.6	0.0
	Male	42.9	18.3	0.0
	Female	40.3	16.9	0.0
Occupation	Professional/managerial position	44.5	13.5	0.0
	Office job	44.7	15.7	0.0
	Service/sales	33.3	7.7	0.0
	Production related position	29.2	5.9	0.1
	Agriculture/forestry/fishery	22.9	5.2	0.0
	Unemployed/Other (None/other)	35.6	13.2	0.0
	(Student)	41.5	18.0	0.0
	(Housewife)	26.1	6.2	0.0
	(Unemployed/Other (None/other))	33.0	9.9	0.1

Table 16 Computer skills (multiple responses)_(Household Member_Q4) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used the computer within the last 1 month PERIOD: Single point of time as of July 1, 2025		Checking the reliability of information found online	Programming computers and developing apps using specific languages	Not applicable
Education	Elementary school graduate or lower (Uneducated)	31.5	13.8	0.1
	(Elementary school student)	14.2	3.7	0.0
	(Middle school student)	26.8	14.9	0.0
	(A regular elementary school graduate)	36.4	15.9	0.0
	Middle school graduate	11.6	0.2	0.7
	(High school student)	32.7	13.0	0.1
	(A regular middle school graduate)	39.8	17.9	0.0
	High school graduate	15.5	1.3	0.3
	(University student)	30.5	7.4	0.0
	(A regular high school graduate)	48.6	19.3	0.0
	University graduate or higher (Graduate student)	26.1	4.5	0.0
	(A regular university graduate)	42.1	13.7	0.0
		48.8	27.4	0.0
		42.0	13.6	0.0
Household income	Less than KRW 2 million	22.7	4.6	0.5
	KRW 2 million-Less than 3 million	31.3	6.8	0.0
	KRW 3 million-Less than 4 million	35.9	9.9	0.0
	KRW 4 million-Less than 5 million	34.8	10.7	0.0
	KRW 5 million and higher	39.1	12.9	0.0
Region size	Dong	37.9	11.6	0.0
	Eup/Myeon	32.2	10.9	0.0
Region	Seoul	39.1	14.3	0.0
	Busan	37.3	11.3	0.0
	Daegu	38.2	11.5	0.0
	Incheon	42.2	10.8	0.0
	Gwangju	31.5	10.8	0.0
	Daejeon	35.9	10.4	0.0
	Ulsan	38.5	13.4	0.0
	Gyeonggi	34.8	11.0	0.0
	Gangwon	33.2	11.7	0.1
	Chungcheong (Chungbuk)	39.7	9.1	0.0
	(Chungnam)	39.7	7.9	0.0
	(Sejong)	39.9	9.6	0.0
	Jeolla (Jeonbok)	38.9	10.8	0.0
	(Jeonnam)	34.7	10.3	0.0
	Gyeongsang (Gyeongbuk)	34.9	9.3	0.0
	(Gyeongnam)	34.5	11.3	0.0
	Jeju	38.7	10.7	0.0
		38.4	9.5	0.1
		39.0	11.6	0.0
		26.8	11.6	0.0

Table 17 Recent Internet use period_(Household Member_Q5)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used the Internet in over a year	Have never used the Internet	Total
Entire population aged 3 or older		95.0	1.1	0.5	0.7	2.7	100.0
Number of household members	1 person	87.7	1.5	1.0	2.1	7.7	100.0
	2 persons	91.9	1.8	0.9	1.3	4.1	100.0
	3 persons or more	97.7	0.7	0.2	0.2	1.2	100.0
Gender	Male	96.1	1.1	0.5	0.6	1.7	100.0
	Female	93.9	1.1	0.5	0.8	3.7	100.0
Age	3~9	95.6	1.5	0.4	0.3	2.1	100.0
	10s	100.0	0.0	0.0	0.0	0.0	100.0
	20s	100.0	0.0	0.0	0.0	0.0	100.0
	30s	100.0	0.0	0.0	0.0	0.0	100.0
	40s	99.7	0.3	0.0	0.0	0.0	100.0
	50s	99.5	0.5	0.0	0.0	0.0	100.0
	60s	95.6	2.4	0.4	0.6	0.9	100.0
	70+	70.2	3.9	2.9	4.4	18.6	100.0
Gender*Age	Male 3~9	95.3	1.4	0.4	0.5	2.3	100.0
	Male 10s	100.0	0.0	0.0	0.0	0.0	100.0
	Male 20s	99.9	0.0	0.0	0.0	0.0	100.0
	Male 30s	99.9	0.1	0.0	0.0	0.0	100.0
	Male 40s	99.7	0.3	0.0	0.0	0.0	100.0
	Male 50s	99.5	0.5	0.0	0.0	0.0	100.0
	Male 60s	96.1	2.6	0.4	0.5	0.5	100.0
	Male 70+	73.8	4.7	3.4	4.3	13.7	100.0
Female	Female 3~9	95.8	1.6	0.4	0.1	2.0	100.0
	Female 10s	100.0	0.0	0.0	0.0	0.0	100.0
	Female 20s	100.0	0.0	0.0	0.0	0.0	100.0
	Female 30s	100.0	0.0	0.0	0.0	0.0	100.0
	Female 40s	99.8	0.2	0.0	0.0	0.0	100.0
	Female 50s	99.5	0.4	0.0	0.0	0.0	100.0
	Female 60s	95.2	2.3	0.5	0.8	1.2	100.0
	Female 70+	67.6	3.4	2.4	4.4	22.2	100.0
Youth	Entire population	99.9	0.0	0.1	0.0	0.0	100.0
	Male	99.8	0.0	0.1	0.0	0.0	100.0
	Female	100.0	0.0	0.0	0.0	0.0	100.0
Occupation	Professional/managerial position	99.5	0.4	0.1	0.0	0.0	100.0
	Office job	99.8	0.2	0.0	0.0	0.0	100.0
	Service/sales	97.8	1.0	0.3	0.3	0.6	100.0
	Production related position	95.2	1.6	0.6	0.8	1.9	100.0
	Agriculture/forestry/fishery	83.6	3.5	3.2	1.7	8.0	100.0
	Unemployed/Other (None/other)	90.8	1.4	0.7	1.4	5.7	100.0
	(Student)	99.0	0.4	0.1	0.1	0.5	100.0
	(Housewife)	85.7	1.7	0.8	2.1	9.6	100.0
	(Unemployed/Other (None/other))	80.3	3.2	1.9	3.1	11.5	100.0

Table 17 Recent Internet use period_(Household Member_Q5)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used the Internet in over a year	Have never used the Internet	Total
Education	Elementary school graduate or lower	82.7	1.7	0.9	1.6	13.2	100.0
	(Preschool)	94.8	2.0	0.0	0.4	2.7	100.0
	(Uneducated)	42.8	2.4	0.8	2.2	51.9	100.0
	(Elementary school student)	98.7	0.3	0.5	0.1	0.5	100.0
	(Middle school student)	100.0	0.0	0.0	0.0	0.0	100.0
	(A regular elementary school graduate)	60.9	3.5	2.4	4.5	28.6	100.0
	Middle school graduate	86.9	2.8	1.9	2.3	6.0	100.0
	(High school student)	100.0	0.0	0.0	0.0	0.0	100.0
	(A regular middle school graduate)	78.8	4.5	3.1	3.8	9.8	100.0
	High school graduate	96.9	1.3	0.5	0.8	0.6	100.0
	(University student)	99.9	0.0	0.0	0.1	0.0	100.0
	(A regular high school graduate)	96.4	1.6	0.5	0.9	0.7	100.0
	University graduate or higher	99.6	0.4	0.0	0.0	0.0	100.0
	(Graduate student)	100.0	0.0	0.0	0.0	0.0	100.0
	(A regular university graduate)	99.6	0.4	0.0	0.0	0.0	100.0
Household income	Less than KRW 2 million	71.4	3.2	2.2	4.4	18.7	100.0
	KRW 2 million-Less than 3 million	89.4	2.0	1.2	1.8	5.6	100.0
	KRW 3 million-Less than 4 million	95.6	1.2	0.6	0.7	2.0	100.0
	KRW 4 million-Less than 5 million	97.1	1.2	0.2	0.3	1.1	100.0
	KRW 5 million and higher	98.6	0.6	0.1	0.1	0.6	100.0
Region size	Dong	95.6	1.0	0.4	0.7	2.4	100.0
	Eup/Myeon	92.3	1.6	0.9	0.9	4.2	100.0
Region	Seoul	94.7	1.9	0.1	0.7	2.6	100.0
	Busan	95.1	0.3	0.0	1.2	3.3	100.0
	Daegu	95.6	0.2	0.1	0.5	3.6	100.0
	Incheon	94.6	0.3	0.3	0.8	4.0	100.0
	Gwangju	97.8	0.3	0.1	0.3	1.5	100.0
	Daejeon	96.2	0.5	1.0	0.2	2.2	100.0
	Ulsan	94.4	0.7	3.8	0.4	0.6	100.0
	Gyeonggi	96.9	0.4	0.2	0.7	1.9	100.0
	Gangwon	91.9	4.7	0.0	1.0	2.5	100.0
	Chungcheong	94.2	1.2	0.4	0.9	3.3	100.0
	(Chungbuk)	94.8	0.1	0.1	1.3	3.7	100.0
	(Chungnam)	93.5	2.2	0.1	0.7	3.5	100.0
	(Sejong)	96.2	0.1	2.7	0.1	0.9	100.0
	Jeolla	93.1	0.5	3.3	0.8	2.4	100.0
	(Jeonbuk)	95.0	0.4	2.5	0.1	2.1	100.0
	(Jeonnam)	91.1	0.6	4.1	1.5	2.7	100.0
	Gyeongsang	92.9	2.3	0.2	0.5	4.1	100.0
	(Gyeongbuk)	93.1	0.4	0.2	0.7	5.5	100.0
	(Gyeongnam)	92.7	3.8	0.1	0.4	3.0	100.0
	Jeju	92.0	3.3	0.0	0.3	4.5	100.0

Table 18 Internet use status within the last 1 month [Internet usage rate]_(Household Member_Q5)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Used	Not used	Total
Entire population aged 3 or older		95.0	5.0	100.0
Number of household members	1 person	87.7	12.3	100.0
	2 persons	91.9	8.1	100.0
	3 persons or more	97.7	2.3	100.0
Gender	Male	96.1	3.9	100.0
	Female	93.9	6.1	100.0
Age	3~9	95.6	4.4	100.0
	10s	100.0	0.0	100.0
	20s	100.0	0.0	100.0
	30s	100.0	0.0	100.0
	40s	99.7	0.3	100.0
	50s	99.5	0.5	100.0
	60s	95.6	4.4	100.0
	70+	70.2	29.8	100.0
Gender*Age	Male 3~9	95.3	4.7	100.0
	Male 10s	100.0	0.0	100.0
	Male 20s	99.9	0.1	100.0
	Male 30s	99.9	0.1	100.0
	Male 40s	99.7	0.3	100.0
	Male 50s	99.5	0.5	100.0
	Male 60s	96.1	3.9	100.0
	Male 70+	73.8	26.2	100.0
Female	Female 3~9	95.8	4.2	100.0
	Female 10s	100.0	0.0	100.0
	Female 20s	100.0	0.0	100.0
	Female 30s	100.0	0.0	100.0
	Female 40s	99.8	0.2	100.0
	Female 50s	99.5	0.5	100.0
	Female 60s	95.2	4.8	100.0
	Female 70+	67.6	32.4	100.0
Youth	Entire population	99.9	0.1	100.0
	Male	99.8	0.2	100.0
	Female	100.0	0.0	100.0
Occupation	Professional/managerial position	99.5	0.5	100.0
	Office job	99.8	0.2	100.0
	Service/sales	97.8	2.2	100.0
	Production related position	95.2	4.8	100.0
	Agriculture/forestry/fishery	83.6	16.4	100.0
	Unemployed/Other (None/other)	90.8	9.2	100.0
	(Student)	99.0	1.0	100.0
	(Housewife)	85.7	14.3	100.0
	(Unemployed/Other (None/other))	80.3	19.7	100.0

Table 18 Internet use status within the last 1 month [Internet usage rate]_(Household Member_Q5)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower	82.7	17.3	100.0
	(Preschool)	94.8	5.2	100.0
	(Uneducated)	42.8	57.2	100.0
	(Elementary school student)	98.7	1.3	100.0
	(Middle school student)	100.0	0.0	100.0
	(A regular elementary school graduate)	60.9	39.1	100.0
	Middle school graduate	86.9	13.1	100.0
	(High school student)	100.0	0.0	100.0
	(A regular middle school graduate)	78.8	21.2	100.0
	High school graduate	96.9	3.1	100.0
	(University student)	99.9	0.1	100.0
	(A regular high school graduate)	96.4	3.6	100.0
	University graduate or higher	99.6	0.4	100.0
	(Graduate student)	100.0	0.0	100.0
	(A regular university graduate)	99.6	0.4	100.0
Household income	Less than KRW 2 million	71.4	28.6	100.0
	KRW 2 million-Less than 3 million	89.4	10.6	100.0
	KRW 3 million-Less than 4 million	95.6	4.4	100.0
	KRW 4 million-Less than 5 million	97.1	2.9	100.0
	KRW 5 million and higher	98.6	1.4	100.0
Region size	Dong	95.6	4.4	100.0
	Eup/Myeon	92.3	7.7	100.0
Region	Seoul	94.7	5.3	100.0
	Busan	95.1	4.9	100.0
	Daegu	95.6	4.4	100.0
	Incheon	94.6	5.4	100.0
	Gwangju	97.8	2.2	100.0
	Daejeon	96.2	3.8	100.0
	Ulsan	94.4	5.6	100.0
	Gyeonggi	96.9	3.1	100.0
	Gangwon	91.9	8.1	100.0
	Chungcheong	94.2	5.8	100.0
	(Chungbuk)	94.8	5.2	100.0
	(Chungnam)	93.5	6.5	100.0
	(Sejong)	96.2	3.8	100.0
	Jeolla	93.1	6.9	100.0
	(Jeonbuk)	95.0	5.0	100.0
	(Jeonnam)	91.1	8.9	100.0
	Gyeongsang	92.9	7.1	100.0
	(Gyeongbuk)	93.1	6.9	100.0
	(Gyeongnam)	92.7	7.3	100.0
	Jeju	92.0	8.0	100.0

Table 19 Internet use frequency_(Household Member_Q6)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Once or more a day	Once or more a week	Less than once a week	Total
Internet users aged 3 or older		95.2	4.3	0.5	100.0
Number of household members	1 person	92.4	6.6	1.0	100.0
	2 persons	94.9	4.5	0.6	100.0
	3 persons or more	95.7	3.9	0.4	100.0
Gender	Male	95.6	4.0	0.4	100.0
	Female	94.8	4.7	0.6	100.0
Age	3~9	82.9	15.2	1.9	100.0
	10s	97.6	2.1	0.3	100.0
	20s	98.3	1.6	0.0	100.0
	30s	97.5	2.4	0.1	100.0
	40s	97.0	2.9	0.2	100.0
	50s	96.1	3.6	0.3	100.0
	60s	94.8	4.6	0.6	100.0
	70+	87.2	10.9	1.9	100.0
Gender*Age	Male 3~9	83.8	14.1	2.1	100.0
	Male 10s	97.1	2.6	0.3	100.0
	Male 20s	98.9	1.1	0.0	100.0
	Male 30s	97.2	2.7	0.1	100.0
	Male 40s	96.6	3.3	0.1	100.0
	Male 50s	96.1	3.7	0.2	100.0
	Male 60s	94.9	4.5	0.6	100.0
	Male 70+	90.7	7.7	1.6	100.0
Female	Female 3~9	81.9	16.5	1.6	100.0
	Female 10s	98.2	1.5	0.3	100.0
	Female 20s	97.7	2.3	0.0	100.0
	Female 30s	97.8	2.0	0.2	100.0
	Female 40s	97.4	2.4	0.2	100.0
	Female 50s	96.1	3.4	0.5	100.0
	Female 60s	94.7	4.6	0.7	100.0
	Female 70+	84.4	13.4	2.2	100.0
Youth	Entire population	97.6	2.2	0.2	100.0
	Male	97.7	2.1	0.2	100.0
	Female	97.5	2.3	0.3	100.0
Occupation	Professional/managerial position	96.1	3.8	0.1	100.0
	Office job	97.9	2.0	0.0	100.0
	Service/sales	96.5	3.3	0.2	100.0
	Production related position	94.5	4.7	0.8	100.0
	Agriculture/forestry/fishery	88.0	9.9	2.1	100.0
	Unemployed/Other (None/other)	93.2	6.0	0.8	100.0
	(Student)	94.2	5.3	0.5	100.0
	(Housewife)	92.4	6.5	1.0	100.0
	(Unemployed/Other (None/other))	91.3	7.3	1.4	100.0

Table 19 Internet use frequency_(Household Member_Q6)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Once or more a day	Once or more a week	Less than once a week	Total
Education	Elementary school graduate or lower	87.9	10.6	1.5	100.0
	(Preschool)	78.6	19.4	2.0	100.0
	(Uneducated)	78.1	16.3	5.6	100.0
	(Elementary school student)	93.1	6.0	0.9	100.0
	(Middle school student)	98.2	1.7	0.1	100.0
	(A regular elementary school graduate)	80.7	16.9	2.3	100.0
	Middle school graduate	94.6	4.6	0.9	100.0
	(High school student)	98.8	0.9	0.3	100.0
	(A regular middle school graduate)	91.2	7.5	1.3	100.0
	High school graduate	95.9	3.6	0.5	100.0
	(University student)	98.1	1.9	0.0	100.0
	(A regular high school graduate)	95.6	3.9	0.6	100.0
	University graduate or higher	96.9	2.9	0.2	100.0
	(Graduate student)	90.1	9.9	0.0	100.0
	(A regular university graduate)	97.0	2.9	0.2	100.0
Household income	Less than KRW 2 million	87.4	10.7	1.9	100.0
	KRW 2 million-Less than 3 million	92.9	6.3	0.9	100.0
	KRW 3 million-Less than 4 million	94.3	5.1	0.6	100.0
	KRW 4 million-Less than 5 million	95.6	3.8	0.6	100.0
	KRW 5 million and higher	96.5	3.3	0.2	100.0
Region size	Dong	95.2	4.3	0.5	100.0
	Eup/Myeon	95.1	4.1	0.7	100.0
Region	Seoul	94.1	5.6	0.3	100.0
	Busan	96.7	3.0	0.4	100.0
	Daegu	95.8	3.7	0.5	100.0
	Incheon	93.4	6.1	0.4	100.0
	Gwangju	96.9	2.7	0.3	100.0
	Daejeon	94.0	5.0	1.0	100.0
	Ulsan	96.9	2.7	0.4	100.0
	Gyeonggi	95.6	4.0	0.4	100.0
	Gangwon	94.8	4.3	0.8	100.0
	Chungcheong	95.7	3.2	1.1	100.0
	(Chungbuk)	94.3	4.1	1.6	100.0
	(Chungnam)	96.6	2.6	0.7	100.0
	(Sejong)	96.8	2.6	0.6	100.0
	Jeolla	95.5	4.1	0.3	100.0
	(Jeonbuk)	95.3	4.5	0.2	100.0
	(Jeonnam)	95.8	3.7	0.5	100.0
	Gyeongsang	94.7	4.5	0.8	100.0
	(Gyeongbuk)	95.3	3.5	1.1	100.0
	(Gyeongnam)	94.1	5.3	0.6	100.0
	Jeju	96.5	3.4	0.1	100.0

Table 20 Average weekly internet use time_(Household Member_Q6)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Less than 1 hour	1 hour~ Less than 3 hours	3 hours~ Less than 7 hours	7 hours~ Less than 14 hours	14 hours ~ Less than 21 hours	21 hours ~ Less than 35 hours	35 hours or more	Total	Average (Hour)
Internet users aged 3 or older		0.5	2.7	5.8	8.7	34.1	37.7	10.6	100.0	21.6
Number of household members	1 person	1.1	4.7	10.3	11.1	35.0	29.9	7.8	100.0	19.1
	2 persons	0.7	4.2	9.4	9.3	37.1	32.4	6.8	100.0	19.4
	3 persons or more	0.2	1.7	3.5	8.1	32.6	41.1	12.7	100.0	23.0
Gender	Male	0.4	2.3	5.7	8.5	34.0	38.3	10.8	100.0	21.8
	Female	0.5	3.0	5.9	9.0	34.2	37.0	10.5	100.0	21.4
Age	3~9	1.6	6.5	12.7	11.3	30.0	36.6	1.2	100.0	17.0
	10s	0.1	0.3	0.8	6.2	26.4	43.9	22.4	100.0	27.3
	20s	0.0	0.2	0.4	5.7	24.7	50.9	18.1	100.0	26.1
	30s	0.0	0.3	0.7	5.8	23.2	49.9	20.0	100.0	26.5
	40s	0.0	0.7	0.9	6.0	24.3	49.5	18.6	100.0	26.0
	50s	0.1	1.0	1.2	11.9	53.7	30.7	1.4	100.0	19.0
	60s	0.4	5.7	15.5	10.6	44.4	23.5	0.0	100.0	15.7
	70+	2.7	11.0	22.8	13.6	35.4	13.5	0.9	100.0	12.7
Gender*Age	Male									
	3~9	2.0	6.0	11.4	10.6	33.1	35.7	1.3	100.0	17.2
	10s	0.1	0.3	1.1	6.0	26.7	43.6	22.1	100.0	27.2
	20s	0.0	0.1	0.3	5.4	24.7	51.6	17.9	100.0	26.1
	30s	0.1	0.3	0.7	5.8	22.7	50.1	20.3	100.0	26.7
	40s	0.0	0.7	1.1	6.4	24.7	49.5	17.5	100.0	25.6
	50s	0.1	1.0	1.2	12.2	53.5	30.4	1.6	100.0	19.0
	60s	0.4	5.5	16.3	10.2	44.2	23.5	0.0	100.0	15.7
	70+	2.3	9.7	24.6	12.4	35.5	14.6	0.8	100.0	12.9
Female	3~9	1.3	7.1	14.0	12.1	26.7	37.6	1.2	100.0	16.7
	10s	0.1	0.2	0.6	6.3	26.1	44.1	22.6	100.0	27.4
	20s	0.0	0.3	0.5	6.1	24.6	50.2	18.3	100.0	26.1
	30s	0.0	0.4	0.7	5.8	23.9	49.6	19.6	100.0	26.2
	40s	0.1	0.6	0.6	5.6	23.8	49.4	19.8	100.0	26.4
	50s	0.1	1.0	1.2	11.5	53.8	31.1	1.2	100.0	19.0
	60s	0.5	5.9	14.7	11.0	44.5	23.4	0.0	100.0	15.7
	70+	3.1	12.1	21.3	14.5	35.3	12.6	1.1	100.0	12.6
Youth	Entire population	0.2	0.4	1.1	6.3	25.7	46.4	20.0	100.0	26.5
	Male	0.1	0.3	1.1	5.7	26.2	46.6	20.2	100.0	26.6
	Female	0.3	0.4	1.0	7.1	25.1	46.3	19.8	100.0	26.3
Occupation	Professional/managerial position	0.1	1.4	3.9	8.0	34.1	41.2	11.3	100.0	22.7
	Office job	0.0	0.6	0.9	6.4	28.7	46.8	16.5	100.0	25.2
	Service/sales	0.2	2.1	5.2	9.2	37.9	36.7	8.8	100.0	21.2
	Production related position	0.6	4.4	8.4	9.5	41.3	30.5	5.2	100.0	18.8
	Agriculture/forestry/fishery	1.7	8.7	13.1	11.2	39.3	23.5	2.6	100.0	16.0
	Unemployed/Other (None/other)	0.8	3.5	8.0	9.4	31.8	35.8	10.6	100.0	21.0
	(Student)	0.4	1.7	3.7	7.6	26.7	43.9	16.0	100.0	24.4
	(Housewife)	1.1	4.8	11.0	11.1	39.1	28.1	4.8	100.0	17.9
	(Unemployed/Other (None/other))	1.6	6.4	15.5	11.3	32.6	26.7	6.0	100.0	17.2

Table 20 Average weekly internet use time_(Household Member_Q6)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Less than 1 hour	1 hour~ Less than 3 hours	3 hours~ Less than 7 hours	7 hours~ Less than 14 hours	14 hours~ Less than 21 hours	21 hours~ Less than 35 hours	35 hours or more	Total	Average (Hour)
Education	Elementary school graduate or lower (Preschool)	1.4	5.5	10.8	11.0	28.6	33.0	9.7	100.0	19.8
	(Uneducated)	0.9	7.2	13.2	13.6	31.6	32.5	1.1	100.0	16.4
	(Elementary school student)	5.5	15.7	23.9	12.8	31.1	10.8	0.1	100.0	11.0
	(Middle school student)	1.2	2.6	5.8	7.6	25.4	42.6	14.8	100.0	23.4
	(A regular elementary school graduate)	0.0	0.1	0.6	5.7	28.4	44.3	20.8	100.0	27.0
	Middle school graduate	2.9	11.8	23.7	18.4	30.3	12.1	0.9	100.0	12.0
	(High school student)	1.1	4.6	10.8	8.8	34.8	29.8	10.1	100.0	20.1
	(A regular middle school graduate)	0.1	0.2	0.4	6.1	25.4	45.5	22.2	100.0	27.6
	High school graduate	1.8	8.1	19.0	10.9	42.2	17.4	0.5	100.0	14.3
	(University student)	0.4	3.3	7.6	9.7	39.7	33.1	6.2	100.0	19.6
	(A regular high school graduate)	0.0	0.3	0.6	6.6	25.4	49.5	17.6	100.0	25.7
	University graduate or higher (Graduate student)	0.5	3.8	8.8	10.2	42.1	30.3	4.3	100.0	18.6
	(A regular university graduate)	0.1	0.9	2.0	7.2	31.2	44.1	14.5	100.0	24.1
		0.0	0.0	0.0	7.0	23.0	38.9	31.1	100.0	28.3
		0.1	0.9	2.0	7.2	31.2	44.1	14.4	100.0	24.1
Household income	Less than KRW 2 million	2.3	9.0	19.2	14.4	34.0	18.8	2.2	100.0	14.4
	KRW 2 million-Less than 3 million	1.0	6.2	12.5	10.3	36.7	28.1	5.1	100.0	17.8
	KRW 3 million-Less than 4 million	0.5	3.3	7.3	9.3	35.0	35.1	9.6	100.0	20.8
	KRW 4 million-Less than 5 million	0.5	2.0	5.2	8.3	34.9	38.4	10.7	100.0	21.9
	KRW 5 million and higher	0.1	1.5	3.1	7.8	33.1	41.6	12.6	100.0	23.1
Region size	Dong	0.4	2.5	5.7	8.7	34.0	37.9	10.8	100.0	21.8
	Eup/Myeon	0.7	3.2	6.4	8.8	34.5	36.9	9.6	100.0	21.1
Region	Seoul	0.3	2.2	6.3	9.2	32.7	37.9	11.4	100.0	21.9
	Busan	0.3	2.4	5.9	7.9	37.9	35.5	10.2	100.0	21.5
	Daegu	0.6	2.9	5.6	8.6	35.2	36.9	10.3	100.0	21.4
	Incheon	0.3	2.3	6.1	9.0	34.0	38.3	10.1	100.0	21.6
	Gwangju	0.3	2.7	5.6	8.4	33.8	39.3	9.9	100.0	21.6
	Daejeon	0.6	4.1	5.7	7.8	34.1	36.8	10.8	100.0	21.5
	Ulsan	0.1	2.7	4.3	8.0	36.5	36.5	11.9	100.0	22.2
	Gyeonggi	0.5	2.4	5.1	8.7	33.9	38.4	11.0	100.0	21.9
	Gangwon	0.4	3.5	7.0	8.2	33.9	36.6	10.5	100.0	21.2
	Chungcheong (Chungbuk)	0.8	2.9	5.7	8.5	33.1	38.5	10.5	100.0	21.7
	(Chungnam)	1.1	3.4	6.2	8.7	33.1	36.9	10.5	100.0	21.2
	(Sejong)	0.6	2.6	5.8	8.3	32.9	39.5	10.3	100.0	21.8
	Jeolla (Jeonbuk)	0.3	1.9	3.0	8.7	34.8	39.7	11.6	100.0	22.9
	(Jeonnam)	0.5	3.2	7.6	8.6	34.1	36.3	9.7	100.0	21.0
	Gyeongsang (Gyeongbuk)	0.4	3.1	8.1	8.6	33.8	36.6	9.4	100.0	21.0
	(Gyeongnam)	0.6	3.3	7.1	8.6	34.4	36.0	10.0	100.0	21.0
	Jeju	0.6	3.3	6.0	9.2	34.3	37.2	9.3	100.0	21.0
		0.7	3.6	6.6	8.7	35.2	36.2	9.1	100.0	20.8
		0.6	3.0	5.5	9.7	33.5	38.1	9.5	100.0	21.2
		0.4	1.9	5.1	7.7	35.3	37.8	11.9	100.0	22.4

Table 21 Internet access method (multiple responses)_(Household Member_Q7)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Wireless Internet (2+3+4+5)	Used wireless Internet within a certain range like Wi-Fi, etc.	Used wireless Internet via a 5G smartphone	Used wired Internet	Used wireless Internet via a 3G/LTE smartphone	Portable wireless internet router
Internet users aged 3 or older		99.9	85.4	76.3	66.3	35.9	5.6
Number of household members	1 person	100.0	88.1	80.4	64.6	45.2	3.9
	2 persons	100.0	82.2	75.8	61.4	40.7	4.6
	3 persons or more	99.9	86.3	75.9	68.6	32.4	6.3
Gender	Male	100.0	85.8	77.9	69.4	34.9	6.3
	Female	99.9	84.9	74.8	63.1	36.9	4.9
Age	3~9	98.9	87.4	33.2	47.1	17.8	7.1
	10s	100.0	89.5	77.4	66.4	30.9	5.1
	20s	100.0	88.5	79.4	73.0	29.6	7.3
	30s	100.0	87.7	83.6	76.6	30.6	8.1
	40s	100.0	87.7	84.7	76.0	32.4	6.6
	50s	100.0	85.3	78.6	69.6	38.5	5.4
	60s	100.0	81.2	75.6	59.5	42.6	3.4
	70+	100.0	75.9	64.4	40.2	55.0	1.9
Gender*Age	Male						
	3~9	98.9	87.2	34.9	46.9	16.6	8.4
	10s	100.0	90.4	77.2	68.5	29.9	5.1
	20s	100.0	89.4	78.5	71.9	29.9	7.9
	30s	100.0	87.4	84.6	79.0	31.0	8.6
	40s	100.0	87.0	86.3	79.8	32.3	7.6
	50s	100.0	86.0	80.6	73.2	38.3	6.2
	60s	100.0	81.9	77.4	64.3	41.9	3.8
	70+	100.0	75.9	68.3	43.0	50.1	1.9
Female	3~9	98.8	87.5	31.5	47.4	19.0	5.8
	10s	100.0	88.6	77.5	64.3	31.9	5.1
	20s	100.0	87.6	80.4	74.1	29.4	6.6
	30s	100.0	88.0	82.6	73.8	30.1	7.5
	40s	100.0	88.4	82.9	72.0	32.5	5.6
	50s	100.0	84.7	76.7	65.9	38.6	4.6
	60s	100.0	80.6	73.8	54.8	43.3	3.0
	70+	100.0	75.8	61.2	38.1	59.0	1.8
Youth	Entire population	100.0	89.5	77.8	68.2	30.2	6.1
	Male	100.0	90.9	77.5	69.6	29.4	6.5
	Female	100.0	88.1	78.1	66.7	31.1	5.7

Table 21 Internet access method (multiple responses)_(Household Member_Q7)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Wireless Internet (2+3+4+5)	Used wireless Internet within a certain range like Wi-Fi, etc.	Used wireless Internet via a 5G smartphone	Used wired Internet	Used wireless Internet via a 3G/LTE smartphone	Portable wireless internet router
Occupation	Professional/managerial position	100.0	88.6	87.0	79.8	30.7	9.8
	Office job	100.0	88.7	82.3	79.2	33.0	7.6
	Service/sales	100.0	85.1	80.4	70.3	36.4	5.4
	Production related position	100.0	82.8	78.0	61.5	39.8	4.1
	Agriculture/forestry/fishery	100.0	72.3	74.0	44.3	47.5	1.9
	Unemployed/Other (None/other)	99.9	84.8	68.6	57.4	35.7	5.0
	(Student)	99.7	89.4	67.1	63.0	27.7	6.3
	(Housewife)	100.0	81.3	70.4	52.3	45.3	3.6
	(Unemployed/Other (None/other))	100.0	77.8	69.8	50.1	40.7	3.7
Education	Elementary school graduate or lower	99.6	83.4	57.0	51.2	34.4	5.2
	(Preschool)	98.3	87.7	17.2	42.3	10.5	7.3
	(Uneducated)	100.0	64.7	50.2	32.5	62.2	4.3
	(Elementary school student)	99.9	88.1	68.9	60.2	32.9	5.5
	(Middle school student)	100.0	89.7	75.1	68.6	31.1	5.7
	(A regular elementary school graduate)	100.0	69.6	60.8	32.4	57.6	2.3
	Middle school graduate	100.0	81.5	72.4	50.1	41.5	3.0
	(High school student)	100.0	89.0	80.7	65.5	27.4	5.0
	(A regular middle school graduate)	100.0	75.5	65.8	37.8	52.6	1.4
	High school graduate	100.0	84.1	77.0	63.4	39.5	4.5
	(University student)	100.0	91.6	78.3	72.5	30.8	7.8
	(A regular high school graduate)	100.0	82.8	76.8	61.9	41.0	4.0
	University graduate or higher	100.0	87.6	82.4	75.8	32.5	7.0
	(Graduate student)	100.0	92.5	73.1	57.5	38.4	10.8
	(A regular university graduate)	100.0	87.6	82.4	75.9	32.5	7.0
Household income	Less than KRW 2 million	100.0	77.2	67.4	39.1	53.6	2.0
	KRW 2 million-Less than 3 million	100.0	80.6	73.5	53.2	44.6	2.5
	KRW 3 million-Less than 4 million	99.9	83.8	74.4	63.3	38.4	5.1
	KRW 4 million-Less than 5 million	100.0	86.1	75.5	67.3	34.9	4.9
	KRW 5 million and higher	99.9	87.1	78.5	71.6	32.3	6.8
Region size	Dong	100.0	85.9	77.1	67.3	34.8	5.7
	Eup/Myeon	99.9	83.0	72.6	61.5	41.0	5.3

Table 21 Internet access method (multiple responses)_(Household Member_Q7)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Wireless Internet (2+3+4+5)	Used wireless Internet within a certain range like Wi-Fi, etc.	Used wireless Internet via a 5G smartphone	Used wired Internet	Used wireless Internet via a 3G/LTE smartphone	Portable wireless internet router
Region	Seoul	100.0	87.4	75.4	69.8	37.2	5.7
	Busan	99.9	82.5	82.3	64.3	30.5	2.8
	Daegu	99.9	85.1	79.0	60.0	33.4	2.3
	Incheon	100.0	89.9	77.3	71.5	34.9	10.8
	Gwangju	100.0	79.9	77.2	59.2	35.9	5.2
	Daejeon	99.9	81.7	75.5	60.1	35.7	9.0
	Ulsan	99.8	80.4	80.3	62.0	29.3	3.2
	Gyeonggi	100.0	88.1	77.1	70.7	35.1	6.8
	Gangwon	99.9	70.7	73.8	59.7	37.8	8.8
	Chungcheong	100.0	86.6	72.7	65.1	39.7	4.2
	(Chungbuk)	100.0	87.7	67.1	65.6	47.5	3.6
	(Chungnam)	100.0	86.5	75.8	65.5	35.3	4.7
	(Sejong)	100.0	82.7	78.5	60.8	32.1	3.9
	Jeolla	99.9	79.8	72.1	59.2	41.0	5.3
	(Jeonbuk)	99.9	80.6	75.0	58.2	36.8	2.5
	(Jeonnam)	100.0	79.1	68.9	60.2	45.5	8.2
	Gyeongsang	99.9	83.2	74.6	61.6	37.1	3.2
	(Gyeongbuk)	99.9	83.5	72.7	56.9	39.6	3.0
	(Gyeongnam)	99.9	82.9	76.1	65.4	35.1	3.4
	Jeju	99.9	90.4	89.9	64.2	19.1	2.5

Table 22 Internet use location (multiple responses)_(Household Member_Q8)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Home	While on the move (utilize mobile phone, smartphone, tablet PC, etc.)	Commercial facility (PC cafe, coffee shop, restaurant, airport, hotel, etc.)	Company (workplace)
Internet users aged 3 or older		98.1	97.9	63.6	59.6
Number of household members	1 person	97.5	99.0	59.4	72.0
	2 persons	97.6	98.9	59.1	66.1
	3 persons or more	98.4	97.4	66.1	54.9
Gender	Male	98.0	97.6	62.9	67.5
	Female	98.2	98.3	64.2	51.5
Age	3~9	98.8	79.7	42.6	0.0
	10s	100.0	99.0	57.0	0.3
	20s	99.7	97.1	78.4	53.5
	30s	97.7	99.2	75.9	85.7
	40s	98.1	99.5	70.7	82.4
	50s	97.1	99.6	63.4	77.6
	60s	97.4	99.2	56.7	66.3
	70+	97.5	97.0	42.2	33.2
Gender*Age	Male 3~9	98.6	78.9	43.3	0.0
	Male 10s	99.9	98.8	57.5	0.4
	Male 20s	99.6	97.1	78.5	48.1
	Male 30s	97.8	99.2	75.5	92.5
	Male 40s	98.2	99.3	68.7	92.9
	Male 50s	97.0	99.3	61.0	90.3
	Male 60s	97.1	98.7	53.8	81.2
	Male 70+	97.0	95.1	43.0	44.7
Gender*Age	Female 3~9	99.1	80.6	41.9	0.0
	Female 10s	100.0	99.2	56.4	0.1
	Female 20s	99.8	97.1	78.3	59.4
	Female 30s	97.7	99.3	76.4	78.0
	Female 40s	97.9	99.7	72.7	71.2
	Female 50s	97.3	99.9	65.7	64.8
	Female 60s	97.8	99.7	59.7	51.8
	Female 70+	98.0	98.5	41.6	24.1
Youth	Entire population	99.9	98.3	64.0	6.0
	Male	99.9	98.1	64.4	4.3
	Female	99.9	98.5	63.7	7.7
Occupation	Professional/managerial position	97.6	99.9	64.0	100.0
	Office job	98.4	100.0	74.6	100.0
	Service/sales	97.2	100.0	63.8	88.2
	Production related position	97.6	100.0	56.9	88.8
	Agriculture/forestry/fishery	98.6	99.7	35.9	89.9
	Unemployed/Other (None/other)	98.8	94.3	60.5	0.2
	(Student)	99.7	94.8	60.1	0.0
	(Housewife)	98.4	99.8	63.5	0.0
	(Unemployed/Other (None/other))	96.9	81.4	55.7	1.4

Table 22 Internet use location (multiple responses)_(Household Member_Q8)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Home	While on the move (utilize mobile phone, smartphone, tablet PC, etc.)	Commercial facility (PC cafe, coffee shop, restaurant, airport, hotel, etc.)	Company (workplace)
Education	Elementary school graduate or lower	98.8	92.0	43.5	7.1
	(Preschool)	98.6	73.0	44.8	0.0
	(Uneducated)	97.0	95.0	21.6	16.0
	(Elementary school student)	99.6	95.4	43.8	0.0
	(Middle school student)	100.0	99.2	59.4	0.0
	(A regular elementary school graduate)	96.9	97.3	29.9	30.0
	Middle school graduate	98.4	98.8	51.3	22.4
	(High school student)	100.0	99.6	58.1	0.0
	(A regular middle school graduate)	97.2	98.1	46.0	40.2
	High school graduate	98.0	99.0	62.9	56.9
	(University student)	100.0	100.0	82.9	2.7
	(A regular high school graduate)	97.6	98.9	59.5	65.9
	University graduate or higher	98.0	98.8	72.3	84.0
	(Graduate student)	100.0	100.0	85.9	23.8
	(A regular university graduate)	98.0	98.8	72.3	84.2
Household income	Less than KRW 2 million	96.9	97.5	40.6	32.8
	KRW 2 million-Less than 3 million	98.1	98.4	52.9	56.0
	KRW 3 million-Less than 4 million	97.4	97.6	61.2	59.5
	KRW 4 million-Less than 5 million	98.0	97.5	62.5	57.8
	KRW 5 million and higher	98.5	98.2	68.7	63.5
Region size	Dong	98.1	97.9	66.1	59.9
	Eup/Myeon	98.3	97.9	52.0	58.1
Region	Seoul	98.3	98.1	67.2	62.0
	Busan	97.5	97.5	77.6	56.1
	Daegu	98.3	97.4	49.0	57.4
	Incheon	99.0	97.8	78.1	60.9
	Gwangju	98.4	96.7	54.0	56.6
	Daejeon	95.8	97.6	55.1	57.0
	Ulsan	93.0	96.7	78.9	56.7
	Gyeonggi	98.8	98.0	65.4	60.0
	Gangwon	98.1	98.3	22.6	55.5
	Chungcheong	98.1	98.5	56.1	60.9
	(Chungbuk)	98.2	98.6	58.8	60.1
	(Chungnam)	98.2	98.5	55.1	61.8
	(Sejong)	97.3	98.7	50.5	58.9
	Jeolla	98.1	97.7	51.7	60.2
	(Jeonbuk)	98.2	97.1	50.9	58.0
	(Jeonnam)	97.9	98.4	52.5	62.5
	Gyeongsang	97.3	98.4	69.3	58.4
	(Gyeongbuk)	97.9	98.4	58.7	56.3
	(Gyeongnam)	96.9	98.3	77.7	60.1
	Jeju	98.3	98.2	55.1	58.7

Table 23 Internet use location (multiple responses)_(Household Member_Q8) - CONT.

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Public facility (government office like post office, community center, library, etc.)	Other person's (friend, etc.) house	Educational facility (like school, kindergarten, academy, etc.)	Other
Internet users aged 3 or older		40.0	23.2	20.7	0.0
Number of household members	1 person	37.9	22.3	2.8	0.1
	2 persons	37.5	21.1	4.6	0.0
	3 persons or more	41.4	24.3	30.5	0.0
Gender	Male	40.6	21.1	21.6	0.0
	Female	39.4	25.4	19.9	0.1
Age	3~9	15.3	22.1	94.4	0.0
	10s	38.8	31.0	99.5	0.1
	20s	48.9	27.1	38.9	0.0
	30s	46.3	22.4	4.8	0.0
	40s	43.0	23.8	4.6	0.0
	50s	40.1	19.8	2.6	0.0
	60s	37.0	20.1	1.6	0.0
	70+	31.5	22.7	0.7	0.2
Gender*Age	Male 3~9	16.2	22.7	94.2	0.0
	Male 10s	39.2	31.1	99.4	0.0
	Male 20s	50.0	26.8	44.3	0.0
	Male 30s	46.6	20.8	4.0	0.0
	Male 40s	43.0	21.3	3.8	0.0
	Male 50s	40.0	17.1	2.4	0.0
	Male 60s	37.2	15.6	1.5	0.0
	Male 70+	32.5	17.9	0.6	0.1
Female	Female 3~9	14.4	21.4	94.7	0.0
	Female 10s	38.4	30.9	99.5	0.2
	Female 20s	47.6	27.5	32.9	0.0
	Female 30s	46.0	24.2	5.7	0.0
	Female 40s	43.1	26.5	5.5	0.0
	Female 50s	40.2	22.5	2.9	0.0
	Female 60s	36.8	24.4	1.7	0.0
	Female 70+	30.6	26.5	0.8	0.2
Youth	Entire population	42.2	31.1	92.1	0.1
	Male	43.4	31.5	93.8	0.0
	Female	40.9	30.6	90.4	0.1
Occupation	Professional/managerial position	43.2	21.9	8.9	0.0
	Office job	45.7	20.4	3.9	0.0
	Service/sales	40.1	19.6	2.8	0.0
	Production related position	37.4	18.2	1.5	0.0
	Agriculture/forestry/fishery	27.4	20.1	1.2	0.0
	Unemployed/Other (None/other)	37.8	29.4	52.1	0.1
	(Student)	37.3	29.7	99.4	0.1
	(Housewife)	38.0	31.7	3.1	0.1
	(Unemployed/Other (None/other))	39.1	23.8	6.6	0.1

Table 23 Internet use location (multiple responses)_(Household Member_Q8) - CONT.

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Public facility (government office like post office, community center, library, etc.)	Other person's (friend, etc.) house	Educational facility (like school, kindergarten, academy, etc.)	Other
Education	Elementary school graduate or lower	25.8	26.5	72.6	0.1
	(Preschool)	14.1	19.5	91.0	0.0
	(Uneducated)	18.4	21.1	0.2	0.5
	(Elementary school student)	25.4	30.2	100.0	0.0
	(Middle school student)	40.7	34.5	100.0	0.1
	(A regular elementary school graduate)	24.0	20.4	0.5	0.1
	Middle school graduate	35.4	25.3	44.6	0.2
	(High school student)	41.3	26.7	100.0	0.2
	(A regular middle school graduate)	30.8	24.2	0.6	0.1
	High school graduate	40.9	23.9	15.9	0.0
	(University student)	54.6	33.5	97.4	0.0
	(A regular high school graduate)	38.6	22.3	2.3	0.0
	University graduate or higher	44.4	21.3	4.7	0.0
	(Graduate student)	65.1	29.1	88.5	0.0
	(A regular university graduate)	44.3	21.3	4.4	0.0
Household income	Less than KRW 2 million	32.7	24.7	5.1	0.2
	KRW 2 million-Less than 3 million	34.5	21.9	7.2	0.1
	KRW 3 million-Less than 4 million	39.2	23.8	16.7	0.0
	KRW 4 million-Less than 5 million	39.8	23.7	22.0	0.0
	KRW 5 million and higher	41.9	23.0	25.2	0.0
Region size	Dong	41.8	23.9	21.1	0.0
	Eup/Myeon	31.7	20.3	19.0	0.0
Region	Seoul	47.2	23.5	20.5	0.0
	Busan	46.6	25.5	18.8	0.2
	Daegu	18.5	11.8	19.5	0.0
	Incheon	55.8	39.3	20.2	0.0
	Gwangju	24.7	17.0	22.7	0.0
	Daejeon	31.4	24.3	23.0	0.2
	Ulsan	49.5	19.5	20.7	0.0
	Gyeonggi	40.9	22.0	22.3	0.0
	Gangwon	12.5	16.1	17.5	0.0
	Chungcheong	25.6	16.9	21.6	0.0
	(Chungbuk)	29.8	27.4	19.4	0.0
	(Chungnam)	23.7	9.4	22.0	0.0
	(Sejong)	18.6	15.4	28.2	0.0
	Jeolla	33.2	21.9	18.4	0.2
	(Jeonbuk)	33.4	20.4	18.3	0.4
	(Jeonnam)	33.0	23.4	18.6	0.0
	Gyeongsang	49.1	30.3	19.4	0.0
	(Gyeongbuk)	41.6	17.2	18.5	0.0
	(Gyeongnam)	55.1	40.8	20.1	0.0
	Jeju	36.8	21.8	23.2	0.0

Table 24 Recent mobile Internet use period_(Household Member_Q9)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used the Internet with a mobile device over a year	Have never used the Internet with a mobile device	Not applicable	Total	
Entire population aged 3 or older		94.1	1.5	0.5	0.1	0.2	3.5	100.0	
Number of household members	1 person	87.1	2.0	1.1	0.0	0.0	9.8	100.0	
	2 persons	91.1	2.3	0.9	0.1	0.2	5.5	100.0	
	3 persons or more	96.7	1.1	0.3	0.2	0.3	1.5	100.0	
Gender	Male	95.2	1.5	0.5	0.1	0.3	2.4	100.0	
	Female	93.0	1.5	0.5	0.2	0.2	4.6	100.0	
Age	3~9	88.9	2.4	0.5	2.2	2.5	3.5	100.0	
	10s	99.4	0.3	0.2	0.1	0.0	0.0	100.0	
	20s	99.6	0.2	0.1	0.0	0.0	0.0	100.0	
	30s	99.7	0.3	0.0	0.0	0.0	0.0	100.0	
	40s	99.2	0.7	0.0	0.0	0.0	0.0	100.0	
	50s	98.7	1.0	0.1	0.1	0.1	0.0	100.0	
	60s	94.8	2.9	0.5	0.1	0.2	1.5	100.0	
	70+	69.5	4.2	2.8	0.1	0.4	23.0	100.0	
Gender*Age	Male	3~9	88.4	2.4	0.5	1.9	2.9	3.8	100.0
		10s	99.5	0.2	0.1	0.1	0.1	0.0	100.0
		20s	99.5	0.3	0.1	0.1	0.0	0.0	100.0
		30s	99.6	0.3	0.0	0.0	0.0	0.0	100.0
		40s	99.1	0.8	0.0	0.0	0.0	0.0	100.0
		50s	98.8	1.0	0.0	0.1	0.0	0.0	100.0
		60s	95.2	3.0	0.5	0.1	0.3	1.0	100.0
		70+	72.9	5.1	3.4	0.1	0.5	18.0	100.0
	Female	3~9	89.5	2.3	0.5	2.4	2.0	3.2	100.0
		10s	99.2	0.5	0.2	0.0	0.0	0.0	100.0
		20s	99.7	0.1	0.2	0.0	0.0	0.0	100.0
		30s	99.7	0.2	0.0	0.0	0.0	0.0	100.0
		40s	99.3	0.6	0.0	0.0	0.1	0.0	100.0
		50s	98.6	1.0	0.1	0.1	0.1	0.1	100.0
		60s	94.3	2.9	0.5	0.1	0.2	2.0	100.0
		70+	67.0	3.6	2.4	0.1	0.2	26.7	100.0
Youth	Entire population	99.4	0.3	0.2	0.1	0.1	0.0	100.0	
	Male	99.4	0.2	0.2	0.1	0.1	0.1	100.0	
	Female	99.3	0.4	0.2	0.0	0.1	0.0	100.0	

Table 24 Recent mobile Internet use period_(Household Member_Q9)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used the Internet with a mobile device over a year	Have never used the Internet with a mobile device	Not applicable	Total
Occupation	Professional/managerial position	99.1	0.6	0.2	0.1	0.0	0.0	100.0
	Office job	99.4	0.5	0.1	0.0	0.0	0.0	100.0
	Service/sales	97.3	1.4	0.3	0.0	0.0	0.9	100.0
	Production related position	94.3	2.2	0.6	0.1	0.1	2.6	100.0
	Agriculture/forestry/fishery	81.3	4.2	3.3	0.1	1.3	9.7	100.0
	Unemployed/Other (None/other)	89.5	1.8	0.8	0.3	0.5	7.2	100.0
	(Student)	97.0	0.7	0.2	0.5	0.7	0.8	100.0
	(Housewife)	85.0	2.1	0.8	0.0	0.3	11.7	100.0
	(Unemployed/Other (None/other))	79.3	3.7	1.9	0.1	0.3	14.7	100.0
Education	Elementary school graduate or lower	80.1	2.2	1.0	0.7	1.0	15.1	100.0
	(Preschool)	86.1	3.0	0.0	2.9	3.2	4.7	100.0
	(Uneducated)	41.6	2.5	1.0	0.5	0.4	54.0	100.0
	(Elementary school student)	97.0	0.8	0.6	0.4	0.5	0.7	100.0
	(Middle school student)	99.6	0.2	0.1	0.0	0.1	0.0	100.0
	(A regular elementary school graduate)	59.7	4.0	2.4	0.1	0.8	33.1	100.0
	Middle school graduate	86.0	3.2	2.1	0.1	0.2	8.3	100.0
	(High school student)	99.1	0.4	0.3	0.2	0.0	0.0	100.0
	(A regular middle school graduate)	77.8	5.0	3.2	0.0	0.4	13.5	100.0
	High school graduate	96.2	1.8	0.5	0.1	0.1	1.3	100.0
	(University student)	99.7	0.1	0.1	0.0	0.0	0.1	100.0
	(A regular high school graduate)	95.6	2.0	0.6	0.1	0.1	1.6	100.0
	University graduate or higher	99.1	0.7	0.1	0.0	0.0	0.0	100.0
	(Graduate student)	100.0	0.0	0.0	0.0	0.0	0.0	100.0
	(A regular university graduate)	99.1	0.7	0.1	0.0	0.0	0.0	100.0
Household income	Less than KRW 2 million	70.4	3.6	2.3	0.1	0.4	23.2	100.0
	KRW 2 million-Less than 3 million	88.2	2.6	1.3	0.1	0.3	7.5	100.0
	KRW 3 million-Less than 4 million	94.5	1.6	0.7	0.2	0.3	2.7	100.0
	KRW 4 million-Less than 5 million	95.9	1.7	0.3	0.2	0.4	1.5	100.0
	KRW 5 million and higher	97.9	0.9	0.2	0.1	0.1	0.8	100.0
Region size	Dong	94.8	1.4	0.4	0.2	0.2	3.1	100.0
	Eup/Myeon	91.3	2.1	1.0	0.1	0.4	5.2	100.0

Table 24 Recent mobile Internet use period_(Household Member_Q9)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used the Internet with a mobile device over a year	Have never used the Internet with a mobile device	Not applicable	Total
Region	Seoul	94.2	2.2	0.1	0.1	0.0	3.3	100.0
	Busan	94.1	0.7	0.0	0.3	0.2	4.6	100.0
	Daegu	94.6	0.6	0.1	0.2	0.3	4.3	100.0
	Incheon	94.0	0.7	0.3	0.1	0.0	4.9	100.0
	Gwangju	97.3	0.6	0.1	0.1	0.2	1.8	100.0
	Daejeon	93.3	1.9	1.6	0.5	0.3	2.4	100.0
	Ulsan	92.7	1.3	4.1	0.5	0.2	1.2	100.0
	Gyeonggi	96.2	0.8	0.2	0.1	0.1	2.6	100.0
	Gangwon	90.8	5.0	0.1	0.3	0.3	3.6	100.0
	Chungcheong	93.0	1.8	0.5	0.1	0.3	4.2	100.0
	(Chungbuk)	94.0	0.6	0.1	0.1	0.3	5.0	100.0
	(Chungnam)	92.1	2.8	0.4	0.2	0.3	4.2	100.0
	(Sejong)	94.4	0.8	3.0	0.0	0.7	1.0	100.0
	Jeolla	92.6	0.7	3.2	0.1	0.1	3.3	100.0
	(Jeonbuk)	94.5	0.6	2.5	0.1	0.1	2.2	100.0
	(Jeonnam)	90.7	0.8	3.9	0.1	0.1	4.3	100.0
	Gyeongsang	91.5	2.6	0.2	0.2	0.8	4.7	100.0
	(Gyeongbuk)	91.0	0.7	0.2	0.1	1.6	6.3	100.0
	(Gyeongnam)	91.8	4.2	0.2	0.2	0.2	3.4	100.0
	Jeju	91.0	3.6	0.0	0.4	0.2	4.8	100.0

Table 25 Mobile Internet use status within the last 1 month [Mobile Internet usage rate]_(Household Member_Q9)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Used	Not used	Not applicable	Total
Entire population aged 3 or older		94.1	2.4	3.5	100.0
Number of household members	1 person	87.1	3.2	9.8	100.0
	2 persons	91.1	3.4	5.5	100.0
	3 persons or more	96.7	1.8	1.5	100.0
Gender	Male	95.2	2.4	2.4	100.0
	Female	93.0	2.4	4.6	100.0
Age	3~9	88.9	7.5	3.5	100.0
	10s	99.4	0.6	0.0	100.0
	20s	99.6	0.4	0.0	100.0
	30s	99.7	0.3	0.0	100.0
	40s	99.2	0.8	0.0	100.0
	50s	98.7	1.2	0.0	100.0
	60s	94.8	3.8	1.5	100.0
	70+	69.5	7.5	23.0	100.0
Gender*Age	Male 3~9	88.4	7.8	3.8	100.0
	Male 10s	99.5	0.5	0.0	100.0
	Male 20s	99.5	0.5	0.0	100.0
	Male 30s	99.6	0.4	0.0	100.0
	Male 40s	99.1	0.9	0.0	100.0
	Male 50s	98.8	1.1	0.0	100.0
	Male 60s	95.2	3.8	1.0	100.0
	Male 70+	72.9	9.0	18.0	100.0
Female	Female 3~9	89.5	7.3	3.2	100.0
	Female 10s	99.2	0.8	0.0	100.0
	Female 20s	99.7	0.3	0.0	100.0
	Female 30s	99.7	0.3	0.0	100.0
	Female 40s	99.3	0.7	0.0	100.0
	Female 50s	98.6	1.3	0.1	100.0
	Female 60s	94.3	3.7	2.0	100.0
	Female 70+	67.0	6.4	26.7	100.0
Youth	Entire population	99.4	0.6	0.0	100.0
	Male	99.4	0.5	0.1	100.0
	Female	99.3	0.6	0.0	100.0
Occupation	Professional/managerial position	99.1	0.9	0.0	100.0
	Office job	99.4	0.6	0.0	100.0
	Service/sales	97.3	1.8	0.9	100.0
	Production related position	94.3	3.0	2.6	100.0
	Agriculture/forestry/fishery	81.3	8.9	9.7	100.0
	Unemployed/Other (None/other)	89.5	3.3	7.2	100.0
	(Student)	97.0	2.2	0.8	100.0
	(Housewife)	85.0	3.3	11.7	100.0
	(Unemployed/Other (None/other))	79.3	6.1	14.7	100.0

Table 25 Mobile Internet use status within the last 1 month [Mobile Internet usage rate]_(Household Member_Q9)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Used	Not used	Not applicable	Total
Education	Elementary school graduate or lower	80.1	4.8	15.1	100.0
	(Preschool)	86.1	9.2	4.7	100.0
	(Uneducated)	41.6	4.3	54.0	100.0
	(Elementary school student)	97.0	2.3	0.7	100.0
	(Middle school student)	99.6	0.4	0.0	100.0
	(A regular elementary school graduate)	59.7	7.2	33.1	100.0
	Middle school graduate	86.0	5.7	8.3	100.0
	(High school student)	99.1	0.9	0.0	100.0
	(A regular middle school graduate)	77.8	8.7	13.5	100.0
	High school graduate	96.2	2.5	1.3	100.0
	(University student)	99.7	0.2	0.1	100.0
	(A regular high school graduate)	95.6	2.8	1.6	100.0
	University graduate or higher	99.1	0.8	0.0	100.0
	(Graduate student)	100.0	0.0	0.0	100.0
	(A regular university graduate)	99.1	0.8	0.0	100.0
Household income	Less than KRW 2 million	70.4	6.3	23.2	100.0
	KRW 2 million-Less than 3 million	88.2	4.3	7.5	100.0
	KRW 3 million-Less than 4 million	94.5	2.8	2.7	100.0
	KRW 4 million-Less than 5 million	95.9	2.6	1.5	100.0
	KRW 5 million and higher	97.9	1.3	0.8	100.0
Region size	Dong	94.8	2.1	3.1	100.0
	Eup/Myeon	91.3	3.6	5.2	100.0
Region	Seoul	94.2	2.4	3.3	100.0
	Busan	94.1	1.3	4.6	100.0
	Daegu	94.6	1.2	4.3	100.0
	Incheon	94.0	1.1	4.9	100.0
	Gwangju	97.3	0.9	1.8	100.0
	Daejeon	93.3	4.3	2.4	100.0
	Ulsan	92.7	6.1	1.2	100.0
	Gyeonggi	96.2	1.2	2.6	100.0
	Gangwon	90.8	5.6	3.6	100.0
	Chungcheong	93.0	2.7	4.2	100.0
	(Chungbuk)	94.0	1.0	5.0	100.0
	(Chungnam)	92.1	3.7	4.2	100.0
	(Sejong)	94.4	4.6	1.0	100.0
	Jeolla	92.6	4.1	3.3	100.0
	(Jeonbuk)	94.5	3.3	2.2	100.0
	(Jeonnam)	90.7	5.0	4.3	100.0
	Gyeongsang	91.5	3.8	4.7	100.0
	(Gyeongbuk)	91.0	2.6	6.3	100.0
	(Gyeongnam)	91.8	4.8	3.4	100.0
	Jeju	91.0	4.1	4.8	100.0

Table 26 Recent smartphone use period_(Household Member_Q10)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used a smartphone for over a year	Have never used smartphone	Not applicable	Total	
Entire population aged 3 or older		92.9	2.4	0.7	0.0	0.1	3.9	100.0	
Number of household members	1 person	85.9	2.9	1.2	0.0	0.1	9.9	100.0	
	2 persons	90.3	2.8	1.0	0.0	0.0	5.8	100.0	
	3 persons or more	95.3	2.1	0.5	0.0	0.2	2.0	100.0	
Gender	Male	93.8	2.6	0.7	0.0	0.1	2.8	100.0	
	Female	92.0	2.2	0.7	0.0	0.1	5.0	100.0	
Age	3~9	78.9	9.3	1.3	0.1	2.2	8.2	100.0	
	10s	98.1	1.3	0.4	0.0	0.1	0.1	100.0	
	20s	99.0	0.7	0.2	0.0	0.0	0.1	100.0	
	30s	99.2	0.7	0.1	0.0	0.0	0.0	100.0	
	40s	98.6	1.2	0.1	0.0	0.0	0.1	100.0	
	50s	97.9	1.6	0.3	0.0	0.0	0.2	100.0	
	60s	94.0	3.5	0.7	0.0	0.1	1.8	100.0	
	70+	68.3	5.2	2.9	0.0	0.0	23.5	100.0	
Gender*Age	Male	3~9	76.7	10.5	1.7	0.2	2.3	8.7	100.0
		10s	98.1	1.2	0.4	0.0	0.1	0.2	100.0
		20s	98.8	0.9	0.2	0.0	0.0	0.1	100.0
		30s	98.9	1.0	0.1	0.0	0.0	0.0	100.0
		40s	98.5	1.4	0.0	0.0	0.0	0.0	100.0
		50s	98.2	1.5	0.2	0.0	0.0	0.1	100.0
		60s	94.6	3.4	0.7	0.0	0.0	1.3	100.0
		70+	70.9	6.8	3.6	0.0	0.0	18.7	100.0
	Female	3~9	81.3	8.0	1.0	0.1	2.0	7.7	100.0
		10s	98.1	1.5	0.4	0.0	0.0	0.1	100.0
		20s	99.3	0.5	0.2	0.0	0.0	0.0	100.0
		30s	99.4	0.4	0.1	0.0	0.0	0.0	100.0
		40s	98.7	1.1	0.1	0.0	0.0	0.1	100.0
		50s	97.6	1.7	0.4	0.0	0.0	0.2	100.0
		60s	93.4	3.6	0.6	0.0	0.1	2.3	100.0
		70+	66.5	4.0	2.5	0.0	0.0	27.0	100.0
Youth	Entire population	98.2	1.2	0.4	0.0	0.1	0.2	100.0	
	Male	98.2	0.9	0.5	0.0	0.1	0.2	100.0	
	Female	98.1	1.5	0.3	0.0	0.0	0.1	100.0	
Occupation	Professional/managerial position	98.5	1.1	0.2	0.0	0.0	0.1	100.0	
	Office job	99.0	0.8	0.1	0.0	0.0	0.1	100.0	
	Service/sales	96.5	2.0	0.4	0.0	0.0	1.0	100.0	
	Production related position	93.0	3.3	0.8	0.0	0.0	2.9	100.0	
	Agriculture/forestry/fishery	80.4	5.1	3.3	0.0	0.1	11.1	100.0	
	Unemployed/Other (None/other)	87.5	3.2	1.0	0.0	0.3	8.0	100.0	
	(Student)	93.8	2.9	0.6	0.0	0.6	2.0	100.0	
	(Housewife)	84.1	2.8	1.0	0.0	0.0	12.1	100.0	
	(Unemployed/Other (None/other))	78.1	4.5	2.2	0.1	0.0	15.1	100.0	

Table 26 Recent smartphone use period_(Household Member_Q10)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year			Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used a smartphone for over a year	Have never used smartphone	Not applicable	Total
Education	Elementary school graduate or lower		76.0	5.1	1.4	0.0	0.7	16.7	100.0
	(Preschool)		74.1	11.1	1.0	0.2	2.7	10.9	100.0
	(Uneducated)		40.5	3.2	1.2	0.0	0.3	54.9	100.0
	(Elementary school student)		92.9	3.8	1.2	0.0	0.6	1.6	100.0
	(Middle school student)		98.6	1.0	0.3	0.0	0.0	0.1	100.0
	(A regular elementary school graduate)		57.7	5.8	2.5	0.0	0.0	34.0	100.0
	Middle school graduate		85.3	3.8	2.2	0.0	0.0	8.7	100.0
	(High school student)		98.3	1.1	0.4	0.0	0.1	0.2	100.0
	(A regular middle school graduate)		77.1	5.5	3.3	0.0	0.0	14.0	100.0
	High school graduate		95.5	2.3	0.7	0.0	0.0	1.5	100.0
	(University student)		99.3	0.4	0.3	0.0	0.0	0.1	100.0
	(A regular high school graduate)		94.9	2.6	0.7	0.0	0.0	1.8	100.0
	University graduate or higher		98.5	1.2	0.2	0.0	0.0	0.1	100.0
	(Graduate student)		100.0	0.0	0.0	0.0	0.0	0.0	100.0
	(A regular university graduate)		98.5	1.2	0.2	0.0	0.0	0.1	100.0
Household income	Less than KRW 2 million		69.5	4.3	2.4	0.0	0.1	23.7	100.0
	KRW 2 million-Less than 3 million		86.6	3.9	1.5	0.0	0.1	7.9	100.0
	KRW 3 million-Less than 4 million		93.0	2.8	0.9	0.0	0.1	3.3	100.0
	KRW 4 million-Less than 5 million		94.5	2.5	0.5	0.0	0.2	2.2	100.0
	KRW 5 million and higher		96.9	1.7	0.3	0.0	0.1	1.0	100.0
Region size	Dong		93.5	2.3	0.6	0.0	0.1	3.4	100.0
	Eup/Myeon		90.3	2.7	1.0	0.0	0.2	5.7	100.0
Region	Seoul		92.8	3.4	0.3	0.0	0.1	3.5	100.0
	Busan		93.5	1.1	0.2	0.0	0.0	5.2	100.0
	Daegu		93.8	1.3	0.1	0.0	0.1	4.8	100.0
	Incheon		92.3	1.9	0.5	0.0	0.3	5.0	100.0
	Gwangju		96.0	1.3	0.4	0.0	0.3	2.1	100.0
	Daejeon		90.6	3.5	2.3	0.1	0.3	3.2	100.0
	Ulsan		91.2	2.2	4.6	0.0	0.1	2.0	100.0
	Gyeonggi		94.6	2.1	0.4	0.0	0.1	2.8	100.0
	Gangwon		90.2	5.4	0.1	0.0	0.0	4.2	100.0
	Chungcheong		92.4	2.2	0.7	0.0	0.0	4.6	100.0
	(Chungbuk)		93.6	0.7	0.3	0.0	0.0	5.3	100.0
	(Chungnam)		91.3	3.4	0.5	0.0	0.0	4.6	100.0
	(Sejong)		93.8	1.2	3.3	0.0	0.0	1.8	100.0
	Jeolla		91.8	1.3	3.3	0.0	0.1	3.5	100.0
	(Jeonbuk)		93.6	1.2	2.7	0.0	0.1	2.4	100.0
	(Jeonnam)		90.0	1.4	3.9	0.1	0.2	4.5	100.0
	Gyeongsang		90.9	3.0	0.3	0.0	0.1	5.7	100.0
	(Gyeongbuk)		90.2	1.3	0.4	0.0	0.1	8.0	100.0
	(Gyeongnam)		91.5	4.3	0.3	0.0	0.1	3.8	100.0
	Jeju		90.6	3.9	0.0	0.0	0.1	5.3	100.0

Table 27 Smartphone use status within the last 1 month [Smartphone usage rate]_(Household Member_Q10)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Used	Not used	Not applicable	Total
Entire population aged 3 or older		92.9	3.2	3.9	100.0
Number of household members	1 person	85.9	4.2	9.9	100.0
	2 persons	90.3	3.9	5.8	100.0
	3 persons or more	95.3	2.8	2.0	100.0
Gender	Male	93.8	3.4	2.8	100.0
	Female	92.0	3.0	5.0	100.0
Age	3~9	78.9	12.9	8.2	100.0
	10s	98.1	1.8	0.1	100.0
	20s	99.0	0.9	0.1	100.0
	30s	99.2	0.8	0.0	100.0
	40s	98.6	1.3	0.1	100.0
	50s	97.9	1.9	0.2	100.0
	60s	94.0	4.2	1.8	100.0
	70+	68.3	8.2	23.5	100.0
Gender*Age	Male 3~9	76.7	14.6	8.7	100.0
	Male 10s	98.1	1.7	0.2	100.0
	Male 20s	98.8	1.1	0.1	100.0
	Male 30s	98.9	1.1	0.0	100.0
	Male 40s	98.5	1.4	0.0	100.0
	Male 50s	98.2	1.7	0.1	100.0
	Male 60s	94.6	4.1	1.3	100.0
	Male 70+	70.9	10.5	18.7	100.0
Gender*Age	Female 3~9	81.3	11.1	7.7	100.0
	Female 10s	98.1	1.9	0.1	100.0
	Female 20s	99.3	0.7	0.0	100.0
	Female 30s	99.4	0.5	0.0	100.0
	Female 40s	98.7	1.2	0.1	100.0
	Female 50s	97.6	2.2	0.2	100.0
	Female 60s	93.4	4.4	2.3	100.0
	Female 70+	66.5	6.5	27.0	100.0
Youth	Entire population	98.2	1.7	0.2	100.0
	Male	98.2	1.6	0.2	100.0
	Female	98.1	1.8	0.1	100.0
Occupation	Professional/managerial position	98.5	1.3	0.1	100.0
	Office job	99.0	1.0	0.1	100.0
	Service/sales	96.5	2.5	1.0	100.0
	Production related position	93.0	4.2	2.9	100.0
	Agriculture/forestry/fishery	80.4	8.5	11.1	100.0
	Unemployed/Other (None/other)	87.5	4.5	8.0	100.0
	(Student)	93.8	4.2	2.0	100.0
	(Housewife)	84.1	3.8	12.1	100.0
	(Unemployed/Other (None/other))	78.1	6.8	15.1	100.0

Table 27 Smartphone use status within the last 1 month [Smartphone usage rate]_(Household Member_Q10)

(Unit : %)

BASE: Entire population aged 3 or older PERIOD: Within the last 1 year		Used	Not used	Not applicable	Total
Education	Elementary school graduate or lower	76.0	7.2	16.7	100.0
	(Preschool)	74.1	15.0	10.9	100.0
	(Uneducated)	40.5	4.6	54.9	100.0
	(Elementary school student)	92.9	5.5	1.6	100.0
	(Middle school student)	98.6	1.3	0.1	100.0
	(A regular elementary school graduate)	57.7	8.3	34.0	100.0
	Middle school graduate	85.3	6.1	8.7	100.0
	(High school student)	98.3	1.6	0.2	100.0
	(A regular middle school graduate)	77.1	8.9	14.0	100.0
	High school graduate	95.5	3.0	1.5	100.0
	(University student)	99.3	0.7	0.1	100.0
	(A regular high school graduate)	94.9	3.3	1.8	100.0
	University graduate or higher	98.5	1.4	0.1	100.0
	(Graduate student)	100.0	0.0	0.0	100.0
	(A regular university graduate)	98.5	1.5	0.1	100.0
Household income	Less than KRW 2 million	69.5	6.8	23.7	100.0
	KRW 2 million-Less than 3 million	86.6	5.5	7.9	100.0
	KRW 3 million-Less than 4 million	93.0	3.7	3.3	100.0
	KRW 4 million-Less than 5 million	94.5	3.3	2.2	100.0
	KRW 5 million and higher	96.9	2.1	1.0	100.0
Region size	Dong	93.5	3.1	3.4	100.0
	Eup/Myeon	90.3	4.0	5.7	100.0
Region	Seoul	92.8	3.8	3.5	100.0
	Busan	93.5	1.3	5.2	100.0
	Daegu	93.8	1.5	4.8	100.0
	Incheon	92.3	2.7	5.0	100.0
	Gwangju	96.0	2.0	2.1	100.0
	Daejeon	90.6	6.2	3.2	100.0
	Ulsan	91.2	6.8	2.0	100.0
	Gyeonggi	94.6	2.6	2.8	100.0
	Gangwon	90.2	5.6	4.2	100.0
	Chungcheong	92.4	2.9	4.6	100.0
	(Chungbuk)	93.6	1.0	5.3	100.0
	(Chungnam)	91.3	4.0	4.6	100.0
	(Sejong)	93.8	4.5	1.8	100.0
	Jeolla	91.8	4.7	3.5	100.0
	(Jeonbuk)	93.6	4.0	2.4	100.0
	(Jeonnam)	90.0	5.4	4.5	100.0
	Gyeongsang	90.9	3.4	5.7	100.0
	(Gyeongbuk)	90.2	1.8	8.0	100.0
	(Gyeongnam)	91.5	4.7	3.8	100.0
	Jeju	90.6	4.1	5.3	100.0

Table 28 Purpose of Internet use (multiple responses)_(Household Member_Q11)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Communi- cation	Data and Information Acquisition	Leisure Activity	Education /Learning	Occupation /workplace	Operation of homepage, etc.	Other
Internet users aged 3 or older		98.3	97.5	96.8	63.9	38.7	35.1	86.2
Number of household members	1 person	98.8	97.8	94.0	48.7	40.1	31.7	83.1
	2 persons	99.2	99.0	95.4	51.8	37.8	30.5	86.0
	3 persons or more	97.8	96.7	97.9	71.4	38.9	37.7	86.8
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	3~9	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
	70+	96.2	96.5	87.4	24.5	13.6	14.1	53.1
Gender*Age	Male							
	3~9	73.8	57.0	95.3	73.0	0.0	16.8	10.3
	10s	98.7	99.6	99.1	95.8	0.5	44.2	78.0
	20s	100.0	99.8	99.4	84.4	54.3	47.9	97.8
	30s	100.0	99.9	99.5	74.5	68.6	46.5	99.2
	40s	100.0	99.8	99.1	68.0	62.0	39.0	98.6
	50s	100.0	99.7	97.6	55.9	48.2	31.6	96.4
	60s	99.9	99.1	95.2	42.9	34.8	25.4	90.5
Gender*Age	Female							
	3~9	72.8	57.4	94.5	70.5	0.0	17.1	13.3
	10s	98.9	99.8	98.5	95.3	0.3	45.0	74.8
	20s	100.0	100.0	99.6	85.3	57.8	49.3	98.4
	30s	100.0	100.0	99.6	75.4	60.5	47.4	99.0
	40s	100.0	100.0	99.0	72.0	49.5	41.5	98.4
	50s	100.0	99.8	97.1	57.1	35.3	31.9	96.3
	60s	100.0	99.0	94.1	41.7	24.6	24.5	88.2
Youth	Entire population	98.9	99.7	99.0	92.7	14.2	45.4	80.8
	Male	98.9	99.6	99.3	92.4	13.7	45.0	82.2
	Female	98.9	99.9	98.6	93.0	14.8	45.8	79.3
Occupation	Professional/managerial position	100.0	100.0	98.1	70.3	72.4	42.7	98.5
	Office job	100.0	100.0	99.5	74.4	71.6	44.8	99.0
	Service/sales	100.0	99.6	97.9	58.9	42.8	35.9	95.2
	Production related position	99.2	99.1	94.7	49.5	37.5	26.0	87.3
	Agriculture/forestry/fishery	98.3	97.9	88.3	37.6	24.8	21.9	75.0
	Unemployed/Other (None/other)	95.6	93.7	95.5	66.8	14.7	32.1	71.5
	(Student)	93.1	90.1	98.1	88.1	9.2	38.7	66.3
	(Housewife)	98.8	98.3	93.1	44.4	15.8	26.5	81.3
	(Unemployed/Other (None/other))	96.9	95.0	92.5	47.2	29.4	22.9	67.2

Table 28 Purpose of Internet use (multiple responses)_(Household Member_Q11)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Communi- cation	Data and Information Acquisition	Leisure Activity	Education /Learning	Occupation /workplace	Operation of homepage, etc.	Other
Education	Elementary school graduate or lower	88.3	84.1	91.8	68.3	2.8	25.2	42.6
	(Preschool)	66.2	31.2	95.5	69.1	0.0	13.6	11.4
	(Uneducated)	87.0	96.4	71.9	15.7	8.7	7.4	50.1
	(Elementary school student)	91.8	99.6	96.1	87.4	0.0	32.0	30.6
	(Middle school student)	99.5	99.4	99.0	95.9	0.0	44.8	85.7
	(A regular elementary school graduate)	93.2	94.1	78.5	21.4	11.4	9.7	44.8
	Middle school graduate	99.1	98.3	93.5	57.9	9.3	29.1	74.5
	(High school student)	99.9	99.9	99.4	95.3	0.3	47.9	91.0
	(A regular middle school graduate)	98.5	97.0	88.8	28.3	16.5	14.3	61.4
	High school graduate	99.8	99.4	96.7	54.9	32.8	31.7	90.5
	(University student)	100.0	100.0	99.7	89.6	34.4	48.4	97.7
	(A regular high school graduate)	99.8	99.3	96.2	49.1	32.6	29.0	89.2
	University graduate or higher	100.0	99.9	99.0	70.6	59.2	41.9	98.2
	(Graduate student)	100.0	100.0	100.0	86.6	61.3	51.5	100.0
	(A regular university graduate)	100.0	99.9	99.0	70.5	59.2	41.9	98.2
Household income	Less than KRW 2 million	97.1	95.0	86.0	29.4	17.0	15.6	59.6
	KRW 2 million-Less than 3 million	97.8	98.0	92.6	45.6	28.4	25.5	77.7
	KRW 3 million-Less than 4 million	98.0	96.9	96.7	58.6	35.7	32.4	85.2
	KRW 4 million-Less than 5 million	98.3	97.2	97.4	64.0	35.5	32.4	87.3
	KRW 5 million and higher	98.6	97.8	98.5	71.7	44.4	40.3	90.3
Region size	Dong	98.3	97.6	97.2	65.1	39.6	36.3	87.0
	Eup/Myeon	98.0	97.0	95.1	58.1	34.4	29.8	82.8
Region	Seoul	98.4	98.0	97.8	67.0	45.1	41.6	87.8
	Busan	98.0	97.8	97.5	59.8	29.9	36.8	86.7
	Daegu	97.7	97.7	95.6	59.4	32.0	29.8	84.8
	Incheon	97.8	97.6	97.9	66.8	42.6	43.4	86.4
	Gwangju	97.9	97.1	97.8	64.4	31.7	42.5	85.3
	Daejeon	98.5	97.0	94.9	67.0	41.3	33.9	87.0
	Ulsan	98.1	96.0	98.2	63.9	36.9	35.5	88.6
	Gyeonggi	98.9	97.8	97.8	68.4	44.7	36.2	88.2
	Gangwon	98.3	97.0	90.6	57.1	31.5	32.8	81.3
	Chungcheong	98.4	97.0	95.5	59.8	36.9	33.7	86.3
	(Chungbuk)	98.2	96.7	92.7	58.3	35.3	29.2	85.1
	(Chungnam)	98.7	97.4	97.4	60.3	38.7	37.9	87.7
	(Sejong)	98.1	96.7	96.6	63.7	33.9	28.5	83.8
	Jeolla	97.7	97.3	95.1	55.7	30.1	24.2	80.0
	(Jeonbuk)	97.5	97.0	94.6	54.3	24.9	20.9	79.7
	(Jeonnam)	97.9	97.6	95.6	57.1	35.5	27.6	80.2
	Gyeongsang	97.9	96.5	95.9	59.6	30.3	27.0	84.3
	(Gyeongbuk)	98.0	96.0	95.0	56.2	25.9	20.4	84.6
	(Gyeongnam)	97.8	96.8	96.6	62.3	33.8	32.3	84.1
	Jeju	97.1	97.4	97.3	56.3	25.6	20.8	80.3

Table 29 Purpose of Internet use – Communication_(Household Member_Q11_1)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Email	SNS etc.	Instant messenger	Voice and video calls	Voting	Not used
Internet users aged 3 or older		57.5	68.4	96.2	55.4	34.5	1.7
Number of household members	1 person	53.7	57.7	98.4	49.4	29.4	1.2
	2 persons	50.7	58.8	98.3	49.3	29.0	0.8
	3 persons or more	61.1	74.1	95.0	59.0	37.7	2.2
Gender	Male	60.6	69.2	96.3	56.2	37.4	1.6
	Female	54.4	67.6	96.2	54.6	31.7	1.8
Age	3~9	3.8	13.3	36.4	52.0	2.8	26.7
	10s	34.4	86.7	98.2	60.1	28.1	1.2
	20s	84.9	94.4	100.0	70.5	56.3	0.0
	30s	88.0	93.2	100.0	68.5	55.1	0.0
	40s	80.3	82.9	100.0	61.9	47.6	0.0
	50s	61.6	65.5	100.0	50.4	30.9	0.0
	60s	35.4	46.7	99.9	42.7	17.4	0.0
	70+	15.2	22.8	93.1	32.5	9.8	3.8
Gender*Age	Male 3~9	4.1	11.8	36.7	51.8	2.5	26.2
	Male 10s	35.7	86.4	98.2	59.2	28.7	1.3
	Male 20s	83.6	93.5	100.0	71.3	57.0	0.0
	Male 30s	88.8	92.4	99.9	68.4	57.0	0.0
	Male 40s	84.3	81.3	100.0	61.3	50.3	0.0
	Male 50s	66.1	65.4	100.0	51.2	34.1	0.0
	Male 60s	37.9	48.1	99.9	43.6	20.2	0.1
	Male 70+	17.7	24.7	93.1	33.6	13.5	3.4
Gender*Age	Female 3~9	3.4	14.8	36.0	52.2	3.1	27.2
	Female 10s	33.1	87.0	98.1	61.0	27.4	1.1
	Female 20s	86.4	95.3	100.0	69.7	55.6	0.0
	Female 30s	87.1	94.1	100.0	68.7	52.9	0.0
	Female 40s	76.2	84.7	100.0	62.6	44.8	0.0
	Female 50s	57.1	65.5	100.0	49.6	27.8	0.0
	Female 60s	33.0	45.4	99.9	41.7	14.6	0.0
	Female 70+	13.1	21.2	93.1	31.6	6.9	4.1
Youth	Entire population	47.9	87.2	98.3	64.1	37.2	1.1
	Male	49.1	86.5	98.5	64.1	38.8	1.1
	Female	46.6	87.9	98.0	64.1	35.5	1.1
Occupation	Professional/managerial position	100.0	83.5	100.0	63.9	54.7	0.0
	Office job	100.0	88.6	100.0	67.4	55.7	0.0
	Service/sales	73.6	71.3	100.0	55.3	34.4	0.0
	Production related position	26.1	53.5	99.1	47.2	25.9	0.8
	Agriculture/forestry/fishery	12.4	36.9	97.2	31.6	12.1	1.7
	Unemployed/Other (None/other)	30.2	59.7	90.0	51.8	24.6	4.4
	(Student)	37.6	71.1	83.9	61.5	29.6	6.9
	(Housewife)	21.2	51.1	97.8	42.6	18.7	1.2
	(Unemployed/Other (None/other))	25.9	41.9	92.8	40.3	21.2	3.1

Table 29 Purpose of Internet use – Communication_(Household Member_Q11_1)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Email	SNS etc.	Instant messenger	Voice and video calls	Voting	Not used
Education	Elementary school graduate or lower	14.0	42.0	74.0	48.8	10.3	11.7
	(Preschool)	1.6	7.1	12.9	52.1	3.6	33.8
	(Uneducated)	16.1	13.8	77.5	28.4	8.4	13.0
	(Elementary school student)	10.6	54.2	86.4	52.2	5.0	8.2
	(Middle school student)	32.7	88.6	99.3	61.2	27.7	0.5
	(A regular elementary school graduate)	11.3	15.3	87.9	31.9	7.3	6.8
	Middle school graduate	27.8	53.6	97.9	44.0	22.8	0.9
	(High school student)	46.4	92.5	99.8	63.7	40.6	0.1
	(A regular middle school graduate)	13.0	22.7	96.4	28.3	8.7	1.5
	High school graduate	46.7	61.5	99.8	49.1	26.6	0.2
	(University student)	77.6	94.7	100.0	72.9	57.7	0.0
	(A regular high school graduate)	41.5	55.9	99.7	45.1	21.4	0.2
	University graduate or higher	84.4	84.4	100.0	64.4	50.2	0.0
	(Graduate student)	95.3	99.5	100.0	66.6	61.0	0.0
	(A regular university graduate)	84.4	84.4	100.0	64.3	50.2	0.0
Household income	Less than KRW 2 million	17.7	25.2	93.1	35.0	11.4	2.9
	KRW 2 million-Less than 3 million	36.1	47.2	97.0	42.5	19.7	2.2
	KRW 3 million-Less than 4 million	48.6	62.0	95.2	53.1	29.6	2.0
	KRW 4 million-Less than 5 million	54.7	68.4	95.8	56.7	33.5	1.7
	KRW 5 million and higher	68.3	78.0	96.8	59.8	41.0	1.4
Region size	Dong	59.3	69.8	96.3	57.0	36.2	1.7
	Eup/Myeon	49.4	62.0	96.0	48.2	27.1	2.0
Region	Seoul	65.1	73.1	96.2	56.8	42.8	1.6
	Busan	49.2	65.8	95.8	54.5	25.3	2.0
	Daegu	50.2	67.1	95.9	50.7	26.9	2.3
	Incheon	62.5	71.9	95.7	65.7	45.4	2.2
	Gwangju	55.4	66.6	96.3	42.2	23.4	2.1
	Daejeon	58.1	76.1	96.4	48.1	33.2	1.5
	Ulsan	49.3	70.5	95.6	55.3	24.7	1.9
	Gyeonggi	65.1	71.3	96.8	62.3	35.6	1.1
	Gangwon	51.5	65.3	96.6	54.5	26.1	1.7
	Chungcheong	51.1	65.3	96.0	51.0	34.7	1.6
	(Chungbuk)	48.0	63.9	96.1	49.9	33.9	1.8
	(Chungnam)	53.1	65.8	96.0	51.3	34.6	1.3
	(Sejong)	52.5	68.4	95.3	53.3	38.4	1.9
	Jeolla	42.9	55.5	95.6	39.6	25.8	2.3
	(Jeonbuk)	43.0	56.0	95.7	31.5	20.6	2.5
	(Jeonnam)	42.9	55.1	95.4	48.1	31.3	2.1
	Gyeongsang	49.1	64.1	96.3	51.6	34.8	2.1
	(Gyeongbuk)	44.8	57.6	96.2	46.3	39.5	2.0
	(Gyeongnam)	52.6	69.3	96.3	55.8	30.9	2.2
	Jeju	51.3	54.4	94.3	53.6	22.7	2.9

Table 30 Average daily communication time through the Internet_(Household Member_Q11-1)

(Unit : %)

BASE: Persons aged 3 or older who have used online communication within the last 1 month PERIOD: Single point of time as of July 1, 2025		Less than 1 hour	1 hour -Less than 1 and half an hours	1 and half an hours- Less than 3 hours	3 hours- Less than 5 hours	Total	Average (Hours)
Online communication users aged 3 or older		38.3	25.6	31.2	5.0	100.0	1.3
Number of household members	1 person	46.3	24.3	25.5	3.9	100.0	1.1
	2 persons	45.0	26.1	25.5	3.4	100.0	1.1
	3 persons or more	34.1	25.5	34.5	5.8	100.0	1.3
Gender	Male	37.3	25.5	32.1	5.1	100.0	1.3
	Female	39.3	25.6	30.3	4.8	100.0	1.2
Age	3~9	59.0	20.1	21.0	0.0	100.0	0.8
	10s	29.6	25.6	36.1	8.7	100.0	1.5
	20s	19.6	26.0	45.0	9.4	100.0	1.7
	30s	20.8	25.2	44.0	9.9	100.0	1.7
	40s	26.7	23.7	41.1	8.5	100.0	1.6
	50s	43.4	30.7	25.3	0.6	100.0	1.0
	60s	56.0	27.0	17.0	0.0	100.0	0.8
	70+	71.9	18.4	9.7	0.0	100.0	0.6
Gender*Age	Male 3~9	59.4	18.7	21.9	0.0	100.0	0.8
	Male 10s	31.7	24.0	35.6	8.8	100.0	1.5
	Male 20s	19.8	25.0	45.7	9.6	100.0	1.7
	Male 30s	21.0	24.5	43.9	10.6	100.0	1.7
	Male 40s	27.7	24.1	40.4	7.8	100.0	1.5
	Male 50s	42.5	31.1	25.8	0.7	100.0	1.0
	Male 60s	54.6	27.0	18.5	0.0	100.0	0.8
	Male 70+	68.4	20.7	10.9	0.0	100.0	0.7
Female	Female 3~9	58.5	21.5	20.0	0.0	100.0	0.8
	Female 10s	27.3	27.4	36.7	8.5	100.0	1.5
	Female 20s	19.3	27.2	44.3	9.2	100.0	1.7
	Female 30s	20.7	26.1	44.1	9.2	100.0	1.7
	Female 40s	25.6	23.3	41.8	9.3	100.0	1.6
	Female 50s	44.3	30.4	24.8	0.5	100.0	1.0
	Female 60s	57.5	26.9	15.6	0.0	100.0	0.8
	Female 70+	74.6	16.5	8.8	0.1	100.0	0.6
Youth	Entire population	27.5	26.1	38.0	8.4	100.0	1.5
	Male	28.7	24.7	38.0	8.7	100.0	1.5
	Female	26.2	27.5	38.1	8.1	100.0	1.5
Occupation	Professional/managerial position	23.3	28.7	41.4	6.6	100.0	1.5
	Office job	21.7	26.5	43.8	8.0	100.0	1.6
	Service/sales	37.5	28.1	30.2	4.2	100.0	1.2
	Production related position	53.3	24.2	20.1	2.4	100.0	1.0
	Agriculture/forestry/fishery	60.4	24.2	14.1	1.3	100.0	0.8
	Unemployed/Other (None/other)	44.0	23.3	28.0	4.7	100.0	1.2
	(Student)	33.1	24.6	35.2	7.1	100.0	1.4
	(Housewife)	52.6	23.4	22.0	2.0	100.0	1.0
	(Unemployed/Other (None/other))	58.3	19.6	19.1	2.9	100.0	0.9

Table 30 Average daily communication time through the Internet_(Household Member_Q11-1)

(Unit : %)

BASE: Persons aged 3 or older who have used online communication within the last 1 month PERIOD: Single point of time as of July 1, 2025		Less than 1 hour	1 hour -Less than 1 and half an hours	1 and half an hours- Less than 3 hours	3 hours- Less than 5 hours	Total	Average (Hours)
Education	Elementary school graduate or lower	52.9	20.2	23.2	3.7	100.0	1.0
	(Preschool)	58.3	18.1	23.6	0.0	100.0	0.8
	(Uneducated)	86.2	7.7	6.1	0.0	100.0	0.4
	(Elementary school student)	47.1	21.8	25.9	5.3	100.0	1.2
	(Middle school student)	28.0	27.0	37.3	7.7	100.0	1.5
	(A regular elementary school graduate)	78.7	14.4	6.8	0.1	100.0	0.5
	Middle school graduate	52.9	21.5	21.3	4.3	100.0	1.0
	(High school student)	25.6	27.5	37.5	9.4	100.0	1.6
	(A regular middle school graduate)	74.9	16.6	8.3	0.1	100.0	0.6
	High school graduate	44.8	26.2	26.0	3.0	100.0	1.1
	(University student)	20.8	26.0	44.3	8.8	100.0	1.6
	(A regular high school graduate)	48.8	26.3	23.0	2.0	100.0	1.0
	University graduate or higher	26.8	27.1	39.1	7.0	100.0	1.5
	(Graduate student)	17.5	17.5	46.0	19.1	100.0	1.9
	(A regular university graduate)	26.8	27.2	39.0	7.0	100.0	1.5
Household income	Less than KRW 2 million	70.7	17.3	10.9	1.1	100.0	0.7
	KRW 2 million-Less than 3 million	54.5	23.0	19.9	2.6	100.0	0.9
	KRW 3 million-Less than 4 million	40.8	26.5	28.1	4.5	100.0	1.2
	KRW 4 million-Less than 5 million	37.6	26.3	30.5	5.6	100.0	1.3
	KRW 5 million and higher	31.9	26.3	36.1	5.7	100.0	1.4
Region size	Dong	37.2	25.6	32.1	5.0	100.0	1.3
	Eup/Myeon	43.1	25.2	27.0	4.7	100.0	1.2
Region	Seoul	31.3	27.5	35.4	5.8	100.0	1.3
	Busan	50.2	18.7	27.5	3.7	100.0	1.1
	Daegu	41.5	25.8	27.6	5.0	100.0	1.2
	Incheon	31.2	28.7	34.6	5.5	100.0	1.3
	Gwangju	52.5	19.1	24.7	3.7	100.0	1.1
	Daejeon	34.4	24.4	35.6	5.7	100.0	1.3
	Ulsan	53.0	18.5	24.5	4.0	100.0	1.1
	Gyeonggi	31.2	28.5	35.0	5.3	100.0	1.3
	Gangwon	32.2	31.0	29.5	7.4	100.0	1.3
	Chungcheong	30.3	29.7	34.3	5.7	100.0	1.4
	(Chungbuk)	31.0	29.6	33.5	5.9	100.0	1.3
	(Chungnam)	30.0	29.3	35.4	5.3	100.0	1.4
	(Sejong)	29.8	32.0	31.8	6.4	100.0	1.4
	Jeolla	50.1	22.5	23.3	4.1	100.0	1.1
	(Jeonbuk)	51.1	21.9	22.9	4.1	100.0	1.1
	(Jeonnam)	49.0	23.3	23.7	4.0	100.0	1.1
	Gyeongsang	55.8	19.3	21.8	3.1	100.0	1.0
	(Gyeongbuk)	50.7	20.5	25.6	3.2	100.0	1.1
	(Gyeongnam)	59.8	18.4	18.8	3.0	100.0	1.0
	Jeju	59.5	11.8	24.5	4.2	100.0	1.0

Table 31 Purpose of Internet use - Data and Information Acquisition_(Household Member_Q11_2)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Health and medical information	Product, service information	Reading Newspapers	Travel, transportation, accommodation, location information	Searching for, downloading, and installing software	Not used
Internet users aged 3 or older		66.9	80.0	91.3	57.8	51.5	2.5
Number of household members	1 person	71.6	73.6	85.4	52.0	45.9	2.2
	2 persons	71.0	73.8	91.3	52.0	44.6	1.0
	3 persons or more	64.4	83.6	92.2	61.2	55.3	3.3
Gender	Male	66.4	79.4	92.9	59.2	54.9	2.4
	Female	67.4	80.6	89.7	56.5	48.1	2.6
Age	3~9	2.7	38.7	46.7	2.7	16.9	42.8
	10s	26.9	70.8	93.4	30.8	57.7	0.3
	20s	71.8	96.5	97.3	84.0	71.5	0.1
	30s	81.3	96.8	96.4	85.2	69.1	0.0
	40s	83.3	95.3	96.1	78.4	64.0	0.1
	50s	78.3	88.2	94.6	63.4	48.8	0.2
	60s	70.6	70.2	90.7	41.9	35.1	1.0
	70+	54.2	38.0	82.4	17.2	20.7	3.5
Gender*Age	Male 3~9	2.8	38.7	48.2	3.6	16.0	43.0
	Male 10s	26.4	69.2	93.3	31.1	60.8	0.4
	Male 20s	68.7	95.6	97.4	82.6	74.3	0.2
	Male 30s	79.9	95.7	96.4	84.6	70.4	0.1
	Male 40s	82.3	93.3	96.5	77.9	67.5	0.2
	Male 50s	78.2	85.1	96.0	63.7	51.8	0.3
	Male 60s	71.0	68.6	93.6	44.2	37.4	0.9
	Male 70+	55.8	40.5	89.1	21.1	25.1	2.1
Female	Female 3~9	2.7	38.7	45.2	1.7	17.8	42.6
	Female 10s	27.5	72.4	93.5	30.4	54.4	0.2
	Female 20s	75.3	97.5	97.3	85.5	68.4	0.0
	Female 30s	83.0	98.1	96.4	85.9	67.7	0.0
	Female 40s	84.4	97.3	95.6	78.9	60.3	0.0
	Female 50s	78.4	91.4	93.1	63.1	45.8	0.2
	Female 60s	70.3	71.8	87.9	39.7	32.8	1.0
	Female 70+	52.8	36.1	77.0	14.1	17.1	4.6
Youth	Entire population	38.8	78.9	94.1	46.1	61.6	0.3
	Male	37.5	78.1	94.1	46.2	64.4	0.4
	Female	40.3	79.8	94.0	45.9	58.6	0.1
Occupation	Professional/managerial position	84.4	93.7	96.0	80.0	69.7	0.0
	Office job	84.5	97.1	97.0	84.7	69.2	0.0
	Service/sales	76.3	88.0	93.5	65.3	51.9	0.4
	Production related position	69.6	71.4	92.1	49.3	43.2	0.9
	Agriculture/forestry/fishery	55.4	46.0	86.9	23.5	22.6	2.1
	Unemployed/Other (None/other)	48.0	67.7	86.0	39.4	43.7	6.3
	(Student)	30.6	69.5	83.7	36.8	52.1	9.9
	(Housewife)	70.8	71.5	89.2	46.0	36.1	1.7
	(Unemployed/Other (None/other))	54.8	53.9	86.4	33.7	33.1	5.0

Table 31 Purpose of Internet use - Data and Information Acquisition_(Household Member_Q11_2)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Health and medical information	Product, service information	Reading Newspapers	Travel, transportation, accommodation, location information	Searching for, downloading, and installing software	Not used
Education	Elementary school graduate or lower (Preschool)	18.5	43.4	73.6	12.1	30.6	15.9
	(Uneducated)	1.2	20.2	22.8	1.4	8.7	68.8
	(Elementary school student)	30.8	14.3	80.8	6.4	14.2	3.6
	(Middle school student)	9.8	62.4	88.1	9.2	39.0	0.4
	(A regular elementary school graduate)	24.5	66.4	94.5	29.3	60.4	0.6
	Middle school graduate	39.6	20.0	78.3	10.0	12.2	5.9
	(High school student)	47.1	55.1	87.9	25.3	38.0	1.7
	(A regular middle school graduate)	35.4	80.2	95.1	40.1	61.1	0.1
	High school graduate	56.5	35.2	82.2	13.6	19.7	3.0
	(University student)	71.7	80.6	92.7	54.0	45.8	0.6
	(A regular high school graduate)	64.8	95.7	96.9	81.5	74.4	0.0
	University graduate or higher (Graduate student)	72.9	78.0	92.0	49.4	41.0	0.7
	(A regular university graduate)	81.2	94.9	96.2	80.3	64.7	0.1
		75.4	98.7	96.8	84.3	81.3	0.0
Household income	Less than KRW 2 million	81.2	94.9	96.2	80.3	64.6	0.1
	KRW 2 million-Less than 3 million	50.9	38.6	79.2	18.9	22.0	5.0
	KRW 3 million-Less than 4 million	61.5	63.8	86.5	38.0	36.0	2.0
	KRW 4 million-Less than 5 million	66.1	77.3	89.8	53.3	46.1	3.1
	KRW 5 million and higher	66.6	80.8	91.1	56.9	51.3	2.8
Region size	Dong	69.8	87.4	93.9	66.6	58.6	2.2
	Eup/Myeon	68.1	81.5	91.8	60.0	53.3	2.4
Region	Seoul	61.3	72.9	89.1	47.8	43.4	3.0
	Busan	72.1	86.7	93.7	66.1	57.2	2.0
	Daegu	68.4	78.8	90.3	58.9	44.6	2.2
	Incheon	62.4	73.6	87.4	47.5	46.8	2.3
	Gwangju	70.9	84.1	95.6	63.6	59.1	2.4
	Daejeon	65.0	77.5	91.6	60.5	45.4	2.9
	Ulsan	61.3	80.0	85.2	46.6	48.1	3.0
	Gyeonggi	68.0	79.8	89.7	60.1	45.4	4.0
	Gangwon	72.2	85.7	93.5	62.9	59.6	2.2
	Chungcheong (Chungbuk)	56.7	67.1	86.0	45.0	37.3	3.0
	(Chungnam)	55.2	73.7	89.4	49.2	43.2	3.0
	(Sejong)	56.2	70.6	89.3	49.7	47.9	3.3
	Jeolla (Jeonbuk)	54.5	75.0	89.4	49.6	40.9	2.6
	(Jeonnam)	55.6	78.9	89.7	45.0	36.6	3.3
	Gyeongsang (Gyeongbuk)	56.4	69.5	88.5	43.4	40.5	2.7
	(Gyeongnam)	61.8	69.2	87.7	47.0	44.1	3.0
	Jeju	50.8	69.9	89.2	39.7	36.8	2.4
		64.5	72.5	87.8	52.0	43.6	3.5
		56.9	62.2	86.1	40.7	38.7	4.0
		70.7	80.8	89.2	61.1	47.5	3.2
		57.8	67.0	95.0	60.1	55.5	2.6

Table 32 Frequently used site/app when searching the Internet (2 responses) - 1st rank_(Household Member_Q11-2-1)

(Unit : %)

BASE: Persons aged 3 or older who have used data and information acquisition within the last 1 month PERIOD: Single point of time as of July 1, 2025		Portal site	Video service	Messenger	AI-based interactive information search	SNS	Total
Data and information acquisition users aged 3 or older		66.6	16.6	7.0	5.9	3.9	100.0
Number of household members	1 person	64.9	18.7	7.7	6.2	2.5	100.0
	2 persons	67.1	17.3	7.2	5.4	3.0	100.0
	3 persons or more	66.7	15.9	6.9	6.0	4.5	100.0
Gender	Male	68.3	15.7	6.6	5.7	3.7	100.0
	Female	64.9	17.5	7.5	6.0	4.1	100.0
Age	3~9	48.6	28.7	3.2	12.4	7.1	100.0
	10s	52.3	20.6	6.7	11.5	8.9	100.0
	20s	64.2	13.5	6.1	8.8	7.3	100.0
	30s	69.7	13.1	7.2	5.2	4.8	100.0
	40s	73.8	13.7	6.0	3.8	2.7	100.0
	50s	71.5	15.2	8.5	2.7	2.1	100.0
	60s	68.4	18.8	8.2	3.1	1.5	100.0
	70+	60.3	22.3	6.7	9.7	1.1	100.0
Gender*Age	Male 3~9	47.3	29.0	3.6	12.3	7.8	100.0
	Male 10s	53.2	19.6	6.4	11.8	8.9	100.0
	Male 20s	65.1	13.7	6.5	8.2	6.5	100.0
	Male 30s	70.2	13.4	6.9	5.8	3.7	100.0
	Male 40s	75.0	13.0	5.5	4.2	2.3	100.0
	Male 50s	73.3	14.1	7.9	2.6	2.1	100.0
	Male 60s	70.5	17.8	7.6	2.4	1.6	100.0
	Male 70+	66.1	19.1	5.5	8.1	1.3	100.0
Female	Female 3~9	50.0	28.5	2.8	12.4	6.4	100.0
	Female 10s	51.3	21.6	7.1	11.3	8.8	100.0
	Female 20s	63.2	13.3	5.7	9.5	8.2	100.0
	Female 30s	69.2	12.8	7.5	4.5	6.0	100.0
	Female 40s	72.6	14.4	6.6	3.3	3.1	100.0
	Female 50s	69.8	16.4	9.1	2.7	2.1	100.0
	Female 60s	66.3	19.8	8.7	3.7	1.5	100.0
	Female 70+	55.5	25.0	7.6	11.0	0.9	100.0
Youth	Entire population	55.2	18.5	6.4	11.3	8.6	100.0
	Male	55.8	18.2	6.4	11.2	8.4	100.0
	Female	54.5	18.9	6.4	11.4	8.8	100.0
Occupation	Professional/managerial position	72.4	11.0	6.6	5.3	4.6	100.0
	Office job	71.1	12.3	6.6	5.7	4.2	100.0
	Service/sales	70.1	16.6	7.4	2.9	3.0	100.0
	Production related position	69.0	17.0	7.9	4.0	2.0	100.0
	Agriculture/forestry/fishery	61.1	23.4	6.5	7.3	1.7	100.0
	Unemployed/Other (None/other)	60.1	19.2	6.8	8.8	5.1	100.0
	(Student)	53.4	20.0	6.2	12.0	8.5	100.0
	(Housewife)	67.0	18.8	7.3	5.1	1.8	100.0
	(Unemployed/Other (None/other))	65.3	17.6	7.5	7.7	1.9	100.0

Table 32 Frequently used site/app when searching the Internet (2 responses) - 1st rank_(Household Member_Q11-2-1)

(Unit : %)

BASE: Persons aged 3 or older who have used data and information acquisition within the last 1 month PERIOD: Single point of time as of July 1, 2025		Portal site	Video service	Messenger	AI-based interactive information search	SNS	Total
Education	Elementary school graduate or lower	50.0	24.3	6.0	14.0	5.8	100.0
	(Preschool)	49.0	30.6	1.6	13.1	5.7	100.0
	(Uneducated)	60.6	17.9	5.0	15.9	0.7	100.0
	(Elementary school student)	48.3	27.1	5.4	12.9	6.2	100.0
	(Middle school student)	49.3	20.6	7.3	12.7	10.1	100.0
	(A regular elementary school graduate)	51.7	23.1	6.9	16.9	1.4	100.0
	Middle school graduate	57.6	21.2	6.8	9.0	5.4	100.0
	(High school student)	57.0	16.3	6.3	9.7	10.7	100.0
	(A regular middle school graduate)	58.0	25.2	7.2	8.4	1.1	100.0
	High school graduate	68.2	17.3	7.7	4.1	2.7	100.0
	(University student)	58.6	14.1	6.9	12.0	8.4	100.0
	(A regular high school graduate)	69.8	17.8	7.8	2.8	1.7	100.0
	University graduate or higher	71.1	13.3	6.9	4.7	4.1	100.0
	(Graduate student)	57.8	13.6	9.7	12.7	6.2	100.0
	(A regular university graduate)	71.2	13.3	6.8	4.6	4.1	100.0
Household income	Less than KRW 2 million	58.8	23.2	7.2	9.8	1.0	100.0
	KRW 2 million-Less than 3 million	63.3	19.9	6.8	7.0	3.0	100.0
	KRW 3 million-Less than 4 million	66.2	17.9	6.7	5.7	3.6	100.0
	KRW 4 million-Less than 5 million	68.3	17.3	6.0	4.9	3.5	100.0
	KRW 5 million and higher	67.6	14.8	7.5	5.6	4.5	100.0
Region size	Dong	66.7	16.1	7.3	5.8	4.0	100.0
	Eup/Myeon	66.2	19.0	5.7	6.1	3.1	100.0
Region	Seoul	67.0	14.0	8.6	5.0	5.4	100.0
	Busan	66.3	17.6	8.8	4.5	2.8	100.0
	Daegu	67.0	18.4	5.2	6.3	3.0	100.0
	Incheon	59.1	18.1	10.5	6.4	6.0	100.0
	Gwangju	73.7	14.5	3.2	5.6	2.9	100.0
	Daejeon	57.4	20.1	12.8	4.5	5.2	100.0
	Ulsan	64.4	15.5	11.9	5.0	3.2	100.0
	Gyeonggi	71.7	13.9	5.7	5.5	3.2	100.0
	Gangwon	63.3	17.5	6.2	9.2	3.8	100.0
	Chungcheong	66.4	19.3	5.1	4.9	4.3	100.0
	(Chungbuk)	68.3	15.5	5.6	5.9	4.7	100.0
	(Chungnam)	64.2	22.7	4.5	4.4	4.2	100.0
	(Sejong)	71.2	15.6	5.9	4.0	3.3	100.0
	Jeolla	67.3	17.4	3.8	7.2	4.2	100.0
	(Jeonbok)	71.6	14.7	2.5	7.8	3.4	100.0
	(Jeonnam)	62.9	20.3	5.1	6.6	5.1	100.0
	Gyeongsang	61.2	20.4	7.6	8.3	2.4	100.0
	(Gyeongbuk)	62.6	21.5	5.2	7.2	3.5	100.0
	(Gyeongnam)	60.1	19.6	9.6	9.2	1.6	100.0
	Jeju	46.4	35.5	10.7	3.7	3.7	100.0

Table 33 Frequently used site/app when searching the Internet (2 responses) - 1st+2nd rank_(Household Member_Q11-2-1)

(Unit : %)

BASE: Persons aged 3 or older who have used data and information acquisition within the last 1 month PERIOD: Single point of time as of July 1, 2025		Portal site	Video service	Messenger	AI-based interactive information search	SNS
Data and information acquisition users aged 3 or older		78.4	53.5	21.4	15.0	13.3
Number of household members	1 person	76.5	55.1	21.8	14.4	10.1
	2 persons	78.8	54.2	22.3	12.3	10.8
	3 persons or more	78.6	52.9	21.0	16.3	14.8
Gender	Male	80.1	53.9	20.5	15.7	12.9
	Female	76.8	53.1	22.4	14.2	13.7
Age	3~9	54.3	40.1	6.5	12.6	10.6
	10s	62.7	46.3	18.5	23.0	22.1
	20s	78.2	48.4	21.0	23.8	22.9
	30s	82.8	51.0	21.8	20.5	18.5
	40s	85.5	56.0	21.4	15.0	13.9
	50s	83.5	59.4	25.2	9.0	8.4
	60s	80.4	59.3	23.4	6.3	5.8
	70+	69.8	50.1	18.2	13.0	4.8
Gender*Age	3~9	53.3	42.2	6.1	12.3	10.9
	10s	64.6	47.0	17.4	23.7	20.9
	20s	78.4	48.9	20.6	23.8	22.5
	30s	83.6	51.2	21.4	22.0	16.2
	40s	86.9	56.4	20.3	16.4	12.2
	50s	84.6	58.7	24.1	10.4	8.5
	60s	82.4	60.1	22.3	6.0	6.3
	70+	75.6	52.0	16.3	11.1	5.1
Gender*Age	3~9	55.4	37.8	6.8	13.0	10.2
	10s	60.7	45.5	19.7	22.3	23.3
	20s	78.0	47.8	21.5	23.9	23.4
	30s	81.9	50.8	22.3	18.7	21.0
	40s	84.1	55.6	22.6	13.5	15.7
	50s	82.4	60.0	26.4	7.6	8.2
	60s	78.4	58.6	24.5	6.6	5.2
	70+	65.0	48.6	19.7	14.6	4.5
Youth	Entire population	67.0	45.7	19.1	23.6	22.1
	Male	68.3	46.8	18.1	23.7	21.5
	Female	65.8	44.5	20.1	23.6	22.8
Occupation	Professional/managerial position	85.9	42.9	25.1	21.0	16.7
	Office job	83.6	50.9	22.9	21.1	16.8
	Service/sales	82.4	59.5	22.7	10.2	11.6
	Production related position	80.2	56.2	22.9	9.6	7.6
	Agriculture/forestry/fishery	70.9	53.8	17.9	11.1	4.8
	Unemployed/Other (None/other)	71.3	50.4	18.9	16.5	14.4
	(Student)	64.7	44.8	17.8	22.6	20.7
	(Housewife)	78.6	56.6	20.6	9.7	8.4
	(Unemployed/Other (None/other))	75.3	53.5	18.8	12.9	9.1

Table 33 Frequently used site/app when searching the Internet (2 responses) - 1st+2nd rank_(Household Member_Q11-2-1)

(Unit : %)

BASE: Persons aged 3 or older who have used data and information acquisition within the last 1 month PERIOD: Single point of time as of July 1, 2025		Portal site	Video service	Messenger	AI-based interactive information search	SNS
Education	Elementary school graduate or lower	56.9	42.3	14.8	20.3	13.4
	(Preschool)	53.2	42.2	3.5	13.5	9.7
	(Uneducated)	63.3	40.8	16.9	19.5	8.1
	(Elementary school student)	55.5	40.9	13.2	16.7	12.7
	(Middle school student)	59.9	48.0	18.0	26.4	24.0
	(A regular elementary school graduate)	55.8	38.7	17.0	21.6	5.2
	Middle school graduate	69.1	50.1	17.8	17.1	13.8
	(High school student)	69.5	47.4	19.0	23.0	25.6
	(A regular middle school graduate)	68.8	52.3	16.9	12.3	4.2
	High school graduate	81.1	58.4	22.6	9.8	10.1
	(University student)	74.1	45.1	23.4	26.4	24.5
	(A regular high school graduate)	82.3	60.6	22.5	7.0	7.6
	University graduate or higher	83.4	53.1	22.8	17.4	15.7
	(Graduate student)	82.5	42.7	21.0	31.2	21.1
	(A regular university graduate)	83.4	53.1	22.8	17.3	15.6
Household income	Less than KRW 2 million	67.4	50.3	19.4	14.5	6.0
	KRW 2 million-Less than 3 million	74.9	53.0	20.4	11.3	8.5
	KRW 3 million-Less than 4 million	78.1	53.1	22.3	13.1	12.1
	KRW 4 million-Less than 5 million	80.3	55.6	20.9	12.7	12.8
	KRW 5 million and higher	79.6	53.3	21.8	16.9	15.2
Region size	Dong	79.1	53.7	21.8	15.3	13.4
	Eup/Myeon	75.6	52.7	20.0	13.8	12.6
Region	Seoul	80.3	51.3	26.1	15.2	14.5
	Busan	78.1	66.0	20.2	8.7	8.8
	Daegu	78.1	50.7	18.3	14.8	11.0
	Incheon	70.3	47.9	23.1	18.3	23.3
	Gwangju	80.6	60.8	13.4	13.9	8.4
	Daejeon	64.3	45.9	37.0	13.1	20.7
	Ulsan	77.1	65.6	22.0	9.2	9.4
	Gyeonggi	84.3	50.9	19.0	18.2	13.2
	Gangwon	68.5	45.5	20.8	18.2	15.3
	Chungcheong	75.4	50.3	21.9	12.8	14.8
	(Chungbuk)	77.5	41.4	22.6	13.6	15.0
	(Chungnam)	73.2	56.5	21.9	12.6	14.7
	(Sejong)	79.3	52.2	18.9	11.5	14.6
	Jeolla	74.8	54.5	20.2	13.0	10.2
	(Jeonbuk)	78.2	59.4	11.2	14.1	9.9
	(Jeonnam)	71.2	49.5	29.5	11.8	10.6
	Gyeongsang	76.4	62.0	18.3	13.2	9.7
	(Gyeongbuk)	75.3	57.0	19.8	12.0	10.2
	(Gyeongnam)	77.3	65.9	17.2	14.1	9.3
	Jeju	72.2	53.9	32.6	8.4	12.0

Table 34 Reliable sites/apps used when browsing the Internet (2 responses) - 1st rank_(Household Member_Q11-2-2)

(Unit : %)

BASE: Persons aged 3 or older who have used data and information acquisition within the last 1 month PERIOD: Single point of time as of July 1, 2025		Portal site	Video service	AI-based interactive information search	Messenger	SNS	Other	Total	
Data and information acquisition users aged 3 or older		65.2	16.4	7.1	7.2	4.2	0.0	100.0	
Number of household members	1 person	63.0	18.6	7.8	7.7	2.8	0.0	100.0	
	2 persons	65.8	16.9	6.4	7.7	3.3	0.0	100.0	
	3 persons or more	65.3	15.8	7.3	6.9	4.8	0.0	100.0	
Gender	Male	66.7	15.8	6.9	6.6	4.0	0.0	100.0	
	Female	63.6	17.0	7.3	7.8	4.3	0.0	100.0	
Age	3~9	48.5	28.4	11.9	4.2	7.0	0.0	100.0	
	10s	53.0	18.2	13.3	7.6	7.9	0.0	100.0	
	20s	62.1	13.7	10.7	6.4	7.1	0.0	100.0	
	30s	66.8	13.6	6.8	7.6	5.2	0.0	100.0	
	40s	71.8	13.8	5.0	5.8	3.6	0.0	100.0	
	50s	70.0	15.5	3.3	8.2	3.0	0.0	100.0	
	60s	67.5	18.5	3.9	8.2	1.9	0.0	100.0	
	70+	59.6	21.4	11.1	6.7	1.2	0.0	100.0	
Gender*Age	Male	3~9	47.3	29.8	11.7	3.6	7.6	0.0	100.0
		10s	54.1	18.2	13.3	7.1	7.2	0.0	100.0
		20s	63.5	13.8	10.0	6.2	6.4	0.0	100.0
		30s	66.5	14.2	7.5	7.3	4.5	0.0	100.0
		40s	73.3	13.0	5.4	5.0	3.4	0.0	100.0
		50s	71.5	14.7	3.4	7.4	2.9	0.0	100.0
		60s	69.5	17.8	3.2	7.4	2.1	0.0	100.0
		70+	64.8	18.6	9.3	5.9	1.3	0.0	100.0
Gender*Age	Female	3~9	49.7	27.1	12.1	4.8	6.4	0.0	100.0
		10s	51.7	18.2	13.3	8.2	8.6	0.0	100.0
		20s	60.4	13.7	11.3	6.6	7.9	0.0	100.0
		30s	67.2	12.9	6.0	8.0	5.9	0.0	100.0
		40s	70.2	14.7	4.7	6.6	3.9	0.0	100.0
		50s	68.5	16.2	3.3	8.9	3.0	0.0	100.0
		60s	65.6	19.2	4.6	8.9	1.7	0.0	100.0
		70+	55.3	23.7	12.6	7.3	1.0	0.0	100.0
Youth	Entire population	55.4	17.1	12.9	7.0	7.7	0.0	100.0	
	Male	56.4	17.3	12.5	6.6	7.2	0.0	100.0	
	Female	54.3	16.8	13.2	7.4	8.2	0.0	100.0	
Occupation	Professional/managerial position	67.1	13.0	7.5	7.0	5.4	0.0	100.0	
	Office job	67.8	13.6	7.2	6.4	5.0	0.0	100.0	
	Service/sales	68.6	16.1	3.8	8.1	3.3	0.0	100.0	
	Production related position	68.0	16.3	5.2	7.9	2.6	0.0	100.0	
	Agriculture/forestry/fishery	59.6	22.4	9.1	6.3	2.6	0.0	100.0	
	Unemployed/Other (None/other)	60.0	18.3	10.1	6.7	4.8	0.0	100.0	
	(Student)	53.7	18.5	13.3	6.8	7.7	0.0	100.0	
	(Housewife)	66.4	18.4	6.0	7.0	2.2	0.0	100.0	
	(Unemployed/Other (None/other))	65.3	17.4	9.6	5.8	1.9	0.0	100.0	

Table 34 Reliable sites/apps used when browsing the Internet (2 responses) - 1st rank_(Household Member_Q11-2-2)

(Unit : %)

BASE: Persons aged 3 or older who have used data and information acquisition within the last 1 month PERIOD: Single point of time as of July 1, 2025		Portal site	Video service	AI-based interactive information search	Messenger	SNS	Other	Total
Education	Elementary school graduate or lower (Preschool)	50.6	22.0	15.3	6.9	5.3	0.0	100.0
	(Uneducated)	48.1	31.8	12.7	1.7	5.7	0.0	100.0
	(Elementary school student)	60.6	14.9	18.0	5.9	0.6	0.0	100.0
	(Middle school student)	48.0	25.5	13.4	6.4	6.7	0.0	100.0
	(A regular elementary school graduate)	52.7	16.3	14.7	8.5	7.7	0.0	100.0
	Middle school graduate	51.0	20.9	19.2	7.5	1.4	0.0	100.0
	(High school student)	57.8	19.4	11.1	7.0	4.7	0.0	100.0
	(A regular middle school graduate)	57.0	14.9	11.8	7.1	9.3	0.0	100.0
	High school graduate	58.5	23.1	10.5	6.9	0.9	0.0	100.0
	(University student)	66.9	17.4	5.0	7.8	3.0	0.0	100.0
	(A regular high school graduate)	58.3	13.8	13.2	6.8	7.9	0.0	100.0
	University graduate or higher (Graduate student)	68.3	18.0	3.6	7.9	2.1	0.0	100.0
	(A regular university graduate)	68.8	13.6	6.0	6.8	4.7	0.0	100.0
		55.9	14.4	13.1	7.0	9.6	0.0	100.0
		68.9	13.6	6.0	6.8	4.7	0.0	100.0
Household income	Less than KRW 2 million	57.6	21.6	12.2	7.2	1.4	0.0	100.0
	KRW 2 million-Less than 3 million	61.3	19.6	8.3	7.5	3.2	0.0	100.0
	KRW 3 million-Less than 4 million	64.8	17.0	7.0	7.5	3.7	0.0	100.0
	KRW 4 million-Less than 5 million	67.3	16.4	6.0	6.3	4.0	0.0	100.0
	KRW 5 million and higher	66.0	15.1	6.8	7.3	4.8	0.0	100.0
Region size	Dong	65.5	15.7	7.0	7.3	4.4	0.0	100.0
	Eup/Myeon	63.6	19.3	7.5	6.5	3.1	0.0	100.0
Region	Seoul	65.7	14.3	6.0	9.0	4.9	0.0	100.0
	Busan	66.2	16.9	6.5	5.6	4.8	0.0	100.0
	Daegu	64.0	17.6	7.2	5.7	5.5	0.0	100.0
	Incheon	59.8	17.7	7.3	9.8	5.5	0.0	100.0
	Gwangju	71.4	14.9	6.4	4.2	3.1	0.0	100.0
	Daejeon	55.8	17.7	5.4	13.7	7.5	0.0	100.0
	Ulsan	58.1	20.4	7.7	9.3	4.5	0.0	100.0
	Gyeonggi	70.3	14.2	6.5	5.9	3.2	0.0	100.0
	Gangwon	65.3	13.7	12.1	5.2	3.6	0.0	100.0
	Chungcheong (Chungbuk)	60.8	19.8	6.4	7.6	5.4	0.0	100.0
	(Chungnam)	63.3	16.2	7.5	8.1	4.9	0.0	100.0
	(Sejong)	58.3	22.9	5.8	7.1	5.9	0.0	100.0
	Jeolla (Jeonbuk)	64.1	17.2	5.1	8.5	5.0	0.0	100.0
	(Jeonnam)	66.1	16.6	8.0	5.0	4.2	0.0	100.0
	(Jeonnam)	68.3	15.9	8.6	3.1	4.2	0.0	100.0
	(Jeonnam)	63.9	17.4	7.5	6.9	4.2	0.0	100.0
	Gyeongsang (Gyeongbuk)	59.9	20.7	10.3	6.8	2.2	0.0	100.0
	(Gyeongbuk)	61.2	21.7	8.6	5.9	2.6	0.0	100.0
	(Gyeongnam)	58.9	19.9	11.7	7.6	1.9	0.0	100.0
	Jeju	57.9	19.1	4.5	14.1	4.4	0.0	100.0

Table 35		Reliable sites/apps used when browsing the Internet (2 responses) - 1st+2nd rank_(Household Member_Q11-2-2)					
		(Unit : %)					
BASE: Persons aged 3 or older who have used data and information acquisition within the last 1 month PERIOD: Single point of time as of July 1, 2025		Portal site	Video service	Messenger	AI-based interactive information search	SNS	Other
Data and information acquisition users aged 3 or older		78.3	49.4	21.2	13.6	12.2	0.0
Number of household members	1 person	76.8	51.8	21.0	13.5	8.6	0.0
	2 persons	78.9	50.5	21.8	10.9	10.0	0.0
	3 persons or more	78.3	48.6	21.0	14.8	13.8	0.0
Gender	Male	79.9	49.8	20.3	14.2	11.9	0.0
	Female	76.7	49.1	22.1	13.0	12.6	0.0
Age	3~9	54.0	39.2	7.6	12.1	10.6	0.0
	10s	64.1	41.9	19.0	21.5	19.6	0.0
	20s	78.4	42.3	21.3	23.8	20.5	0.0
	30s	81.2	47.2	22.4	18.8	16.7	0.0
	40s	84.6	50.8	21.5	12.9	13.1	0.0
	50s	83.6	55.4	24.2	7.0	8.2	0.0
	60s	80.8	56.5	22.3	5.3	5.5	0.0
	70+	70.1	47.5	17.4	11.6	4.5	0.0
Gender*Age	Male 3~9	52.6	41.4	6.7	11.7	11.2	0.0
	Male 10s	65.3	42.7	18.7	22.6	18.2	0.0
	Male 20s	79.2	42.8	20.4	23.2	20.5	0.0
	Male 30s	82.3	47.3	22.1	20.2	14.5	0.0
	Male 40s	85.7	50.8	20.5	14.2	12.1	0.0
	Male 50s	84.4	55.3	23.1	8.1	8.1	0.0
	Male 60s	82.9	57.2	21.3	5.1	5.9	0.0
	Male 70+	75.7	48.8	15.6	10.0	5.0	0.0
Gender*Age	Female 3~9	55.4	36.8	8.5	12.5	10.0	0.0
	Female 10s	62.8	41.1	19.3	20.4	21.0	0.0
	Female 20s	77.4	41.7	22.3	24.5	20.5	0.0
	Female 30s	79.9	47.0	22.9	17.2	19.3	0.0
	Female 40s	83.5	50.9	22.6	11.5	14.3	0.0
	Female 50s	82.8	55.5	25.3	5.9	8.4	0.0
	Female 60s	78.6	55.8	23.3	5.5	5.1	0.0
	Female 70+	65.6	46.4	18.9	13.0	4.1	0.0
Youth	Entire population	68.1	41.2	19.0	22.7	20.0	0.0
	Male	69.0	42.7	18.4	22.7	19.5	0.0
	Female	67.2	39.6	19.5	22.7	20.5	0.0
Occupation	Professional/managerial position	81.9	42.0	24.1	18.2	15.2	0.0
	Office job	81.7	47.0	23.1	19.7	15.8	0.0
	Service/sales	82.6	54.9	23.0	8.5	10.5	0.0
	Production related position	80.9	52.6	21.9	7.6	7.2	0.0
	Agriculture/forestry/fishery	70.3	50.3	17.2	9.3	6.6	0.0
	Unemployed/Other (None/other)	72.1	46.2	18.5	15.6	13.2	0.0
	(Student)	65.8	40.5	17.9	21.7	18.6	0.0
	(Housewife)	79.0	53.1	20.1	8.3	7.7	0.0
	(Unemployed/Other (None/other))	75.9	48.2	16.5	13.2	8.9	0.0

Table 35 Reliable sites/apps used when browsing the Internet (2 responses) - 1st+2nd rank_(Household Member_Q11-2-2)

(Unit : %)

BASE: Persons aged 3 or older who have used data and information acquisition within the last 1 month PERIOD: Single point of time as of July 1, 2025		Portal site	Video service	Messenger	AI-based interactive information search	SNS	Other
Education	Elementary school graduate or lower	57.8	39.7	15.1	18.7	12.3	0.0
	(Preschool)	53.4	41.1	4.1	12.9	8.8	0.0
	(Uneducated)	63.3	38.5	17.6	18.7	6.9	0.0
	(Elementary school student)	55.6	39.8	13.8	15.8	12.6	0.0
	(Middle school student)	63.2	42.1	18.3	23.9	20.4	0.0
	(A regular elementary school graduate)	55.6	36.9	16.8	19.5	5.1	0.0
	Middle school graduate	69.0	46.1	17.8	15.6	12.7	0.0
	(High school student)	69.1	42.1	20.2	21.4	23.3	0.0
	(A regular middle school graduate)	69.0	49.4	15.9	10.9	4.1	0.0
	High school graduate	81.1	54.8	22.6	8.7	9.2	0.0
	(University student)	75.8	39.2	22.5	26.8	21.6	0.0
	(A regular high school graduate)	82.0	57.4	22.6	5.6	7.1	0.0
	University graduate or higher	82.9	48.2	22.3	15.9	14.5	0.0
	(Graduate student)	84.2	32.2	26.1	27.3	19.4	0.0
	(A regular university graduate)	82.9	48.3	22.2	15.8	14.5	0.0
Household income	Less than KRW 2 million	67.6	47.3	18.9	13.3	5.7	0.0
	KRW 2 million-Less than 3 million	74.9	50.4	18.6	10.5	8.1	0.0
	KRW 3 million-Less than 4 million	78.3	48.6	22.5	11.8	10.8	0.0
	KRW 4 million-Less than 5 million	80.3	51.3	21.6	11.2	11.6	0.0
	KRW 5 million and higher	79.3	49.1	21.5	15.4	14.2	0.0
Region size	Dong	79.1	49.6	21.1	13.9	12.4	0.0
	Eup/Myeon	74.7	48.7	21.9	12.2	11.5	0.0
Region	Seoul	80.0	48.3	24.2	14.3	13.0	0.0
	Busan	79.2	58.1	18.2	11.0	10.7	0.0
	Daegu	76.0	48.2	19.0	12.7	12.6	0.0
	Incheon	69.7	47.2	21.0	15.9	20.2	0.0
	Gwangju	79.1	54.2	14.3	14.2	8.7	0.0
	Daejeon	66.9	41.7	35.9	10.2	20.1	0.0
	Ulsan	76.4	55.8	19.7	12.2	11.4	0.0
	Gyeonggi	84.1	47.2	19.9	15.7	10.8	0.0
	Gangwon	70.5	39.7	20.3	17.5	13.1	0.0
	Chungcheong	72.0	47.1	24.3	8.7	14.8	0.0
	(Chungbuk)	75.8	40.0	21.9	9.0	13.9	0.0
	(Chungnam)	68.5	51.6	27.1	8.6	15.4	0.0
	(Sejong)	76.1	51.5	18.8	8.4	15.4	0.0
	Jeolla	75.1	50.7	20.1	11.0	10.0	0.0
	(Jeonbuk)	76.7	54.6	12.0	11.3	10.3	0.0
	(Jeonnam)	73.4	46.7	28.6	10.8	9.8	0.0
	Gyeongsang	78.1	57.3	17.4	13.4	9.0	0.0
	(Gyeongbuk)	77.3	53.2	19.3	10.9	9.8	0.0
	(Gyeongnam)	78.7	60.6	16.0	15.4	8.4	0.0
	Jeju	75.1	42.2	37.9	8.3	13.1	0.0

Table 36 Purpose of Internet use - Leisure Activity_(Household Member_Q11_3)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		TV watching and radio listening	Music	Movies/videos/images	Games	Pictures and videos	Not used	
Internet users aged 3 or older		52.4	73.4	93.5	46.3	41.9	3.2	
Number of household members	1 person	52.9	69.6	88.7	39.1	36.4	6.0	
	2 persons	49.8	68.9	91.0	37.0	35.4	4.6	
	3 persons or more	53.5	75.9	95.3	51.4	45.6	2.1	
Gender	Male	53.2	72.3	94.5	54.1	42.1	2.5	
	Female	51.6	74.5	92.5	38.3	41.8	3.8	
Age	3~9	22.6	46.4	89.5	43.4	8.8	5.1	
	10s	43.0	79.1	96.4	72.7	45.3	1.2	
	20s	63.4	88.7	98.3	70.6	65.1	0.5	
	30s	65.7	85.7	98.0	62.9	61.3	0.5	
	40s	62.1	79.5	97.6	48.9	52.2	1.0	
	50s	56.3	71.6	94.0	34.3	36.3	2.7	
	60s	44.5	63.7	89.8	26.0	26.6	5.3	
	70+	31.5	51.0	78.1	16.5	13.5	12.6	
Gender*Age	Male	3~9	23.9	44.8	89.2	43.9	7.3	4.7
	10s	42.2	77.0	96.5	80.5	45.3	0.9	
	20s	61.8	87.4	97.8	81.2	64.2	0.6	
	30s	65.7	83.9	98.1	73.5	59.5	0.5	
	40s	62.3	76.0	97.7	59.0	50.7	0.9	
	50s	57.0	68.0	94.9	38.6	36.2	2.4	
	60s	46.9	62.3	91.1	30.2	27.1	4.8	
	70+	32.4	57.0	82.9	19.7	14.9	9.1	
Female	3~9	21.3	48.2	89.9	43.0	10.3	5.5	
	10s	43.9	81.4	96.2	64.5	45.4	1.5	
	20s	65.2	90.0	98.9	58.7	66.1	0.4	
	30s	65.6	87.8	98.0	50.7	63.4	0.4	
	40s	61.9	83.2	97.5	38.3	53.9	1.0	
	50s	55.5	75.3	93.1	30.0	36.5	2.9	
	60s	42.2	65.1	88.6	21.9	26.1	5.9	
	70+	30.8	46.3	74.3	13.9	12.3	15.5	
Youth	Entire population	48.9	81.9	96.5	72.7	51.1	1.0	
	Male	47.9	80.3	96.5	81.5	51.0	0.7	
	Female	49.9	83.6	96.6	63.3	51.2	1.4	
Occupation	Professional/managerial position	61.8	78.6	95.6	51.0	51.2	1.9	
	Office job	66.8	83.7	97.9	58.5	59.8	0.5	
	Service/sales	56.4	75.5	95.3	39.9	42.5	2.1	
	Production related position	46.8	63.5	90.2	38.9	31.3	5.3	
	Agriculture/forestry/fishery	29.7	53.7	80.7	18.7	16.7	11.7	
	Unemployed/Other (None/other)	43.4	69.6	91.2	47.2	35.0	4.5	
	(Student)	42.4	73.9	95.1	66.7	41.8	1.9	
	(Housewife)	47.4	66.3	87.6	25.4	30.1	6.9	
	(Unemployed/Other (None/other))	37.6	63.2	86.7	31.8	24.0	7.5	

Table 36 Purpose of Internet use - Leisure Activity_(Household Member_Q11_3)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		TV watching and radio listening	Music	Movies/videos/images	Games	Pictures and videos	Not used
Education	Elementary school graduate or lower	30.4	56.3	84.8	47.8	21.0	8.2
	(Preschool)	18.6	45.9	92.0	32.3	4.7	4.5
	(Uneducated)	22.7	37.1	54.7	10.5	5.3	28.1
	(Elementary school student)	33.2	58.1	89.8	66.1	22.6	3.9
	(Middle school student)	45.7	79.5	97.2	77.2	49.6	1.0
	(A regular elementary school graduate)	23.5	43.5	63.7	12.7	8.2	21.5
	Middle school graduate	35.0	68.9	89.1	40.0	32.0	6.5
	(High school student)	44.6	88.0	98.0	69.6	53.2	0.6
	(A regular middle school graduate)	27.4	53.8	82.1	16.5	15.1	11.2
	High school graduate	52.1	71.3	93.1	37.4	34.8	3.3
	(University student)	60.1	89.8	98.2	77.3	65.5	0.3
	(A regular high school graduate)	50.8	68.2	92.2	30.7	29.6	3.8
	University graduate or higher	62.3	81.0	97.2	53.9	55.7	1.0
	(Graduate student)	55.8	95.6	96.7	64.3	59.9	0.0
	(A regular university graduate)	62.3	81.0	97.2	53.9	55.6	1.0
Household income	Less than KRW 2 million	29.7	53.7	76.6	19.9	14.8	14.0
	KRW 2 million-Less than 3 million	40.9	62.5	86.8	30.6	26.4	7.4
	KRW 3 million-Less than 4 million	50.2	70.8	93.1	41.4	36.7	3.3
	KRW 4 million-Less than 5 million	53.2	73.5	94.5	46.0	39.6	2.6
	KRW 5 million and higher	57.0	77.8	96.2	52.9	49.4	1.5
Region size	Dong	53.5	74.0	93.9	47.5	43.5	2.8
	Eup/Myeon	47.4	70.4	91.5	40.9	34.6	4.9
Region	Seoul	56.6	72.4	93.8	46.5	48.5	2.2
	Busan	42.7	74.1	95.5	41.5	37.5	2.5
	Daegu	35.4	60.5	91.8	33.0	41.0	4.4
	Incheon	75.6	76.3	94.1	53.0	52.4	2.1
	Gwangju	39.5	75.3	96.1	42.5	28.5	2.2
	Daejeon	52.3	61.4	90.6	48.4	38.2	5.1
	Ulsan	47.0	79.7	96.4	45.0	39.7	1.8
	Gyeonggi	65.0	80.1	95.1	52.0	47.3	2.2
	Gangwon	50.7	57.5	83.6	36.9	27.9	9.4
	Chungcheong	47.2	68.5	93.1	45.5	29.0	4.5
	(Chungbuk)	44.6	67.1	89.0	43.8	30.9	7.3
	(Chungnam)	48.2	69.8	95.7	46.4	27.0	2.6
	(Sejong)	52.5	67.2	95.3	47.1	32.3	3.4
	Jeolla	42.7	67.0	91.3	36.7	27.5	4.9
	(Jeonbuk)	41.1	67.5	90.8	38.6	27.2	5.4
	(Jeonnam)	44.4	66.5	91.8	34.8	27.7	4.4
	Gyeongsang	29.9	74.7	92.0	45.8	43.7	4.1
	(Gyeongbuk)	24.8	70.6	89.5	44.9	47.3	5.0
	(Gyeongnam)	34.0	77.9	94.0	46.5	40.8	3.4
	Jeju	44.2	73.4	93.4	46.9	25.3	2.7

Table 37 Purpose of Internet use - Occupation/Workplace_(Household Member_Q11_4)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Job seeking and application	Online participation related to occupation/workplace	Video conferencing	Remote work	Not used
Internet users aged 3 or older		18.2	21.8	15.6	8.7	61.3
Number of household members	1 person	18.3	21.0	15.9	8.7	59.9
	2 persons	17.5	20.3	14.9	8.6	62.2
	3 persons or more	18.4	22.6	15.9	8.7	61.1
Gender	Male	19.0	25.2	18.2	9.8	57.2
	Female	17.4	18.4	13.1	7.5	65.5
Age	3~9	0.0	0.0	0.0	0.0	100.0
	10s	0.4	0.1	0.1	0.0	99.6
	20s	34.3	29.5	20.5	11.2	44.0
	30s	27.7	43.8	31.5	17.6	35.2
	40s	23.6	35.3	24.5	13.2	44.1
	50s	17.1	22.3	15.3	8.9	58.2
	60s	14.6	12.1	9.9	5.3	70.4
	70+	7.6	3.4	3.8	2.1	86.4
Gender*Age	Male 3~9	0.0	0.0	0.0	0.0	100.0
	Male 10s	0.5	0.2	0.2	0.0	99.5
	Male 20s	34.3	27.5	18.0	10.1	45.7
	Male 30s	27.5	47.8	34.8	19.6	31.4
	Male 40s	24.1	41.6	30.0	15.2	38.0
	Male 50s	17.9	27.9	19.1	10.7	51.8
	Male 60s	16.0	15.1	12.3	6.1	65.2
	Male 70+	8.8	4.7	4.9	2.7	83.0
Gender*Age	Female 3~9	0.0	0.0	0.0	0.0	100.0
	Female 10s	0.2	0.0	0.1	0.0	99.7
	Female 20s	34.2	31.7	23.2	12.4	42.2
	Female 30s	27.9	39.3	27.7	15.4	39.5
	Female 40s	23.0	28.6	18.7	11.0	50.5
	Female 50s	16.4	16.7	11.4	7.0	64.7
	Female 60s	13.2	9.1	7.5	4.5	75.4
	Female 70+	6.7	2.4	2.9	1.6	89.1
Youth	Entire population	10.9	5.1	4.0	1.8	85.8
	Male	10.6	4.5	3.6	1.2	86.3
	Female	11.3	5.8	4.4	2.4	85.2
Occupation	Professional/managerial position	22.4	52.0	41.5	24.0	27.6
	Office job	25.3	52.0	36.9	20.3	28.4
	Service/sales	20.5	21.3	15.0	8.7	57.2
	Production related position	17.9	15.8	12.0	6.6	62.5
	Agriculture/forestry/fishery	8.0	6.9	7.8	5.9	75.2
	Unemployed/Other (None/other)	12.5	4.7	3.0	1.4	85.3
	(Student)	7.3	2.4	2.4	0.9	90.8
	(Housewife)	13.2	6.2	3.5	1.8	84.2
	(Unemployed/Other (None/other))	27.5	8.5	4.1	1.7	70.6

Table 37 Purpose of Internet use - Occupation/Workplace_(Household Member_Q11_4)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Job seeking and application	Online participation related to occupation/workplace	Video conferencing	Remote work	Not used
Education	Elementary school graduate or lower	1.5	0.5	0.7	0.5	97.2
	(Preschool)	0.0	0.0	0.0	0.0	100.0
	(Uneducated)	4.8	1.4	1.1	2.0	91.3
	(Elementary school student)	0.0	0.0	0.0	0.0	100.0
	(Middle school student)	0.0	0.0	0.0	0.0	100.0
	(A regular elementary school graduate)	6.1	1.9	2.9	2.1	88.6
	Middle school graduate	5.3	1.9	2.5	1.6	90.7
	(High school student)	0.3	0.0	0.2	0.0	99.7
	(A regular middle school graduate)	9.3	3.5	4.3	2.8	83.5
	High school graduate	19.1	13.0	9.4	5.3	67.2
	(University student)	27.4	10.1	9.6	3.7	65.6
	(A regular high school graduate)	17.7	13.5	9.4	5.6	67.4
	University graduate or higher	24.7	38.7	27.4	15.0	40.8
	(Graduate student)	34.5	20.2	33.2	17.6	38.7
	(A regular university graduate)	24.7	38.8	27.3	14.9	40.8
Household income	Less than KRW 2 million	9.9	4.4	4.1	2.8	83.0
	KRW 2 million-Less than 3 million	16.1	11.4	9.2	4.9	71.6
	KRW 3 million-Less than 4 million	18.2	17.7	14.5	6.9	64.3
	KRW 4 million-Less than 5 million	18.2	18.7	12.7	6.7	64.5
	KRW 5 million and higher	19.3	27.4	19.1	11.0	55.6
Region size	Dong	18.2	22.8	16.5	8.8	60.4
	Eup/Myeon	17.8	17.4	11.6	7.8	65.6
Region	Seoul	20.3	27.5	20.1	11.3	54.9
	Busan	12.7	15.8	12.5	5.3	70.1
	Daegu	12.8	16.7	10.8	3.9	68.0
	Incheon	16.6	27.1	19.6	12.2	57.4
	Gwangju	12.1	15.5	13.1	5.8	68.3
	Daejeon	20.9	21.8	14.7	6.6	58.7
	Ulsan	17.1	18.7	14.3	5.6	63.1
	Gyeonggi	22.8	27.6	20.2	11.8	55.3
	Gangwon	14.7	15.4	11.2	6.3	68.5
	Chungcheong	19.2	17.6	12.3	6.6	63.1
	(Chungbuk)	16.9	17.0	11.2	5.7	64.7
	(Chungnam)	21.3	18.1	13.5	7.7	61.3
	(Sejong)	16.9	17.4	10.5	4.1	66.1
	Jeolla	15.5	12.9	8.5	5.4	69.9
	(Jeonbuk)	11.5	9.8	7.2	3.8	75.1
	(Jeonnam)	19.6	16.2	9.8	7.1	64.5
	Gyeongsang	13.1	14.5	8.7	5.1	69.7
	(Gyeongbuk)	6.6	14.4	6.4	4.0	74.1
	(Gyeongnam)	18.3	14.5	10.5	6.0	66.2
	Jeju	9.3	11.3	6.9	3.0	74.4

Table 38 Purpose of Internet use - Education/Learning_(Household Member_Q11_5)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Distance learning	Knowledge/information searches in dictionaries, encyclopedias, etc.	Not used
Internet users aged 3 or older		34.4	49.0	36.1
Number of household members	1 person	10.5	45.0	51.3
	2 persons	22.0	39.7	48.2
	3 persons or more	43.4	53.7	28.6
Gender	Male	33.5	51.1	35.4
	Female	35.3	46.9	36.9
Age	3~9	52.4	38.5	28.2
	10s	82.3	75.2	4.4
	20s	56.2	65.6	15.2
	30s	38.7	59.4	25.1
	40s	33.6	55.5	30.1
	50s	23.5	42.9	43.5
	60s	11.2	31.6	57.7
	70+	3.9	20.6	75.5
Gender*Age	Male 3~9	53.9	39.0	27.0
	Male 10s	82.3	77.4	4.2
	Male 20s	56.1	65.8	15.6
	Male 30s	36.0	60.9	25.5
	Male 40s	29.6	55.9	32.0
	Male 50s	21.4	44.2	44.1
	Male 60s	9.7	33.8	57.1
	Male 70+	3.6	24.0	72.3
Gender*Age	Female 3~9	50.8	37.9	29.5
	Female 10s	82.3	73.0	4.7
	Female 20s	56.3	65.4	14.7
	Female 30s	41.7	57.8	24.6
	Female 40s	37.7	55.0	28.0
	Female 50s	25.6	41.5	42.9
	Female 60s	12.7	29.5	58.3
	Female 70+	4.1	17.9	78.1
Youth	Entire population	73.7	73.5	7.3
	Male	73.9	74.2	7.6
	Female	73.5	72.8	7.0
Occupation	Professional/managerial position	24.9	60.6	29.7
	Office job	38.3	59.5	25.6
	Service/sales	25.3	45.7	41.1
	Production related position	18.0	38.2	50.5
	Agriculture/forestry/fishery	15.9	25.2	62.4
	Unemployed/Other (None/other)	45.8	49.2	33.2
	(Student)	69.2	66.0	11.9
	(Housewife)	21.5	30.6	55.6
	(Unemployed/Other (None/other))	23.5	35.5	52.8

Table 38 Purpose of Internet use - Education/Learning_(Household Member_Q11_5)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Distance learning	Knowledge/information searches in dictionaries, encyclopedias, etc.	Not used
Education	Elementary school graduate or lower	52.8	46.7	31.7
	(Preschool)	52.8	28.4	30.9
	(Uneducated)	7.1	8.8	84.3
	(Elementary school student)	69.9	64.6	12.6
	(Middle school student)	83.6	74.8	4.1
	(A regular elementary school graduate)	4.9	16.7	78.6
	Middle school graduate	40.1	46.1	42.1
	(High school student)	80.5	77.9	4.7
	(A regular middle school graduate)	8.0	21.0	71.7
	High school graduate	25.9	41.5	45.1
	(University student)	61.5	73.9	10.4
	(A regular high school graduate)	19.9	36.1	50.9
	University graduate or higher	34.5	56.2	29.4
	(Graduate student)	52.1	73.8	13.4
	(A regular university graduate)	34.5	56.1	29.5
Household income	Less than KRW 2 million	8.6	23.9	70.6
	KRW 2 million-Less than 3 million	16.9	35.8	54.4
	KRW 3 million-Less than 4 million	28.0	45.0	41.4
	KRW 4 million-Less than 5 million	35.3	48.2	36.0
	KRW 5 million and higher	41.3	55.1	28.3
Region size	Dong	34.7	50.5	34.9
	Eup/Myeon	33.0	42.1	41.9
Region	Seoul	34.6	53.4	33.0
	Busan	31.6	45.3	40.2
	Daegu	32.5	42.4	40.6
	Incheon	33.8	55.3	33.2
	Gwangju	32.9	50.2	35.6
	Daejeon	35.3	50.7	33.0
	Ulsan	35.6	49.2	36.1
	Gyeonggi	36.4	54.5	31.6
	Gangwon	32.9	40.6	42.9
	Chungcheong	32.8	43.9	40.2
	(Chungbuk)	31.4	43.1	41.7
	(Chungnam)	33.0	44.5	39.7
	(Sejong)	37.7	44.2	36.3
	Jeolla	33.6	38.4	44.3
	(Jeonbuk)	32.7	37.7	45.7
	(Jeonnam)	34.5	39.1	42.9
	Gyeongsang	34.0	42.4	40.4
	(Gyeongbuk)	30.4	40.1	43.8
	(Gyeongnam)	36.8	44.2	37.7
	Jeju	33.2	39.8	43.7

Table 39 Purpose of Internet use - Operation of homepage, etc._(Household Member_Q11_6)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Operating a personal homepage	Producing and posting video contents	Operating a blog	Not used
Internet users aged 3 or older		7.3	24.0	9.4	64.9
Number of household members	1 person	5.5	22.1	8.9	68.3
	2 persons	6.1	20.8	8.6	69.5
	3 persons or more	8.1	25.6	9.9	62.3
Gender	Male	7.5	23.7	9.8	64.7
	Female	7.0	24.3	9.1	65.0
Age	3~9	1.5	14.9	1.4	83.0
	10s	8.6	34.4	8.3	55.4
	20s	11.9	32.1	14.3	51.4
	30s	11.1	30.6	14.7	53.1
	40s	8.6	24.8	12.7	59.8
	50s	6.7	20.3	9.0	68.2
	60s	3.7	18.8	5.5	75.1
	70+	1.6	11.9	2.0	85.9
Gender*Age	Male 3~9	1.3	15.3	0.8	83.2
	Male 10s	8.9	33.9	8.1	55.8
	Male 20s	11.0	31.4	14.8	52.1
	Male 30s	11.2	30.2	14.4	53.5
	Male 40s	8.6	23.8	13.1	61.0
	Male 50s	7.1	19.5	9.2	68.4
	Male 60s	4.3	18.7	5.9	74.6
	Male 70+	2.2	11.5	2.3	85.5
Gender*Age	Female 3~9	1.8	14.5	2.0	82.9
	Female 10s	8.2	34.9	8.4	55.0
	Female 20s	12.9	33.0	13.7	50.7
	Female 30s	11.0	31.0	15.0	52.6
	Female 40s	8.6	25.9	12.3	58.5
	Female 50s	6.3	21.1	8.9	68.1
	Female 60s	3.2	18.8	5.2	75.5
	Female 70+	1.2	12.2	1.7	86.2
Youth	Entire population	10.0	33.5	9.4	54.6
	Male	9.8	32.9	9.6	55.0
	Female	10.1	34.2	9.2	54.2
Occupation	Professional/managerial position	11.0	22.0	17.1	57.3
	Office job	10.5	28.5	13.8	55.2
	Service/sales	7.2	24.2	9.7	64.1
	Production related position	4.5	17.7	7.4	74.0
	Agriculture/forestry/fishery	1.8	18.7	3.8	78.1
	Unemployed/Other (None/other)	6.4	23.8	7.0	67.9
	(Student)	8.1	28.9	7.8	61.3
	(Housewife)	4.9	19.1	6.6	73.5
	(Unemployed/Other (None/other))	3.9	17.4	5.4	77.1

Table 39 Purpose of Internet use - Operation of homepage, etc._(Household Member_Q11_6)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Operating a personal homepage	Producing and posting video contents	Operating a blog	Not used
Education	Elementary school graduate or lower	3.2	20.8	3.8	74.8
	(Preschool)	0.3	12.9	0.9	86.4
	(Uneducated)	0.1	6.4	1.2	92.6
	(Elementary school student)	3.9	24.7	6.4	68.0
	(Middle school student)	7.9	37.0	5.7	55.2
	(A regular elementary school graduate)	0.5	9.1	1.4	90.3
	Middle school graduate	5.8	22.7	5.3	70.9
	(High school student)	11.6	35.9	8.8	52.1
	(A regular middle school graduate)	1.2	12.3	2.5	85.7
	High school graduate	6.1	22.4	7.7	68.3
	(University student)	13.6	31.7	13.2	51.6
	(A regular high school graduate)	4.8	20.9	6.8	71.0
	University graduate or higher	9.8	26.4	13.2	58.1
	(Graduate student)	16.5	23.7	23.6	48.5
	(A regular university graduate)	9.7	26.4	13.2	58.1
Household income	Less than KRW 2 million	1.4	12.8	3.0	84.4
	KRW 2 million-Less than 3 million	4.2	18.5	6.1	74.5
	KRW 3 million-Less than 4 million	6.6	21.8	9.1	67.6
	KRW 4 million-Less than 5 million	7.0	21.8	8.9	67.6
	KRW 5 million and higher	8.7	27.3	10.9	59.7
Region size	Dong	7.4	24.8	9.8	63.7
	Eup/Myeon	6.5	20.5	7.6	70.2
Region	Seoul	8.2	29.8	11.6	58.4
	Busan	7.2	28.7	7.5	63.2
	Daegu	8.1	20.4	5.2	70.2
	Incheon	8.6	30.6	11.2	56.6
	Gwangju	4.9	34.8	9.4	57.5
	Daejeon	9.4	19.2	11.1	66.1
	Ulsan	9.1	25.2	7.2	64.5
	Gyeonggi	7.3	23.1	11.4	63.8
	Gangwon	6.7	23.3	8.1	67.2
	Chungcheong	6.7	21.1	10.8	66.3
	(Chungbuk)	6.6	17.9	8.4	70.8
	(Chungnam)	6.7	24.7	12.7	62.1
	(Sejong)	7.3	14.3	10.2	71.5
	Jeolla	5.4	16.1	5.2	75.8
	(Jeonbuk)	5.5	12.9	4.5	79.1
	(Jeonnam)	5.2	19.5	6.0	72.4
	Gyeongsang	6.4	18.9	5.2	73.0
	(Gyeongbuk)	5.8	12.1	4.1	79.6
	(Gyeongnam)	7.0	24.4	6.1	67.7
	Jeju	6.0	11.5	5.2	79.2

Table 40 Purpose of Internet use - Other_(Household Member_Q11_7)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Internet banking	Selling products or services	Shopping and reservation	Not used
Internet users aged 3 or older		80.0	47.2	49.9	13.8
Number of household members	1 person	75.7	44.2	45.2	16.9
	2 persons	78.5	43.8	45.7	14.0
	3 persons or more	81.2	49.2	52.4	13.2
Gender	Male	81.3	46.8	51.5	12.8
	Female	78.6	47.7	48.3	14.8
Age	3~9	0.4	10.8	0.9	88.2
	10s	67.1	29.2	22.1	23.6
	20s	94.4	66.0	72.9	1.9
	30s	95.5	67.9	75.7	0.9
	40s	95.3	61.1	70.2	1.5
	50s	92.3	48.4	54.3	3.6
	60s	82.8	36.8	34.7	10.7
	70+	36.3	19.1	15.2	46.9
Gender*Age	Male 3~9	0.4	9.2	1.0	89.7
	Male 10s	69.3	28.3	24.2	22.0
	Male 20s	94.2	65.1	71.3	2.2
	Male 30s	95.4	66.7	75.7	0.8
	Male 40s	95.5	59.0	70.2	1.4
	Male 50s	92.3	46.7	55.4	3.6
	Male 60s	84.5	36.3	37.4	9.5
	Male 70+	38.4	20.2	17.6	44.4
Gender*Age	Female 3~9	0.4	12.5	0.7	86.7
	Female 10s	64.8	30.1	19.8	25.2
	Female 20s	94.7	67.0	74.7	1.6
	Female 30s	95.5	69.3	75.8	1.0
	Female 40s	95.1	63.3	70.2	1.6
	Female 50s	92.2	50.2	53.2	3.7
	Female 60s	81.2	37.2	32.1	11.8
	Female 70+	34.6	18.2	13.2	48.9
Youth	Entire population	73.2	39.9	36.6	19.2
	Male	75.0	39.2	37.9	17.8
	Female	71.3	40.7	35.2	20.7
Occupation	Professional/managerial position	93.8	58.0	71.8	1.5
	Office job	96.1	66.3	75.5	1.0
	Service/sales	90.1	53.3	56.0	4.8
	Production related position	80.4	37.5	43.1	12.7
	Agriculture/forestry/fishery	65.6	26.0	20.4	25.0
	Unemployed/Other (None/other)	62.5	35.0	32.5	28.5
	(Student)	57.7	33.6	28.9	33.7
	(Housewife)	72.7	39.5	39.8	18.7
	(Unemployed/Other (None/other))	56.2	30.1	28.2	32.8

Table 40 Purpose of Internet use - Other_(Household Member_Q11_7)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Internet banking	Selling products or services	Shopping and reservation	Not used
Education	Elementary school graduate or lower	30.6	16.3	8.7	57.4
	(Preschool)	0.2	10.8	0.6	88.6
	(Uneducated)	36.9	11.1	8.9	49.9
	(Elementary school student)	14.9	13.7	8.1	69.4
	(Middle school student)	79.2	26.8	17.0	14.3
	(A regular elementary school graduate)	31.8	15.9	8.9	55.2
	Middle school graduate	65.7	27.9	19.7	25.5
	(High school student)	84.9	38.0	28.0	9.0
	(A regular middle school graduate)	50.5	19.9	13.1	38.6
	High school graduate	83.8	44.5	45.2	9.5
	(University student)	94.2	63.8	68.9	2.3
	(A regular high school graduate)	82.1	41.3	41.2	10.8
	University graduate or higher	94.4	62.1	71.4	1.8
	(Graduate student)	95.1	65.7	78.3	0.0
	(A regular university graduate)	94.4	62.1	71.3	1.8
Household income	Less than KRW 2 million	47.5	21.8	15.8	40.4
	KRW 2 million-Less than 3 million	69.1	34.8	33.0	22.3
	KRW 3 million-Less than 4 million	78.8	44.3	44.8	14.8
	KRW 4 million-Less than 5 million	81.4	45.3	48.5	12.7
	KRW 5 million and higher	85.0	53.3	58.0	9.7
Region size	Dong	81.0	49.0	51.9	13.0
	Eup/Myeon	75.3	39.0	41.0	17.2
Region	Seoul	82.2	53.0	58.2	12.2
	Busan	80.4	47.3	48.5	13.3
	Daegu	80.3	38.6	42.4	15.2
	Incheon	78.0	53.0	55.9	13.6
	Gwangju	77.7	46.3	46.1	14.7
	Daejeon	82.1	43.4	40.0	13.0
	Ulsan	83.9	52.4	45.7	11.4
	Gyeonggi	81.1	53.9	56.6	11.8
	Gangwon	74.8	39.0	38.8	18.7
	Chungcheong	80.5	40.5	43.9	13.7
	(Chungbuk)	79.4	39.8	41.3	14.9
	(Chungnam)	81.5	41.4	46.7	12.3
	(Sejong)	79.4	37.8	38.7	16.2
	Jeolla	72.0	33.0	34.1	20.0
	(Jeonbok)	71.1	34.6	35.4	20.3
	(Jeonnam)	72.8	31.4	32.7	19.8
	Gyeongsang	80.1	39.2	42.4	15.7
	(Gyeongbuk)	80.2	25.4	35.6	15.4
	(Gyeongnam)	80.1	50.2	47.8	15.9
	Jeju	72.1	33.7	44.6	19.7

Table 41 Video service platform use status_(Household Member_Q12)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Internet users aged 3 or older		96.3	3.7	100.0
Number of household members	1 person	92.7	7.3	100.0
	2 persons	94.3	5.7	100.0
	3 persons or more	97.8	2.2	100.0
Gender	Male	97.2	2.8	100.0
	Female	95.5	4.5	100.0
Age	3~9	96.8	3.2	100.0
	10s	99.7	0.3	100.0
	20s	99.3	0.7	100.0
	30s	99.2	0.8	100.0
	40s	98.9	1.1	100.0
	50s	96.8	3.2	100.0
	60s	93.7	6.3	100.0
	70+	84.3	15.7	100.0
Gender*Age	Male 3~9	96.5	3.5	100.0
	Male 10s	99.5	0.5	100.0
	Male 20s	99.2	0.8	100.0
	Male 30s	99.4	0.6	100.0
	Male 40s	99.0	1.0	100.0
	Male 50s	97.7	2.3	100.0
	Male 60s	94.8	5.2	100.0
	Male 70+	88.2	11.8	100.0
Female	Female 3~9	97.2	2.8	100.0
	Female 10s	99.9	0.1	100.0
	Female 20s	99.4	0.6	100.0
	Female 30s	99.1	0.9	100.0
	Female 40s	98.8	1.2	100.0
	Female 50s	95.8	4.2	100.0
	Female 60s	92.6	7.4	100.0
	Female 70+	81.3	18.7	100.0
Youth	Entire population	99.5	0.5	100.0
	Male	99.3	0.7	100.0
	Female	99.8	0.2	100.0
Occupation	Professional/managerial position	97.4	2.6	100.0
	Office job	99.2	0.8	100.0
	Service/sales	97.4	2.6	100.0
	Production related position	94.0	6.0	100.0
	Agriculture/forestry/fishery	87.8	12.2	100.0
	Unemployed/Other (None/other)	95.0	5.0	100.0
	(Student)	99.0	1.0	100.0
	(Housewife)	91.3	8.7	100.0
	(Unemployed/Other (None/other))	90.4	9.6	100.0

Table 41 Video service platform use status_(Household Member_Q12)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower	91.8	8.2	100.0
	(Preschool)	96.1	3.9	100.0
	(Uneducated)	64.2	35.8	100.0
	(Elementary school student)	98.8	1.2	100.0
	(Middle school student)	99.9	0.1	100.0
	(A regular elementary school graduate)	74.3	25.7	100.0
	Middle school graduate	92.6	7.4	100.0
	(High school student)	99.7	0.3	100.0
	(A regular middle school graduate)	87.1	12.9	100.0
	High school graduate	95.9	4.1	100.0
	(University student)	99.6	0.4	100.0
	(A regular high school graduate)	95.3	4.7	100.0
	University graduate or higher	98.7	1.3	100.0
	(Graduate student)	100.0	0.0	100.0
	(A regular university graduate)	98.7	1.3	100.0
Household income	Less than KRW 2 million	84.0	16.0	100.0
	KRW 2 million-Less than 3 million	90.9	9.1	100.0
	KRW 3 million-Less than 4 million	96.1	3.9	100.0
	KRW 4 million-Less than 5 million	97.4	2.6	100.0
	KRW 5 million and higher	98.3	1.7	100.0
Region size	Dong	96.7	3.3	100.0
	Eup/Myeon	94.9	5.1	100.0
Region	Seoul	97.0	3.0	100.0
	Busan	97.4	2.6	100.0
	Daegu	94.4	5.6	100.0
	Incheon	97.4	2.6	100.0
	Gwangju	97.9	2.1	100.0
	Daejeon	93.8	6.2	100.0
	Ulsan	98.0	2.0	100.0
	Gyeonggi	97.0	3.0	100.0
	Gangwon	92.3	7.7	100.0
	Chungcheong	96.0	4.0	100.0
	(Chungbuk)	92.6	7.4	100.0
	(Chungnam)	98.2	1.8	100.0
	(Sejong)	97.3	2.7	100.0
	Jeolla	95.2	4.8	100.0
	(Jeonbok)	94.3	5.7	100.0
	(Jeonnam)	96.1	3.9	100.0
	Gyeongsang	95.2	4.8	100.0
	(Gyeongbuk)	94.0	6.0	100.0
	(Gyeongnam)	96.2	3.8	100.0
	Jeju	96.3	3.7	100.0

Table 42 Platforms used for video services (2 responses) - 1st rank_(Household Member_Q12)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Streaming platform	OTT platform	Short-form platform	Media platform	Never watched/used	Total
Internet users aged 3 or older		68.6	20.8	4.5	2.4	3.7	100.0
Number of household members	1 person	65.9	20.7	3.4	2.8	7.3	100.0
	2 persons	70.0	18.7	3.3	2.3	5.7	100.0
	3 persons or more	68.4	21.8	5.2	2.4	2.2	100.0
Gender	Male	69.8	20.7	4.1	2.6	2.8	100.0
	Female	67.4	21.0	4.9	2.3	4.5	100.0
Age	3~9	70.7	22.6	1.7	1.8	3.2	100.0
	10s	75.9	12.1	10.0	1.7	0.3	100.0
	20s	63.0	26.4	7.9	1.9	0.7	100.0
	30s	62.5	27.3	7.0	2.4	0.8	100.0
	40s	66.0	26.9	3.3	2.7	1.1	100.0
	50s	69.5	21.2	2.8	3.3	3.2	100.0
	60s	73.9	14.8	2.3	2.7	6.3	100.0
	70+	70.9	10.9	0.9	1.7	15.7	100.0
Gender*Age	Male 3~9	70.7	23.2	1.3	1.3	3.5	100.0
	Male 10s	76.6	10.8	9.8	2.3	0.5	100.0
	Male 20s	63.8	26.3	6.8	2.3	0.8	100.0
	Male 30s	64.4	26.6	6.1	2.3	0.6	100.0
	Male 40s	67.2	26.2	2.7	2.9	1.0	100.0
	Male 50s	70.5	21.1	2.6	3.6	2.3	100.0
	Male 60s	74.6	14.9	2.2	3.0	5.2	100.0
	Male 70+	75.1	10.7	0.9	1.5	11.8	100.0
Female	Female 3~9	70.7	22.1	2.2	2.3	2.8	100.0
	Female 10s	75.2	13.4	10.2	1.1	0.1	100.0
	Female 20s	62.1	26.5	9.2	1.5	0.6	100.0
	Female 30s	60.4	28.1	8.1	2.5	0.9	100.0
	Female 40s	64.7	27.6	4.0	2.4	1.2	100.0
	Female 50s	68.4	21.4	3.0	3.0	4.2	100.0
	Female 60s	73.1	14.6	2.4	2.5	7.4	100.0
	Female 70+	67.6	11.0	0.8	1.9	18.7	100.0
Youth	Entire population	71.3	17.1	9.3	1.9	0.5	100.0
	Male	71.9	16.5	8.5	2.5	0.7	100.0
	Female	70.7	17.7	10.1	1.2	0.2	100.0
Occupation	Professional/managerial position	60.4	28.4	4.5	4.1	2.6	100.0
	Office job	63.4	28.2	5.4	2.3	0.8	100.0
	Service/sales	69.3	21.2	4.3	2.6	2.6	100.0
	Production related position	71.5	17.0	2.5	3.0	6.0	100.0
	Agriculture/forestry/fishery	72.4	12.7	0.6	2.1	12.2	100.0
	Unemployed/Other (None/other)	70.6	17.3	5.0	2.1	5.0	100.0
	(Student)	71.9	17.8	7.5	1.8	1.0	100.0
	(Housewife)	68.5	17.8	2.5	2.4	8.7	100.0
	(Unemployed/Other (None/other))	71.0	14.9	2.3	2.2	9.6	100.0

Table 42 Platforms used for video services (2 responses) - 1st rank_(Household Member_Q12)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Streaming platform	OTT platform	Short-form platform	Media platform	Never watched/used	Total
Education	Elementary school graduate or lower	71.7	14.2	4.4	1.6	8.2	100.0
	(Preschool)	71.1	21.6	0.9	2.4	3.9	100.0
	(Uneducated)	51.7	11.3	0.2	1.0	35.8	100.0
	(Elementary school student)	78.4	14.0	5.1	1.4	1.2	100.0
	(Middle school student)	76.6	10.0	11.5	1.9	0.1	100.0
	(A regular elementary school graduate)	61.2	12.1	0.2	0.8	25.7	100.0
	Middle school graduate	74.0	11.5	5.3	1.9	7.4	100.0
	(High school student)	70.4	17.0	10.9	1.4	0.3	100.0
	(A regular middle school graduate)	76.9	7.2	0.8	2.2	12.9	100.0
	High school graduate	72.4	17.5	3.4	2.6	4.1	100.0
	(University student)	64.3	24.4	8.7	2.2	0.4	100.0
	(A regular high school graduate)	73.7	16.3	2.6	2.7	4.7	100.0
	University graduate or higher	63.7	27.1	5.2	2.7	1.3	100.0
	(Graduate student)	64.4	30.9	0.0	4.7	0.0	100.0
	(A regular university graduate)	63.7	27.1	5.3	2.6	1.3	100.0
Household income	Less than KRW 2 million	68.4	12.8	0.8	2.1	16.0	100.0
	KRW 2 million-Less than 3 million	71.7	14.8	2.0	2.4	9.1	100.0
	KRW 3 million-Less than 4 million	68.9	20.2	4.1	3.0	3.9	100.0
	KRW 4 million-Less than 5 million	71.2	19.9	3.8	2.5	2.6	100.0
	KRW 5 million and higher	67.2	23.1	5.6	2.3	1.7	100.0
Region size	Dong	68.0	21.8	4.5	2.4	3.3	100.0
	Eup/Myeon	71.2	16.4	4.5	2.7	5.1	100.0
Region	Seoul	67.6	23.8	4.3	1.3	3.0	100.0
	Busan	76.5	17.3	2.2	1.4	2.6	100.0
	Daegu	70.9	18.0	4.3	1.1	5.6	100.0
	Incheon	57.9	29.1	7.8	2.7	2.6	100.0
	Gwangju	81.5	11.1	3.0	2.3	2.1	100.0
	Daejeon	59.4	24.7	5.5	4.2	6.2	100.0
	Ulsan	71.9	21.3	2.8	2.0	2.0	100.0
	Gyeonggi	65.2	22.9	5.8	3.1	3.0	100.0
	Gangwon	65.0	18.5	4.6	4.1	7.7	100.0
	Chungcheong	69.3	18.2	4.8	3.7	4.0	100.0
	(Chungbuk)	68.9	13.3	6.3	4.1	7.4	100.0
	(Chungnam)	69.5	21.9	3.4	3.4	1.8	100.0
	(Sejong)	70.0	17.3	6.4	3.6	2.7	100.0
	Jeolla	71.5	16.6	3.6	3.6	4.8	100.0
	(Jeonbuk)	72.6	17.2	3.1	1.4	5.7	100.0
	(Jeonnam)	70.3	15.9	4.0	5.9	3.9	100.0
	Gyeongsang	74.7	17.2	2.2	1.1	4.8	100.0
	(Gyeongbuk)	77.4	14.2	1.2	1.1	6.0	100.0
	(Gyeongnam)	72.4	19.6	3.1	1.1	3.8	100.0
	Jeju	78.8	13.2	0.3	4.0	3.7	100.0

Table 43 Platforms used for video services (2 responses) - 1st+2nd rank_(Household Member_Q12)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Streaming platform	OTT platform	Short-form platform	Media platform	Never watched/used
Internet users aged 3 or older		80.4	50.7	15.3	10.0	3.7
Number of household members	1 person	76.0	42.6	11.9	10.0	7.3
	2 persons	79.6	41.2	12.0	9.8	5.7
	3 persons or more	81.4	56.0	17.2	10.1	2.2
Gender	Male	81.9	51.3	14.4	10.6	2.8
	Female	78.9	50.1	16.1	9.5	4.5
Age	3~9	81.5	85.7	6.6	3.5	3.2
	10s	89.8	74.0	27.9	7.2	0.3
	20s	79.1	79.3	25.8	10.6	0.7
	30s	79.6	58.1	22.9	11.2	0.8
	40s	80.8	42.5	15.2	11.8	1.1
	50s	79.8	37.5	10.8	12.4	3.2
	60s	80.6	33.5	7.9	10.0	6.3
	70+	73.9	28.9	2.6	6.3	15.7
Gender*Age	Male 3~9	82.9	86.8	5.3	2.7	3.5
	Male 10s	90.8	73.5	26.6	7.5	0.5
	Male 20s	79.2	78.4	24.5	11.8	0.8
	Male 30s	81.0	57.2	20.8	11.4	0.6
	Male 40s	82.4	42.0	13.1	12.0	1.0
	Male 50s	80.9	37.9	10.1	12.8	2.3
	Male 60s	81.8	34.4	7.4	10.7	5.2
	Male 70+	78.3	30.3	2.8	7.3	11.8
Gender*Age	Female 3~9	80.0	84.5	8.0	4.3	2.8
	Female 10s	88.6	74.6	29.2	6.9	0.1
	Female 20s	79.1	80.2	27.2	9.2	0.6
	Female 30s	77.9	59.1	25.2	10.9	0.9
	Female 40s	79.2	42.9	17.3	11.6	1.2
	Female 50s	78.7	37.1	11.5	12.0	4.2
	Female 60s	79.4	32.7	8.3	9.3	7.4
	Female 70+	70.5	27.8	2.4	5.5	18.7
Youth	Entire population	86.0	76.5	26.6	8.1	0.5
	Male	86.6	76.2	24.8	8.8	0.7
	Female	85.3	76.7	28.4	7.4	0.2
Occupation	Professional/managerial position	75.9	48.7	15.7	17.1	2.6
	Office job	77.8	54.9	20.7	11.9	0.8
	Service/sales	82.0	43.5	14.2	11.1	2.6
	Production related position	79.5	38.4	9.6	10.0	6.0
	Agriculture/forestry/fishery	77.9	32.2	3.9	5.7	12.2
	Unemployed/Other (None/other)	81.6	58.6	15.3	7.9	5.0
	(Student)	85.6	78.1	22.0	7.3	1.0
	(Housewife)	76.7	37.4	8.9	8.8	8.7
	(Unemployed/Other (None/other))	79.2	41.8	7.7	7.9	9.6

Table 43 Platforms used for video services (2 responses) - 1st+2nd rank_(Household Member_Q12)

(Unit : %)

BASE: Persons aged 3 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Streaming platform	OTT platform	Short-form platform	Media platform	Never watched/used
Education	Elementary school graduate or lower	80.7	66.2	13.2	4.3	8.2
	(Preschool)	80.9	85.9	2.5	4.5	3.9
	(Uneducated)	53.4	20.0	0.7	4.5	35.8
	(Elementary school student)	89.2	81.3	17.3	4.1	1.2
	(Middle school student)	91.0	70.9	31.5	6.2	0.1
	(A regular elementary school graduate)	62.7	29.0	1.1	2.5	25.7
	Middle school graduate	83.0	48.3	14.8	6.9	7.4
	(High school student)	86.4	73.3	30.1	9.0	0.3
	(A regular middle school graduate)	80.4	28.6	2.7	5.3	12.9
	High school graduate	81.9	43.0	11.8	10.0	4.1
	(University student)	80.3	77.5	26.3	11.3	0.4
	(A regular high school graduate)	82.1	37.2	9.4	9.8	4.7
	University graduate or higher	78.7	52.4	18.7	12.3	1.3
	(Graduate student)	83.1	83.7	15.4	10.4	0.0
	(A regular university graduate)	78.7	52.3	18.7	12.3	1.3
Household income	Less than KRW 2 million	72.3	32.0	3.5	6.6	16.0
	KRW 2 million-Less than 3 million	78.0	40.3	7.7	8.6	9.1
	KRW 3 million-Less than 4 million	79.7	47.5	13.5	11.5	3.9
	KRW 4 million-Less than 5 million	83.0	50.6	14.6	10.4	2.6
	KRW 5 million and higher	81.0	55.2	18.4	10.1	1.7
Region size	Dong	80.1	51.4	15.7	10.3	3.3
	Eup/Myeon	81.6	47.2	13.2	8.7	5.1
Region	Seoul	78.7	52.4	16.9	8.7	3.0
	Busan	90.4	48.5	11.5	5.6	2.6
	Daegu	87.3	44.9	16.7	7.2	5.6
	Incheon	68.4	54.1	27.7	10.2	2.6
	Gwangju	89.0	48.0	11.9	9.1	2.1
	Daejeon	69.5	53.1	21.8	13.2	6.2
	Ulsan	89.1	48.8	13.0	12.7	2.0
	Gyeonggi	77.8	52.9	14.9	13.1	3.0
	Gangwon	71.0	48.8	12.9	12.8	7.7
	Chungcheong	82.5	48.1	18.2	9.5	4.0
	(Chungbuk)	81.2	42.5	19.7	9.5	7.4
	(Chungnam)	83.3	52.0	16.0	9.6	1.8
	(Sejong)	83.6	50.0	24.7	9.2	2.7
	Jeolla	80.5	47.1	12.2	9.2	4.8
	(Jeonbuk)	82.4	49.0	10.0	4.2	5.7
	(Jeonnam)	78.6	45.1	14.6	14.4	3.9
	Gyeongsang	86.2	49.3	9.9	6.8	4.8
	(Gyeongbuk)	88.6	47.1	6.5	6.1	6.0
	(Gyeongnam)	84.3	51.0	12.7	7.5	3.8
	Jeju	89.2	49.9	2.4	13.5	3.7

Table 44 Average weekly video service usage time_(Household Member_Q12-1)

(Unit : %)

BASE: Video service users aged 3 or older PERIOD: Within the last 1 year		Less than 1 hour	1 hour~ Less than 3 hours	3 hours~ Less than 7 hours	7 hours~ Less than 14 hours	14 hours~ Less than 21 hours	21 hours~ Less than 35 hours	Total	Average (hours)
Video service users aged 3 or older		3.6	21.6	25.1	26.5	20.7	2.5	100.0	7.9
Number of household members	1 person	7.1	24.4	25.8	23.5	16.7	2.4	100.0	7.1
	2 persons	6.5	23.4	26.6	25.4	16.2	2.0	100.0	7.0
	3 persons or more	1.9	20.4	24.4	27.5	23.2	2.7	100.0	8.4
Gender	Male	3.5	21.7	24.8	26.1	21.4	2.6	100.0	8.0
	Female	3.8	21.4	25.3	27.0	20.0	2.4	100.0	7.8
Age	3~9	7.3	16.8	29.1	25.9	20.5	0.4	100.0	7.5
	10s	0.1	17.8	24.2	29.9	26.0	2.1	100.0	8.9
	20s	0.1	16.1	19.4	29.1	31.5	3.9	100.0	9.9
	30s	0.1	15.9	18.9	27.4	32.1	5.6	100.0	10.2
	40s	0.6	15.6	19.1	29.6	30.2	4.9	100.0	9.9
	50s	0.3	27.6	33.8	27.2	10.4	0.7	100.0	6.3
	60s	9.1	30.7	30.1	21.4	8.3	0.3	100.0	5.2
	70+	18.5	27.9	27.3	20.3	5.9	0.1	100.0	4.5
Gender*Age	Male 3~9	7.6	15.9	30.0	26.6	19.8	0.2	100.0	7.5
	Male 10s	0.1	19.1	22.7	29.3	26.9	1.9	100.0	8.9
	Male 20s	0.0	16.5	18.1	28.7	32.8	3.9	100.0	10.0
	Male 30s	0.1	15.3	18.5	27.4	32.8	5.9	100.0	10.4
	Male 40s	0.6	16.7	19.6	28.5	29.8	4.8	100.0	9.8
	Male 50s	0.3	27.8	33.8	27.0	10.3	0.8	100.0	6.3
	Male 60s	9.1	30.8	30.4	20.6	8.9	0.2	100.0	5.2
	Male 70+	18.6	27.9	27.9	18.9	6.6	0.1	100.0	4.5
Gender*Age	Female 3~9	7.0	17.7	28.1	25.2	21.2	0.7	100.0	7.6
	Female 10s	0.2	16.3	25.7	30.5	25.0	2.3	100.0	8.8
	Female 20s	0.1	15.7	20.8	29.5	30.0	3.9	100.0	9.7
	Female 30s	0.1	16.6	19.3	27.4	31.3	5.4	100.0	10.1
	Female 40s	0.5	14.5	18.6	30.7	30.7	5.0	100.0	10.1
	Female 50s	0.4	27.4	33.7	27.4	10.5	0.6	100.0	6.4
	Female 60s	9.2	30.7	29.9	22.2	7.7	0.3	100.0	5.1
	Female 70+	18.5	27.9	26.7	21.5	5.2	0.1	100.0	4.5
Youth	Entire population	0.4	17.2	22.6	29.4	27.8	2.7	100.0	9.2
	Male	0.2	17.8	21.3	28.6	29.4	2.6	100.0	9.4
	Female	0.6	16.4	24.0	30.1	26.2	2.7	100.0	9.0
Occupation	Professional/managerial position	1.4	20.7	24.4	25.9	23.9	3.8	100.0	8.7
	Office job	0.5	17.6	21.1	28.2	28.2	4.4	100.0	9.5
	Service/sales	3.0	23.6	26.3	26.5	18.3	2.3	100.0	7.5
	Production related position	5.6	26.1	28.5	23.8	14.6	1.5	100.0	6.6
	Agriculture/forestry/fishery	11.6	24.8	29.6	24.5	9.0	0.5	100.0	5.5
	Unemployed/Other (None/other)	5.1	20.9	25.4	26.6	20.2	1.8	100.0	7.7
	(Student)	1.8	17.3	24.0	28.6	26.2	2.2	100.0	8.8
	(Housewife)	7.5	25.1	27.5	24.4	14.1	1.4	100.0	6.5
	(Unemployed/Other (None/other))	11.0	24.1	25.6	24.4	13.4	1.4	100.0	6.2

Table 44 Average weekly video service usage time_(Household Member_Q12-1)

(Unit : %)

BASE: Video service users aged 3 or older PERIOD: Within the last 1 year		Less than 1 hour	1 hour~ Less than 3 hours	3 hours~ Less than 7 hours	7 hours~ Less than 14 hours	14 hours~ Less than 21 hours	21 hours~ Less than 35 hours	Total	Average (hours)
Education	Elementary school graduate or lower	6.7	17.6	28.6	27.1	19.0	1.0	100.0	7.5
	(Preschool)	6.9	17.3	27.1	28.2	19.9	0.6	100.0	7.6
	(Uneducated)	25.6	21.8	29.7	16.1	6.8	0.0	100.0	4.2
	(Elementary school student)	3.4	16.9	28.0	26.0	24.8	0.8	100.0	8.2
	(Middle school student)	0.1	17.6	27.1	30.0	22.9	2.5	100.0	8.7
	(A regular elementary school graduate)	17.8	18.8	33.1	26.0	4.1	0.1	100.0	5.0
	Middle school graduate	8.8	24.0	24.0	26.0	16.2	1.0	100.0	6.7
	(High school student)	0.1	17.9	21.4	30.8	27.8	2.1	100.0	9.2
	(A regular middle school graduate)	15.9	29.0	26.1	22.1	6.6	0.2	100.0	4.7
	High school graduate	5.0	25.6	27.3	24.4	15.9	1.7	100.0	6.8
	(University student)	0.2	17.2	18.4	28.8	31.3	4.1	100.0	9.8
	(A regular high school graduate)	5.8	27.1	28.8	23.7	13.3	1.3	100.0	6.3
	University graduate or higher	0.9	19.1	22.5	28.1	25.6	3.8	100.0	9.0
	(Graduate student)	0.0	10.4	12.2	40.0	36.9	0.4	100.0	10.7
	(A regular university graduate)	0.9	19.1	22.6	28.1	25.6	3.8	100.0	9.0
Household income	Less than KRW 2 million	14.6	25.5	27.2	23.4	8.8	0.4	100.0	5.3
	KRW 2 million-Less than 3 million	9.4	23.2	27.8	23.9	14.0	1.7	100.0	6.4
	KRW 3 million-Less than 4 million	4.6	22.5	26.0	25.9	18.9	2.0	100.0	7.5
	KRW 4 million-Less than 5 million	3.0	22.0	25.3	26.4	20.6	2.7	100.0	8.0
	KRW 5 million and higher	1.7	20.5	24.2	27.4	23.3	2.9	100.0	8.4
Region size	Dong	3.5	21.5	25.0	26.5	21.0	2.6	100.0	8.0
	Eup/Myeon	4.4	21.8	25.6	26.8	19.4	2.0	100.0	7.6
Region	Seoul	3.6	22.2	24.4	26.2	20.9	2.7	100.0	8.0
	Busan	3.1	25.7	26.7	22.3	20.1	2.2	100.0	7.4
	Daegu	4.1	20.6	23.1	29.6	20.7	1.8	100.0	7.9
	Incheon	2.4	22.1	24.3	27.6	20.0	3.5	100.0	8.0
	Gwangju	3.8	22.8	26.1	24.9	20.7	1.7	100.0	7.7
	Daejeon	4.2	23.3	24.5	24.2	20.5	3.3	100.0	7.8
	Ulsan	3.5	22.8	26.7	23.9	21.0	2.2	100.0	7.7
	Gyeonggi	3.4	19.1	25.1	28.8	21.2	2.5	100.0	8.2
	Gangwon	4.3	19.8	27.8	28.1	18.5	1.5	100.0	7.5
	Chungcheong	3.9	22.1	26.0	23.9	21.5	2.6	100.0	7.9
	(Chungbuk)	4.4	20.8	24.5	25.1	22.5	2.7	100.0	8.1
	(Chungnam)	3.8	23.2	27.0	22.6	20.8	2.6	100.0	7.7
	(Sejong)	2.5	20.5	26.0	26.6	21.9	2.5	100.0	8.1
	Jeolla	4.8	21.0	26.3	25.6	19.9	2.3	100.0	7.6
	(Jeonbuk)	4.6	20.4	26.4	25.9	19.8	3.0	100.0	7.8
	(Jeonnam)	5.0	21.6	26.3	25.4	20.1	1.6	100.0	7.5
	Gyeongsang	4.1	24.0	23.5	25.6	20.5	2.3	100.0	7.7
	(Gyeongbuk)	5.3	19.6	22.4	29.0	20.9	2.9	100.0	8.0
	(Gyeongnam)	3.1	27.3	24.4	23.0	20.2	1.9	100.0	7.4
	Jeju	2.9	18.2	30.6	27.3	18.6	2.5	100.0	7.7

Table 45 Mainly used streaming platform_(Household Member_Q13)

(Unit : %)

BASE: Streaming platform users aged 3 or older PERIOD: Within the last 1 year		YouTube	SOOP	Chzzk	Total
Streaming platform users aged 3 or older		98.4	0.9	0.7	100.0
Number of household members	1 person	99.1	0.4	0.5	100.0
	2 persons	99.0	0.6	0.4	100.0
	3 persons or more	98.1	1.1	0.9	100.0
Gender	Male	98.1	1.0	0.9	100.0
	Female	98.7	0.7	0.6	100.0
Age	3~9	99.5	0.2	0.3	100.0
	10s	97.5	0.9	1.7	100.0
	20s	96.2	2.0	1.9	100.0
	30s	97.2	1.6	1.2	100.0
	40s	98.6	1.0	0.5	100.0
	50s	99.1	0.7	0.2	100.0
	60s	99.7	0.2	0.1	100.0
	70+	99.9	0.1	0.0	100.0
Gender*Age	3~9	99.8	0.2	0.0	100.0
	10s	97.1	0.7	2.2	100.0
	20s	95.6	2.5	1.9	100.0
	30s	96.8	1.7	1.5	100.0
	40s	98.2	1.4	0.5	100.0
	50s	99.0	0.7	0.3	100.0
	60s	99.5	0.3	0.2	100.0
	70+	99.9	0.0	0.1	100.0
Female	3~9	99.2	0.2	0.7	100.0
	10s	97.8	1.1	1.0	100.0
	20s	96.8	1.4	1.8	100.0
	30s	97.7	1.4	0.9	100.0
	40s	99.0	0.6	0.4	100.0
	50s	99.3	0.6	0.1	100.0
	60s	99.8	0.1	0.1	100.0
	70+	99.9	0.1	0.0	100.0
Youth	Entire population	97.0	1.2	1.8	100.0
	Male	96.7	1.2	2.1	100.0
	Female	97.5	1.1	1.4	100.0
Occupation	Professional/managerial position	95.6	3.7	0.7	100.0
	Office job	98.2	1.1	0.7	100.0
	Service/sales	98.6	0.7	0.7	100.0
	Production related position	98.5	0.8	0.7	100.0
	Agriculture/forestry/fishery	99.5	0.4	0.1	100.0
	Unemployed/Other (None/other)	98.5	0.7	0.7	100.0
	(Student)	97.6	1.1	1.3	100.0
	(Housewife)	99.7	0.2	0.1	100.0
	(Unemployed/Other (None/other))	99.3	0.4	0.3	100.0

Table 45 | **Mainly used streaming platform_(Household Member_Q13)**

(Unit : %)

BASE: Streaming platform users aged 3 or older PERIOD: Within the last 1 year		YouTube	SOOP	Chzzk	Total
Education	Elementary school graduate or lower	98.8	0.4	0.8	100.0
	(Preschool)	99.9	0.1	0.1	100.0
	(Uneducated)	100.0	0.0	0.0	100.0
	(Elementary school student)	98.9	0.4	0.8	100.0
	(Middle school student)	96.9	1.1	2.0	100.0
	(A regular elementary school graduate)	99.9	0.1	0.0	100.0
	Middle school graduate	98.8	0.5	0.7	100.0
	(High school student)	97.5	1.0	1.5	100.0
	(A regular middle school graduate)	99.9	0.1	0.0	100.0
	High school graduate	98.9	0.7	0.5	100.0
	(University student)	96.0	2.2	1.8	100.0
	(A regular high school graduate)	99.3	0.4	0.3	100.0
	University graduate or higher	97.8	1.3	0.9	100.0
	(Graduate student)	93.0	1.8	5.2	100.0
	(A regular university graduate)	97.9	1.3	0.9	100.0
Household income	Less than KRW 2 million	99.8	0.1	0.1	100.0
	KRW 2 million-Less than 3 million	99.2	0.4	0.4	100.0
	KRW 3 million-Less than 4 million	99.0	0.5	0.5	100.0
	KRW 4 million-Less than 5 million	98.7	0.9	0.4	100.0
	KRW 5 million and higher	97.9	1.1	1.0	100.0
Region size	Dong	98.3	0.9	0.8	100.0
	Eup/Myeon	98.9	0.7	0.4	100.0
Region	Seoul	98.7	0.6	0.7	100.0
	Busan	99.3	0.5	0.2	100.0
	Daegu	99.4	0.5	0.1	100.0
	Incheon	97.5	1.2	1.3	100.0
	Gwangju	99.2	0.5	0.3	100.0
	Daejeon	97.1	1.8	1.1	100.0
	Ulsan	96.9	1.8	1.3	100.0
	Gyeonggi	98.5	0.5	1.0	100.0
	Gangwon	99.0	0.4	0.6	100.0
	Chungcheong	97.0	2.0	0.9	100.0
	(Chungbuk)	95.0	3.4	1.6	100.0
	(Chungnam)	98.8	0.9	0.4	100.0
	(Sejong)	95.2	3.0	1.7	100.0
	Jeolla	99.2	0.5	0.3	100.0
	(Jeonbok)	99.0	0.4	0.6	100.0
	(Jeonnam)	99.3	0.5	0.1	100.0
	Gyeongsang	98.0	1.6	0.4	100.0
	(Gyeongbuk)	99.6	0.4	0.1	100.0
	(Gyeongnam)	96.8	2.5	0.7	100.0
	Jeju	98.5	0.9	0.6	100.0

Table 46 Average weekly streaming platform usage time_(Household Member_Q13-1)

(Unit : %)

BASE: Streaming platform users aged 3 or older PERIOD: Within the last 1 year		Less than 1 hour	1 hour ~less than 3 hours	3 hours ~less than 7 hours	7 hours ~less than 14 hours	14 hours ~less than 21 hours	21 hours ~less than 35 hours	Total	Average (hours)	
Streaming platform users aged 3 or older		8.0	35.1	29.5	19.5	6.8	1.0	100.0	4.9	
Number of household members	1 person	12.7	32.0	27.2	20.3	7.0	0.9	100.0	4.8	
	2 persons	10.6	33.0	27.7	21.0	6.8	0.9	100.0	4.9	
	3 persons or more	6.3	36.5	30.5	18.8	6.8	1.1	100.0	4.9	
Gender	Male	7.9	34.9	29.6	19.5	7.0	1.1	100.0	5.0	
	Female	8.2	35.3	29.3	19.6	6.7	0.9	100.0	4.9	
Age	3~9	12.4	43.9	32.0	9.4	2.1	0.1	100.0	3.2	
	10s	4.1	44.5	37.3	12.1	1.9	0.1	100.0	3.7	
	20s	6.6	35.5	35.9	17.7	4.1	0.3	100.0	4.5	
	30s	5.0	34.2	26.5	21.1	10.3	2.9	100.0	6.0	
	40s	4.1	28.4	23.8	25.7	15.3	2.7	100.0	6.9	
	50s	4.0	34.5	32.3	22.9	5.8	0.4	100.0	5.0	
	60s	12.8	36.1	27.2	18.8	4.9	0.1	100.0	4.2	
	70+	22.4	32.2	23.9	17.5	3.9	0.1	100.0	3.7	
Gender*Age	Male	3~9	11.4	44.5	31.9	10.8	1.3	0.1	100.0	3.2
		10s	4.7	44.4	36.9	12.5	1.5	0.1	100.0	3.6
		20s	6.3	34.0	36.6	18.3	4.4	0.3	100.0	4.6
		30s	4.6	33.8	26.3	21.5	10.6	3.2	100.0	6.1
		40s	4.2	28.9	23.7	25.0	15.4	2.7	100.0	6.9
		50s	3.8	34.9	32.2	22.8	5.8	0.5	100.0	5.0
		60s	12.6	36.5	27.3	18.4	5.1	0.2	100.0	4.2
		70+	23.7	30.4	25.2	16.5	4.1	0.1	100.0	3.6
	Female	3~9	13.5	43.2	32.2	8.0	3.0	0.2	100.0	3.2
		10s	3.4	44.8	37.7	11.6	2.3	0.2	100.0	3.7
		20s	6.8	37.2	35.0	17.0	3.7	0.2	100.0	4.4
		30s	5.6	34.6	26.7	20.6	9.9	2.7	100.0	5.8
		40s	3.9	27.8	23.9	26.5	15.1	2.7	100.0	7.0
		50s	4.3	34.2	32.5	22.9	5.9	0.3	100.0	5.0
		60s	13.0	35.8	27.1	19.3	4.8	0.1	100.0	4.2
		70+	21.3	33.8	22.7	18.4	3.7	0.1	100.0	3.7
Youth	Entire population	5.2	41.7	36.9	13.6	2.3	0.2	100.0	3.9	
	Male	5.1	41.0	36.8	14.6	2.3	0.2	100.0	4.0	
	Female	5.2	42.5	37.0	12.6	2.4	0.3	100.0	3.8	
Occupation	Professional/managerial position	6.4	29.0	31.5	21.7	9.9	1.5	100.0	5.8	
	Office job	5.0	32.1	27.5	23.1	10.3	2.1	100.0	6.0	
	Service/sales	6.9	34.3	28.7	21.4	7.6	1.1	100.0	5.2	
	Production related position	9.2	35.3	28.4	19.9	6.5	0.8	100.0	4.7	
	Agriculture/forestry/fishery	15.4	32.7	25.8	20.5	5.3	0.4	100.0	4.3	
	Unemployed/Other (None/other)	9.9	37.9	31.6	15.9	4.3	0.3	100.0	4.1	
	(Student)	6.7	42.0	35.9	12.8	2.4	0.2	100.0	3.8	
	(Housewife)	11.3	34.4	27.2	19.4	7.2	0.5	100.0	4.7	
	(Unemployed/Other (None/other))	17.7	31.9	26.2	19.0	4.9	0.3	100.0	4.1	

Table 46 Average weekly streaming platform usage time_(Household Member_Q13-1)

(Unit : %)

BASE: Streaming platform users aged 3 or older PERIOD: Within the last 1 year		Less than 1 hour	1 hour ~less than 3 hours	3 hours ~less than 7 hours	7 hours ~less than 14 hours	14 hours ~less than 21 hours	21 hours ~less than 35 hours	Total	Average (hours)
Education	Elementary school graduate or lower	11.2	40.6	34.1	11.8	2.2	0.1	100.0	3.5
	(Preschool)	14.1	39.3	31.8	11.8	3.0	0.1	100.0	3.5
	(Uneducated)	30.7	25.0	26.2	14.1	4.1	0.0	100.0	3.4
	(Elementary school student)	6.0	50.2	35.7	6.8	1.1	0.2	100.0	3.0
	(Middle school student)	4.1	42.2	40.5	11.3	1.9	0.1	100.0	3.7
	(A regular elementary school graduate)	24.9	23.9	26.0	21.9	3.3	0.1	100.0	4.0
	Middle school graduate	12.6	39.0	28.2	16.8	3.3	0.1	100.0	3.9
	(High school student)	3.7	44.2	34.3	15.7	1.9	0.1	100.0	3.9
	(A regular middle school graduate)	19.5	34.9	23.5	17.6	4.4	0.1	100.0	3.8
	High school graduate	8.9	35.8	29.1	19.5	6.1	0.6	100.0	4.7
	(University student)	7.5	33.7	36.2	18.2	4.0	0.4	100.0	4.6
	(A regular high school graduate)	9.1	36.2	28.0	19.7	6.4	0.7	100.0	4.7
	University graduate or higher	5.5	32.1	28.5	22.6	9.6	1.7	100.0	5.8
	(Graduate student)	7.0	23.7	38.1	24.5	6.7	0.0	100.0	5.8
	(A regular university graduate)	5.5	32.1	28.4	22.6	9.6	1.7	100.0	5.8
Household income	Less than KRW 2 million	20.0	30.7	24.8	19.8	4.5	0.1	100.0	4.0
	KRW 2 million-Less than 3 million	14.0	31.4	28.3	20.2	5.4	0.6	100.0	4.5
	KRW 3 million-Less than 4 million	8.3	35.9	28.4	19.8	6.8	0.7	100.0	4.8
	KRW 4 million-Less than 5 million	7.2	37.1	28.5	19.3	6.8	1.1	100.0	4.9
	KRW 5 million and higher	6.1	35.3	30.7	19.4	7.3	1.2	100.0	5.1
Region size	Dong	8.0	34.8	30.0	19.5	6.8	1.0	100.0	4.9
	Eup/Myeon	8.3	36.8	27.1	19.8	7.2	0.9	100.0	4.9
Region	Seoul	8.5	35.1	28.5	20.1	6.9	1.1	100.0	4.9
	Busan	7.3	39.7	26.9	18.8	6.5	0.7	100.0	4.7
	Daegu	8.4	32.2	30.8	22.1	5.7	0.7	100.0	4.9
	Incheon	8.2	32.3	31.2	20.1	6.4	1.7	100.0	5.1
	Gwangju	7.6	39.9	28.0	17.7	6.0	0.7	100.0	4.6
	Daejeon	8.3	38.1	29.1	16.5	7.0	1.1	100.0	4.7
	Ulsan	8.0	37.8	29.3	17.1	6.9	0.8	100.0	4.6
	Gyeonggi	7.3	30.9	33.3	20.4	7.0	1.0	100.0	5.1
	Gangwon	7.1	36.8	31.5	17.8	5.8	0.9	100.0	4.6
	Chungcheong	9.6	38.4	25.7	18.4	7.2	0.7	100.0	4.7
	(Chungbuk)	11.0	29.5	30.5	21.4	7.0	0.7	100.0	5.1
	(Chungnam)	9.2	44.2	21.7	16.5	7.6	0.8	100.0	4.5
	(Sejong)	6.8	41.4	29.1	16.6	5.5	0.5	100.0	4.4
	Jeolla	9.1	34.6	29.5	18.9	6.8	1.0	100.0	4.8
	(Jeonbuk)	9.7	32.0	28.8	19.7	8.4	1.3	100.0	5.2
	(Jeonnam)	8.5	37.3	30.3	18.1	5.1	0.6	100.0	4.4
	Gyeongsang	8.1	39.0	24.7	19.7	7.4	1.1	100.0	4.9
	(Gyeongbuk)	10.5	29.5	26.5	23.6	8.6	1.3	100.0	5.5
	(Gyeongnam)	6.1	46.8	23.2	16.4	6.4	1.0	100.0	4.4
	Jeju	5.6	38.0	33.6	15.3	6.6	0.9	100.0	4.6

Table 47 Online media usage rate_(Household Member_Q14)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Internet users aged 6 or older		99.5	0.5	100.0
Number of household members	1 person	98.5	1.5	100.0
	2 persons	99.1	0.9	100.0
	3 persons or more	99.9	0.1	100.0
Gender	Male	99.8	0.2	100.0
	Female	99.3	0.7	100.0
Age	6~19	99.9	0.1	100.0
	20s	100.0	0.0	100.0
	30s	100.0	0.0	100.0
	40s	100.0	0.0	100.0
	50s	100.0	0.0	100.0
	60s	99.0	1.0	100.0
	70+	97.1	2.9	100.0
Gender*Age	Male 6~19	99.9	0.1	100.0
	Male 20s	100.0	0.0	100.0
	Male 30s	100.0	0.0	100.0
	Male 40s	100.0	0.0	100.0
	Male 50s	100.0	0.0	100.0
	Male 60s	99.4	0.6	100.0
	Male 70+	98.7	1.3	100.0
Female	Female 6~19	99.8	0.2	100.0
	Female 20s	100.0	0.0	100.0
	Female 30s	100.0	0.0	100.0
	Female 40s	100.0	0.0	100.0
	Female 50s	100.0	0.0	100.0
	Female 60s	98.6	1.4	100.0
	Female 70+	95.9	4.1	100.0
Youth	Entire population	99.9	0.1	100.0
	Male	99.9	0.1	100.0
	Female	99.9	0.1	100.0
Occupation	Professional/managerial position	100.0	0.0	100.0
	Office job	100.0	0.0	100.0
	Service/sales	99.8	0.2	100.0
	Production related position	99.4	0.6	100.0
	Agriculture/forestry/fishery	98.2	1.8	100.0
	Unemployed/Other (None/other)	99.2	0.8	100.0
	(Student)	99.9	0.1	100.0
	(Housewife)	99.0	1.0	100.0
	(Unemployed/Other (None/other))	97.4	2.6	100.0

Table 47 Online media usage rate_(Household Member_Q14)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower	98.8	1.2	100.0
	(Preschool)	100.0	0.0	100.0
	(Uneducated)	94.0	6.0	100.0
	(Elementary school student)	99.9	0.1	100.0
	(Middle school student)	99.9	0.1	100.0
	(A regular elementary school graduate)	96.8	3.2	100.0
	Middle school graduate	98.6	1.4	100.0
	(High school student)	99.9	0.1	100.0
	(A regular middle school graduate)	97.5	2.5	100.0
	High school graduate	99.4	0.6	100.0
	(University student)	99.9	0.1	100.0
	(A regular high school graduate)	99.3	0.7	100.0
	University graduate or higher	100.0	0.0	100.0
	(Graduate student)	100.0	0.0	100.0
	(A regular university graduate)	100.0	0.0	100.0
Household income	Less than KRW 2 million	97.0	3.0	100.0
	KRW 2 million-Less than 3 million	98.2	1.8	100.0
	KRW 3 million-Less than 4 million	99.6	0.4	100.0
	KRW 4 million-Less than 5 million	99.8	0.2	100.0
	KRW 5 million and higher	99.9	0.1	100.0
Region size	Dong	99.6	0.4	100.0
	Eup/Myeon	99.3	0.7	100.0
Region	Seoul	99.4	0.6	100.0
	Busan	99.7	0.3	100.0
	Daegu	99.4	0.6	100.0
	Incheon	99.8	0.2	100.0
	Gwangju	99.4	0.6	100.0
	Daejeon	99.2	0.8	100.0
	Ulsan	99.8	0.2	100.0
	Gyeonggi	99.9	0.1	100.0
	Gangwon	98.6	1.4	100.0
	Chungcheong	99.7	0.3	100.0
	(Chungbuk)	99.6	0.4	100.0
	(Chungnam)	99.8	0.2	100.0
	(Sejong)	100.0	0.0	100.0
	Jeolla	99.1	0.9	100.0
	(Jeonbuk)	99.1	0.9	100.0
	(Jeonnam)	99.1	0.9	100.0
	Gyeongsang	99.3	0.7	100.0
	(Gyeongbuk)	99.0	1.0	100.0
	(Gyeongnam)	99.4	0.6	100.0
	Jeju	99.8	0.2	100.0

Table 48 Usage rate by online media service (multiple responses)_(Household Member_Q14)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Watching TV programs	Reading News papers	Listening to radio programs	Reading magazines /books	Watching movies	Do not use at all	
Internet users aged 6 or older		69.5	92.5	29.3	25.7	85.8	0.5	
Number of household members	1 person	81.9	88.5	28.2	20.8	84.4	1.5	
	2 persons	66.4	93.1	27.7	19.7	84.9	0.9	
	3 persons or more	69.0	92.8	30.2	29.1	86.4	0.1	
Gender	Male	72.9	93.4	30.4	26.7	86.2	0.2	
	Female	66.1	91.5	28.2	24.7	85.4	0.7	
Age	6~19	59.5	79.0	20.7	22.4	82.2	0.1	
	20s	72.2	92.1	35.7	45.0	87.8	0.0	
	30s	76.9	96.3	37.9	37.7	87.6	0.0	
	40s	74.0	98.0	36.0	32.8	88.0	0.0	
	50s	83.2	96.7	30.6	21.2	87.4	0.0	
	60s	60.1	90.7	23.7	12.4	85.9	1.0	
	70+	50.1	89.7	14.9	5.1	78.3	2.9	
Gender*Age	Male	6~19	59.3	79.3	21.0	23.1	81.6	0.1
		20s	72.0	92.4	35.3	44.6	87.7	0.0
		30s	81.3	96.3	37.9	37.2	87.5	0.0
		40s	79.9	98.1	35.8	32.1	87.9	0.0
		50s	85.9	97.6	31.6	22.2	87.6	0.0
		60s	63.4	93.4	26.0	14.3	86.3	0.6
		70+	55.0	92.1	17.9	7.0	82.0	1.3
	Female	6~19	59.7	78.7	20.4	21.6	82.9	0.2
		20s	72.5	91.9	36.1	45.4	87.9	0.0
		30s	71.7	96.3	37.9	38.2	87.8	0.0
		40s	67.9	97.9	36.1	33.5	88.2	0.0
		50s	80.4	95.8	29.6	20.2	87.3	0.0
		60s	57.0	88.0	21.5	10.4	85.6	1.4
		70+	46.2	87.8	12.4	3.7	75.3	4.1
Youth	Entire population	63.3	82.3	26.3	32.1	83.8	0.1	
	Male	62.8	82.4	26.1	32.5	83.5	0.1	
	Female	63.7	82.3	26.4	31.7	84.1	0.1	
Occupation	Professional/managerial position	82.2	96.4	35.1	45.1	86.7	0.0	
	Office job	76.7	96.8	39.7	39.5	86.5	0.0	
	Service/sales	74.7	94.7	30.4	22.6	88.2	0.2	
	Production related position	72.3	93.1	25.4	14.7	86.6	0.6	
	Agriculture/forestry/fishery	56.6	90.1	16.8	6.4	79.9	1.8	
	Unemployed/Other (None/other)	59.7	87.7	23.6	22.8	83.5	0.8	
	(Student)	62.2	82.6	24.0	30.4	84.2	0.1	
	(Housewife)	58.2	92.9	24.3	15.7	83.5	1.0	
	(Unemployed/Other (None/other))	55.7	91.2	20.9	16.0	81.6	2.6	

Table 48 Usage rate by online media service (multiple responses)_(Household Member_Q14)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Watching TV programs	Reading News papers	Listening to radio programs	Reading magazines /books	Watching movies	Do not use at all
Education	Elementary school graduate or lower (Preschool)	53.5	81.4	15.8	13.1	79.3	1.2
	(Uneducated)	62.5	85.8	14.7	8.8	84.0	0.0
	(Elementary school student)	34.2	87.2	17.0	2.4	58.9	6.0
	(Middle school student)	58.0	79.3	14.0	15.3	86.6	0.1
	(A regular elementary school graduate)	60.1	77.7	25.2	23.6	79.5	0.1
	Middle school graduate	41.6	86.0	8.8	2.4	71.0	3.2
	(High school student)	57.5	83.3	17.2	15.6	81.8	1.4
	(A regular middle school graduate)	59.7	78.8	24.5	30.8	80.1	0.1
	High school graduate	55.8	86.8	11.3	3.6	83.1	2.5
	(University student)	69.2	93.2	28.1	19.2	86.6	0.6
	(A regular high school graduate)	68.8	90.4	33.4	49.7	87.4	0.1
	University graduate or higher (Graduate student)	69.2	93.7	27.2	14.2	86.5	0.7
	(A regular university graduate)	75.9	96.3	35.8	35.8	87.5	0.0
		77.2	92.2	37.1	72.7	88.4	0.0
		75.9	96.3	35.8	35.6	87.5	0.0
Household income	Less than KRW 2 million	55.9	85.8	15.1	5.6	77.7	3.0
	KRW 2 million-Less than 3 million	66.2	88.7	21.4	13.6	83.2	1.8
	KRW 3 million-Less than 4 million	72.3	92.5	27.4	23.2	87.0	0.4
	KRW 4 million-Less than 5 million	69.5	92.4	29.8	25.5	87.0	0.2
	KRW 5 million and higher	70.8	93.8	32.5	30.5	86.4	0.1
Region size	Dong	70.0	92.8	30.0	27.0	85.9	0.4
	Eup/Myeon	67.3	91.1	26.3	19.6	85.4	0.7
Region	Seoul	69.0	93.9	30.6	26.8	85.8	0.6
	Busan	69.3	92.2	23.7	18.7	89.7	0.3
	Daegu	69.9	89.3	20.3	22.9	87.9	0.6
	Incheon	72.4	96.3	45.7	45.4	80.8	0.2
	Gwangju	68.9	92.5	22.6	15.4	89.5	0.6
	Daejeon	70.3	86.9	27.3	17.8	84.4	0.8
	Ulsan	69.7	92.5	25.0	23.1	89.4	0.2
	Gyeonggi	70.9	94.4	36.9	32.1	84.3	0.1
	Gangwon	66.1	86.9	25.0	22.2	81.8	1.4
	Chungcheong (Chungbuk)	69.6	91.3	25.4	18.6	87.0	0.3
	(Chungnam)	70.4	91.2	24.5	18.0	84.3	0.4
	(Sejong)	68.9	91.4	25.8	19.4	88.6	0.2
	Jeolla (Jeonbuk)	70.3	91.4	27.0	16.7	88.6	0.0
	(Jeonnam)	67.0	89.6	23.5	15.7	86.0	0.9
	(Jeonnam)	67.4	89.2	22.0	15.7	86.1	0.9
	(Jeonnam)	66.7	90.0	25.1	15.7	85.8	0.9
	Gyeongsang (Gyeongbuk)	67.4	90.1	18.3	20.0	87.9	0.7
	(Gyeongnam)	66.3	87.8	14.0	14.4	88.0	1.0
	(Gyeongnam)	68.4	91.9	21.8	24.4	87.7	0.6
	Jeju	68.4	94.5	20.3	24.5	87.8	0.2

Table 49 **Portable ICT device ownership status (multiple responses)_(Household Member_Q15)**

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Portable phone (②+③)	Mobile device (②+④+ ⑥+⑦)	Smartphone	Laptop	Tablet PC	Wearable device (⑥+⑦)
Entire population aged 6 or older		99.9	98.9	98.8	48.4	36.9	15.6
Number of household members	1 person	100.0	96.6	96.4	41.0	23.6	12.7
	2 persons	100.0	98.4	98.4	36.6	22.4	11.7
	3 persons or more	99.8	99.6	99.5	55.3	46.1	17.9
Gender	Male	99.9	99.3	99.3	52.7	40.0	17.5
	Female	99.9	98.5	98.4	44.1	33.8	13.7
Age	6~19	99.1	99.7	99.1	40.6	51.8	5.0
	20s	100.0	100.0	100.0	68.5	49.2	36.4
	30s	100.0	100.0	100.0	65.8	47.4	28.9
	40s	100.0	100.0	100.0	61.1	48.7	21.9
	50s	100.0	100.0	100.0	52.9	40.4	12.8
	60s	100.0	99.8	99.8	32.5	18.2	4.8
	70+	100.0	92.7	92.6	17.3	6.3	0.9
Gender*Age	Male						
	6~19	99.3	99.7	99.1	41.8	52.4	5.0
	20s	100.0	100.0	100.0	68.1	47.8	34.0
	30s	100.0	100.0	100.0	67.9	48.6	30.7
	40s	100.0	100.0	100.0	65.5	52.2	24.5
	50s	100.0	100.0	100.0	59.9	44.9	16.3
	60s	100.0	99.9	99.9	37.5	21.5	6.7
	70+	100.0	94.7	94.7	18.6	7.6	1.1
Female	6~19	99.0	99.6	99.0	39.2	51.2	5.0
	20s	100.0	100.0	100.0	69.0	50.8	39.0
	30s	100.0	100.0	100.0	63.4	46.0	26.9
	40s	100.0	100.0	100.0	56.4	44.9	19.2
	50s	100.0	100.0	100.0	45.9	35.8	9.2
	60s	100.0	99.7	99.7	27.6	15.0	3.0
	70+	99.9	91.3	91.0	16.3	5.4	0.7
Youth	Entire population	100.0	100.0	100.0	53.4	50.2	14.7
	Male	100.0	100.0	100.0	54.9	49.5	13.6
	Female	100.0	100.0	100.0	51.8	50.9	15.9
Occupation	Professional/managerial position	100.0	100.0	100.0	75.5	56.2	37.4
	Office job	100.0	100.0	100.0	69.3	49.7	30.3
	Service/sales	100.0	99.9	99.9	50.3	35.6	14.4
	Production related position	100.0	99.6	99.6	38.7	26.6	10.0
	Agriculture/forestry/fishery	100.0	96.6	96.5	23.2	14.9	1.7
	Unemployed/Other (None/other)	99.7	97.5	97.3	37.8	33.9	9.1
	(Student)	99.4	99.8	99.3	49.7	53.1	13.3
	(Housewife)	100.0	96.3	96.2	29.4	19.9	5.5
	(Unemployed/Other (None/other))	100.0	94.8	94.7	26.9	17.3	6.3

Table 49 **Portable ICT device ownership status (multiple responses)_(Household Member_Q15)**

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Portable phone (②+③)	Mobile device (②+④+ ⑥+⑦)	Smartphone	Laptop	Tablet PC	Wearable device (⑥+⑦)
Education	Elementary school graduate or lower	99.3	94.5	93.8	24.8	32.4	1.4
	(Preschool)	92.4	97.4	92.4	17.7	85.2	0.0
	(Uneducated)	100.0	78.0	77.2	12.0	6.4	0.3
	(Elementary school student)	99.0	99.6	98.8	28.5	49.0	1.7
	(Middle school student)	99.9	99.8	99.8	43.5	49.6	3.9
	(A regular elementary school graduate)	99.9	90.6	90.4	14.3	5.6	0.2
	Middle school graduate	100.0	97.1	97.1	31.8	23.5	3.7
	(High school student)	100.0	100.0	100.0	54.6	49.6	8.8
	(A regular middle school graduate)	100.0	95.4	95.4	17.6	7.3	0.6
	High school graduate	100.0	99.8	99.8	42.4	29.2	10.5
	(University student)	100.0	100.0	100.0	72.5	56.3	33.3
	(A regular high school graduate)	100.0	99.8	99.8	37.5	24.8	6.8
	University graduate or higher	100.0	100.0	100.0	64.0	47.2	26.5
	(Graduate student)	100.0	100.0	100.0	89.4	58.4	43.0
	(A regular university graduate)	100.0	100.0	100.0	63.9	47.1	26.4
Household income	Less than KRW 2 million	99.9	91.6	91.3	16.8	8.0	1.8
	KRW 2 million-Less than 3 million	100.0	98.0	98.0	25.9	16.9	6.0
	KRW 3 million-Less than 4 million	99.8	99.5	99.4	39.5	29.2	11.8
	KRW 4 million-Less than 5 million	99.9	99.5	99.5	47.6	35.0	12.8
	KRW 5 million and higher	99.9	99.8	99.8	59.7	47.5	21.2
Region size	Dong	99.9	99.0	98.9	50.3	38.4	16.9
	Eup/Myeon	99.9	98.5	98.4	39.8	30.4	9.5
Region	Seoul	99.9	99.3	99.2	59.2	43.3	17.3
	Busan	100.0	98.5	98.3	48.7	23.9	12.8
	Daegu	100.0	98.2	98.2	41.5	34.8	14.3
	Incheon	99.9	99.3	99.3	48.5	46.3	18.8
	Gwangju	100.0	99.3	99.3	50.8	34.5	11.8
	Daejeon	99.7	98.9	98.9	51.1	38.1	21.0
	Ulsan	100.0	99.9	99.9	44.7	24.6	8.2
	Gyeonggi	99.9	99.1	99.0	52.1	41.3	20.3
	Gangwon	99.8	99.4	99.3	49.5	32.9	11.9
	Chungcheong	99.8	98.8	98.5	40.6	32.9	13.7
	(Chungbuk)	99.7	99.0	98.7	36.9	33.6	9.2
	(Chungnam)	99.9	98.5	98.3	43.6	32.1	17.0
	(Sejong)	99.4	99.6	98.9	38.9	34.4	13.7
	Jeolla	99.9	99.1	99.0	42.1	31.4	9.8
	(Jeonbuk)	99.9	99.3	99.3	44.3	30.9	12.9
	(Jeonnam)	99.8	98.9	98.7	40.0	31.9	6.6
	Gyeongsang	100.0	98.0	97.8	34.6	31.0	9.8
	(Gyeongbuk)	100.0	97.4	97.1	26.3	38.5	8.6
	(Gyeongnam)	99.9	98.5	98.5	41.2	25.0	10.8
	Jeju	99.6	98.5	98.1	36.9	21.5	4.5

Table 50 | **Portable ICT device ownership status (multiple responses) - CONT.**

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Smart watch and band	Game console	General mobile phone (excluding smartphone)	e-book reader	AR/VR device
Entire population aged 6 or older		15.4	6.6	4.1	1.1	0.6
Number of household members	1 person	12.6	4.0	6.3	0.8	0.4
	2 persons	11.4	3.6	4.8	0.7	0.5
	3 persons or more	17.7	8.4	3.4	1.4	0.7
Gender	Male	17.3	8.4	3.7	1.3	0.7
	Female	13.5	4.7	4.5	0.9	0.5
Age	6~19	4.8	11.2	2.2	0.6	0.5
	20s	36.0	8.4	3.4	1.6	1.1
	30s	28.6	9.5	3.7	1.6	1.0
	40s	21.6	11.3	3.6	1.7	0.9
	50s	12.6	4.9	2.6	1.4	0.5
	60s	4.8	1.6	2.6	0.6	0.2
	70+	0.9	0.4	11.0	0.2	0.1
Gender*Age	Male 6~19	4.7	13.7	2.8	0.7	0.6
	Male 20s	33.7	10.3	3.0	1.7	0.8
	Male 30s	30.4	11.5	3.7	1.7	1.2
	Male 40s	24.2	14.2	3.8	2.0	0.9
	Male 50s	16.2	6.3	2.6	1.9	0.6
	Male 60s	6.6	2.1	2.7	0.8	0.3
	Male 70+	1.1	0.5	8.4	0.2	0.1
Female	Female 6~19	4.8	8.6	1.7	0.6	0.4
	Female 20s	38.6	6.2	3.8	1.5	1.4
	Female 30s	26.5	7.2	3.8	1.5	0.8
	Female 40s	18.9	8.2	3.4	1.3	0.9
	Female 50s	9.0	3.5	2.7	0.9	0.3
	Female 60s	3.0	1.2	2.5	0.5	0.1
	Female 70+	0.7	0.3	12.9	0.2	0.1
Youth	Entire population	14.3	10.3	2.5	1.0	0.8
	Male	13.2	13.0	2.8	0.9	0.9
	Female	15.5	7.5	2.2	1.0	0.8
Occupation	Professional/managerial position	37.0	12.3	2.4	4.1	1.5
	Office job	30.0	9.9	3.5	1.7	0.9
	Service/sales	14.2	5.5	3.2	1.1	0.6
	Production related position	9.8	4.4	2.6	0.7	0.4
	Agriculture/forestry/fishery	1.7	0.8	6.8	0.1	0.0
	Unemployed/Other (None/other)	8.9	6.1	5.6	0.8	0.5
	(Student)	13.0	10.3	2.4	1.0	0.7
	(Housewife)	5.4	3.0	7.7	0.5	0.3
	(Unemployed/Other (None/other))	6.3	2.4	8.9	0.8	0.3

Table 50 **Portable ICT device ownership status (multiple responses) - CONT.**

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Smart watch and band	Game console	General mobile phone (excluding smartphone)	e-book reader	AR/VR device
Education	Elementary school graduate or lower	1.4	7.1	8.8	0.3	0.2
	(Preschool)	0.0	7.8	0.4	0.0	0.0
	(Uneducated)	0.3	0.1	29.7	0.0	0.0
	(Elementary school student)	1.5	12.2	2.8	0.5	0.2
	(Middle school student)	3.9	13.6	2.2	0.6	0.6
	(A regular elementary school graduate)	0.2	0.2	14.0	0.1	0.0
	Middle school graduate	3.6	3.8	5.4	0.4	0.3
	(High school student)	8.3	9.2	1.9	0.8	0.9
	(A regular middle school graduate)	0.6	0.4	7.6	0.2	0.0
	High school graduate	10.4	3.7	2.5	0.8	0.4
	(University student)	32.9	7.6	3.1	1.6	1.2
	(A regular high school graduate)	6.7	3.1	2.4	0.6	0.3
	University graduate or higher	26.2	9.3	3.7	1.8	0.9
	(Graduate student)	43.0	8.5	1.4	10.1	1.2
	(A regular university graduate)	26.1	9.3	3.7	1.7	0.9
Household income	Less than KRW 2 million	1.7	0.4	12.3	0.2	0.1
	KRW 2 million-Less than 3 million	5.9	1.9	4.5	0.3	0.1
	KRW 3 million-Less than 4 million	11.7	4.8	3.0	0.8	0.4
	KRW 4 million-Less than 5 million	12.6	5.4	3.4	0.8	0.6
	KRW 5 million and higher	21.0	9.1	3.4	1.6	0.8
Region size	Dong	16.7	6.8	3.8	1.1	0.5
	Eup/Myeon	9.2	5.3	5.3	1.2	0.8
Region	Seoul	17.2	6.0	3.7	0.8	0.5
	Busan	12.5	3.2	5.0	1.1	0.7
	Daegu	14.3	5.8	4.5	1.8	0.2
	Incheon	18.5	11.1	6.1	1.1	0.8
	Gwangju	11.8	5.5	3.5	0.5	0.1
	Daejeon	20.9	6.6	3.0	0.5	0.3
	Ulsan	7.7	4.4	3.6	2.3	0.8
	Gyeonggi	20.1	8.8	4.1	1.6	0.8
	Gangwon	11.5	7.3	2.8	0.6	1.0
	Chungcheong	13.3	5.0	4.2	1.6	0.9
	(Chungbuk)	9.0	4.5	2.2	1.7	0.3
	(Chungnam)	16.4	5.5	6.2	1.6	1.4
	(Sejong)	13.4	4.1	1.3	1.1	0.4
	Jeolla	9.7	4.0	3.2	0.1	0.1
	(Jeonbuk)	12.9	2.6	2.7	0.2	0.1
	(Jeonnam)	6.6	5.4	3.8	0.0	0.1
	Gyeongsang	9.7	5.4	4.5	0.6	0.4
	(Gyeongbuk)	8.5	8.2	4.8	0.7	0.2
	(Gyeongnam)	10.7	3.2	4.2	0.4	0.5
	Jeju	4.3	2.7	4.2	1.4	0.2

Table 51 **Portable ICT device ownership status (multiple responses) - Internet users_(Household Member_Q15)**

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Mobile device (②+④+⑥+⑦)	Portable phone (②+③)	Smartphone	Laptop	Tablet PC	Wearable device (⑥+⑦)
Internet users aged 6 or older		100.0	99.9	99.9	49.9	38.5	16.3
Number of household members	1 person	100.0	100.0	100.0	43.2	26.4	14.4
	2 persons	100.0	100.0	100.0	38.7	24.0	12.6
	3 persons or more	99.9	99.9	99.8	56.0	46.9	18.3
Gender	Male	100.0	99.9	99.9	54.0	41.3	18.1
	Female	100.0	99.9	99.9	45.8	35.7	14.5
Age	6~19	99.7	99.3	99.2	40.8	51.7	5.0
	20s	100.0	100.0	100.0	68.5	49.2	36.4
	30s	100.0	100.0	100.0	65.8	47.4	28.9
	40s	100.0	100.0	100.0	61.1	48.7	21.9
	50s	100.0	100.0	100.0	52.9	40.4	12.8
	60s	100.0	100.0	100.0	32.4	18.4	4.9
	70+	100.0	100.0	100.0	18.0	7.8	1.2
Gender*Age	Male 6~19	99.8	99.4	99.3	42.1	52.3	5.0
	Male 20s	100.0	100.0	100.0	68.1	47.8	34.0
	Male 30s	100.0	100.0	100.0	67.8	48.7	30.8
	Male 40s	100.0	100.0	100.0	65.5	52.2	24.5
	Male 50s	100.0	100.0	100.0	59.9	44.9	16.3
	Male 60s	100.0	100.0	100.0	37.6	21.8	6.7
	Male 70+	99.9	100.0	99.9	19.5	9.3	1.3
Female	Female 6~19	99.6	99.2	99.1	39.4	51.0	5.0
	Female 20s	100.0	100.0	100.0	69.0	50.8	39.0
	Female 30s	100.0	100.0	100.0	63.4	46.0	26.9
	Female 40s	100.0	100.0	100.0	56.4	45.0	19.1
	Female 50s	100.0	100.0	100.0	45.8	35.9	9.2
	Female 60s	100.0	100.0	100.0	27.4	15.0	3.1
	Female 70+	100.0	100.0	100.0	16.7	6.6	1.1
Youth	Entire population	100.0	100.0	100.0	53.5	50.2	14.7
	Male	100.0	100.0	100.0	55.0	49.6	13.6
	Female	100.0	100.0	100.0	51.8	50.9	15.9
Occupation	Professional/managerial position	100.0	100.0	100.0	75.4	56.2	37.5
	Office job	100.0	100.0	100.0	69.3	49.7	30.3
	Service/sales	100.0	100.0	100.0	50.7	36.1	14.6
	Production related position	100.0	100.0	100.0	39.5	27.7	10.4
	Agriculture/forestry/fishery	99.8	100.0	99.8	24.8	16.8	2.0
	Unemployed/Other (None/other)	99.9	99.8	99.7	40.1	36.9	9.9
	(Student)	99.8	99.5	99.4	49.9	53.1	13.3
	(Housewife)	100.0	100.0	100.0	31.3	22.5	6.4
	(Unemployed/Other (None/other))	100.0	100.0	100.0	30.4	21.0	7.8

Table 51 **Portable ICT device ownership status (multiple responses) - Internet users_(Household Member_Q15)**

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Mobile device (②+④+⑥+⑦)	Portable phone (②+③)	Smartphone	Laptop	Tablet PC	Wearable device (⑥+⑦)
Education	Elementary school graduate or lower	99.7	99.3	99.2	27.6	39.1	1.8
	(Preschool)	97.4	93.7	93.7	18.0	85.0	0.0
	(Uneducated)	100.0	100.0	100.0	14.8	11.5	0.7
	(Elementary school student)	99.8	99.1	99.0	28.8	48.9	1.7
	(Middle school student)	99.8	99.9	99.8	43.5	49.6	3.9
	(A regular elementary school graduate)	99.8	100.0	99.8	14.4	7.8	0.3
	Middle school graduate	100.0	100.0	100.0	33.7	26.6	4.3
	(High school student)	100.0	100.0	100.0	54.6	49.6	8.8
	(A regular middle school graduate)	100.0	100.0	100.0	17.1	8.4	0.8
	High school graduate	100.0	100.0	100.0	42.9	29.7	10.8
	(University student)	100.0	100.0	100.0	72.5	56.4	33.3
	(A regular high school graduate)	100.0	100.0	100.0	37.9	25.3	7.0
	University graduate or higher	100.0	100.0	100.0	64.0	47.3	26.5
	(Graduate student)	100.0	100.0	100.0	89.4	58.4	43.0
	(A regular university graduate)	100.0	100.0	100.0	63.9	47.2	26.5
Household income	Less than KRW 2 million	99.9	99.9	99.8	16.4	10.3	2.4
	KRW 2 million-Less than 3 million	100.0	100.0	100.0	27.6	18.5	6.6
	KRW 3 million-Less than 4 million	100.0	99.8	99.8	40.6	30.2	12.3
	KRW 4 million-Less than 5 million	99.9	99.9	99.9	48.1	35.7	13.1
	KRW 5 million and higher	100.0	99.9	99.9	60.1	47.8	21.5
Region size	Dong	100.0	99.9	99.9	51.7	39.8	17.6
	Eup/Myeon	99.9	99.9	99.9	41.7	32.4	10.2
Region	Seoul	100.0	99.9	99.9	60.7	45.3	18.1
	Busan	100.0	100.0	100.0	50.5	24.8	13.4
	Daegu	100.0	100.0	100.0	43.0	36.2	15.0
	Incheon	100.0	99.9	99.9	50.7	48.7	19.8
	Gwangju	100.0	100.0	100.0	51.7	35.1	12.1
	Daejeon	100.0	99.9	99.9	52.3	39.4	21.7
	Ulsan	100.0	100.0	100.0	46.6	25.7	8.6
	Gyeonggi	100.0	99.9	99.9	52.9	42.4	20.9
	Gangwon	99.9	99.8	99.8	51.4	34.7	12.9
	Chungcheong	99.9	99.8	99.7	42.4	34.5	14.5
	(Chungbuk)	100.0	99.7	99.7	38.8	35.4	9.7
	(Chungnam)	99.7	99.9	99.7	45.4	33.6	18.1
	(Sejong)	100.0	99.4	99.4	39.9	35.7	14.1
	Jeolla	100.0	99.9	99.9	44.5	33.2	10.5
	(Jeonbuk)	99.9	99.9	99.9	46.1	32.2	13.6
	(Jeonnam)	100.0	99.9	99.9	42.8	34.3	7.3
	Gyeongsang	99.9	100.0	99.9	36.0	32.8	10.5
	(Gyeongbuk)	100.0	100.0	99.9	26.9	40.6	9.2
	(Gyeongnam)	99.9	99.9	99.9	43.3	26.6	11.6
	Jeju	100.0	99.6	99.6	38.9	23.3	4.9

Table 52 | **Portable ICT device ownership status (multiple responses) - Internet users_(Household Member_Q15)**
- CONT.

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Smart watch and band	Game console	General mobile phone (excluding smartphone)	e-book reader	AR/VR device
Internet users aged 6 or older		16.1	6.9	2.9	1.1	0.6
Number of household members	1 person	14.3	4.5	2.5	0.9	0.5
	2 persons	12.4	3.9	2.7	0.7	0.5
	3 persons or more	18.1	8.6	3.0	1.4	0.7
Gender	Male	17.9	8.7	2.9	1.4	0.7
	Female	14.3	5.0	2.8	0.9	0.6
Age	6~19	4.8	11.3	2.2	0.6	0.5
	20s	36.0	8.4	3.4	1.6	1.1
	30s	28.6	9.5	3.7	1.6	1.0
	40s	21.6	11.3	3.6	1.7	0.9
	50s	12.6	4.9	2.6	1.4	0.5
	60s	4.8	1.6	2.2	0.6	0.2
	70+	1.2	0.4	2.3	0.2	0.1
Gender*Age	Male					
	6~19	4.8	13.7	2.7	0.7	0.6
	20s	33.7	10.3	3.0	1.7	0.8
	30s	30.4	11.5	3.7	1.7	1.2
	40s	24.2	14.2	3.8	2.0	1.0
	50s	16.2	6.4	2.6	1.9	0.6
	60s	6.6	2.1	2.5	0.7	0.3
70+	1.3	0.4	1.9	0.2	0.1	
Gender*Age	Female					
	6~19	4.8	8.7	1.7	0.6	0.4
	20s	38.6	6.2	3.8	1.5	1.4
	30s	26.5	7.2	3.8	1.5	0.8
	40s	18.9	8.2	3.4	1.3	0.9
	50s	9.0	3.4	2.7	0.9	0.3
	60s	3.1	1.2	1.9	0.4	0.1
70+	1.1	0.4	2.7	0.2	0.1	
Youth	Entire population	14.3	10.4	2.5	1.0	0.8
	Male	13.2	13.0	2.8	0.9	0.9
	Female	15.5	7.5	2.2	1.0	0.8
Occupation	Professional/managerial position	37.1	12.4	2.4	4.1	1.5
	Office job	30.0	9.9	3.4	1.7	0.9
	Service/sales	14.4	5.6	3.0	1.1	0.7
	Production related position	10.3	4.5	2.0	0.7	0.4
	Agriculture/forestry/fishery	2.0	0.9	2.7	0.0	0.0
	Unemployed/Other (None/other)	9.8	6.6	2.9	0.8	0.5
	(Student)	13.1	10.3	2.4	1.0	0.7
	(Housewife)	6.3	3.4	3.3	0.5	0.3
	(Unemployed/Other (None/other))	7.8	3.0	3.4	1.0	0.4

Table 52 Portable ICT device ownership status (multiple responses) - Internet users_(Household Member_Q15)
- CONT.

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Smart watch and band	Game console	General mobile phone (excluding smartphone)	e-book reader	AR/VR device
Education	Elementary school graduate or lower (Preschool)	1.7	8.8	2.6	0.3	0.2
	(Uneducated)	0.0	7.7	0.4	0.0	0.0
	(Elementary school student)	0.7	0.1	7.4	0.0	0.0
	(Middle school student)	1.5	12.4	2.7	0.5	0.2
	(A regular elementary school graduate)	3.9	13.6	2.2	0.6	0.6
	Middle school graduate	0.3	0.3	2.4	0.0	0.0
	(High school student)	4.1	4.3	1.9	0.5	0.4
	(A regular middle school graduate)	8.3	9.2	1.9	0.8	0.9
	High school graduate	0.8	0.5	2.0	0.2	0.0
	(University student)	10.6	3.7	2.2	0.8	0.5
	(A regular high school graduate)	32.9	7.6	3.1	1.6	1.2
	University graduate or higher (Graduate student)	6.9	3.0	2.0	0.6	0.3
	(A regular university graduate)	26.2	9.3	3.7	1.8	0.9
		43.0	8.5	1.4	10.1	1.2
Household income	Less than KRW 2 million	26.2	9.3	3.7	1.7	0.9
	KRW 2 million-Less than 3 million	2.4	0.5	2.5	0.2	0.1
	KRW 3 million-Less than 4 million	6.6	2.1	1.7	0.4	0.1
	KRW 4 million-Less than 5 million	12.2	4.9	2.3	0.8	0.5
	KRW 5 million and higher	12.9	5.6	2.9	0.8	0.6
Region size	Dong	21.2	9.2	3.3	1.6	0.8
	Eup/Myeon	17.4	7.1	2.7	1.1	0.6
Region		10.0	5.6	3.5	1.2	0.9
	Seoul	18.0	6.3	3.0	0.8	0.6
	Busan	13.1	3.4	2.8	1.1	0.7
	Daegu	14.9	6.1	2.4	1.9	0.2
	Incheon	19.5	11.7	5.4	1.1	0.8
	Gwangju	12.1	5.6	2.8	0.5	0.1
	Daejeon	21.6	6.8	2.1	0.4	0.3
	Ulsan	8.1	4.6	3.6	2.4	0.8
	Gyeonggi	20.6	9.0	3.0	1.7	0.9
	Gangwon	12.5	7.8	2.4	0.6	1.1
	Chungcheong (Chungbuk)	14.1	5.3	3.0	1.6	0.9
	(Chungnam)	9.5	4.8	1.1	1.8	0.3
	(Sejong)	17.5	5.8	4.9	1.6	1.5
	Jeolla (Jeonbuk)	13.8	4.3	0.8	1.2	0.5
	(Jeonnam)	10.4	4.3	2.2	0.1	0.1
	Gyeongsang (Gyeongbuk)	13.6	2.8	1.9	0.2	0.1
	(Gyeongnam)	7.2	5.9	2.5	0.0	0.1
	Jeju	10.4	5.8	2.1	0.6	0.4
		9.1	8.8	1.4	0.8	0.2
		11.5	3.4	2.6	0.5	0.5
		4.7	2.9	1.7	1.6	0.2

Table 53 Portable ICT device ownership status (multiple responses) - Internet non-users_(Household Member_Q15)

(Unit : %)

BASE: Persons aged 6 or older who have not used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Portable phone (②+③)	Mobile device (②+④+ ⑥+⑦)	Smartphone	General mobile phone (excluding smartphone)	Laptop	Tablet PC
Internet non-users aged 6 or older		99.6	79.4	78.7	27.5	19.4	6.6
Number of household members	1 person	100.0	72.4	70.9	33.4	25.0	3.3
	2 persons	99.7	80.4	80.3	27.6	13.7	4.4
	3 persons or more	98.8	84.5	83.3	21.6	23.8	13.8
Gender	Male	99.5	83.9	83.4	22.5	20.8	8.0
	Female	99.6	76.6	75.6	30.7	18.5	5.8
Age	6~19	79.4	93.1	74.3	5.1	8.5	68.6
	20s	100.0	100.0	100.0	0.0	27.2	0.0
	30s	100.0	100.0	100.0	0.0	100.0	0.0
	40s	100.0	100.0	100.0	6.5	69.7	51.2
	50s	100.0	100.0	100.0	6.6	56.6	34.4
	60s	99.8	95.7	95.3	11.4	33.9	15.1
	70+	99.9	75.7	75.2	31.4	15.7	2.9
Gender*Age	Male						
	6~19	81.1	87.9	72.2	8.9	3.3	60.1
	20s	100.0	100.0	100.0	0.0	27.2	0.0
	30s	100.0	100.0	100.0	0.0	100.0	0.0
	40s	100.0	100.0	100.0	10.2	74.3	64.2
	50s	100.0	100.0	100.0	0.0	46.6	44.5
	60s	99.6	98.3	97.9	8.1	36.8	14.7
70+	100.0	80.0	79.9	26.9	16.0	2.9	
Gender*Age	Female						
	6~19	77.0	100.0	77.0	0.0	15.5	79.9
	20s	-	-	-	-	-	-
	30s	-	-	-	-	-	-
	40s	100.0	100.0	100.0	0.0	61.7	28.8
	50s	100.0	100.0	100.0	13.6	67.3	23.7
	60s	100.0	93.5	93.2	13.9	31.7	15.5
70+	99.8	73.2	72.4	34.1	15.5	2.9	
Youth	Entire population	100.0	100.0	100.0	0.0	13.3	0.0
	Male	100.0	100.0	100.0	0.0	7.3	0.0
	Female	100.0	100.0	100.0	0.0	42.8	0.0
Occupation	Professional/managerial position	100.0	100.0	100.0	0.0	100.0	59.6
	Office job	100.0	100.0	100.0	4.8	81.0	46.6
	Service/sales	100.0	93.5	93.5	15.6	32.6	13.1
	Production related position	100.0	91.3	91.3	14.9	23.4	5.7
	Agriculture/forestry/fishery	100.0	80.3	79.5	28.0	14.8	5.2
	Unemployed/Other (None/other)	99.3	74.5	73.5	32.1	15.8	5.1
	(Student)	79.4	93.1	74.3	5.1	5.6	68.4
	(Housewife)	99.8	74.1	73.5	34.1	18.1	4.2
	(Unemployed/Other (None/other))	99.9	74.0	73.5	30.8	13.0	2.5

Table 53 | **Portable ICT device ownership status (multiple responses) - Internet non-users_(Household Member_Q15)**

(Unit : %)

BASE: Persons aged 6 or older who have not used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Portable phone (②+③)	Mobile device (②+④+⑥+⑦)	Smartphone	General mobile phone (excluding smartphone)	Laptop	Tablet PC
Education	Elementary school graduate or lower	99.2	72.6	71.2	35.3	12.8	4.4
	(Preschool)	57.8	100.0	57.8	0.0	9.5	90.5
	(Uneducated)	100.0	61.6	60.1	46.5	10.0	2.6
	(Elementary school student)	89.1	90.0	81.7	7.3	8.1	58.7
	(Middle school student)	-	-	-	-	-	-
	(A regular elementary school graduate)	99.8	76.2	75.6	32.0	14.2	2.2
	Middle school graduate	100.0	78.2	78.2	28.7	19.2	3.0
	(High school student)	-	-	-	-	-	-
	(A regular middle school graduate)	100.0	78.2	78.2	28.7	19.2	3.0
	High school graduate	99.9	93.3	93.2	12.0	27.9	11.5
	(University student)	100.0	100.0	100.0	0.0	0.0	0.0
	(A regular high school graduate)	99.9	93.3	93.1	12.0	28.0	11.5
	University graduate or higher	100.0	100.0	100.0	4.2	62.0	30.2
	(Graduate student)	-	-	-	-	-	-
	(A regular university graduate)	100.0	100.0	100.0	4.2	62.0	30.2
Household income	Less than KRW 2 million	99.8	71.2	70.2	36.7	17.7	2.4
	KRW 2 million-Less than 3 million	99.9	81.3	81.1	28.0	11.8	3.9
	KRW 3 million-Less than 4 million	99.8	89.9	89.7	16.9	17.3	7.1
	KRW 4 million-Less than 5 million	99.5	85.2	84.6	18.5	31.2	10.5
	KRW 5 million and higher	98.1	90.1	88.2	12.7	29.9	21.4
Region size	Dong	99.4	78.8	78.0	27.9	20.5	6.7
	Eup/Myeon	99.9	80.9	80.4	26.5	16.5	6.5
Region	Seoul	99.5	86.9	86.5	16.6	31.9	7.5
	Busan	100.0	68.3	66.5	47.9	11.8	6.6
	Daegu	100.0	59.6	59.6	51.9	8.4	3.1
	Incheon	100.0	87.4	87.4	18.3	9.9	2.1
	Gwangju	100.0	69.3	69.3	36.7	12.1	7.2
	Daejeon	94.8	72.5	72.5	26.1	20.0	4.9
	Ulsan	100.0	97.6	97.6	3.7	12.5	6.4
	Gyeonggi	99.2	72.0	71.2	38.8	26.5	7.0
	Gangwon	98.9	94.2	93.1	7.8	28.3	11.9
	Chungcheong	99.7	80.6	80.1	23.5	11.5	6.1
	(Chungbuk)	100.0	80.1	80.1	22.6	1.3	0.6
	(Chungnam)	99.6	80.1	79.3	25.3	17.2	9.7
	(Sejong)	100.0	88.1	88.1	11.9	12.7	1.7
	Jeolla	99.6	87.8	87.4	17.3	10.4	7.0
	(Jeonbuk)	100.0	87.3	87.3	18.3	8.8	5.4
	(Jeonnam)	99.4	88.1	87.5	16.8	11.3	7.9
	Gyeongsang	100.0	72.8	70.9	35.4	15.8	7.2
	(Gyeongbuk)	100.0	62.4	58.0	51.3	17.5	10.3
	(Gyeongnam)	100.0	80.5	80.5	23.7	14.5	4.9
	Jeju	100.0	81.1	81.1	31.6	13.7	1.8

Table 54 | **Portable ICT device ownership status (multiple responses) - Internet non-users_(Household Member_Q15) - CONT.**

(Unit : %)

BASE: Persons aged 6 or older who have not used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Smart watch and band	Wearable device (Ⓢ+Ⓣ)	Game console	e-book reader	AR/VR device
Internet non-users aged 6 or older		1.2	1.2	0.9	0.5	0.0
Number of household members	1 person	0.5	0.5	0.4	0.0	0.0
	2 persons	0.8	0.8	0.9	0.6	0.0
	3 persons or more	2.4	2.4	1.4	0.9	0.1
Gender	Male	2.1	2.1	1.4	0.5	0.1
	Female	0.6	0.6	0.6	0.5	0.0
Age	6~19	0.0	0.0	2.9	0.0	0.0
	20s	27.2	27.2	0.0	0.0	0.0
	30s	0.0	0.0	0.0	0.0	0.0
	40s	32.0	32.0	6.5	0.0	0.0
	50s	14.7	14.7	6.6	3.9	0.0
	60s	3.8	3.8	2.1	1.6	0.2
	70+	0.1	0.1	0.5	0.3	0.0
Gender*Age	Male 6~19	0.0	0.0	5.0	0.0	0.0
	Male 20s	27.2	27.2	0.0	0.0	0.0
	Male 30s	0.0	0.0	0.0	0.0	0.0
	Male 40s	20.4	20.4	10.2	0.0	0.0
	Male 50s	20.8	20.8	0.0	0.0	0.0
	Male 60s	6.5	6.5	2.8	1.6	0.4
	Male 70+	0.3	0.3	0.9	0.3	0.0
Female	Female 6~19	0.0	0.0	0.0	0.0	0.0
	Female 40s	52.2	52.2	0.0	0.0	0.0
	Female 50s	8.1	8.1	13.6	8.1	0.0
	Female 60s	1.6	1.6	1.6	1.5	0.0
	Female 70+	0.0	0.0	0.3	0.2	0.0
Youth	Entire population	6.0	6.0	0.0	0.0	0.0
	Male	7.3	7.3	0.0	0.0	0.0
	Female	0.0	0.0	0.0	0.0	0.0
Occupation	Professional/managerial position	14.5	14.5	8.5	8.5	0.0
	Office job	28.9	28.9	7.0	0.0	2.2
	Service/sales	4.0	4.0	1.4	0.7	0.0
	Production related position	0.8	0.8	2.3	1.1	0.0
	Agriculture/forestry/fishery	0.0	0.0	0.2	0.2	0.0
	Unemployed/Other (None/other)	0.4	0.4	0.5	0.4	0.0
	(Student)	0.0	0.0	2.8	0.0	0.0
	(Housewife)	0.3	0.3	0.7	0.5	0.0
	(Unemployed/Other (None/other))	0.5	0.5	0.1	0.2	0.0

Table 54 Portable ICT device ownership status (multiple responses) - Internet non-users_(Household Member_Q15) - CONT.

(Unit : %)

BASE: Persons aged 6 or older who have not used the Internet within the last 1 month PERIOD: Single point of time as of July 1, 2025		Smart watch and band	Wearable device (Ⓢ+Ⓣ)	Game console	e-book reader	AR/VR device
Education	Elementary school graduate or lower (Preschool)	0.5	0.5	0.4	0.0	0.0
	(Uneducated)	0.8	0.8	0.9	0.6	0.0
	(Elementary school student)	2.4	2.4	1.4	0.9	0.1
	(A regular elementary school graduate)	2.1	2.1	1.4	0.5	0.1
	Middle school graduate (A regular middle school graduate)	0.6	0.6	0.6	0.5	0.0
	High school graduate (University student)	0.0	0.0	2.9	0.0	0.0
	(A regular high school graduate)	27.2	27.2	0.0	0.0	0.0
	University graduate or higher (A regular university graduate)	0.0	0.0	0.0	0.0	0.0
		32.0	32.0	6.5	0.0	0.0
		14.7	14.7	6.6	3.9	0.0
		3.8	3.8	2.1	1.6	0.2
		0.1	0.1	0.5	0.3	0.0
Household income	Less than KRW 2 million	0.0	0.0	5.0	0.0	0.0
	KRW 2 million-Less than 3 million	27.2	27.2	0.0	0.0	0.0
	KRW 3 million-Less than 4 million	0.0	0.0	0.0	0.0	0.0
	KRW 4 million-Less than 5 million	20.4	20.4	10.2	0.0	0.0
	KRW 5 million and higher	20.8	20.8	0.0	0.0	0.0
Region size	Dong	6.5	6.5	2.8	1.6	0.4
	Eup/Myeon	0.3	0.3	0.9	0.3	0.0
Region	Seoul	0.0	0.0	0.0	0.0	0.0
	Busan	52.2	52.2	0.0	0.0	0.0
	Daegu	8.1	8.1	13.6	8.1	0.0
	Incheon	1.6	1.6	1.6	1.5	0.0
	Gwangju	0.0	0.0	0.3	0.2	0.0
	Daejeon	6.0	6.0	0.0	0.0	0.0
	Ulsan	7.3	7.3	0.0	0.0	0.0
	Gyeonggi	0.0	0.0	0.0	0.0	0.0
	Gangwon	14.5	14.5	8.5	8.5	0.0
	Chungcheong (Chungbuk)	28.9	28.9	7.0	0.0	2.2
	(Chungnam)	4.0	4.0	1.4	0.7	0.0
	(Sejong)	0.8	0.8	2.3	1.1	0.0
	(Sejong)	0.0	0.0	0.2	0.2	0.0
	Jeolla (Jeonbuk)	0.4	0.4	0.5	0.4	0.0
	(Jeonnam)	0.0	0.0	2.8	0.0	0.0
	(Jeonnam)	0.3	0.3	0.7	0.5	0.0
	Gyeongsang (Gyeongbuk)	0.5	0.5	0.1	0.2	0.0
	(Gyeongbuk)	0.0	0.0	0.1	0.2	0.0
	(Gyeongnam)	0.0	0.0	9.2	0.0	0.0
	Jeju	0.0	0.0	0.0	0.0	0.0

Table 55 Recent email use period_(Household Member_Q16)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Internet users aged 6 or older		58.7	41.3	100.0
Number of household members	1 person	53.7	46.3	100.0
	2 persons	50.8	49.2	100.0
	3 persons or more	63.1	36.9	100.0
Gender	Male	61.9	38.1	100.0
	Female	55.5	44.5	100.0
Age	6~19	28.6	71.4	100.0
	20s	84.9	15.1	100.0
	30s	88.0	12.0	100.0
	40s	80.3	19.7	100.0
	50s	61.7	38.3	100.0
	60s	35.4	64.6	100.0
	70+	15.2	84.8	100.0
Gender*Age	Male 6~19	29.6	70.4	100.0
	Male 20s	83.6	16.4	100.0
	Male 30s	88.8	11.2	100.0
	Male 40s	84.3	15.7	100.0
	Male 50s	66.1	33.9	100.0
	Male 60s	37.9	62.1	100.0
	Male 70+	17.8	82.2	100.0
Female	Female 6~19	27.4	72.6	100.0
	Female 20s	86.4	13.6	100.0
	Female 30s	87.1	12.9	100.0
	Female 40s	76.2	23.8	100.0
	Female 50s	57.1	42.9	100.0
	Female 60s	33.0	67.0	100.0
	Female 70+	13.1	86.9	100.0
Youth	Entire population	47.9	52.1	100.0
	Male	49.2	50.8	100.0
	Female	46.6	53.4	100.0
Occupation	Professional/managerial position	100.0	0.0	100.0
	Office job	100.0	0.0	100.0
	Service/sales	73.6	26.4	100.0
	Production related position	26.1	73.9	100.0
	Agriculture/forestry/fishery	12.6	87.4	100.0
	Unemployed/Other (None/other)	32.0	68.0	100.0
	(Student)	41.9	58.1	100.0
	(Housewife)	21.2	78.8	100.0
	(Unemployed/Other (None/other))	26.7	73.3	100.0

Table 55 Recent email use period_(Household Member_Q16)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower	16.3	83.7	100.0
	(Preschool)	2.0	98.0	100.0
	(Uneducated)	16.1	83.9	100.0
	(Elementary school student)	10.6	89.4	100.0
	(Middle school student)	32.8	67.2	100.0
	(A regular elementary school graduate)	11.3	88.7	100.0
	Middle school graduate	27.8	72.2	100.0
	(High school student)	46.4	53.6	100.0
	(A regular middle school graduate)	13.0	87.0	100.0
	High school graduate	46.7	53.3	100.0
	(University student)	77.6	22.4	100.0
	(A regular high school graduate)	41.6	58.4	100.0
	University graduate or higher	84.4	15.6	100.0
	(Graduate student)	95.3	4.7	100.0
	(A regular university graduate)	84.4	15.6	100.0
Household income	Less than KRW 2 million	17.9	82.1	100.0
	KRW 2 million-Less than 3 million	36.4	63.6	100.0
	KRW 3 million-Less than 4 million	50.0	50.0	100.0
	KRW 4 million-Less than 5 million	56.2	43.8	100.0
	KRW 5 million and higher	69.8	30.2	100.0
Region size	Dong	60.5	39.5	100.0
	Eup/Myeon	50.7	49.3	100.0
Region	Seoul	66.3	33.7	100.0
	Busan	50.1	49.9	100.0
	Daegu	51.1	48.9	100.0
	Incheon	64.0	36.0	100.0
	Gwangju	56.6	43.4	100.0
	Daejeon	59.3	40.7	100.0
	Ulsan	50.9	49.1	100.0
	Gyeonggi	66.5	33.5	100.0
	Gangwon	52.1	47.9	100.0
	Chungcheong	52.3	47.7	100.0
	(Chungbuk)	49.1	50.9	100.0
	(Chungnam)	54.5	45.5	100.0
	(Sejong)	54.1	45.9	100.0
	Jeolla	43.7	56.3	100.0
	(Jeonbuk)	43.8	56.2	100.0
	(Jeonnam)	43.6	56.4	100.0
	Gyeongsang	50.4	49.6	100.0
	(Gyeongbuk)	46.0	54.0	100.0
	(Gyeongnam)	53.9	46.1	100.0
	Jeju	52.6	47.4	100.0

Table 56 Email use status for business purposes within the last 1 year_(Household Member_Q16-1)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Internet users aged 6 or older		40.4	59.6	100.0
Number of household members	1 person	36.5	63.5	100.0
	2 persons	34.2	65.8	100.0
	3 persons or more	43.8	56.2	100.0
Gender	Male	46.8	53.2	100.0
	Female	33.9	66.1	100.0
Age	6~19	9.7	90.3	100.0
	20s	57.6	42.4	100.0
	30s	75.9	24.1	100.0
	40s	64.7	35.3	100.0
	50s	40.1	59.9	100.0
	60s	15.7	84.3	100.0
	70+	3.7	96.3	100.0
Gender*Age	Male 6~19	9.4	90.6	100.0
	Male 20s	53.4	46.6	100.0
	Male 30s	80.4	19.6	100.0
	Male 40s	75.1	24.9	100.0
	Male 50s	52.8	47.2	100.0
	Male 60s	22.9	77.1	100.0
	Male 70+	6.3	93.7	100.0
Female	Female 6~19	10.0	90.0	100.0
	Female 20s	62.3	37.7	100.0
	Female 30s	70.9	29.1	100.0
	Female 40s	53.8	46.2	100.0
	Female 50s	27.2	72.8	100.0
	Female 60s	8.6	91.4	100.0
	Female 70+	1.6	98.4	100.0
Youth	Entire population	19.2	80.8	100.0
	Male	17.8	82.2	100.0
	Female	20.6	79.4	100.0
Occupation	Professional/managerial position	98.2	1.8	100.0
	Office job	98.9	1.1	100.0
	Service/sales	35.9	64.1	100.0
	Production related position	20.0	80.0	100.0
	Agriculture/forestry/fishery	7.2	92.8	100.0
	Unemployed/Other (None/other)	11.1	88.9	100.0
	(Student)	15.3	84.7	100.0
	(Housewife)	6.1	93.9	100.0
	(Unemployed/Other (None/other))	10.0	90.0	100.0

Table 56 Email use status for business purposes within the last 1 year_(Household Member_Q16-1)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower	5.6	94.4	100.0
	(Preschool)	1.8	98.2	100.0
	(Uneducated)	2.0	98.0	100.0
	(Elementary school student)	3.9	96.1	100.0
	(Middle school student)	13.0	87.0	100.0
	(A regular elementary school graduate)	2.3	97.7	100.0
	Middle school graduate	7.9	92.1	100.0
	(High school student)	15.0	85.0	100.0
	(A regular middle school graduate)	2.4	97.6	100.0
	High school graduate	20.9	79.1	100.0
	(University student)	29.1	70.9	100.0
	(A regular high school graduate)	19.5	80.5	100.0
	University graduate or higher	70.3	29.7	100.0
	(Graduate student)	81.8	18.2	100.0
	(A regular university graduate)	70.3	29.7	100.0
Household income	Less than KRW 2 million	4.5	95.5	100.0
	KRW 2 million-Less than 3 million	19.1	80.9	100.0
	KRW 3 million-Less than 4 million	31.7	68.3	100.0
	KRW 4 million-Less than 5 million	37.0	63.0	100.0
	KRW 5 million and higher	51.0	49.0	100.0
Region size	Dong	42.0	58.0	100.0
	Eup/Myeon	33.3	66.7	100.0
Region	Seoul	48.2	51.8	100.0
	Busan	30.5	69.5	100.0
	Daegu	32.5	67.5	100.0
	Incheon	47.1	52.9	100.0
	Gwangju	40.5	59.5	100.0
	Daejeon	38.8	61.2	100.0
	Ulsan	30.4	69.6	100.0
	Gyeonggi	48.3	51.7	100.0
	Gangwon	32.6	67.4	100.0
	Chungcheong	36.2	63.8	100.0
	(Chungbuk)	33.3	66.7	100.0
	(Chungnam)	37.7	62.3	100.0
	(Sejong)	40.5	59.5	100.0
	Jeolla	26.2	73.8	100.0
	(Jeonbok)	23.4	76.6	100.0
	(Jeonnam)	29.1	70.9	100.0
	Gyeongsang	31.0	69.0	100.0
	(Gyeongbuk)	28.2	71.8	100.0
	(Gyeongnam)	33.2	66.8	100.0
	Jeju	25.5	74.5	100.0

Table 57 Frequency of email use for business purposes within the last 1 year_(Household Member_Q16-1)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used email for over a year	Have never used email	Total	
Internet users aged 6 or older		33.5	5.0	2.0	47.5	12.1	100.0	
Number of household members	1 person	30.7	4.3	1.5	49.3	14.2	100.0	
	2 persons	28.7	3.8	1.7	52.6	13.3	100.0	
	3 persons or more	36.0	5.6	2.2	45.0	11.2	100.0	
Gender	Male	38.8	5.8	2.2	42.9	10.3	100.0	
	Female	28.0	4.2	1.7	52.3	13.8	100.0	
Age	6~19	6.6	1.8	1.3	53.3	37.0	100.0	
	20s	48.2	6.6	2.9	40.4	1.9	100.0	
	30s	65.4	8.0	2.6	22.5	1.6	100.0	
	40s	54.0	8.0	2.7	33.4	1.9	100.0	
	50s	32.6	5.3	2.1	54.2	5.7	100.0	
	60s	11.9	2.7	1.1	71.4	12.9	100.0	
	70+	2.5	0.5	0.6	59.4	36.9	100.0	
Gender*Age	Male	6~19	6.1	2.0	1.3	54.3	36.3	100.0
		20s	43.7	6.8	2.9	44.4	2.1	100.0
		30s	69.9	7.9	2.6	18.2	1.5	100.0
		40s	63.1	8.8	3.1	23.4	1.5	100.0
		50s	43.5	6.9	2.4	43.0	4.2	100.0
		60s	17.6	3.9	1.5	66.4	10.6	100.0
		70+	4.2	1.0	1.1	62.9	30.8	100.0
	Female	6~19	7.1	1.6	1.2	52.2	37.8	100.0
		20s	53.1	6.3	2.9	36.0	1.7	100.0
		30s	60.1	8.1	2.7	27.4	1.7	100.0
		40s	44.4	7.1	2.3	43.9	2.3	100.0
		50s	21.6	3.7	1.8	65.6	7.2	100.0
		60s	6.3	1.5	0.8	76.2	15.2	100.0
		70+	1.2	0.1	0.3	56.6	41.8	100.0
Youth	Entire population	14.0	3.3	1.8	62.3	18.5	100.0	
	Male	12.3	3.6	2.0	64.6	17.6	100.0	
	Female	15.9	3.0	1.6	59.9	19.5	100.0	
Occupation	Professional/managerial position	90.6	6.1	1.5	1.8	0.0	100.0	
	Office job	88.7	8.0	2.2	0.9	0.2	100.0	
	Service/sales	26.0	7.0	3.0	57.6	6.5	100.0	
	Production related position	13.8	4.5	1.7	69.1	10.9	100.0	
	Agriculture/forestry/fishery	4.1	2.1	1.0	67.8	25.0	100.0	
	Unemployed/Other (None/other)	8.1	1.7	1.3	64.3	24.5	100.0	
	(Student)	11.3	2.6	1.4	57.2	27.5	100.0	
	(Housewife)	4.6	0.7	0.7	74.5	19.5	100.0	
	(Unemployed/Other (None/other))	6.5	1.5	2.0	63.0	27.0	100.0	

Table 57 Frequency of email use for business purposes within the last 1 year_(Household Member_Q16-1)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used email for over a year	Have never used email	Total
Education	Elementary school graduate or lower (Preschool)	3.8	1.1	0.8	40.1	54.3	100.0
	(Uneducated)	1.1	0.7	0.0	2.4	95.9	100.0
	(Elementary school student)	1.8	0.2	0.0	21.5	76.5	100.0
	(Middle school student)	2.6	1.0	0.3	19.1	76.9	100.0
	(A regular elementary school graduate)	8.9	2.4	1.7	79.9	7.1	100.0
	Middle school graduate	1.2	0.2	1.0	43.0	54.7	100.0
	(High school student)	5.4	1.2	1.3	71.7	20.4	100.0
	(A regular middle school graduate)	10.1	2.4	2.5	80.1	4.9	100.0
	High school graduate	1.8	0.2	0.4	65.0	32.7	100.0
	(University student)	15.4	3.9	1.5	69.8	9.4	100.0
	(A regular high school graduate)	22.3	4.8	2.0	68.7	2.2	100.0
	University graduate or higher (Graduate student)	14.3	3.8	1.5	70.0	10.6	100.0
	(A regular university graduate)	60.1	7.5	2.7	27.8	1.9	100.0
		68.9	9.9	3.0	18.2	0.0	100.0
		60.1	7.5	2.7	27.8	1.9	100.0
Household income	Less than KRW 2 million	3.7	0.5	0.3	60.1	35.4	100.0
	KRW 2 million-Less than 3 million	15.1	2.6	1.5	61.9	18.9	100.0
	KRW 3 million-Less than 4 million	25.9	4.1	1.7	54.9	13.4	100.0
	KRW 4 million-Less than 5 million	30.5	4.7	1.9	51.8	11.1	100.0
	KRW 5 million and higher	42.5	6.2	2.3	40.6	8.4	100.0
Region size	Dong	34.6	5.3	2.1	46.7	11.3	100.0
	Eup/Myeon	28.3	3.6	1.4	51.1	15.6	100.0
Region	Seoul	40.1	5.5	2.6	44.4	7.4	100.0
	Busan	23.6	5.3	1.6	54.8	14.6	100.0
	Daegu	29.9	2.0	0.6	55.8	11.7	100.0
	Incheon	40.8	4.3	2.0	41.4	11.5	100.0
	Gwangju	30.1	7.4	3.0	49.7	9.7	100.0
	Daejeon	29.3	7.6	1.9	47.5	13.7	100.0
	Ulsan	22.6	5.4	2.4	60.1	9.5	100.0
	Gyeonggi	41.2	4.9	2.2	41.3	10.4	100.0
	Gangwon	26.6	3.8	2.1	49.2	18.2	100.0
	Chungcheong (Chungbuk)	28.2	6.5	1.6	50.0	13.8	100.0
	(Chungnam)	28.7	4.0	0.6	50.3	16.4	100.0
	(Sejong)	27.3	8.0	2.3	50.5	11.8	100.0
	Jeolla (Jeonbuk)	31.3	7.9	1.3	45.8	13.7	100.0
	(Jeonnam)	21.4	3.8	1.0	52.6	21.2	100.0
	(Jeonnam)	18.0	4.7	0.8	56.1	20.5	100.0
	Gyeongsang (Gyeongbuk)	25.0	2.9	1.2	48.9	22.0	100.0
	(Gyeongnam)	25.0	4.3	1.7	53.4	15.6	100.0
	Jeju	25.3	2.1	0.8	56.8	15.0	100.0
		24.8	6.0	2.5	50.8	16.0	100.0
		18.1	4.8	2.6	65.6	8.9	100.0

Table 58 Email use status for personal use within the last 1 year_(Household Member_Q16-2)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Internet users aged 6 or older		50.0	50.0	100.0
Number of household members	1 person	46.4	53.6	100.0
	2 persons	43.5	56.5	100.0
	3 persons or more	53.5	46.5	100.0
Gender	Male	51.8	48.2	100.0
	Female	48.3	51.7	100.0
Age	6~19	27.0	73.0	100.0
	20s	74.2	25.8	100.0
	30s	71.4	28.6	100.0
	40s	66.4	33.6	100.0
	50s	52.1	47.9	100.0
	60s	31.7	68.3	100.0
	70+	14.2	85.8	100.0
Gender*Age	Male 6~19	28.1	71.9	100.0
	Male 20s	73.8	26.2	100.0
	Male 30s	71.1	28.9	100.0
	Male 40s	68.7	31.3	100.0
	Male 50s	53.6	46.4	100.0
	Male 60s	32.5	67.5	100.0
	Male 70+	15.9	84.1	100.0
Female	Female 6~19	25.8	74.2	100.0
	Female 20s	74.8	25.2	100.0
	Female 30s	71.8	28.2	100.0
	Female 40s	64.1	35.9	100.0
	Female 50s	50.6	49.4	100.0
	Female 60s	30.9	69.1	100.0
	Female 70+	12.8	87.2	100.0
Youth	Entire population	45.2	54.8	100.0
	Male	46.7	53.3	100.0
	Female	43.5	56.5	100.0
Occupation	Professional/managerial position	70.5	29.5	100.0
	Office job	73.3	26.7	100.0
	Service/sales	69.1	30.9	100.0
	Production related position	23.6	76.4	100.0
	Agriculture/forestry/fishery	11.4	88.6	100.0
	Unemployed/Other (None/other)	30.7	69.3	100.0
	(Student)	39.8	60.2	100.0
	(Housewife)	20.8	79.2	100.0
	(Unemployed/Other (None/other))	25.3	74.7	100.0

Table 58 Email use status for personal use within the last 1 year_(Household Member_Q16-2)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower	15.3	84.7	100.0
	(Preschool)	1.3	98.7	100.0
	(Uneducated)	15.9	84.1	100.0
	(Elementary school student)	10.0	90.0	100.0
	(Middle school student)	30.3	69.7	100.0
	(A regular elementary school graduate)	10.9	89.1	100.0
	Middle school graduate	26.6	73.4	100.0
	(High school student)	44.3	55.7	100.0
	(A regular middle school graduate)	12.6	87.4	100.0
	High school graduate	43.2	56.8	100.0
	(University student)	74.2	25.8	100.0
	(A regular high school graduate)	38.0	62.0	100.0
	University graduate or higher	68.4	31.6	100.0
	(Graduate student)	79.5	20.5	100.0
	(A regular university graduate)	68.4	31.6	100.0
Household income	Less than KRW 2 million	17.2	82.8	100.0
	KRW 2 million-Less than 3 million	32.2	67.8	100.0
	KRW 3 million-Less than 4 million	43.2	56.8	100.0
	KRW 4 million-Less than 5 million	48.9	51.1	100.0
	KRW 5 million and higher	58.6	41.4	100.0
Region size	Dong	51.4	48.6	100.0
	Eup/Myeon	44.0	56.0	100.0
Region	Seoul	55.5	44.5	100.0
	Busan	41.1	58.9	100.0
	Daegu	44.7	55.3	100.0
	Incheon	59.3	40.7	100.0
	Gwangju	42.6	57.4	100.0
	Daejeon	50.3	49.7	100.0
	Ulsan	39.9	60.1	100.0
	Gyeonggi	58.9	41.1	100.0
	Gangwon	44.2	55.8	100.0
	Chungcheong	42.3	57.7	100.0
	(Chungbuk)	38.9	61.1	100.0
	(Chungnam)	45.0	55.0	100.0
	(Sejong)	41.3	58.7	100.0
	Jeolla	34.8	65.2	100.0
	(Jeonbuk)	35.9	64.1	100.0
	(Jeonnam)	33.8	66.2	100.0
	Gyeongsang	41.9	58.1	100.0
	(Gyeongbuk)	38.0	62.0	100.0
	(Gyeongnam)	45.1	54.9	100.0
	Jeju	46.7	53.3	100.0

Table 59 Frequency of email use for personal use within the last 1 year_(Household Member_Q16-2)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used email for over a year	Have never used email	Total	
Internet users aged 6 or older		28.1	11.9	10.1	38.8	11.1	100.0	
Number of household members	1 person	24.6	11.7	10.1	41.6	12.0	100.0	
	2 persons	22.7	11.1	9.8	44.7	11.8	100.0	
	3 persons or more	31.1	12.2	10.2	35.8	10.7	100.0	
Gender	Male	30.7	11.4	9.7	38.2	10.1	100.0	
	Female	25.4	12.3	10.5	39.5	12.2	100.0	
Age	6~19	17.1	6.3	3.7	38.4	34.6	100.0	
	20s	48.2	13.7	12.3	23.9	1.8	100.0	
	30s	44.8	14.7	12.0	26.3	2.3	100.0	
	40s	39.3	14.8	12.3	30.3	3.2	100.0	
	50s	24.7	14.4	13.0	43.0	4.9	100.0	
	60s	11.6	10.0	10.1	57.6	10.6	100.0	
	70+	5.3	5.7	3.3	53.4	32.4	100.0	
Gender*Age	Male	6~19	17.8	6.8	3.5	38.5	33.4	100.0
		20s	47.3	13.8	12.7	24.4	1.9	100.0
		30s	45.8	13.6	11.7	26.4	2.5	100.0
		40s	42.4	14.2	12.0	27.9	3.5	100.0
		50s	29.0	13.5	11.0	41.7	4.7	100.0
		60s	14.3	9.0	9.2	58.2	9.3	100.0
		70+	7.2	4.9	3.9	56.3	27.8	100.0
	Female	6~19	16.3	5.7	3.8	38.4	35.9	100.0
		20s	49.3	13.6	11.9	23.4	1.8	100.0
		30s	43.7	15.9	12.3	26.1	2.1	100.0
		40s	35.9	15.4	12.7	32.9	3.0	100.0
		50s	20.2	15.4	15.0	44.3	5.1	100.0
		60s	9.0	10.9	11.0	57.1	11.9	100.0
		70+	3.8	6.3	2.8	51.1	36.1	100.0
Youth	Entire population	29.1	9.5	6.6	38.4	16.4	100.0	
	Male	29.6	10.1	7.1	38.4	14.9	100.0	
	Female	28.5	9.0	6.0	38.5	18.0	100.0	
Occupation	Professional/managerial position	50.1	11.3	9.1	28.0	1.6	100.0	
	Office job	51.9	11.3	10.1	24.9	1.9	100.0	
	Service/sales	26.7	22.1	20.3	27.1	3.8	100.0	
	Production related position	11.8	6.4	5.5	65.1	11.3	100.0	
	Agriculture/forestry/fishery	5.4	3.4	2.6	64.9	23.7	100.0	
	Unemployed/Other (None/other)	19.4	6.9	4.4	46.8	22.6	100.0	
	(Student)	26.1	8.1	5.6	34.4	25.7	100.0	
	(Housewife)	12.3	5.6	2.9	61.7	17.4	100.0	
	(Unemployed/Other (None/other))	15.0	6.0	4.2	50.1	24.6	100.0	

Table 59 Frequency of email use for personal use within the last 1 year_(Household Member_Q16-2)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used email for over a year	Have never used email	Total
Education	Elementary school graduate or lower (Preschool)	8.5	4.7	2.1	35.3	49.5	100.0
	(Uneducated)	1.1	0.2	0.0	1.7	97.0	100.0
	(Elementary school student)	2.8	9.9	3.2	21.6	62.5	100.0
	(Middle school student)	6.5	2.1	1.4	19.3	70.7	100.0
	(A regular elementary school graduate)	19.3	7.1	3.9	62.8	6.9	100.0
	Middle school graduate	3.1	6.1	1.7	41.6	47.6	100.0
	(High school student)	13.8	7.3	5.5	55.0	18.4	100.0
	(A regular middle school graduate)	26.9	10.5	6.9	51.2	4.5	100.0
	High school graduate	3.5	4.8	4.4	58.0	29.4	100.0
	(University student)	20.8	12.0	10.4	49.1	7.8	100.0
	(A regular high school graduate)	50.1	14.0	10.1	23.9	1.9	100.0
	University graduate or higher (Graduate student)	15.9	11.7	10.5	53.3	8.7	100.0
	(A regular university graduate)	41.4	14.4	12.6	29.0	2.6	100.0
		56.3	7.5	15.7	20.5	0.0	100.0
		41.3	14.4	12.6	29.0	2.6	100.0
Household income	Less than KRW 2 million	6.0	6.7	4.6	52.6	30.2	100.0
	KRW 2 million-Less than 3 million	14.1	10.0	8.1	51.0	16.8	100.0
	KRW 3 million-Less than 4 million	22.1	11.3	9.8	44.9	11.9	100.0
	KRW 4 million-Less than 5 million	26.6	12.6	9.7	40.9	10.2	100.0
	KRW 5 million and higher	34.8	12.6	11.2	33.1	8.3	100.0
Region size	Dong	28.7	12.1	10.5	38.1	10.5	100.0
	Eup/Myeon	25.3	10.8	8.0	42.0	14.0	100.0
Region	Seoul	32.5	10.6	12.5	37.1	7.3	100.0
	Busan	18.5	13.4	9.2	46.2	12.7	100.0
	Daegu	23.1	12.9	8.6	44.7	10.6	100.0
	Incheon	44.1	7.7	7.5	31.3	9.4	100.0
	Gwangju	21.1	12.6	8.9	45.3	12.1	100.0
	Daejeon	22.7	16.1	11.5	36.5	13.2	100.0
	Ulsan	17.6	14.3	8.0	51.8	8.3	100.0
	Gyeonggi	36.1	13.3	9.5	31.8	9.3	100.0
	Gangwon	22.9	11.7	9.5	40.5	15.3	100.0
	Chungcheong (Chungbuk)	19.7	12.0	10.6	43.3	14.4	100.0
	(Chungnam)	16.1	11.5	11.3	43.7	17.4	100.0
	(Sejong)	22.1	12.7	10.2	43.3	11.8	100.0
	Jeolla (Jeonbuk)	20.9	10.3	10.0	42.1	16.7	100.0
	(Jeonnam)	18.6	8.9	7.4	46.3	18.8	100.0
	(Jeonnam)	16.6	10.9	8.3	45.5	18.7	100.0
	Gyeongsang (Gyeongbuk)	20.6	6.7	6.4	47.2	19.0	100.0
	(Gyeongnam)	21.0	10.9	10.1	43.9	14.1	100.0
	Jeju	19.6	9.0	9.4	49.3	12.7	100.0
		22.1	12.3	10.7	39.6	15.3	100.0
		6.8	13.9	26.0	45.7	7.6	100.0

Table 60 Recent instant messenger use period_(Household Member_Q17)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used instant messenger for over a year	Have never used instant messenger	Total	
Internet users aged 6 or older		97.8	0.1	0.1	0.4	1.6	100.0	
Number of household members	1 person	98.1	0.2	0.1	0.8	0.9	100.0	
	2 persons	98.2	0.1	0.1	0.6	0.9	100.0	
	3 persons or more	97.6	0.2	0.1	0.2	2.0	100.0	
Gender	Male	97.9	0.2	0.1	0.5	1.4	100.0	
	Female	97.8	0.1	0.1	0.2	1.8	100.0	
Age	6~19	89.2	0.5	0.1	0.8	9.4	100.0	
	20s	99.9	0.0	0.1	0.0	0.0	100.0	
	30s	99.9	0.0	0.0	0.0	0.0	100.0	
	40s	99.9	0.0	0.1	0.0	0.0	100.0	
	50s	99.8	0.1	0.1	0.0	0.0	100.0	
	60s	99.6	0.2	0.1	0.0	0.1	100.0	
	70+	92.7	0.2	0.1	2.7	4.2	100.0	
Gender*Age	Male	6~19	89.1	0.8	0.1	0.8	9.2	100.0
		20s	99.9	0.0	0.1	0.0	0.0	100.0
		30s	99.9	0.0	0.0	0.0	0.1	100.0
		40s	99.9	0.0	0.0	0.0	0.0	100.0
		50s	99.8	0.1	0.1	0.0	0.0	100.0
		60s	99.6	0.2	0.1	0.0	0.1	100.0
		70+	92.8	0.2	0.1	4.4	2.5	100.0
	Female	6~19	89.3	0.3	0.1	0.8	9.6	100.0
		20s	100.0	0.0	0.0	0.0	0.0	100.0
		30s	99.9	0.0	0.0	0.0	0.0	100.0
		40s	99.8	0.1	0.1	0.0	0.0	100.0
		50s	99.9	0.0	0.1	0.0	0.0	100.0
		60s	99.6	0.1	0.2	0.0	0.1	100.0
		70+	92.7	0.2	0.2	1.3	5.6	100.0
Youth	Entire population	98.0	0.2	0.1	0.3	1.5	100.0	
	Male	98.2	0.2	0.1	0.2	1.4	100.0	
	Female	97.9	0.1	0.1	0.3	1.6	100.0	
Occupation	Professional/managerial position	100.0	0.0	0.0	0.0	0.0	100.0	
	Office job	99.9	0.1	0.1	0.0	0.0	100.0	
	Service/sales	99.8	0.1	0.1	0.0	0.0	100.0	
	Production related position	98.8	0.1	0.1	0.5	0.4	100.0	
	Agriculture/forestry/fishery	96.8	0.4	0.1	0.5	2.3	100.0	
	Unemployed/Other (None/other)	94.6	0.2	0.1	0.8	4.3	100.0	
	(Student)	92.1	0.4	0.1	0.6	6.8	100.0	
	(Housewife)	97.7	0.1	0.1	0.5	1.7	100.0	
	(Unemployed/Other (None/other))	95.0	0.1	0.1	2.4	2.3	100.0	

Table 60 Recent instant messenger use period_(Household Member_Q17)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used instant messenger for over a year	Have never used instant messenger	Total
Education	Elementary school graduate or lower	84.8	0.5	0.1	2.4	12.2	100.0
	(Preschool)	13.3	4.0	0.0	3.7	79.1	100.0
	(Uneducated)	76.3	0.6	0.6	5.7	16.8	100.0
	(Elementary school student)	85.9	0.5	0.0	1.4	12.3	100.0
	(Middle school student)	99.2	0.0	0.1	0.2	0.5	100.0
	(A regular elementary school graduate)	87.6	0.1	0.2	5.2	6.9	100.0
	Middle school graduate	97.5	0.2	0.2	1.0	1.1	100.0
	(High school student)	99.3	0.2	0.2	0.1	0.1	100.0
	(A regular middle school graduate)	96.1	0.1	0.2	1.7	1.9	100.0
	High school graduate	99.6	0.1	0.1	0.0	0.2	100.0
	(University student)	99.7	0.3	0.0	0.0	0.0	100.0
	(A regular high school graduate)	99.5	0.1	0.1	0.0	0.2	100.0
	University graduate or higher	99.9	0.1	0.0	0.0	0.0	100.0
	(Graduate student)	100.0	0.0	0.0	0.0	0.0	100.0
	(A regular university graduate)	99.9	0.1	0.0	0.0	0.0	100.0
Household income	Less than KRW 2 million	93.2	0.2	0.2	2.8	3.7	100.0
	KRW 2 million-Less than 3 million	97.2	0.2	0.2	0.9	1.5	100.0
	KRW 3 million-Less than 4 million	97.4	0.2	0.1	0.2	2.1	100.0
	KRW 4 million-Less than 5 million	97.8	0.2	0.1	0.1	1.8	100.0
	KRW 5 million and higher	98.5	0.1	0.0	0.1	1.2	100.0
Region size	Dong	97.9	0.1	0.1	0.4	1.5	100.0
	Eup/Myeon	97.7	0.2	0.1	0.3	1.8	100.0
Region	Seoul	97.7	0.1	0.0	1.0	1.1	100.0
	Busan	97.2	0.2	0.3	0.5	1.8	100.0
	Daegu	97.2	0.2	0.1	0.0	2.5	100.0
	Incheon	97.7	0.1	0.1	0.2	1.8	100.0
	Gwangju	97.6	0.2	0.0	0.4	1.8	100.0
	Daejeon	97.9	0.2	0.2	0.2	1.4	100.0
	Ulsan	97.9	0.5	0.2	0.1	1.3	100.0
	Gyeonggi	98.5	0.1	0.0	0.1	1.3	100.0
	Gangwon	97.0	0.2	0.2	0.1	2.4	100.0
	Chungcheong	97.6	0.3	0.1	0.2	1.7	100.0
	(Chungbuk)	97.9	0.0	0.0	0.2	1.9	100.0
	(Chungnam)	97.6	0.4	0.2	0.3	1.4	100.0
	(Sejong)	96.6	0.8	0.0	0.0	2.5	100.0
	Jeolla	97.1	0.0	0.0	0.5	2.3	100.0
	(Jeonbok)	97.5	0.0	0.0	0.4	2.1	100.0
	(Jeonnam)	96.7	0.0	0.1	0.6	2.6	100.0
	Gyeongsang	98.0	0.2	0.1	0.2	1.5	100.0
	(Gyeongbuk)	97.9	0.1	0.1	0.1	1.8	100.0
	(Gyeongnam)	98.1	0.3	0.1	0.2	1.3	100.0
	Jeju	96.6	0.0	0.0	0.1	3.3	100.0

Table 61 Instant messenger use status within the last 1 year [Instant messenger usage rate]_(Household Member_Q17)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Internet users aged 6 or older		98.0	2.0	100.0
Number of household members	1 person	98.4	1.6	100.0
	2 persons	98.4	1.6	100.0
	3 persons or more	97.8	2.2	100.0
Gender	Male	98.1	1.9	100.0
	Female	98.0	2.0	100.0
Age	6~19	89.8	10.2	100.0
	20s	100.0	0.0	100.0
	30s	100.0	0.0	100.0
	40s	100.0	0.0	100.0
	50s	100.0	0.0	100.0
	60s	99.9	0.1	100.0
	70+	93.1	6.9	100.0
Gender*Age	Male 6~19	90.0	10.0	100.0
	Male 20s	100.0	0.0	100.0
	Male 30s	99.9	0.1	100.0
	Male 40s	100.0	0.0	100.0
	Male 50s	100.0	0.0	100.0
	Male 60s	99.9	0.1	100.0
	Male 70+	93.1	6.9	100.0
Female	Female 6~19	89.6	10.4	100.0
	Female 20s	100.0	0.0	100.0
	Female 30s	100.0	0.0	100.0
	Female 40s	100.0	0.0	100.0
	Female 50s	100.0	0.0	100.0
	Female 60s	99.9	0.1	100.0
	Female 70+	93.1	6.9	100.0
Youth	Entire population	98.3	1.7	100.0
	Male	98.5	1.5	100.0
	Female	98.0	2.0	100.0
Occupation	Professional/managerial position	100.0	0.0	100.0
	Office job	100.0	0.0	100.0
	Service/sales	100.0	0.0	100.0
	Production related position	99.1	0.9	100.0
	Agriculture/forestry/fishery	97.2	2.8	100.0
	Unemployed/Other (None/other)	94.9	5.1	100.0
	(Student)	92.6	7.4	100.0
	(Housewife)	97.8	2.2	100.0
	(Unemployed/Other (None/other))	95.2	4.8	100.0

Table 61 Instant messenger use status within the last 1 year [Instant messenger usage rate]_(Household Member_Q17)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower	85.4	14.6	100.0
	(Preschool)	17.3	82.7	100.0
	(Uneducated)	77.5	22.5	100.0
	(Elementary school student)	86.4	13.6	100.0
	(Middle school student)	99.3	0.7	100.0
	(A regular elementary school graduate)	87.9	12.1	100.0
	Middle school graduate	97.9	2.1	100.0
	(High school student)	99.8	0.2	100.0
	(A regular middle school graduate)	96.4	3.6	100.0
	High school graduate	99.8	0.2	100.0
	(University student)	100.0	0.0	100.0
	(A regular high school graduate)	99.7	0.3	100.0
	University graduate or higher	100.0	0.0	100.0
	(Graduate student)	100.0	0.0	100.0
	(A regular university graduate)	100.0	0.0	100.0
Household income	Less than KRW 2 million	93.5	6.5	100.0
	KRW 2 million-Less than 3 million	97.6	2.4	100.0
	KRW 3 million-Less than 4 million	97.7	2.3	100.0
	KRW 4 million-Less than 5 million	98.0	2.0	100.0
	KRW 5 million and higher	98.7	1.3	100.0
Region size	Dong	98.1	1.9	100.0
	Eup/Myeon	97.9	2.1	100.0
Region	Seoul	97.8	2.2	100.0
	Busan	97.7	2.3	100.0
	Daegu	97.5	2.5	100.0
	Incheon	97.9	2.1	100.0
	Gwangju	97.8	2.2	100.0
	Daejeon	98.4	1.6	100.0
	Ulsan	98.5	1.5	100.0
	Gyeonggi	98.6	1.4	100.0
	Gangwon	97.5	2.5	100.0
	Chungcheong	98.0	2.0	100.0
	(Chungbuk)	97.9	2.1	100.0
	(Chungnam)	98.2	1.8	100.0
	(Sejong)	97.5	2.5	100.0
	Jeolla	97.2	2.8	100.0
	(Jeonbuk)	97.5	2.5	100.0
	(Jeonnam)	96.8	3.2	100.0
	Gyeongsang	98.3	1.7	100.0
	(Gyeongbuk)	98.1	1.9	100.0
	(Gyeongnam)	98.5	1.5	100.0
	Jeju	96.6	3.4	100.0

Table 62 Mainly used instant messenger service (2 responses) - 1st rank_(Household Member_Q18)

(Unit : %)

BASE: Persons aged 6 or older who have used an instant messenger within the last 1 year PERIOD: Within the last 1 year		Kakao Talk	Instagram Direct Message (DM)	Facebook Messenger	Naver Band Messenger
Instant messenger users aged 6 years or older		94.4	3.6	1.0	0.3
Number of household members	1 person	96.2	2.0	0.7	0.4
	2 persons	96.0	2.2	0.8	0.3
	3 persons or more	93.3	4.5	1.1	0.3
Gender	Male	94.2	3.4	1.1	0.4
	Female	94.6	3.8	0.8	0.2
Age	6~19	88.1	9.8	1.5	0.1
	20s	87.4	9.3	1.8	0.3
	30s	92.4	4.6	1.7	0.2
	40s	95.6	2.3	1.1	0.1
	50s	96.9	1.5	0.7	0.2
	60s	98.5	0.0	0.3	0.8
	70+	99.6	0.0	0.0	0.2
Gender*Age	Male 6~19	87.0	10.2	2.0	0.2
	Male 20s	88.8	7.5	1.9	0.4
	Male 30s	92.5	4.0	2.0	0.3
	Male 40s	95.9	1.9	1.0	0.1
	Male 50s	96.5	1.7	0.7	0.4
	Male 60s	98.0	0.0	0.3	1.1
	Male 70+	99.5	0.0	0.1	0.4
Female	Female 6~19	89.3	9.3	0.9	0.1
	Female 20s	85.9	11.3	1.7	0.3
	Female 30s	92.3	5.2	1.4	0.1
	Female 40s	95.3	2.7	1.1	0.1
	Female 50s	97.3	1.2	0.7	0.1
	Female 60s	98.9	0.0	0.2	0.5
	Female 70+	99.8	0.0	0.0	0.1
Youth	Entire population	86.1	10.9	1.9	0.2
	Male	85.5	10.5	2.6	0.3
	Female	86.8	11.4	1.2	0.2
Occupation	Professional/managerial position	95.0	2.8	1.1	0.6
	Office job	92.1	4.9	1.4	0.2
	Service/sales	96.3	1.9	0.9	0.3
	Production related position	97.7	0.7	0.4	0.5
	Agriculture/forestry/fishery	99.2	0.3	0.4	0.1
	Unemployed/Other (None/other)	92.8	5.3	1.0	0.3
	(Student)	86.8	10.4	1.8	0.2
	(Housewife)	98.2	1.0	0.3	0.2
	(Unemployed/Other (None/other))	97.1	1.3	0.6	0.6

Table 62 Mainly used instant messenger service (2 responses) - 1st rank_(Household Member_Q18)

(Unit : %)

BASE: Persons aged 6 or older who have used an instant messenger within the last 1 year PERIOD: Within the last 1 year		Kakao Talk	Instagram Direct Message (DM)	Facebook Messenger	Naver Band Messenger
Education	Elementary school graduate or lower	93.9	4.9	0.6	0.2
	(Preschool)	99.1	0.9	0.0	0.0
	(Uneducated)	99.2	0.0	0.0	0.8
	(Elementary school student)	96.7	2.6	0.4	0.1
	(Middle school student)	84.1	13.4	1.6	0.1
	(A regular elementary school graduate)	99.5	0.0	0.0	0.4
	Middle school graduate	91.7	6.6	1.1	0.3
	(High school student)	81.4	15.3	2.5	0.3
	(A regular middle school graduate)	99.4	0.1	0.1	0.3
	High school graduate	96.2	2.1	0.8	0.3
	(University student)	84.2	11.3	2.5	0.3
	(A regular high school graduate)	98.2	0.6	0.5	0.3
	University graduate or higher	93.5	4.0	1.3	0.3
	(Graduate student)	82.1	16.8	1.1	0.0
	(A regular university graduate)	93.5	3.9	1.3	0.3
Household income	Less than KRW 2 million	98.7	0.4	0.3	0.4
	KRW 2 million-Less than 3 million	97.9	1.2	0.3	0.3
	KRW 3 million-Less than 4 million	96.2	2.3	0.7	0.3
	KRW 4 million-Less than 5 million	95.4	2.7	0.9	0.3
	KRW 5 million and higher	92.6	5.0	1.3	0.3
Region size	Dong	94.2	3.8	0.9	0.3
	Eup/Myeon	95.4	2.4	1.3	0.3
Region	Seoul	92.4	6.1	0.5	0.3
	Busan	97.2	1.2	0.8	0.4
	Daegu	89.2	8.1	2.0	0.3
	Incheon	91.1	3.9	1.8	0.6
	Gwangju	97.2	2.1	0.3	0.2
	Daejeon	94.4	3.4	0.6	0.5
	Ulsan	98.0	0.9	0.6	0.2
	Gyeonggi	94.3	3.7	1.2	0.1
	Gangwon	96.3	0.9	1.1	0.7
	Chungcheong	95.7	2.1	0.9	0.2
	(Chungbuk)	95.3	1.9	0.4	0.4
	(Chungnam)	95.7	2.5	1.2	0.2
	(Sejong)	96.7	1.3	1.6	0.2
	Jeolla	95.9	2.9	0.6	0.2
	(Jeonbuk)	95.8	3.2	0.5	0.2
	(Jeonnam)	96.0	2.5	0.7	0.2
	Gyeongsang	96.0	2.1	1.4	0.4
	(Gyeongbuk)	94.5	2.8	2.3	0.1
	(Gyeongnam)	97.1	1.5	0.7	0.7
	Jeju	97.9	1.0	0.2	0.6

Table 63 Mainly used instant messenger service (2 responses) - 1st rank_(Household Member_Q18) - CONT.

(Unit : %)

BASE: Persons aged 6 or older who have used an instant messenger within the last 1 year PERIOD: Within the last 1 year		Line	NateOn	Telegram	Total
Instant messenger users aged 6 years or older		0.3	0.3	0.2	100.0
Number of household members	1 person	0.2	0.3	0.2	100.0
	2 persons	0.3	0.3	0.1	100.0
	3 persons or more	0.3	0.2	0.2	100.0
Gender	Male	0.3	0.3	0.2	100.0
	Female	0.2	0.2	0.1	100.0
Age	6~19	0.3	0.1	0.1	100.0
	20s	0.4	0.5	0.3	100.0
	30s	0.5	0.3	0.4	100.0
	40s	0.3	0.4	0.2	100.0
	50s	0.3	0.3	0.2	100.0
	60s	0.2	0.2	0.1	100.0
	70+	0.0	0.0	0.0	100.0
Gender*Age	Male 6~19	0.4	0.1	0.1	100.0
	Male 20s	0.5	0.5	0.5	100.0
	Male 30s	0.5	0.2	0.4	100.0
	Male 40s	0.3	0.4	0.3	100.0
	Male 50s	0.3	0.3	0.1	100.0
	Male 60s	0.2	0.2	0.1	100.0
	Male 70+	0.1	0.0	0.0	100.0
Female	Female 6~19	0.2	0.0	0.2	100.0
	Female 20s	0.3	0.4	0.2	100.0
	Female 30s	0.4	0.3	0.3	100.0
	Female 40s	0.3	0.4	0.1	100.0
	Female 50s	0.3	0.2	0.2	100.0
	Female 60s	0.1	0.2	0.1	100.0
	Female 70+	0.0	0.1	0.0	100.0
Youth	Entire population	0.4	0.3	0.2	100.0
	Male	0.5	0.4	0.3	100.0
	Female	0.3	0.1	0.2	100.0
Occupation	Professional/managerial position	0.1	0.0	0.4	100.0
	Office job	0.6	0.5	0.3	100.0
	Service/sales	0.2	0.2	0.1	100.0
	Production related position	0.2	0.3	0.2	100.0
	Agriculture/forestry/fishery	0.0	0.0	0.0	100.0
	Unemployed/Other (None/other)	0.2	0.2	0.2	100.0
	(Student)	0.4	0.2	0.3	100.0
	(Housewife)	0.1	0.1	0.1	100.0
	(Unemployed/Other (None/other))	0.1	0.2	0.2	100.0

Table 63 **Mainly used instant messenger service (2 responses) - 1st rank_(Household Member_Q18) - CONT.**

(Unit : %)

BASE: Persons aged 6 or older who have used an instant messenger within the last 1 year PERIOD: Within the last 1 year		Line	NateOn	Telegram	Total
Education	Elementary school graduate or lower	0.2	0.1	0.1	100.0
	(Preschool)	0.0	0.0	0.0	100.0
	(Uneducated)	0.0	0.0	0.0	100.0
	(Elementary school student)	0.2	0.0	0.1	100.0
	(Middle school student)	0.6	0.1	0.1	100.0
	(A regular elementary school graduate)	0.0	0.1	0.0	100.0
	Middle school graduate	0.1	0.0	0.1	100.0
	(High school student)	0.3	0.1	0.1	100.0
	(A regular middle school graduate)	0.0	0.0	0.1	100.0
	High school graduate	0.2	0.2	0.2	100.0
	(University student)	0.5	0.6	0.5	100.0
	(A regular high school graduate)	0.1	0.2	0.2	100.0
	University graduate or higher	0.4	0.4	0.2	100.0
	(Graduate student)	0.0	0.0	0.0	100.0
	(A regular university graduate)	0.4	0.4	0.2	100.0
Household income	Less than KRW 2 million	0.1	0.1	0.1	100.0
	KRW 2 million-Less than 3 million	0.1	0.1	0.2	100.0
	KRW 3 million-Less than 4 million	0.2	0.1	0.2	100.0
	KRW 4 million-Less than 5 million	0.4	0.2	0.2	100.0
	KRW 5 million and higher	0.3	0.4	0.2	100.0
Region size	Dong	0.3	0.3	0.2	100.0
	Eup/Myeon	0.2	0.1	0.2	100.0
Region	Seoul	0.2	0.5	0.1	100.0
	Busan	0.2	0.1	0.1	100.0
	Daegu	0.2	0.0	0.1	100.0
	Incheon	1.2	1.1	0.3	100.0
	Gwangju	0.0	0.0	0.2	100.0
	Daejeon	0.5	0.0	0.5	100.0
	Ulsan	0.1	0.1	0.1	100.0
	Gyeonggi	0.3	0.3	0.1	100.0
	Gangwon	0.2	0.1	0.7	100.0
	Chungcheong	0.4	0.1	0.5	100.0
	(Chungbuk)	0.8	0.0	1.2	100.0
	(Chungnam)	0.1	0.2	0.1	100.0
	(Sejong)	0.2	0.0	0.1	100.0
	Jeolla	0.1	0.1	0.3	100.0
	(Jeonbuk)	0.1	0.0	0.2	100.0
	(Jeonnam)	0.0	0.2	0.4	100.0
	Gyeongsang	0.1	0.0	0.0	100.0
	(Gyeongbuk)	0.3	0.0	0.0	100.0
	(Gyeongnam)	0.0	0.0	0.0	100.0
	Jeju	0.4	0.0	0.0	100.0

Table 64 | **Mainly used instant messenger service (2 responses) - 1st+2nd rank_(Household Member_Q18)**

(Unit : %)

BASE: Persons aged 6 or older who have used an instant messenger within the last 1 year PERIOD: Within the last 1 year		Kakao Talk	Instagram Direct Message (DM)	Facebook Messenger	Naver Band Messenger
Instant messenger users aged 6 years or older		98.0	28.8	10.1	9.9
Number of household members	1 person	98.3	22.4	7.6	10.7
	2 persons	98.5	21.9	7.9	10.7
	3 persons or more	97.6	32.9	11.5	9.4
Gender	Male	97.8	28.6	11.3	9.9
	Female	98.2	29.0	8.8	9.9
Age	6~19	97.1	33.8	10.1	0.1
	20s	95.5	65.2	18.0	1.1
	30s	97.5	41.1	15.4	3.6
	40s	98.2	25.8	12.0	17.8
	50s	98.1	19.6	8.8	17.1
	60s	99.2	16.6	4.2	17.0
	70+	99.8	0.4	1.1	3.6
Gender*Age	Male 6~19	97.4	34.7	9.9	0.2
	Male 20s	95.3	64.6	18.0	1.1
	Male 30s	97.4	37.5	16.7	3.7
	Male 40s	98.1	24.2	13.3	17.5
	Male 50s	97.7	19.0	10.8	16.9
	Male 60s	98.9	16.6	5.3	17.4
	Male 70+	99.8	0.4	1.8	4.5
Gender*Age	Female 6~19	96.9	32.8	10.3	0.1
	Female 20s	95.7	65.9	18.0	1.0
	Female 30s	97.5	45.2	13.8	3.5
	Female 40s	98.3	27.4	10.5	18.2
	Female 50s	98.6	20.2	6.8	17.3
	Female 60s	99.5	16.7	3.3	16.6
	Female 70+	99.9	0.3	0.6	2.9
Youth	Entire population	96.2	46.3	13.6	0.4
	Male	95.9	46.8	14.1	0.5
	Female	96.5	45.7	13.0	0.3
Occupation	Professional/managerial position	98.0	29.8	17.4	12.3
	Office job	96.6	38.2	16.2	9.5
	Service/sales	98.7	25.8	9.2	14.0
	Production related position	98.7	19.6	6.3	13.8
	Agriculture/forestry/fishery	99.9	11.7	2.7	9.6
	Unemployed/Other (None/other)	97.9	29.3	8.1	5.2
	(Student)	96.3	43.7	12.6	0.5
	(Housewife)	99.4	16.3	3.6	11.0
	(Unemployed/Other (None/other))	98.8	18.9	5.7	5.2

Table 64 Mainly used instant messenger service (2 responses) - 1st+2nd rank_(Household Member_Q18)

(Unit : %)

BASE: Persons aged 6 or older who have used an instant messenger within the last 1 year PERIOD: Within the last 1 year		Kakao Talk	Instagram Direct Message (DM)	Facebook Messenger	Naver Band Messenger
Education	Elementary school graduate or lower	98.6	14.7	4.8	1.2
	(Preschool)	99.1	0.9	0.0	0.0
	(Uneducated)	99.6	0.0	0.0	4.0
	(Elementary school student)	99.4	11.0	3.4	0.1
	(Middle school student)	96.7	34.6	11.7	0.1
	(A regular elementary school graduate)	99.6	1.8	0.4	3.4
	Middle school graduate	97.5	27.9	7.7	4.2
	(High school student)	94.6	56.1	16.3	0.3
	(A regular middle school graduate)	99.7	6.9	1.3	7.0
	High school graduate	98.7	25.2	6.8	12.5
	(University student)	94.7	66.1	18.3	1.2
	(A regular high school graduate)	99.4	18.5	5.0	14.4
	University graduate or higher	97.3	35.0	14.3	10.7
	(Graduate student)	93.7	68.2	10.5	5.7
	(A regular university graduate)	97.3	34.9	14.3	10.7
Household income	Less than KRW 2 million	99.4	8.1	2.7	7.0
	KRW 2 million-Less than 3 million	99.4	18.8	4.2	9.6
	KRW 3 million-Less than 4 million	98.8	25.0	8.2	10.7
	KRW 4 million-Less than 5 million	98.5	26.7	10.9	10.5
	KRW 5 million and higher	97.2	34.3	12.1	9.8
Region size	Dong	97.8	29.7	10.4	9.9
	Eup/Myeon	98.6	24.6	8.4	9.9
Region	Seoul	96.3	32.5	10.1	9.4
	Busan	99.2	25.3	12.2	12.4
	Daegu	98.9	33.5	9.8	7.8
	Incheon	94.5	38.3	5.7	10.9
	Gwangju	99.4	27.1	5.8	10.1
	Daejeon	97.5	27.4	9.0	7.2
	Ulsan	99.6	27.0	13.5	12.0
	Gyeonggi	98.3	30.8	10.3	9.9
	Gangwon	97.8	18.7	13.8	9.8
	Chungcheong	98.6	25.4	6.7	8.0
	(Chungbuk)	98.8	27.3	5.1	7.5
	(Chungnam)	98.3	24.1	7.3	8.9
	(Sejong)	99.4	25.2	9.2	5.2
	Jeolla	98.0	24.9	6.0	11.0
	(Jeonbok)	97.6	26.8	3.4	13.0
	(Jeonnam)	98.4	22.8	8.7	9.0
	Gyeongsang	99.3	22.3	15.5	9.6
	(Gyeongbuk)	99.8	21.4	15.7	6.4
	(Gyeongnam)	99.0	23.1	15.4	12.0
	Jeju	99.9	19.6	8.3	17.7

Table 65 **Mainly used instant messenger service (2 responses) - 1st+2nd rank_(Household Member_Q18) - CONT.**

(Unit : %)

BASE: Persons aged 6 or older who have used an instant messenger within the last 1 year PERIOD: Within the last 1 year		Telegram	Line	NateOn	Other
Instant messenger users aged 6 years or older		5.4	5.2	5.0	0.0
Number of household members	1 person	4.8	3.5	3.8	0.0
	2 persons	5.2	3.6	3.5	0.0
	3 persons or more	5.6	6.3	5.9	0.0
Gender	Male	5.8	5.5	5.4	0.0
	Female	5.0	5.0	4.6	0.0
Age	6~19	5.4	8.6	8.3	0.0
	20s	4.1	5.4	4.5	0.0
	30s	7.3	7.1	9.4	0.0
	40s	6.0	6.9	9.7	0.0
	50s	6.7	7.0	2.0	0.0
	60s	6.1	0.7	1.0	0.0
	70+	0.3	0.2	0.2	0.0
Gender*Age	Male 6~19	4.1	8.8	8.5	0.0
	Male 20s	4.6	5.6	4.7	0.0
	Male 30s	8.5	7.5	10.0	0.0
	Male 40s	6.3	7.1	9.8	0.0
	Male 50s	7.5	6.7	2.4	0.0
	Male 60s	6.1	0.9	1.1	0.0
	Male 70+	0.5	0.3	0.2	0.0
Female	Female 6~19	6.7	8.4	8.1	0.0
	Female 20s	3.5	5.2	4.3	0.0
	Female 30s	6.0	6.6	8.8	0.0
	Female 40s	5.7	6.8	9.7	0.1
	Female 50s	5.9	7.3	1.7	0.0
	Female 60s	6.0	0.5	0.8	0.0
	Female 70+	0.2	0.1	0.2	0.0
Youth	Entire population	5.3	7.1	7.5	0.0
	Male	4.5	7.3	8.0	0.0
	Female	6.1	6.8	7.1	0.0
Occupation	Professional/managerial position	8.3	5.4	4.6	0.0
	Office job	6.0	7.1	7.4	0.0
	Service/sales	6.1	4.8	4.6	0.0
	Production related position	5.5	4.0	3.5	0.0
	Agriculture/forestry/fishery	3.6	2.1	1.0	0.0
	Unemployed/Other (None/other)	4.4	5.0	4.7	0.0
	(Student)	4.7	7.5	7.2	0.0
	(Housewife)	4.3	3.4	3.0	0.0
	(Unemployed/Other (None/other))	3.6	1.9	1.6	0.0

Table 65 **Mainly used instant messenger service (2 responses) - 1st+2nd rank_(Household Member_Q18) - CONT.**

(Unit : %)

BASE: Persons aged 6 or older who have used an instant messenger within the last 1 year PERIOD: Within the last 1 year		Telegram	Line	NateOn	Other
Education	Elementary school graduate or lower	4.0	7.2	6.9	0.0
	(Preschool)	0.0	21.6	0.0	0.0
	(Uneducated)	0.0	0.3	0.2	0.0
	(Elementary school student)	5.5	11.0	10.3	0.0
	(Middle school student)	5.9	9.5	10.5	0.0
	(A regular elementary school graduate)	0.7	0.2	0.1	0.0
	Middle school graduate	3.1	2.5	2.1	0.0
	(High school student)	4.3	5.4	4.6	0.0
	(A regular middle school graduate)	2.3	0.4	0.3	0.0
	High school graduate	5.5	3.8	2.8	0.0
	(University student)	3.9	4.8	4.6	0.0
	(A regular high school graduate)	5.7	3.6	2.5	0.0
	University graduate or higher	6.1	6.4	6.9	0.0
	(Graduate student)	8.5	3.2	4.7	0.0
	(A regular university graduate)	6.1	6.4	6.9	0.0
Household income	Less than KRW 2 million	2.3	1.0	0.8	0.0
	KRW 2 million-Less than 3 million	4.4	2.4	2.3	0.0
	KRW 3 million-Less than 4 million	6.1	4.8	4.0	0.0
	KRW 4 million-Less than 5 million	5.7	5.8	5.8	0.0
	KRW 5 million and higher	5.7	6.1	5.9	0.0
Region size	Dong	5.4	5.4	5.0	0.0
	Eup/Myeon	5.4	4.6	4.9	0.0
Region	Seoul	5.2	6.2	5.6	0.0
	Busan	5.5	4.1	4.1	0.0
	Daegu	4.4	4.1	4.1	0.0
	Incheon	5.5	6.0	7.3	0.0
	Gwangju	5.7	4.0	5.6	0.0
	Daejeon	10.4	7.3	5.0	0.0
	Ulsan	7.6	3.7	3.8	0.0
	Gyeonggi	5.0	5.5	4.7	0.0
	Gangwon	8.9	5.7	4.5	0.0
	Chungcheong	7.4	5.4	6.3	0.0
	(Chungbuk)	7.6	6.4	6.5	0.0
	(Chungnam)	6.8	4.7	6.1	0.0
	(Sejong)	9.4	5.4	6.8	0.0
	Jeolla	4.5	4.0	5.2	0.0
	(Jeonbuk)	5.2	3.6	4.2	0.0
	(Jeonnam)	3.8	4.5	6.3	0.0
	Gyeongsang	3.8	4.2	3.9	0.0
	(Gyeongbuk)	3.9	4.5	2.9	0.0
	(Gyeongnam)	3.7	4.0	4.8	0.0
	Jeju	5.0	6.1	3.8	0.0

Table 66 Recent SNS use period_(Household Member_Q19)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used SNS for over a year	Have never used SNS	Total	
Internet users aged 6 or older		65.9	3.4	0.5	6.1	24.1	100.0	
Number of household members	1 person	54.2	2.9	0.7	8.2	34.1	100.0	
	2 persons	55.3	2.9	0.7	8.3	32.8	100.0	
	3 persons or more	72.4	3.7	0.4	4.8	18.7	100.0	
Gender	Male	66.6	3.5	0.5	6.3	23.2	100.0	
	Female	65.1	3.2	0.6	6.0	25.1	100.0	
Age	6~19	69.8	2.6	0.6	2.2	24.9	100.0	
	20s	88.9	5.3	0.2	2.9	2.8	100.0	
	30s	89.3	3.8	0.1	3.6	3.2	100.0	
	40s	78.8	3.9	0.2	4.9	12.2	100.0	
	50s	61.9	3.0	0.5	6.0	28.5	100.0	
	60s	43.5	2.3	0.9	10.2	43.1	100.0	
	70+	19.0	2.4	1.4	14.4	62.9	100.0	
Gender*Age	Male	6~19	68.7	2.9	0.5	2.1	25.8	100.0
		20s	87.3	6.0	0.3	3.3	3.2	100.0
		30s	88.5	3.8	0.1	4.2	3.4	100.0
		40s	76.9	4.0	0.3	4.8	13.9	100.0
		50s	62.1	2.8	0.5	6.1	28.5	100.0
		60s	45.0	2.4	0.7	10.3	41.6	100.0
		70+	21.2	2.1	1.4	16.2	59.1	100.0
	Female	6~19	70.9	2.3	0.7	2.2	23.9	100.0
		20s	90.7	4.6	0.0	2.4	2.3	100.0
		30s	90.2	3.8	0.1	2.9	3.0	100.0
		40s	80.8	3.8	0.1	5.0	10.3	100.0
		50s	61.6	3.3	0.6	6.0	28.6	100.0
		60s	42.0	2.2	1.2	10.1	44.5	100.0
		70+	17.2	2.6	1.4	12.9	65.9	100.0
Youth	Entire population	83.3	3.5	0.3	2.3	10.5	100.0	
	Male	82.3	4.0	0.2	2.7	10.8	100.0	
	Female	84.4	3.1	0.4	1.9	10.2	100.0	
Occupation	Professional/managerial position	79.7	3.6	0.2	6.4	10.1	100.0	
	Office job	84.2	4.3	0.2	3.9	7.4	100.0	
	Service/sales	67.5	3.4	0.5	6.2	22.5	100.0	
	Production related position	50.2	2.6	0.7	8.9	37.6	100.0	
	Agriculture/forestry/fishery	33.9	2.0	1.0	12.1	51.0	100.0	
	Unemployed/Other (None/other)	59.2	3.1	0.7	6.1	30.9	100.0	
	(Student)	75.1	3.3	0.5	2.3	18.8	100.0	
	(Housewife)	47.2	3.0	0.8	8.6	40.3	100.0	
	(Unemployed/Other (None/other))	39.2	2.5	1.4	11.3	45.6	100.0	

Table 66 Recent SNS use period_(Household Member_Q19)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used SNS for over a year	Have never used SNS	Total
Education	Elementary school graduate or lower	45.6	2.3	0.9	5.3	46.0	100.0
	(Preschool)	10.8	0.7	1.3	1.8	85.4	100.0
	(Uneducated)	9.1	0.7	3.9	9.1	77.1	100.0
	(Elementary school student)	52.0	1.4	0.8	3.8	41.9	100.0
	(Middle school student)	84.3	3.9	0.4	1.2	10.2	100.0
	(A regular elementary school graduate)	11.9	2.5	0.9	11.9	72.8	100.0
	Middle school graduate	50.0	2.3	1.2	6.3	40.2	100.0
	(High school student)	89.1	3.0	0.3	1.2	6.3	100.0
	(A regular middle school graduate)	19.0	1.8	1.9	10.3	67.0	100.0
	High school graduate	57.8	3.0	0.6	7.4	31.1	100.0
	(University student)	89.6	5.0	0.1	2.7	2.6	100.0
	(A regular high school graduate)	52.5	2.7	0.7	8.2	35.9	100.0
	University graduate or higher	80.1	4.1	0.3	5.3	10.3	100.0
	(Graduate student)	92.4	7.1	0.0	0.5	0.0	100.0
	(A regular university graduate)	80.1	4.0	0.3	5.3	10.3	100.0
Household income	Less than KRW 2 million	22.4	2.0	0.9	11.8	62.9	100.0
	KRW 2 million-Less than 3 million	43.8	2.5	1.1	9.3	43.3	100.0
	KRW 3 million-Less than 4 million	60.1	2.8	0.7	7.7	28.7	100.0
	KRW 4 million-Less than 5 million	66.3	3.2	0.6	5.9	24.0	100.0
	KRW 5 million and higher	75.4	3.8	0.3	4.6	15.8	100.0
Region size	Dong	67.3	3.3	0.5	6.0	22.9	100.0
	Eup/Myeon	59.3	3.4	0.8	6.6	29.9	100.0
Region	Seoul	70.6	3.4	0.4	6.3	19.3	100.0
	Busan	63.2	3.2	0.6	5.7	27.2	100.0
	Daegu	63.8	3.9	0.4	6.5	25.3	100.0
	Incheon	69.2	3.7	0.8	6.2	20.2	100.0
	Gwangju	64.3	2.7	0.8	6.9	25.3	100.0
	Daejeon	74.1	3.2	0.2	5.6	16.9	100.0
	Ulsan	67.6	4.4	0.7	6.2	21.1	100.0
	Gyeonggi	68.6	3.7	0.5	5.2	22.1	100.0
	Gangwon	63.0	2.4	0.5	7.8	26.2	100.0
	Chungcheong	62.7	3.5	0.6	9.0	24.2	100.0
	(Chungbuk)	61.1	3.6	0.5	7.2	27.5	100.0
	(Chungnam)	63.2	3.4	0.7	10.2	22.5	100.0
	(Sejong)	66.6	3.3	0.5	9.3	20.3	100.0
	Jeolla	53.5	2.2	0.7	6.2	37.3	100.0
	(Jeonbuk)	53.6	2.3	1.0	5.2	37.9	100.0
	(Jeonnam)	53.4	2.2	0.5	7.3	36.7	100.0
	Gyeongsang	62.0	3.0	0.7	5.4	29.0	100.0
	(Gyeongbuk)	55.8	2.4	0.9	6.3	34.7	100.0
	(Gyeongnam)	67.0	3.5	0.5	4.7	24.4	100.0
	Jeju	52.0	3.0	0.6	5.1	39.3	100.0

Table 67 SNS use status within the last 1 year [SNS usage rate]_(Household Member_Q19)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Internet users aged 6 or older		69.7	30.3	100.0
Number of household members	1 person	57.7	42.3	100.0
	2 persons	58.9	41.1	100.0
	3 persons or more	76.5	23.5	100.0
Gender	Male	70.5	29.5	100.0
	Female	68.9	31.1	100.0
Age	6~19	73.0	27.0	100.0
	20s	94.4	5.6	100.0
	30s	93.2	6.8	100.0
	40s	82.9	17.1	100.0
	50s	65.5	34.5	100.0
	60s	46.7	53.3	100.0
	70+	22.8	77.2	100.0
Gender*Age	Male 6~19	72.1	27.9	100.0
	Male 20s	93.5	6.5	100.0
	Male 30s	92.4	7.6	100.0
	Male 40s	81.3	18.7	100.0
	Male 50s	65.4	34.6	100.0
	Male 60s	48.1	51.9	100.0
	Male 70+	24.7	75.3	100.0
Female	Female 6~19	73.8	26.2	100.0
	Female 20s	95.3	4.7	100.0
	Female 30s	94.1	5.9	100.0
	Female 40s	84.7	15.3	100.0
	Female 50s	65.5	34.5	100.0
	Female 60s	45.4	54.6	100.0
	Female 70+	21.2	78.8	100.0
Youth	Entire population	87.2	12.8	100.0
	Male	86.5	13.5	100.0
	Female	87.9	12.1	100.0
Occupation	Professional/managerial position	83.5	16.5	100.0
	Office job	88.6	11.4	100.0
	Service/sales	71.3	28.7	100.0
	Production related position	53.5	46.5	100.0
	Agriculture/forestry/fishery	36.9	63.1	100.0
	Unemployed/Other (None/other)	63.1	36.9	100.0
	(Student)	78.9	21.1	100.0
	(Housewife)	51.1	48.9	100.0
	(Unemployed/Other (None/other))	43.1	56.9	100.0

Table 67 SNS use status within the last 1 year [SNS usage rate]_(Household Member_Q19)

(Unit : %)

BASE: Persons aged 6 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower	48.7	51.3	100.0
	(Preschool)	12.8	87.2	100.0
	(Uneducated)	13.8	86.2	100.0
	(Elementary school student)	54.2	45.8	100.0
	(Middle school student)	88.6	11.4	100.0
	(A regular elementary school graduate)	15.3	84.7	100.0
	Middle school graduate	53.6	46.4	100.0
	(High school student)	92.5	7.5	100.0
	(A regular middle school graduate)	22.7	77.3	100.0
	High school graduate	61.5	38.5	100.0
	(University student)	94.7	5.3	100.0
	(A regular high school graduate)	55.9	44.1	100.0
	University graduate or higher	84.4	15.6	100.0
	(Graduate student)	99.5	0.5	100.0
	(A regular university graduate)	84.4	15.6	100.0
Household income	Less than KRW 2 million	25.3	74.7	100.0
	KRW 2 million-Less than 3 million	47.4	52.6	100.0
	KRW 3 million-Less than 4 million	63.6	36.4	100.0
	KRW 4 million-Less than 5 million	70.1	29.9	100.0
	KRW 5 million and higher	79.6	20.4	100.0
Region size	Dong	71.1	28.9	100.0
	Eup/Myeon	63.4	36.6	100.0
Region	Seoul	74.3	25.7	100.0
	Busan	67.0	33.0	100.0
	Daegu	68.2	31.8	100.0
	Incheon	73.6	26.4	100.0
	Gwangju	67.8	32.2	100.0
	Daejeon	77.5	22.5	100.0
	Ulsan	72.8	27.2	100.0
	Gyeonggi	72.7	27.3	100.0
	Gangwon	66.0	34.0	100.0
	Chungcheong	66.8	33.2	100.0
	(Chungbuk)	65.3	34.7	100.0
	(Chungnam)	67.3	32.7	100.0
	(Sejong)	70.4	29.6	100.0
	Jeolla	56.5	43.5	100.0
	(Jeonbuk)	56.9	43.1	100.0
	(Jeonnam)	56.0	44.0	100.0
	Gyeongsang	65.6	34.4	100.0
	(Gyeongbuk)	59.0	41.0	100.0
	(Gyeongnam)	70.9	29.1	100.0
	Jeju	55.6	44.4	100.0

Table 68 Average weekly SNS usage time_(Household Member_Q20)

(Unit : %)

BASE: Persons aged 6 or older who have used SNS within the last 1 year PERIOD: Within the last 1 year		Less than 15 min	15 min.~ Less than 30 min.	30 min.~ Less than 1 hour	1 hour~ Less than 2 hours	2 hours or more	Total	Average (minutes)	
SNS users aged 6 years or older		2.1	11.1	36.1	38.4	12.4	100.0	73.7	
Number of household members	1 person	4.9	11.8	34.4	40.3	8.6	100.0	69.2	
	2 persons	3.8	13.2	34.9	36.6	11.5	100.0	69.9	
	3 persons or more	1.2	10.2	36.7	38.8	13.1	100.0	75.6	
Gender	Male	1.9	11.0	36.1	39.2	11.7	100.0	73.6	
	Female	2.3	11.1	36.1	37.5	13.0	100.0	73.9	
Age	6~19	1.2	10.0	36.1	37.9	14.9	100.0	77.5	
	20s	0.1	8.9	37.1	38.5	15.3	100.0	79.0	
	30s	0.1	9.2	37.1	41.3	12.2	100.0	76.8	
	40s	0.2	8.7	37.1	42.3	11.7	100.0	76.9	
	50s	0.5	12.5	39.6	38.0	9.4	100.0	71.1	
	60s	11.9	16.3	27.3	31.0	13.4	100.0	62.4	
	70+	14.6	25.8	29.1	26.8	3.6	100.0	47.1	
Gender*Age	Male	6~19	1.0	9.6	36.4	39.0	14.0	100.0	77.0
		20s	0.1	9.1	35.6	39.0	16.2	100.0	80.4
		30s	0.1	9.4	37.1	42.7	10.7	100.0	76.0
		40s	0.3	8.4	37.4	43.8	10.1	100.0	75.9
		50s	0.4	13.6	39.7	37.7	8.6	100.0	69.8
		60s	11.1	15.7	28.4	31.1	13.7	100.0	63.2
		70+	13.8	23.3	30.6	28.4	3.9	100.0	48.9
	Female	6~19	1.3	10.4	35.8	36.7	15.8	100.0	78.0
		20s	0.1	8.7	38.8	38.0	14.3	100.0	77.5
		30s	0.1	9.0	37.1	39.8	13.9	100.0	77.8
		40s	0.1	8.9	36.8	40.7	13.5	100.0	77.9
		50s	0.6	11.3	39.5	38.4	10.2	100.0	72.3
		60s	12.7	16.9	26.3	30.9	13.2	100.0	61.6
		70+	15.4	28.2	27.6	25.3	3.4	100.0	45.5
Youth	Entire population	0.5	9.8	36.8	37.6	15.4	100.0	78.3	
	Male	0.3	9.6	36.5	38.8	14.7	100.0	78.2	
	Female	0.6	9.9	37.0	36.3	16.1	100.0	78.5	
Occupation	Professional/managerial position	1.4	10.3	36.8	40.3	11.3	100.0	73.8	
	Office job	0.4	9.1	37.6	40.5	12.5	100.0	76.6	
	Service/sales	2.4	11.2	35.9	39.2	11.3	100.0	72.6	
	Production related position	4.4	13.5	35.5	36.4	10.2	100.0	68.1	
	Agriculture/forestry/fishery	6.7	19.2	30.3	33.3	10.5	100.0	64.6	
	Unemployed/Other (None/other)	2.6	11.8	35.2	36.4	14.0	100.0	74.2	
	(Student)	0.8	10.0	36.3	37.6	15.4	100.0	78.0	
	(Housewife)	5.3	14.3	33.7	34.3	12.3	100.0	68.8	
	(Unemployed/Other (None/other))	5.1	14.6	33.5	35.7	11.2	100.0	68.2	

Table 68 Average weekly SNS usage time_(Household Member_Q20)

(Unit : %)

BASE: Persons aged 6 or older who have used SNS within the last 1 year PERIOD: Within the last 1 year		Less than 15 min	15 min.~ Less than 30 min.	30 min.~ Less than 1 hour	1 hour~ Less than 2 hours	2 hours or more	Total	Average (minutes)
Education	Elementary school graduate or lower (Preschool)	2.8	12.3	35.3	36.7	13.0	100.0	73.2
	(Uneducated)	15.7	23.9	32.7	4.9	22.7	100.0	59.5
	(Elementary school student)	14.7	38.4	29.6	17.3	0.0	100.0	36.2
	(Middle school student)	3.1	8.8	35.0	38.7	14.4	100.0	76.9
	(A regular elementary school graduate)	0.1	10.3	37.6	38.7	13.3	100.0	76.5
	Middle school graduate	11.9	33.1	25.9	25.2	4.0	100.0	46.4
	(High school student)	2.9	14.3	33.8	35.2	13.8	100.0	72.4
	(A regular middle school graduate)	0.4	10.0	35.7	37.4	16.5	100.0	79.4
	High school graduate	10.5	27.3	28.0	28.5	5.7	100.0	51.5
	(University student)	4.0	12.2	35.1	36.5	12.1	100.0	70.8
	(A regular high school graduate)	0.0	9.9	36.3	37.6	16.2	100.0	79.2
	University graduate or higher (Graduate student)	5.2	12.9	34.8	36.2	11.0	100.0	68.5
	(A regular university graduate)	0.8	9.9	37.0	40.1	12.3	100.0	75.6
		0.0	14.8	41.0	37.3	6.9	100.0	68.3
		0.8	9.8	37.0	40.1	12.3	100.0	75.7
Household income	Less than KRW 2 million	7.1	21.4	31.2	33.1	7.2	100.0	59.5
	KRW 2 million-Less than 3 million	7.0	14.1	34.4	34.3	10.2	100.0	65.5
	KRW 3 million-Less than 4 million	3.0	11.7	34.2	39.9	11.2	100.0	72.4
	KRW 4 million-Less than 5 million	2.1	11.6	36.1	38.0	12.3	100.0	73.6
	KRW 5 million and higher	1.3	10.1	36.8	38.8	13.0	100.0	75.3
Region size	Dong	2.0	10.8	36.2	38.6	12.3	100.0	73.9
	Eup/Myeon	2.5	12.2	35.2	37.4	12.6	100.0	72.9
Region	Seoul	2.4	10.8	36.1	40.0	10.7	100.0	72.7
	Busan	2.1	12.4	35.3	37.9	12.3	100.0	72.8
	Daegu	1.8	10.5	38.1	37.9	11.7	100.0	73.0
	Incheon	1.6	11.0	37.0	37.2	13.3	100.0	74.5
	Gwangju	1.9	10.6	33.5	40.6	13.5	100.0	76.3
	Daejeon	2.7	10.1	36.7	37.7	12.7	100.0	73.5
	Ulsan	2.4	11.5	36.9	36.4	12.7	100.0	72.6
	Gyeonggi	1.9	10.7	36.6	37.7	13.1	100.0	74.3
	Gangwon	2.7	10.1	35.0	38.0	14.1	100.0	75.1
	Chungcheong (Chungbuk)	2.0	12.2	35.9	37.6	12.3	100.0	72.9
	(Chungnam)	1.8	13.0	35.9	36.7	12.7	100.0	72.9
	(Sejong)	2.2	11.6	35.9	38.2	12.2	100.0	73.0
	Jeolla (Jeonbuk)	2.0	12.1	36.2	38.5	11.2	100.0	72.6
	(Jeonnam)	2.0	12.7	35.0	37.4	12.9	100.0	73.9
	(Jeonnam)	2.3	13.6	35.1	36.1	12.9	100.0	73.3
	(Jeonnam)	1.7	11.7	34.9	38.7	13.0	100.0	74.5
	Gyeongsang (Gyeongbuk)	2.4	11.1	35.0	39.4	12.0	100.0	73.7
	(Gyeongnam)	2.4	13.0	35.1	38.7	10.8	100.0	71.5
	(Gyeongnam)	2.4	9.9	34.9	39.9	12.9	100.0	75.1
	Jeju	1.3	9.9	34.4	41.2	13.1	100.0	76.8

Table 69 | **Mainly used SNS services (2 responses) - 1st rank_(Household Member_Q21)**

(Unit : %)

BASE: Persons aged 6 or older who have used SNS within the last 1 year PERIOD: Within the last 1 year		Instagram	Facebook	Naver Band	Tiktok	Kakao Story	Naver Blog	
SNS users aged 6 years or older		40.6	20.0	10.6	6.7	5.9	3.9	
Number of household members	1 person	38.2	17.5	12.8	7.0	6.6	4.2	
	2 persons	34.0	20.2	15.1	6.0	7.0	4.5	
	3 persons or more	43.2	20.3	8.7	6.9	5.4	3.7	
Gender	Male	38.8	21.6	11.4	6.3	5.3	4.2	
	Female	42.5	18.4	9.7	7.1	6.5	3.7	
Age	6~19	47.5	15.9	4.3	14.1	4.2	2.4	
	20s	57.3	21.8	3.7	3.6	3.1	3.1	
	30s	50.0	23.0	5.2	5.3	4.1	3.2	
	40s	43.9	21.3	8.4	4.4	5.0	4.2	
	50s	24.3	20.3	17.9	6.4	9.0	5.8	
	60s	17.1	15.0	25.3	9.6	10.8	4.6	
	70+	15.0	16.3	27.2	8.4	10.7	4.3	
Gender*Age	Male	6~19	48.0	16.5	4.4	13.2	3.5	2.4
		20s	55.4	22.4	4.3	3.1	2.9	4.0
		30s	45.8	25.4	5.6	5.6	4.2	3.7
		40s	40.4	23.0	9.2	4.4	5.0	4.4
		50s	23.2	22.5	20.0	5.5	7.3	5.7
		60s	16.7	16.3	26.3	9.8	9.2	4.3
		70+	14.5	16.5	31.3	6.3	11.5	4.7
	Female	6~19	47.0	15.4	4.3	15.0	4.9	2.4
		20s	59.4	21.1	3.0	4.2	3.3	2.1
		30s	54.6	20.3	4.8	5.0	4.1	2.7
		40s	47.6	19.5	7.5	4.5	5.0	3.9
		50s	25.5	18.2	15.8	7.3	10.6	6.0
		60s	17.5	13.6	24.2	9.3	12.4	4.9
		70+	15.5	16.2	23.3	10.3	9.9	3.9
Youth	Entire population	52.2	17.6	4.2	9.4	3.8	2.9	
	Male	51.5	18.4	4.5	8.7	3.4	3.3	
	Female	52.9	16.6	3.9	10.2	4.3	2.5	
Occupation	Professional/managerial position	42.2	25.1	9.1	3.6	4.6	4.4	
	Office job	47.0	23.7	6.7	4.4	4.7	3.7	
	Service/sales	36.1	18.6	13.6	7.0	6.9	4.4	
	Production related position	24.6	18.7	19.7	7.6	8.0	5.0	
	Agriculture/forestry/fishery	16.6	16.1	25.1	6.7	9.2	4.6	
	Unemployed/Other (None/other)	44.3	17.9	8.3	8.6	5.5	3.3	
	(Student)	52.2	17.1	4.1	10.6	3.7	2.5	
	(Housewife)	32.3	18.3	13.9	5.6	8.8	4.7	
	(Unemployed/Other (None/other))	34.2	20.8	15.5	5.7	6.4	3.8	

Table 69 Mainly used SNS services (2 responses) - 1st rank_(Household Member_Q21)

(Unit : %)

BASE: Persons aged 6 or older who have used SNS within the last 1 year PERIOD: Within the last 1 year		Instagram	Facebook	Naver Band	Tiktok	Kakao Story	Naver Blog
Education	Elementary school graduate or lower	37.7	14.7	7.3	17.3	5.6	2.7
	(Preschool)	47.3	11.5	0.0	41.2	0.0	0.0
	(Uneducated)	14.5	23.8	36.5	10.5	6.8	3.0
	(Elementary school student)	29.8	11.5	6.9	25.1	7.0	4.6
	(Middle school student)	50.0	17.0	3.6	11.9	3.5	1.0
	(A regular elementary school graduate)	10.8	16.8	26.1	5.3	11.6	3.3
	Middle school graduate	46.1	17.4	8.1	8.9	5.2	3.0
	(High school student)	55.6	18.3	3.6	8.6	3.3	2.3
	(A regular middle school graduate)	17.4	14.7	21.7	9.8	10.7	5.4
	High school graduate	33.4	16.6	16.2	7.3	7.7	4.3
	(University student)	61.8	19.6	3.4	3.3	2.5	3.0
	(A regular high school graduate)	25.5	15.8	19.7	8.4	9.1	4.6
	University graduate or higher	44.7	23.1	8.0	4.5	5.0	4.0
	(Graduate student)	58.8	17.0	9.2	2.5	0.0	3.0
	(A regular university graduate)	44.6	23.1	8.0	4.5	5.0	4.0
Household income	Less than KRW 2 million	21.8	22.0	18.9	7.9	8.8	3.5
	KRW 2 million-Less than 3 million	33.2	15.7	15.1	7.2	7.7	4.4
	KRW 3 million-Less than 4 million	36.3	19.1	13.0	6.7	6.9	4.9
	KRW 4 million-Less than 5 million	36.8	21.7	11.8	6.3	6.5	3.7
	KRW 5 million and higher	44.0	20.1	8.9	6.7	5.2	3.7
Region size	Dong	41.4	19.6	10.3	6.7	5.7	4.1
	Eup/Myeon	36.7	21.9	11.9	6.8	6.9	3.1
Region	Seoul	47.2	15.1	8.8	6.2	5.0	4.0
	Busan	34.2	22.1	17.3	4.7	8.1	2.9
	Daegu	45.5	15.7	12.3	7.0	6.7	2.0
	Incheon	53.0	12.2	8.5	9.6	3.3	3.4
	Gwangju	33.7	16.5	10.5	7.8	6.6	5.3
	Daejeon	40.7	20.2	14.7	5.1	6.5	3.6
	Ulsan	39.2	27.9	11.6	5.4	5.3	1.9
	Gyeonggi	38.0	23.8	8.7	6.6	6.2	5.0
	Gangwon	32.3	29.5	9.1	5.2	5.8	3.5
	Chungcheong	40.4	20.2	7.8	9.0	4.9	4.9
	(Chungbuk)	45.3	16.2	8.2	7.4	6.3	2.9
	(Chungnam)	36.9	22.9	7.5	10.1	3.9	6.4
	(Sejong)	39.9	21.6	7.8	9.6	5.2	4.8
	Jeolla	35.8	17.6	12.9	8.9	6.9	3.5
	(Jeonbuk)	42.9	13.1	16.2	5.9	6.0	3.4
	(Jeonnam)	28.4	22.3	9.4	12.0	7.8	3.6
	Gyeongsang	37.1	22.7	14.8	4.9	6.9	2.2
	(Gyeongbuk)	33.6	21.5	11.5	5.0	9.7	2.7
	(Gyeongnam)	39.3	23.5	16.9	4.8	5.1	1.9
	Jeju	37.1	12.1	15.0	10.7	3.8	4.0

Table 70 | **Mainly used SNS services (2 responses) - 1st rank_(Household Member_Q21) - CONT.**

(Unit : %)

BASE: Persons aged 6 or older who have used SNS within the last 1 year PERIOD: Within the last 1 year		Naver Cafe	Daum Cafe	X(Twitter)	Threads	Tistory	Total	
SNS users aged 6 years or older		3.8	2.4	2.1	2.0	2.0	100.0	
Number of household members	1 person	5.5	2.4	1.6	2.5	1.7	100.0	
	2 persons	4.0	2.9	2.1	1.8	2.4	100.0	
	3 persons or more	3.5	2.3	2.1	2.0	1.8	100.0	
Gender	Male	3.8	2.4	2.1	1.9	2.1	100.0	
	Female	3.8	2.5	2.0	2.1	1.8	100.0	
Age	6~19	2.4	2.2	2.7	2.2	2.1	100.0	
	20s	1.9	1.3	1.4	1.5	1.2	100.0	
	30s	3.0	1.8	1.6	1.4	1.3	100.0	
	40s	4.2	2.6	2.0	2.0	2.0	100.0	
	50s	5.6	3.5	2.4	2.2	2.6	100.0	
	60s	5.0	3.9	2.6	2.9	3.3	100.0	
	70+	8.3	2.2	2.5	3.2	2.1	100.0	
Gender*Age	Male	6~19	2.7	2.1	2.7	2.0	2.5	100.0
		20s	1.9	1.6	1.4	1.6	1.3	100.0
		30s	3.3	1.8	1.7	1.4	1.5	100.0
		40s	4.4	2.7	2.3	2.2	2.0	100.0
		50s	5.7	3.3	2.5	1.9	2.4	100.0
		60s	4.9	3.5	2.9	2.5	3.6	100.0
		70+	5.3	2.3	2.1	3.9	1.5	100.0
	Female	6~19	2.0	2.3	2.6	2.5	1.6	100.0
		20s	1.9	1.0	1.5	1.4	1.1	100.0
		30s	2.7	1.8	1.6	1.4	1.0	100.0
		40s	4.0	2.5	1.8	1.9	1.9	100.0
		50s	5.5	3.6	2.4	2.4	2.7	100.0
		60s	5.2	4.3	2.2	3.4	3.0	100.0
		70+	11.1	2.0	2.9	2.4	2.5	100.0
Youth	Entire population	2.2	1.8	2.2	1.9	1.8	100.0	
	Male	2.4	1.8	2.2	1.7	2.1	100.0	
	Female	2.0	1.8	2.3	2.2	1.4	100.0	
Occupation	Professional/managerial position	4.4	1.3	2.2	1.6	1.6	100.0	
	Office job	3.5	1.7	1.6	1.6	1.4	100.0	
	Service/sales	4.7	2.8	2.0	2.0	2.0	100.0	
	Production related position	4.0	3.7	2.8	2.6	3.3	100.0	
	Agriculture/forestry/fishery	4.8	4.5	5.8	2.6	3.9	100.0	
	Unemployed/Other (None/other)	3.2	2.5	2.2	2.2	2.0	100.0	
	(Student)	2.1	1.9	2.1	1.9	1.8	100.0	
	(Housewife)	5.4	3.6	2.1	2.7	2.4	100.0	
	(Unemployed/Other (None/other))	3.7	2.6	2.6	2.7	2.0	100.0	

Table 70 Mainly used SNS services (2 responses) - 1st rank_(Household Member_Q21) - CONT.

(Unit : %)

BASE: Persons aged 6 or older who have used SNS within the last 1 year PERIOD: Within the last 1 year		Naver Cafe	Daum Cafe	X(Twitter)	Threads	Tistory	Total
Education	Elementary school graduate or lower	3.2	2.9	3.3	3.0	2.4	100.0
	(Preschool)	0.0	0.0	0.0	0.0	0.0	100.0
	(Uneducated)	0.0	0.0	3.3	0.0	1.7	100.0
	(Elementary school student)	2.7	3.0	3.6	3.1	2.7	100.0
	(Middle school student)	3.0	2.7	2.7	2.9	1.8	100.0
	(A regular elementary school graduate)	8.0	4.5	5.8	4.0	3.9	100.0
	Middle school graduate	2.6	1.6	2.8	2.0	2.3	100.0
	(High school student)	1.8	1.1	2.3	1.2	1.9	100.0
	(A regular middle school graduate)	5.0	3.3	4.3	4.2	3.5	100.0
	High school graduate	4.5	3.1	2.2	2.3	2.5	100.0
	(University student)	1.5	1.4	0.8	1.4	1.3	100.0
	(A regular high school graduate)	5.3	3.5	2.6	2.6	2.9	100.0
	University graduate or higher	3.7	2.1	1.7	1.7	1.5	100.0
	(Graduate student)	1.7	4.6	0.0	3.2	0.0	100.0
	(A regular university graduate)	3.7	2.1	1.7	1.7	1.5	100.0
Household income	Less than KRW 2 million	5.3	3.3	2.8	3.0	2.7	100.0
	KRW 2 million-Less than 3 million	5.3	3.0	2.7	3.1	2.5	100.0
	KRW 3 million-Less than 4 million	3.2	3.0	2.4	2.2	2.3	100.0
	KRW 4 million-Less than 5 million	3.4	2.7	2.3	2.2	2.4	100.0
	KRW 5 million and higher	3.9	2.2	1.9	1.8	1.7	100.0
Region size	Dong	3.8	2.4	2.0	2.0	1.9	100.0
	Eup/Myeon	3.7	2.5	2.2	2.0	2.3	100.0
Region	Seoul	5.4	2.3	1.8	2.1	2.1	100.0
	Busan	3.0	2.1	1.6	2.1	1.9	100.0
	Daegu	2.8	2.3	2.2	1.7	1.9	100.0
	Incheon	2.8	1.9	1.7	2.3	1.5	100.0
	Gwangju	4.3	3.8	3.5	4.4	3.7	100.0
	Daejeon	3.2	2.3	1.7	0.9	1.2	100.0
	Ulsan	1.7	2.0	1.9	1.3	1.8	100.0
	Gyeonggi	4.0	2.3	2.1	1.7	1.6	100.0
	Gangwon	5.2	3.6	2.1	1.5	2.1	100.0
	Chungcheong	3.3	2.9	2.4	1.9	2.2	100.0
	(Chungbuk)	3.0	3.2	2.5	2.4	2.6	100.0
	(Chungnam)	3.5	2.7	2.5	1.7	2.1	100.0
	(Sejong)	3.2	3.3	1.4	1.5	1.5	100.0
	Jeolla	3.7	2.7	2.2	2.7	3.2	100.0
	(Jeonbuk)	3.4	2.3	1.7	2.5	2.5	100.0
	(Jeonnam)	4.2	3.0	2.7	2.8	3.8	100.0
	Gyeongsang	2.4	2.7	2.4	2.2	1.7	100.0
	(Gyeongbuk)	3.4	3.9	3.5	2.9	2.3	100.0
	(Gyeongnam)	1.8	1.9	1.6	1.8	1.4	100.0
	Jeju	3.2	4.1	3.5	3.4	3.1	100.0

Table 71 Mainly used SNS services (2 responses) - 1st+2nd rank_(Household Member_Q21)

(Unit : %)

BASE: Persons aged 6 or older who have used SNS within the last 1 year PERIOD: Within the last 1 year		Instagram	Facebook	Naver Band	Kakao Story	Tiktok	Naver Cafe	
SNS users aged 6 years or older		63.6	38.6	23.7	16.3	14.9	8.3	
Number of household members	1 person	59.9	36.8	26.1	17.9	14.0	9.7	
	2 persons	56.6	37.3	29.7	19.4	12.7	9.0	
	3 persons or more	66.5	39.2	21.4	15.0	15.8	7.9	
Gender	Male	62.5	40.4	24.8	15.3	14.0	8.1	
	Female	64.8	36.6	22.6	17.3	15.9	8.5	
Age	6~19	70.0	36.6	6.6	8.6	27.5	4.7	
	20s	80.2	42.0	16.6	8.3	15.5	6.4	
	30s	73.3	43.2	18.6	14.2	14.7	7.9	
	40s	67.1	39.3	24.4	17.3	11.5	9.5	
	50s	48.9	36.4	34.5	22.1	11.4	10.5	
	60s	39.4	30.9	41.1	26.9	13.0	9.5	
	70+	31.7	31.9	39.8	26.7	10.5	11.1	
Gender*Age	Male	6~19	69.4	36.9	6.9	8.1	25.1	5.4
		20s	79.2	43.5	17.1	7.0	14.9	6.3
		30s	70.4	45.9	19.8	14.0	14.1	7.7
		40s	65.1	41.4	26.2	16.9	10.5	8.8
		50s	48.7	39.2	35.3	19.9	10.2	10.9
		60s	38.8	32.2	42.9	25.1	13.2	9.4
		70+	30.4	29.4	44.9	30.1	9.4	8.5
	Female	6~19	70.7	36.1	6.3	9.1	30.0	4.1
		20s	81.3	40.4	16.1	9.8	16.1	6.5
		30s	76.4	40.3	17.2	14.5	15.3	8.2
		40s	69.1	37.3	22.5	17.7	12.5	10.2
		50s	49.2	33.6	33.6	24.4	12.6	10.2
		60s	40.0	29.6	39.2	28.7	12.8	9.6
		70+	33.0	34.3	35.0	23.5	11.6	13.5
Youth	Entire population	74.2	38.3	10.0	8.4	23.3	5.4	
	Male	73.8	39.4	10.0	7.9	21.4	6.0	
	Female	74.7	37.2	10.0	9.0	25.2	4.8	
Occupation	Professional/managerial position	67.6	41.8	21.7	14.8	10.4	9.9	
	Office job	71.0	43.6	20.7	14.9	13.4	8.5	
	Service/sales	59.2	35.8	29.7	19.1	13.4	9.9	
	Production related position	48.2	34.8	35.0	21.1	12.9	7.3	
	Agriculture/forestry/fishery	35.9	33.7	40.0	22.7	8.0	6.8	
	Unemployed/Other (None/other)	66.1	37.4	17.6	13.5	18.9	6.9	
	(Student)	73.9	38.1	9.9	8.2	24.0	5.1	
	(Housewife)	53.0	35.6	28.8	22.9	11.3	10.4	
	(Unemployed/Other (None/other))	59.3	38.6	28.8	16.6	11.8	7.2	

Table 71 | **Mainly used SNS services (2 responses) - 1st+2nd rank_(Household Member_Q21)**

(Unit : %)

BASE: Persons aged 6 or older who have used SNS within the last 1 year PERIOD: Within the last 1 year		Instagram	Facebook	Naver Band	Kakao Story	Tiktok	Naver Cafe
Education	Elementary school graduate or lower	60.8	33.3	10.0	10.8	28.0	5.5
	(Preschool)	70.9	15.2	0.0	14.0	41.2	0.0
	(Uneducated)	22.5	35.7	44.5	13.7	14.6	0.9
	(Elementary school student)	55.7	29.2	8.3	11.8	32.7	3.6
	(Middle school student)	71.9	38.4	6.0	7.7	27.6	6.1
	(A regular elementary school graduate)	28.6	28.9	36.9	20.9	7.1	13.0
	Middle school graduate	67.1	37.2	13.9	12.2	21.3	5.1
	(High school student)	76.7	40.0	6.0	7.8	24.5	4.7
	(A regular middle school graduate)	38.3	28.6	37.6	25.5	11.5	6.1
	High school graduate	55.6	34.4	31.0	20.1	13.8	8.8
	(University student)	82.2	41.5	15.4	6.9	16.9	5.8
	(A regular high school graduate)	48.2	32.4	35.3	23.8	13.0	9.6
	University graduate or higher	68.4	41.9	22.6	15.3	12.9	8.8
	(Graduate student)	68.6	43.2	23.5	8.5	9.5	7.5
	(A regular university graduate)	68.4	41.9	22.6	15.3	12.9	8.8
Household income	Less than KRW 2 million	43.8	36.1	32.9	20.4	12.9	7.9
	KRW 2 million-Less than 3 million	54.6	34.5	29.1	16.6	14.3	8.4
	KRW 3 million-Less than 4 million	60.3	36.5	26.7	17.7	14.7	7.7
	KRW 4 million-Less than 5 million	61.3	39.0	25.7	16.8	14.1	7.5
	KRW 5 million and higher	66.5	39.3	21.7	15.6	15.3	8.6
Region size	Dong	64.3	38.2	23.3	16.1	15.3	8.6
	Eup/Myeon	60.2	40.1	26.2	17.2	12.9	6.7
Region	Seoul	67.6	35.2	20.5	14.0	15.5	13.1
	Busan	59.9	35.9	33.4	18.7	12.7	6.0
	Daegu	66.5	37.9	26.5	15.5	16.2	7.9
	Incheon	67.5	27.9	18.5	13.0	29.6	5.9
	Gwangju	56.0	32.1	26.6	16.0	16.1	7.1
	Daejeon	62.8	36.0	27.6	16.3	15.0	7.7
	Ulsan	63.4	45.1	26.4	15.4	17.5	3.0
	Gyeonggi	63.4	41.4	20.9	19.1	13.2	8.5
	Gangwon	60.2	47.3	20.9	15.9	11.5	10.3
	Chungcheong	65.0	38.5	19.7	14.0	16.1	7.6
	(Chungbuk)	64.0	34.7	23.4	15.5	14.6	7.0
	(Chungnam)	65.3	41.3	17.4	12.9	17.2	8.1
	(Sejong)	67.9	38.0	18.0	14.3	16.2	6.4
	Jeolla	58.1	38.0	26.8	15.4	15.8	7.5
	(Jeonbuk)	62.9	35.4	29.1	13.4	13.6	7.6
	(Jeonnam)	53.0	40.7	24.3	17.4	18.0	7.4
	Gyeongsang	61.2	45.1	32.3	16.5	9.1	3.4
	(Gyeongbuk)	61.2	42.2	26.8	17.1	7.7	4.6
	(Gyeongnam)	61.1	46.9	36.0	16.0	10.1	2.5
	Jeju	56.8	30.7	35.8	9.4	18.4	9.9

Table 72 Mainly used SNS services (2 responses) - 1st+2nd rank_(Household Member_Q21) - CONT.

(Unit : %)

BASE: Persons aged 6 or older who have used SNS within the last 1 year PERIOD: Within the last 1 year		Naver Blog	X(Twitter)	Daum Cafe	Threads	Tistory
SNS users aged 6 years or older		7.2	4.3	3.7	3.3	2.2
Number of household members	1 person	8.6	3.4	3.8	4.1	1.8
	2 persons	8.0	3.7	4.3	2.8	2.5
	3 persons or more	6.8	4.7	3.5	3.4	2.1
Gender	Male	7.4	4.5	3.6	3.3	2.3
	Female	6.9	4.2	3.8	3.3	2.0
Age	6~19	4.3	5.9	2.7	3.1	2.5
	20s	6.9	5.8	2.3	3.3	1.4
	30s	7.5	4.4	3.3	3.8	1.4
	40s	8.4	3.9	4.2	3.4	2.2
	50s	8.5	3.6	5.1	2.8	2.8
	60s	6.8	2.7	5.1	3.1	3.4
	70+	5.4	2.6	3.3	3.5	2.1
Gender*Age	6~19	4.1	6.9	2.7	2.9	3.1
	20s	7.9	5.8	2.6	3.6	1.5
	30s	7.8	4.0	3.0	3.6	1.6
	40s	8.4	4.2	4.2	3.7	2.2
	50s	8.6	3.7	4.8	2.5	2.7
	60s	6.6	3.0	4.8	2.7	3.7
	70+	6.2	2.2	3.8	4.6	1.5
Gender	6~19	4.4	4.7	2.7	3.3	1.9
	20s	5.9	5.7	1.9	3.1	1.2
	30s	7.2	4.8	3.5	4.1	1.2
	40s	8.4	3.6	4.2	3.1	2.1
	50s	8.4	3.5	5.3	3.1	2.8
	60s	7.0	2.3	5.4	3.6	3.1
	70+	4.7	2.9	2.9	2.4	2.5
Youth	Entire population	5.0	6.1	2.5	3.1	2.1
	Male	5.3	6.6	2.7	3.0	2.5
	Female	4.7	5.5	2.4	3.2	1.7
Occupation	Professional/managerial position	8.6	4.0	4.4	5.3	1.9
	Office job	7.6	4.5	2.8	3.4	1.5
	Service/sales	7.9	3.9	4.1	2.9	2.1
	Production related position	8.4	3.7	5.7	3.1	3.7
	Agriculture/forestry/fishery	5.8	6.5	5.4	2.8	3.9
	Unemployed/Other (None/other)	5.7	4.7	3.4	3.4	2.2
	(Student)	4.9	5.8	2.6	3.4	2.1
	(Housewife)	7.4	2.9	5.0	3.5	2.5
	(Unemployed/Other (None/other))	5.7	3.6	3.7	3.6	2.1

Table 72 Mainly used SNS services (2 responses) - 1st+2nd rank_(Household Member_Q21) - CONT.

(Unit : %)

BASE: Persons aged 6 or older who have used SNS within the last 1 year PERIOD: Within the last 1 year		Naver Blog	X(Twitter)	Daum Cafe	Threads	Tistory
Education	Elementary school graduate or lower	4.4	5.5	3.4	3.4	2.9
	(Preschool)	3.0	0.0	0.0	0.0	0.0
	(Uneducated)	3.9	3.3	0.6	0.0	1.7
	(Elementary school student)	7.2	5.2	3.3	3.3	3.6
	(Middle school student)	2.1	5.8	3.4	3.6	2.2
	(A regular elementary school graduate)	4.2	5.8	4.6	4.0	3.9
	Middle school graduate	4.4	5.7	2.1	3.2	2.5
	(High school student)	3.6	6.1	1.5	2.8	2.1
	(A regular middle school graduate)	7.0	4.3	3.7	4.3	3.5
	High school graduate	7.1	4.2	4.4	3.2	2.7
	(University student)	6.6	5.7	2.5	3.7	1.3
	(A regular high school graduate)	7.2	3.7	4.9	3.1	3.0
	University graduate or higher	8.0	4.1	3.5	3.4	1.7
	(Graduate student)	7.8	10.5	4.6	7.0	0.0
	(A regular university graduate)	8.0	4.1	3.5	3.3	1.7
Household income	Less than KRW 2 million	6.1	3.3	3.5	3.2	2.7
	KRW 2 million-Less than 3 million	7.4	4.3	4.6	3.9	2.5
	KRW 3 million-Less than 4 million	8.0	4.1	4.5	3.4	2.5
	KRW 4 million-Less than 5 million	6.9	3.9	4.0	3.3	2.7
	KRW 5 million and higher	7.1	4.5	3.4	3.2	1.9
Region size	Dong	7.4	4.3	3.7	3.5	2.1
	Eup/Myeon	6.1	4.7	3.8	2.6	2.4
Region	Seoul	7.9	4.5	3.3	3.7	2.2
	Busan	5.7	4.9	3.0	2.2	2.0
	Daegu	3.2	3.5	3.9	3.6	2.0
	Incheon	9.7	4.1	2.8	6.8	1.7
	Gwangju	7.4	4.5	5.7	5.6	3.8
	Daejeon	8.2	3.3	4.8	2.8	1.9
	Ulsan	2.4	7.4	2.5	3.0	2.0
	Gyeonggi	8.3	5.1	3.6	2.9	1.8
	Gangwon	7.4	3.7	5.5	1.8	2.5
	Chungcheong	10.1	4.2	4.1	3.3	2.8
	(Chungbuk)	7.5	4.3	4.0	4.2	3.3
	(Chungnam)	12.0	4.3	4.2	2.6	2.5
	(Sejong)	9.8	3.6	4.2	3.2	2.8
	Jeolla	5.1	2.7	3.6	2.8	3.3
	(Jeonbok)	4.7	2.2	2.8	2.6	2.6
	(Jeonnam)	5.5	3.3	4.5	3.0	4.1
	Gyeongsang	3.7	2.9	3.8	2.3	1.7
	(Gyeongbuk)	3.9	4.1	5.4	2.9	2.3
	(Gyeongnam)	3.5	2.2	2.8	1.9	1.4
	Jeju	5.2	4.4	6.5	3.6	3.4

Table 73 Reasons for using SNS_(Household Member_Q22)

(Unit : %)

BASE: Persons aged 6 or older who have used SNS within the last 1 year PERIOD: Within the last 1 year		For business purposes	For personal use	For both business and personal use	Total
SNS users aged 6 years or older		8.5	64.7	26.8	100.0
Number of household members	1 person	9.4	59.1	31.4	100.0
	2 persons	10.7	60.0	29.3	100.0
	3 persons or more	7.7	67.0	25.4	100.0
Gender	Male	8.9	62.1	28.9	100.0
	Female	8.1	67.4	24.6	100.0
Age	6~19	0.4	98.5	1.0	100.0
	20s	6.0	68.5	25.4	100.0
	30s	8.3	56.3	35.4	100.0
	40s	10.2	54.8	35.0	100.0
	50s	12.1	57.4	30.5	100.0
	60s	12.7	63.6	23.7	100.0
	70+	12.0	63.8	24.1	100.0
Gender*Age	Male 6~19	0.5	98.6	1.0	100.0
	Male 20s	6.2	70.2	23.6	100.0
	Male 30s	8.4	53.4	38.2	100.0
	Male 40s	11.3	50.1	38.6	100.0
	Male 50s	12.7	51.7	35.5	100.0
	Male 60s	13.2	60.7	26.1	100.0
	Male 70+	12.9	60.5	26.5	100.0
Female	Female 6~19	0.4	98.5	1.1	100.0
	Female 20s	5.8	66.7	27.5	100.0
	Female 30s	8.2	59.6	32.2	100.0
	Female 40s	9.0	59.6	31.4	100.0
	Female 50s	11.5	63.1	25.4	100.0
	Female 60s	12.1	66.7	21.2	100.0
	Female 70+	11.2	66.9	21.9	100.0
Youth	Entire population	2.3	91.1	6.5	100.0
	Male	2.3	91.9	5.8	100.0
	Female	2.4	90.3	7.3	100.0
Occupation	Professional/managerial position	5.8	51.4	42.9	100.0
	Office job	8.8	51.2	40.0	100.0
	Service/sales	10.3	59.8	29.9	100.0
	Production related position	12.5	58.9	28.6	100.0
	Agriculture/forestry/fishery	15.9	49.8	34.3	100.0
	Unemployed/Other (None/other)	5.6	84.7	9.7	100.0
	(Student)	2.0	92.7	5.2	100.0
	(Housewife)	10.5	73.6	15.9	100.0
	(Unemployed/Other (None/other))	11.7	70.6	17.7	100.0

Table 73 Reasons for using SNS_(Household Member_Q22)

(Unit : %)

BASE: Persons aged 6 or older who have used SNS within the last 1 year PERIOD: Within the last 1 year		For business purposes	For personal use	For both business and personal use	Total
Education	Elementary school graduate or lower	1.7	94.5	3.8	100.0
	(Preschool)	0.0	84.6	15.4	100.0
	(Uneducated)	11.0	60.7	28.2	100.0
	(Elementary school student)	0.2	98.0	1.8	100.0
	(Middle school student)	0.0	99.4	0.6	100.0
	(A regular elementary school graduate)	18.5	54.6	26.9	100.0
	Middle school graduate	4.5	87.8	7.7	100.0
	(High school student)	0.3	99.0	0.7	100.0
	(A regular middle school graduate)	17.9	51.7	30.3	100.0
	High school graduate	10.7	67.6	21.7	100.0
	(University student)	5.4	81.8	12.8	100.0
	(A regular high school graduate)	12.2	63.6	24.3	100.0
	University graduate or higher	8.7	56.1	35.1	100.0
	(Graduate student)	6.1	70.8	23.1	100.0
	(A regular university graduate)	8.7	56.1	35.2	100.0
Household income	Less than KRW 2 million	15.3	58.4	26.4	100.0
	KRW 2 million-Less than 3 million	10.1	63.3	26.7	100.0
	KRW 3 million-Less than 4 million	9.8	62.8	27.4	100.0
	KRW 4 million-Less than 5 million	8.9	66.6	24.5	100.0
	KRW 5 million and higher	7.8	64.9	27.3	100.0
Region size	Dong	8.5	64.1	27.4	100.0
	Eup/Myeon	8.4	67.8	23.8	100.0
Region	Seoul	9.4	61.7	28.8	100.0
	Busan	10.5	61.8	27.8	100.0
	Daegu	5.7	68.6	25.7	100.0
	Incheon	6.9	63.9	29.2	100.0
	Gwangju	16.0	54.7	29.4	100.0
	Daejeon	6.3	72.3	21.4	100.0
	Ulsan	8.9	64.8	26.4	100.0
	Gyeonggi	7.7	66.5	25.7	100.0
	Gangwon	7.0	58.9	34.0	100.0
	Chungcheong	7.9	67.6	24.5	100.0
	(Chungbuk)	6.8	71.6	21.6	100.0
	(Chungnam)	8.9	64.0	27.1	100.0
	(Sejong)	6.8	70.8	22.4	100.0
	Jeolla	11.9	58.2	29.9	100.0
	(Jeonbuk)	11.3	59.5	29.2	100.0
	(Jeonnam)	12.5	56.8	30.7	100.0
	Gyeongsang	7.5	68.9	23.6	100.0
	(Gyeongbuk)	9.9	68.3	21.8	100.0
	(Gyeongnam)	6.0	69.2	24.8	100.0
	Jeju	9.9	64.5	25.7	100.0

Table 74 Reasons for not using SNS (multiple responses)_(Household Member_Q23)

(Unit : %)

BASE: Persons aged 6 or older who have not used SNS within the last 1 year PERIOD: Within the last 1 year		Not needed	Due to concerns about privacy and personal information leakage	No confidence in using it or do not know how to use it	Cannot trust information that is known through SNS	Other
Non-users of SNS aged 6 or older		77.7	31.1	17.9	10.1	0.5
Number of household members	1 person	79.8	23.8	25.6	9.7	0.1
	2 persons	80.8	26.8	20.3	9.9	0.1
	3 persons or more	74.7	36.5	13.9	10.3	0.9
Gender	Male	77.9	32.6	15.1	10.0	0.6
	Female	77.5	29.6	20.6	10.1	0.4
Age	6~19	67.4	26.8	17.0	4.2	3.5
	20s	44.0	70.5	2.1	9.4	0.6
	30s	65.0	57.3	2.9	16.0	0.9
	40s	77.6	46.0	4.5	14.3	0.3
	50s	78.8	39.1	10.8	12.5	0.1
	60s	80.6	29.2	20.8	10.5	0.0
	70+	82.8	16.2	29.0	7.8	0.0
Gender*Age	Male 6~19	69.3	25.1	16.6	4.2	4.0
	Male 20s	47.7	69.0	3.4	10.7	0.0
	Male 30s	66.1	56.4	3.0	13.5	1.3
	Male 40s	77.6	44.7	4.3	12.2	0.3
	Male 50s	78.9	39.6	9.2	12.6	0.1
	Male 60s	81.0	29.3	18.6	11.5	0.0
	Male 70+	83.8	19.5	24.4	7.2	0.0
Female	Female 6~19	65.3	28.8	17.4	4.3	3.0
	Female 20s	38.3	72.7	0.0	7.5	1.6
	Female 30s	63.4	58.5	2.8	19.6	0.3
	Female 40s	77.5	47.7	4.7	16.9	0.4
	Female 50s	78.8	38.7	12.4	12.5	0.1
	Female 60s	80.2	29.2	22.9	9.5	0.0
	Female 70+	82.2	13.6	32.6	8.3	0.0
Youth	Entire population	56.9	50.4	10.1	5.7	1.5
	Male	59.1	48.5	11.1	5.6	1.2
	Female	54.2	52.7	8.9	5.8	1.9
Occupation	Professional/managerial position	69.0	41.8	7.1	12.0	0.3
	Office job	74.1	51.1	5.0	17.9	0.0
	Service/sales	77.6	36.0	14.0	12.3	0.1
	Production related position	80.1	29.5	19.4	9.2	0.1
	Agriculture/forestry/fishery	79.3	26.7	21.7	9.1	0.1
	Unemployed/Other (None/other)	77.5	25.0	22.1	7.6	1.0
	(Student)	66.3	29.4	15.8	4.4	3.3
	(Housewife)	80.6	24.7	26.2	10.0	0.1
	(Unemployed/Other (None/other))	83.9	20.9	21.2	6.6	0.2

Table 74 Reasons for not using SNS (multiple responses)_(Household Member_Q23)

(Unit : %)

BASE: Persons aged 6 or older who have not used SNS within the last 1 year PERIOD: Within the last 1 year		Not needed	Due to concerns about privacy and personal information leakage	No confidence in using it or do not know how to use it	Cannot trust information that is known through SNS	Other
Education	Elementary school graduate or lower	76.1	17.1	24.4	5.2	1.8
	(Preschool)	70.9	3.7	29.6	5.9	4.2
	(Uneducated)	83.3	10.4	37.5	3.3	0.0
	(Elementary school student)	72.3	23.3	17.0	3.8	4.1
	(Middle school student)	51.8	57.7	4.8	5.0	0.0
	(A regular elementary school graduate)	82.4	11.4	29.1	6.5	0.0
	Middle school graduate	79.3	21.2	27.0	6.3	0.2
	(High school student)	44.6	67.2	3.1	3.2	2.1
	(A regular middle school graduate)	82.0	17.7	28.9	6.5	0.0
	High school graduate	79.9	31.3	18.6	10.6	0.1
	(University student)	51.2	63.8	0.9	8.5	0.0
	(A regular high school graduate)	80.5	30.7	19.0	10.7	0.1
	University graduate or higher	73.9	47.6	6.4	15.0	0.3
	(Graduate student)	100.0	100.0	0.0	0.0	0.0
	(A regular university graduate)	73.9	47.6	6.4	15.0	0.3
Household income	Less than KRW 2 million	82.5	16.2	27.3	7.2	0.2
	KRW 2 million-Less than 3 million	80.1	23.5	24.7	8.6	0.0
	KRW 3 million-Less than 4 million	78.8	31.2	16.9	9.6	0.5
	KRW 4 million-Less than 5 million	77.9	34.0	15.7	11.2	0.6
	KRW 5 million and higher	74.2	38.8	12.8	11.5	0.7
Region size	Dong	77.2	32.5	18.0	10.5	0.5
	Eup/Myeon	79.6	26.0	17.7	8.3	0.4
Region	Seoul	77.2	34.8	16.9	14.1	0.4
	Busan	72.9	33.7	16.4	9.6	0.4
	Daegu	79.1	25.3	12.7	3.8	0.0
	Incheon	73.6	26.4	28.1	9.7	0.9
	Gwangju	78.8	41.4	13.4	8.2	1.1
	Daejeon	80.8	17.7	11.0	5.1	0.8
	Ulsan	71.6	33.0	14.5	14.3	0.0
	Gyeonggi	77.4	33.0	23.2	14.3	0.6
	Gangwon	76.4	20.8	18.9	5.2	0.7
	Chungcheong	78.1	24.9	9.6	5.1	0.7
	(Chungbuk)	81.5	22.2	8.8	4.2	1.0
	(Chungnam)	78.0	26.8	9.7	4.7	0.3
	(Sejong)	62.3	26.1	13.3	12.5	1.1
	Jeolla	78.9	35.6	14.8	9.6	0.4
	(Jeonbuk)	81.6	29.7	15.7	5.8	0.6
	(Jeonnam)	76.2	41.6	13.9	13.5	0.1
	Gyeongsang	80.6	30.9	19.9	6.5	0.2
	(Gyeongbuk)	80.0	29.9	27.0	5.4	0.3
	(Gyeongnam)	81.3	32.0	11.8	7.6	0.2
	Jeju	87.6	16.1	6.3	1.7	0.0

Table 75 Understanding and Identification Ability of AI Technology - Smart home (refrigerator, vacuum, lighting/temperature control)_(Household Member_Q24-1)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Entire population aged 6 or older		69.6	30.4	100.0
Number of household members	1 person	59.5	40.5	100.0
	2 persons	64.5	35.5	100.0
	3 persons or more	73.8	26.2	100.0
Gender	Male	71.0	29.0	100.0
	Female	68.2	31.8	100.0
Age	6~19	58.9	41.1	100.0
	20s	81.6	18.4	100.0
	30s	82.7	17.3	100.0
	40s	83.6	16.4	100.0
	50s	75.5	24.5	100.0
	60s	64.0	36.0	100.0
	70+	37.7	62.3	100.0
Male	6~19	58.7	41.3	100.0
	20s	81.9	18.1	100.0
	30s	81.8	18.2	100.0
	40s	83.3	16.7	100.0
	50s	75.9	24.1	100.0
	60s	64.6	35.4	100.0
	70+	42.0	58.0	100.0
Female	6~19	59.1	40.9	100.0
	20s	81.3	18.7	100.0
	30s	83.8	16.2	100.0
	40s	83.9	16.1	100.0
	50s	75.1	24.9	100.0
	60s	63.4	36.6	100.0
	70+	34.6	65.4	100.0
Youth	Entire population	69.6	30.4	100.0
	Male	69.6	30.4	100.0
	Female	69.5	30.5	100.0
Occupation	Professional/managerial position	84.6	15.4	100.0
	Office job	82.4	17.6	100.0
	Service/sales	76.3	23.7	100.0
	Production related position	65.0	35.0	100.0
	Agriculture/forestry/fishery	46.7	53.3	100.0
	Unemployed/Other (None/other)	59.4	40.6	100.0
	(Student)	64.9	35.1	100.0
	(Housewife)	58.2	41.8	100.0
	(Unemployed/Other (None/other))	49.0	51.0	100.0

Table 75 Understanding and Identification Ability of AI Technology - Smart home (refrigerator, vacuum, lighting/temperature control)_(Household Member_Q24-1)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Education	Elementary school graduate or lower	39.8	60.2	100.0
	(Preschool)	24.9	75.1	100.0
	(Uneducated)	14.0	86.0	100.0
	(Elementary school student)	46.3	53.7	100.0
	(Middle school student)	64.5	35.5	100.0
	(A regular elementary school graduate)	27.9	72.1	100.0
	Middle school graduate	54.2	45.8	100.0
	(High school student)	73.6	26.4	100.0
	(A regular middle school graduate)	42.1	57.9	100.0
	High school graduate	70.0	30.0	100.0
	(University student)	81.5	18.5	100.0
	(A regular high school graduate)	68.2	31.8	100.0
	University graduate or higher	81.7	18.3	100.0
	(Graduate student)	83.5	16.5	100.0
	(A regular university graduate)	81.7	18.3	100.0
Household income	Less than KRW 2 million	36.8	63.2	100.0
	KRW 2 million-Less than 3 million	52.4	47.6	100.0
	KRW 3 million-Less than 4 million	67.1	32.9	100.0
	KRW 4 million-Less than 5 million	72.6	27.4	100.0
	KRW 5 million and higher	77.3	22.7	100.0
Region size	Dong	70.5	29.5	100.0
	Eup/Myeon	65.7	34.3	100.0
Region	Seoul	73.6	26.4	100.0
	Busan	64.1	35.9	100.0
	Daegu	66.2	33.8	100.0
	Incheon	63.9	36.1	100.0
	Gwangju	70.6	29.4	100.0
	Daejeon	71.9	28.1	100.0
	Ulsan	59.5	40.5	100.0
	Gyeonggi	77.0	23.0	100.0
	Gangwon	61.6	38.4	100.0
	Chungcheong	66.8	33.2	100.0
	(Chungbuk)	68.2	31.8	100.0
	(Chungnam)	64.1	35.9	100.0
	(Sejong)	76.4	23.6	100.0
	Jeolla	56.1	43.9	100.0
	(Jeonbuk)	58.7	41.3	100.0
	(Jeonnam)	53.4	46.6	100.0
	Gyeongsang	66.4	33.6	100.0
	(Gyeongbuk)	61.9	38.1	100.0
	(Gyeongnam)	70.0	30.0	100.0
	Jeju	70.6	29.4	100.0

Table 76 Understanding and Identification Ability of AI Technology - Face recognition unlock_(Household Member_Q24-2)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total	
Entire population aged 6 or older		63.8	36.2	100.0	
Number of household members	1 person	53.2	46.8	100.0	
	2 persons	56.6	43.4	100.0	
	3 persons or more	69.0	31.0	100.0	
Gender	Male	67.0	33.0	100.0	
	Female	60.6	39.4	100.0	
Age	6~19	56.9	43.1	100.0	
	20s	80.5	19.5	100.0	
	30s	78.6	21.4	100.0	
	40s	76.6	23.4	100.0	
	50s	68.1	31.9	100.0	
	60s	55.2	44.8	100.0	
	70+	29.4	70.6	100.0	
Gender*Age	Male	6~19	58.4	41.6	100.0
		20s	81.6	18.4	100.0
		30s	78.3	21.7	100.0
		40s	76.7	23.3	100.0
		50s	70.4	29.6	100.0
		60s	59.4	40.6	100.0
		70+	36.3	63.7	100.0
	Female	6~19	55.2	44.8	100.0
		20s	79.2	20.8	100.0
		30s	78.8	21.2	100.0
		40s	76.5	23.5	100.0
		50s	65.8	34.2	100.0
		60s	51.1	48.9	100.0
		70+	24.4	75.6	100.0
Youth	Entire population	68.4	31.6	100.0	
	Male	69.9	30.1	100.0	
	Female	66.8	33.2	100.0	
Occupation	Professional/managerial position	78.9	21.1	100.0	
	Office job	79.7	20.3	100.0	
	Service/sales	68.3	31.7	100.0	
	Production related position	58.8	41.2	100.0	
	Agriculture/forestry/fishery	36.7	63.3	100.0	
	Unemployed/Other (None/other)	53.7	46.3	100.0	
	(Student)	63.7	36.3	100.0	
	(Housewife)	47.3	52.7	100.0	
	(Unemployed/Other (None/other))	43.1	56.9	100.0	

Table 76 Understanding and Identification Ability of AI Technology - Face recognition unlock_(Household Member_Q24-2)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Education	Elementary school graduate or lower	34.8	65.2	100.0
	(Preschool)	17.8	82.2	100.0
	(Uneducated)	9.2	90.8	100.0
	(Elementary school student)	44.5	55.5	100.0
	(Middle school student)	63.0	37.0	100.0
	(A regular elementary school graduate)	18.0	82.0	100.0
	Middle school graduate	48.3	51.7	100.0
	(High school student)	72.1	27.9	100.0
	(A regular middle school graduate)	33.4	66.6	100.0
	High school graduate	62.3	37.7	100.0
	(University student)	81.6	18.4	100.0
	(A regular high school graduate)	59.2	40.8	100.0
	University graduate or higher	77.2	22.8	100.0
	(Graduate student)	83.5	16.5	100.0
	(A regular university graduate)	77.2	22.8	100.0
Household income	Less than KRW 2 million	27.9	72.1	100.0
	KRW 2 million-Less than 3 million	46.0	54.0	100.0
	KRW 3 million-Less than 4 million	59.5	40.5	100.0
	KRW 4 million-Less than 5 million	65.5	34.5	100.0
	KRW 5 million and higher	72.9	27.1	100.0
Region size	Dong	65.2	34.8	100.0
	Eup/Myeon	57.3	42.7	100.0
Region	Seoul	69.5	30.5	100.0
	Busan	57.2	42.8	100.0
	Daegu	58.2	41.8	100.0
	Incheon	66.1	33.9	100.0
	Gwangju	61.1	38.9	100.0
	Daejeon	55.3	44.7	100.0
	Ulsan	51.0	49.0	100.0
	Gyeonggi	70.6	29.4	100.0
	Gangwon	56.6	43.4	100.0
	Chungcheong	51.5	48.5	100.0
	(Chungbuk)	51.0	49.0	100.0
	(Chungnam)	50.9	49.1	100.0
	(Sejong)	57.4	42.6	100.0
	Jeolla	55.4	44.6	100.0
	(Jeonbuk)	57.4	42.6	100.0
	(Jeonnam)	53.5	46.5	100.0
	Gyeongsang	62.7	37.3	100.0
	(Gyeongbuk)	56.4	43.6	100.0
	(Gyeongnam)	67.6	32.4	100.0
	Jeju	74.9	25.1	100.0

Table 77 Understanding and Identification Ability of AI Technology - Automated customer service through chatbot_(Household Member_Q24-3)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Entire population aged 6 or older		59.8	40.2	100.0
Number of household members	1 person	51.8	48.2	100.0
	2 persons	52.4	47.6	100.0
	3 persons or more	64.7	35.3	100.0
Gender	Male	62.6	37.4	100.0
	Female	56.9	43.1	100.0
Age	6~19	48.2	51.8	100.0
	20s	77.3	22.7	100.0
	30s	75.9	24.1	100.0
	40s	74.3	25.7	100.0
	50s	65.7	34.3	100.0
	60s	50.3	49.7	100.0
	70+	24.2	75.8	100.0
Gender*Age	Male			
	6~19	50.1	49.9	100.0
	20s	77.0	23.0	100.0
	30s	76.0	24.0	100.0
	40s	75.2	24.8	100.0
	50s	68.0	32.0	100.0
	60s	52.7	47.3	100.0
Gender*Age	Female			
	6~19	46.3	53.7	100.0
	20s	77.7	22.3	100.0
	30s	75.8	24.2	100.0
	40s	73.3	26.7	100.0
	50s	63.4	36.6	100.0
	60s	47.9	52.1	100.0
Youth	70+	20.0	80.0	100.0
	Entire population	61.7	38.3	100.0
	Male	62.9	37.1	100.0
Occupation	Female	60.3	39.7	100.0
	Professional/managerial position	77.7	22.3	100.0
	Office job	76.0	24.0	100.0
	Service/sales	65.9	34.1	100.0
	Production related position	55.2	44.8	100.0
	Agriculture/forestry/fishery	30.3	69.7	100.0
	Unemployed/Other (None/other)	48.2	51.8	100.0
	(Student)	56.0	44.0	100.0
	(Housewife)	44.0	56.0	100.0
(Unemployed/Other (None/other))	38.3	61.7	100.0	

Table 77 Understanding and Identification Ability of AI Technology - Automated customer service through chatbot_(Household Member_Q24-3)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Education	Elementary school graduate or lower	27.6	72.4	100.0
	(Preschool)	7.2	92.8	100.0
	(Uneducated)	6.3	93.7	100.0
	(Elementary school student)	32.0	68.0	100.0
	(Middle school student)	57.0	43.0	100.0
	(A regular elementary school graduate)	14.2	85.8	100.0
	Middle school graduate	39.9	60.1	100.0
	(High school student)	65.7	34.3	100.0
	(A regular middle school graduate)	23.9	76.1	100.0
	High school graduate	59.4	40.6	100.0
	(University student)	76.9	23.1	100.0
	(A regular high school graduate)	56.5	43.5	100.0
	University graduate or higher	74.2	25.8	100.0
	(Graduate student)	84.6	15.4	100.0
	(A regular university graduate)	74.1	25.9	100.0
Household income	Less than KRW 2 million	23.5	76.5	100.0
	KRW 2 million-Less than 3 million	42.5	57.5	100.0
	KRW 3 million-Less than 4 million	57.5	42.5	100.0
	KRW 4 million-Less than 5 million	60.9	39.1	100.0
	KRW 5 million and higher	68.5	31.5	100.0
Region size	Dong	61.8	38.2	100.0
	Eup/Myeon	50.8	49.2	100.0
Region	Seoul	68.6	31.4	100.0
	Busan	49.5	50.5	100.0
	Daegu	49.7	50.3	100.0
	Incheon	60.8	39.2	100.0
	Gwangju	60.8	39.2	100.0
	Daejeon	55.6	44.4	100.0
	Ulsan	46.2	53.8	100.0
	Gyeonggi	67.2	32.8	100.0
	Gangwon	52.0	48.0	100.0
	Chungcheong	52.9	47.1	100.0
	(Chungbuk)	42.9	57.1	100.0
	(Chungnam)	59.6	40.4	100.0
	(Sejong)	56.0	44.0	100.0
	Jeolla	49.9	50.1	100.0
	(Jeonbuk)	55.2	44.8	100.0
	(Jeonnam)	44.7	55.3	100.0
	Gyeongsang	53.7	46.3	100.0
	(Gyeongbuk)	45.6	54.4	100.0
	(Gyeongnam)	60.2	39.8	100.0
	Jeju	57.6	42.4	100.0

Table 78 Understanding and Identification Ability of AI Technology - AI-based product recommendation system_(Household Member_Q24-4)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Entire population aged 6 or older		47.8	52.2	100.0
Number of household members	1 person	38.0	62.0	100.0
	2 persons	41.0	59.0	100.0
	3 persons or more	52.7	47.3	100.0
Gender	Male	51.9	48.1	100.0
	Female	43.7	56.3	100.0
Age	6~19	36.0	64.0	100.0
	20s	68.8	31.2	100.0
	30s	68.2	31.8	100.0
	40s	63.7	36.3	100.0
	50s	49.3	50.7	100.0
	60s	33.6	66.4	100.0
	70+	14.2	85.8	100.0
Gender*Age	Male 6~19	37.4	62.6	100.0
	Male 20s	70.3	29.7	100.0
	Male 30s	69.9	30.1	100.0
	Male 40s	66.0	34.0	100.0
	Male 50s	53.2	46.8	100.0
	Male 60s	38.0	62.0	100.0
	Male 70+	19.9	80.1	100.0
Female	Female 6~19	34.5	65.5	100.0
	Female 20s	67.2	32.8	100.0
	Female 30s	66.3	33.7	100.0
	Female 40s	61.3	38.7	100.0
	Female 50s	45.3	54.7	100.0
	Female 60s	29.5	70.5	100.0
	Female 70+	10.1	89.9	100.0
Youth	Entire population	49.3	50.7	100.0
	Male	51.0	49.0	100.0
	Female	47.6	52.4	100.0
Occupation	Professional/managerial position	70.3	29.7	100.0
	Office job	67.6	32.4	100.0
	Service/sales	50.9	49.1	100.0
	Production related position	40.8	59.2	100.0
	Agriculture/forestry/fishery	23.1	76.9	100.0
	Unemployed/Other (None/other)	36.4	63.6	100.0
	(Student)	45.3	54.7	100.0
	(Housewife)	29.7	70.3	100.0
	(Unemployed/Other (None/other))	28.9	71.1	100.0

Table 78 Understanding and Identification Ability of AI Technology - AI-based product recommendation system_(Household Member_Q24-4)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Education	Elementary school graduate or lower	18.5	81.5	100.0
	(Preschool)	7.0	93.0	100.0
	(Uneducated)	4.7	95.3	100.0
	(Elementary school student)	20.9	79.1	100.0
	(Middle school student)	41.2	58.8	100.0
	(A regular elementary school graduate)	7.8	92.2	100.0
	Middle school graduate	28.7	71.3	100.0
	(High school student)	51.9	48.1	100.0
	(A regular middle school graduate)	14.2	85.8	100.0
	High school graduate	43.4	56.6	100.0
	(University student)	69.2	30.8	100.0
	(A regular high school graduate)	39.3	60.7	100.0
	University graduate or higher	64.3	35.7	100.0
	(Graduate student)	83.3	16.7	100.0
	(A regular university graduate)	64.2	35.8	100.0
Household income	Less than KRW 2 million	14.3	85.7	100.0
	KRW 2 million-Less than 3 million	28.8	71.2	100.0
	KRW 3 million-Less than 4 million	43.2	56.8	100.0
	KRW 4 million-Less than 5 million	49.5	50.5	100.0
	KRW 5 million and higher	56.8	43.2	100.0
Region size	Dong	49.4	50.6	100.0
	Eup/Myeon	40.4	59.6	100.0
Region	Seoul	53.9	46.1	100.0
	Busan	37.6	62.4	100.0
	Daegu	33.4	66.6	100.0
	Incheon	49.0	51.0	100.0
	Gwangju	53.3	46.7	100.0
	Daejeon	48.9	51.1	100.0
	Ulsan	31.9	68.1	100.0
	Gyeonggi	54.1	45.9	100.0
	Gangwon	41.2	58.8	100.0
	Chungcheong	46.3	53.7	100.0
	(Chungbuk)	40.6	59.4	100.0
	(Chungnam)	50.0	50.0	100.0
	(Sejong)	49.4	50.6	100.0
	Jeolla	40.1	59.9	100.0
	(Jeonbuk)	42.1	57.9	100.0
	(Jeonnam)	38.1	61.9	100.0
	Gyeongsang	42.9	57.1	100.0
	(Gyeongbuk)	38.3	61.7	100.0
	(Gyeongnam)	46.6	53.4	100.0
	Jeju	42.7	57.3	100.0

Table 79 Understanding and Identification Ability of AI Technology - Disaster information prediction and early warning system_(Household Member_Q24-5)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Entire population aged 6 or older		44.2	55.8	100.0
Number of household members	1 person	36.6	63.4	100.0
	2 persons	38.9	61.1	100.0
	3 persons or more	48.0	52.0	100.0
Gender	Male	48.3	51.7	100.0
	Female	40.1	59.9	100.0
Age	6~19	30.4	69.6	100.0
	20s	60.1	39.9	100.0
	30s	58.7	41.3	100.0
	40s	57.2	42.8	100.0
	50s	47.5	52.5	100.0
	60s	35.7	64.3	100.0
	70+	17.5	82.5	100.0
Gender*Age	Male 6~19	32.6	67.4	100.0
	Male 20s	61.6	38.4	100.0
	Male 30s	60.3	39.7	100.0
	Male 40s	60.0	40.0	100.0
	Male 50s	52.1	47.9	100.0
	Male 60s	39.4	60.6	100.0
	Male 70+	23.8	76.2	100.0
Female	Female 6~19	28.1	71.9	100.0
	Female 20s	58.4	41.6	100.0
	Female 30s	56.9	43.1	100.0
	Female 40s	54.3	45.7	100.0
	Female 50s	42.8	57.2	100.0
	Female 60s	32.1	67.9	100.0
	Female 70+	12.8	87.2	100.0
Youth	Entire population	43.1	56.9	100.0
	Male	45.5	54.5	100.0
	Female	40.4	59.6	100.0
Occupation	Professional/managerial position	65.2	34.8	100.0
	Office job	60.8	39.2	100.0
	Service/sales	47.1	52.9	100.0
	Production related position	41.4	58.6	100.0
	Agriculture/forestry/fishery	23.7	76.3	100.0
	Unemployed/Other (None/other)	33.2	66.8	100.0
	(Student)	39.1	60.9	100.0
	(Housewife)	29.0	71.0	100.0
	(Unemployed/Other (None/other))	27.8	72.2	100.0

Table 79 Understanding and Identification Ability of AI Technology - Disaster information prediction and early warning system_(Household Member_Q24-5)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Education	Elementary school graduate or lower	17.7	82.3	100.0
	(Preschool)	6.0	94.0	100.0
	(Uneducated)	6.6	93.4	100.0
	(Elementary school student)	19.4	80.6	100.0
	(Middle school student)	36.0	64.0	100.0
	(A regular elementary school graduate)	9.5	90.5	100.0
	Middle school graduate	27.1	72.9	100.0
	(High school student)	40.9	59.1	100.0
	(A regular middle school graduate)	18.6	81.4	100.0
	High school graduate	42.4	57.6	100.0
	(University student)	62.0	38.0	100.0
	(A regular high school graduate)	39.3	60.7	100.0
	University graduate or higher	57.3	42.7	100.0
	(Graduate student)	77.3	22.7	100.0
	(A regular university graduate)	57.2	42.8	100.0
Household income	Less than KRW 2 million	16.0	84.0	100.0
	KRW 2 million-Less than 3 million	30.7	69.3	100.0
	KRW 3 million-Less than 4 million	41.2	58.8	100.0
	KRW 4 million-Less than 5 million	44.8	55.2	100.0
	KRW 5 million and higher	51.4	48.6	100.0
Region size	Dong	46.2	53.8	100.0
	Eup/Myeon	35.1	64.9	100.0
Region	Seoul	52.3	47.7	100.0
	Busan	35.8	64.2	100.0
	Daegu	18.1	81.9	100.0
	Incheon	56.1	43.9	100.0
	Gwangju	42.1	57.9	100.0
	Daejeon	45.1	54.9	100.0
	Ulsan	27.2	72.8	100.0
	Gyeonggi	51.7	48.3	100.0
	Gangwon	37.2	62.8	100.0
	Chungcheong	43.4	56.6	100.0
	(Chungbuk)	38.6	61.4	100.0
	(Chungnam)	47.1	52.9	100.0
	(Sejong)	41.8	58.2	100.0
	Jeolla	31.8	68.2	100.0
	(Jeonbuk)	28.4	71.6	100.0
	(Jeonnam)	35.3	64.7	100.0
	Gyeongsang	35.6	64.4	100.0
	(Gyeongbuk)	28.5	71.5	100.0
	(Gyeongnam)	41.3	58.7	100.0
	Jeju	42.3	57.7	100.0

Table 80 Understanding and Identification Ability of AI Technology - Traffic accident or danger sign detection and warning_(Household Member_Q24-6)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Entire population aged 6 or older		44.2	55.8	100.0
Number of household members	1 person	36.6	63.4	100.0
	2 persons	39.0	61.0	100.0
	3 persons or more	48.1	51.9	100.0
Gender	Male	49.2	50.8	100.0
	Female	39.2	60.8	100.0
Age	6~19	29.2	70.8	100.0
	20s	59.3	40.7	100.0
	30s	58.4	41.6	100.0
	40s	58.1	41.9	100.0
	50s	48.1	51.9	100.0
	60s	35.1	64.9	100.0
	70+	18.7	81.3	100.0
Gender*Age	Male 6~19	31.2	68.8	100.0
	Male 20s	60.9	39.1	100.0
	Male 30s	61.2	38.8	100.0
	Male 40s	61.7	38.3	100.0
	Male 50s	54.1	45.9	100.0
	Male 60s	41.4	58.6	100.0
	Male 70+	24.9	75.1	100.0
Female	Female 6~19	27.1	72.9	100.0
	Female 20s	57.5	42.5	100.0
	Female 30s	55.2	44.8	100.0
	Female 40s	54.3	45.7	100.0
	Female 50s	42.0	58.0	100.0
	Female 60s	29.1	70.9	100.0
	Female 70+	14.1	85.9	100.0
Youth	Entire population	41.1	58.9	100.0
	Male	43.0	57.0	100.0
	Female	39.2	60.8	100.0
Occupation	Professional/managerial position	65.0	35.0	100.0
	Office job	60.2	39.8	100.0
	Service/sales	46.6	53.4	100.0
	Production related position	43.0	57.0	100.0
	Agriculture/forestry/fishery	28.5	71.5	100.0
	Unemployed/Other (None/other)	33.2	66.8	100.0
	(Student)	37.6	62.4	100.0
	(Housewife)	29.8	70.2	100.0
	(Unemployed/Other (None/other))	29.5	70.5	100.0

Table 80 Understanding and Identification Ability of AI Technology - Traffic accident or danger sign detection and warning_(Household Member_Q24-6)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Education	Elementary school graduate or lower	16.3	83.7	100.0
	(Preschool)	8.3	91.7	100.0
	(Uneducated)	6.8	93.2	100.0
	(Elementary school student)	16.9	83.1	100.0
	(Middle school student)	33.2	66.8	100.0
	(A regular elementary school graduate)	9.1	90.9	100.0
	Middle school graduate	28.5	71.5	100.0
	(High school student)	41.4	58.6	100.0
	(A regular middle school graduate)	20.4	79.6	100.0
	High school graduate	42.9	57.1	100.0
	(University student)	59.6	40.4	100.0
	(A regular high school graduate)	40.3	59.7	100.0
	University graduate or higher	57.2	42.8	100.0
	(Graduate student)	71.9	28.1	100.0
	(A regular university graduate)	57.1	42.9	100.0
Household income	Less than KRW 2 million	16.4	83.6	100.0
	KRW 2 million-Less than 3 million	30.7	69.3	100.0
	KRW 3 million-Less than 4 million	40.8	59.2	100.0
	KRW 4 million-Less than 5 million	46.0	54.0	100.0
	KRW 5 million and higher	51.1	48.9	100.0
Region size	Dong	46.0	54.0	100.0
	Eup/Myeon	36.2	63.8	100.0
Region	Seoul	51.2	48.8	100.0
	Busan	40.8	59.2	100.0
	Daegu	21.7	78.3	100.0
	Incheon	53.0	47.0	100.0
	Gwangju	45.3	54.7	100.0
	Daejeon	40.9	59.1	100.0
	Ulsan	37.7	62.3	100.0
	Gyeonggi	48.7	51.3	100.0
	Gangwon	37.6	62.4	100.0
	Chungcheong	38.6	61.4	100.0
	(Chungbuk)	36.7	63.3	100.0
	(Chungnam)	39.9	60.1	100.0
	(Sejong)	38.9	61.1	100.0
	Jeolla	34.6	65.4	100.0
	(Jeonbuk)	30.9	69.1	100.0
	(Jeonnam)	38.2	61.8	100.0
	Gyeongsang	41.1	58.9	100.0
	(Gyeongbuk)	31.4	68.6	100.0
	(Gyeongnam)	48.8	51.2	100.0
	Jeju	53.1	46.9	100.0

Table 81 Understanding and Identification Ability of AI Technology - Autonomous drone flight_(Household Member_Q24-7)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Entire population aged 6 or older		42.9	57.1	100.0
Number of household members	1 person	35.0	65.0	100.0
	2 persons	37.7	62.3	100.0
	3 persons or more	46.7	53.3	100.0
Gender	Male	48.5	51.5	100.0
	Female	37.2	62.8	100.0
Age	6~19	33.9	66.1	100.0
	20s	58.5	41.5	100.0
	30s	56.0	44.0	100.0
	40s	53.6	46.4	100.0
	50s	45.1	54.9	100.0
	60s	33.8	66.2	100.0
	70+	18.4	81.6	100.0
Gender*Age	Male 6~19	37.5	62.5	100.0
	Male 20s	61.7	38.3	100.0
	Male 30s	59.7	40.3	100.0
	Male 40s	57.6	42.4	100.0
	Male 50s	50.5	49.5	100.0
	Male 60s	39.8	60.2	100.0
	Male 70+	26.5	73.5	100.0
Female	Female 6~19	30.0	70.0	100.0
	Female 20s	54.9	45.1	100.0
	Female 30s	51.8	48.2	100.0
	Female 40s	49.5	50.5	100.0
	Female 50s	39.7	60.3	100.0
	Female 60s	28.0	72.0	100.0
	Female 70+	12.4	87.6	100.0
Youth	Entire population	44.8	55.2	100.0
	Male	49.1	50.9	100.0
	Female	40.3	59.7	100.0
Occupation	Professional/managerial position	60.8	39.2	100.0
	Office job	56.7	43.3	100.0
	Service/sales	45.0	55.0	100.0
	Production related position	38.8	61.2	100.0
	Agriculture/forestry/fishery	26.3	73.7	100.0
	Unemployed/Other (None/other)	34.4	65.6	100.0
	(Student)	41.4	58.6	100.0
	(Housewife)	28.6	71.4	100.0
	(Unemployed/Other (None/other))	29.9	70.1	100.0

Table 81 Understanding and Identification Ability of AI Technology - Autonomous drone flight_(Household Member_Q24-7)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Education	Elementary school graduate or lower	20.6	79.4	100.0
	(Preschool)	13.6	86.4	100.0
	(Uneducated)	7.3	92.7	100.0
	(Elementary school student)	24.1	75.9	100.0
	(Middle school student)	38.5	61.5	100.0
	(A regular elementary school graduate)	11.2	88.8	100.0
	Middle school graduate	28.5	71.5	100.0
	(High school student)	43.3	56.7	100.0
	(A regular middle school graduate)	19.2	80.8	100.0
	High school graduate	40.4	59.6	100.0
	(University student)	60.9	39.1	100.0
	(A regular high school graduate)	37.0	63.0	100.0
	University graduate or higher	54.7	45.3	100.0
	(Graduate student)	70.4	29.6	100.0
	(A regular university graduate)	54.7	45.3	100.0
Household income	Less than KRW 2 million	17.3	82.7	100.0
	KRW 2 million-Less than 3 million	30.0	70.0	100.0
	KRW 3 million-Less than 4 million	39.8	60.2	100.0
	KRW 4 million-Less than 5 million	43.7	56.3	100.0
	KRW 5 million and higher	49.5	50.5	100.0
Region size	Dong	44.5	55.5	100.0
	Eup/Myeon	35.6	64.4	100.0
Region	Seoul	46.3	53.7	100.0
	Busan	39.2	60.8	100.0
	Daegu	26.4	73.6	100.0
	Incheon	38.7	61.3	100.0
	Gwangju	46.8	53.2	100.0
	Daejeon	43.2	56.8	100.0
	Ulsan	37.5	62.5	100.0
	Gyeonggi	49.4	50.6	100.0
	Gangwon	43.3	56.7	100.0
	Chungcheong	38.2	61.8	100.0
	(Chungbuk)	34.1	65.9	100.0
	(Chungnam)	40.6	59.4	100.0
	(Sejong)	41.0	59.0	100.0
	Jeolla	38.7	61.3	100.0
	(Jeonbuk)	37.9	62.1	100.0
	(Jeonnam)	39.5	60.5	100.0
	Gyeongsang	38.2	61.8	100.0
	(Gyeongbuk)	29.1	70.9	100.0
	(Gyeongnam)	45.4	54.6	100.0
	Jeju	43.0	57.0	100.0

Table 82 Awareness of AI services [AI service awareness rate]_(Household Member_Q25-1)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Know	Do not know	Total
Entire population aged 6 or older		87.9	12.1	100.0
Number of household members	1 person	78.5	21.5	100.0
	2 persons	83.3	16.7	100.0
	3 persons or more	91.7	8.3	100.0
Gender	Male	89.8	10.2	100.0
	Female	86.0	14.0	100.0
Age	6~19	86.9	13.1	100.0
	20s	96.3	3.7	100.0
	30s	97.6	2.4	100.0
	40s	96.6	3.4	100.0
	50s	92.9	7.1	100.0
	60s	85.2	14.8	100.0
	70+	58.0	42.0	100.0
Gender*Age	Male 6~19	85.9	14.1	100.0
	Male 20s	96.3	3.7	100.0
	Male 30s	97.5	2.5	100.0
	Male 40s	96.6	3.4	100.0
	Male 50s	93.9	6.1	100.0
	Male 60s	87.1	12.9	100.0
	Male 70+	64.7	35.3	100.0
Female	Female 6~19	88.0	12.0	100.0
	Female 20s	96.2	3.8	100.0
	Female 30s	97.6	2.4	100.0
	Female 40s	96.7	3.3	100.0
	Female 50s	92.0	8.0	100.0
	Female 60s	83.4	16.6	100.0
	Female 70+	53.2	46.8	100.0
Youth	Entire population	92.3	7.7	100.0
	Male	91.9	8.1	100.0
	Female	92.7	7.3	100.0
Occupation	Professional/managerial position	96.6	3.4	100.0
	Office job	97.7	2.3	100.0
	Service/sales	91.9	8.1	100.0
	Production related position	86.0	14.0	100.0
	Agriculture/forestry/fishery	66.2	33.8	100.0
	Unemployed/Other (None/other)	80.8	19.2	100.0
	(Student)	89.7	10.3	100.0
	(Housewife)	75.6	24.4	100.0
	(Unemployed/Other (None/other))	70.3	29.7	100.0

Table 82 Awareness of AI services [AI service awareness rate]_(Household Member_Q25-1)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Know	Do not know	Total
Education	Elementary school graduate or lower	65.1	34.9	100.0
	(Preschool)	61.5	38.5	100.0
	(Uneducated)	32.7	67.3	100.0
	(Elementary school student)	82.0	18.0	100.0
	(Middle school student)	90.5	9.5	100.0
	(A regular elementary school graduate)	43.2	56.8	100.0
	Middle school graduate	74.8	25.2	100.0
	(High school student)	93.5	6.5	100.0
	(A regular middle school graduate)	63.1	36.9	100.0
	High school graduate	89.2	10.8	100.0
	(University student)	97.4	2.6	100.0
	(A regular high school graduate)	87.9	12.1	100.0
	University graduate or higher	96.6	3.4	100.0
	(Graduate student)	98.5	1.5	100.0
	(A regular university graduate)	96.6	3.4	100.0
Household income	Less than KRW 2 million	54.3	45.7	100.0
	KRW 2 million-Less than 3 million	76.5	23.5	100.0
	KRW 3 million-Less than 4 million	86.7	13.3	100.0
	KRW 4 million-Less than 5 million	90.8	9.2	100.0
	KRW 5 million and higher	94.3	5.7	100.0
Region size	Dong	89.2	10.8	100.0
	Eup/Myeon	81.9	18.1	100.0
Region	Seoul	90.2	9.8	100.0
	Busan	87.5	12.5	100.0
	Daegu	85.9	14.1	100.0
	Incheon	90.4	9.6	100.0
	Gwangju	90.5	9.5	100.0
	Daejeon	85.6	14.4	100.0
	Ulsan	87.5	12.5	100.0
	Gyeonggi	92.8	7.2	100.0
	Gangwon	79.8	20.2	100.0
	Chungcheong	81.0	19.0	100.0
	(Chungbuk)	82.8	17.2	100.0
	(Chungnam)	77.8	22.2	100.0
	(Sejong)	91.8	8.2	100.0
	Jeolla	84.5	15.5	100.0
	(Jeonbuk)	85.1	14.9	100.0
	(Jeonnam)	83.9	16.1	100.0
	Gyeongsang	81.5	18.5	100.0
	(Gyeongbuk)	74.6	25.4	100.0
	(Gyeongnam)	87.1	12.9	100.0
	Jeju	86.0	14.0	100.0

Table 83 AI service awareness area (multiple responses)_(Household Member_Q25-1)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Within the last 1 year		Living convenience	Transportation	Education/ learning	Communication/ friendship
Entire population aged 6 or older		74.0	59.6	45.0	45.4
Number of household members	1 person	67.8	51.9	29.4	38.8
	2 persons	70.5	56.7	31.0	39.5
	3 persons or more	76.8	62.3	54.4	49.4
Gender	Male	74.8	66.7	47.1	47.3
	Female	73.3	52.5	43.0	43.5
Age	6~19	59.3	30.7	73.1	36.8
	20s	83.2	72.3	66.1	61.3
	30s	86.2	74.9	59.2	59.7
	40s	85.9	75.4	57.4	55.1
	50s	80.1	68.4	39.4	47.1
	60s	71.1	56.8	21.7	37.7
	70+	48.2	31.0	7.9	19.7
Gender*Age	Male				
	6~19	59.8	33.8	73.0	38.4
	20s	82.9	75.7	66.2	60.3
	30s	85.5	78.3	58.2	60.0
	40s	85.1	79.4	56.9	55.6
	50s	79.4	75.4	40.9	47.7
	60s	70.3	67.3	23.9	39.1
	70+	51.8	43.7	11.2	24.5
Gender*Age	Female				
	6~19	58.6	27.4	73.2	35.1
	20s	83.5	68.6	66.0	62.3
	30s	87.1	71.2	60.2	59.3
	40s	86.7	71.1	57.9	54.6
	50s	80.8	61.4	37.9	46.5
	60s	71.8	46.7	19.6	36.2
	70+	45.5	21.7	5.5	16.3
Youth	Entire population	70.3	46.1	74.4	48.6
	Male	70.3	50.5	74.7	49.8
	Female	70.3	41.4	74.1	47.3
Occupation	Professional/managerial position	84.9	76.2	61.8	56.9
	Office job	85.2	74.8	60.7	58.6
	Service/sales	80.6	66.4	41.2	50.3
	Production related position	72.4	66.4	26.5	40.2
	Agriculture/forestry/fishery	55.0	46.1	13.4	23.0
	Unemployed/Other (None/other)	63.9	43.4	45.7	36.7
	(Student)	65.6	41.5	73.0	44.1
	(Housewife)	64.7	44.0	25.6	31.0
	(Unemployed/Other (None/other))	58.3	46.5	22.7	30.7

Table 83 AI service awareness area (multiple responses)_(Household Member_Q25-1)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Within the last 1 year		Living convenience	Transportation	Education/ learning	Communication/ friendship
Education	Elementary school graduate or lower	45.1	19.7	42.3	21.5
	(Preschool)	24.9	4.8	46.6	4.2
	(Uneducated)	25.4	11.2	3.6	8.3
	(Elementary school student)	50.1	16.6	70.4	23.5
	(Middle school student)	66.1	35.8	79.1	45.8
	(A regular elementary school graduate)	36.1	17.2	3.8	10.7
	Middle school graduate	59.0	37.8	33.8	33.1
	(High school student)	68.6	44.9	76.5	48.6
	(A regular middle school graduate)	52.9	33.4	7.2	23.4
	High school graduate	76.1	60.5	35.0	43.9
	(University student)	83.1	69.7	72.7	63.3
	(A regular high school graduate)	75.0	59.0	28.9	40.8
	University graduate or higher	84.4	75.8	56.2	56.7
	(Graduate student)	79.0	70.8	82.5	65.8
	(A regular university graduate)	84.4	75.8	56.2	56.6
Household income	Less than KRW 2 million	46.1	27.7	11.2	18.4
	KRW 2 million-Less than 3 million	64.2	49.4	22.9	33.8
	KRW 3 million-Less than 4 million	72.5	59.2	39.2	42.7
	KRW 4 million-Less than 5 million	76.4	62.5	48.1	45.7
	KRW 5 million and higher	79.6	65.3	54.6	52.1
Region size	Dong	75.3	61.2	47.4	47.9
	Eup/Myeon	68.3	52.6	34.6	34.3
Region	Seoul	76.5	65.1	53.4	59.0
	Busan	79.3	63.2	33.1	46.0
	Daegu	76.6	57.8	36.0	37.3
	Incheon	69.1	60.5	48.3	39.7
	Gwangju	81.0	67.1	53.5	54.3
	Daejeon	66.1	49.7	48.2	46.0
	Ulsan	75.9	56.1	30.2	39.4
	Gyeonggi	77.4	59.1	52.6	46.9
	Gangwon	71.4	55.7	35.8	42.8
	Chungcheong	60.2	51.1	38.3	32.3
	(Chungbuk)	59.8	53.5	35.4	31.7
	(Chungnam)	58.5	49.3	39.7	32.3
	(Sejong)	71.4	52.1	42.8	35.0
	Jeolla	71.6	57.0	42.0	44.1
	(Jeonbuk)	71.6	58.2	39.4	47.0
	(Jeonnam)	71.6	55.8	44.5	41.4
	Gyeongsang	72.7	59.6	32.1	36.9
	(Gyeongbuk)	65.1	53.4	30.8	24.4
	(Gyeongnam)	78.7	64.5	33.2	46.9
	Jeju	75.0	64.8	35.2	36.2

Table 84 AI service awareness area (multiple responses)_(Household Member_Q25-1) - CONT.

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Within the last 1 year		Media	Health care	Finance	There is no AI service known to me among the above items
Entire population aged 6 or older		38.3	37.3	32.2	12.1
Number of household members	1 person	29.3	31.6	26.3	21.5
	2 persons	30.2	32.1	27.5	16.7
	3 persons or more	43.7	40.8	35.5	8.3
Gender	Male	40.8	40.4	35.8	10.2
	Female	35.8	34.2	28.7	14.0
Age	6~19	32.3	18.8	15.2	13.1
	20s	61.1	55.2	46.8	3.7
	30s	57.3	53.6	49.0	2.4
	40s	50.6	50.3	45.3	3.4
	50s	37.4	39.4	35.3	7.1
	60s	22.7	28.4	22.6	14.8
	70+	8.7	13.0	8.8	42.0
Gender*Age	Male 6~19	32.0	20.4	16.0	14.1
	Male 20s	60.3	56.6	47.6	3.7
	Male 30s	57.9	55.3	50.7	2.5
	Male 40s	51.8	51.8	48.9	3.4
	Male 50s	40.4	42.5	39.9	6.1
	Male 60s	25.5	30.9	26.3	12.9
	Male 70+	12.2	17.3	11.8	35.3
Female	Female 6~19	32.6	17.0	14.2	12.0
	Female 20s	61.9	53.7	46.0	3.8
	Female 30s	56.6	51.6	47.1	2.4
	Female 40s	49.3	48.8	41.4	3.3
	Female 50s	34.3	36.4	30.7	8.0
	Female 60s	20.0	26.0	19.0	16.6
	Female 70+	6.2	9.8	6.6	46.8
Youth	Entire population	45.1	32.2	26.2	7.7
	Male	45.3	33.9	27.2	8.1
	Female	44.9	30.4	25.0	7.3
Occupation	Professional/managerial position	51.5	49.8	49.1	3.4
	Office job	57.4	52.6	50.3	2.3
	Service/sales	41.0	41.9	35.8	8.1
	Production related position	28.4	34.5	27.6	14.0
	Agriculture/forestry/fishery	12.2	20.4	13.3	33.8
	Unemployed/Other (None/other)	29.3	26.3	20.8	19.2
	(Student)	40.9	28.4	23.2	10.3
	(Housewife)	20.6	25.2	19.2	24.4
	(Unemployed/Other (None/other))	20.0	23.5	18.4	29.7

Table 84 | **AI service awareness area (multiple responses)_(Household Member_Q25-1) - CONT.**

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Within the last 1 year		Media	Health care	Finance	There is no AI service known to me among the above items
Education	Elementary school graduate or lower	15.4	9.6	6.9	34.9
	(Preschool)	4.6	0.9	1.9	38.5
	(Uneducated)	2.8	3.6	3.9	67.3
	(Elementary school student)	18.9	7.2	5.7	18.0
	(Middle school student)	37.6	21.7	16.5	9.5
	(A regular elementary school graduate)	3.4	7.2	3.5	56.8
	Middle school graduate	22.0	20.1	14.2	25.2
	(High school student)	46.3	30.6	24.7	6.5
	(A regular middle school graduate)	6.9	13.5	7.7	36.9
	High school graduate	33.5	35.4	28.3	10.8
	(University student)	63.5	53.9	44.5	2.6
	(A regular high school graduate)	28.7	32.4	25.7	12.1
	University graduate or higher	52.6	51.0	46.9	3.4
	(Graduate student)	65.2	48.8	54.3	1.5
	(A regular university graduate)	52.6	51.0	46.9	3.4
Household income	Less than KRW 2 million	8.6	12.7	9.2	45.7
	KRW 2 million-Less than 3 million	20.3	25.0	17.4	23.5
	KRW 3 million-Less than 4 million	34.5	34.9	29.5	13.3
	KRW 4 million-Less than 5 million	37.6	38.5	32.7	9.2
	KRW 5 million and higher	47.2	43.4	38.9	5.7
Region size	Dong	40.5	38.9	34.2	10.8
	Eup/Myeon	28.6	30.0	23.6	18.1
Region	Seoul	47.8	43.2	37.3	9.8
	Busan	34.7	31.9	31.5	12.5
	Daegu	24.6	31.8	26.9	14.1
	Incheon	45.8	29.6	29.3	9.6
	Gwangju	42.1	50.5	37.3	9.5
	Daejeon	38.8	32.8	32.6	14.4
	Ulsan	33.7	24.4	28.8	12.5
	Gyeonggi	42.0	42.5	36.2	7.2
	Gangwon	29.2	25.9	21.9	20.2
	Chungcheong	32.0	30.6	23.6	19.0
	(Chungbuk)	30.4	29.9	25.3	17.2
	(Chungnam)	31.0	31.6	21.8	22.2
	(Sejong)	44.1	27.8	26.3	8.2
	Jeolla	34.6	36.7	29.5	15.5
	(Jeonbuk)	35.4	33.5	30.4	14.9
	(Jeonnam)	33.8	39.9	28.6	16.1
	Gyeongsang	29.4	34.5	28.7	18.5
	(Gyeongbuk)	17.4	34.6	26.8	25.4
	(Gyeongnam)	39.0	34.5	30.1	12.9
	Jeju	15.7	24.4	30.1	14.0

Table 85 AI service experience status [AI service experience rate]_(Household Member_Q25-2)

(Unit : %)

BASE: Recognizers of AI services aged 6 or older PERIOD: Within the last 1 year		Experienced	Not experienced	Total
Recognizers of AI services aged 6 or older		67.0	33.0	100.0
Number of household members	1 person	56.6	43.4	100.0
	2 persons	59.6	40.4	100.0
	3 persons or more	71.8	28.2	100.0
Gender	Male	69.6	30.4	100.0
	Female	64.3	35.7	100.0
Age	6~19	77.0	23.0	100.0
	20s	75.8	24.2	100.0
	30s	79.4	20.6	100.0
	40s	76.9	23.1	100.0
	50s	64.4	35.6	100.0
	60s	50.4	49.6	100.0
	70+	34.7	65.3	100.0
Gender*Age	Male 6~19	77.1	22.9	100.0
	Male 20s	75.4	24.6	100.0
	Male 30s	80.2	19.8	100.0
	Male 40s	78.7	21.3	100.0
	Male 50s	69.0	31.0	100.0
	Male 60s	55.5	44.5	100.0
	Male 70+	37.5	62.5	100.0
Female	Female 6~19	77.0	23.0	100.0
	Female 20s	76.2	23.8	100.0
	Female 30s	78.4	21.6	100.0
	Female 40s	75.0	25.0	100.0
	Female 50s	59.7	40.3	100.0
	Female 60s	45.3	54.7	100.0
	Female 70+	32.3	67.7	100.0
Youth	Entire population	76.3	23.7	100.0
	Male	76.4	23.6	100.0
	Female	76.3	23.7	100.0
Occupation	Professional/managerial position	89.7	10.3	100.0
	Office job	79.5	20.5	100.0
	Service/sales	65.2	34.8	100.0
	Production related position	56.8	43.2	100.0
	Agriculture/forestry/fishery	35.1	64.9	100.0
	Unemployed/Other (None/other)	63.1	36.9	100.0
	(Student)	76.8	23.2	100.0
	(Housewife)	51.6	48.4	100.0
	(Unemployed/Other (None/other))	47.5	52.5	100.0

Table 85 AI service experience status [AI service experience rate]_(Household Member_Q25-2)

(Unit : %)

BASE: Recognizers of AI services aged 6 or older PERIOD: Within the last 1 year		Experienced	Not experienced	Total
Education	Elementary school graduate or lower	63.9	36.1	100.0
	(Preschool)	76.9	23.1	100.0
	(Uneducated)	18.2	81.8	100.0
	(Elementary school student)	78.9	21.1	100.0
	(Middle school student)	75.4	24.6	100.0
	(A regular elementary school graduate)	29.8	70.2	100.0
	Middle school graduate	52.5	47.5	100.0
	(High school student)	76.6	23.4	100.0
	(A regular middle school graduate)	30.2	69.8	100.0
	High school graduate	56.0	44.0	100.0
	(University student)	76.3	23.7	100.0
	(A regular high school graduate)	52.4	47.6	100.0
	University graduate or higher	78.1	21.9	100.0
	(Graduate student)	75.6	24.4	100.0
	(A regular university graduate)	78.1	21.9	100.0
Household income	Less than KRW 2 million	31.1	68.9	100.0
	KRW 2 million-Less than 3 million	45.6	54.4	100.0
	KRW 3 million-Less than 4 million	60.6	39.4	100.0
	KRW 4 million-Less than 5 million	67.5	32.5	100.0
	KRW 5 million and higher	74.6	25.4	100.0
Region size	Dong	68.0	32.0	100.0
	Eup/Myeon	62.2	37.8	100.0
Region	Seoul	67.9	32.1	100.0
	Busan	57.5	42.5	100.0
	Daegu	60.2	39.8	100.0
	Incheon	75.7	24.3	100.0
	Gwangju	59.2	40.8	100.0
	Daejeon	63.0	37.0	100.0
	Ulsan	62.1	37.9	100.0
	Gyeonggi	75.2	24.8	100.0
	Gangwon	69.3	30.7	100.0
	Chungcheong	69.0	31.0	100.0
	(Chungbuk)	68.9	31.1	100.0
	(Chungnam)	68.0	32.0	100.0
	(Sejong)	73.9	26.1	100.0
	Jeolla	59.6	40.4	100.0
	(Jeonbuk)	61.7	38.3	100.0
	(Jeonnam)	57.4	42.6	100.0
	Gyeongsang	55.6	44.4	100.0
	(Gyeongbuk)	56.4	43.6	100.0
	(Gyeongnam)	55.1	44.9	100.0
	Jeju	51.5	48.5	100.0

Table 86 AI service experience area (multiple responses)_(Household Member_Q25-2)

(Unit : %)

BASE: Recognizers of AI services aged 6 or older PERIOD: Within the last 1 year		Living convenience	Transportation	Communication/ friendship	Education/ learning
Recognizers of AI services aged 6 or older		35.9	25.6	20.9	19.1
Number of household members	1 person	28.4	23.3	19.7	10.2
	2 persons	34.1	25.2	18.0	10.0
	3 persons or more	37.8	26.1	22.4	24.4
Gender	Male	35.1	31.9	21.5	19.3
	Female	36.7	19.1	20.4	19.0
Age	6~19	27.8	3.7	14.2	60.0
	20s	36.8	22.2	30.7	29.3
	30s	46.8	35.6	29.2	20.8
	40s	46.5	40.0	25.4	17.8
	50s	36.9	31.2	18.9	7.9
	60s	26.2	21.4	14.2	3.6
	70+	20.3	9.6	8.1	1.2
Gender*Age	Male 6~19	26.7	3.6	15.0	59.6
	Male 20s	36.7	25.3	29.0	30.0
	Male 30s	45.2	41.3	29.4	20.0
	Male 40s	44.8	48.1	25.8	16.7
	Male 50s	36.7	41.0	19.1	8.3
	Male 60s	26.1	29.4	15.0	4.2
	Male 70+	17.6	13.7	10.2	1.2
Female	Female 6~19	29.1	3.8	13.4	60.3
	Female 20s	36.9	18.7	32.6	28.4
	Female 30s	48.5	29.1	28.9	21.7
	Female 40s	48.4	31.5	24.9	18.8
	Female 50s	37.1	21.2	18.7	7.4
	Female 60s	26.3	13.4	13.4	3.1
	Female 70+	22.6	5.9	6.2	1.3
Youth	Entire population	31.1	7.5	20.6	51.4
	Male	29.4	8.0	21.2	51.1
	Female	32.8	7.0	20.0	51.8
Occupation	Professional/managerial position	59.2	50.3	31.5	26.9
	Office job	46.1	36.5	28.5	21.0
	Service/sales	36.6	28.5	22.2	9.9
	Production related position	27.6	32.1	15.4	5.1
	Agriculture/forestry/fishery	15.3	20.5	5.6	1.8
	Unemployed/Other (None/other)	30.2	11.4	16.5	30.5
	(Student)	30.0	6.8	19.0	54.3
	(Housewife)	32.6	16.7	13.9	7.4
	(Unemployed/Other (None/other))	25.2	13.7	14.6	9.6

Table 86 AI service experience area (multiple responses)_(Household Member_Q25-2)

(Unit : %)

BASE: Recognizers of AI services aged 6 or older PERIOD: Within the last 1 year		Living convenience	Transportation	Communication/ friendship	Education/ learning
Education	Elementary school graduate or lower	24.9	3.1	8.8	46.9
	(Preschool)	16.6	1.3	2.7	63.2
	(Uneducated)	14.3	3.3	2.8	0.6
	(Elementary school student)	26.2	2.1	8.5	67.3
	(Middle school student)	28.5	3.9	14.7	59.8
	(A regular elementary school graduate)	22.0	4.1	4.2	1.0
	Middle school graduate	23.6	7.1	12.3	27.4
	(High school student)	29.2	5.6	19.7	55.2
	(A regular middle school graduate)	18.5	8.4	5.5	1.6
	High school graduate	28.9	19.3	17.6	10.9
	(University student)	36.0	13.6	30.0	39.8
	(A regular high school graduate)	27.6	20.3	15.4	5.8
	University graduate or higher	45.3	37.9	27.3	18.1
	(Graduate student)	36.6	24.6	35.9	51.9
	(A regular university graduate)	45.4	38.0	27.3	18.0
Household income	Less than KRW 2 million	16.7	8.3	7.4	4.4
	KRW 2 million-Less than 3 million	22.9	16.4	13.4	7.2
	KRW 3 million-Less than 4 million	30.2	24.8	18.8	14.1
	KRW 4 million-Less than 5 million	35.3	26.4	19.2	20.0
	KRW 5 million and higher	41.0	28.4	24.3	23.1
Region size	Dong	36.5	25.7	22.3	19.6
	Eup/Myeon	33.0	25.3	14.2	16.8
Region	Seoul	32.4	25.4	28.9	17.5
	Busan	35.4	26.9	14.9	10.2
	Daegu	38.3	22.1	16.9	19.0
	Incheon	31.2	32.2	21.3	25.7
	Gwangju	25.6	28.9	13.5	20.5
	Daejeon	28.1	18.1	24.3	18.8
	Ulsan	37.9	24.9	16.7	10.2
	Gyeonggi	43.6	24.1	24.6	24.2
	Gangwon	54.0	31.3	21.6	20.7
	Chungcheong	32.2	30.9	16.9	17.3
	(Chungbuk)	32.3	31.2	14.9	15.4
	(Chungnam)	30.1	31.1	19.4	18.2
	(Sejong)	42.2	29.2	12.5	19.8
	Jeolla	31.0	27.3	17.2	19.1
	(Jeonbok)	33.5	27.4	21.0	16.9
	(Jeonnam)	28.4	27.3	13.5	21.3
	Gyeongsang	30.3	22.5	10.8	12.4
	(Gyeongbuk)	29.5	19.8	9.8	17.1
	(Gyeongnam)	30.9	24.3	11.5	9.3
	Jeju	21.8	19.4	5.8	16.2

Table 87 AI service experience area (multiple responses)_(Household Member_Q25-2) - CONT.

(Unit : %)

BASE: Recognizers of AI services aged 6 or older PERIOD: Within the last 1 year		Media	Health care	Finance	Have never used AI service
Recognizers of AI services aged 6 or older		18.7	12.3	10.0	33.0
Number of household members	1 person	16.1	13.1	9.6	43.4
	2 persons	13.9	11.1	8.8	40.4
	3 persons or more	21.1	12.6	10.6	28.2
Gender	Male	18.6	13.0	11.0	30.4
	Female	18.8	11.5	8.9	35.7
Age	6~19	19.1	3.2	2.9	23.0
	20s	31.9	18.8	11.0	24.2
	30s	28.4	19.0	16.2	20.6
	40s	21.7	16.5	14.7	23.1
	50s	13.4	11.1	10.6	35.6
	60s	7.7	6.8	6.4	49.6
	70+	4.8	6.2	3.0	65.3
Gender*Age	Male 6~19	18.4	3.2	3.0	22.9
	Male 20s	30.5	18.3	10.1	24.6
	Male 30s	27.9	20.3	17.1	19.8
	Male 40s	20.4	17.5	16.0	21.3
	Male 50s	13.6	12.2	12.8	31.0
	Male 60s	8.2	7.4	7.7	44.5
	Male 70+	6.3	6.2	3.9	62.5
Female	Female 6~19	19.8	3.1	2.8	23.0
	Female 20s	33.5	19.4	11.9	23.8
	Female 30s	29.0	17.4	15.2	21.6
	Female 40s	23.1	15.5	13.2	25.0
	Female 50s	13.3	10.0	8.3	40.3
	Female 60s	7.2	6.2	5.1	54.7
	Female 70+	3.4	6.1	2.3	67.7
Youth	Entire population	25.3	7.5	5.4	23.7
	Male	25.0	7.5	5.1	23.6
	Female	25.7	7.5	5.8	23.7
Occupation	Professional/managerial position	25.4	20.2	19.0	10.3
	Office job	26.6	18.1	16.1	20.5
	Service/sales	17.9	13.1	11.1	34.8
	Production related position	11.2	10.0	8.4	43.2
	Agriculture/forestry/fishery	3.5	5.3	3.7	64.9
	Unemployed/Other (None/other)	16.6	8.1	5.0	36.9
	(Student)	23.6	6.9	4.4	23.2
	(Housewife)	9.8	9.4	5.6	48.4
	(Unemployed/Other (None/other))	10.7	8.6	5.5	52.5

Table 87 AI service experience area (multiple responses)_(Household Member_Q25-2) - CONT.

(Unit : %)

BASE: Recognizers of AI services aged 6 or older PERIOD: Within the last 1 year		Media	Health care	Finance	Have never used AI service
Education	Elementary school graduate or lower	11.9	2.5	1.5	36.1
	(Preschool)	1.8	0.5	0.7	23.1
	(Uneducated)	0.2	1.2	0.2	81.8
	(Elementary school student)	13.1	1.6	1.4	21.1
	(Middle school student)	21.2	2.1	2.1	24.6
	(A regular elementary school graduate)	2.5	5.3	1.1	70.2
	Middle school graduate	13.2	4.7	3.3	47.5
	(High school student)	24.0	4.8	4.4	23.4
	(A regular middle school graduate)	3.2	4.6	2.3	69.8
	High school graduate	13.8	9.8	7.2	44.0
	(University student)	34.1	15.9	8.8	23.7
	(A regular high school graduate)	10.2	8.7	6.9	47.6
	University graduate or higher	24.6	17.4	15.0	21.9
	(Graduate student)	49.3	17.7	8.2	24.4
	(A regular university graduate)	24.5	17.4	15.0	21.9
Household income	Less than KRW 2 million	4.1	6.0	3.4	68.9
	KRW 2 million-Less than 3 million	8.8	8.1	4.9	54.4
	KRW 3 million-Less than 4 million	15.7	11.3	9.5	39.4
	KRW 4 million-Less than 5 million	16.2	11.3	8.7	32.5
	KRW 5 million and higher	22.8	13.9	11.9	25.4
Region size	Dong	19.8	12.6	10.6	32.0
	Eup/Myeon	13.1	10.7	7.3	37.8
Region	Seoul	24.3	13.3	10.6	32.1
	Busan	10.6	8.1	8.7	42.5
	Daegu	10.8	12.7	11.7	39.8
	Incheon	30.5	10.7	12.9	24.3
	Gwangju	12.0	10.1	8.2	40.8
	Daejeon	18.6	10.2	6.2	37.0
	Ulsan	15.5	7.2	11.7	37.9
	Gyeonggi	22.1	16.2	11.4	24.8
	Gangwon	15.5	13.6	13.0	30.7
	Chungcheong	16.2	11.2	7.8	31.0
	(Chungbuk)	13.4	10.8	7.6	31.1
	(Chungnam)	17.8	12.5	8.5	32.0
	(Sejong)	18.6	6.1	5.4	26.1
	Jeolla	13.8	10.2	8.1	40.4
	(Jeonbuk)	16.6	8.4	8.5	38.3
	(Jeonnam)	11.1	12.1	7.7	42.6
	Gyeongsang	10.7	8.0	6.9	44.4
	(Gyeongbuk)	8.3	10.7	8.3	43.6
	(Gyeongnam)	12.3	6.1	6.0	44.9
	Jeju	1.5	4.4	7.6	48.5

Table 88 Level of help from AI service experience - Education/learning_(Household Member_Q25-3-1)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	◎ Not helpful	◎ Helpful	Total	Average (points)
Persons aged 6 or older who have experienced the education/learning AI service		0.2	2.3	64.5	33.0	2.5	97.5	100.0	3.3
Number of household members	1 person	0.1	4.5	72.1	23.2	4.6	95.4	100.0	3.2
	2 persons	0.6	2.7	69.9	26.8	3.3	96.7	100.0	3.2
	3 persons or more	0.1	2.1	63.1	34.7	2.2	97.8	100.0	3.3
Gender	Male	0.1	2.3	65.6	32.0	2.5	97.5	100.0	3.3
	Female	0.3	2.2	63.4	34.1	2.5	97.5	100.0	3.3
Age	6~19	0.3	2.3	60.9	36.6	2.5	97.5	100.0	3.3
	20s	0.1	1.1	65.4	33.4	1.2	98.8	100.0	3.3
	30s	0.0	2.1	69.2	28.6	2.2	97.8	100.0	3.3
	40s	0.4	3.0	63.3	33.2	3.5	96.5	100.0	3.3
	50s	0.0	3.4	69.0	27.6	3.4	96.6	100.0	3.2
	60s	0.5	4.1	71.9	23.5	4.6	95.4	100.0	3.2
	70+	0.0	3.3	65.1	31.6	3.3	96.7	100.0	3.3
Gender*Age	6~19	0.3	2.1	62.3	35.3	2.4	97.6	100.0	3.3
	20s	0.0	1.4	66.0	32.6	1.4	98.6	100.0	3.3
	30s	0.1	2.2	71.3	26.4	2.3	97.7	100.0	3.2
	40s	0.1	2.9	64.1	32.8	3.1	96.9	100.0	3.3
	50s	0.0	3.5	68.6	27.9	3.5	96.5	100.0	3.2
	60s	0.0	4.9	70.2	24.8	4.9	95.1	100.0	3.2
	70+	0.0	7.3	52.0	40.7	7.3	92.7	100.0	3.3
Gender*Age	6~19	0.2	2.5	59.5	37.8	2.7	97.3	100.0	3.4
	20s	0.2	0.8	64.6	34.4	0.9	99.1	100.0	3.3
	30s	0.0	2.1	66.9	31.0	2.1	97.9	100.0	3.3
	40s	0.7	3.1	62.5	33.6	3.9	96.1	100.0	3.3
	50s	0.0	3.3	69.4	27.3	3.3	96.7	100.0	3.2
	60s	1.2	3.1	74.2	21.6	4.2	95.8	100.0	3.2
	70+	0.0	0.0	75.8	24.2	0.0	100.0	100.0	3.2
Youth	Entire population	0.2	1.9	61.6	36.3	2.1	97.9	100.0	3.3
	Male	0.3	1.7	64.0	34.1	1.9	98.1	100.0	3.3
	Female	0.2	2.1	59.1	38.6	2.3	97.7	100.0	3.4
Occupation	Professional/managerial position	0.4	1.4	67.1	31.1	1.8	98.2	100.0	3.3
	Office job	0.2	1.8	67.5	30.5	2.0	98.0	100.0	3.3
	Service/sales	0.2	3.8	68.8	27.1	4.1	95.9	100.0	3.2
	Production related position	0.4	3.9	69.2	26.5	4.3	95.7	100.0	3.2
	Agriculture/forestry/fishery	0.0	4.6	68.2	27.2	4.6	95.4	100.0	3.2
	Unemployed/Other (None/other)	0.2	2.1	61.5	36.3	2.2	97.8	100.0	3.3
	(Student)	0.2	1.9	61.7	36.2	2.1	97.9	100.0	3.3
	(Housewife)	0.0	2.8	60.2	37.0	2.8	97.2	100.0	3.3
	(Unemployed/Other (None/other))	0.0	3.2	61.3	35.6	3.2	96.8	100.0	3.3

Table 88 Level of help from AI service experience - Education/learning_(Household Member_Q25-3-1)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	☹ Not helpful	😊 Helpful	Total	Average (points)
Education	Elementary school graduate or lower (Preschool)	0.2	2.4	61.8	35.6	2.5	97.5	100.0	3.3
	(Uneducated)	0.0	1.7	59.7	38.7	1.7	98.3	100.0	3.4
	(Elementary school student)	0.0	0.0	47.0	53.0	0.0	100.0	100.0	3.5
	(Middle school student)	0.2	2.8	62.7	34.3	3.0	97.0	100.0	3.3
	(A regular elementary school graduate)	0.2	1.8	61.3	36.8	1.9	98.1	100.0	3.4
	Middle school graduate	0.0	6.7	40.8	52.5	6.7	93.3	100.0	3.5
	(High school student)	0.5	1.7	58.9	38.9	2.2	97.8	100.0	3.4
	(A regular middle school graduate)	0.5	1.7	58.3	39.6	2.2	97.8	100.0	3.4
	High school graduate	0.0	3.2	77.7	19.1	3.2	96.8	100.0	3.2
	(University student)	0.2	1.8	65.6	32.4	2.0	98.0	100.0	3.3
	(A regular high school graduate)	0.0	1.1	63.9	35.0	1.1	98.9	100.0	3.3
	University graduate or higher (Graduate student)	0.5	2.7	67.7	29.1	3.2	96.8	100.0	3.3
	(A regular university graduate)	0.1	2.6	66.8	30.5	2.7	97.3	100.0	3.3
		0.0	0.0	49.6	50.4	0.0	100.0	100.0	3.5
Household income	Less than KRW 2 million	0.1	2.6	67.0	30.3	2.8	97.2	100.0	3.3
	KRW 2 million-Less than 3 million	1.3	2.7	64.3	31.7	4.0	96.0	100.0	3.3
	KRW 3 million-Less than 4 million	0.2	3.6	70.5	25.7	3.8	96.2	100.0	3.2
	KRW 4 million-Less than 5 million	0.0	3.0	66.5	30.5	3.0	97.0	100.0	3.3
	KRW 5 million and higher	0.5	3.1	64.5	31.9	3.6	96.4	100.0	3.3
Region size	Dong	0.1	1.9	64.0	34.0	2.0	98.0	100.0	3.3
	Eup/Myeon	0.2	2.2	64.2	33.4	2.4	97.6	100.0	3.3
Region	Seoul	0.3	2.8	66.4	30.5	3.1	96.9	100.0	3.3
	Busan	0.0	4.2	62.9	32.9	4.2	95.8	100.0	3.3
	Daegu	0.5	2.0	67.2	30.4	2.4	97.6	100.0	3.3
	Incheon	0.0	3.7	71.8	24.5	3.7	96.3	100.0	3.2
	Gwangju	0.0	0.7	52.3	47.0	0.7	99.3	100.0	3.5
	Daejeon	0.0	1.1	67.1	31.8	1.1	98.9	100.0	3.3
	Daejeon	0.5	3.5	72.8	23.2	4.0	96.0	100.0	3.2
	Ulsan	0.0	2.9	62.1	35.0	2.9	97.1	100.0	3.3
	Gyeonggi	0.1	1.0	63.2	35.7	1.1	98.9	100.0	3.3
	Gangwon	0.4	0.2	69.3	30.1	0.6	99.4	100.0	3.3
	Chungcheong (Chungbuk)	0.5	4.2	73.7	21.6	4.7	95.3	100.0	3.2
	(Chungnam)	0.0	3.6	63.6	32.8	3.6	96.4	100.0	3.3
	(Sejong)	0.8	5.0	81.1	13.1	5.8	94.2	100.0	3.1
	Jeolla (Jeonbuk)	0.6	2.8	70.1	26.6	3.4	96.6	100.0	3.2
	(Jeonnam)	1.1	3.5	59.2	36.2	4.6	95.4	100.0	3.3
	Gyeongsang (Gyeongbuk)	2.4	2.5	58.2	36.8	5.0	95.0	100.0	3.3
	(Gyeongnam)	0.0	4.4	60.0	35.6	4.4	95.6	100.0	3.3
	Jeju	0.2	2.2	79.3	18.2	2.4	97.6	100.0	3.2
		0.0	2.1	78.6	19.3	2.1	97.9	100.0	3.2
		0.5	2.4	80.2	16.9	2.9	97.1	100.0	3.1
		0.0	6.4	33.9	59.6	6.4	93.6	100.0	3.5

Table 89 Level of help from AI service experience - Living convenience_(Household Member_Q25-3-2)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	◎ Not helpful	◎ Helpful	Total	Average (points)	
Persons aged 6 or older who have experienced the living convenience AI service		0.2	1.4	62.8	35.6	1.6	98.4	100.0	3.3	
Number of household members	1 person	0.4	1.0	62.9	35.8	1.3	98.7	100.0	3.3	
	2 persons	0.2	1.6	62.1	36.1	1.8	98.2	100.0	3.3	
	3 persons or more	0.2	1.4	63.1	35.4	1.5	98.5	100.0	3.3	
Gender	Male	0.2	1.5	63.3	35.0	1.7	98.3	100.0	3.3	
	Female	0.2	1.3	62.3	36.3	1.5	98.5	100.0	3.4	
Age	6~19	0.5	2.1	68.9	28.5	2.6	97.4	100.0	3.3	
	20s	0.0	1.5	65.0	33.5	1.5	98.5	100.0	3.3	
	30s	0.1	1.3	60.6	37.9	1.5	98.5	100.0	3.4	
	40s	0.2	1.4	60.7	37.7	1.6	98.4	100.0	3.4	
	50s	0.2	1.4	61.5	36.9	1.7	98.3	100.0	3.4	
	60s	0.3	0.8	65.6	33.4	1.1	98.9	100.0	3.3	
	70+	0.0	1.4	63.0	35.5	1.4	98.6	100.0	3.3	
Gender*Age	Male	6~19	0.3	2.5	67.4	29.7	2.8	97.2	100.0	3.3
		20s	0.0	1.7	66.0	32.3	1.7	98.3	100.0	3.3
		30s	0.1	1.3	61.0	37.5	1.4	98.6	100.0	3.4
		40s	0.3	1.5	61.0	37.3	1.7	98.3	100.0	3.4
		50s	0.2	1.4	63.5	34.9	1.6	98.4	100.0	3.3
		60s	0.0	1.2	66.4	32.4	1.2	98.8	100.0	3.3
		70+	0.0	2.4	60.8	36.9	2.4	97.6	100.0	3.3
	Female	6~19	0.6	1.6	70.4	27.3	2.3	97.7	100.0	3.2
		20s	0.0	1.3	63.8	34.8	1.3	98.7	100.0	3.3
		30s	0.2	1.3	60.2	38.3	1.5	98.5	100.0	3.4
		40s	0.0	1.3	60.4	38.2	1.4	98.6	100.0	3.4
		50s	0.2	1.5	59.4	38.9	1.7	98.3	100.0	3.4
		60s	0.6	0.3	64.8	34.3	0.9	99.1	100.0	3.3
		70+	0.0	0.8	64.6	34.6	0.8	99.2	100.0	3.3
Youth	Entire population	0.3	1.8	68.2	29.6	2.1	97.9	100.0	3.3	
	Male	0.2	1.8	69.1	28.8	2.0	98.0	100.0	3.3	
	Female	0.4	1.8	67.4	30.4	2.2	97.8	100.0	3.3	
Occupation	Professional/managerial position	0.0	0.8	58.4	40.8	0.8	99.2	100.0	3.4	
	Office job	0.3	1.5	63.2	35.1	1.7	98.3	100.0	3.3	
	Service/sales	0.1	1.1	63.8	35.0	1.2	98.8	100.0	3.3	
	Production related position	0.1	1.2	61.6	37.1	1.3	98.7	100.0	3.4	
	Agriculture/forestry/fishery	0.0	2.7	61.7	35.5	2.7	97.3	100.0	3.3	
	Unemployed/Other (None/other)	0.2	1.7	62.6	35.5	2.0	98.0	100.0	3.3	
	(Student)	0.3	1.9	68.2	29.5	2.3	97.7	100.0	3.3	
	(Housewife)	0.2	1.5	56.2	42.2	1.7	98.3	100.0	3.4	
	(Unemployed/Other (None/other))	0.2	1.6	60.6	37.7	1.7	98.3	100.0	3.4	

Table 89 Level of help from AI service experience - Living convenience_(Household Member_Q25-3-2)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	◎ Not helpful	◎ Helpful	Total	Average (points)
Education	Elementary school graduate or lower	0.2	2.1	68.0	29.7	2.3	97.7	100.0	3.3
	(Preschool)	0.0	10.5	66.1	23.4	10.5	89.5	100.0	3.1
	(Uneducated)	0.0	0.0	43.8	56.2	0.0	100.0	100.0	3.6
	(Elementary school student)	0.5	1.6	69.4	28.5	2.1	97.9	100.0	3.3
	(Middle school student)	0.0	2.3	70.9	26.8	2.3	97.7	100.0	3.3
	(A regular elementary school graduate)	0.0	2.0	63.8	34.2	2.0	98.0	100.0	3.3
	Middle school graduate	0.6	2.0	61.5	35.9	2.6	97.4	100.0	3.3
	(High school student)	1.0	2.3	65.1	31.6	3.2	96.8	100.0	3.3
	(A regular middle school graduate)	0.0	1.7	56.2	42.1	1.7	98.3	100.0	3.4
	High school graduate	0.3	1.5	63.3	34.9	1.8	98.2	100.0	3.3
	(University student)	0.0	1.5	67.4	31.2	1.5	98.5	100.0	3.3
	(A regular high school graduate)	0.4	1.5	62.4	35.7	1.9	98.1	100.0	3.3
	University graduate or higher	0.1	1.2	62.0	36.7	1.3	98.7	100.0	3.4
	(Graduate student)	0.0	0.0	69.9	30.1	0.0	100.0	100.0	3.3
	(A regular university graduate)	0.1	1.2	62.0	36.7	1.3	98.7	100.0	3.4
Household income	Less than KRW 2 million	0.4	2.4	60.9	36.3	2.8	97.2	100.0	3.3
	KRW 2 million-Less than 3 million	0.0	0.4	65.8	33.8	0.4	99.6	100.0	3.3
	KRW 3 million-Less than 4 million	0.0	1.8	60.9	37.3	1.8	98.2	100.0	3.4
	KRW 4 million-Less than 5 million	0.3	1.8	63.0	34.9	2.1	97.9	100.0	3.3
	KRW 5 million and higher	0.2	1.3	62.9	35.6	1.5	98.5	100.0	3.3
Region size	Dong	0.1	1.4	62.5	35.9	1.5	98.5	100.0	3.3
	Eup/Myeon	0.7	1.2	64.3	33.9	1.9	98.1	100.0	3.3
Region	Seoul	0.2	2.5	62.2	35.2	2.6	97.4	100.0	3.3
	Busan	0.1	1.5	61.2	37.2	1.6	98.4	100.0	3.4
	Daegu	0.0	1.5	64.6	33.9	1.5	98.5	100.0	3.3
	Incheon	0.0	0.8	54.2	45.0	0.8	99.2	100.0	3.4
	Gwangju	0.0	0.4	64.7	34.9	0.4	99.6	100.0	3.3
	Daejeon	0.2	2.6	63.7	33.6	2.7	97.3	100.0	3.3
	Ulsan	0.2	1.5	51.1	47.2	1.7	98.3	100.0	3.5
	Gyeonggi	0.4	1.3	65.3	33.0	1.6	98.4	100.0	3.3
	Gangwon	0.0	0.9	63.7	35.4	0.9	99.1	100.0	3.4
	Chungcheong	0.1	1.2	63.4	35.3	1.3	98.7	100.0	3.3
	(Chungbuk)	0.0	0.1	53.2	46.6	0.1	99.9	100.0	3.5
	(Chungnam)	0.1	2.2	71.6	26.0	2.3	97.7	100.0	3.2
	(Sejong)	0.0	1.0	64.3	34.6	1.0	99.0	100.0	3.3
	Jeolla	0.2	0.8	57.9	41.1	1.0	99.0	100.0	3.4
	(Jeonbuk)	0.3	0.5	58.6	40.7	0.8	99.2	100.0	3.4
	(Jeonnam)	0.2	1.1	57.0	41.7	1.3	98.7	100.0	3.4
	Gyeongsang	0.0	0.6	66.0	33.4	0.6	99.4	100.0	3.3
	(Gyeongbuk)	0.0	0.8	71.8	27.4	0.8	99.2	100.0	3.3
	(Gyeongnam)	0.0	0.5	62.2	37.2	0.5	99.5	100.0	3.4
	Jeju	0.0	2.2	39.2	58.6	2.2	97.8	100.0	3.6

Table 90 Level of help from AI service experience - Communication/Friendship_(Household Member_Q25-3-3)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	◎ Not helpful	◎ Helpful	Total	Average (points)	
Persons aged 6 or older who have experienced the Communication/Friendship AI service		0.3	8.8	73.3	17.6	9.1	90.9	100.0	3.1	
Number of household members	1 person	0.7	10.8	72.4	16.0	11.6	88.4	100.0	3.0	
	2 persons	0.3	9.6	72.0	18.1	9.9	90.1	100.0	3.1	
	3 persons or more	0.3	8.3	73.9	17.6	8.5	91.5	100.0	3.1	
Gender	Male	0.3	8.5	72.9	18.2	8.8	91.2	100.0	3.1	
	Female	0.3	9.1	73.8	16.8	9.4	90.6	100.0	3.1	
Age	6~19	0.0	8.4	71.8	19.8	8.4	91.6	100.0	3.1	
	20s	0.4	7.6	74.0	18.0	8.0	92.0	100.0	3.1	
	30s	0.2	7.6	73.4	18.8	7.8	92.2	100.0	3.1	
	40s	0.5	9.3	71.5	18.7	9.7	90.3	100.0	3.1	
	50s	0.4	8.6	76.4	14.5	9.1	90.9	100.0	3.1	
	60s	0.3	10.9	75.4	13.4	11.2	88.8	100.0	3.0	
	70+	0.0	15.6	62.5	21.9	15.6	84.4	100.0	3.1	
Gender*Age	Male	6~19	0.0	8.5	74.7	16.8	8.5	91.5	100.0	3.1
		20s	0.4	6.9	73.1	19.6	7.3	92.7	100.0	3.1
		30s	0.3	7.5	72.3	19.9	7.8	92.2	100.0	3.1
		40s	0.3	10.1	71.0	18.5	10.4	89.6	100.0	3.1
		50s	0.5	8.7	76.2	14.6	9.2	90.8	100.0	3.1
		60s	0.3	9.4	75.3	15.0	9.7	90.3	100.0	3.1
		70+	0.0	10.6	61.5	27.9	10.6	89.4	100.0	3.2
	Female	6~19	0.0	8.2	68.5	23.3	8.2	91.8	100.0	3.2
		20s	0.5	8.3	74.8	16.5	8.7	91.3	100.0	3.1
		30s	0.1	7.8	74.5	17.6	7.8	92.2	100.0	3.1
		40s	0.7	8.3	72.1	18.9	9.0	91.0	100.0	3.1
		50s	0.3	8.5	76.6	14.5	8.9	91.1	100.0	3.1
		60s	0.2	12.6	75.5	11.6	12.9	87.1	100.0	3.0
		70+	0.0	22.9	64.0	13.1	22.9	77.1	100.0	2.9
Youth	Entire population	0.1	7.5	73.9	18.5	7.6	92.4	100.0	3.1	
	Male	0.0	6.2	76.8	17.1	6.2	93.8	100.0	3.1	
	Female	0.3	9.0	70.6	20.2	9.2	90.8	100.0	3.1	
Occupation	Professional/managerial position	0.4	8.0	73.6	18.0	8.4	91.6	100.0	3.1	
	Office job	0.2	8.7	73.3	17.8	8.9	91.1	100.0	3.1	
	Service/sales	0.4	8.4	75.0	16.2	8.8	91.2	100.0	3.1	
	Production related position	1.0	11.4	73.0	14.6	12.4	87.6	100.0	3.0	
	Agriculture/forestry/fishery	0.0	11.4	69.4	19.2	11.4	88.6	100.0	3.1	
	Unemployed/Other (None/other)	0.1	8.6	71.6	19.6	8.7	91.3	100.0	3.1	
	(Student)	0.0	7.1	74.6	18.4	7.1	92.9	100.0	3.1	
	(Housewife)	0.3	12.3	70.9	16.6	12.6	87.4	100.0	3.0	
	(Unemployed/Other (None/other))	0.0	7.2	61.8	31.1	7.2	92.8	100.0	3.2	

Table 90 Level of help from AI service experience - Communication/Friendship_(Household Member_Q25-3-3)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	☹ Not helpful	😊 Helpful	Total	Average (points)
Education	Elementary school graduate or lower	0.0	6.9	69.4	23.7	6.9	93.1	100.0	3.2
	(Preschool)	0.0	0.0	86.2	13.8	0.0	100.0	100.0	3.1
	(Uneducated)	0.0	0.0	48.1	51.9	0.0	100.0	100.0	3.5
	(Elementary school student)	0.0	4.4	65.8	29.8	4.4	95.6	100.0	3.3
	(Middle school student)	0.0	9.0	72.0	19.0	9.0	91.0	100.0	3.1
	(A regular elementary school graduate)	0.0	8.3	70.5	21.2	8.3	91.7	100.0	3.1
	Middle school graduate	0.1	12.3	72.1	15.5	12.5	87.5	100.0	3.0
	(High school student)	0.0	11.1	71.6	17.3	11.1	88.9	100.0	3.1
	(A regular middle school graduate)	0.6	16.3	73.8	9.4	16.9	83.1	100.0	2.9
	High school graduate	0.3	8.7	75.5	15.4	9.1	90.9	100.0	3.1
	(University student)	0.0	5.6	78.1	16.3	5.6	94.4	100.0	3.1
	(A regular high school graduate)	0.5	9.8	74.7	15.1	10.2	89.8	100.0	3.0
	University graduate or higher	0.4	8.7	72.6	18.3	9.1	90.9	100.0	3.1
	(Graduate student)	0.0	0.0	60.0	40.0	0.0	100.0	100.0	3.4
	(A regular university graduate)	0.4	8.8	72.7	18.2	9.1	90.9	100.0	3.1
Household income	Less than KRW 2 million	0.7	12.8	71.6	14.9	13.5	86.5	100.0	3.0
	KRW 2 million-Less than 3 million	0.6	12.0	69.0	18.4	12.6	87.4	100.0	3.1
	KRW 3 million-Less than 4 million	0.4	10.8	65.7	23.1	11.2	88.8	100.0	3.1
	KRW 4 million-Less than 5 million	0.2	9.9	71.9	18.0	10.1	89.9	100.0	3.1
	KRW 5 million and higher	0.3	7.8	75.5	16.4	8.1	91.9	100.0	3.1
Region size	Dong	0.3	9.2	73.2	17.3	9.5	90.5	100.0	3.1
	Eup/Myeon	0.4	6.1	74.4	19.1	6.5	93.5	100.0	3.1
Region	Seoul	0.2	11.1	68.0	20.7	11.3	88.7	100.0	3.1
	Busan	0.0	12.0	66.4	21.6	12.0	88.0	100.0	3.1
	Daegu	0.0	10.9	76.6	12.5	10.9	89.1	100.0	3.0
	Incheon	0.5	10.6	76.7	12.2	11.1	88.9	100.0	3.0
	Gwangju	0.3	2.7	79.4	17.6	3.0	97.0	100.0	3.1
	Daejeon	1.3	13.0	77.1	8.6	14.3	85.7	100.0	2.9
	Ulsan	0.0	15.2	67.7	17.0	15.2	84.8	100.0	3.0
	Gyeonggi	0.1	6.8	79.8	13.4	6.8	93.2	100.0	3.1
	Gangwon	0.9	3.8	69.5	25.8	4.7	95.3	100.0	3.2
	Chungcheong	1.0	9.4	67.6	22.0	10.4	89.6	100.0	3.1
	(Chungbuk)	2.3	12.2	46.1	39.5	14.4	85.6	100.0	3.2
	(Chungnam)	0.4	8.1	80.8	10.7	8.5	91.5	100.0	3.0
	(Sejong)	0.0	6.4	64.5	29.0	6.4	93.6	100.0	3.2
	Jeolla	0.7	5.5	67.6	26.1	6.2	93.8	100.0	3.2
	(Jeonbok)	0.2	5.4	73.1	21.2	5.6	94.4	100.0	3.2
	(Jeonnam)	1.6	5.6	59.0	33.8	7.2	92.8	100.0	3.3
	Gyeongsang	0.8	7.0	70.9	21.3	7.8	92.2	100.0	3.1
	(Gyeongbuk)	1.6	14.8	68.9	14.7	16.4	83.6	100.0	3.0
	(Gyeongnam)	0.4	2.5	72.0	25.1	2.9	97.1	100.0	3.2
	Jeju	0.0	13.5	55.7	30.8	13.5	86.5	100.0	3.2

Table 91 Level of help from AI service experience - Media_(Household Member_Q25-3-4)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	👎 Not helpful	👍 Helpful	Total	Average (points)
Persons aged 6 or older who have experienced the media AI service		0.1	4.5	71.1	24.4	4.5	95.5	100.0	3.2
Number of household members	1 person	0.0	3.8	73.1	23.1	3.8	96.2	100.0	3.2
	2 persons	0.2	4.9	72.2	22.8	5.1	94.9	100.0	3.2
	3 persons or more	0.0	4.4	70.6	25.0	4.4	95.6	100.0	3.2
Gender	Male	0.1	5.0	70.5	24.5	5.0	95.0	100.0	3.2
	Female	0.0	3.9	71.8	24.2	4.0	96.0	100.0	3.2
Age	6~19	0.0	2.5	69.1	28.5	2.5	97.5	100.0	3.3
	20s	0.0	3.8	70.4	25.8	3.8	96.2	100.0	3.2
	30s	0.2	4.7	70.7	24.4	4.9	95.1	100.0	3.2
	40s	0.0	5.3	70.4	24.3	5.3	94.7	100.0	3.2
	50s	0.0	6.4	73.3	20.4	6.4	93.6	100.0	3.1
	60s	0.0	3.7	77.0	19.3	3.7	96.3	100.0	3.2
	70+	0.0	3.0	70.8	26.2	3.0	97.0	100.0	3.2
Gender*Age	6~19	0.0	1.7	71.5	26.8	1.7	98.3	100.0	3.3
	20s	0.0	5.0	69.0	26.0	5.0	95.0	100.0	3.2
	30s	0.3	4.6	72.4	22.7	4.8	95.2	100.0	3.2
	40s	0.0	5.3	68.6	26.1	5.3	94.7	100.0	3.2
	50s	0.0	8.4	71.1	20.5	8.4	91.6	100.0	3.1
	60s	0.0	4.4	74.7	20.9	4.4	95.6	100.0	3.2
	70+	0.0	4.8	60.8	34.4	4.8	95.2	100.0	3.3
Gender*Age	6~19	0.0	3.3	66.7	30.0	3.3	96.7	100.0	3.3
	20s	0.0	2.6	71.8	25.6	2.6	97.4	100.0	3.2
	30s	0.2	4.8	68.7	26.3	5.0	95.0	100.0	3.2
	40s	0.0	5.3	72.2	22.6	5.3	94.7	100.0	3.2
	50s	0.0	4.2	75.6	20.2	4.2	95.8	100.0	3.2
	60s	0.0	2.8	79.7	17.5	2.8	97.2	100.0	3.2
	70+	0.0	0.0	87.1	12.9	0.0	100.0	100.0	3.1
Youth	Entire population	0.0	2.6	70.3	27.1	2.6	97.4	100.0	3.3
	Male	0.0	2.4	71.6	26.0	2.4	97.6	100.0	3.2
	Female	0.0	2.7	69.0	28.3	2.7	97.3	100.0	3.3
Occupation	Professional/managerial position	0.2	6.0	65.8	28.1	6.1	93.9	100.0	3.2
	Office job	0.1	4.7	72.6	22.6	4.8	95.2	100.0	3.2
	Service/sales	0.0	4.8	72.8	22.5	4.8	95.2	100.0	3.2
	Production related position	0.0	6.6	69.3	24.1	6.6	93.4	100.0	3.2
	Agriculture/forestry/fishery	0.0	7.1	70.1	22.8	7.1	92.9	100.0	3.2
	Unemployed/Other (None/other)	0.0	3.2	69.2	27.6	3.2	96.8	100.0	3.2
	(Student)	0.0	2.5	69.3	28.3	2.5	97.5	100.0	3.3
	(Housewife)	0.1	4.8	72.8	22.3	4.9	95.1	100.0	3.2
	(Unemployed/Other (None/other))	0.0	5.0	61.2	33.9	5.0	95.0	100.0	3.3

Table 91 Level of help from AI service experience - Media_(Household Member_Q25-3-4)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	☹ Not helpful	😊 Helpful	Total	Average (points)
Education	Elementary school graduate or lower (Preschool)	0.0	1.5	68.2	30.3	1.5	98.5	100.0	3.3
	(Uneducated)	0.0	0.0	40.4	59.6	0.0	100.0	100.0	3.6
	(Elementary school student)	0.0	0.0	100.0	0.0	0.0	100.0	100.0	3.0
	(Middle school student)	0.0	0.7	64.8	34.5	0.7	99.3	100.0	3.3
	(A regular elementary school graduate)	0.0	2.2	69.4	28.4	2.2	97.8	100.0	3.3
	(A regular middle school graduate)	0.0	2.0	89.3	8.7	2.0	98.0	100.0	3.1
	Middle school graduate (High school student)	0.0	3.7	73.5	22.8	3.7	96.3	100.0	3.2
	(A regular high school graduate)	0.0	3.3	71.8	24.9	3.3	96.7	100.0	3.2
	(University student)	0.0	6.5	85.7	7.8	6.5	93.5	100.0	3.0
	(A regular university graduate)	0.0	4.1	72.3	23.6	4.1	95.9	100.0	3.2
	(A regular high school graduate)	0.0	2.8	69.5	27.8	2.8	97.2	100.0	3.3
	University graduate or higher (Graduate student)	0.0	5.0	73.9	21.1	5.0	95.0	100.0	3.2
	(A regular university graduate)	0.1	5.0	70.7	24.2	5.1	94.9	100.0	3.2
	(A regular university graduate)	0.0	0.0	59.4	40.6	0.0	100.0	100.0	3.4
Household income	Less than KRW 2 million	0.1	5.0	70.8	24.1	5.1	94.9	100.0	3.2
	KRW 2 million-Less than 3 million	0.0	0.6	80.0	19.4	0.6	99.4	100.0	3.2
	KRW 3 million-Less than 4 million	0.0	6.1	72.2	21.6	6.1	93.9	100.0	3.2
	KRW 4 million-Less than 5 million	0.1	4.6	65.1	30.3	4.6	95.4	100.0	3.3
	KRW 5 million and higher	0.0	5.0	71.3	23.7	5.0	95.0	100.0	3.2
Region size	Dong	0.1	4.3	71.9	23.8	4.4	95.6	100.0	3.2
	Eup/Myeon	0.1	4.6	70.7	24.7	4.6	95.4	100.0	3.2
Region	Seoul	0.1	3.8	74.3	21.8	3.9	96.1	100.0	3.2
	Busan	0.1	5.6	71.2	23.1	5.7	94.3	100.0	3.2
	Daegu	0.0	7.5	70.1	22.4	7.5	92.5	100.0	3.2
	Incheon	0.0	2.8	61.4	35.8	2.8	97.2	100.0	3.3
	Gwangju	0.0	2.7	66.6	30.7	2.7	97.3	100.0	3.3
	Daejeon	0.0	0.3	71.8	27.9	0.3	99.7	100.0	3.3
	Ulsan	0.0	4.2	77.6	18.2	4.2	95.8	100.0	3.1
	Gyeonggi	0.3	9.5	74.1	16.1	9.8	90.2	100.0	3.1
	Gangwon	0.0	2.9	76.5	20.6	2.9	97.1	100.0	3.2
	Chungcheong (Chungbuk)	0.0	2.2	74.7	23.1	2.2	97.8	100.0	3.2
	(Chungnam)	0.0	8.7	57.8	33.5	8.7	91.3	100.0	3.3
	(Sejong)	0.0	9.5	57.8	32.6	9.5	90.5	100.0	3.2
	Jeolla (Jeonbuk)	0.0	9.2	57.0	33.8	9.2	90.8	100.0	3.3
	(Jeonnam)	0.0	3.8	61.2	35.0	3.8	96.2	100.0	3.3
	Gyeongsang (Gyeongbuk)	0.1	6.0	64.2	29.7	6.1	93.9	100.0	3.2
	(Gyeongnam)	0.0	6.6	69.9	23.5	6.6	93.4	100.0	3.2
	Jeju	0.3	5.0	55.6	39.1	5.3	94.7	100.0	3.3
		0.0	5.4	68.0	26.7	5.4	94.6	100.0	3.2
		0.0	7.4	72.8	19.7	7.4	92.6	100.0	3.1
		0.0	4.4	65.7	29.9	4.4	95.6	100.0	3.3
		6.8	6.5	56.8	29.9	13.3	86.7	100.0	3.1

Table 92 Level of help from AI service experience - Finance_(Household Member_Q25-3-5)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	👎 Not helpful	👍 Helpful	Total	Average (points)	
Persons aged 6 or older who have experienced the finance AI service		0.3	6.7	63.6	29.5	6.9	93.1	100.0	3.2	
Number of household members	1 person	0.0	7.9	64.9	27.2	7.9	92.1	100.0	3.2	
	2 persons	0.2	7.3	64.2	28.3	7.5	92.5	100.0	3.2	
	3 persons or more	0.3	6.2	63.2	30.2	6.6	93.4	100.0	3.2	
Gender	Male	0.4	6.4	63.4	29.9	6.7	93.3	100.0	3.2	
	Female	0.1	7.0	63.9	28.9	7.2	92.8	100.0	3.2	
Age	6~19	0.0	10.7	67.3	22.0	10.7	89.3	100.0	3.1	
	20s	0.5	6.2	68.2	25.1	6.7	93.3	100.0	3.2	
	30s	0.2	5.8	62.7	31.3	6.0	94.0	100.0	3.3	
	40s	0.2	6.5	60.9	32.4	6.7	93.3	100.0	3.3	
	50s	0.3	7.1	62.5	30.1	7.4	92.6	100.0	3.2	
	60s	0.4	7.1	66.4	26.0	7.6	92.4	100.0	3.2	
	70+	0.0	8.3	64.5	27.2	8.3	91.7	100.0	3.2	
Gender*Age	Male	6~19	0.0	10.0	76.2	13.8	10.0	90.0	100.0	3.0
		20s	1.0	5.3	70.0	23.7	6.3	93.7	100.0	3.2
		30s	0.3	5.9	62.8	31.0	6.2	93.8	100.0	3.2
		40s	0.2	5.9	60.4	33.5	6.1	93.9	100.0	3.3
		50s	0.5	6.7	61.7	31.1	7.2	92.8	100.0	3.2
		60s	0.1	7.6	65.3	27.0	7.7	92.3	100.0	3.2
		70+	0.0	8.2	56.4	35.3	8.2	91.8	100.0	3.3
	Female	6~19	0.0	11.5	57.6	31.0	11.5	88.5	100.0	3.2
		20s	0.0	7.1	66.5	26.4	7.1	92.9	100.0	3.2
		30s	0.1	5.7	62.5	31.6	5.8	94.2	100.0	3.3
		40s	0.2	7.3	61.5	31.0	7.5	92.5	100.0	3.2
		50s	0.0	7.7	64.0	28.3	7.7	92.3	100.0	3.2
		60s	1.0	6.4	68.1	24.6	7.3	92.7	100.0	3.2
		70+	0.0	8.4	76.5	15.1	8.4	91.6	100.0	3.1
Youth	Entire population	0.0	8.5	70.9	20.6	8.5	91.5	100.0	3.1	
	Male	0.0	8.0	76.6	15.4	8.0	92.0	100.0	3.1	
	Female	0.0	9.0	65.6	25.4	9.0	91.0	100.0	3.2	
Occupation	Professional/managerial position	0.3	6.0	59.8	33.9	6.3	93.7	100.0	3.3	
	Office job	0.2	5.6	62.6	31.6	5.9	94.1	100.0	3.3	
	Service/sales	0.1	7.5	65.1	27.3	7.6	92.4	100.0	3.2	
	Production related position	1.1	6.3	58.8	33.9	7.4	92.6	100.0	3.3	
	Agriculture/forestry/fishery	0.6	11.3	52.7	35.4	11.9	88.1	100.0	3.2	
	Unemployed/Other (None/other)	0.2	7.7	67.7	24.5	7.8	92.2	100.0	3.2	
	(Student)	0.0	8.8	68.8	22.5	8.8	91.2	100.0	3.1	
	(Housewife)	0.4	7.4	66.3	25.8	7.8	92.2	100.0	3.2	
	(Unemployed/Other (None/other))	0.0	5.6	68.2	26.1	5.6	94.4	100.0	3.2	

Table 92 Level of help from AI service experience - Finance_(Household Member_Q25-3-5)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	☹ Not helpful	😊 Helpful	Total	Average (points)
Education	Elementary school graduate or lower (Preschool)	0.0	9.9	69.3	20.7	9.9	90.1	100.0	3.1
	(Uneducated)	0.0	0.0	100.0	0.0	0.0	100.0	100.0	3.0
	(Elementary school student)	0.0	17.9	50.7	31.4	17.9	82.1	100.0	3.1
	(Middle school student)	0.0	3.4	84.1	12.6	3.4	96.6	100.0	3.1
	(A regular elementary school graduate)	0.0	10.5	67.9	21.6	10.5	89.5	100.0	3.1
	Middle school graduate	0.0	9.7	73.4	16.9	9.7	90.3	100.0	3.1
	(High school student)	0.0	11.0	71.8	17.1	11.0	89.0	100.0	3.1
	(A regular middle school graduate)	0.0	7.4	76.1	16.5	7.4	92.6	100.0	3.1
	High school graduate	0.1	6.5	64.0	29.4	6.5	93.5	100.0	3.2
	(University student)	0.0	7.2	69.0	23.8	7.2	92.8	100.0	3.2
	(A regular high school graduate)	0.1	6.3	62.9	30.7	6.4	93.6	100.0	3.2
	University graduate or higher	0.4	6.6	63.0	30.1	6.9	93.1	100.0	3.2
	(Graduate student)	0.0	0.0	56.0	44.0	0.0	100.0	100.0	3.4
	(A regular university graduate)	0.4	6.6	63.0	30.1	6.9	93.1	100.0	3.2
Household income	Less than KRW 2 million	0.0	10.7	64.3	25.1	10.7	89.3	100.0	3.1
	KRW 2 million-Less than 3 million	0.0	8.2	66.3	25.6	8.2	91.8	100.0	3.2
	KRW 3 million-Less than 4 million	0.2	8.2	66.1	25.5	8.3	91.7	100.0	3.2
	KRW 4 million-Less than 5 million	0.5	7.2	65.4	26.9	7.7	92.3	100.0	3.2
	KRW 5 million and higher	0.3	6.0	62.5	31.2	6.3	93.7	100.0	3.3
Region size	Dong	0.3	6.6	62.7	30.5	6.9	93.1	100.0	3.2
	Eup/Myeon	0.0	7.4	70.2	22.5	7.4	92.6	100.0	3.2
Region	Seoul	0.3	6.1	60.2	33.4	6.4	93.6	100.0	3.3
	Busan	0.0	6.9	70.6	22.4	6.9	93.1	100.0	3.2
	Daegu	0.0	7.1	81.1	11.9	7.1	92.9	100.0	3.1
	Incheon	0.0	3.4	59.9	36.8	3.4	96.6	100.0	3.3
	Gwangju	0.0	2.0	79.2	18.8	2.0	98.0	100.0	3.2
	Daejeon	0.8	14.2	60.6	24.3	15.0	85.0	100.0	3.1
	Ulsan	0.0	7.4	74.2	18.4	7.4	92.6	100.0	3.1
	Gyeonggi	0.4	5.6	60.4	33.6	6.0	94.0	100.0	3.3
	Gangwon	0.8	5.1	65.5	28.6	5.9	94.1	100.0	3.2
	Chungcheong (Chungbuk)	0.9	16.6	60.2	22.2	17.6	82.4	100.0	3.0
	(Chungnam)	1.9	19.5	51.6	27.0	21.4	78.6	100.0	3.0
	(Sejong)	0.0	15.0	67.0	18.0	15.0	85.0	100.0	3.0
	Jeolla (Jeonbuk)	3.0	13.7	54.7	28.6	16.7	83.3	100.0	3.1
	(Jeonnam)	0.0	5.6	62.9	31.5	5.6	94.4	100.0	3.3
	Gyeongsang (Gyeongbuk)	0.0	8.5	64.2	27.3	8.5	91.5	100.0	3.2
	(Gyeongnam)	0.0	2.3	61.4	36.2	2.3	97.7	100.0	3.3
	Jeju	0.0	7.6	67.4	24.9	7.6	92.4	100.0	3.2
		0.0	6.7	65.8	27.5	6.7	93.3	100.0	3.2
		0.0	8.5	69.0	22.4	8.5	91.5	100.0	3.1
		0.0	13.8	66.5	19.6	13.8	86.2	100.0	3.1

Table 93 Level of help from AI service experience - Transportation_(Household Member_Q25-3-6)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	😊 Not helpful	😊 Helpful	Total	Average (points)	
Persons aged 6 or older who have experienced the traffic AI service		0.1	2.1	60.2	37.6	2.2	97.8	100.0	3.4	
Number of household members	1 person	0.1	2.9	54.1	42.9	3.0	97.0	100.0	3.4	
	2 persons	0.1	2.0	60.7	37.1	2.1	97.9	100.0	3.4	
	3 persons or more	0.0	2.1	60.7	37.2	2.1	97.9	100.0	3.4	
Gender	Male	0.1	2.1	60.4	37.4	2.2	97.8	100.0	3.4	
	Female	0.1	2.1	59.7	38.1	2.2	97.8	100.0	3.4	
Age	6~19	0.0	9.1	69.0	22.0	9.1	90.9	100.0	3.1	
	20s	0.0	2.1	58.4	39.6	2.1	97.9	100.0	3.4	
	30s	0.0	2.2	59.4	38.4	2.2	97.8	100.0	3.4	
	40s	0.0	2.0	58.4	39.6	2.0	98.0	100.0	3.4	
	50s	0.0	2.0	61.7	36.3	2.0	98.0	100.0	3.3	
	60s	0.2	1.9	65.1	32.8	2.1	97.9	100.0	3.3	
	70+	0.8	0.9	52.1	46.2	1.7	98.3	100.0	3.4	
Gender*Age	Male	6~19	0.0	15.2	70.1	14.7	15.2	84.8	100.0	3.0
		20s	0.0	2.4	55.7	41.9	2.4	97.6	100.0	3.4
		30s	0.1	1.7	60.2	38.0	1.7	98.3	100.0	3.4
		40s	0.0	2.1	58.6	39.3	2.1	97.9	100.0	3.4
		50s	0.0	1.9	61.8	36.2	2.0	98.0	100.0	3.3
		60s	0.1	1.9	65.3	32.7	2.0	98.0	100.0	3.3
		70+	0.8	1.3	58.7	39.2	2.1	97.9	100.0	3.4
	Female	6~19	0.0	3.0	67.9	29.2	3.0	97.0	100.0	3.3
		20s	0.0	1.6	62.4	36.0	1.6	98.4	100.0	3.3
		30s	0.0	3.1	58.0	38.9	3.1	96.9	100.0	3.4
		40s	0.0	1.9	58.1	40.1	1.9	98.1	100.0	3.4
		50s	0.0	2.1	61.5	36.5	2.1	97.9	100.0	3.3
		60s	0.4	2.0	64.7	32.9	2.4	97.6	100.0	3.3
		70+	0.9	0.0	38.5	60.6	0.9	99.1	100.0	3.6
Youth	Entire population	0.0	4.5	64.1	31.3	4.5	95.5	100.0	3.3	
	Male	0.0	6.4	60.4	33.2	6.4	93.6	100.0	3.3	
	Female	0.0	2.2	68.7	29.1	2.2	97.8	100.0	3.3	
Occupation	Professional/managerial position	0.0	3.2	47.1	49.7	3.2	96.8	100.0	3.5	
	Office job	0.0	1.8	60.4	37.8	1.8	98.2	100.0	3.4	
	Service/sales	0.1	2.1	62.9	35.0	2.2	97.8	100.0	3.3	
	Production related position	0.2	1.7	60.4	37.7	1.9	98.1	100.0	3.4	
	Agriculture/forestry/fishery	0.0	0.7	57.5	41.8	0.7	99.3	100.0	3.4	
	Unemployed/Other (None/other)	0.1	3.0	59.2	37.7	3.1	96.9	100.0	3.3	
	(Student)	0.0	4.1	63.7	32.2	4.1	95.9	100.0	3.3	
	(Housewife)	0.2	2.6	54.7	42.5	2.8	97.2	100.0	3.4	
	(Unemployed/Other (None/other))	0.0	2.6	64.1	33.2	2.6	97.4	100.0	3.3	

Table 93 Level of help from AI service experience - Transportation_(Household Member_Q25-3-6)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	☹ Not helpful	😊 Helpful	Total	Average (points)
Education	Elementary school graduate or lower (Preschool)	0.0	8.1	64.9	27.0	8.1	91.9	100.0	3.2
	(Uneducated)	0.0	0.0	100.0	0.0	0.0	100.0	100.0	3.0
	(Elementary school student)	0.0	0.0	59.1	40.9	0.0	100.0	100.0	3.4
	(Middle school student)	0.0	13.6	79.0	7.4	13.6	86.4	100.0	2.9
	(A regular elementary school graduate)	0.0	11.0	65.8	23.2	11.0	89.0	100.0	3.1
	Middle school graduate	0.0	1.5	49.3	49.3	1.5	98.5	100.0	3.5
	(High school student)	0.6	3.3	59.4	36.7	3.9	96.1	100.0	3.3
	(A regular middle school graduate)	0.0	7.5	64.5	28.0	7.5	92.5	100.0	3.2
	High school graduate	0.9	0.7	56.2	42.2	1.7	98.3	100.0	3.4
	(University student)	0.2	1.5	61.3	37.0	1.7	98.3	100.0	3.4
	(A regular high school graduate)	0.0	0.7	62.6	36.8	0.7	99.3	100.0	3.4
	University graduate or higher (Graduate student)	0.2	1.6	61.2	37.1	1.8	98.2	100.0	3.4
	(A regular university graduate)	0.0	2.2	59.7	38.1	2.2	97.8	100.0	3.4
		0.0	0.0	32.9	67.1	0.0	100.0	100.0	3.7
Household income	Less than KRW 2 million	0.0	2.2	59.7	38.0	2.3	97.7	100.0	3.4
	KRW 2 million-Less than 3 million	1.9	2.7	50.5	44.8	4.6	95.4	100.0	3.4
	KRW 3 million-Less than 4 million	0.0	2.1	54.6	43.3	2.1	97.9	100.0	3.4
	KRW 4 million-Less than 5 million	0.0	2.3	58.9	38.8	2.3	97.7	100.0	3.4
	KRW 5 million and higher	0.1	2.0	61.6	36.3	2.1	97.9	100.0	3.3
Region size		0.0	2.1	60.7	37.1	2.1	97.9	100.0	3.4
	Dong Eup/Myeon	0.1	2.2	60.1	37.6	2.2	97.8	100.0	3.4
Region	Seoul	0.1	1.8	60.4	37.7	1.9	98.1	100.0	3.4
	Busan	0.0	3.9	64.2	31.9	3.9	96.1	100.0	3.3
	Daegu	0.0	3.2	66.8	29.9	3.2	96.8	100.0	3.3
	Incheon	0.0	1.0	64.2	34.8	1.0	99.0	100.0	3.3
	Gwangju	0.3	1.9	57.5	40.3	2.2	97.8	100.0	3.4
	Daejeon	0.0	1.3	54.5	44.3	1.3	98.7	100.0	3.4
	Daejeon	0.0	3.6	61.8	34.6	3.6	96.4	100.0	3.3
	Ulsan	0.0	1.3	58.2	40.6	1.3	98.7	100.0	3.4
	Gyeonggi	0.0	1.3	58.2	40.6	1.3	98.7	100.0	3.4
	Gyeonggi	0.1	1.3	60.8	37.8	1.4	98.6	100.0	3.4
	Gangwon	0.0	1.1	64.9	34.0	1.1	98.9	100.0	3.3
	Chungcheong (Chungbuk)	0.0	2.5	59.1	38.3	2.6	97.4	100.0	3.4
	(Chungnam)	0.1	0.9	51.5	47.5	1.1	98.9	100.0	3.5
	(Sejong)	0.0	4.3	63.6	32.1	4.3	95.7	100.0	3.3
	Jeolla (Jeonbuk)	0.0	0.0	66.5	33.5	0.0	100.0	100.0	3.3
	(Jeonnam)	0.1	2.3	50.1	47.5	2.4	97.6	100.0	3.5
	Gyeongsang (Gyeongbuk)	0.0	1.5	47.8	50.7	1.5	98.5	100.0	3.5
	(Gyeongnam)	0.2	3.2	52.4	44.3	3.3	96.7	100.0	3.4
	Jeju	0.0	1.1	59.6	39.3	1.1	98.9	100.0	3.4
		0.0	1.7	43.1	55.1	1.7	98.3	100.0	3.5
		0.0	0.8	68.8	30.4	0.8	99.2	100.0	3.3
		0.0	0.0	17.7	82.3	0.0	100.0	100.0	3.8

Table 94 Level of help from AI service experience - Healthcare_(Household Member_Q25-3-7)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	◎ Not helpful	◎ Helpful	Total	Average (points)	
Persons aged 6 or older who have experienced the health care AI service		0.2	3.5	72.9	23.4	3.6	96.4	100.0	3.2	
Number of household members	1 person	0.2	3.0	72.0	24.7	3.3	96.7	100.0	3.2	
	2 persons	0.2	4.0	71.5	24.3	4.2	95.8	100.0	3.2	
	3 persons or more	0.1	3.4	73.6	22.9	3.5	96.5	100.0	3.2	
Gender	Male	0.1	3.8	73.3	22.8	3.9	96.1	100.0	3.2	
	Female	0.2	3.1	72.5	24.2	3.3	96.7	100.0	3.2	
Age	6~19	1.0	2.0	79.2	17.8	3.0	97.0	100.0	3.1	
	20s	0.0	2.4	71.2	26.3	2.4	97.6	100.0	3.2	
	30s	0.0	4.2	70.0	25.7	4.2	95.8	100.0	3.2	
	40s	0.2	3.6	74.5	21.8	3.7	96.3	100.0	3.2	
	50s	0.0	3.2	73.3	23.4	3.2	96.8	100.0	3.2	
	60s	0.5	4.7	75.5	19.3	5.2	94.8	100.0	3.1	
	70+	0.8	3.8	77.5	17.9	4.6	95.4	100.0	3.1	
Gender*Age	Male	6~19	0.0	2.9	77.1	20.0	2.9	97.1	100.0	3.2
		20s	0.0	2.2	73.1	24.8	2.2	97.8	100.0	3.2
		30s	0.1	4.8	70.2	24.9	4.9	95.1	100.0	3.2
		40s	0.0	4.4	74.7	20.9	4.4	95.6	100.0	3.2
		50s	0.0	3.4	74.2	22.4	3.4	96.6	100.0	3.2
		60s	0.5	3.8	77.7	18.1	4.3	95.7	100.0	3.1
		70+	1.7	4.3	69.8	24.2	6.0	94.0	100.0	3.2
	Female	6~19	2.0	1.0	81.5	15.5	3.1	96.9	100.0	3.1
		20s	0.0	2.7	69.3	28.0	2.7	97.3	100.0	3.3
		30s	0.0	3.4	69.8	26.9	3.4	96.6	100.0	3.2
		40s	0.4	2.5	74.2	22.9	2.9	97.1	100.0	3.2
		50s	0.0	3.0	72.2	24.8	3.0	97.0	100.0	3.2
		60s	0.6	5.8	72.9	20.7	6.4	93.6	100.0	3.1
		70+	0.0	3.3	84.5	12.1	3.3	96.7	100.0	3.1
Youth	Entire population	0.3	1.7	73.5	24.6	2.0	98.0	100.0	3.2	
	Male	0.0	2.6	69.0	28.4	2.6	97.4	100.0	3.3	
	Female	0.6	0.6	78.2	20.6	1.3	98.7	100.0	3.2	
Occupation	Professional/managerial position	0.0	5.6	65.8	28.7	5.6	94.4	100.0	3.2	
	Office job	0.1	2.6	73.0	24.3	2.7	97.3	100.0	3.2	
	Service/sales	0.1	4.4	72.7	22.7	4.5	95.5	100.0	3.2	
	Production related position	0.4	4.0	71.9	23.7	4.4	95.6	100.0	3.2	
	Agriculture/forestry/fishery	0.0	7.5	67.3	25.2	7.5	92.5	100.0	3.2	
	Unemployed/Other (None/other)	0.3	2.7	75.3	21.7	3.1	96.9	100.0	3.2	
	(Student)	0.3	1.8	73.4	24.5	2.1	97.9	100.0	3.2	
	(Housewife)	0.4	3.9	78.8	16.9	4.3	95.7	100.0	3.1	
	(Unemployed/Other (None/other))	0.0	2.4	71.1	26.5	2.4	97.6	100.0	3.2	

Table 94 Level of help from AI service experience - Healthcare_(Household Member_Q25-3-7)

(Unit : %)

BASE: Persons aged 6 or older who have experienced the AI service in the applicable area PERIOD: Within the last 1 year		Never helpful	Not helpful	Helpful	Very helpful	☹ Not helpful	😊 Helpful	Total	Average (points)
Education	Elementary school graduate or lower (Preschool)	1.4	1.6	77.2	19.8	3.0	97.0	100.0	3.2
	(Uneducated)	0.0	0.0	100.0	0.0	0.0	100.0	100.0	3.0
	(Elementary school student)	0.0	0.0	35.0	65.0	0.0	100.0	100.0	3.7
	(Middle school student)	5.6	0.0	94.4	0.0	5.6	94.4	100.0	2.9
	(A regular elementary school graduate)	0.0	4.5	82.4	13.0	4.5	95.5	100.0	3.1
	Middle school graduate	0.0	1.0	67.0	31.9	1.0	99.0	100.0	3.3
	(High school student)	0.0	1.5	72.5	26.0	1.5	98.5	100.0	3.2
	(A regular middle school graduate)	0.0	0.0	71.0	29.0	0.0	100.0	100.0	3.3
	High school graduate	0.0	3.0	73.9	23.1	3.0	97.0	100.0	3.2
	(University student)	0.3	3.7	74.5	21.5	4.0	96.0	100.0	3.2
	(A regular high school graduate)	0.0	1.8	73.2	25.0	1.8	98.2	100.0	3.2
	University graduate or higher (Graduate student)	0.4	4.3	74.9	20.4	4.7	95.3	100.0	3.2
	(A regular university graduate)	0.1	3.5	72.1	24.3	3.6	96.4	100.0	3.2
		0.0	0.0	44.0	56.0	0.0	100.0	100.0	3.6
Household income	Less than KRW 2 million	0.1	3.5	72.2	24.2	3.6	96.4	100.0	3.2
	KRW 2 million-Less than 3 million	2.6	8.5	71.4	17.6	11.0	89.0	100.0	3.0
	KRW 3 million-Less than 4 million	0.0	2.4	77.9	19.7	2.4	97.6	100.0	3.2
	KRW 4 million-Less than 5 million	0.3	4.7	70.2	24.8	5.0	95.0	100.0	3.2
	KRW 5 million and higher	0.1	5.3	76.7	17.9	5.4	94.6	100.0	3.1
Region size	Dong	0.1	2.7	72.1	25.1	2.8	97.2	100.0	3.2
	Eup/Myeon	0.2	3.8	71.8	24.2	4.0	96.0	100.0	3.2
Region	Seoul	0.1	1.6	79.1	19.1	1.8	98.2	100.0	3.2
	Busan	0.1	4.1	70.0	25.8	4.3	95.7	100.0	3.2
	Daegu	0.0	6.6	78.7	14.7	6.6	93.4	100.0	3.1
	Incheon	0.0	3.4	77.4	19.2	3.4	96.6	100.0	3.2
	Gwangju	0.3	3.9	75.9	19.9	4.2	95.8	100.0	3.2
	Daejeon	0.3	3.7	75.8	20.1	4.1	95.9	100.0	3.2
	Daejeon	0.5	3.8	68.6	27.1	4.3	95.7	100.0	3.2
	Ulsan	0.0	7.3	80.9	11.7	7.3	92.7	100.0	3.0
	Gyeonggi	0.0	7.3	80.9	11.7	7.3	92.7	100.0	3.0
	Gyeonggi	0.3	2.6	74.6	22.6	2.9	97.1	100.0	3.2
	Gangwon	0.0	2.1	86.7	11.2	2.1	97.9	100.0	3.1
	Chungcheong (Chungbuk)	0.0	5.3	66.9	27.8	5.3	94.7	100.0	3.2
	(Chungnam)	0.0	3.3	60.3	36.4	3.3	96.7	100.0	3.3
	(Sejong)	0.0	6.9	71.2	21.9	6.9	93.1	100.0	3.2
	Jeolla (Jeonbuk)	0.0	2.3	68.4	29.3	2.3	97.7	100.0	3.3
	(Jeonnam)	0.0	2.9	67.7	29.5	2.9	97.1	100.0	3.3
	Gyeongsang (Gyeongbuk)	0.0	3.6	67.8	28.6	3.6	96.4	100.0	3.3
	(Gyeongnam)	0.0	2.3	67.6	30.1	2.3	97.7	100.0	3.3
	Jeju	0.0	2.8	66.3	30.9	2.8	97.2	100.0	3.3
		0.0	2.5	47.7	49.8	2.5	97.5	100.0	3.5
		0.0	3.1	88.7	8.2	3.1	96.9	100.0	3.1
		0.0	1.3	80.6	18.1	1.3	98.7	100.0	3.2

Table 95 **Necessity of AI Services in Daily Life - Education/Learning_(Household Member_Q25-4-1)**

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Persons aged 6 or older who have not experienced the education/learning AI service		27.7	72.3	100.0
Number of household members	1 person	36.2	63.8	100.0
	2 persons	32.2	67.8	100.0
	3 persons or more	25.2	74.8	100.0
Gender	Male	27.1	72.9	100.0
	Female	28.4	71.6	100.0
Age	6~19	14.0	86.0	100.0
	20s	26.4	73.6	100.0
	30s	24.4	75.6	100.0
	40s	24.5	75.5	100.0
	50s	31.8	68.2	100.0
	60s	38.7	61.3	100.0
	70+	50.2	49.8	100.0
Gender*Age	Male 6~19	15.7	84.3	100.0
	Male 20s	26.0	74.0	100.0
	Male 30s	24.6	75.4	100.0
	Male 40s	24.1	75.9	100.0
	Male 50s	29.7	70.3	100.0
	Male 60s	36.6	63.4	100.0
	Male 70+	46.5	53.5	100.0
Female	Female 6~19	12.1	87.9	100.0
	Female 20s	26.9	73.1	100.0
	Female 30s	24.2	75.8	100.0
	Female 40s	24.9	75.1	100.0
	Female 50s	34.0	66.0	100.0
	Female 60s	41.3	58.7	100.0
	Female 70+	56.0	44.0	100.0
Youth	Entire population	18.8	81.2	100.0
	Male	19.4	80.6	100.0
	Female	18.1	81.9	100.0
Occupation	Professional/managerial position	23.2	76.8	100.0
	Office job	23.4	76.6	100.0
	Service/sales	32.8	67.2	100.0
	Production related position	32.8	67.2	100.0
	Agriculture/forestry/fishery	46.3	53.7	100.0
	Unemployed/Other (None/other)	25.1	74.9	100.0
	(Student)	17.3	82.7	100.0
	(Housewife)	30.3	69.7	100.0
	(Unemployed/Other (None/other))	39.8	60.2	100.0

Table 95 **Necessity of AI Services in Daily Life - Education/Learning_(Household Member_Q25-4-1)**

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Education	Elementary school graduate or lower	17.1	82.9	100.0
	(Preschool)	21.5	78.5	100.0
	(Uneducated)	54.5	45.5	100.0
	(Elementary school student)	8.9	91.1	100.0
	(Middle school student)	14.4	85.6	100.0
	(A regular elementary school graduate)	51.2	48.8	100.0
	Middle school graduate	24.5	75.5	100.0
	(High school student)	14.6	85.4	100.0
	(A regular middle school graduate)	49.0	51.0	100.0
	High school graduate	34.1	65.9	100.0
	(University student)	23.7	76.3	100.0
	(A regular high school graduate)	36.4	63.6	100.0
	University graduate or higher	25.6	74.4	100.0
	(Graduate student)	18.8	81.2	100.0
	(A regular university graduate)	25.6	74.4	100.0
Household income	Less than KRW 2 million	44.3	55.7	100.0
	KRW 2 million-Less than 3 million	41.1	58.9	100.0
	KRW 3 million-Less than 4 million	32.1	67.9	100.0
	KRW 4 million-Less than 5 million	27.1	72.9	100.0
	KRW 5 million and higher	25.0	75.0	100.0
Region size	Dong	27.7	72.3	100.0
	Eup/Myeon	27.5	72.5	100.0
Region	Seoul	24.0	76.0	100.0
	Busan	31.3	68.7	100.0
	Daegu	36.0	64.0	100.0
	Incheon	22.9	77.1	100.0
	Gwangju	36.3	63.7	100.0
	Daejeon	39.0	61.0	100.0
	Ulsan	31.9	68.1	100.0
	Gyeonggi	21.6	78.4	100.0
	Gangwon	16.7	83.3	100.0
	Chungcheong	32.5	67.5	100.0
	(Chungbuk)	40.2	59.8	100.0
	(Chungnam)	27.0	73.0	100.0
	(Sejong)	36.2	63.8	100.0
	Jeolla	46.2	53.8	100.0
	(Jeonbok)	40.6	59.4	100.0
	(Jeonnam)	51.4	48.6	100.0
	Gyeongsang	32.4	67.6	100.0
	(Gyeongbuk)	46.2	53.8	100.0
	(Gyeongnam)	24.5	75.5	100.0
	Jeju	32.0	68.0	100.0

Table 96 **Necessity of AI Services in Daily Life - Living convenience_(Household Member_Q25-4-2)**

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Persons aged 6 or older who have not experienced the living convenience AI service		15.1	84.9	100.0
Number of household members	1 person	17.3	82.7	100.0
	2 persons	16.7	83.3	100.0
	3 persons or more	13.9	86.1	100.0
Gender	Male	16.1	83.9	100.0
	Female	14.0	86.0	100.0
Age	6~19	16.1	83.9	100.0
	20s	14.2	85.8	100.0
	30s	11.5	88.5	100.0
	40s	11.9	88.1	100.0
	50s	14.4	85.6	100.0
	60s	16.4	83.6	100.0
	70+	22.6	77.4	100.0
Gender*Age	Male 6~19	17.8	82.2	100.0
	Male 20s	15.6	84.4	100.0
	Male 30s	11.9	88.1	100.0
	Male 40s	13.4	86.6	100.0
	Male 50s	16.4	83.6	100.0
	Male 60s	17.3	82.7	100.0
	Male 70+	22.5	77.5	100.0
Female	Female 6~19	14.0	86.0	100.0
	Female 20s	12.8	87.2	100.0
	Female 30s	10.9	89.1	100.0
	Female 40s	10.2	89.8	100.0
	Female 50s	12.4	87.6	100.0
	Female 60s	15.6	84.4	100.0
	Female 70+	22.6	77.4	100.0
Youth	Entire population	15.7	84.3	100.0
	Male	16.6	83.4	100.0
	Female	14.7	85.3	100.0
Occupation	Professional/managerial position	12.7	87.3	100.0
	Office job	10.7	89.3	100.0
	Service/sales	14.7	85.3	100.0
	Production related position	18.2	81.8	100.0
	Agriculture/forestry/fishery	30.3	69.7	100.0
	Unemployed/Other (None/other)	15.8	84.2	100.0
	(Student)	15.3	84.7	100.0
	(Housewife)	15.6	84.4	100.0
	(Unemployed/Other (None/other))	17.4	82.6	100.0

Table 96 **Necessity of AI Services in Daily Life - Living convenience_(Household Member_Q25-4-2)**

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Education	Elementary school graduate or lower	22.6	77.4	100.0
	(Preschool)	19.3	80.7	100.0
	(Uneducated)	30.4	69.6	100.0
	(Elementary school student)	13.5	86.5	100.0
	(Middle school student)	18.8	81.2	100.0
	(A regular elementary school graduate)	33.6	66.4	100.0
	Middle school graduate	18.8	81.2	100.0
	(High school student)	13.8	86.2	100.0
	(A regular middle school graduate)	21.9	78.1	100.0
	High school graduate	15.9	84.1	100.0
	(University student)	15.4	84.6	100.0
	(A regular high school graduate)	16.0	84.0	100.0
	University graduate or higher	11.9	88.1	100.0
	(Graduate student)	3.3	96.7	100.0
	(A regular university graduate)	11.9	88.1	100.0
Household income	Less than KRW 2 million	25.0	75.0	100.0
	KRW 2 million-Less than 3 million	18.3	81.7	100.0
	KRW 3 million-Less than 4 million	16.2	83.8	100.0
	KRW 4 million-Less than 5 million	13.7	86.3	100.0
	KRW 5 million and higher	13.2	86.8	100.0
Region size	Dong	14.6	85.4	100.0
	Eup/Myeon	17.5	82.5	100.0
Region	Seoul	14.6	85.4	100.0
	Busan	15.7	84.3	100.0
	Daegu	24.6	75.4	100.0
	Incheon	10.4	89.6	100.0
	Gwangju	10.1	89.9	100.0
	Daejeon	14.4	85.6	100.0
	Ulsan	15.1	84.9	100.0
	Gyeonggi	10.0	90.0	100.0
	Gangwon	6.4	93.6	100.0
	Chungcheong	14.8	85.2	100.0
	(Chungbuk)	16.6	83.4	100.0
	(Chungnam)	13.4	86.6	100.0
	(Sejong)	15.3	84.7	100.0
	Jeolla	27.0	73.0	100.0
	(Jeonbok)	28.6	71.4	100.0
	(Jeonnang)	25.5	74.5	100.0
	Gyeongsang	17.7	82.3	100.0
	(Gyeongbuk)	24.3	75.7	100.0
	(Gyeongnam)	13.3	86.7	100.0
	Jeju	30.1	69.9	100.0

Table 97 **Necessity of AI Services in Daily Life - Communication/Friendship_(Household Member_Q25-4-3)**

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Persons aged 6 or older who have not experienced the Communication/Friendship AI service		27.0	73.0	100.0
Number of household members	1 person	27.1	72.9	100.0
	2 persons	29.6	70.4	100.0
	3 persons or more	26.0	74.0	100.0
Gender	Male	27.6	72.4	100.0
	Female	26.4	73.6	100.0
Age	6~19	21.2	78.8	100.0
	20s	25.7	74.3	100.0
	30s	28.2	71.8	100.0
	40s	28.2	71.8	100.0
	50s	27.5	72.5	100.0
	60s	27.5	72.5	100.0
	70+	30.1	69.9	100.0
Gender*Age	Male 6~19	22.3	77.7	100.0
	Male 20s	27.0	73.0	100.0
	Male 30s	29.6	70.4	100.0
	Male 40s	28.3	71.7	100.0
	Male 50s	28.2	71.8	100.0
	Male 60s	28.0	72.0	100.0
	Male 70+	28.2	71.8	100.0
Female	Female 6~19	19.9	80.1	100.0
	Female 20s	24.2	75.8	100.0
	Female 30s	26.5	73.5	100.0
	Female 40s	28.1	71.9	100.0
	Female 50s	26.8	73.2	100.0
	Female 60s	27.0	73.0	100.0
	Female 70+	31.9	68.1	100.0
Youth	Entire population	22.1	77.9	100.0
	Male	23.3	76.7	100.0
	Female	20.8	79.2	100.0
Occupation	Professional/managerial position	28.2	71.8	100.0
	Office job	24.5	75.5	100.0
	Service/sales	28.6	71.4	100.0
	Production related position	32.2	67.8	100.0
	Agriculture/forestry/fishery	44.9	55.1	100.0
	Unemployed/Other (None/other)	24.4	75.6	100.0
	(Student)	21.2	78.8	100.0
	(Housewife)	29.0	71.0	100.0
	(Unemployed/Other (None/other))	24.8	75.2	100.0

Table 97 Necessity of AI Services in Daily Life - Communication/Friendship_(Household Member_Q25-4-3)

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Education	Elementary school graduate or lower	24.5	75.5	100.0
	(Preschool)	0.0	100.0	100.0
	(Uneducated)	21.8	78.2	100.0
	(Elementary school student)	15.4	84.6	100.0
	(Middle school student)	22.9	77.1	100.0
	(A regular elementary school graduate)	45.2	54.8	100.0
	Middle school graduate	27.2	72.8	100.0
	(High school student)	21.8	78.2	100.0
	(A regular middle school graduate)	32.4	67.6	100.0
	High school graduate	27.1	72.9	100.0
	(University student)	23.1	76.9	100.0
	(A regular high school graduate)	27.9	72.1	100.0
	University graduate or higher	27.3	72.7	100.0
	(Graduate student)	9.5	90.5	100.0
	(A regular university graduate)	27.4	72.6	100.0
Household income	Less than KRW 2 million	23.4	76.6	100.0
	KRW 2 million-Less than 3 million	29.7	70.3	100.0
	KRW 3 million-Less than 4 million	30.4	69.6	100.0
	KRW 4 million-Less than 5 million	28.1	71.9	100.0
	KRW 5 million and higher	25.8	74.2	100.0
Region size	Dong	26.4	73.6	100.0
	Eup/Myeon	30.5	69.5	100.0
Region	Seoul	23.5	76.5	100.0
	Busan	29.8	70.2	100.0
	Daegu	47.6	52.4	100.0
	Incheon	29.2	70.8	100.0
	Gwangju	28.6	71.4	100.0
	Daejeon	34.8	65.2	100.0
	Ulsan	29.4	70.6	100.0
	Gyeonggi	20.4	79.6	100.0
	Gangwon	13.8	86.2	100.0
	Chungcheong	26.3	73.7	100.0
	(Chungbuk)	32.7	67.3	100.0
	(Chungnam)	21.2	78.8	100.0
	(Sejong)	25.6	74.4	100.0
	Jeolla	43.5	56.5	100.0
	(Jeonbok)	41.9	58.1	100.0
	(Jeonnam)	45.1	54.9	100.0
	Gyeongsang	25.4	74.6	100.0
	(Gyeongbuk)	41.1	58.9	100.0
	(Gyeongnam)	19.5	80.5	100.0
	Jeju	47.7	52.3	100.0

Table 98 **Necessity of AI Services in Daily Life - Media_(Household Member_Q25-4-4)**

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total	
Persons aged 6 or older who have not experienced the media AI service		23.1	76.9	100.0	
Number of household members	1 person	25.6	74.4	100.0	
	2 persons	26.1	73.9	100.0	
	3 persons or more	21.8	78.2	100.0	
Gender	Male	23.5	76.5	100.0	
	Female	22.7	77.3	100.0	
Age	6~19	16.3	83.7	100.0	
	20s	16.5	83.5	100.0	
	30s	18.1	81.9	100.0	
	40s	25.1	74.9	100.0	
	50s	27.4	72.6	100.0	
	60s	31.5	68.5	100.0	
	70+	34.5	65.5	100.0	
Gender*Age	Male	6~19	17.7	82.3	100.0
		20s	17.1	82.9	100.0
		30s	17.3	82.7	100.0
		40s	26.1	73.9	100.0
		50s	26.3	73.7	100.0
		60s	31.8	68.2	100.0
		70+	38.7	61.3	100.0
Gender*Age	Female	6~19	14.8	85.2	100.0
		20s	15.9	84.1	100.0
		30s	19.0	81.0	100.0
		40s	23.9	76.1	100.0
		50s	28.7	71.3	100.0
		60s	31.2	68.8	100.0
		70+	28.9	71.1	100.0
Youth	Entire population	14.8	85.2	100.0	
	Male	15.5	84.5	100.0	
	Female	14.1	85.9	100.0	
Occupation	Professional/managerial position	22.2	77.8	100.0	
	Office job	19.2	80.8	100.0	
	Service/sales	26.9	73.1	100.0	
	Production related position	30.4	69.6	100.0	
	Agriculture/forestry/fishery	48.0	52.0	100.0	
	Unemployed/Other (None/other)	19.8	80.2	100.0	
	(Student)	14.8	85.2	100.0	
	(Housewife)	25.0	75.0	100.0	
	(Unemployed/Other (None/other))	27.0	73.0	100.0	

Table 98 Necessity of AI Services in Daily Life - Media_(Household Member_Q25-4-4)

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Education	Elementary school graduate or lower	19.9	80.1	100.0
	(Preschool)	6.1	93.9	100.0
	(Uneducated)	55.3	44.7	100.0
	(Elementary school student)	20.1	79.9	100.0
	(Middle school student)	14.4	85.6	100.0
	(A regular elementary school graduate)	38.3	61.7	100.0
	Middle school graduate	20.4	79.6	100.0
	(High school student)	15.0	85.0	100.0
	(A regular middle school graduate)	36.6	63.4	100.0
	High school graduate	26.8	73.2	100.0
	(University student)	13.9	86.1	100.0
	(A regular high school graduate)	30.0	70.0	100.0
	University graduate or higher	21.4	78.6	100.0
	(Graduate student)	2.7	97.3	100.0
	(A regular university graduate)	21.5	78.5	100.0
Household income	Less than KRW 2 million	30.3	69.7	100.0
	KRW 2 million-Less than 3 million	34.2	65.8	100.0
	KRW 3 million-Less than 4 million	25.3	74.7	100.0
	KRW 4 million-Less than 5 million	23.6	76.4	100.0
	KRW 5 million and higher	21.2	78.8	100.0
Region size	Dong	23.0	77.0	100.0
	Eup/Myeon	24.2	75.8	100.0
Region	Seoul	18.7	81.3	100.0
	Busan	27.3	72.7	100.0
	Daegu	31.4	68.6	100.0
	Incheon	26.4	73.6	100.0
	Gwangju	23.2	76.8	100.0
	Daejeon	37.3	62.7	100.0
	Ulsan	32.5	67.5	100.0
	Gyeonggi	18.6	81.4	100.0
	Gangwon	12.6	87.4	100.0
	Chungcheong	21.8	78.2	100.0
	(Chungbuk)	24.6	75.4	100.0
	(Chungnam)	19.6	80.4	100.0
	(Sejong)	21.3	78.7	100.0
	Jeolla	35.5	64.5	100.0
	(Jeonbok)	31.2	68.8	100.0
	(Jeonnam)	39.3	60.7	100.0
	Gyeongsang	23.3	76.7	100.0
	(Gyeongbuk)	42.6	57.4	100.0
	(Gyeongnam)	17.1	82.9	100.0
	Jeju	53.7	46.3	100.0

Table 99 **Necessity of AI Services in Daily Life - Finance_(Household Member_Q25-4-5)**

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Persons aged 6 or older who have not experienced the finance AI service		20.7	79.3	100.0
Number of household members	1 person	20.2	79.8	100.0
	2 persons	22.3	77.7	100.0
	3 persons or more	20.2	79.8	100.0
Gender	Male	20.5	79.5	100.0
	Female	21.0	79.0	100.0
Age	6~19	28.8	71.2	100.0
	20s	16.3	83.7	100.0
	30s	18.6	81.4	100.0
	40s	20.1	79.9	100.0
	50s	22.2	77.8	100.0
	60s	23.0	77.0	100.0
	70+	30.2	69.8	100.0
Gender*Age	Male			
	6~19	29.0	71.0	100.0
	20s	17.0	83.0	100.0
	30s	17.7	82.3	100.0
	40s	19.8	80.2	100.0
	50s	21.5	78.5	100.0
	60s	22.3	77.7	100.0
70+	31.7	68.3	100.0	
Gender*Age	Female			
	6~19	28.6	71.4	100.0
	20s	15.6	84.4	100.0
	30s	19.6	80.4	100.0
	40s	20.4	79.6	100.0
	50s	22.9	77.1	100.0
	60s	23.9	76.1	100.0
70+	28.4	71.6	100.0	
Youth	Entire population	23.0	77.0	100.0
	Male	24.1	75.9	100.0
	Female	21.6	78.4	100.0
Occupation	Professional/managerial position	18.5	81.5	100.0
	Office job	16.6	83.4	100.0
	Service/sales	21.8	78.2	100.0
	Production related position	25.4	74.6	100.0
	Agriculture/forestry/fishery	41.2	58.8	100.0
	Unemployed/Other (None/other)	22.1	77.9	100.0
	(Student)	22.8	77.2	100.0
	(Housewife)	19.9	80.1	100.0
	(Unemployed/Other (None/other))	24.5	75.5	100.0

Table 99 **Necessity of AI Services in Daily Life - Finance_(Household Member_Q25-4-5)**

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Education	Elementary school graduate or lower	35.3	64.7	100.0
	(Preschool)	0.0	100.0	100.0
	(Uneducated)	38.0	62.0	100.0
	(Elementary school student)	33.4	66.6	100.0
	(Middle school student)	36.2	63.8	100.0
	(A regular elementary school graduate)	37.2	62.8	100.0
	Middle school graduate	25.6	74.4	100.0
	(High school student)	23.4	76.6	100.0
	(A regular middle school graduate)	30.0	70.0	100.0
	High school graduate	23.7	76.3	100.0
	(University student)	18.5	81.5	100.0
	(A regular high school graduate)	25.2	74.8	100.0
	University graduate or higher	18.0	82.0	100.0
	(Graduate student)	15.4	84.6	100.0
	(A regular university graduate)	18.0	82.0	100.0
Household income	Less than KRW 2 million	25.5	74.5	100.0
	KRW 2 million-Less than 3 million	30.2	69.8	100.0
	KRW 3 million-Less than 4 million	22.8	77.2	100.0
	KRW 4 million-Less than 5 million	21.5	78.5	100.0
	KRW 5 million and higher	19.1	80.9	100.0
Region size	Dong	20.0	80.0	100.0
	Eup/Myeon	25.4	74.6	100.0
Region	Seoul	19.5	80.5	100.0
	Busan	19.8	80.2	100.0
	Daegu	26.0	74.0	100.0
	Incheon	21.6	78.4	100.0
	Gwangju	22.4	77.6	100.0
	Daejeon	40.4	59.6	100.0
	Ulsan	19.9	80.1	100.0
	Gyeonggi	12.5	87.5	100.0
	Gangwon	12.1	87.9	100.0
	Chungcheong	27.2	72.8	100.0
	(Chungbuk)	25.7	74.3	100.0
	(Chungnam)	29.5	70.5	100.0
	(Sejong)	23.2	76.8	100.0
	Jeolla	33.2	66.8	100.0
	(Jeonbok)	32.5	67.5	100.0
	(Jeonnam)	33.9	66.1	100.0
	Gyeongsang	24.5	75.5	100.0
	(Gyeongbuk)	28.0	72.0	100.0
	(Gyeongnam)	22.3	77.7	100.0
	Jeju	47.6	52.4	100.0

Table
100

Necessity of AI Services in Daily Life - Transportation_(Household Member_Q25-4-6)

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Persons aged 6 or older who have not experienced the traffic AI service		19.3	80.7	100.0
Number of household members	1 person	22.9	77.1	100.0
	2 persons	22.5	77.5	100.0
	3 persons or more	17.3	82.7	100.0
Gender	Male	18.4	81.6	100.0
	Female	20.2	79.8	100.0
Age	6~19	25.5	74.5	100.0
	20s	12.6	87.4	100.0
	30s	13.6	86.4	100.0
	40s	15.2	84.8	100.0
	50s	17.9	82.1	100.0
	60s	22.8	77.2	100.0
	70+	38.2	61.8	100.0
Gender*Age	Male			
	6~19	26.6	73.4	100.0
	20s	12.0	88.0	100.0
	30s	11.6	88.4	100.0
	40s	14.8	85.2	100.0
	50s	16.4	83.6	100.0
	60s	19.7	80.3	100.0
70+	37.0	63.0	100.0	
Gender*Age	Female			
	6~19	24.0	76.0	100.0
	20s	13.3	86.7	100.0
	30s	15.6	84.4	100.0
	40s	15.5	84.5	100.0
	50s	19.1	80.9	100.0
	60s	26.3	73.7	100.0
70+	39.9	60.1	100.0	
Youth	Entire population	20.1	79.9	100.0
	Male	20.1	79.9	100.0
	Female	20.0	80.0	100.0
Occupation	Professional/managerial position	15.0	85.0	100.0
	Office job	12.1	87.9	100.0
	Service/sales	18.3	81.7	100.0
	Production related position	20.5	79.5	100.0
	Agriculture/forestry/fishery	38.0	62.0	100.0
	Unemployed/Other (None/other)	23.6	76.4	100.0
	(Student)	19.7	80.3	100.0
	(Housewife)	24.2	75.8	100.0
	(Unemployed/Other (None/other))	31.0	69.0	100.0

Table
100

Necessity of AI Services in Daily Life - Transportation_(Household Member_Q25-4-6)

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Education	Elementary school graduate or lower	33.9	66.1	100.0
	(Preschool)	0.0	100.0	100.0
	(Uneducated)	37.4	62.6	100.0
	(Elementary school student)	22.0	78.0	100.0
	(Middle school student)	30.4	69.6	100.0
	(A regular elementary school graduate)	49.6	50.4	100.0
	Middle school graduate	34.7	65.3	100.0
	(High school student)	25.2	74.8	100.0
	(A regular middle school graduate)	43.1	56.9	100.0
	High school graduate	20.0	80.0	100.0
	(University student)	13.4	86.6	100.0
	(A regular high school graduate)	21.5	78.5	100.0
	University graduate or higher	14.1	85.9	100.0
	(Graduate student)	5.9	94.1	100.0
	(A regular university graduate)	14.1	85.9	100.0
Household income	Less than KRW 2 million	38.6	61.4	100.0
	KRW 2 million-Less than 3 million	25.8	74.2	100.0
	KRW 3 million-Less than 4 million	21.5	78.5	100.0
	KRW 4 million-Less than 5 million	19.4	80.6	100.0
	KRW 5 million and higher	15.8	84.2	100.0
Region size	Dong	18.7	81.3	100.0
	Eup/Myeon	22.4	77.6	100.0
Region	Seoul	19.7	80.3	100.0
	Busan	20.1	79.9	100.0
	Daegu	23.3	76.7	100.0
	Incheon	24.7	75.3	100.0
	Gwangju	16.4	83.6	100.0
	Daejeon	41.5	58.5	100.0
	Ulsan	16.5	83.5	100.0
	Gyeonggi	12.0	88.0	100.0
	Gangwon	17.3	82.7	100.0
	Chungcheong	23.7	76.3	100.0
	(Chungbuk)	31.8	68.2	100.0
	(Chungnam)	15.9	84.1	100.0
	(Sejong)	30.6	69.4	100.0
	Jeolla	27.1	72.9	100.0
	(Jeonbok)	30.3	69.7	100.0
	(Jeonnam)	23.7	76.3	100.0
	Gyeongsang	18.0	82.0	100.0
	(Gyeongbuk)	23.1	76.9	100.0
	(Gyeongnam)	14.5	85.5	100.0
	Jeju	42.1	57.9	100.0

Table
101

Necessity of AI Services in Daily Life - Healthcare_(Household Member_Q25-4-7)

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Persons aged 6 or older who have not experienced the health care AI service		16.0	84.0	100.0
Number of household members	1 person	14.9	85.1	100.0
	2 persons	15.9	84.1	100.0
	3 persons or more	16.2	83.8	100.0
Gender	Male	15.5	84.5	100.0
	Female	16.5	83.5	100.0
Age	6~19	23.1	76.9	100.0
	20s	14.6	85.4	100.0
	30s	15.4	84.6	100.0
	40s	15.8	84.2	100.0
	50s	15.6	84.4	100.0
	60s	16.2	83.8	100.0
	70+	14.6	85.4	100.0
Gender*Age	Male			
	6~19	21.9	78.1	100.0
	20s	14.6	85.4	100.0
	30s	14.4	85.6	100.0
	40s	15.2	84.8	100.0
	50s	15.6	84.4	100.0
	60s	15.3	84.7	100.0
70+	15.2	84.8	100.0	
Female	6~19	24.8	75.2	100.0
	20s	14.5	85.5	100.0
	30s	16.5	83.5	100.0
	40s	16.4	83.6	100.0
	50s	15.6	84.4	100.0
	60s	17.3	82.7	100.0
	70+	13.6	86.4	100.0
Youth	Entire population	18.5	81.5	100.0
	Male	18.5	81.5	100.0
	Female	18.6	81.4	100.0
Occupation	Professional/managerial position	13.1	86.9	100.0
	Office job	13.0	87.0	100.0
	Service/sales	15.8	84.2	100.0
	Production related position	19.0	81.0	100.0
	Agriculture/forestry/fishery	29.5	70.5	100.0
	Unemployed/Other (None/other)	17.5	82.5	100.0
	(Student)	19.0	81.0	100.0
	(Housewife)	16.2	83.8	100.0
	(Unemployed/Other (None/other))	15.6	84.4	100.0

Table
101

Necessity of AI Services in Daily Life - Healthcare_(Household Member_Q25-4-7)

(Unit : %)

BASE: Persons aged 6 or older who have not experienced the AI service in the applicable area PERIOD: Single point of time as of July 1, 2025		Not needed	Needed	Total
Education	Elementary school graduate or lower	26.8	73.2	100.0
	(Preschool)	0.0	100.0	100.0
	(Uneducated)	19.3	80.7	100.0
	(Elementary school student)	27.8	72.2	100.0
	(Middle school student)	30.7	69.3	100.0
	(A regular elementary school graduate)	17.6	82.4	100.0
	Middle school graduate	17.9	82.1	100.0
	(High school student)	15.9	84.1	100.0
	(A regular middle school graduate)	20.9	79.1	100.0
	High school graduate	17.0	83.0	100.0
	(University student)	15.9	84.1	100.0
	(A regular high school graduate)	17.3	82.7	100.0
	University graduate or higher	14.3	85.7	100.0
	(Graduate student)	8.7	91.3	100.0
	(A regular university graduate)	14.4	85.6	100.0
Household income	Less than KRW 2 million	16.2	83.8	100.0
	KRW 2 million-Less than 3 million	18.7	81.3	100.0
	KRW 3 million-Less than 4 million	18.6	81.4	100.0
	KRW 4 million-Less than 5 million	16.7	83.3	100.0
	KRW 5 million and higher	14.9	85.1	100.0
Region size	Dong	14.9	85.1	100.0
	Eup/Myeon	22.5	77.5	100.0
Region	Seoul	14.2	85.8	100.0
	Busan	17.9	82.1	100.0
	Daegu	21.2	78.8	100.0
	Incheon	13.0	87.0	100.0
	Gwangju	13.1	86.9	100.0
	Daejeon	25.5	74.5	100.0
	Ulsan	12.7	87.3	100.0
	Gyeonggi	9.6	90.4	100.0
	Gangwon	12.5	87.5	100.0
	Chungcheong	19.2	80.8	100.0
	(Chungbuk)	22.4	77.6	100.0
	(Chungnam)	17.6	82.4	100.0
	(Sejong)	15.8	84.2	100.0
	Jeolla	27.8	72.2	100.0
	(Jeonbok)	28.1	71.9	100.0
	(Jeonnam)	27.5	72.5	100.0
	Gyeongsang	22.0	78.0	100.0
	(Gyeongbuk)	24.1	75.9	100.0
	(Gyeongnam)	20.5	79.5	100.0
	Jeju	35.8	64.2	100.0

Table
102

Future Intention to Use AI Services_(Household Member_Q25-5)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Willing to use	Not willing to use	Total
Entire population aged 6 or older		90.1	9.9	100.0
Number of household members	1 person	83.2	16.8	100.0
	2 persons	86.0	14.0	100.0
	3 persons or more	93.3	6.7	100.0
Gender	Male	91.0	9.0	100.0
	Female	89.2	10.8	100.0
Age	6~19	90.3	9.7	100.0
	20s	96.3	3.7	100.0
	30s	96.8	3.2	100.0
	40s	96.2	3.8	100.0
	50s	93.9	6.1	100.0
	60s	88.8	11.2	100.0
	70+	67.4	32.6	100.0
Gender*Age	Male			
	6~19	89.5	10.5	100.0
	20s	96.3	3.7	100.0
	30s	96.8	3.2	100.0
	40s	96.0	4.0	100.0
	50s	94.1	5.9	100.0
	60s	89.6	10.4	100.0
70+	69.4	30.6	100.0	
Gender*Age	Female			
	6~19	91.0	9.0	100.0
	20s	96.3	3.7	100.0
	30s	96.9	3.1	100.0
	40s	96.4	3.6	100.0
	50s	93.6	6.4	100.0
	60s	88.1	11.9	100.0
70+	65.8	34.2	100.0	
Youth	Entire population	93.4	6.6	100.0
	Male	93.2	6.8	100.0
	Female	93.6	6.4	100.0
Occupation	Professional/managerial position	95.9	4.1	100.0
	Office job	97.9	2.1	100.0
	Service/sales	93.3	6.7	100.0
	Production related position	87.1	12.9	100.0
	Agriculture/forestry/fishery	74.3	25.7	100.0
	Unemployed/Other (None/other)	84.9	15.1	100.0
	(Student)	92.1	7.9	100.0
	(Housewife)	81.8	18.2	100.0
	(Unemployed/Other (None/other))	74.5	25.5	100.0

Table
102

Future Intention to Use AI Services_(Household Member_Q25-5)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Willing to use	Not willing to use	Total
Education	Elementary school graduate or lower	73.6	26.4	100.0
	(Preschool)	77.1	22.9	100.0
	(Uneducated)	43.2	56.8	100.0
	(Elementary school student)	89.5	10.5	100.0
	(Middle school student)	91.1	8.9	100.0
	(A regular elementary school graduate)	56.2	43.8	100.0
	Middle school graduate	79.4	20.6	100.0
	(High school student)	92.6	7.4	100.0
	(A regular middle school graduate)	71.2	28.8	100.0
	High school graduate	90.9	9.1	100.0
	(University student)	96.9	3.1	100.0
	(A regular high school graduate)	90.0	10.0	100.0
	University graduate or higher	96.7	3.3	100.0
	(Graduate student)	100.0	0.0	100.0
	(A regular university graduate)	96.7	3.3	100.0
Household income	Less than KRW 2 million	64.4	35.6	100.0
	KRW 2 million-Less than 3 million	80.8	19.2	100.0
	KRW 3 million-Less than 4 million	88.1	11.9	100.0
	KRW 4 million-Less than 5 million	91.5	8.5	100.0
	KRW 5 million and higher	95.7	4.3	100.0
Region size	Dong	91.3	8.7	100.0
	Eup/Myeon	84.7	15.3	100.0
Region	Seoul	92.5	7.5	100.0
	Busan	90.0	10.0	100.0
	Daegu	81.2	18.8	100.0
	Incheon	93.1	6.9	100.0
	Gwangju	92.1	7.9	100.0
	Daejeon	88.2	11.8	100.0
	Ulsan	86.7	13.3	100.0
	Gyeonggi	96.5	3.5	100.0
	Gangwon	84.3	15.7	100.0
	Chungcheong	84.2	15.8	100.0
	(Chungbuk)	80.6	19.4	100.0
	(Chungnam)	85.7	14.3	100.0
	(Sejong)	90.8	9.2	100.0
	Jeolla	83.3	16.7	100.0
	(Jeonbuk)	80.4	19.6	100.0
	(Jeonnam)	86.2	13.8	100.0
	Gyeongsang	85.6	14.4	100.0
	(Gyeongbuk)	82.8	17.2	100.0
	(Gyeongnam)	87.7	12.3	100.0
	Jeju	71.9	28.1	100.0

Table
103

AI Services Intended for Future Use (Multiple Responses)_(Household Member_Q25-5)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Living convenience	Transportation	Health care	Communication/ friendship
Entire population aged 6 or older		67.6	53.6	42.1	37.5
Number of household members	1 person	62.9	44.2	40.6	33.3
	2 persons	65.5	48.7	39.4	32.6
	3 persons or more	69.5	57.6	43.7	40.6
Gender	Male	65.9	61.0	43.8	38.3
	Female	69.3	46.2	40.4	36.8
Age	6~19	52.3	30.4	26.1	36.8
	20s	73.8	68.5	53.2	47.6
	30s	76.9	69.4	50.7	45.2
	40s	78.3	69.9	51.0	42.9
	50s	73.1	61.1	44.8	38.5
	60s	66.4	48.3	38.8	31.6
	70+	47.8	21.8	27.3	20.8
Male	6~19	50.8	32.7	27.7	37.0
	20s	72.8	71.1	54.3	46.6
	30s	75.6	73.4	51.3	45.0
	40s	75.7	74.7	51.7	43.5
	50s	69.2	69.5	45.6	38.1
	60s	62.7	60.8	39.1	31.5
	70+	47.3	31.6	31.7	23.4
Gender*Age	6~19	54.0	27.9	24.4	36.6
Female	20s	74.9	65.5	52.0	48.7
	30s	78.4	64.9	49.9	45.5
	40s	81.0	64.9	50.2	42.2
	50s	77.0	52.7	43.9	38.8
	60s	69.9	36.4	38.4	31.6
	70+	48.2	14.7	24.1	19.0
	Youth	Entire population	61.3	44.4	36.7
Male		59.8	47.5	38.2	43.8
Female		62.8	41.1	35.0	42.5
Occupation	Professional/managerial position	75.6	68.6	53.4	45.7
	Office job	78.3	70.7	50.9	45.9
	Service/sales	72.9	59.5	45.9	39.7
	Production related position	62.9	58.0	41.9	31.2
	Agriculture/forestry/fishery	53.0	38.6	27.2	16.1
	Unemployed/Other (None/other)	59.6	38.0	34.5	34.0
	(Student)	57.5	40.2	33.5	40.9
	(Housewife)	64.3	35.9	36.4	28.6
	(Unemployed/Other (None/other))	54.9	36.9	33.1	29.1

Table
103

AI Services Intended for Future Use (Multiple Responses)_(Household Member_Q25-5)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Living convenience	Transportation	Health care	Communication/ friendship
Education	Elementary school graduate or lower	42.9	18.0	19.9	25.0
	(Preschool)	26.3	8.4	5.4	14.8
	(Uneducated)	28.2	9.0	13.2	8.9
	(Elementary school student)	45.0	20.1	16.1	31.0
	(Middle school student)	56.3	30.7	28.7	40.7
	(A regular elementary school graduate)	39.4	12.0	21.9	15.8
	Middle school graduate	55.7	30.2	32.7	31.0
	(High school student)	61.6	43.3	38.9	43.6
	(A regular middle school graduate)	52.0	22.0	28.8	23.1
	High school graduate	68.2	52.0	41.9	36.2
	(University student)	71.0	65.5	51.7	50.9
	(A regular high school graduate)	67.7	49.8	40.3	33.8
	University graduate or higher	77.3	70.8	51.2	43.9
	(Graduate student)	85.2	76.0	53.7	64.8
	(A regular university graduate)	77.3	70.8	51.1	43.8
Household income	Less than KRW 2 million	46.1	19.2	25.3	18.9
	KRW 2 million-Less than 3 million	60.0	40.9	34.5	29.2
	KRW 3 million-Less than 4 million	66.1	52.5	41.9	36.2
	KRW 4 million-Less than 5 million	70.1	56.5	45.1	39.2
	KRW 5 million and higher	71.8	60.4	45.1	41.6
Region size	Dong	68.3	54.8	43.8	39.4
	Eup/Myeon	64.8	48.2	34.7	29.4
Region	Seoul	70.3	56.7	48.4	48.8
	Busan	70.2	58.2	39.6	36.6
	Daegu	61.2	51.0	34.1	26.5
	Incheon	64.4	49.5	43.3	34.1
	Gwangju	63.4	56.9	50.4	26.9
	Daejeon	60.9	38.9	35.7	35.6
	Ulsan	65.3	50.3	31.4	30.4
	Gyeonggi	73.9	55.5	49.5	41.1
	Gangwon	74.0	54.9	35.8	43.5
	Chungcheong	58.0	48.1	25.9	28.0
	(Chungbuk)	53.9	47.3	24.6	25.7
	(Chungnam)	59.5	49.6	27.2	29.4
	(Sejong)	66.4	43.2	23.6	29.7
	Jeolla	58.2	48.4	37.4	29.2
	(Jeonbok)	55.8	48.6	36.3	32.4
	(Jeonnam)	60.6	48.3	38.5	26.0
	Gyeongsang	67.0	57.0	38.8	35.5
	(Gyeongbuk)	65.0	58.0	42.8	30.7
	(Gyeongnam)	68.5	56.2	35.6	39.3
	Jeju	53.1	37.6	18.6	11.4

Table
104

AI Services Intended for Future Use (Multiple Responses)_(Household Member_Q25-5) - CONT.

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Media	Finance	Education/ learning	Not willing to use
Entire population aged 6 or older		35.1	35.0	32.1	9.9
Number of household members	1 person	28.1	30.3	18.9	16.8
	2 persons	26.6	29.8	20.9	14.0
	3 persons or more	40.4	38.3	39.7	6.7
Gender	Male	36.2	37.7	33.1	9.0
	Female	34.1	32.4	31.1	10.8
Age	6~19	39.8	22.3	72.8	9.7
	20s	54.2	47.2	45.3	3.7
	30s	49.7	48.0	40.3	3.2
	40s	42.2	47.2	36.2	3.8
	50s	31.8	39.6	22.4	6.1
	60s	21.6	27.1	13.8	11.2
	70+	10.7	11.2	6.1	32.6
Gender*Age	Male 6~19	39.0	22.9	72.6	10.5
	Male 20s	52.2	47.1	44.5	3.7
	Male 30s	49.7	49.7	39.2	3.2
	Male 40s	41.4	48.8	35.1	4.0
	Male 50s	32.2	42.8	23.3	5.9
	Male 60s	23.4	30.1	15.4	10.4
	Male 70+	13.6	14.1	7.3	30.6
Female	Female 6~19	40.6	21.7	73.0	9.0
	Female 20s	56.4	47.3	46.1	3.7
	Female 30s	49.6	46.1	41.5	3.1
	Female 40s	43.1	45.4	37.3	3.6
	Female 50s	31.5	36.4	21.5	6.4
	Female 60s	19.9	24.3	12.3	11.9
	Female 70+	8.7	9.1	5.2	34.2
Youth	Entire population	48.2	32.6	66.7	6.6
	Male	47.4	33.3	67.1	6.8
	Female	49.1	31.9	66.3	6.4
Occupation	Professional/managerial position	43.5	49.9	45.0	4.1
	Office job	48.8	50.1	39.2	2.1
	Service/sales	35.0	38.7	24.2	6.7
	Production related position	25.6	30.9	15.3	12.9
	Agriculture/forestry/fishery	9.8	14.2	7.0	25.7
	Unemployed/Other (None/other)	31.6	25.4	39.9	15.1
	(Student)	44.7	28.7	68.7	7.9
	(Housewife)	21.6	24.7	18.6	18.2
	(Unemployed/Other (None/other))	20.9	18.9	15.7	25.5

Table
104

AI Services Intended for Future Use (Multiple Responses)_(Household Member_Q25-5) - CONT.

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Media	Finance	Education/ learning	Not willing to use
Education	Elementary school graduate or lower	21.9	11.6	44.7	26.4
	(Preschool)	12.3	5.0	64.5	22.9
	(Uneducated)	2.8	2.6	4.5	56.8
	(Elementary school student)	31.3	13.6	77.3	10.5
	(Middle school student)	45.9	24.3	75.6	8.9
	(A regular elementary school graduate)	5.2	5.4	3.8	43.8
	Middle school graduate	25.1	18.3	29.5	20.6
	(High school student)	48.6	31.5	69.6	7.4
	(A regular middle school graduate)	10.4	10.1	4.5	28.8
	High school graduate	30.2	32.8	23.0	9.1
	(University student)	57.2	46.3	56.5	3.1
	(A regular high school graduate)	25.8	30.6	17.6	10.0
	University graduate or higher	45.3	47.5	35.9	3.3
	(Graduate student)	71.3	55.1	75.1	0.0
	(A regular university graduate)	45.2	47.5	35.8	3.3
Household income	Less than KRW 2 million	9.9	10.9	7.2	35.6
	KRW 2 million-Less than 3 million	18.8	21.5	14.1	19.2
	KRW 3 million-Less than 4 million	32.2	33.7	29.2	11.9
	KRW 4 million-Less than 5 million	36.2	38.3	35.6	8.5
	KRW 5 million and higher	42.2	40.4	38.7	4.3
Region size	Dong	36.7	36.6	33.1	8.7
	Eup/Myeon	27.9	28.0	27.4	15.3
Region	Seoul	42.1	40.6	36.6	7.5
	Busan	29.7	32.7	22.0	10.0
	Daegu	24.7	25.7	24.7	18.8
	Incheon	44.9	38.3	36.2	6.9
	Gwangju	24.7	24.3	26.3	7.9
	Daejeon	34.3	28.5	33.1	11.8
	Ulsan	30.9	30.3	20.6	13.3
	Gyeonggi	41.0	43.0	39.8	3.5
	Gangwon	34.1	31.3	31.7	15.7
	Chungcheong	27.4	24.9	26.4	15.8
	(Chungbuk)	24.9	27.3	20.4	19.4
	(Chungnam)	28.0	23.1	30.2	14.3
	(Sejong)	34.3	25.1	29.9	9.2
	Jeolla	26.3	26.4	25.8	16.7
	(Jeonbuk)	26.6	25.8	23.9	19.6
	(Jeonnam)	26.1	27.0	27.7	13.8
	Gyeongsang	30.3	31.5	25.1	14.4
	(Gyeongbuk)	24.5	34.1	28.8	17.2
	(Gyeongnam)	34.8	29.4	22.0	12.3
	Jeju	5.1	14.8	22.7	28.1

Table 105 **Generative AI service experience status [Generative AI service experience rate]_(Household Member_Q26_1)**

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 year PERIOD: Within the last 1 year		Experienced	Not experienced	Total
Internet users aged 12 or older		44.5	55.5	100.0
Number of household members	1 person	34.2	65.8	100.0
	2 persons	32.0	68.0	100.0
	3 persons or more	52.4	47.6	100.0
Gender	Male	48.7	51.3	100.0
	Female	40.3	59.7	100.0
Age	12~19	59.7	40.3	100.0
	20s	75.3	24.7	100.0
	30s	71.1	28.9	100.0
	40s	58.4	41.6	100.0
	50s	33.6	66.4	100.0
	60s	14.3	85.7	100.0
	70+	4.9	95.1	100.0
Gender*Age	Male			
	12~19	59.6	40.4	100.0
	20s	76.5	23.5	100.0
	30s	72.8	27.2	100.0
	40s	63.0	37.0	100.0
	50s	38.8	61.2	100.0
	60s	17.6	82.4	100.0
	70+	7.8	92.2	100.0
Female	12~19	59.9	40.1	100.0
	20s	73.9	26.1	100.0
	30s	69.0	31.0	100.0
	40s	53.6	46.4	100.0
	50s	28.4	71.6	100.0
	60s	11.1	88.9	100.0
	70+	2.6	97.4	100.0
Youth	Entire population	65.9	34.1	100.0
	Male	66.8	33.2	100.0
	Female	64.9	35.1	100.0
Occupation	Professional/managerial position	70.4	29.6	100.0
	Office job	71.9	28.1	100.0
	Service/sales	38.3	61.7	100.0
	Production related position	24.6	75.4	100.0
	Agriculture/forestry/fishery	5.9	94.1	100.0
	Unemployed/Other (None/other)	39.0	61.0	100.0
	(Student)	66.6	33.4	100.0
	(Housewife)	19.4	80.6	100.0
	(Unemployed/Other (None/other))	24.1	75.9	100.0

Table 105	Generative AI service experience status [Generative AI service experience rate]_(Household Member_Q26_1)	(Unit : %)		
BASE: Persons aged 12 or older who have used the Internet within the last 1 year PERIOD: Within the last 1 year		Experienced	Not experienced	Total
Education	Elementary school graduate or lower	27.6	72.4	100.0
	(Uneducated)	2.1	97.9	100.0
	(Elementary school student)	37.4	62.6	100.0
	(Middle school student)	58.2	41.8	100.0
	(A regular elementary school graduate)	1.3	98.7	100.0
	Middle school graduate	29.2	70.8	100.0
	(High school student)	65.3	34.7	100.0
	(A regular middle school graduate)	3.2	96.8	100.0
	High school graduate	29.8	70.2	100.0
	(University student)	77.2	22.8	100.0
	(A regular high school graduate)	22.1	77.9	100.0
	University graduate or higher	62.0	38.0	100.0
	(Graduate student)	89.1	10.9	100.0
	(A regular university graduate)	61.9	38.1	100.0
Household income	Less than KRW 2 million	7.9	92.1	100.0
	KRW 2 million-Less than 3 million	21.2	78.8	100.0
	KRW 3 million-Less than 4 million	37.7	62.3	100.0
	KRW 4 million-Less than 5 million	42.5	57.5	100.0
	KRW 5 million and higher	55.5	44.5	100.0
Region size	Dong	46.8	53.2	100.0
	Eup/Myeon	34.3	65.7	100.0
Region	Seoul	52.8	47.2	100.0
	Busan	31.9	68.1	100.0
	Daegu	39.6	60.4	100.0
	Incheon	52.0	48.0	100.0
	Gwangju	39.0	61.0	100.0
	Daejeon	53.1	46.9	100.0
	Ulsan	43.7	56.3	100.0
	Gyeonggi	52.0	48.0	100.0
	Gangwon	34.8	65.2	100.0
	Chungcheong	43.9	56.1	100.0
	(Chungbuk)	40.5	59.5	100.0
	(Chungnam)	44.8	55.2	100.0
	(Sejong)	53.2	46.8	100.0
	Jeolla	26.1	73.9	100.0
	(Jeonbuk)	25.2	74.8	100.0
	(Jeonnam)	27.0	73.0	100.0
	Gyeongsang	32.2	67.8	100.0
	(Gyeongbuk)	30.1	69.9	100.0
	(Gyeongnam)	33.9	66.1	100.0
	Jeju	38.9	61.1	100.0

Table
106

Generative AI service experience activity (multiple responses)_(Household Member_Q26_1)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 year PERIOD: Within the last 1 year		ChatGPT	Gemini	Copilot	CLOVA X	Other	Not experienced
Internet users aged 12 or older		41.8	9.8	2.2	2.0	0.1	55.5
Number of household members	1 person	32.2	7.8	1.8	1.6	0.1	65.8
	2 persons	29.7	6.9	1.4	1.0	0.0	68.0
	3 persons or more	49.3	11.6	2.6	2.5	0.1	47.6
Gender	Male	45.5	11.5	2.5	2.3	0.0	51.3
	Female	38.0	8.1	1.8	1.7	0.1	59.7
Age	12~19	57.3	12.1	2.9	2.7	0.0	40.3
	20s	71.3	21.5	5.9	5.5	0.2	24.7
	30s	67.5	16.6	3.9	3.6	0.2	28.9
	40s	54.4	11.9	1.8	1.9	0.0	41.6
	50s	31.0	5.2	0.9	0.7	0.0	66.4
	60s	12.8	2.4	0.4	0.2	0.0	85.7
	70+	4.1	1.0	0.0	0.0	0.0	95.1
Gender*Age	Male 12~19	57.0	13.0	2.9	2.8	0.0	40.4
	Male 20s	72.0	22.9	6.0	6.1	0.2	23.5
	Male 30s	69.4	18.5	4.6	4.3	0.1	27.2
	Male 40s	58.5	14.3	2.3	2.1	0.0	37.0
	Male 50s	35.7	6.9	1.3	0.8	0.0	61.2
	Male 60s	15.8	2.8	0.5	0.3	0.0	82.4
	Male 70+	6.6	1.7	0.1	0.0	0.0	92.2
Female	Female 12~19	57.6	11.1	2.9	2.6	0.1	40.1
	Female 20s	70.7	19.9	5.8	4.9	0.2	26.1
	Female 30s	65.3	14.5	3.2	2.9	0.3	31.0
	Female 40s	50.1	9.3	1.4	1.6	0.0	46.4
	Female 50s	26.2	3.6	0.5	0.7	0.0	71.6
	Female 60s	9.8	2.0	0.2	0.1	0.0	88.9
	Female 70+	2.0	0.5	0.0	0.0	0.0	97.4
Youth	Entire population	63.0	16.2	4.4	4.0	0.2	34.1
	Male	63.6	17.4	4.3	4.5	0.2	33.2
	Female	62.4	14.9	4.4	3.5	0.1	35.1
Occupation	Professional/managerial position	66.6	19.4	3.7	5.4	0.2	29.6
	Office job	68.0	17.5	4.2	3.3	0.2	28.1
	Service/sales	35.4	6.9	1.2	1.3	0.0	61.7
	Production related position	22.1	4.3	0.8	0.8	0.0	75.4
	Agriculture/forestry/fishery	5.0	0.8	0.6	0.0	0.0	94.1
	Unemployed/Other (None/other)	36.9	8.8	2.1	2.0	0.1	61.0
	(Student)	63.8	16.4	4.5	4.3	0.1	33.4
	(Housewife)	17.9	3.6	0.4	0.3	0.0	80.6
	(Unemployed/Other (None/other))	22.2	4.4	0.8	0.7	0.1	75.9

Table
106

Generative AI service experience activity (multiple responses)_(Household Member_Q26_1)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 year PERIOD: Within the last 1 year		ChatGPT	Gemini	Copilot	CLOVA X	Other	Not experienced
Education	Elementary school graduate or lower (Uneducated)	26.3	4.7	0.9	1.1	0.0	72.4
	(Elementary school student)	1.5	0.6	0.0	0.0	0.0	97.9
	(Middle school student)	36.1	10.6	1.3	1.7	0.0	62.6
	(A regular elementary school graduate)	55.7	8.7	1.8	2.3	0.1	41.8
	Middle school graduate	1.0	0.2	0.0	0.0	0.0	98.7
	(High school student)	27.7	6.5	1.7	1.1	0.0	70.8
	(A regular middle school graduate)	62.9	14.2	3.9	2.5	0.0	34.7
	High school graduate	2.2	1.0	0.1	0.1	0.0	96.8
	(University student)	27.9	6.3	1.3	1.4	0.0	70.2
	(A regular high school graduate)	73.9	23.4	6.9	6.8	0.2	22.8
	University graduate or higher (Graduate student)	20.3	3.5	0.4	0.5	0.0	77.9
	(A regular university graduate)	58.1	14.1	3.1	2.8	0.1	38.0
		81.2	30.0	4.2	11.7	0.0	10.9
Household income	Less than KRW 2 million	58.1	14.0	3.1	2.8	0.1	38.1
	KRW 2 million-Less than 3 million	7.4	1.4	0.4	0.2	0.0	92.1
	KRW 3 million-Less than 4 million	20.2	3.3	0.5	0.6	0.0	78.8
	KRW 4 million-Less than 5 million	35.6	8.2	1.2	1.6	0.0	62.3
	KRW 5 million and higher	40.2	9.1	1.3	1.6	0.0	57.5
Region size	Dong	51.8	12.6	3.2	2.7	0.1	44.5
	Eup/Myeon	44.1	10.4	2.0	2.1	0.1	53.2
Region	Seoul	31.4	7.2	2.9	1.7	0.1	65.7
	Busan	51.3	12.7	1.7	2.4	0.2	47.2
	Daegu	29.5	7.4	0.7	0.7	0.0	68.1
	Incheon	38.2	5.4	0.3	2.6	0.0	60.4
	Gwangju	51.1	10.4	4.5	4.9	0.0	48.0
	Daejeon	38.4	4.2	1.5	1.2	0.0	61.0
	Ulsan	49.0	11.2	4.4	2.5	0.0	46.9
	Gyeonggi	39.6	10.2	0.8	0.6	0.0	56.3
	Gangwon	48.7	13.2	2.4	1.8	0.1	48.0
	Chungcheong (Chungbuk)	34.6	3.7	0.5	1.5	0.2	65.2
	(Chungnam)	35.1	11.9	5.2	1.7	0.0	56.1
	(Sejong)	36.1	9.0	2.0	1.5	0.0	59.5
	Jeolla (Jeonbuk)	33.1	13.7	7.9	1.7	0.0	55.2
	(Jeonnam)	42.9	13.5	2.7	2.0	0.0	46.8
	Gyeongsang (Gyeongbuk)	24.9	4.1	1.7	2.3	0.0	73.9
	(Gyeongnam)	23.9	3.4	1.1	1.7	0.1	74.8
	Jeju	25.9	4.7	2.3	2.8	0.0	73.0
		30.2	4.7	1.2	1.3	0.0	67.8
		29.2	3.3	0.3	0.7	0.0	69.9
		31.0	5.8	1.8	1.7	0.0	66.1
		33.4	6.0	1.4	0.8	0.0	61.1

Table
107

Generative AI service paid subscription conversion rate_(Household Member_Q26_2)

(Unit : %)

BASE: Persons aged 12 or older who have experienced Generative AI service within the last 1 year PERIOD: Within the last 1 year		Subscription	Non-subscription	Total
Persons aged 12 or older who have experienced Generative AI service		17.8	82.2	100.0
Number of household members	1 person	20.3	79.7	100.0
	2 persons	19.4	80.6	100.0
	3 persons or more	17.1	82.9	100.0
Gender	Male	18.9	81.1	100.0
	Female	16.5	83.5	100.0
Age	12~19	10.0	90.0	100.0
	20s	21.2	78.8	100.0
	30s	21.4	78.6	100.0
	40s	17.6	82.4	100.0
	50s	14.0	86.0	100.0
	60s	15.4	84.6	100.0
	70+	12.7	87.3	100.0
Gender*Age	Male			
	12~19	9.6	90.4	100.0
	20s	21.8	78.2	100.0
	30s	23.2	76.8	100.0
	40s	19.5	80.5	100.0
	50s	15.8	84.2	100.0
	60s	15.2	84.8	100.0
	70+	10.1	89.9	100.0
Female	12~19	10.3	89.7	100.0
	20s	20.5	79.5	100.0
	30s	19.2	80.8	100.0
	40s	15.3	84.7	100.0
	50s	11.5	88.5	100.0
	60s	15.8	84.2	100.0
	70+	19.3	80.7	100.0
Youth	Entire population	14.1	85.9	100.0
	Male	14.3	85.7	100.0
	Female	13.9	86.1	100.0
Occupation	Professional/managerial position	29.2	70.8	100.0
	Office job	22.8	77.2	100.0
	Service/sales	13.9	86.1	100.0
	Production related position	10.6	89.4	100.0
	Agriculture/forestry/fishery	10.5	89.5	100.0
	Unemployed/Other (None/other)	14.6	85.4	100.0
	(Student)	14.4	85.6	100.0
	(Housewife)	14.1	85.9	100.0
	(Unemployed/Other (None/other))	16.7	83.3	100.0

Table
107

Generative AI service paid subscription conversion rate_(Household Member_Q26_2)

(Unit : %)

BASE: Persons aged 12 or older who have experienced Generative AI service within the last 1 year PERIOD: Within the last 1 year		Subscription	Non-subscription	Total
Education	Elementary school graduate or lower (Uneducated)	7.3	92.7	100.0
	(Elementary school student)	0.0	100.0	100.0
	(Middle school student)	6.9	93.1	100.0
	(A regular elementary school graduate)	6.8	93.2	100.0
	Middle school graduate	33.1	66.9	100.0
	(High school student)	11.8	88.2	100.0
	(A regular middle school graduate)	10.7	89.3	100.0
	High school graduate	28.0	72.0	100.0
	(University student)	18.6	81.4	100.0
	(A regular high school graduate)	19.9	80.1	100.0
	University graduate or higher (Graduate student)	17.8	82.2	100.0
	(A regular university graduate)	18.8	81.2	100.0
		38.3	61.7	100.0
		18.7	81.3	100.0
Household income	Less than KRW 2 million	12.7	87.3	100.0
	KRW 2 million-Less than 3 million	11.1	88.9	100.0
	KRW 3 million-Less than 4 million	16.9	83.1	100.0
	KRW 4 million-Less than 5 million	17.3	82.7	100.0
	KRW 5 million and higher	18.6	81.4	100.0
Region size	Dong	17.0	83.0	100.0
	Eup/Myeon	22.9	77.1	100.0
Region	Seoul	21.5	78.5	100.0
	Busan	14.7	85.3	100.0
	Daegu	14.0	86.0	100.0
	Incheon	16.8	83.2	100.0
	Gwangju	20.5	79.5	100.0
	Daejeon	5.6	94.4	100.0
	Ulsan	14.5	85.5	100.0
	Gyeonggi	19.0	81.0	100.0
	Gangwon	26.1	73.9	100.0
	Chungcheong (Chungbuk)	11.4	88.6	100.0
	(Chungnam)	9.3	90.7	100.0
	(Sejong)	13.0	87.0	100.0
	(Sejong)	9.9	90.1	100.0
	Jeolla (Jeonbuk)	20.6	79.4	100.0
	(Jeonnam)	18.4	81.6	100.0
	(Jeonnam)	22.7	77.3	100.0
	Gyeongsang (Gyeongbuk)	16.4	83.6	100.0
	(Gyeongbuk)	16.3	83.7	100.0
	(Gyeongnam)	16.5	83.5	100.0
	Jeju	10.6	89.4	100.0

Table
108

Generative AI service paid subscription conversion rate - ChatGPT_(Household Member_Q26_2_1)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Paid subscription	No paid subscription	Total
Persons aged 12 or older who have experienced ChatGPT service		17.4	82.6	100.0
Number of household members	1 person	20.4	79.6	100.0
	2 persons	19.7	80.3	100.0
	3 persons or more	16.4	83.6	100.0
Gender	Male	18.4	81.6	100.0
	Female	16.2	83.8	100.0
Age	12~19	9.1	90.9	100.0
	20s	20.0	80.0	100.0
	30s	21.1	78.9	100.0
	40s	17.3	82.7	100.0
	50s	14.0	86.0	100.0
	60s	16.3	83.7	100.0
	70+	12.3	87.7	100.0
Gender*Age	Male	8.6	91.4	100.0
	20s	20.5	79.5	100.0
	30s	22.8	77.2	100.0
	40s	19.1	80.9	100.0
	50s	15.6	84.4	100.0
	60s	15.8	84.2	100.0
	70+	9.3	90.7	100.0
Female	12~19	9.7	90.3	100.0
	20s	19.5	80.5	100.0
	30s	19.0	81.0	100.0
	40s	15.1	84.9	100.0
	50s	11.8	88.2	100.0
	60s	17.0	83.0	100.0
	70+	20.3	79.7	100.0
Youth	Entire population	12.9	87.1	100.0
	Male	12.7	87.3	100.0
	Female	13.0	87.0	100.0
Occupation	Professional/managerial position	28.5	71.5	100.0
	Office job	22.5	77.5	100.0
	Service/sales	13.8	86.2	100.0
	Production related position	10.5	89.5	100.0
	Agriculture/forestry/fishery	10.8	89.2	100.0
	Unemployed/Other (None/other)	13.5	86.5	100.0
	(Student)	13.1	86.9	100.0
	(Housewife)	13.7	86.3	100.0
	(Unemployed/Other (None/other))	15.9	84.1	100.0

Table
108

Generative AI service paid subscription conversion rate - ChatGPT_(Household Member_Q26_2_1)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Paid subscription	No paid subscription	Total
Education	Elementary school graduate or lower (Uneducated)	7.1	92.9	100.0
	(Elementary school student)	0.0	100.0	100.0
	(Middle school student)	6.4	93.6	100.0
	(A regular elementary school graduate)	6.6	93.4	100.0
	Middle school graduate	41.1	58.9	100.0
	(High school student)	10.6	89.4	100.0
	(A regular middle school graduate)	9.8	90.2	100.0
	High school graduate	26.6	73.4	100.0
	(University student)	17.9	82.1	100.0
	(A regular high school graduate)	17.9	82.1	100.0
	University graduate or higher (Graduate student)	17.9	82.1	100.0
	(A regular university graduate)	18.5	81.5	100.0
	Less than KRW 2 million	35.2	64.8	100.0
		18.5	81.5	100.0
Household income	KRW 2 million-Less than 3 million	12.0	88.0	100.0
	KRW 3 million-Less than 4 million	10.2	89.8	100.0
	KRW 4 million-Less than 5 million	16.4	83.6	100.0
	KRW 5 million and higher	17.1	82.9	100.0
		18.2	81.8	100.0
Region size	Dong	16.4	83.6	100.0
	Eup/Myeon	23.5	76.5	100.0
Region	Seoul	21.3	78.7	100.0
	Busan	12.5	87.5	100.0
	Daegu	14.5	85.5	100.0
	Incheon	15.6	84.4	100.0
	Gwangju	20.2	79.8	100.0
	Daejeon	4.7	95.3	100.0
	Ulsan	12.8	87.2	100.0
	Gyeonggi	17.9	82.1	100.0
	Gangwon	26.0	74.0	100.0
	Chungcheong (Chungbuk)	12.6	87.4	100.0
	(Chungnam)	10.0	90.0	100.0
	(Sejong)	14.9	85.1	100.0
	(Jeonbuk)	11.7	88.3	100.0
	Jeolla (Jeonnam)	20.0	80.0	100.0
	(Jeonnam)	17.3	82.7	100.0
	Gyeongsang (Gyeongbuk)	22.5	77.5	100.0
	(Gyeongnam)	16.9	83.1	100.0
	(Gyeongnam)	16.4	83.6	100.0
	Jeju	17.3	82.7	100.0
		6.5	93.5	100.0

Table
109

Generative AI service paid subscription conversion rate - Gemini_(Household Member_Q26_2_2)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Paid subscription	No paid subscription	Total
Persons aged 12 or older who have experienced Gemini service		8.8	91.2	100.0
Number of household members	1 person	7.8	92.2	100.0
	2 persons	7.1	92.9	100.0
	3 persons or more	9.4	90.6	100.0
Gender	Male	8.8	91.2	100.0
	Female	8.7	91.3	100.0
Age	12~19	8.9	91.1	100.0
	20s	9.5	90.5	100.0
	30s	7.1	92.9	100.0
	40s	9.6	90.4	100.0
	50s	7.3	92.7	100.0
	60s	10.3	89.7	100.0
	70+	16.7	83.3	100.0
Gender*Age	Male 12~19	8.0	92.0	100.0
	Male 20s	9.9	90.1	100.0
	Male 30s	7.1	92.9	100.0
	Male 40s	10.3	89.7	100.0
	Male 50s	6.7	93.3	100.0
	Male 60s	8.3	91.7	100.0
	Male 70+	16.9	83.1	100.0
Female	Female 12~19	10.1	89.9	100.0
	Female 20s	8.9	91.1	100.0
	Female 30s	7.1	92.9	100.0
	Female 40s	8.6	91.4	100.0
	Female 50s	8.5	91.5	100.0
	Female 60s	13.0	87.0	100.0
	Female 70+	16.3	83.7	100.0
Youth	Entire population	9.4	90.6	100.0
	Male	10.2	89.8	100.0
	Female	8.3	91.7	100.0
Occupation	Professional/managerial position	10.6	89.4	100.0
	Office job	8.7	91.3	100.0
	Service/sales	6.9	93.1	100.0
	Production related position	7.2	92.8	100.0
	Agriculture/forestry/fishery	8.7	91.3	100.0
	Unemployed/Other (None/other)	10.0	90.0	100.0
	(Student)	9.0	91.0	100.0
	(Housewife)	12.2	87.8	100.0
	(Unemployed/Other (None/other))	14.0	86.0	100.0

Table
109

Generative AI service paid subscription conversion rate - Gemini_(Household Member_Q26_2_2)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Paid subscription	No paid subscription	Total
Education	Elementary school graduate or lower (Uneducated)	7.0	93.0	100.0
	(Elementary school student)	0.0	100.0	100.0
	(Middle school student)	9.3	90.7	100.0
	(A regular elementary school graduate)	6.5	93.5	100.0
	Middle school graduate	0.0	100.0	100.0
	(High school student)	11.6	88.4	100.0
	(A regular middle school graduate)	10.2	89.8	100.0
	High school graduate	25.6	74.4	100.0
	(University student)	11.0	89.0	100.0
	(A regular high school graduate)	9.1	90.9	100.0
	University graduate or higher (Graduate student)	13.1	86.9	100.0
	(A regular university graduate)	7.8	92.2	100.0
	Less than KRW 2 million	18.9	81.1	100.0
		7.7	92.3	100.0
Household income	KRW 2 million-Less than 3 million	8.4	91.6	100.0
	KRW 3 million-Less than 4 million	10.7	89.3	100.0
	KRW 4 million-Less than 5 million	6.4	93.6	100.0
	KRW 5 million and higher	5.6	94.4	100.0
		9.8	90.2	100.0
Region size	Dong	9.0	91.0	100.0
	Eup/Myeon	7.3	92.7	100.0
Region	Seoul	3.2	96.8	100.0
	Busan	14.3	85.7	100.0
	Daegu	1.6	98.4	100.0
	Incheon	15.1	84.9	100.0
	Gwangju	3.8	96.2	100.0
	Daejeon	5.5	94.5	100.0
	Ulsan	13.2	86.8	100.0
	Gyeonggi	12.4	87.6	100.0
	Gangwon	13.6	86.4	100.0
	Chungcheong (Chungbuk)	5.8	94.2	100.0
	(Chungnam)	3.4	96.6	100.0
	(Sejong)	7.7	92.3	100.0
	Jeolla (Jeonbuk)	0.6	99.4	100.0
	(Jeonnam)	7.3	92.7	100.0
	Gyeongsang (Gyeongbuk)	10.6	89.4	100.0
	(Gyeongnam)	4.8	95.2	100.0
	Jeju	5.2	94.8	100.0
		6.0	94.0	100.0
		4.8	95.2	100.0
		20.4	79.6	100.0

Table
110

Generative AI service paid subscription conversion rate - Copilot_(Household Member_Q26_2_3)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Paid subscription	No paid subscription	Total
Persons aged 12 or older who have experienced Copilot service		7.3	92.7	100.0
Number of household members	1 person	7.2	92.8	100.0
	2 persons	4.9	95.1	100.0
	3 persons or more	8.0	92.0	100.0
Gender	Male	7.1	92.9	100.0
	Female	7.8	92.2	100.0
Age	12~19	7.1	92.9	100.0
	20s	7.1	92.9	100.0
	30s	4.1	95.9	100.0
	40s	10.0	90.0	100.0
	50s	11.8	88.2	100.0
	60s	17.8	82.2	100.0
	70+	0.0	100.0	100.0
Gender*Age	Male			
	12~19	2.2	97.8	100.0
	20s	7.4	92.6	100.0
	30s	5.1	94.9	100.0
	40s	5.9	94.1	100.0
	50s	14.3	85.7	100.0
	60s	18.0	82.0	100.0
	70+	0.0	100.0	100.0
Female	12~19	12.5	87.5	100.0
	20s	6.7	93.3	100.0
	30s	2.4	97.6	100.0
	40s	16.9	83.1	100.0
	50s	5.6	94.4	100.0
	60s	17.2	82.8	100.0
	70+	-	-	-
Youth	Entire population	7.2	92.8	100.0
	Male	4.7	95.3	100.0
	Female	10.0	90.0	100.0
Occupation	Professional/managerial position	11.8	88.2	100.0
	Office job	5.7	94.3	100.0
	Service/sales	8.1	91.9	100.0
	Production related position	12.9	87.1	100.0
	Agriculture/forestry/fishery	0.0	100.0	100.0
	Unemployed/Other (None/other)	8.0	92.0	100.0
	(Student)	9.1	90.9	100.0
	(Housewife)	3.6	96.4	100.0
	(Unemployed/Other (None/other))	0.0	100.0	100.0

Table
110

Generative AI service paid subscription conversion rate - Copilot_(Household Member_Q26_2_3)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Paid subscription	No paid subscription	Total
Education	Elementary school graduate or lower (Uneducated)	3.9	96.1	100.0
	(Elementary school student)	-	-	-
	(Middle school student)	0.0	100.0	100.0
	(A regular elementary school graduate)	4.8	95.2	100.0
	Middle school graduate	-	-	-
	(High school student)	12.0	88.0	100.0
	(A regular middle school graduate)	10.6	89.4	100.0
	High school graduate	44.7	55.3	100.0
	(University student)	10.3	89.7	100.0
	(A regular high school graduate)	9.3	90.7	100.0
	University graduate or higher (Graduate student)	13.2	86.8	100.0
	(A regular university graduate)	6.0	94.0	100.0
		36.7	63.3	100.0
Household income	Less than KRW 2 million	5.9	94.1	100.0
	KRW 2 million-Less than 3 million	0.0	100.0	100.0
	KRW 3 million-Less than 4 million	9.7	90.3	100.0
	KRW 4 million-Less than 5 million	9.0	91.0	100.0
	KRW 5 million and higher	13.6	86.4	100.0
Region size	Dong	6.4	93.6	100.0
	Eup/Myeon	6.0	94.0	100.0
Region	Seoul	11.5	88.5	100.0
	Busan	1.6	98.4	100.0
	Daegu	6.2	93.8	100.0
	Incheon	0.0	100.0	100.0
	Gwangju	15.9	84.1	100.0
	Daejeon	2.5	97.5	100.0
	Ulsan	3.9	96.1	100.0
	Gyeonggi	0.0	100.0	100.0
	Gangwon	6.1	93.9	100.0
	Chungcheong (Chungbuk)	0.0	100.0	100.0
	(Chungnam)	10.6	89.4	100.0
	(Sejong)	0.0	100.0	100.0
	Jeolla (Jeonbuk)	12.8	87.2	100.0
	(Jeonnam)	5.7	94.3	100.0
	Gyeongsang (Gyeongbuk)	5.9	94.1	100.0
	(Gyeongnam)	4.1	95.9	100.0
	Jeju	6.8	93.2	100.0
		3.2	96.8	100.0
		0.0	100.0	100.0
		3.6	96.4	100.0
		51.4	48.6	100.0

Table
111

Generative AI service paid subscription conversion rate - CLOVA X_(Household Member_Q26_2_4)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Paid subscription	No paid subscription	Total
Persons aged 12 or older who have experienced CLOVA X service		9.4	90.6	100.0
Number of household members	1 person	10.3	89.7	100.0
	2 persons	12.4	87.6	100.0
	3 persons or more	8.8	91.2	100.0
Gender	Male	8.6	91.4	100.0
	Female	10.6	89.4	100.0
Age	12~19	7.0	93.0	100.0
	20s	5.9	94.1	100.0
	30s	10.9	89.1	100.0
	40s	16.3	83.7	100.0
	50s	7.3	92.7	100.0
	60s	23.1	76.9	100.0
	70+	0.0	100.0	100.0
Gender*Age	Male			
	12~19	7.9	92.1	100.0
	20s	5.8	94.2	100.0
	30s	10.2	89.8	100.0
	40s	9.2	90.8	100.0
	50s	11.9	88.1	100.0
	60s	26.7	73.3	100.0
	70+	-	-	-
Female	12~19	6.0	94.0	100.0
	20s	6.1	93.9	100.0
	30s	12.1	87.9	100.0
	40s	26.1	73.9	100.0
	50s	1.8	98.2	100.0
	60s	13.8	86.2	100.0
	70+	0.0	100.0	100.0
Youth	Entire population	7.2	92.8	100.0
	Male	8.0	92.0	100.0
	Female	6.1	93.9	100.0
Occupation	Professional/managerial position	17.5	82.5	100.0
	Office job	10.1	89.9	100.0
	Service/sales	8.5	91.5	100.0
	Production related position	10.2	89.8	100.0
	Agriculture/forestry/fishery	-	-	-
	Unemployed/Other (None/other)	7.1	92.9	100.0
	(Student)	7.1	92.9	100.0
	(Housewife)	14.2	85.8	100.0
	(Unemployed/Other (None/other))	0.0	100.0	100.0

Table
111

Generative AI service paid subscription conversion rate - CLOVA X_(Household Member_Q26_2_4)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Paid subscription	No paid subscription	Total
Education	Elementary school graduate or lower (Uneducated)	9.8	90.2	100.0
	(Elementary school student)	-	-	-
	(Middle school student)	16.9	83.1	100.0
	(A regular elementary school graduate)	8.3	91.7	100.0
	Middle school graduate	-	-	-
	(High school student)	0.0	100.0	100.0
	(A regular middle school graduate)	0.0	100.0	100.0
	High school graduate	0.0	100.0	100.0
	(University student)	8.1	91.9	100.0
	(A regular high school graduate)	9.0	91.0	100.0
	University graduate or higher (Graduate student)	6.1	93.9	100.0
	(A regular university graduate)	10.6	89.4	100.0
		0.0	100.0	100.0
Household income	Less than KRW 2 million	10.7	89.3	100.0
	KRW 2 million-Less than 3 million	0.0	100.0	100.0
	KRW 3 million-Less than 4 million	0.0	100.0	100.0
	KRW 4 million-Less than 5 million	19.2	80.8	100.0
	KRW 5 million and higher	12.3	87.7	100.0
Region size	Dong	7.9	92.1	100.0
	Eup/Myeon	9.0	91.0	100.0
Region	Seoul	11.7	88.3	100.0
	Busan	12.4	87.6	100.0
	Daegu	0.0	100.0	100.0
	Incheon	0.0	100.0	100.0
	Gwangju	19.2	80.8	100.0
	Daejeon	4.6	95.4	100.0
	Ulsan	4.6	95.4	100.0
	Gyeonggi	24.8	75.2	100.0
	Gangwon	5.5	94.5	100.0
	Chungcheong (Chungbuk)	3.7	96.3	100.0
	(Chungnam)	17.3	82.7	100.0
	(Sejong)	0.0	100.0	100.0
	Jeolla (Jeonbuk)	29.4	70.6	100.0
	(Jeonnam)	9.6	90.4	100.0
	Gyeongsang (Gyeongbuk)	3.4	96.6	100.0
	(Gyeongnam)	6.8	93.2	100.0
	Jeju	1.3	98.7	100.0
		8.0	92.0	100.0
		0.0	100.0	100.0
		10.6	89.4	100.0
		12.3	87.7	100.0

Table
112

Generative AI service paid subscription conversion rate - Other_(Household Member_Q26_2_5)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Paid subscription	No paid subscription	Total
Persons aged 12 or older who have experienced Other service		75.1	24.9	100.0
Number of household members	1 person	100.0	0.0	100.0
	2 persons	44.4	55.6	100.0
	3 persons or more	72.2	27.8	100.0
Gender	Male	70.5	29.5	100.0
	Female	78.2	21.8	100.0
Age	12~19	0.0	100.0	100.0
	20s	77.9	22.1	100.0
	30s	85.6	14.4	100.0
	40s	100.0	0.0	100.0
	50s	-	-	-
	60s	0.0	100.0	100.0
	70+	-	-	-
Gender*Age	Male			
	12~19	-	-	-
	20s	58.6	41.4	100.0
	30s	100.0	0.0	100.0
	40s	-	-	-
	50s	-	-	-
	60s	0.0	100.0	100.0
	70+	-	-	-
Female	12~19	0.0	100.0	100.0
	20s	100.0	0.0	100.0
	30s	78.4	21.6	100.0
	40s	100.0	0.0	100.0
	50s	-	-	-
	60s	-	-	-
	70+	-	-	-
Youth	Entire population	59.5	40.5	100.0
	Male	58.6	41.4	100.0
	Female	60.6	39.4	100.0
Occupation	Professional/managerial position	100.0	0.0	100.0
	Office job	91.9	8.1	100.0
	Service/sales	-	-	-
	Production related position	36.2	63.8	100.0
	Agriculture/forestry/fishery	-	-	-
	Unemployed/Other (None/other)	41.1	58.9	100.0
	(Student)	57.3	42.7	100.0
	(Housewife)	-	-	-
	(Unemployed/Other (None/other))	0.0	100.0	100.0

Table
112

Generative AI service paid subscription conversion rate - Other_(Household Member_Q26_2_5)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Paid subscription	No paid subscription	Total
Education	Elementary school graduate or lower (Uneducated)	0.0	100.0	100.0
	(Elementary school student)	-	-	-
	(Middle school student)	-	-	-
	(A regular elementary school graduate)	0.0	100.0	100.0
	Middle school graduate	-	-	-
	(High school student)	-	-	-
	(A regular middle school graduate)	-	-	-
	High school graduate	86.0	14.0	100.0
	(University student)	79.3	20.7	100.0
	(A regular high school graduate)	100.0	0.0	100.0
	University graduate or higher (Graduate student)	77.5	22.5	100.0
	(A regular university graduate)	-	-	-
Household income	Less than KRW 2 million	77.5	22.5	100.0
	KRW 2 million-Less than 3 million	44.4	55.6	100.0
	KRW 3 million-Less than 4 million	-	-	-
	KRW 4 million-Less than 5 million	100.0	0.0	100.0
	KRW 5 million and higher	100.0	0.0	100.0
Region size	Dong	72.2	27.8	100.0
	Eup/Myeon	86.5	13.5	100.0
Region	Seoul	74.6	25.4	100.0
	Busan	-	-	-
	Daegu	100.0	0.0	100.0
	Incheon	-	-	-
	Gwangju	100.0	0.0	100.0
	Daejeon	-	-	-
	Ulsan	-	-	-
	Gyeonggi	100.0	0.0	100.0
	Gangwon	0.0	100.0	100.0
	Chungcheong (Chungbuk)	-	-	-
	(Chungnam)	-	-	-
	(Sejong)	-	-	-
	Jeolla (Jeonbuk)	0.0	100.0	100.0
	(Jeonnam)	0.0	100.0	100.0
	(Jeonnam)	-	-	-
	Gyeongsang (Gyeongbuk)	-	-	-
	(Gyeongnam)	-	-	-
	Jeju	-	-	-

Table
113

Purpose of Generative AI service use (multiple responses) - ChatGPT_(Household Member_Q26_3_1)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Simple information search	Assistance with documentation	Foreign language translation
Persons aged 12 or older who have experienced ChatGPT service		92.1	36.1	30.7
Number of household members	1 person	92.5	36.5	28.8
	2 persons	92.2	35.2	28.6
	3 persons or more	92.1	36.3	31.6
Gender	Male	92.3	38.5	31.8
	Female	91.9	33.1	29.5
Age	12~19	92.8	29.3	31.0
	20s	92.3	46.1	39.8
	30s	91.0	42.3	32.5
	40s	92.5	33.7	27.8
	50s	91.3	26.6	23.0
	60s	95.1	18.0	16.9
	70+	95.0	13.0	22.1
Gender*Age	Male 12~19	93.4	29.5	30.9
	Male 20s	92.6	45.9	39.2
	Male 30s	91.9	45.3	35.0
	Male 40s	92.3	37.9	28.6
	Male 50s	90.8	31.9	25.8
	Male 60s	93.9	23.3	19.8
	Male 70+	94.1	14.1	26.4
Female	Female 12~19	92.2	29.0	31.1
	Female 20s	92.0	46.3	40.4
	Female 30s	90.0	38.7	29.5
	Female 40s	92.7	28.5	26.9
	Female 50s	92.0	19.4	19.2
	Female 60s	96.9	9.7	12.3
	Female 70+	97.4	10.0	10.7
Youth	Entire population	92.5	37.5	37.3
	Male	93.6	37.1	37.1
	Female	91.3	37.9	37.4
Occupation	Professional/managerial position	88.2	51.9	35.0
	Office job	91.0	47.4	33.5
	Service/sales	93.7	23.8	25.1
	Production related position	93.3	19.1	20.3
	Agriculture/forestry/fishery	96.2	17.3	12.0
	Unemployed/Other (None/other)	92.6	33.2	33.9
	(Student)	92.4	40.1	38.1
	(Housewife)	92.6	12.6	21.4
	(Unemployed/Other (None/other))	94.0	28.4	30.4

Table 113		Purpose of Generative AI service use (multiple responses) - ChatGPT_(Household Member_Q26_3_1)		
		(Unit : %)		
BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Simple information search	Assistance with documentation	Foreign language translation
Education	Elementary school graduate or lower (Uneducated)	93.8	24.9	27.9
	(Elementary school student)	87.3	25.2	37.8
	(Middle school student)	90.7	21.6	17.0
	(A regular elementary school graduate)	94.4	25.8	30.2
	Middle school graduate	90.9	12.3	9.8
	(High school student)	92.4	29.1	31.5
	(A regular middle school graduate)	92.3	29.7	32.2
	High school graduate	95.8	16.3	16.0
	(University student)	93.4	29.5	27.8
	(A regular high school graduate)	91.5	52.5	46.0
	University graduate or higher (Graduate student)	94.5	15.8	17.1
	(A regular university graduate)	91.5	40.1	32.0
		86.3	68.6	51.9
Household income	Less than KRW 2 million	91.5	40.0	31.9
	KRW 2 million-Less than 3 million	89.6	26.7	25.9
	KRW 3 million-Less than 4 million	93.8	28.9	25.4
	KRW 4 million-Less than 5 million	90.6	31.8	26.3
	KRW 5 million and higher	91.2	32.0	26.8
Region size		92.5	38.5	32.9
	Dong	92.2	35.9	31.1
	Eup/Myeon	91.9	37.5	28.5
Region	Seoul	93.3	37.5	33.4
	Busan	93.2	30.9	25.0
	Daegu	95.9	42.6	34.1
	Incheon	87.7	31.0	34.8
	Gwangju	93.8	40.1	25.4
	Daejeon	93.4	27.6	15.3
	Ulsan	93.0	29.2	30.7
	Gyeonggi	92.2	36.7	31.6
	Gangwon	89.6	28.2	25.0
	Chungcheong (Chungbuk)	87.3	39.5	27.2
	(Chungnam)	84.6	36.9	21.9
	(Sejong)	89.6	39.2	29.5
	Jeolla (Jeonbuk)	86.6	49.8	36.0
	(Jeonnam)	91.7	42.4	29.1
		90.4	47.9	42.5
	Gyeongsang (Gyeongbuk)	92.9	37.3	16.6
	(Gyeongnam)	93.2	36.3	32.4
		95.0	43.2	46.0
	Jeju	91.9	31.1	22.3
		94.3	18.2	23.3

Table 114 **Purpose of Generative AI service use (multiple responses) - ChatGPT_(Household Member_Q26_3_1) - CONT.**

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Assistance with creative and hobby activities	Coding and program development	Work automation
Persons aged 12 or older who have experienced ChatGPT service		17.1	4.2	10.6
Number of household members	1 person	15.8	3.6	10.8
	2 persons	15.4	3.9	11.8
	3 persons or more	17.7	4.4	10.2
Gender	Male	16.2	5.2	12.4
	Female	18.2	3.0	8.4
Age	12~19	18.4	2.3	4.4
	20s	21.8	6.2	12.6
	30s	18.3	5.4	14.5
	40s	15.9	3.6	10.8
	50s	12.3	2.1	7.7
	60s	8.2	2.3	5.4
	70+	4.4	1.5	0.7
Gender*Age	Male 12~19	19.5	3.5	5.1
	Male 20s	21.7	6.9	12.9
	Male 30s	16.7	6.8	17.0
	Male 40s	14.0	4.8	13.8
	Male 50s	11.5	2.8	9.9
	Male 60s	10.5	3.4	7.5
	Male 70+	2.9	2.1	1.0
Female	Female 12~19	17.2	1.1	3.6
	Female 20s	22.0	5.4	12.3
	Female 30s	20.2	3.8	11.4
	Female 40s	18.3	2.2	7.2
	Female 50s	13.4	1.3	4.6
	Female 60s	4.7	0.6	2.0
	Female 70+	8.4	0.0	0.0
Youth	Entire population	20.9	4.4	6.5
	Male	20.5	5.3	6.6
	Female	21.4	3.4	6.4
Occupation	Professional/managerial position	18.2	9.7	23.2
	Office job	18.4	5.7	16.5
	Service/sales	14.2	1.7	5.9
	Production related position	8.2	2.1	6.3
	Agriculture/forestry/fishery	7.8	2.6	6.3
	Unemployed/Other (None/other)	19.9	3.9	5.8
	(Student)	22.0	4.5	6.6
	(Housewife)	14.8	1.3	2.4
	(Unemployed/Other (None/other))	16.3	5.3	6.7

Table 114 **Purpose of Generative AI service use (multiple responses) - ChatGPT_(Household Member_Q26_3_1) - CONT.**

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Assistance with creative and hobby activities	Coding and program development	Work automation
Education	Elementary school graduate or lower (Uneducated)	19.6	1.5	4.0
	(Elementary school student)	0.0	0.0	0.0
	(Middle school student)	27.5	0.8	1.4
	(A regular elementary school graduate)	18.4	1.4	4.6
	Middle school graduate	9.9	11.1	0.0
	(High school student)	16.9	2.4	4.2
	(A regular middle school graduate)	17.3	2.4	4.1
	High school graduate	7.9	2.4	5.9
	(University student)	16.8	3.4	6.1
	(A regular high school graduate)	25.2	6.9	9.0
	University graduate or higher	11.9	1.4	4.3
	(Graduate student)	17.0	4.9	13.4
	(A regular university graduate)	26.7	22.4	29.3
Household income	Less than KRW 2 million	17.0	4.8	13.3
	KRW 2 million-Less than 3 million	13.1	5.3	3.6
	KRW 3 million-Less than 4 million	16.4	2.4	7.1
	KRW 4 million-Less than 5 million	14.4	3.0	10.1
	KRW 5 million and higher	18.2	3.9	10.4
Region size	Dong	17.4	4.6	11.1
	Eup/Myeon	18.1	4.4	10.5
Region	Seoul	10.8	3.1	11.1
	Busan	23.2	5.2	12.7
	Daegu	18.7	2.3	3.5
	Incheon	20.8	3.3	15.0
	Gwangju	23.6	4.8	6.3
	Daejeon	13.6	1.5	9.2
	Ulsan	6.1	2.6	3.5
	Gyeonggi	21.5	3.9	5.4
	Gangwon	12.6	4.5	11.9
	Chungcheong (Chungbuk)	12.8	2.3	8.0
	(Chungnam)	12.6	2.6	5.4
	(Sejong)	16.5	1.7	4.1
	Jeolla (Jeonbuk)	9.6	3.8	6.8
	(Jeonnam)	12.9	0.5	3.4
	Gyeongsang (Gyeongbuk)	15.6	2.5	12.1
	(Gyeongnam)	16.1	1.0	3.5
	Jeju	15.1	3.9	20.2
		21.4	5.8	15.2
		22.8	5.6	12.5
		20.3	6.0	17.2
		2.7	0.3	1.3

Table
115

Purpose of Generative AI service use (multiple responses) - Gemini_(Household Member_Q26_3_2)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Simple information search	Assistance with documentation	Foreign language translation
Persons aged 12 or older who have experienced Gemini service		84.8	33.3	29.5
Number of household members	1 person	84.4	29.4	25.5
	2 persons	82.2	33.6	27.8
	3 persons or more	85.6	33.6	30.5
Gender	Male	83.1	35.1	31.6
	Female	87.2	30.6	26.5
Age	12~19	87.8	29.3	35.0
	20s	84.8	38.0	32.8
	30s	82.2	39.1	31.1
	40s	85.5	31.9	25.7
	50s	83.7	25.1	27.3
	60s	91.3	9.4	10.8
	70+	91.1	0.0	16.5
Gender*Age	Male 12~19	86.9	32.1	39.3
	Male 20s	81.9	38.2	35.2
	Male 30s	82.3	40.1	33.7
	Male 40s	82.6	36.2	25.6
	Male 50s	82.7	28.7	31.6
	Male 60s	88.1	13.5	12.3
	Male 70+	95.3	0.0	15.3
Female	Female 12~19	88.9	25.6	29.5
	Female 20s	88.5	37.7	29.8
	Female 30s	82.0	37.6	27.2
	Female 40s	90.1	24.9	25.9
	Female 50s	85.7	18.1	18.9
	Female 60s	95.7	3.7	8.8
	Female 70+	80.6	0.0	19.4
Youth	Entire population	85.9	36.9	34.4
	Male	83.3	38.4	36.5
	Female	89.3	34.9	31.7
Occupation	Professional/managerial position	80.2	38.1	25.0
	Office job	81.4	42.7	32.7
	Service/sales	90.1	19.5	21.1
	Production related position	81.1	17.9	25.6
	Agriculture/forestry/fishery	72.7	20.4	7.6
	Unemployed/Other (None/other)	87.7	31.4	32.5
	(Student)	85.8	36.8	34.1
	(Housewife)	94.7	9.2	22.6
	(Unemployed/Other (None/other))	89.7	28.9	37.3

Table
115

Purpose of Generative AI service use (multiple responses) - Gemini_(Household Member_Q26_3_2)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Simple information search	Assistance with documentation	Foreign language translation
Education	Elementary school graduate or lower (Uneducated)	93.6	21.1	25.9
	(Elementary school student)	100.0	0.0	0.0
	(Middle school student)	96.5	10.9	21.4
	(A regular elementary school graduate)	92.3	25.7	28.6
	Middle school graduate	100.0	0.0	0.0
	(High school student)	84.6	26.5	34.9
	(A regular middle school graduate)	84.5	27.8	36.9
	High school graduate	85.3	13.9	14.7
	(University student)	87.3	31.2	28.6
	(A regular high school graduate)	82.9	44.5	34.9
	University graduate or higher (Graduate student)	92.1	16.9	21.8
	(A regular university graduate)	83.4	35.3	29.7
		92.8	34.7	28.0
Household income	Less than KRW 2 million	83.3	35.3	29.7
	KRW 2 million-Less than 3 million	83.7	24.0	24.3
	KRW 3 million-Less than 4 million	86.4	28.1	19.3
	KRW 4 million-Less than 5 million	80.1	25.6	23.0
	KRW 5 million and higher	83.0	31.6	23.3
Region size		85.9	35.3	32.6
	Dong	85.7	32.3	28.8
	Eup/Myeon	79.1	39.6	34.2
Region	Seoul	89.2	22.5	19.4
	Busan	95.7	51.1	50.7
	Daegu	76.5	31.6	21.7
	Incheon	79.3	35.5	30.7
	Gwangju	92.4	42.0	41.3
	Daejeon	92.0	29.4	15.0
	Ulsan	87.6	49.8	56.1
	Gyeonggi	81.2	38.6	37.8
	Gangwon	89.7	24.6	26.4
	Chungcheong (Chungbuk)	83.1	28.4	16.4
	(Chungnam)	65.2	45.3	13.6
	(Sejong)	90.8	20.9	17.4
	Jeolla (Jeonbuk)	86.9	25.8	18.3
	(Jeonnam)	90.7	33.3	13.4
	Gyeongsang (Gyeongbuk)	88.0	24.9	14.5
	(Gyeongnam)	92.8	39.6	12.6
	Jeju	80.8	34.2	32.8
		79.7	42.4	24.7
		81.3	30.4	36.5
		88.1	18.7	14.0

Table 116 **Purpose of Generative AI service use (multiple responses) - Gemini_(Household Member_Q26_3_2) - CONT.**

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Assistance with creative and hobby activities	Coding and program development	Work automation	Other
Persons aged 12 or older who have experienced Gemini service		11.3	3.0	7.5	0.0
Number of household members	1 person	7.8	2.1	5.8	0.0
	2 persons	10.3	2.3	9.6	0.0
	3 persons or more	12.0	3.3	7.1	0.0
Gender	Male	10.5	3.2	8.5	0.0
	Female	12.4	2.7	6.0	0.0
Age	12~19	16.1	2.3	4.7	0.0
	20s	13.4	2.3	7.9	0.0
	30s	8.9	3.9	9.1	0.0
	40s	11.1	4.2	8.0	0.0
	50s	10.1	2.1	5.9	0.0
	60s	3.9	0.9	4.9	0.0
	70+	7.0	0.0	3.6	0.0
Gender*Age	Male				
	12~19	14.6	1.5	5.2	0.0
	20s	12.1	2.4	7.1	0.0
	30s	8.0	4.0	10.1	0.0
	40s	9.9	4.9	10.8	0.0
	50s	12.2	2.4	8.0	0.0
	60s	5.2	1.1	6.0	0.0
	70+	9.8	0.0	5.1	0.0
Female	12~19	18.1	3.2	4.1	0.0
	20s	15.1	2.1	8.8	0.1
	30s	10.2	3.7	7.5	0.0
	40s	13.2	3.2	3.4	0.0
	50s	5.9	1.6	2.0	0.0
	60s	2.1	0.7	3.4	0.0
	70+	0.0	0.0	0.0	0.0
Youth	Entire population	16.7	2.4	5.3	0.0
	Male	15.9	2.1	5.6	0.0
	Female	17.7	2.7	4.9	0.0
Occupation	Professional/managerial position	15.6	7.3	8.9	0.0
	Office job	9.6	3.8	11.1	0.0
	Service/sales	10.4	1.6	4.5	0.1
	Production related position	8.3	2.7	12.6	0.0
	Agriculture/forestry/fishery	32.9	0.0	2.0	0.0
	Unemployed/Other (None/other)	13.8	1.9	3.3	0.0
	(Student)	16.7	2.4	3.7	0.0
	(Housewife)	6.3	0.7	0.3	0.0
	(Unemployed/Other (None/other))	4.7	0.8	5.4	0.0

Table
116**Purpose of Generative AI service use (multiple responses) - Gemini_(Household Member_Q26_3_2) - CONT.**

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Assistance with creative and hobby activities	Coding and program development	Work automation	Other
Education	Elementary school graduate or lower (Uneducated)	13.9	0.5	5.2	0.0
	(Elementary school student)	0.0	0.0	0.0	0.0
	(Middle school student)	24.2	2.0	1.8	0.0
	(A regular elementary school graduate)	10.9	0.0	6.7	0.0
	Middle school graduate	0.0	0.0	0.0	0.0
	(High school student)	15.9	2.8	3.9	0.0
	(A regular middle school graduate)	17.5	3.0	2.9	0.0
	High school graduate	0.0	0.0	13.9	0.0
	(University student)	13.9	2.2	5.4	0.1
	(A regular high school graduate)	17.1	2.7	4.4	0.0
	University graduate or higher (Graduate student)	10.3	1.8	6.5	0.1
	(A regular university graduate)	9.8	3.4	8.7	0.0
		18.9	0.0	0.0	0.0
Household income	Less than KRW 2 million	9.8	3.5	8.8	0.0
	KRW 2 million-Less than 3 million	6.1	2.6	9.4	0.0
	KRW 3 million-Less than 4 million	16.7	1.8	10.5	0.0
	KRW 4 million-Less than 5 million	7.7	2.0	6.0	0.0
	KRW 5 million and higher	12.3	3.4	6.9	0.0
Region size	Dong	11.4	3.2	6.6	0.0
	Eup/Myeon	10.5	1.8	13.6	0.0
Region	Seoul	7.5	1.4	3.1	0.0
	Busan	36.9	3.2	5.3	0.0
	Daegu	21.7	2.8	2.1	0.0
	Incheon	8.2	5.8	4.6	0.0
	Gwangju	6.9	1.0	8.5	0.0
	Daejeon	6.7	1.6	5.3	0.0
	Ulsan	38.6	5.9	4.6	0.0
	Gyeonggi	9.9	3.9	13.0	0.0
	Gangwon	18.2	6.7	7.7	0.0
	Chungcheong (Chungbuk)	10.1	2.6	1.0	0.0
	(Chungnam)	19.7	0.9	2.2	0.0
	(Sejong)	5.6	3.8	0.4	0.0
	Jeolla (Jeonbuk)	10.2	0.0	1.3	0.0
	(Jeonnam)	6.3	1.5	22.6	0.5
	Gyeongsang (Gyeongbuk)	7.5	1.5	5.5	1.1
	(Gyeongnam)	5.4	1.6	35.3	0.0
	Jeju	10.4	1.9	4.5	0.0
		11.2	2.1	1.8	0.0
		10.1	1.8	5.8	0.0
		5.7	0.0	3.0	0.0

Table
117

Purpose of Generative AI service use (multiple responses) - Copilot_(Household Member_Q26_3_3)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Simple information search	Assistance with documentation	Foreign language translation
Persons aged 12 or older who have experienced Copilot service		70.0	36.9	36.4
Number of household members	1 person	67.2	35.1	43.9
	2 persons	73.6	34.0	33.4
	3 persons or more	69.4	37.8	36.3
Gender	Male	67.7	39.5	36.0
	Female	73.2	33.0	37.0
Age	12~19	77.4	19.5	32.3
	20s	67.4	39.1	38.2
	30s	70.2	46.3	36.9
	40s	74.2	30.2	31.8
	50s	60.2	31.5	38.5
	60s	77.9	34.8	40.8
	70+	100.0	0.0	50.0
Gender*Age	Male 12~19	75.7	22.8	29.4
	Male 20s	65.9	40.5	33.9
	Male 30s	67.4	49.6	38.3
	Male 40s	72.1	32.6	38.1
	Male 50s	57.8	36.3	36.7
	Male 60s	72.9	35.5	43.6
	Male 70+	100.0	0.0	50.0
Female	Female 12~19	79.1	15.9	35.4
	Female 20s	69.3	37.5	43.2
	Female 30s	74.7	40.8	34.7
	Female 40s	77.8	26.1	20.8
	Female 50s	66.2	19.4	43.2
	Female 60s	92.3	32.6	32.6
	Female 70+	-	-	-
Youth	Entire population	72.5	31.5	37.2
	Male	71.7	31.8	33.2
	Female	73.5	31.1	41.6
Occupation	Professional/managerial position	60.0	42.5	35.2
	Office job	65.1	42.9	40.0
	Service/sales	74.0	33.9	31.8
	Production related position	73.3	23.5	20.4
	Agriculture/forestry/fishery	97.3	38.0	12.6
	Unemployed/Other (None/other)	75.5	30.7	36.6
	(Student)	74.1	30.9	35.7
	(Housewife)	88.6	15.2	23.4
	(Unemployed/Other (None/other))	78.7	43.7	58.8

Table
117

Purpose of Generative AI service use (multiple responses) - Copilot_(Household Member_Q26_3_3)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Simple information search	Assistance with documentation	Foreign language translation
Education	Elementary school graduate or lower (Uneducated)	94.6	20.9	15.4
	(Elementary school student)	-	-	-
	(Middle school student)	100.0	36.1	0.0
	(A regular elementary school graduate)	93.5	17.7	18.7
	Middle school graduate	-	-	-
	(High school student)	70.6	21.1	33.9
	(A regular middle school graduate)	69.3	18.9	34.3
	High school graduate	100.0	70.8	26.1
	(University student)	73.3	33.5	37.9
	(A regular high school graduate)	72.9	35.9	40.6
	University graduate or higher (Graduate student)	74.4	26.7	30.4
	(A regular university graduate)	67.6	40.3	37.1
Household income	Less than KRW 2 million	29.0	100.0	63.3
	KRW 2 million-Less than 3 million	67.8	40.0	37.0
	KRW 3 million-Less than 4 million	73.0	44.0	58.6
	KRW 4 million-Less than 5 million	89.3	51.8	31.6
	KRW 5 million and higher	59.6	30.2	40.6
Region size	Dong	66.9	41.6	29.8
	Eup/Myeon	70.8	36.4	36.7
Region	Seoul	72.7	38.3	36.3
	Busan	61.5	32.6	36.7
	Daegu	71.9	33.2	25.1
	Incheon	70.5	32.2	19.5
	Gwangju	90.2	22.4	32.2
	Daejeon	63.8	24.8	34.2
	Ulsan	96.7	67.4	53.1
	Gyeonggi	87.7	53.9	50.8
	Gangwon	86.0	11.2	42.3
	Chungcheong (Chungbuk)	56.6	45.2	53.0
	(Chungnam)	76.1	26.6	21.2
	(Sejong)	80.0	24.0	20.6
	Jeolla (Jeonbuk)	48.7	29.1	9.7
	(Jeonnam)	86.8	23.5	22.9
	Gyeongsang (Gyeongbuk)	62.2	17.6	15.5
	(Gyeongnam)	95.3	40.4	13.0
	Jeju	100.0	46.2	19.3
		93.0	37.7	10.0
		59.0	50.7	50.0
		88.7	42.4	11.3
		55.0	51.8	55.1
		54.8	22.6	8.6

Table 118 **Purpose of Generative AI service use (multiple responses) - Copilot_(Household Member_Q26_3_3) - CONT.**

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Assistance with creative and hobby activities	Coding and program development	Work automation
Persons aged 12 or older who have experienced Copilot service		8.3	8.4	6.4
Number of household members	1 person	4.1	12.3	4.3
	2 persons	8.3	7.7	4.8
	3 persons or more	8.8	8.1	7.0
Gender	Male	8.9	8.7	7.3
	Female	7.5	8.0	5.1
Age	12~19	7.7	10.1	4.9
	20s	7.2	11.2	4.3
	30s	7.3	7.2	8.6
	40s	9.2	2.5	8.5
	50s	12.3	9.9	4.1
	60s	19.9	2.0	14.1
	70+	0.0	0.0	0.0
Gender*Age	Male 12~19	5.8	16.0	3.6
	Male 20s	6.8	12.3	5.3
	Male 30s	9.0	7.2	9.2
	Male 40s	9.0	1.6	11.5
	Male 50s	12.1	7.7	2.8
	Male 60s	26.8	0.0	16.3
	Male 70+	0.0	0.0	0.0
Female	Female 12~19	9.7	3.6	6.3
	Female 20s	7.7	10.0	3.3
	Female 30s	4.3	7.3	7.5
	Female 40s	9.5	3.9	3.4
	Female 50s	12.8	15.5	7.2
	Female 60s	0.0	7.7	7.7
	Female 70+	-	-	-
Youth	Entire population	6.5	12.7	4.2
	Male	5.5	16.1	4.1
	Female	7.6	9.1	4.5
Occupation	Professional/managerial position	9.1	12.2	20.2
	Office job	10.1	6.7	7.4
	Service/sales	6.2	4.0	2.1
	Production related position	8.8	4.4	8.0
	Agriculture/forestry/fishery	9.8	0.0	0.0
	Unemployed/Other (None/other)	6.6	13.2	4.8
	(Student)	6.6	14.7	5.0
	(Housewife)	0.0	2.6	2.6
	(Unemployed/Other (None/other))	12.2	5.9	4.9

Table 118 **Purpose of Generative AI service use (multiple responses) - Copilot_(Household Member_Q26_3_3) - CONT.**

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Assistance with creative and hobby activities	Coding and program development	Work automation
Education	Elementary school graduate or lower (Uneducated)	7.8	0.0	5.4
	(Elementary school student)	-	-	-
	(Middle school student)	44.2	0.0	0.0
	(A regular elementary school graduate)	0.0	0.0	6.6
	Middle school graduate	-	-	-
	(High school student)	7.5	12.4	3.9
	(A regular middle school graduate)	7.8	13.0	4.1
	High school graduate	0.0	0.0	0.0
	(University student)	5.1	14.4	5.1
	(A regular high school graduate)	4.8	17.3	5.0
	University graduate or higher	6.0	6.4	5.3
	(Graduate student)	9.5	6.3	7.1
Household income	(A regular university graduate)	34.3	36.7	0.0
	Less than KRW 2 million	9.4	6.2	7.2
	KRW 2 million-Less than 3 million	5.3	27.0	0.0
	KRW 3 million-Less than 4 million	17.4	21.6	18.0
	KRW 4 million-Less than 5 million	12.8	7.1	1.0
Region size	KRW 5 million and higher	11.4	2.9	3.3
	Dong	7.3	8.6	7.1
	Eup/Myeon	8.4	10.3	6.7
Region		7.9	2.4	5.5
	Seoul	1.9	7.8	8.1
	Busan	6.1	4.8	6.1
	Daegu	9.8	0.0	0.0
	Incheon	8.1	17.7	5.4
	Gwangju	15.7	0.0	15.5
	Daejeon	7.9	3.6	6.1
	Ulsan	17.9	0.0	0.0
	Gyeonggi	3.4	11.3	5.1
	Gangwon	40.6	10.4	21.2
	Chungcheong	8.9	3.0	2.5
	(Chungbuk)	17.8	3.8	2.2
	(Chungnam)	6.6	2.8	2.4
	(Sejong)	19.7	5.0	4.8
	Jeolla	14.6	7.3	23.1
	(Jeonbuk)	7.8	4.1	4.1
	(Jeonnam)	17.8	8.8	32.1
	Gyeongsang	34.5	6.4	6.8
	(Gyeongbuk)	0.0	11.3	0.0
	(Gyeongnam)	39.1	5.7	7.7
	Jeju	14.0	0.0	0.0

Table
119

Purpose of Generative AI service use (multiple responses) - CLOVA X_(Household Member_Q26_3_4)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Simple information search	Assistance with documentation	Foreign language translation
Persons aged 12 or older who have experienced CLOVA X service		77.7	28.0	25.1
Number of household members	1 person	73.7	21.2	21.9
	2 persons	75.9	22.7	20.9
	3 persons or more	78.5	29.7	26.2
Gender	Male	78.1	30.2	26.4
	Female	77.2	24.8	23.2
Age	12~19	92.8	12.1	23.0
	20s	76.9	32.8	34.4
	30s	77.0	31.0	20.4
	40s	73.6	21.5	20.4
	50s	70.0	27.5	7.1
	60s	84.0	41.8	27.6
	70+	0.0	0.0	0.0
Gender*Age	Male 12~19	92.8	17.0	22.9
	Male 20s	77.8	32.6	34.4
	Male 30s	73.1	35.1	23.3
	Male 40s	79.3	19.2	21.1
	Male 50s	74.5	37.3	9.5
	Male 60s	83.2	46.8	38.5
	Male 70+	-	-	-
Female	Female 12~19	92.7	6.3	23.1
	Female 20s	75.5	33.2	34.4
	Female 30s	83.4	24.3	15.6
	Female 40s	65.8	24.5	19.5
	Female 50s	64.4	15.3	4.3
	Female 60s	86.2	29.3	0.0
	Female 70+	0.0	0.0	0.0
Youth	Entire population	84.1	29.6	34.7
	Male	86.6	32.2	33.7
	Female	80.4	26.0	36.2
Occupation	Professional/managerial position	68.2	37.3	15.7
	Office job	76.1	33.3	24.9
	Service/sales	72.4	16.5	22.3
	Production related position	77.0	16.1	11.3
	Agriculture/forestry/fishery	-	-	-
	Unemployed/Other (None/other)	85.0	27.7	31.5
	(Student)	84.5	28.7	33.3
	(Housewife)	83.8	4.9	18.4
	(Unemployed/Other (None/other))	91.5	38.1	21.6

Table
119

Purpose of Generative AI service use (multiple responses) - CLOVA X_(Household Member_Q26_3_4)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Simple information search	Assistance with documentation	Foreign language translation
Education	Elementary school graduate or lower (Uneducated)	91.8	10.0	21.0
	(Elementary school student)	-	-	-
	(Middle school student)	70.8	0.0	38.6
	(A regular elementary school graduate)	96.3	12.2	17.2
	Middle school graduate	-	-	-
	(High school student)	93.2	7.8	21.2
	(A regular middle school graduate)	94.4	8.2	22.1
	High school graduate	66.7	0.0	0.0
	(University student)	83.2	31.3	32.3
	(A regular high school graduate)	80.0	35.0	37.5
	University graduate or higher (Graduate student)	90.7	22.8	20.1
	(A regular university graduate)	73.6	29.3	22.8
Household income	Less than KRW 2 million	63.4	100.0	72.7
	KRW 2 million-Less than 3 million	73.7	28.3	22.1
	KRW 3 million-Less than 4 million	87.8	47.6	22.2
	KRW 4 million-Less than 5 million	87.6	23.6	10.6
	KRW 5 million and higher	72.4	15.0	20.6
Region size	Dong	84.0	16.8	13.2
	Eup/Myeon	76.8	32.2	28.7
Region	Seoul	77.1	30.2	24.2
	Busan	81.0	16.0	30.1
	Daegu	81.3	49.7	26.8
	Incheon	89.6	26.0	4.2
	Gwangju	100.0	11.9	1.5
	Daejeon	61.9	27.0	36.4
	Ulsan	93.4	34.6	41.8
	Gyeonggi	90.0	33.5	25.5
	Gangwon	100.0	0.0	0.0
	Chungcheong (Chungbuk)	74.5	17.4	29.6
	(Chungnam)	78.6	21.4	43.4
	(Sejong)	51.5	21.0	25.9
	Jeolla (Jeonbuk)	46.8	26.0	12.2
	(Jeonnam)	58.3	13.9	38.5
	Gyeongsang (Gyeongbuk)	32.0	40.5	5.5
	(Gyeongnam)	89.1	32.9	13.3
	Jeju	81.9	24.6	20.1
		93.6	38.1	9.0
		87.4	16.0	13.2
		85.9	47.3	18.6
		87.9	5.7	11.4
		87.7	12.3	0.0

Table 120 Purpose of Generative AI service use (multiple responses) - CLOVA X_(Household Member_Q26_3_4) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Assistance with creative and hobby activities	Coding and program development	Work automation	Other
Persons aged 12 or older who have experienced CLOVA X service		9.4	8.3	12.4	0.1
Number of household members	1 person	7.3	7.6	13.9	0.0
	2 persons	7.0	5.3	15.8	0.5
	3 persons or more	10.0	8.9	11.6	0.0
Gender	Male	9.9	8.1	12.5	0.0
	Female	8.6	8.6	12.3	0.2
Age	12~19	8.4	5.3	3.0	0.0
	20s	11.5	10.1	10.7	0.0
	30s	8.7	7.6	13.7	0.0
	40s	8.0	10.8	13.5	0.0
	50s	6.7	0.0	26.3	0.0
	60s	2.9	11.7	25.2	0.0
	70+	0.0	0.0	0.0	100.0
Gender*Age	12~19	8.7	5.5	1.3	0.0
	20s	12.7	8.5	10.3	0.0
	30s	10.6	8.4	14.0	0.0
	40s	5.7	11.3	15.0	0.0
	50s	4.4	0.0	25.9	0.0
	60s	4.1	10.9	23.6	0.0
	70+	-	-	-	-
Female	12~19	8.0	5.0	5.2	0.0
	20s	9.8	12.2	11.2	0.0
	30s	5.6	6.2	13.0	0.0
	40s	11.2	10.2	11.4	0.0
	50s	9.6	0.0	26.8	0.0
	60s	0.0	13.8	29.3	0.0
	70+	0.0	0.0	0.0	100.0
Youth	Entire population	10.4	8.3	8.7	0.0
	Male	9.5	9.3	7.6	0.0
	Female	11.7	6.9	10.3	0.0
Occupation	Professional/managerial position	2.7	9.7	22.0	0.0
	Office job	11.9	9.9	14.5	0.0
	Service/sales	8.9	5.9	11.8	0.0
	Production related position	12.8	4.6	14.3	0.0
	Agriculture/forestry/fishery	-	-	-	-
	Unemployed/Other (None/other)	7.7	8.0	7.6	0.2
	(Student)	8.6	9.0	6.9	0.0
	(Housewife)	0.0	0.0	8.3	3.0
	(Unemployed/Other (None/other))	3.8	3.8	14.1	0.0

Table 120	Purpose of Generative AI service use (multiple responses) - CLOVA X_(Household Member_Q26_3_4) - CONT.				
(Unit : %)					
BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Assistance with creative and hobby activities	Coding and program development	Work automation	Other
Education	Elementary school graduate or lower (Uneducated)	13.5	6.0	1.9	0.0
	(Elementary school student)	-	-	-	-
	(Middle school student)	23.1	16.9	0.0	0.0
	(A regular elementary school graduate)	11.5	3.7	2.3	0.0
	Middle school graduate	-	-	-	-
	(High school student)	2.6	0.0	1.9	1.5
	(A regular middle school graduate)	2.7	0.0	2.0	0.0
	High school graduate	0.0	0.0	0.0	33.3
	(University student)	8.7	8.7	10.1	0.0
	(A regular high school graduate)	10.0	11.0	8.6	0.0
	University graduate or higher (Graduate student)	5.8	3.3	13.6	0.0
	(A regular university graduate)	9.8	8.9	14.7	0.0
		0.0	36.6	27.3	0.0
Household income	Less than KRW 2 million	9.9	8.5	14.5	0.0
	KRW 2 million-Less than 3 million	0.0	0.0	0.0	12.2
	KRW 3 million-Less than 4 million	5.9	3.0	7.9	0.0
	KRW 4 million-Less than 5 million	8.5	8.3	18.6	0.0
	KRW 5 million and higher	5.8	5.6	7.5	0.0
Region size	Dong	10.4	9.1	12.7	0.0
	Eup/Myeon	9.4	8.3	13.3	0.0
Region	Seoul	9.1	8.5	7.4	0.4
	Busan	7.6	14.4	18.7	0.0
	Daegu	4.2	0.0	10.5	0.0
	Incheon	0.0	0.0	0.0	0.0
	Gwangju	14.1	11.8	3.8	0.0
	Daejeon	4.6	0.0	12.2	0.0
	Ulsan	8.3	0.0	4.4	0.0
	Gyeonggi	0.0	0.0	0.0	0.0
	Gangwon	10.7	8.4	17.3	0.0
	Chungcheong	11.8	0.0	4.8	0.0
	(Chungbuk)	13.7	12.7	9.6	0.0
	(Chungnam)	17.4	7.3	21.3	0.0
	(Sejong)	10.3	17.2	0.0	0.0
	Jeolla	18.9	6.9	22.0	0.0
	(Jeonbuk)	8.7	3.6	25.7	0.9
	(Jeonnam)	0.0	0.0	4.5	0.0
	Gyeongsang	14.1	5.8	38.8	1.4
	(Gyeongbuk)	9.1	1.2	0.0	0.0
	(Gyeongnam)	0.0	5.0	0.0	0.0
	Jeju	12.1	0.0	0.0	0.0
		0.0	12.3	0.0	0.0

Table
121

Purpose of Generative AI service use (multiple responses) - Other_(Household Member_Q26_3_5)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Simple information search	Assistance with documentation	Foreign language translation
Persons aged 12 or older who have experienced Other service		95.4	86.5	46.3
Number of household members	1 person	100.0	100.0	66.1
	2 persons	55.6	0.0	0.0
	3 persons or more	97.0	89.2	45.4
Gender	Male	100.0	90.4	45.2
	Female	92.3	83.8	47.1
Age	12~19	100.0	100.0	0.0
	20s	100.0	100.0	62.7
	30s	95.8	81.3	37.8
	40s	0.0	100.0	0.0
	50s	-	-	-
	60s	100.0	0.0	100.0
	70+	-	-	-
Gender*Age	12~19	-	-	-
	20s	100.0	100.0	73.9
	30s	100.0	100.0	0.0
	40s	-	-	-
	50s	-	-	-
	60s	100.0	0.0	100.0
	70+	-	-	-
Male	12~19	100.0	100.0	0.0
	20s	100.0	100.0	50.0
	30s	93.6	72.1	56.5
	40s	0.0	100.0	0.0
	50s	-	-	-
	60s	-	-	-
	70+	-	-	-
Female	12~19	100.0	100.0	0.0
	20s	100.0	100.0	50.0
	30s	93.6	72.1	56.5
	40s	0.0	100.0	0.0
	50s	-	-	-
	60s	-	-	-
	70+	-	-	-
Youth	Entire population	100.0	100.0	68.3
	Male	100.0	100.0	73.9
	Female	100.0	100.0	60.6
Occupation	Professional/managerial position	69.6	100.0	0.0
	Office job	100.0	91.9	48.0
	Service/sales	-	-	-
	Production related position	63.8	0.0	63.8
	Agriculture/forestry/fishery	-	-	-
	Unemployed/Other (None/other)	100.0	90.1	51.9
	(Student)	100.0	100.0	72.3
	(Housewife)	-	-	-
	(Unemployed/Other (None/other))	100.0	65.0	0.0

Table 121 Purpose of Generative AI service use (multiple responses) - Other_(Household Member_Q26_3_5)				
		(Unit : %)		
BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Simple information search	Assistance with documentation	Foreign language translation
Education	Elementary school graduate or lower (Uneducated)	100.0	100.0	0.0
	(Elementary school student)	-	-	-
	(Middle school student)	100.0	100.0	0.0
	(A regular elementary school graduate)	-	-	-
	Middle school graduate	-	-	-
	(High school student)	-	-	-
	(A regular middle school graduate)	-	-	-
	High school graduate	89.7	89.7	89.7
	(University student)	100.0	100.0	100.0
	(A regular high school graduate)	68.2	68.2	68.2
	University graduate or higher (Graduate student)	96.8	84.5	37.2
	(A regular university graduate)	-	-	-
Household income	Less than KRW 2 million	55.6	0.0	0.0
	KRW 2 million-Less than 3 million	-	-	-
	KRW 3 million-Less than 4 million	100.0	100.0	47.6
	KRW 4 million-Less than 5 million	100.0	100.0	100.0
	KRW 5 million and higher	97.0	89.2	45.4
Region size	Dong	94.3	86.5	51.4
	Eup/Myeon	100.0	86.5	26.6
Region	Seoul	100.0	84.6	47.7
	Busan	-	-	-
	Daegu	0.0	0.0	0.0
	Incheon	-	-	-
	Gwangju	0.0	100.0	0.0
	Daejeon	-	-	-
	Ulsan	-	-	-
	Gyeonggi	100.0	100.0	58.1
	Gangwon	100.0	65.0	0.0
	Chungcheong (Chungbuk)	-	-	-
	(Chungnam)	-	-	-
	(Sejong)	-	-	-
	Jeolla	100.0	100.0	100.0
	(Jeonbuk)	100.0	100.0	100.0
	(Jeonnam)	-	-	-
	Gyeongsang	-	-	-
	(Gyeongbuk)	-	-	-
	(Gyeongnam)	-	-	-
	Jeju	-	-	-

Table 122	Purpose of Generative AI service use (multiple responses) - Other_(Household Member_Q26_3_5) - CONT.				(Unit : %)
BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Assistance with creative and hobby activities	Coding and program development	Work automation	Other
Persons aged 12 or older who have experienced Other service		9.7	16.6	51.0	-
Number of household members	1 person	0.0	0.0	33.9	-
	2 persons	44.4	0.0	0.0	-
	3 persons or more	9.3	20.8	57.4	-
Gender	Male	12.6	41.0	70.5	-
	Female	7.7	0.0	37.7	-
Age	12~19	0.0	0.0	0.0	-
	20s	13.9	31.3	77.9	-
	30s	4.2	10.0	43.5	-
	40s	100.0	0.0	0.0	-
	50s	-	-	-	-
	60s	0.0	0.0	0.0	-
	70+	-	-	-	-
Gender*Age	12~19	-	-	-	-
	20s	26.1	58.6	58.6	-
	30s	0.0	30.3	100.0	-
	40s	-	-	-	-
	50s	-	-	-	-
	60s	0.0	0.0	0.0	-
	70+	-	-	-	-
Female	12~19	0.0	0.0	0.0	-
	20s	0.0	0.0	100.0	-
	30s	6.4	0.0	15.6	-
	40s	100.0	0.0	0.0	-
	50s	-	-	-	-
	60s	-	-	-	-
	70+	-	-	-	-
Youth	Entire population	15.2	34.1	59.5	-
	Male	26.1	58.6	58.6	-
	Female	0.0	0.0	60.6	-
Occupation	Professional/managerial position	30.4	0.0	69.6	-
	Office job	0.0	8.9	58.5	-
	Service/sales	-	-	-	-
	Production related position	36.2	0.0	0.0	-
	Agriculture/forestry/fishery	-	-	-	-
	Unemployed/Other (None/other)	18.3	41.1	41.1	-
	(Student)	0.0	57.3	57.3	-
	(Housewife)	-	-	-	-
(Unemployed/Other (None/other))		65.0	0.0	0.0	-

Table 122	Purpose of Generative AI service use (multiple responses) - Other_(Household Member_Q26_3_5) - CONT.				
		(Unit : %)			
BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Assistance with creative and hobby activities	Coding and program development	Work automation	Other
Education	Elementary school graduate or lower (Uneducated)	0.0	0.0	0.0	-
	(Elementary school student)	-	-	-	-
	(Middle school student)	0.0	0.0	0.0	-
	(A regular elementary school graduate)	-	-	-	-
	Middle school graduate (High school student)	-	-	-	-
	(A regular middle school graduate)	-	-	-	-
	High school graduate (University student)	10.3	53.6	53.6	-
	(A regular high school graduate)	0.0	79.3	79.3	-
	University graduate or higher (Graduate student)	31.8	0.0	0.0	-
	(A regular university graduate)	10.2	7.1	54.1	-
	Less than KRW 2 million	44.4	0.0	0.0	-
	KRW 2 million-Less than 3 million	-	-	-	-
Household income	KRW 3 million-Less than 4 million	0.0	0.0	52.4	-
	KRW 4 million-Less than 5 million	0.0	0.0	0.0	-
	KRW 5 million and higher	9.3	20.8	57.4	-
Region size	Dong	12.1	20.8	48.7	-
	Eup/Myeon	0.0	0.0	59.9	-
Region	Seoul	0.0	9.3	49.2	-
	Busan	-	-	-	-
	Daegu	100.0	0.0	0.0	-
	Incheon	-	-	-	-
	Gwangju	100.0	0.0	0.0	-
	Daejeon	-	-	-	-
	Ulsan	-	-	-	-
	Gyeonggi	0.0	39.5	81.4	-
	Gangwon	65.0	0.0	0.0	-
	Chungcheong (Chungbuk)	-	-	-	-
	(Chungnam)	-	-	-	-
	(Sejong)	-	-	-	-
	Jeolla	0.0	0.0	0.0	-
	(Jeonbuk)	0.0	0.0	0.0	-
	(Jeonnam)	-	-	-	-
	Gyeongsang (Gyeongbuk)	-	-	-	-
	(Gyeongnam)	-	-	-	-
	Jeju	-	-	-	-

Table
123

Generative AI service satisfaction - ChatGPT_(Household Member_Q26_4_1)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Persons aged 12 or older who have experienced ChatGPT service		19.9	63.1	15.7	1.2	0.1
Number of household members	1 person	18.9	65.5	14.4	1.1	0.0
	2 persons	20.5	60.7	17.4	1.3	0.1
	3 persons or more	19.9	63.5	15.3	1.2	0.1
Gender	Male	20.3	63.3	15.0	1.3	0.1
	Female	19.5	62.8	16.5	1.2	0.1
Age	12~19	24.4	59.2	14.8	1.2	0.4
	20s	19.1	68.0	11.3	1.6	0.1
	30s	19.8	64.6	14.6	1.0	0.1
	40s	19.5	62.4	16.9	1.1	0.1
	50s	17.7	59.8	21.4	1.1	0.0
	60s	22.6	57.0	19.0	1.3	0.1
	70+	19.9	50.2	27.4	2.5	0.0
Gender*Age	12~19	23.8	59.3	15.3	1.2	0.4
	20s	20.3	67.8	10.3	1.5	0.0
	30s	20.9	64.4	13.8	0.9	0.1
	40s	19.6	63.3	15.6	1.4	0.1
	50s	17.7	60.9	20.1	1.2	0.1
	60s	21.5	57.3	19.5	1.5	0.2
	70+	15.7	53.8	27.4	3.1	0.0
	12~19	25.0	59.1	14.2	1.3	0.4
	20s	17.7	68.1	12.3	1.7	0.1
	30s	18.4	64.9	15.5	1.1	0.0
	40s	19.4	61.2	18.5	0.8	0.1
	50s	17.6	58.2	23.2	0.9	0.0
	60s	24.2	56.4	18.3	1.1	0.0
	70+	31.1	40.8	27.4	0.6	0.0
Youth	Entire population	21.6	64.4	12.3	1.5	0.2
	Male	21.5	64.6	12.2	1.5	0.2
	Female	21.7	64.1	12.4	1.6	0.3
Occupation	Professional/managerial position	24.6	59.0	14.3	1.9	0.1
	Office job	19.3	65.5	14.2	0.9	0.0
	Service/sales	17.4	62.2	19.1	1.2	0.1
	Production related position	18.5	61.3	18.7	1.4	0.1
	Agriculture/forestry/fishery	16.8	64.7	14.2	2.6	1.7
	Unemployed/Other (None/other)	22.4	61.6	14.3	1.5	0.2
	(Student)	22.5	63.5	12.1	1.6	0.2
	(Housewife)	22.7	56.3	20.1	0.8	0.1
	(Unemployed/Other (None/other))	21.1	59.5	17.0	2.3	0.2

Table
123

Generative AI service satisfaction - ChatGPT_(Household Member_Q26_4_1)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Education	Elementary school graduate or lower (Uneducated)	24.6	58.9	14.9	1.2	0.3
	(Elementary school student)	19.1	50.4	30.5	0.0	0.0
	(Middle school student)	28.5	53.5	17.5	0.5	0.0
	(A regular elementary school graduate)	23.8	60.1	14.6	1.1	0.4
	Middle school graduate	30.7	53.9	3.0	12.4	0.0
	(High school student)	26.0	57.4	14.2	1.9	0.5
	(A regular middle school graduate)	26.4	57.6	13.8	1.6	0.5
	High school graduate	18.3	52.2	22.4	7.1	0.0
	(University student)	21.4	60.1	17.1	1.4	0.1
	(A regular high school graduate)	19.0	69.3	9.9	1.7	0.1
	University graduate or higher	22.9	54.6	21.3	1.1	0.1
	(Graduate student)	18.5	65.0	15.3	1.1	0.1
	(A regular university graduate)	42.2	45.6	10.5	1.6	0.0
Household income	Less than KRW 2 million	18.4	65.1	15.3	1.1	0.1
	KRW 2 million-Less than 3 million	17.8	53.0	27.1	2.1	0.0
	KRW 3 million-Less than 4 million	22.2	59.8	16.1	1.7	0.2
	KRW 4 million-Less than 5 million	20.9	61.7	15.8	1.5	0.2
	KRW 5 million and higher	21.4	61.1	16.2	1.1	0.2
Region size	Dong	19.3	64.2	15.3	1.2	0.1
	Eup/Myeon	19.6	64.0	15.2	1.1	0.1
Region	Seoul	22.2	57.0	18.5	2.2	0.1
	Busan	15.6	67.2	15.8	1.3	0.1
	Daegu	15.1	72.3	11.3	1.3	0.0
	Incheon	13.2	69.6	16.6	0.6	0.0
	Gwangju	14.3	63.7	20.6	1.3	0.1
	Daejeon	31.7	51.0	16.1	1.0	0.1
	Ulsan	16.2	63.4	18.3	1.6	0.4
	Gyeonggi	14.1	69.7	14.8	1.3	0.1
	Gangwon	22.0	64.9	12.3	0.7	0.0
	Chungcheong	20.4	55.9	18.8	4.2	0.6
	(Chungbuk)	24.9	47.9	25.1	2.2	0.0
	(Chungnam)	27.8	52.0	19.7	0.6	0.0
	(Sejong)	22.3	42.2	32.1	3.4	0.0
	Jeolla	26.4	58.6	12.9	2.1	0.0
	(Jeonbuk)	28.4	54.7	15.0	1.6	0.3
	(Jeonnam)	31.5	52.4	13.9	1.8	0.4
	Gyeongsang	25.5	56.9	16.0	1.4	0.2
	(Gyeongbuk)	24.4	57.3	16.5	1.6	0.2
	(Gyeongnam)	9.7	57.6	30.4	1.9	0.3
	Jeju	35.3	57.1	6.2	1.3	0.1
		26.6	58.1	14.5	0.8	0.0

Table
124

Generative AI service satisfaction – ChatGPT_(Household Member_Q26_4_1) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		☺ Satisfied	☹ Dissatisfied	Total	Average (points)	[Avg.] 100 points (points)	
Persons aged 12 or older who have experienced ChatGPT service		83.0	1.3	100.0	4.0	75.4	
Number of household members	1 person	84.4	1.2	100.0	4.0	75.5	
	2 persons	81.2	1.4	100.0	4.0	75.0	
	3 persons or more	83.4	1.3	100.0	4.0	75.5	
Gender	Male	83.6	1.4	100.0	4.0	75.6	
	Female	82.3	1.3	100.0	4.0	75.1	
Age	12~19	83.6	1.6	100.0	4.1	76.5	
	20s	87.1	1.7	100.0	4.0	76.1	
	30s	84.4	1.0	100.0	4.0	75.8	
	40s	81.9	1.2	100.0	4.0	75.0	
	50s	77.5	1.1	100.0	3.9	73.5	
	60s	79.5	1.4	100.0	4.0	75.1	
	70+	70.2	2.5	100.0	3.9	71.9	
Gender*Age	Male	12~19	83.1	1.6	100.0	4.1	76.2
		20s	88.1	1.6	100.0	4.1	76.7
		30s	85.3	1.0	100.0	4.1	76.3
		40s	82.9	1.5	100.0	4.0	75.3
	Female	50s	78.6	1.3	100.0	4.0	73.7
		60s	78.8	1.7	100.0	4.0	74.6
		70+	69.5	3.1	100.0	3.8	70.5
		Gender*Age	Female	12~19	84.1	1.7	100.0
20s	85.9			1.8	100.0	4.0	75.4
30s	83.4			1.1	100.0	4.0	75.2
40s	80.6			0.9	100.0	4.0	74.7
50s	75.8			0.9	100.0	3.9	73.1
60s	80.7			1.1	100.0	4.0	76.0
70+	71.9			0.6	100.0	4.0	75.6
Youth	Entire population	85.9	1.8	100.0	4.1	76.4	
	Male	86.1	1.7	100.0	4.1	76.4	
	Female	85.8	1.9	100.0	4.1	76.3	
Occupation	Professional/managerial position	83.6	2.1	100.0	4.1	76.5	
	Office job	84.9	0.9	100.0	4.0	75.8	
	Service/sales	79.6	1.3	100.0	4.0	73.9	
	Production related position	79.9	1.5	100.0	4.0	74.2	
	Agriculture/forestry/fishery	81.5	4.3	100.0	3.9	73.1	
	Unemployed/Other (None/other)	84.0	1.7	100.0	4.0	76.1	
	(Student)	86.1	1.8	100.0	4.1	76.6	
	(Housewife)	79.0	0.9	100.0	4.0	75.1	
	(Unemployed/Other (None/other))	80.5	2.4	100.0	4.0	74.8	

Table
124

Generative AI service satisfaction - ChatGPT_(Household Member_Q26_4_1) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		☉ Satisfied	☹ Dissatisfied	Total	Average (points)	[Avg.] 100 points (points)
Education	Elementary school graduate or lower (Uneducated)	83.5	1.5	100.0	4.1	76.6
	(Elementary school student)	69.5	0.0	100.0	3.9	72.1
	(Middle school student)	82.0	0.5	100.0	4.1	77.5
	(A regular elementary school graduate)	83.9	1.5	100.0	4.1	76.5
	Middle school graduate	84.6	12.4	100.0	4.0	75.7
	(High school student)	83.4	2.4	100.0	4.1	76.6
	(A regular middle school graduate)	84.0	2.2	100.0	4.1	76.9
	High school graduate	70.5	7.1	100.0	3.8	70.4
	(University student)	81.5	1.4	100.0	4.0	75.3
	(A regular high school graduate)	88.3	1.8	100.0	4.1	76.4
	University graduate or higher	77.4	1.2	100.0	4.0	74.7
	(Graduate student)	83.5	1.2	100.0	4.0	75.2
	(A regular university graduate)	87.9	1.6	100.0	4.3	82.1
		83.5	1.2	100.0	4.0	75.2
Household income	Less than KRW 2 million	70.8	2.1	100.0	3.9	71.6
	KRW 2 million-Less than 3 million	82.0	1.8	100.0	4.0	75.6
	KRW 3 million-Less than 4 million	82.5	1.7	100.0	4.0	75.4
	KRW 4 million-Less than 5 million	82.5	1.2	100.0	4.0	75.6
	KRW 5 million and higher	83.5	1.2	100.0	4.0	75.4
Region size	Dong	83.6	1.2	100.0	4.0	75.5
	Eup/Myeon	79.2	2.3	100.0	4.0	74.7
Region	Seoul	82.8	1.4	100.0	4.0	74.2
	Busan	87.4	1.3	100.0	4.0	75.3
	Daegu	82.8	0.6	100.0	4.0	73.9
	Incheon	78.1	1.4	100.0	3.9	72.7
	Gwangju	82.7	1.2	100.0	4.1	78.3
	Daejeon	79.7	2.0	100.0	3.9	73.4
	Ulsan	83.7	1.5	100.0	4.0	74.1
	Gyeonggi	87.0	0.7	100.0	4.1	77.1
	Gangwon	76.4	4.8	100.0	3.9	72.9
	Chungcheong	72.8	2.2	100.0	4.0	73.9
	(Chungbuk)	79.8	0.6	100.0	4.1	76.7
	(Chungnam)	64.5	3.4	100.0	3.8	70.9
	(Sejong)	85.0	2.1	100.0	4.1	77.3
	Jeolla	83.1	1.9	100.0	4.1	77.3
	(Jeonbuk)	83.9	2.2	100.0	4.1	78.2
	(Jeonnam)	82.4	1.6	100.0	4.1	76.5
	Gyeongsang	81.7	1.8	100.0	4.0	76.0
	(Gyeongbuk)	67.3	2.3	100.0	3.7	68.6
	(Gyeongnam)	92.4	1.4	100.0	4.3	81.6
	Jeju	84.7	0.8	100.0	4.1	77.6

Table
125

Generative AI service satisfaction - Gemini_(Household Member_Q26_4_2)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Persons aged 12 or older who have experienced Gemini service		18.0	60.7	20.0	1.2	0.1
Number of household members	1 person	16.9	62.6	18.8	1.7	0.0
	2 persons	17.3	60.0	21.2	1.5	0.1
	3 persons or more	18.4	60.7	19.8	1.0	0.0
Gender	Male	17.8	60.7	20.3	1.1	0.0
	Female	18.4	60.8	19.6	1.2	0.1
Age	12~19	23.5	55.9	19.0	1.4	0.2
	20s	17.8	63.0	17.7	1.5	0.0
	30s	15.5	62.5	21.1	0.9	0.0
	40s	18.9	60.2	19.9	0.9	0.0
	50s	17.8	57.7	23.6	0.8	0.2
	60s	17.0	60.0	21.3	1.3	0.4
	70+	23.5	44.2	28.9	3.4	0.0
Gender*Age	12~19	25.4	52.8	21.0	0.9	0.0
	20s	16.2	64.9	17.5	1.5	0.0
	30s	15.6	61.1	22.3	1.0	0.0
	40s	19.9	59.7	19.6	0.8	0.0
	50s	16.9	59.4	22.7	0.7	0.3
	60s	15.0	62.0	21.4	1.7	0.0
	70+	24.0	46.0	25.3	4.7	0.0
Male	12~19	21.1	60.0	16.4	2.1	0.4
	20s	19.8	60.7	18.1	1.4	0.0
	30s	15.4	64.6	19.3	0.6	0.0
	40s	17.3	61.1	20.5	1.1	0.0
	50s	19.4	54.3	25.4	0.9	0.0
	60s	19.9	57.2	21.3	0.7	0.9
	70+	22.3	39.8	37.8	0.0	0.0
Female	12~19	21.1	60.0	16.4	2.1	0.4
	20s	19.8	60.7	18.1	1.4	0.0
	30s	15.4	64.6	19.3	0.6	0.0
	40s	17.3	61.1	20.5	1.1	0.0
	50s	19.4	54.3	25.4	0.9	0.0
	60s	19.9	57.2	21.3	0.7	0.9
	70+	22.3	39.8	37.8	0.0	0.0
Youth	Entire population	18.5	62.6	17.3	1.5	0.1
	Male	19.4	61.6	18.0	1.1	0.0
	Female	17.4	64.0	16.5	1.9	0.2
Occupation	Professional/managerial position	20.6	56.3	21.1	2.0	0.0
	Office job	19.7	60.1	19.5	0.7	0.0
	Service/sales	12.9	62.5	23.5	0.9	0.1
	Production related position	12.4	60.5	24.0	2.8	0.3
	Agriculture/forestry/fishery	7.6	66.3	26.1	0.0	0.0
	Unemployed/Other (None/other)	19.8	61.4	17.3	1.4	0.1
	(Student)	19.6	61.4	17.4	1.6	0.1
	(Housewife)	22.7	58.3	18.4	0.6	0.0
	(Unemployed/Other (None/other))	17.0	66.8	14.6	1.6	0.0

Table
125

Generative AI service satisfaction - Gemini_(Household Member_Q26_4_2)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Education	Elementary school graduate or lower (Uneducated)	23.2	47.8	26.7	1.9	0.4
	(Elementary school student)	0.0	0.0	100.0	0.0	0.0
	(Middle school student)	43.1	48.2	6.9	1.8	0.0
	(A regular elementary school graduate)	17.1	48.9	31.4	2.0	0.6
	Middle school graduate	0.0	29.7	70.3	0.0	0.0
	(High school student)	27.3	56.7	14.7	1.2	0.0
	(A regular middle school graduate)	28.9	56.9	12.9	1.3	0.0
	High school graduate	11.8	55.5	32.7	0.0	0.0
	(University student)	17.1	62.6	18.7	1.5	0.1
	(A regular high school graduate)	14.5	67.3	16.3	1.9	0.0
	University graduate or higher (Graduate student)	20.0	57.5	21.2	1.2	0.1
	(A regular university graduate)	17.3	61.1	20.5	1.0	0.0
Household income	Less than KRW 2 million	37.2	52.4	10.4	0.0	0.0
	KRW 2 million-Less than 3 million	17.2	61.2	20.6	1.0	0.0
	KRW 3 million-Less than 4 million	18.1	64.2	15.8	1.9	0.0
	KRW 4 million-Less than 5 million	19.5	57.2	20.2	3.1	0.0
	KRW 5 million and higher	19.4	61.1	17.7	1.8	0.0
Region size	Dong	21.2	61.9	15.4	1.3	0.1
	Eup/Myeon	17.0	60.5	21.5	0.9	0.1
Region	Seoul	18.0	62.2	18.8	1.0	0.1
	Busan	18.2	51.2	28.4	2.2	0.0
	Daegu	11.8	66.6	20.6	1.0	0.0
	Incheon	25.7	66.7	7.2	0.4	0.0
	Gwangju	5.5	71.6	22.8	0.0	0.0
	Daejeon	22.0	58.3	18.3	1.2	0.3
	Ulsan	3.2	63.4	30.9	2.5	0.0
	Gyeonggi	12.5	63.0	22.2	2.3	0.0
	Gangwon	24.2	61.6	13.3	0.9	0.0
	Chungcheong (Chungbuk)	20.2	59.7	19.4	0.6	0.0
	(Chungnam)	14.3	50.1	28.1	7.4	0.0
	(Sejong)	17.4	54.4	27.6	0.6	0.0
	Jeolla (Jeonbuk)	40.4	46.4	12.7	0.5	0.0
	(Jeonnam)	7.9	56.4	35.0	0.8	0.0
	Gyeongsang (Gyeongbuk)	9.3	65.2	25.5	0.0	0.0
	(Gyeongnam)	18.4	38.3	34.9	7.8	0.6
	Jeju	29.4	35.0	30.0	5.7	0.0
		10.3	40.7	38.6	9.3	1.1
		29.8	59.0	9.2	1.6	0.4
		15.3	61.2	22.2	0.0	1.3
		36.4	57.9	3.3	2.3	0.0
		29.6	50.1	18.3	2.0	0.0

Table
126

Generative AI service satisfaction – Gemini_(Household Member_Q26_4_2) – CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		☉ Satisfied	☹ Dissatisfied	Total	Average (points)	[Avg.] 100 points (points)
Persons aged 12 or older who have experienced Gemini service		78.8	1.2	100.0	4.0	73.9
Number of household members	1 person	79.5	1.7	100.0	4.0	73.7
	2 persons	77.3	1.6	100.0	3.9	73.2
	3 persons or more	79.1	1.0	100.0	4.0	74.1
Gender	Male	78.5	1.2	100.0	4.0	73.8
	Female	79.2	1.2	100.0	4.0	74.1
Age	12~19	79.5	1.6	100.0	4.0	75.3
	20s	80.8	1.5	100.0	4.0	74.3
	30s	78.0	0.9	100.0	3.9	73.2
	40s	79.1	0.9	100.0	4.0	74.3
	50s	75.4	1.0	100.0	3.9	73.0
	60s	77.0	1.6	100.0	3.9	73.0
	70+	67.8	3.4	100.0	3.9	72.0
Gender*Age	Male 12~19	78.1	0.9	100.0	4.0	75.7
	Male 20s	81.0	1.5	100.0	4.0	73.9
	Male 30s	76.7	1.0	100.0	3.9	72.8
	Male 40s	79.6	0.8	100.0	4.0	74.7
	Male 50s	76.3	1.0	100.0	3.9	73.0
	Male 60s	77.0	1.7	100.0	3.9	72.6
	Male 70+	70.0	4.7	100.0	3.9	72.3
Female	Female 12~19	81.2	2.5	100.0	4.0	74.9
	Female 20s	80.5	1.4	100.0	4.0	74.7
	Female 30s	80.0	0.6	100.0	4.0	73.7
	Female 40s	78.4	1.1	100.0	4.0	73.7
	Female 50s	73.7	0.9	100.0	3.9	73.0
	Female 60s	77.1	1.6	100.0	3.9	73.6
	Female 70+	62.2	0.0	100.0	3.8	71.1
Youth	Entire population	81.1	1.5	100.0	4.0	74.5
	Male	80.9	1.1	100.0	4.0	74.8
	Female	81.4	2.1	100.0	4.0	74.1
Occupation	Professional/managerial position	76.9	2.0	100.0	4.0	73.9
	Office job	79.8	0.7	100.0	4.0	74.7
	Service/sales	75.5	1.0	100.0	3.9	71.8
	Production related position	72.9	3.1	100.0	3.8	70.5
	Agriculture/forestry/fishery	73.9	0.0	100.0	3.8	70.4
	Unemployed/Other (None/other)	81.2	1.5	100.0	4.0	74.9
	(Student)	80.9	1.7	100.0	4.0	74.7
	(Housewife)	80.9	0.6	100.0	4.0	75.8
	(Unemployed/Other (None/other))	83.8	1.6	100.0	4.0	74.8

Table
126

Generative AI service satisfaction - Gemini_(Household Member_Q26_4_2) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		☺ Satisfied	☹ Dissatisfied	Total	Average (points)	[Avg.] 100 points (points)
Education	Elementary school graduate or lower (Uneducated)	71.0	2.3	100.0	3.9	72.9
	(Elementary school student)	0.0	0.0	100.0	3.0	50.0
	(Middle school student)	91.3	1.8	100.0	4.3	83.2
	(A regular elementary school graduate)	66.0	2.6	100.0	3.8	70.0
	Middle school graduate	29.7	0.0	100.0	3.3	57.4
	(High school student)	84.1	1.2	100.0	4.1	77.6
	(A regular middle school graduate)	85.7	1.3	100.0	4.1	78.3
	High school graduate	67.3	0.0	100.0	3.8	69.8
	(University student)	79.7	1.6	100.0	4.0	73.8
	(A regular high school graduate)	81.8	1.9	100.0	3.9	73.6
	University graduate or higher	77.4	1.3	100.0	4.0	74.0
	(Graduate student)	78.5	1.0	100.0	4.0	73.7
	(A regular university graduate)	89.6	0.0	100.0	4.3	81.7
		78.4	1.0	100.0	4.0	73.6
Household income	Less than KRW 2 million	82.3	1.9	100.0	4.0	74.6
	KRW 2 million-Less than 3 million	76.7	3.1	100.0	3.9	73.3
	KRW 3 million-Less than 4 million	80.6	1.8	100.0	4.0	74.6
	KRW 4 million-Less than 5 million	83.1	1.4	100.0	4.0	75.7
	KRW 5 million and higher	77.5	1.0	100.0	3.9	73.4
Region size	Dong	80.2	1.1	100.0	4.0	74.3
	Eup/Myeon	69.5	2.2	100.0	3.9	71.4
Region	Seoul	78.4	1.0	100.0	3.9	72.3
	Busan	92.4	0.4	100.0	4.2	79.4
	Daegu	77.2	0.0	100.0	3.8	70.7
	Incheon	80.3	1.4	100.0	4.0	75.2
	Gwangju	66.6	2.5	100.0	3.7	66.8
	Daejeon	75.6	2.3	100.0	3.9	71.5
	Ulsan	85.8	0.9	100.0	4.1	77.3
	Gyeonggi	79.9	0.6	100.0	4.0	74.9
	Gangwon	64.4	7.4	100.0	3.7	67.8
	Chungcheong	71.8	0.6	100.0	3.9	72.2
	(Chungbuk)	86.8	0.5	100.0	4.3	81.7
	(Chungnam)	64.3	0.8	100.0	3.7	67.8
	(Sejong)	74.5	0.0	100.0	3.8	71.0
	Jeolla	56.7	8.4	100.0	3.7	66.5
	(Jeonbuk)	64.3	5.7	100.0	3.9	72.0
	(Jeonnam)	51.0	10.4	100.0	3.5	62.5
	Gyeongsang	88.8	2.0	100.0	4.2	79.1
	(Gyeongbuk)	76.5	1.3	100.0	3.9	72.3
	(Gyeongnam)	94.3	2.3	100.0	4.3	82.1
	Jeju	79.7	2.0	100.0	4.1	76.8

Table
127

Generative AI service satisfaction - Copilot_(Household Member_Q26_4_3)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Persons aged 12 or older who have experienced Copilot service		15.9	56.6	25.2	2.1	0.2
Number of household members	1 person	14.1	57.6	25.6	2.6	0.0
	2 persons	16.7	58.5	22.9	1.4	0.4
	3 persons or more	15.9	55.9	25.7	2.3	0.2
Gender	Male	15.1	58.0	24.3	2.5	0.1
	Female	17.0	54.5	26.5	1.6	0.4
Age	12~19	15.2	53.0	30.6	0.5	0.7
	20s	16.4	56.3	24.5	2.8	0.0
	30s	14.0	54.9	29.5	1.6	0.0
	40s	14.4	63.1	20.7	1.9	0.0
	50s	19.9	58.8	17.0	3.4	1.0
	60s	27.4	48.4	18.9	2.8	2.5
	70+	0.0	100.0	0.0	0.0	0.0
Gender*Age	12~19	11.6	56.2	32.2	0.0	0.0
	20s	14.4	55.2	26.4	4.1	0.0
	30s	12.9	56.9	28.3	1.9	0.0
	40s	15.5	69.1	15.4	0.0	0.0
	50s	21.7	57.2	15.1	4.7	1.4
	60s	30.9	48.9	16.3	3.8	0.0
	70+	0.0	100.0	0.0	0.0	0.0
Gender*Age	12~19	19.1	49.4	28.8	1.1	1.5
	20s	18.8	57.6	22.3	1.2	0.0
	30s	15.8	51.6	31.3	1.3	0.0
	40s	12.4	52.6	29.8	5.1	0.0
	50s	15.4	62.8	21.8	0.0	0.0
	60s	17.2	46.7	26.3	0.0	9.9
	70+	-	-	-	-	-
Youth	Entire population	17.0	50.2	31.8	0.7	0.3
	Male	16.9	47.2	35.5	0.4	0.0
	Female	17.0	53.5	27.8	1.0	0.6
Occupation	Professional/managerial position	19.9	57.0	21.7	1.4	0.0
	Office job	14.2	64.2	19.7	1.9	0.0
	Service/sales	14.8	51.3	31.0	2.9	0.0
	Production related position	23.5	43.2	28.7	3.1	1.5
	Agriculture/forestry/fishery	9.8	77.9	9.6	2.7	0.0
	Unemployed/Other (None/other)	17.3	49.6	30.5	2.1	0.5
	(Student)	18.0	48.5	31.3	1.8	0.3
	(Housewife)	10.3	38.8	50.9	0.0	0.0
	(Unemployed/Other (None/other))	15.5	72.0	2.4	6.6	3.4

Table
127

Generative AI service satisfaction - Copilot_(Household Member_Q26_4_3)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Education	Elementary school graduate or lower (Uneducated)	20.1	40.9	36.6	0.0	2.5
	(Elementary school student)	-	-	-	-	-
	(Middle school student)	44.2	14.1	41.7	0.0	0.0
	(A regular elementary school graduate)	14.9	46.6	35.5	0.0	3.0
	(A regular elementary school graduate)	-	-	-	-	-
	Middle school graduate	14.7	59.7	25.6	0.0	0.0
	(High school student)	12.9	60.4	26.7	0.0	0.0
	(A regular middle school graduate)	55.3	44.7	0.0	0.0	0.0
	High school graduate	20.7	44.8	31.2	2.6	0.7
	(University student)	19.5	46.0	32.4	2.1	0.0
	(A regular high school graduate)	24.2	41.5	27.7	4.1	2.5
	University graduate or higher	14.2	61.0	22.6	2.3	0.0
Household income	(Graduate student)	29.0	71.0	0.0	0.0	0.0
	(A regular university graduate)	14.1	60.9	22.7	2.3	0.0
	Less than KRW 2 million	12.9	60.1	27.0	0.0	0.0
	KRW 2 million-Less than 3 million	35.0	25.2	28.7	11.1	0.0
	KRW 3 million-Less than 4 million	11.9	64.4	22.5	1.2	0.0
Region size	KRW 4 million-Less than 5 million	18.4	63.9	15.6	0.7	1.4
	KRW 5 million and higher	15.5	55.6	26.6	2.2	0.1
Region size	Dong	16.9	53.1	28.0	1.7	0.2
	Eup/Myeon	12.7	67.2	16.4	3.4	0.3
Region	Seoul	7.8	52.5	39.7	0.0	0.0
	Busan	10.0	81.3	8.8	0.0	0.0
	Daegu	0.0	47.2	52.8	0.0	0.0
	Incheon	32.0	47.0	20.5	0.0	0.6
	Gwangju	2.8	70.0	23.6	3.6	0.0
	Daejeon	32.4	56.2	9.5	1.9	0.0
	Ulsan	40.9	32.2	26.8	0.0	0.0
	Gyeonggi	7.3	62.6	27.6	2.4	0.0
	Gangwon	13.1	12.0	23.6	51.4	0.0
	Chungcheong	11.9	67.8	19.0	0.9	0.4
	(Chungbuk)	10.4	64.8	24.8	0.0	0.0
	(Chungnam)	12.8	68.8	16.9	1.0	0.5
	(Sejong)	2.2	59.3	36.6	1.9	0.0
	Jeolla	6.1	43.8	39.2	9.4	1.5
	(Jeonbuk)	7.8	73.8	18.4	0.0	0.0
	(Jeonnam)	5.2	29.6	49.1	13.9	2.2
	Gyeongsang	57.9	29.9	12.3	0.0	0.0
	(Gyeongbuk)	11.3	31.1	57.6	0.0	0.0
	(Gyeongnam)	64.1	29.7	6.2	0.0	0.0
	Jeju	8.3	40.5	28.8	22.4	0.0

Table
128

Generative AI service satisfaction – Copilot_(Household Member_Q26_4_3) – CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		☺ Satisfied	☹ Dissatisfied	Total	Average (points)	[Avg.] 100 points (points)
Persons aged 12 or older who have experienced Copilot service		72.5	2.4	100.0	3.9	71.4
Number of household members	1 person	71.8	2.6	100.0	3.8	70.8
	2 persons	75.2	1.9	100.0	3.9	72.4
	3 persons or more	71.8	2.5	100.0	3.9	71.3
Gender	Male	73.1	2.6	100.0	3.9	71.4
	Female	71.5	2.0	100.0	3.9	71.6
Age	12~19	68.2	1.3	100.0	3.8	70.3
	20s	72.7	2.8	100.0	3.9	71.6
	30s	68.9	1.6	100.0	3.8	70.3
	40s	77.4	1.9	100.0	3.9	72.5
	50s	78.6	4.3	100.0	3.9	73.3
	60s	75.7	5.4	100.0	4.0	73.8
	70+	100.0	0.0	100.0	4.0	75.0
Gender*Age	Male 12~19	67.8	0.0	100.0	3.8	69.9
	Male 20s	69.5	4.1	100.0	3.8	70.0
	Male 30s	69.8	1.9	100.0	3.8	70.2
	Male 40s	84.6	0.0	100.0	4.0	75.0
	Male 50s	78.8	6.1	100.0	3.9	73.3
	Male 60s	79.9	3.8	100.0	4.1	76.8
	Male 70+	100.0	0.0	100.0	4.0	75.0
Female	Female 12~19	68.5	2.6	100.0	3.8	70.9
	Female 20s	76.4	1.2	100.0	3.9	73.5
	Female 30s	67.4	1.3	100.0	3.8	70.5
	Female 40s	65.0	5.1	100.0	3.7	68.1
	Female 50s	78.2	0.0	100.0	3.9	73.4
	Female 60s	63.8	9.9	100.0	3.6	65.3
	Female 70+	-	-	-	-	-
Youth	Entire population	67.2	1.0	100.0	3.8	70.7
	Male	64.1	0.4	100.0	3.8	70.2
	Female	70.5	1.6	100.0	3.9	71.3
Occupation	Professional/managerial position	76.8	1.4	100.0	4.0	73.8
	Office job	78.3	1.9	100.0	3.9	72.7
	Service/sales	66.1	2.9	100.0	3.8	69.5
	Production related position	66.7	4.6	100.0	3.8	71.0
	Agriculture/forestry/fishery	87.7	2.7	100.0	4.0	73.7
	Unemployed/Other (None/other)	66.9	2.6	100.0	3.8	70.3
	(Student)	66.6	2.1	100.0	3.8	70.6
	(Housewife)	49.1	0.0	100.0	3.6	64.8
	(Unemployed/Other (None/other))	87.5	10.1	100.0	3.9	72.4

Table
128

Generative AI service satisfaction - Copilot_(Household Member_Q26_4_3) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		☺ Satisfied	☹ Dissatisfied	Total	Average (points)	[Avg.] 100 points (points)
Education	Elementary school graduate or lower (Uneducated)	60.9	2.5	100.0	3.8	69.0
	(Elementary school student)	-	-	-	-	-
	(Middle school student)	58.3	0.0	100.0	4.0	75.6
	(A regular elementary school graduate)	61.5	3.0	100.0	3.7	67.6
	Middle school graduate	-	-	-	-	-
	(High school student)	74.4	0.0	100.0	3.9	72.3
	(A regular middle school graduate)	73.3	0.0	100.0	3.9	71.5
	High school graduate	100.0	0.0	100.0	4.6	88.8
	(University student)	65.6	3.3	100.0	3.8	70.6
	(A regular high school graduate)	65.5	2.1	100.0	3.8	70.7
	University graduate or higher	65.7	6.6	100.0	3.8	70.2
	(Graduate student)	75.2	2.3	100.0	3.9	71.8
	(A regular university graduate)	100.0	0.0	100.0	4.3	82.3
Household income	Less than KRW 2 million	75.0	2.3	100.0	3.9	71.7
	KRW 2 million-Less than 3 million	73.0	0.0	100.0	3.9	71.5
	KRW 3 million-Less than 4 million	60.2	11.1	100.0	3.8	71.0
	KRW 4 million-Less than 5 million	76.3	1.2	100.0	3.9	71.8
	KRW 5 million and higher	82.3	2.1	100.0	4.0	74.3
Region size	Dong	71.1	2.3	100.0	3.8	71.0
	Eup/Myeon	70.1	1.9	100.0	3.9	71.2
Region	Seoul	79.9	3.7	100.0	3.9	72.1
	Busan	60.3	0.0	100.0	3.7	67.0
	Daegu	91.2	0.0	100.0	4.0	75.3
	Incheon	47.2	0.0	100.0	3.5	61.8
	Gwangju	79.0	0.6	100.0	4.1	77.4
	Daejeon	72.8	3.6	100.0	3.7	68.0
	Ulsan	88.5	1.9	100.0	4.2	79.8
	Gyeonggi	73.2	0.0	100.0	4.1	78.5
	Gangwon	69.9	2.4	100.0	3.8	68.7
	Chungcheong	25.1	51.4	100.0	2.9	46.7
	(Chungbuk)	79.7	1.3	100.0	3.9	72.5
	(Chungnam)	75.2	0.0	100.0	3.9	71.4
	(Sejong)	81.6	1.5	100.0	3.9	73.1
	Jeolla	61.5	1.9	100.0	3.6	65.4
	(Jeonbuk)	49.9	10.9	100.0	3.4	60.9
	(Jeonnam)	81.6	0.0	100.0	3.9	72.4
	Gyeongsang	34.8	16.1	100.0	3.2	55.4
	(Gyeongbuk)	87.7	0.0	100.0	4.5	86.4
	(Gyeongnam)	42.4	0.0	100.0	3.5	63.4
	Jeju	93.8	0.0	100.0	4.6	89.5
		48.8	22.4	100.0	3.4	58.7

Table
129

Generative AI service satisfaction - CLOVA X_(Household Member_Q26_4_4)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Persons aged 12 or older who have experienced CLOVA X service		10.8	57.0	28.7	3.4	0.0
Number of household members	1 person	18.5	43.2	36.2	2.1	0.0
	2 persons	8.3	57.7	28.7	5.2	0.0
	3 persons or more	10.4	58.4	27.9	3.3	0.1
Gender	Male	11.7	54.9	30.7	2.7	0.1
	Female	9.5	60.1	25.9	4.5	0.0
Age	12~19	14.2	46.1	29.6	10.1	0.0
	20s	11.7	62.6	24.1	1.6	0.0
	30s	9.7	58.0	29.2	3.1	0.0
	40s	11.0	54.3	31.5	3.3	0.0
	50s	6.4	46.7	42.4	4.5	0.0
	60s	5.6	55.9	31.7	3.9	2.9
	70+	0.0	0.0	100.0	0.0	0.0
Gender*Age	12~19	21.5	39.0	31.7	7.8	0.0
	20s	12.0	59.3	27.4	1.3	0.0
	30s	10.2	55.2	31.4	3.1	0.0
	40s	9.9	52.2	35.6	2.3	0.0
	50s	7.0	56.3	34.3	2.5	0.0
	60s	7.8	64.1	24.0	0.0	4.1
	70+	-	-	-	-	-
Gender*Age	12~19	5.5	54.5	27.2	12.9	0.0
	20s	11.2	67.2	19.5	2.1	0.0
	30s	8.7	62.7	25.7	2.9	0.0
	40s	12.3	57.3	25.9	4.5	0.0
	50s	5.7	34.9	52.4	7.0	0.0
	60s	0.0	35.1	51.1	13.8	0.0
	70+	0.0	0.0	100.0	0.0	0.0
Youth	Entire population	12.2	56.8	25.8	5.3	0.0
	Male	14.0	53.9	27.3	4.8	0.0
	Female	9.7	60.8	23.6	5.9	0.0
Occupation	Professional/managerial position	15.9	43.5	36.1	4.5	0.0
	Office job	11.0	60.1	26.4	2.3	0.1
	Service/sales	9.6	53.7	34.7	2.1	0.0
	Production related position	6.0	59.0	29.3	5.7	0.0
	Agriculture/forestry/fishery	-	-	-	-	-
	Unemployed/Other (None/other)	10.7	58.2	26.2	4.9	0.0
	(Student)	12.1	58.5	24.3	5.1	0.0
	(Housewife)	0.0	58.6	37.5	3.8	0.0
	(Unemployed/Other (None/other))	4.0	54.0	38.4	3.6	0.0

Table
129

Generative AI service satisfaction - CLOVA X_(Household Member_Q26_4_4)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Education	Elementary school graduate or lower (Uneducated)	25.4	33.7	31.8	9.2	0.0
	(Elementary school student)	-	-	-	-	-
	(Middle school student)	17.1	23.1	49.0	10.8	0.0
	(A regular elementary school graduate)	27.1	35.9	28.1	8.8	0.0
	Middle school graduate	-	-	-	-	-
	(High school student)	2.7	62.8	27.4	7.0	0.0
	(A regular middle school graduate)	2.9	62.6	27.1	7.4	0.0
	High school graduate	0.0	66.7	33.3	0.0	0.0
	(University student)	14.0	56.7	25.9	3.4	0.0
	(A regular high school graduate)	11.5	61.6	23.2	3.8	0.0
	University graduate or higher (Graduate student)	19.9	45.3	32.2	2.6	0.0
	(A regular university graduate)	9.1	58.3	29.7	2.8	0.1
Household income	Less than KRW 2 million	0.0	100.0	0.0	0.0	0.0
	KRW 2 million-Less than 3 million	9.3	57.7	30.1	2.9	0.1
	KRW 3 million-Less than 4 million	0.0	40.3	59.7	0.0	0.0
	KRW 4 million-Less than 5 million	16.5	48.4	28.8	6.3	0.0
	KRW 5 million and higher	10.1	53.5	31.4	4.9	0.0
Region size	Dong	16.3	49.3	28.7	5.6	0.0
	Eup/Myeon	9.7	59.5	28.1	2.7	0.1
Region	Seoul	11.3	56.1	29.2	3.4	0.1
	Busan	7.9	62.2	26.3	3.7	0.0
	Daegu	12.0	47.0	37.9	3.1	0.0
	Incheon	3.8	68.9	23.1	4.2	0.0
	Gwangju	0.0	59.4	36.1	4.5	0.0
	Daejeon	11.8	61.6	21.9	4.6	0.0
	Ulsan	11.8	50.1	30.9	7.3	0.0
	Gyeonggi	10.8	69.9	18.1	0.0	1.2
	Gangwon	0.0	46.4	53.6	0.0	0.0
	Chungcheong (Chungbuk)	12.4	65.5	20.2	1.9	0.0
	(Chungnam)	22.6	46.8	30.6	0.0	0.0
	(Sejong)	11.8	51.6	31.1	5.5	0.0
	Jeolla (Jeonbuk)	8.3	66.1	22.8	2.9	0.0
	(Jeonnam)	15.0	36.1	40.6	8.3	0.0
	Gyeongsang (Gyeongbuk)	6.5	84.1	9.4	0.0	0.0
	(Gyeongnam)	16.0	39.5	35.5	9.0	0.0
	Jeju	29.1	41.3	29.6	0.0	0.0
		7.9	38.4	39.1	14.6	0.0
		0.0	67.3	32.7	0.0	0.0
		0.0	37.0	63.0	0.0	0.0
		0.0	77.3	22.7	0.0	0.0
		21.1	51.5	14.7	12.8	0.0

Table
130

Generative AI service satisfaction - CLOVA X_(Household Member_Q26_4_4) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		☉ Satisfied	☹ Dissatisfied	Total	Average (points)	[Avg.] 100 points (points)
Persons aged 12 or older who have experienced CLOVA X service		67.8	3.5	100.0	3.8	68.8
Number of household members	1 person	61.7	2.1	100.0	3.8	69.5
	2 persons	66.1	5.2	100.0	3.7	67.3
	3 persons or more	68.8	3.3	100.0	3.8	69.0
Gender	Male	66.6	2.8	100.0	3.8	68.9
	Female	69.6	4.5	100.0	3.8	68.7
Age	12~19	60.2	10.1	100.0	3.6	66.1
	20s	74.3	1.6	100.0	3.8	71.1
	30s	67.7	3.1	100.0	3.7	68.6
	40s	65.3	3.3	100.0	3.7	68.2
	50s	53.1	4.5	100.0	3.6	63.7
	60s	61.5	6.8	100.0	3.6	64.3
	70+	0.0	0.0	100.0	3.0	50.0
Male	12~19	60.5	7.8	100.0	3.7	68.5
	20s	71.3	1.3	100.0	3.8	70.5
	30s	65.5	3.1	100.0	3.7	68.1
	40s	62.1	2.3	100.0	3.7	67.4
	50s	63.3	2.5	100.0	3.7	66.9
	60s	71.9	4.1	100.0	3.7	67.9
	70+	-	-	-	-	-
Gender*Age						
Female	12~19	59.9	12.9	100.0	3.5	63.1
	20s	78.4	2.1	100.0	3.9	71.9
	30s	71.4	2.9	100.0	3.8	69.3
	40s	69.6	4.5	100.0	3.8	69.4
	50s	40.6	7.0	100.0	3.4	59.8
	60s	35.1	13.8	100.0	3.2	55.3
	70+	0.0	0.0	100.0	3.0	50.0
Youth	Entire population	69.0	5.3	100.0	3.8	69.0
	Male	67.9	4.8	100.0	3.8	69.3
	Female	70.5	5.9	100.0	3.7	68.6
Occupation	Professional/managerial position	59.4	4.5	100.0	3.7	67.7
	Office job	71.1	2.4	100.0	3.8	69.9
	Service/sales	63.3	2.1	100.0	3.7	67.7
	Production related position	65.0	5.7	100.0	3.7	66.3
	Agriculture/forestry/fishery	-	-	-	-	-
	Unemployed/Other (None/other)	68.9	4.9	100.0	3.8	68.7
	(Student)	70.6	5.1	100.0	3.8	69.4
	(Housewife)	58.6	3.8	100.0	3.6	63.7
	(Unemployed/Other (None/other))	58.0	3.6	100.0	3.6	64.6

Table
130

Generative AI service satisfaction - CLOVA X_(Household Member_Q26_4_4) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		☺ Satisfied	☹ Dissatisfied	Total	Average (points)	[Avg.] 100 points (points)
Education	Elementary school graduate or lower (Uneducated)	59.0	9.2	100.0	3.8	68.8
	(Elementary school student)	-	-	-	-	-
	(Middle school student)	40.2	10.8	100.0	3.5	61.6
	(A regular elementary school graduate)	63.1	8.8	100.0	3.8	70.4
	Middle school graduate	-	-	-	-	-
	(High school student)	65.5	7.0	100.0	3.6	65.3
	(A regular middle school graduate)	65.5	7.4	100.0	3.6	65.2
	High school graduate	66.7	0.0	100.0	3.7	66.7
	(University student)	70.7	3.4	100.0	3.8	70.3
	(A regular high school graduate)	73.1	3.8	100.0	3.8	70.2
	University graduate or higher	65.1	2.6	100.0	3.8	70.6
	(Graduate student)	67.4	2.9	100.0	3.7	68.4
	(A regular university graduate)	100.0	0.0	100.0	4.0	75.0
Household income	Less than KRW 2 million	66.9	2.9	100.0	3.7	68.3
	KRW 2 million-Less than 3 million	40.3	0.0	100.0	3.4	60.1
	KRW 3 million-Less than 4 million	64.9	6.3	100.0	3.8	68.8
	KRW 4 million-Less than 5 million	63.6	4.9	100.0	3.7	67.2
	KRW 5 million and higher	65.6	5.6	100.0	3.8	69.1
Region size	Dong	69.2	2.8	100.0	3.8	69.0
	Eup/Myeon	67.4	3.5	100.0	3.8	68.8
Region	Seoul	70.1	3.7	100.0	3.7	68.6
	Busan	59.0	3.1	100.0	3.7	67.0
	Daegu	72.7	4.2	100.0	3.7	68.1
	Incheon	59.4	4.5	100.0	3.6	63.7
	Gwangju	73.5	4.6	100.0	3.8	70.2
	Daejeon	61.8	7.3	100.0	3.7	66.6
	Ulsan	80.7	1.2	100.0	3.9	72.3
	Gyeonggi	46.4	0.0	100.0	3.5	61.6
	Gangwon	77.9	1.9	100.0	3.9	72.1
	Chungcheong	69.4	0.0	100.0	3.9	73.0
	(Chungbuk)	63.4	5.5	100.0	3.7	67.4
	(Chungnam)	74.3	2.9	100.0	3.8	69.9
	(Sejong)	51.1	8.3	100.0	3.6	64.5
	Jeolla	90.6	0.0	100.0	4.0	74.3
	(Jeonbuk)	55.5	9.0	100.0	3.6	65.6
	(Jeonnam)	70.4	0.0	100.0	4.0	74.9
	Gyeongsang	46.3	14.6	100.0	3.4	59.9
	(Gyeongbuk)	67.3	0.0	100.0	3.7	66.8
	(Gyeongnam)	37.0	0.0	100.0	3.4	59.3
	Jeju	77.3	0.0	100.0	3.8	69.3
		72.6	12.8	100.0	3.8	70.2

Table
131

Generative AI service satisfaction - Other_(Household Member_Q26_4_5)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Persons aged 12 or older who have experienced Other service		28.8	68.3	3.0	-	-
Number of household members	1 person	69.2	30.8	0.0	-	-
	2 persons	0.0	100.0	0.0	-	-
	3 persons or more	22.8	73.5	3.7	-	-
Gender	Male	57.7	34.9	7.4	-	-
	Female	9.1	90.9	0.0	-	-
Age	12~19	0.0	100.0	0.0	-	-
	20s	31.3	60.6	8.1	-	-
	30s	33.5	66.5	0.0	-	-
	40s	0.0	100.0	0.0	-	-
	50s	-	-	-	-	-
	60s	0.0	100.0	0.0	-	-
	70+	-	-	-	-	-
Gender*Age	12~19	-	-	-	-	-
	20s	58.6	26.1	15.3	-	-
	30s	69.7	30.3	0.0	-	-
	40s	-	-	-	-	-
	50s	-	-	-	-	-
	60s	0.0	100.0	0.0	-	-
	70+	-	-	-	-	-
Male	12~19	0.0	100.0	0.0	-	-
	20s	0.0	100.0	0.0	-	-
	30s	15.6	84.4	0.0	-	-
	40s	0.0	100.0	0.0	-	-
	50s	-	-	-	-	-
	60s	-	-	-	-	-
	70+	-	-	-	-	-
Female	12~19	0.0	100.0	0.0	-	-
	20s	0.0	100.0	0.0	-	-
	30s	15.6	84.4	0.0	-	-
	40s	0.0	100.0	0.0	-	-
	50s	-	-	-	-	-
	60s	-	-	-	-	-
	70+	-	-	-	-	-
Youth	Entire population	34.1	57.1	8.9	-	-
	Male	58.6	26.1	15.3	-	-
	Female	0.0	100.0	0.0	-	-
Occupation	Professional/managerial position	0.0	100.0	0.0	-	-
	Office job	29.7	70.3	0.0	-	-
	Service/sales	-	-	-	-	-
	Production related position	0.0	100.0	0.0	-	-
	Agriculture/forestry/fishery	-	-	-	-	-
	Unemployed/Other (None/other)	41.1	48.1	10.7	-	-
	(Student)	57.3	27.7	14.9	-	-
	(Housewife)	-	-	-	-	-
(Unemployed/Other (None/other))		0.0	100.0	0.0	-	-

Table
131

Generative AI service satisfaction - Other_(Household Member_Q26_4_5)

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Education	Elementary school graduate or lower (Uneducated)	0.0	100.0	0.0	-	-
	(Elementary school student)	-	-	-	-	-
	(Middle school student)	0.0	100.0	0.0	-	-
	(A regular elementary school graduate)	-	-	-	-	-
	Middle school graduate	-	-	-	-	-
	(High school student)	-	-	-	-	-
	(A regular middle school graduate)	-	-	-	-	-
	High school graduate	53.6	32.4	14.0	-	-
	(University student)	79.3	0.0	20.7	-	-
	(A regular high school graduate)	0.0	100.0	0.0	-	-
	University graduate or higher (Graduate student)	23.7	76.3	0.0	-	-
Household income	(A regular university graduate)	23.7	76.3	0.0	-	-
	Less than KRW 2 million	0.0	100.0	0.0	-	-
	KRW 2 million-Less than 3 million	-	-	-	-	-
	KRW 3 million-Less than 4 million	52.4	47.6	0.0	-	-
	KRW 4 million-Less than 5 million	100.0	0.0	0.0	-	-
Region size	KRW 5 million and higher	22.8	73.5	3.7	-	-
	Dong	20.8	75.4	3.7	-	-
Region	Eup/Myeon	59.9	40.1	0.0	-	-
	Seoul	9.3	90.7	0.0	-	-
	Busan	-	-	-	-	-
	Daegu	0.0	100.0	0.0	-	-
	Incheon	-	-	-	-	-
	Gwangju	0.0	100.0	0.0	-	-
	Daejeon	-	-	-	-	-
	Ulsan	-	-	-	-	-
	Gyeonggi	81.4	18.6	0.0	-	-
	Gangwon	0.0	100.0	0.0	-	-
	Chungcheong (Chungbuk)	-	-	-	-	-
	(Chungnam)	-	-	-	-	-
	(Sejong)	-	-	-	-	-
	Jeolla (Jeonbuk)	0.0	0.0	100.0	-	-
	(Jeonnam)	0.0	0.0	100.0	-	-
	(Jeonnam)	-	-	-	-	-
	Gyeongsang (Gyeongbuk)	-	-	-	-	-
	(Gyeongnam)	-	-	-	-	-
	Jeju	-	-	-	-	-

Table
132

Generative AI service satisfaction – Other_(Household Member_Q26_4_5) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		☺ Satisfied	☹ Dissatisfied	Total	Average (points)	[Avg.] 100 points (points)
Persons aged 12 or older who have experienced Other service		97.0	-	100.0	4.3	81.5
Number of household members	1 person	100.0	-	100.0	4.7	92.3
	2 persons	100.0	-	100.0	4.0	75.0
	3 persons or more	96.3	-	100.0	4.2	79.8
Gender	Male	92.6	-	100.0	4.5	87.6
	Female	100.0	-	100.0	4.1	77.3
Age	12~19	100.0	-	100.0	4.0	75.0
	20s	91.9	-	100.0	4.2	80.8
	30s	100.0	-	100.0	4.3	83.4
	40s	100.0	-	100.0	4.0	75.0
	50s	-	-	-	-	-
	60s	100.0	-	100.0	4.0	75.0
	70+	-	-	-	-	-
Gender*Age	12~19	-	-	-	-	-
	20s	84.7	-	100.0	4.4	85.8
	30s	100.0	-	100.0	4.7	92.4
	40s	-	-	-	-	-
	50s	-	-	-	-	-
	60s	100.0	-	100.0	4.0	75.0
	70+	-	-	-	-	-
Female	12~19	100.0	-	100.0	4.0	75.0
	20s	100.0	-	100.0	4.0	75.0
	30s	100.0	-	100.0	4.2	78.9
	40s	100.0	-	100.0	4.0	75.0
	50s	-	-	-	-	-
	60s	-	-	-	-	-
	70+	-	-	-	-	-
Youth	Entire population	91.1	-	100.0	4.3	81.3
	Male	84.7	-	100.0	4.4	85.8
	Female	100.0	-	100.0	4.0	75.0
Occupation	Professional/managerial position	100.0	-	100.0	4.0	75.0
	Office job	100.0	-	100.0	4.3	82.4
	Service/sales	-	-	-	-	-
	Production related position	100.0	-	100.0	4.0	75.0
	Agriculture/forestry/fishery	-	-	-	-	-
	Unemployed/Other (None/other)	89.3	-	100.0	4.3	82.6
	(Student)	85.1	-	100.0	4.4	85.6
	(Housewife)	-	-	-	-	-
	(Unemployed/Other (None/other))	100.0	-	100.0	4.0	75.0

Table
132

Generative AI service satisfaction - Other_(Household Member_Q26_4_5) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced the applicable Generative AI service within the last 1 year PERIOD: Within the last 1 year		☺ Satisfied	☹ Dissatisfied	Total	Average (points)	[Avg.] 100 points (points)
Education	Elementary school graduate or lower (Uneducated)	100.0	-	100.0	4.0	75.0
	(Elementary school student)	-	-	-	-	-
	(Middle school student)	100.0	-	100.0	4.0	75.0
	(A regular elementary school graduate)	-	-	-	-	-
	Middle school graduate	-	-	-	-	-
	(High school student)	-	-	-	-	-
	(A regular middle school graduate)	-	-	-	-	-
	High school graduate	86.0	-	100.0	4.4	84.9
	(University student)	79.3	-	100.0	4.6	89.7
	(A regular high school graduate)	100.0	-	100.0	4.0	75.0
	University graduate or higher	100.0	-	100.0	4.2	80.9
	(Graduate student)	-	-	-	-	-
	(A regular university graduate)	100.0	-	100.0	4.2	80.9
Household income	Less than KRW 2 million	100.0	-	100.0	4.0	75.0
	KRW 2 million-Less than 3 million	-	-	-	-	-
	KRW 3 million-Less than 4 million	100.0	-	100.0	4.5	88.1
	KRW 4 million-Less than 5 million	100.0	-	100.0	5.0	100.0
	KRW 5 million and higher	96.3	-	100.0	4.2	79.8
Region size	Dong	96.3	-	100.0	4.2	79.3
	Eup/Myeon	100.0	-	100.0	4.6	90.0
Region	Seoul	100.0	-	100.0	4.1	77.3
	Busan	-	-	-	-	-
	Daegu	100.0	-	100.0	4.0	75.0
	Incheon	-	-	-	-	-
	Gwangju	100.0	-	100.0	4.0	75.0
	Daejeon	-	-	-	-	-
	Ulsan	-	-	-	-	-
	Gyeonggi	100.0	-	100.0	4.8	95.4
	Gangwon	100.0	-	100.0	4.0	75.0
	Chungcheong	-	-	-	-	-
	(Chungbuk)	-	-	-	-	-
	(Chungnam)	-	-	-	-	-
	(Sejong)	-	-	-	-	-
	Jeolla	0.0	-	100.0	3.0	50.0
	(Jeonbuk)	0.0	-	100.0	3.0	50.0
	(Jeonnam)	-	-	-	-	-
	Gyeongsang	-	-	-	-	-
	(Gyeongbuk)	-	-	-	-	-
	(Gyeongnam)	-	-	-	-	-
	Jeju	-	-	-	-	-

Table
133

Reasons for not using Generative AI services_(Household Member_Q26-1)

(Unit : %)

BASE: Persons aged 12 or older who have not experienced Generative AI service within the last 1 year PERIOD: Within the last 1 year		No interest or not needed	Do not know how to use it	Did not know such service exists
Persons aged 12 or older who have not experienced Generative AI service		49.5	18.5	16.1
Number of household members	1 person	43.0	29.9	15.4
	2 persons	46.7	21.5	17.5
	3 persons or more	52.9	13.7	15.3
Gender	Male	50.6	16.8	15.7
	Female	48.4	19.9	16.4
Age	12~19	68.2	6.1	13.3
	20s	56.0	4.8	19.4
	30s	51.4	7.9	16.4
	40s	52.8	12.1	11.6
	50s	50.3	18.1	12.8
	60s	45.5	25.3	16.1
	70+	43.2	26.1	22.5
Gender*Age	Male			
	12~19	64.5	6.7	14.3
	20s	58.3	5.1	18.3
	30s	50.1	8.1	16.3
	40s	53.7	10.9	11.0
	50s	51.6	16.7	12.5
	60s	47.9	22.5	15.3
	70+	43.8	24.2	22.7
Female	12~19	72.2	5.5	12.1
	20s	53.7	4.4	20.5
	30s	52.7	7.7	16.6
	40s	52.1	13.0	12.1
	50s	49.2	19.3	13.1
	60s	43.4	27.7	16.7
	70+	42.6	27.6	22.4
Youth	Entire population	65.8	5.5	14.8
	Male	63.9	6.0	14.6
	Female	67.7	5.0	15.0
Occupation	Professional/managerial position	52.6	13.5	15.0
	Office job	49.1	9.9	13.5
	Service/sales	48.9	20.1	13.8
	Production related position	48.0	22.5	15.9
	Agriculture/forestry/fishery	47.8	17.4	22.6
	Unemployed/Other (None/other)	50.8	18.1	18.4
	(Student)	66.5	5.5	14.0
	(Housewife)	45.0	23.1	17.6
	(Unemployed/Other (None/other))	49.7	18.2	24.0

Table
133

Reasons for not using Generative AI services_(Household Member_Q26-1)

(Unit : %)

BASE: Persons aged 12 or older who have not experienced Generative AI service within the last 1 year PERIOD: Within the last 1 year		No interest or not needed	Do not know how to use it	Did not know such service exists
Education	Elementary school graduate or lower (Uneducated)	52.0	17.5	23.8
	(Elementary school student)	44.7	24.9	26.7
	(Middle school student)	66.3	8.8	12.1
	(A regular elementary school graduate)	70.2	6.3	13.8
	Middle school graduate	43.7	22.1	29.2
	(High school student)	49.3	21.1	20.7
	(A regular middle school graduate)	65.6	5.4	12.9
	High school graduate	45.1	25.2	22.7
	(University student)	48.3	22.5	15.0
	(A regular high school graduate)	62.8	3.0	15.9
	University graduate or higher (Graduate student)	47.6	23.4	15.0
	(A regular university graduate)	50.4	11.9	13.6
		60.5	0.0	39.5
Household income	Less than KRW 2 million	50.4	11.9	13.6
	KRW 2 million-Less than 3 million	42.4	26.3	23.3
	KRW 3 million-Less than 4 million	45.5	25.5	19.2
	KRW 4 million-Less than 5 million	48.4	20.1	16.2
	KRW 5 million and higher	52.8	16.9	14.4
Region size	Dong	51.4	14.3	14.0
	Eup/Myeon	48.0	18.8	15.7
Region	Seoul	54.8	17.1	17.4
	Busan	42.4	21.3	10.7
	Daegu	46.0	18.4	19.8
	Incheon	64.2	12.9	15.5
	Gwangju	42.9	25.6	15.4
	Daejeon	52.2	12.6	16.0
	Ulsan	48.5	21.1	18.8
	Gyeonggi	45.7	15.4	17.4
	Gangwon	43.8	22.6	14.5
	Chungcheong (Chungbuk)	63.4	12.5	14.9
	(Chungnam)	55.6	12.6	21.3
	(Sejong)	54.1	14.5	22.5
	Jeolla (Jeonbuk)	56.6	10.2	21.1
	(Jeonnam)	56.2	19.0	16.4
	Gyeongsang (Gyeongbuk)	56.0	14.5	20.7
	(Gyeongnam)	59.8	13.1	22.6
	Jeju	52.1	16.0	18.6
		52.5	18.1	16.9
		55.0	21.5	15.5
		50.3	15.2	18.1
		72.4	2.6	14.7

Table
134

Reasons for not using Generative AI services_(Household Member_Q26-1) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have not experienced Generative AI service within the last 1 year PERIOD: Within the last 1 year		Due to concerns about invasion of privacy (personal information leaks, etc.)	Due to security concerns	Other	Total	
Persons aged 12 or older who have not experienced Generative AI service		10.0	6.0	0.0	100.0	
Number of household members	1 person	7.3	4.5	0.0	100.0	
	2 persons	9.1	5.1	0.0	100.0	
	3 persons or more	11.2	6.9	0.0	100.0	
Gender	Male	10.3	6.6	0.0	100.0	
	Female	9.7	5.4	0.0	100.0	
Age	12~19	7.5	4.8	0.1	100.0	
	20s	11.4	8.3	0.1	100.0	
	30s	12.4	11.8	0.0	100.0	
	40s	13.5	10.1	0.0	100.0	
	50s	12.4	6.5	0.0	100.0	
	60s	9.0	4.2	0.0	100.0	
	70+	5.7	2.5	0.0	100.0	
Gender*Age	Male	12~19	8.2	6.2	0.1	100.0
		20s	10.7	7.5	0.2	100.0
		30s	12.7	12.9	0.0	100.0
		40s	13.4	11.0	0.0	100.0
		50s	12.4	6.9	0.0	100.0
		60s	9.5	4.8	0.0	100.0
		70+	6.4	2.8	0.0	100.0
Gender*Age	Female	12~19	6.9	3.3	0.0	100.0
		20s	12.1	9.2	0.0	100.0
		30s	12.2	10.8	0.0	100.0
		40s	13.6	9.3	0.0	100.0
		50s	12.3	6.1	0.0	100.0
		60s	8.5	3.6	0.0	100.0
		70+	5.1	2.3	0.0	100.0
Youth	Entire population	8.1	5.7	0.0	100.0	
	Male	9.1	6.2	0.1	100.0	
	Female	7.1	5.2	0.0	100.0	
Occupation	Professional/managerial position	10.5	8.4	0.0	100.0	
	Office job	14.6	12.9	0.0	100.0	
	Service/sales	10.8	6.4	0.0	100.0	
	Production related position	8.8	4.7	0.0	100.0	
	Agriculture/forestry/fishery	9.2	2.9	0.0	100.0	
	Unemployed/Other (None/other)	8.5	4.2	0.0	100.0	
	(Student)	8.5	5.4	0.1	100.0	
	(Housewife)	9.9	4.3	0.0	100.0	
	(Unemployed/Other (None/other))	5.3	2.9	0.0	100.0	

Table
134

Reasons for not using Generative AI services_(Household Member_Q26-1) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have not experienced Generative AI service within the last 1 year PERIOD: Within the last 1 year		Due to concerns about invasion of privacy (personal information leaks, etc.)	Due to security concerns	Other	Total
Education	Elementary school graduate or lower (Uneducated)	4.0	2.7	0.0	100.0
	(Elementary school student)	2.3	1.3	0.1	100.0
	(Middle school student)	6.7	6.0	0.0	100.0
	(A regular elementary school graduate)	4.9	4.6	0.2	100.0
	Middle school graduate	3.5	1.6	0.0	100.0
	(High school student)	6.6	2.2	0.0	100.0
	(A regular middle school graduate)	11.8	4.3	0.0	100.0
	High school graduate	5.3	1.6	0.0	100.0
	(University student)	10.0	4.2	0.0	100.0
	(A regular high school graduate)	10.4	7.5	0.3	100.0
	University graduate or higher (Graduate student)	9.9	4.1	0.0	100.0
	(A regular university graduate)	13.1	11.0	0.0	100.0
Household income	Less than KRW 2 million	0.0	0.0	0.0	100.0
	KRW 2 million-Less than 3 million	5.6	2.4	0.0	100.0
	KRW 3 million-Less than 4 million	6.7	3.0	0.0	100.0
	KRW 4 million-Less than 5 million	10.8	4.5	0.0	100.0
	KRW 5 million and higher	10.7	5.2	0.1	100.0
Region size	Dong	11.6	8.7	0.0	100.0
	Eup/Myeon	10.6	6.8	0.0	100.0
Region	Seoul	7.6	3.0	0.0	100.0
	Busan	14.0	11.5	0.0	100.0
	Daegu	11.0	4.8	0.0	100.0
	Incheon	5.6	1.9	0.0	100.0
	Gwangju	9.7	6.4	0.0	100.0
	Daejeon	11.4	7.9	0.0	100.0
	Ulsan	8.5	3.2	0.0	100.0
	Gyeonggi	15.3	6.2	0.0	100.0
	Gangwon	10.9	8.1	0.0	100.0
	Chungcheong (Chungbuk)	5.9	3.2	0.2	100.0
	(Chungnam)	7.5	3.0	0.0	100.0
	(Sejong)	6.7	2.2	0.0	100.0
	Jeolla (Jeonbuk)	8.1	3.9	0.0	100.0
	(Jeonnam)	7.2	1.2	0.0	100.0
	Gyeongsang (Gyeongbuk)	7.1	1.7	0.0	100.0
	(Gyeongnam)	3.5	1.0	0.0	100.0
	Jeju	10.8	2.4	0.1	100.0
		8.8	3.7	0.0	100.0
		5.6	2.3	0.0	100.0
		11.5	4.8	0.0	100.0
		7.1	3.2	0.0	100.0

Table
135

Opinions on AI services - Government/corporate AI-based service will have a positive impact on society as a whole_(Household Member_Q27-1)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Strong -ly dis- agree	Dis- agree	Neutral	Agree	Strong -ly agree	◎ Dis- agree	◎ Agree	Total	[Avg.] (points)	[Avg.] 100 points (points)	
Entire population aged 6 or older		0.8	4.4	28.1	53.6	13.2	5.1	66.8	100.0	3.7	68.5	
Number of household members	1 person	1.5	5.9	30.3	50.8	11.4	7.4	62.2	100.0	3.7	66.2	
	2 persons	1.1	6.3	30.2	50.9	11.6	7.3	62.5	100.0	3.7	66.4	
	3 persons or more	0.5	3.2	26.6	55.3	14.3	3.7	69.7	100.0	3.8	70.0	
Gender	Male	0.7	4.2	27.0	54.3	13.7	4.9	68.1	100.0	3.8	69.0	
	Female	0.8	4.5	29.1	52.8	12.8	5.3	65.6	100.0	3.7	68.1	
Age	6~19	0.5	3.7	29.6	51.5	14.6	4.3	66.1	100.0	3.8	69.0	
	20s	0.2	2.0	21.6	59.3	17.0	2.2	76.2	100.0	3.9	72.7	
	30s	0.1	2.3	23.7	58.9	15.0	2.4	74.0	100.0	3.9	71.6	
	40s	0.6	2.8	23.9	57.2	15.5	3.4	72.7	100.0	3.8	71.1	
	50s	0.5	3.6	29.5	54.5	11.9	4.1	66.4	100.0	3.7	68.5	
	60s	0.9	6.2	32.1	50.2	10.6	7.1	60.8	100.0	3.6	65.9	
	70+	2.6	9.8	35.2	43.5	8.9	12.4	52.4	100.0	3.5	61.6	
Gender*Age	Male	6~19	0.7	3.9	29.7	50.9	14.8	4.6	65.7	100.0	3.8	68.8
		20s	0.3	1.6	21.4	60.1	16.6	1.9	76.7	100.0	3.9	72.8
		30s	0.1	2.2	23.0	58.9	15.8	2.3	74.7	100.0	3.9	72.0
		40s	0.5	2.4	23.0	58.3	15.8	2.9	74.1	100.0	3.9	71.6
		50s	0.7	3.7	28.2	55.2	12.3	4.3	67.5	100.0	3.8	68.7
		60s	0.7	5.4	32.0	51.3	10.5	6.2	61.8	100.0	3.7	66.3
		70+	2.5	11.5	32.9	42.9	10.2	14.1	53.0	100.0	3.5	61.6
	Female	6~19	0.4	3.5	29.6	52.1	14.3	3.9	66.5	100.0	3.8	69.1
		20s	0.1	2.4	21.8	58.4	17.4	2.5	75.8	100.0	3.9	72.7
		30s	0.1	2.4	24.5	58.9	14.2	2.5	73.1	100.0	3.9	71.2
		40s	0.7	3.2	24.8	56.0	15.3	3.9	71.3	100.0	3.8	70.5
		50s	0.2	3.5	30.9	53.7	11.5	3.8	65.3	100.0	3.7	68.2
		60s	1.1	6.8	32.3	49.1	10.7	7.9	59.8	100.0	3.6	65.4
		70+	2.7	8.5	36.8	44.0	8.0	11.2	52.0	100.0	3.5	61.5
Youth	Entire population	0.4	2.4	26.2	54.2	16.8	2.8	71.0	100.0	3.9	71.2	
	Male	0.4	2.4	26.2	54.6	16.4	2.8	71.0	100.0	3.8	71.0	
	Female	0.3	2.4	26.2	53.7	17.3	2.7	71.1	100.0	3.9	71.4	
Occupation	Professional/managerial position	0.2	3.0	24.0	59.1	13.6	3.2	72.8	100.0	3.8	70.8	
	Office job	0.2	1.9	22.6	58.8	16.6	2.1	75.3	100.0	3.9	72.4	
	Service/sales	0.5	3.7	27.5	56.1	12.2	4.2	68.3	100.0	3.8	69.0	
	Production related position	1.4	6.5	31.2	49.6	11.3	7.9	60.9	100.0	3.6	65.7	
	Agriculture/forestry/fishery	1.5	9.3	38.6	41.2	9.4	10.8	50.6	100.0	3.5	61.9	
	Unemployed/Other (None/other)	1.1	5.3	30.2	50.5	12.8	6.4	63.4	100.0	3.7	67.2	
	(Student)	0.4	3.1	26.9	53.4	16.2	3.5	69.6	100.0	3.8	70.5	
	(Housewife)	1.6	6.2	32.9	48.7	10.7	7.7	59.4	100.0	3.6	65.2	
	(Unemployed/Other (None/other))	2.0	8.5	32.4	47.7	9.4	10.5	57.0	100.0	3.5	63.5	

Table
135

Opinions on AI services - Government/corporate AI-based service will have a positive impact on society as a whole_(Household Member_Q27-1)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Strong -ly dis- agree	Dis- agree	Neutral	Agree	Strong -ly agree	⊙ Dis- agree	⊙ Agree	Total	[Avg.] (points)	[Avg.] 100 points (points)
Education	Elementary school graduate or lower	1.9	7.7	36.6	43.3	10.5	9.6	53.9	100.0	3.5	63.2
	(Preschool)	0.9	11.7	33.5	46.0	7.8	12.7	53.8	100.0	3.5	62.0
	(Uneducated)	4.0	10.4	44.1	33.7	7.8	14.4	41.5	100.0	3.3	57.7
	(Elementary school student)	0.7	4.4	32.0	51.4	11.5	5.1	62.9	100.0	3.7	67.2
	(Middle school student)	0.4	3.0	30.3	49.6	16.7	3.4	66.3	100.0	3.8	69.8
	(A regular elementary school graduate)	3.5	12.2	43.0	34.3	7.0	15.7	41.3	100.0	3.3	57.3
	Middle school graduate	1.6	7.2	30.9	48.7	11.6	8.8	60.4	100.0	3.6	65.4
	(High school student)	0.5	1.9	25.0	53.9	18.6	2.5	72.5	100.0	3.9	72.0
	(A regular middle school graduate)	2.3	10.4	34.5	45.5	7.3	12.7	52.8	100.0	3.5	61.3
	High school graduate	0.7	4.5	28.3	53.4	13.1	5.2	66.5	100.0	3.7	68.4
	(University student)	0.1	1.7	20.8	58.3	19.2	1.7	77.5	100.0	4.0	73.7
	(A regular high school graduate)	0.8	4.9	29.5	52.6	12.2	5.7	64.8	100.0	3.7	67.6
	University graduate or higher	0.3	2.7	24.6	57.9	14.5	3.0	72.4	100.0	3.8	70.9
	(Graduate student)	0.0	1.2	19.5	57.1	22.2	1.2	79.3	100.0	4.0	75.1
	(A regular university graduate)	0.3	2.7	24.6	57.9	14.4	3.0	72.4	100.0	3.8	70.9
Household income	Less than KRW 2 million	2.3	10.6	36.7	42.7	7.7	12.9	50.4	100.0	3.4	60.7
	KRW 2 million-Less than 3 million	1.5	7.4	33.0	47.6	10.4	9.0	58.0	100.0	3.6	64.5
	KRW 3 million-Less than 4 million	0.8	5.0	28.8	53.8	11.6	5.8	65.3	100.0	3.7	67.6
	KRW 4 million-Less than 5 million	0.8	4.0	27.4	54.8	13.0	4.8	67.8	100.0	3.8	68.8
	KRW 5 million and higher	0.4	2.8	25.9	55.8	15.1	3.2	70.9	100.0	3.8	70.6
Region size	Dong	0.7	4.2	27.4	54.4	13.3	4.9	67.7	100.0	3.8	68.9
	Eup/Myeon	1.2	5.0	30.8	50.1	12.9	6.2	63.0	100.0	3.7	67.1
Region	Seoul	0.4	3.7	24.9	57.7	13.3	4.1	71.0	100.0	3.8	70.0
	Busan	0.5	4.3	25.1	59.9	10.2	4.8	70.1	100.0	3.8	68.8
	Daegu	0.3	6.0	41.3	46.8	5.6	6.3	52.4	100.0	3.5	62.9
	Incheon	0.4	4.8	32.2	42.7	19.9	5.2	62.6	100.0	3.8	69.2
	Gwangju	0.5	3.8	21.9	47.8	26.0	4.3	73.9	100.0	4.0	73.8
	Daejeon	0.8	6.6	36.7	49.7	6.2	7.4	55.9	100.0	3.5	63.5
	Ulsan	1.4	5.8	24.0	54.8	14.0	7.2	68.8	100.0	3.7	68.6
	Gyeonggi	1.1	2.9	24.6	54.9	16.5	4.0	71.4	100.0	3.8	70.7
	Gangwon	0.2	4.8	36.4	53.1	5.5	5.0	58.6	100.0	3.6	64.7
	Chungcheong	0.2	4.6	32.9	54.8	7.5	4.8	62.3	100.0	3.7	66.2
	(Chungbuk)	0.0	4.9	30.0	56.6	8.4	5.0	65.0	100.0	3.7	67.1
	(Chungnam)	0.4	4.7	36.6	52.5	5.8	5.0	58.4	100.0	3.6	64.7
	(Sejong)	0.0	2.7	23.8	60.2	13.3	2.7	73.5	100.0	3.8	71.0
	Jeolla	2.2	6.7	28.8	48.8	13.6	8.9	62.4	100.0	3.7	66.2
	(Jeonbuk)	1.9	5.6	27.1	53.8	11.6	7.5	65.4	100.0	3.7	66.9
	(Jeonnam)	2.5	7.7	30.4	43.8	15.6	10.2	59.4	100.0	3.6	65.6
	Gyeongsang	0.8	5.7	30.6	51.8	11.1	6.5	62.9	100.0	3.7	66.7
	(Gyeongbuk)	1.1	9.7	48.1	33.9	7.2	10.8	41.1	100.0	3.4	59.1
	(Gyeongnam)	0.6	2.5	16.6	66.0	14.3	3.1	80.3	100.0	3.9	72.7
	Jeju	0.6	4.0	19.7	64.3	11.3	4.6	75.6	100.0	3.8	70.4

Table
136

Opinions on AI services - It gives me psychological help or pleasure_(Household Member_Q27-2)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Entire population aged 6 or older		1.7	9.4	35.0	37.9	15.9
Number of household members	1 person	3.1	13.1	35.9	33.5	14.5
	2 persons	2.5	11.6	37.0	34.3	14.6
	3 persons or more	1.1	7.8	33.9	40.4	16.8
Gender	Male	1.4	9.1	34.9	38.2	16.3
	Female	2.0	9.8	35.1	37.6	15.6
Age	6~19	0.8	5.7	36.1	39.6	17.8
	20s	0.5	5.8	29.3	44.4	20.0
	30s	0.4	5.7	31.2	42.8	19.8
	40s	0.9	7.1	33.2	42.1	16.7
	50s	1.4	10.2	36.2	37.7	14.6
	60s	2.6	12.2	39.4	32.7	13.1
	70+	5.3	18.3	38.3	27.3	10.8
Gender*Age	6~19	0.7	5.7	35.9	40.5	17.2
	20s	0.5	6.1	30.0	44.3	19.1
	30s	0.3	5.4	31.3	42.6	20.3
	40s	0.6	7.2	32.8	41.9	17.6
	50s	1.4	10.2	35.9	38.1	14.4
	60s	2.3	11.6	39.8	32.6	13.7
	70+	4.7	18.6	39.2	26.3	11.3
Gender*Age	6~19	0.8	5.7	36.5	38.7	18.3
	20s	0.4	5.5	28.6	44.6	21.0
	30s	0.4	6.1	31.2	43.1	19.2
	40s	1.3	7.0	33.7	42.3	15.7
	50s	1.3	10.1	36.6	37.3	14.8
	60s	2.9	12.7	39.1	32.8	12.6
	70+	5.8	18.1	37.7	28.0	10.4
Youth	Entire population	0.6	5.7	32.9	41.3	19.6
	Male	0.5	5.8	33.1	41.6	19.0
	Female	0.7	5.5	32.5	41.0	20.3
Occupation	Professional/managerial position	0.9	7.1	29.9	42.8	19.2
	Office job	0.3	5.8	31.0	43.3	19.5
	Service/sales	1.4	8.5	37.2	38.4	14.5
	Production related position	2.3	14.0	36.1	34.3	13.3
	Agriculture/forestry/fishery	4.0	16.1	41.4	28.7	9.7
	Unemployed/Other (None/other)	2.5	10.4	35.3	35.9	15.8
	(Student)	0.6	5.8	33.8	40.5	19.2
	(Housewife)	3.3	13.2	37.1	33.8	12.7
	(Unemployed/Other (None/other))	5.2	15.8	35.0	29.6	14.4

Table
136

Opinions on AI services - It gives me psychological help or pleasure_(Household Member_Q27-2)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Education	Elementary school graduate or lower	3.2	12.3	38.8	33.1	12.6
	(Preschool)	2.1	4.7	46.9	35.4	10.9
	(Uneducated)	7.2	21.0	38.3	25.4	8.1
	(Elementary school student)	0.9	5.4	40.9	36.1	16.6
	(Middle school student)	0.3	6.4	34.1	42.4	16.7
	(A regular elementary school graduate)	6.1	21.0	38.9	26.2	7.9
	Middle school graduate	3.4	14.3	35.1	32.2	15.0
	(High school student)	0.8	5.9	29.5	42.0	21.7
	(A regular middle school graduate)	5.0	19.5	38.6	26.1	10.9
	High school graduate	1.8	10.0	37.0	36.2	14.9
	(University student)	0.4	6.0	28.9	42.5	22.2
	(A regular high school graduate)	2.1	10.6	38.3	35.2	13.8
	University graduate or higher	0.8	7.2	32.1	42.0	17.9
	(Graduate student)	0.0	10.5	21.9	47.1	20.5
	(A regular university graduate)	0.8	7.2	32.1	42.0	17.9
Household income	Less than KRW 2 million	5.1	19.2	37.5	27.6	10.6
	KRW 2 million-Less than 3 million	3.7	14.7	37.4	32.0	12.3
	KRW 3 million-Less than 4 million	1.8	9.1	38.2	35.7	15.2
	KRW 4 million-Less than 5 million	1.5	9.1	34.2	38.4	16.8
	KRW 5 million and higher	0.9	7.3	33.6	41.0	17.2
Region size	Dong	1.7	9.2	34.9	38.2	16.1
	Eup/Myeon	1.9	10.7	35.4	36.9	15.1
Region	Seoul	0.7	8.7	33.4	41.2	16.0
	Busan	3.3	9.7	37.5	34.5	15.0
	Daegu	1.2	10.1	43.1	38.2	7.5
	Incheon	1.4	14.7	36.7	28.0	19.3
	Gwangju	0.7	5.5	28.2	38.7	26.9
	Daejeon	1.5	8.3	37.3	40.6	12.3
	Ulsan	5.4	11.4	32.7	32.1	18.5
	Gyeonggi	1.2	7.1	34.5	40.3	16.9
	Gangwon	0.5	7.1	38.7	48.5	5.3
	Chungcheong	1.6	11.1	42.9	31.0	13.3
	(Chungbuk)	3.5	12.1	38.6	35.2	10.6
	(Chungnam)	0.4	10.7	47.6	27.9	13.4
	(Sejong)	1.3	9.7	34.0	31.3	23.7
	Jeolla	3.1	10.4	31.5	36.7	18.3
	(Jeonbuk)	3.2	10.8	31.3	32.3	22.4
	(Jeonnam)	2.9	10.0	31.7	41.2	14.3
	Gyeongsang	3.5	12.7	31.2	36.9	15.7
	(Gyeongbuk)	3.9	22.0	34.0	31.8	8.3
	(Gyeongnam)	3.1	5.2	29.0	41.0	21.6
	Jeju	1.0	11.2	25.0	40.3	22.5

Table
137**Opinions on AI services - It gives me psychological help or pleasure_(Household Member_Q27-2) - CONT.**

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		⊖ Disagree	⊕ Agree	Total	Average (points)	[Avg.] 100 points (points)
Entire population aged 6 or older		11.2	53.8	100.0	3.6	64.2
Number of household members	1 person	16.1	48.0	100.0	3.4	60.8
	2 persons	14.1	48.9	100.0	3.5	61.7
	3 persons or more	8.9	57.2	100.0	3.6	66.0
Gender	Male	10.6	54.5	100.0	3.6	64.7
	Female	11.8	53.2	100.0	3.6	63.8
Age	6~19	6.5	57.4	100.0	3.7	67.0
	20s	6.3	64.4	100.0	3.8	69.4
	30s	6.1	62.7	100.0	3.8	69.0
	40s	8.0	58.8	100.0	3.7	66.6
	50s	11.5	52.2	100.0	3.5	63.5
	60s	14.8	45.8	100.0	3.4	60.4
	70+	23.6	38.1	100.0	3.2	55.0
Gender*Age	6~19	6.5	57.7	100.0	3.7	66.9
	20s	6.6	63.4	100.0	3.8	68.8
	30s	5.7	63.0	100.0	3.8	69.3
	40s	7.8	59.4	100.0	3.7	67.2
	50s	11.7	52.5	100.0	3.5	63.4
	60s	13.9	46.3	100.0	3.4	60.9
	70+	23.3	37.6	100.0	3.2	55.2
Gender*Age	6~19	6.5	57.0	100.0	3.7	67.0
	20s	5.9	65.5	100.0	3.8	70.0
	30s	6.5	62.3	100.0	3.8	68.7
	40s	8.3	58.0	100.0	3.6	66.1
	50s	11.4	52.0	100.0	3.5	63.5
	60s	15.6	45.3	100.0	3.4	59.9
	70+	23.9	38.5	100.0	3.2	54.8
Youth	Entire population	6.3	60.9	100.0	3.7	68.4
	Male	6.3	60.6	100.0	3.7	68.2
	Female	6.2	61.2	100.0	3.8	68.6
Occupation	Professional/managerial position	8.1	62.0	100.0	3.7	68.1
	Office job	6.1	62.8	100.0	3.8	69.0
	Service/sales	9.9	52.9	100.0	3.6	64.1
	Production related position	16.3	47.6	100.0	3.4	60.6
	Agriculture/forestry/fishery	20.1	38.5	100.0	3.2	56.0
	Unemployed/Other (None/other)	12.9	51.8	100.0	3.5	63.1
	(Student)	6.4	59.7	100.0	3.7	68.0
	(Housewife)	16.5	46.5	100.0	3.4	59.8
	(Unemployed/Other (None/other))	21.0	44.0	100.0	3.3	58.0

Table 137	Opinions on AI services - It gives me psychological help or pleasure_(Household Member_Q27-2) - CONT.					(Unit : %)
BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		⊖ Disagree	⊕ Agree	Total	Average (points)	[Avg.] 100 points (points)
Education	Elementary school graduate or lower	15.5	45.7	100.0	3.4	59.9
	(Preschool)	6.8	46.3	100.0	3.5	62.1
	(Uneducated)	28.2	33.5	100.0	3.1	51.5
	(Elementary school student)	6.3	52.8	100.0	3.6	65.5
	(Middle school student)	6.7	59.2	100.0	3.7	67.2
	(A regular elementary school graduate)	27.1	34.1	100.0	3.1	52.2
	Middle school graduate	17.7	47.2	100.0	3.4	60.3
	(High school student)	6.7	63.8	100.0	3.8	69.5
	(A regular middle school graduate)	24.5	36.9	100.0	3.2	54.6
	High school graduate	11.8	51.1	100.0	3.5	63.1
	(University student)	6.4	64.7	100.0	3.8	70.0
	(A regular high school graduate)	12.7	49.0	100.0	3.5	62.0
	University graduate or higher	8.0	59.9	100.0	3.7	67.2
	(Graduate student)	10.5	67.5	100.0	3.8	69.4
	(A regular university graduate)	8.0	59.9	100.0	3.7	67.2
Household income	Less than KRW 2 million	24.2	38.2	100.0	3.2	54.9
	KRW 2 million-Less than 3 million	18.4	44.3	100.0	3.3	58.6
	KRW 3 million-Less than 4 million	10.9	50.9	100.0	3.5	63.3
	KRW 4 million-Less than 5 million	10.6	55.2	100.0	3.6	65.0
	KRW 5 million and higher	8.2	58.2	100.0	3.7	66.6
Region size	Dong	10.8	54.3	100.0	3.6	64.5
	Eup/Myeon	12.6	52.0	100.0	3.5	63.1
Region	Seoul	9.4	57.2	100.0	3.6	65.8
	Busan	13.0	49.4	100.0	3.5	62.0
	Daegu	11.2	45.7	100.0	3.4	60.2
	Incheon	16.1	47.3	100.0	3.5	62.3
	Gwangju	6.1	65.7	100.0	3.9	71.5
	Daejeon	9.8	52.9	100.0	3.5	63.5
	Ulsan	16.7	50.6	100.0	3.5	61.7
	Gyeonggi	8.3	57.2	100.0	3.7	66.2
	Gangwon	7.5	53.7	100.0	3.5	62.8
	Chungcheong	12.8	44.3	100.0	3.4	60.8
	(Chungbuk)	15.6	45.8	100.0	3.4	59.3
	(Chungnam)	11.0	41.3	100.0	3.4	60.8
	(Sejong)	11.0	55.0	100.0	3.7	66.6
	Jeolla	13.4	55.1	100.0	3.6	64.2
	(Jeonbok)	14.0	54.7	100.0	3.6	65.0
	(Jeonnam)	12.9	55.4	100.0	3.5	63.5
	Gyeongsang	16.1	52.6	100.0	3.5	62.2
	(Gyeongbuk)	25.9	40.1	100.0	3.2	54.6
	(Gyeongnam)	8.3	62.6	100.0	3.7	68.2
	Jeju	12.2	62.8	100.0	3.7	68.0

Table 138 Opinions on AI services - Personal information collection and processing methods can be trusted_(Household Member_Q27-3)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Entire population aged 6 or older		1.3	9.7	35.3	39.3	14.4
Number of household members	1 person	2.2	11.6	36.9	36.6	12.7
	2 persons	2.0	12.0	36.1	37.2	12.7
	3 persons or more	0.9	8.3	34.7	40.8	15.4
Gender	Male	1.2	9.4	34.8	39.7	15.0
	Female	1.5	10.0	35.9	38.9	13.7
Age	6~19	0.9	7.2	36.6	39.1	16.2
	20s	0.6	6.7	31.4	43.6	17.8
	30s	0.5	6.6	31.6	44.2	17.0
	40s	0.6	8.3	33.9	41.4	15.8
	50s	1.0	9.7	36.8	38.9	13.7
	60s	2.0	12.6	36.8	36.7	11.9
	70+	3.5	16.0	39.6	31.7	9.1
Gender*Age	Male					
	6~19	1.1	7.0	36.8	38.0	17.2
	20s	0.5	6.5	31.7	44.3	16.9
	30s	0.4	6.4	31.4	44.4	17.4
	40s	0.6	7.5	33.0	42.0	16.9
	50s	1.2	9.5	35.8	38.8	14.6
	60s	1.7	12.8	36.7	37.1	11.7
70+	3.1	16.8	38.6	31.5	10.0	
Gender*Age	Female					
	6~19	0.8	7.3	36.4	40.2	15.2
	20s	0.6	6.8	31.1	42.8	18.7
	30s	0.7	6.9	31.8	44.1	16.5
	40s	0.7	9.1	34.8	40.7	14.8
	50s	0.8	9.8	37.7	39.0	12.7
	60s	2.3	12.4	37.0	36.3	12.0
70+	3.9	15.5	40.3	31.8	8.4	
Youth	Entire population	0.6	6.7	34.6	40.9	17.1
	Male	0.6	6.5	35.4	40.2	17.3
	Female	0.6	7.0	33.8	41.7	17.0
Occupation	Professional/managerial position	0.6	10.9	32.5	40.8	15.3
	Office job	0.3	6.2	33.0	43.2	17.3
	Service/sales	1.1	9.9	34.6	40.6	13.8
	Production related position	2.0	12.7	36.2	36.6	12.5
	Agriculture/forestry/fishery	2.7	18.3	38.0	31.8	9.3
	Unemployed/Other (None/other)	1.8	9.9	36.9	37.4	13.9
	(Student)	0.8	6.7	34.6	40.6	17.2
	(Housewife)	2.4	11.7	39.3	35.0	11.6
	(Unemployed/Other (None/other))	3.1	13.7	37.2	35.0	11.1

Table 138 **Opinions on AI services - Personal information collection and processing methods can be trusted_(Household Member_Q27-3)**

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Education	Elementary school graduate or lower	2.8	11.9	40.9	32.4	12.0
	(Preschool)	3.4	10.9	34.8	39.4	11.4
	(Uneducated)	6.7	14.7	44.5	24.8	9.3
	(Elementary school student)	1.0	7.1	39.1	38.2	14.6
	(Middle school student)	0.8	7.1	37.6	38.6	15.7
	(A regular elementary school graduate)	4.4	18.7	44.4	24.3	8.2
	Middle school graduate	2.1	12.7	35.3	37.9	12.0
	(High school student)	0.4	7.0	31.8	40.8	19.9
	(A regular middle school graduate)	3.2	16.2	37.5	36.0	7.1
	High school graduate	1.3	10.2	35.0	39.6	13.9
	(University student)	0.6	5.9	30.6	43.6	19.3
	(A regular high school graduate)	1.5	10.8	35.7	39.0	13.0
	University graduate or higher	0.7	8.1	33.8	41.5	15.9
	(Graduate student)	0.0	6.9	20.6	50.1	22.4
	(A regular university graduate)	0.7	8.1	33.8	41.5	15.9
Household income	Less than KRW 2 million	3.9	15.5	39.7	32.0	9.0
	KRW 2 million-Less than 3 million	2.3	15.5	37.0	35.4	9.9
	KRW 3 million-Less than 4 million	1.6	11.4	35.6	37.3	14.1
	KRW 4 million-Less than 5 million	1.2	9.3	34.1	40.5	14.9
	KRW 5 million and higher	0.7	7.5	34.7	41.2	15.9
Region size	Dong	1.2	9.5	35.1	39.6	14.6
	Eup/Myeon	1.8	10.7	36.3	37.9	13.2
Region	Seoul	0.8	8.6	36.5	40.5	13.6
	Busan	2.1	8.1	28.3	46.0	15.5
	Daegu	0.9	13.6	45.2	32.9	7.3
	Incheon	0.7	14.3	29.3	36.4	19.3
	Gwangju	1.2	8.5	36.8	35.6	17.8
	Daejeon	0.8	10.0	43.6	34.9	10.8
	Ulsan	2.4	9.7	24.0	43.1	20.8
	Gyeonggi	1.0	7.0	37.2	39.4	15.4
	Gangwon	0.9	11.3	41.5	41.9	4.5
	Chungcheong	0.9	16.0	36.1	35.2	11.8
	(Chungbuk)	1.2	11.2	37.6	38.3	11.7
	(Chungnam)	0.7	19.8	36.0	32.1	11.4
	(Sejong)	1.2	14.5	30.7	39.8	13.8
	Jeolla	4.0	11.9	33.7	37.1	13.3
	(Jeonbok)	4.1	11.7	34.7	37.0	12.6
	(Jeonnam)	3.9	12.2	32.7	37.2	14.0
	Gyeongsang	2.0	9.0	31.4	40.8	16.7
	(Gyeongbuk)	3.5	16.1	46.6	27.5	6.2
	(Gyeongnam)	0.8	3.3	19.3	51.5	25.0
	Jeju	0.9	6.6	26.2	53.5	12.9

Table 139 Opinions on AI services - Personal information collection and processing methods can be trusted_(Household Member_Q27-3) - CONT.

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		⊖ Disagree	⊕ Agree	Total	Average (points)	[Avg.] 100 points (points)
Entire population aged 6 or older		11.0	53.7	100.0	3.6	63.9
Number of household members	1 person	13.7	49.4	100.0	3.5	61.5
	2 persons	14.0	49.9	100.0	3.5	61.6
	3 persons or more	9.1	56.2	100.0	3.6	65.4
Gender	Male	10.6	54.7	100.0	3.6	64.5
	Female	11.5	52.6	100.0	3.5	63.4
Age	6~19	8.1	55.3	100.0	3.6	65.6
	20s	7.2	61.4	100.0	3.7	67.8
	30s	7.2	61.2	100.0	3.7	67.6
	40s	8.9	57.2	100.0	3.6	65.9
	50s	10.7	52.6	100.0	3.6	63.6
	60s	14.6	48.6	100.0	3.4	60.9
	70+	19.6	40.8	100.0	3.3	56.7
Gender*Age	6~19	8.0	55.2	100.0	3.6	65.8
	20s	7.1	61.2	100.0	3.7	67.6
	30s	6.8	61.7	100.0	3.7	68.0
	40s	8.1	58.8	100.0	3.7	66.7
	50s	10.7	53.4	100.0	3.6	64.0
	60s	14.5	48.8	100.0	3.4	61.1
	70+	19.8	41.6	100.0	3.3	57.2
Gender*Age	6~19	8.2	55.4	100.0	3.6	65.4
	20s	7.4	61.5	100.0	3.7	68.1
	30s	7.6	60.6	100.0	3.7	67.2
	40s	9.7	55.5	100.0	3.6	65.0
	50s	10.6	51.7	100.0	3.5	63.3
	60s	14.7	48.3	100.0	3.4	60.8
	70+	19.4	40.3	100.0	3.3	56.4
Youth	Entire population	7.3	58.1	100.0	3.7	66.8
	Male	7.1	57.5	100.0	3.7	66.8
	Female	7.6	58.7	100.0	3.7	66.9
Occupation	Professional/managerial position	11.4	56.1	100.0	3.6	64.8
	Office job	6.5	60.5	100.0	3.7	67.7
	Service/sales	11.0	54.4	100.0	3.6	64.0
	Production related position	14.8	49.0	100.0	3.5	61.2
	Agriculture/forestry/fishery	20.9	41.1	100.0	3.3	56.7
	Unemployed/Other (None/other)	11.7	51.4	100.0	3.5	62.9
	(Student)	7.5	57.8	100.0	3.7	66.7
	(Housewife)	14.1	46.6	100.0	3.4	60.4
	(Unemployed/Other (None/other))	16.8	46.1	100.0	3.4	59.3

Table 139 Opinions on AI services - Personal information collection and processing methods can be trusted_(Household Member_Q27-3) - CONT.

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		⊖ Disagree	⊕ Agree	Total	Average (points)	[Avg.] 100 points (points)
Education	Elementary school graduate or lower	14.7	44.5	100.0	3.4	59.8
	(Preschool)	14.4	50.8	100.0	3.4	61.1
	(Uneducated)	21.4	34.2	100.0	3.2	53.9
	(Elementary school student)	8.1	52.9	100.0	3.6	64.6
	(Middle school student)	8.0	54.4	100.0	3.6	65.3
	(A regular elementary school graduate)	23.1	32.5	100.0	3.1	53.3
	Middle school graduate	14.8	49.9	100.0	3.5	61.3
	(High school student)	7.4	60.7	100.0	3.7	68.2
	(A regular middle school graduate)	19.4	43.1	100.0	3.3	56.9
	High school graduate	11.5	53.5	100.0	3.5	63.6
	(University student)	6.5	62.9	100.0	3.8	68.8
	(A regular high school graduate)	12.3	52.0	100.0	3.5	62.8
	University graduate or higher	8.8	57.4	100.0	3.6	66.0
	(Graduate student)	6.9	72.5	100.0	3.9	72.0
	(A regular university graduate)	8.8	57.4	100.0	3.6	66.0
Household income	Less than KRW 2 million	19.4	40.9	100.0	3.3	56.7
	KRW 2 million-Less than 3 million	17.8	45.2	100.0	3.4	58.7
	KRW 3 million-Less than 4 million	13.0	51.5	100.0	3.5	62.8
	KRW 4 million-Less than 5 million	10.5	55.4	100.0	3.6	64.6
	KRW 5 million and higher	8.2	57.1	100.0	3.6	66.0
Region size	Dong	10.7	54.2	100.0	3.6	64.2
	Eup/Myeon	12.6	51.1	100.0	3.5	62.5
Region	Seoul	9.3	54.2	100.0	3.6	64.4
	Busan	10.2	61.5	100.0	3.7	66.2
	Daegu	14.6	40.2	100.0	3.3	58.0
	Incheon	15.0	55.7	100.0	3.6	64.8
	Gwangju	9.8	53.4	100.0	3.6	65.1
	Daejeon	10.8	45.7	100.0	3.5	61.2
	Ulsan	12.1	63.9	100.0	3.7	67.5
	Gyeonggi	8.0	54.8	100.0	3.6	65.3
	Gangwon	12.2	46.4	100.0	3.4	59.4
	Chungcheong	16.9	46.9	100.0	3.4	60.2
	(Chungbuk)	12.4	50.0	100.0	3.5	62.0
	(Chungnam)	20.5	43.5	100.0	3.3	58.5
	(Sejong)	15.7	53.6	100.0	3.5	62.6
	Jeolla	16.0	50.3	100.0	3.4	60.9
	(Jeonbok)	15.8	49.5	100.0	3.4	60.6
	(Jeonnam)	16.1	51.1	100.0	3.5	61.3
	Gyeongsang	11.1	57.5	100.0	3.6	65.3
	(Gyeongbuk)	19.7	33.7	100.0	3.2	54.2
	(Gyeongnam)	4.2	76.5	100.0	4.0	74.1
	Jeju	7.5	66.3	100.0	3.7	67.7

Table 140	Opinions on AI services - It is a fair and non-discriminatory service for everyone_(Household Member_Q27-4)						
		(Unit : %)					
BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Entire population aged 6 or older		1.4	8.9	32.7	42.0	14.9	
Number of household members	1 person	2.2	10.5	35.4	38.8	13.1	
	2 persons	2.1	11.2	34.1	39.6	13.1	
	3 persons or more	1.0	7.6	31.6	43.7	16.1	
Gender	Male	1.3	8.7	32.0	42.7	15.3	
	Female	1.5	9.2	33.4	41.3	14.5	
Age	6~19	0.9	6.4	33.6	42.9	16.2	
	20s	0.5	6.7	27.1	47.2	18.6	
	30s	0.5	5.6	30.5	46.4	17.1	
	40s	0.6	7.2	29.7	44.8	17.6	
	50s	1.0	9.7	33.5	41.6	14.3	
	60s	2.1	11.3	35.5	39.3	11.9	
	70+	4.3	14.8	38.4	32.9	9.7	
Gender*Age	Male	6~19	1.0	6.7	33.0	42.9	16.5
	20s	0.4	7.0	26.7	47.5	18.3	
	30s	0.4	5.1	29.8	47.0	17.6	
	40s	0.5	6.5	29.6	45.3	18.1	
	50s	1.2	9.4	33.1	41.9	14.4	
	60s	1.8	11.2	34.7	40.4	11.9	
	70+	4.4	15.5	37.5	32.4	10.2	
Female	6~19	0.7	6.1	34.3	42.9	16.0	
	20s	0.5	6.3	27.5	46.8	18.9	
	30s	0.6	6.0	31.2	45.6	16.5	
	40s	0.8	7.9	29.9	44.4	17.1	
	50s	0.9	10.0	33.9	41.2	14.1	
	60s	2.3	11.4	36.2	38.2	11.9	
	70+	4.2	14.2	39.0	33.2	9.4	
Youth	Entire population	0.6	6.4	30.8	44.5	17.7	
	Male	0.7	6.6	30.0	45.3	17.4	
	Female	0.5	6.2	31.7	43.6	18.0	
Occupation	Professional/managerial position	0.6	8.5	32.1	42.2	16.7	
	Office job	0.2	5.5	29.9	47.1	17.3	
	Service/sales	1.2	8.7	31.8	43.1	15.2	
	Production related position	2.2	12.5	34.0	38.6	12.7	
	Agriculture/forestry/fishery	3.9	14.9	42.7	29.0	9.5	
	Unemployed/Other (None/other)	1.9	9.5	33.9	40.3	14.4	
	(Student)	0.7	6.2	31.6	43.9	17.5	
	(Housewife)	2.5	11.3	36.2	37.9	12.1	
	(Unemployed/Other (None/other))	3.5	13.4	34.6	36.9	11.7	

Table 140	Opinions on AI services - It is a fair and non-discriminatory service for everyone_(Household Member_Q27-4)					
		(Unit : %)				
BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Education	Elementary school graduate or lower	3.0	11.1	38.7	35.9	11.4
	(Preschool)	2.3	6.5	38.8	42.2	10.2
	(Uneducated)	6.7	16.5	43.5	25.9	7.4
	(Elementary school student)	1.1	6.8	35.8	41.8	14.5
	(Middle school student)	0.3	5.9	32.4	44.7	16.7
	(A regular elementary school graduate)	5.5	17.5	43.9	26.7	6.4
	Middle school graduate	2.7	11.9	35.6	36.9	12.9
	(High school student)	0.9	6.8	31.5	41.4	19.4
	(A regular middle school graduate)	3.9	15.0	38.2	34.1	8.8
	High school graduate	1.3	9.7	33.3	41.0	14.6
	(University student)	0.3	5.5	26.4	47.2	20.5
	(A regular high school graduate)	1.5	10.4	34.4	40.0	13.7
	University graduate or higher	0.7	7.0	29.7	45.8	16.7
	(Graduate student)	0.0	2.4	22.7	54.6	20.3
	(A regular university graduate)	0.7	7.0	29.8	45.8	16.7
Household income	Less than KRW 2 million	4.2	15.3	40.3	31.5	8.6
	KRW 2 million-Less than 3 million	2.4	12.8	35.9	36.0	12.9
	KRW 3 million-Less than 4 million	1.7	9.5	33.1	42.3	13.5
	KRW 4 million-Less than 5 million	1.3	9.0	30.4	43.7	15.5
	KRW 5 million and higher	0.8	7.1	31.7	44.1	16.4
Region size	Dong	1.3	8.7	32.3	42.4	15.4
	Eup/Myeon	2.1	9.7	34.7	40.6	12.9
Region	Seoul	0.6	8.3	31.2	43.6	16.4
	Busan	1.7	7.0	27.0	50.2	14.0
	Daegu	0.8	12.5	45.3	33.2	8.2
	Incheon	0.7	10.0	31.8	37.2	20.3
	Gwangju	0.7	5.3	30.7	40.2	23.0
	Daejeon	1.0	8.9	39.0	41.3	9.9
	Ulsan	3.0	7.4	25.0	48.5	16.2
	Gyeonggi	1.1	6.5	32.3	43.1	17.1
	Gangwon	1.1	10.5	38.9	44.7	4.8
	Chungcheong	1.6	11.5	40.8	36.8	9.3
	(Chungbuk)	3.1	13.1	35.7	38.9	9.3
	(Chungnam)	0.8	10.3	45.8	34.0	9.1
	(Sejong)	0.4	11.9	33.8	43.8	10.0
	Jeolla	3.8	12.0	30.2	38.7	15.3
	(Jeonbok)	4.3	13.6	28.8	38.0	15.3
	(Jeonnam)	3.4	10.3	31.5	39.4	15.4
	Gyeongsang	2.4	11.7	29.3	43.1	13.5
	(Gyeongbuk)	3.9	19.7	39.7	29.3	7.3
	(Gyeongnam)	1.2	5.4	20.9	54.1	18.4
	Jeju	1.0	9.6	31.1	43.2	15.1

Table 141 **Opinions on AI services - It is a fair and non-discriminatory service for everyone_(Household Member_Q27-4) - CONT.**

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		⊖ Disagree	⊕ Agree	Total	Average (points)	[Avg.] 100 points (points)
Entire population aged 6 or older		10.3	57.0	100.0	3.6	65.0
Number of household members	1 person	12.7	51.9	100.0	3.5	62.5
	2 persons	13.2	52.7	100.0	3.5	62.6
	3 persons or more	8.5	59.9	100.0	3.7	66.6
Gender	Male	10.0	58.1	100.0	3.6	65.5
	Female	10.7	55.9	100.0	3.6	64.5
Age	6~19	7.3	59.1	100.0	3.7	66.8
	20s	7.2	65.7	100.0	3.8	69.2
	30s	6.0	63.5	100.0	3.7	68.5
	40s	7.8	62.5	100.0	3.7	67.9
	50s	10.7	55.8	100.0	3.6	64.6
	60s	13.4	51.1	100.0	3.5	61.9
	70+	19.0	42.6	100.0	3.3	57.2
Gender*Age	6~19	7.7	59.3	100.0	3.7	66.8
	20s	7.4	65.8	100.0	3.8	69.1
	30s	5.6	64.6	100.0	3.8	69.1
	40s	7.0	63.4	100.0	3.7	68.5
	50s	10.5	56.4	100.0	3.6	64.8
	60s	13.0	52.3	100.0	3.5	62.3
	70+	19.9	42.6	100.0	3.3	57.1
Gender*Age	6~19	6.8	58.8	100.0	3.7	66.8
	20s	6.9	65.7	100.0	3.8	69.3
	30s	6.6	62.2	100.0	3.7	67.9
	40s	8.7	61.5	100.0	3.7	67.3
	50s	10.8	55.3	100.0	3.6	64.4
	60s	13.7	50.0	100.0	3.5	61.5
	70+	18.4	42.5	100.0	3.3	57.3
Youth	Entire population	7.0	62.2	100.0	3.7	68.1
	Male	7.3	62.7	100.0	3.7	68.0
	Female	6.7	61.6	100.0	3.7	68.1
Occupation	Professional/managerial position	9.0	58.9	100.0	3.7	66.5
	Office job	5.7	64.3	100.0	3.8	68.9
	Service/sales	9.9	58.3	100.0	3.6	65.6
	Production related position	14.7	51.3	100.0	3.5	61.8
	Agriculture/forestry/fishery	18.8	38.5	100.0	3.3	56.3
	Unemployed/Other (None/other)	11.4	54.7	100.0	3.6	64.0
	(Student)	7.0	61.5	100.0	3.7	67.8
	(Housewife)	13.8	50.0	100.0	3.5	61.5
	(Unemployed/Other (None/other))	16.8	48.5	100.0	3.4	60.0

Table 141 **Opinions on AI services - It is a fair and non-discriminatory service for everyone_(Household Member_Q27-4) - CONT.**

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		⊖ Disagree	⊕ Agree	Total	Average (points)	[Avg.] 100 points (points)
Education	Elementary school graduate or lower	14.1	47.2	100.0	3.4	60.4
	(Preschool)	8.8	52.4	100.0	3.5	62.9
	(Uneducated)	23.2	33.3	100.0	3.1	52.7
	(Elementary school student)	7.9	56.3	100.0	3.6	65.5
	(Middle school student)	6.1	61.5	100.0	3.7	68.0
	(A regular elementary school graduate)	23.0	33.1	100.0	3.1	52.8
	Middle school graduate	14.6	49.8	100.0	3.5	61.4
	(High school student)	7.7	60.8	100.0	3.7	67.9
	(A regular middle school graduate)	18.9	42.9	100.0	3.3	57.3
	High school graduate	11.0	55.7	100.0	3.6	64.5
	(University student)	5.9	67.7	100.0	3.8	70.5
	(A regular high school graduate)	11.9	53.7	100.0	3.5	63.5
	University graduate or higher	7.8	62.5	100.0	3.7	67.7
	(Graduate student)	2.4	74.9	100.0	3.9	73.2
	(A regular university graduate)	7.8	62.5	100.0	3.7	67.7
Household income	Less than KRW 2 million	19.5	40.2	100.0	3.3	56.3
	KRW 2 million-Less than 3 million	15.3	48.9	100.0	3.4	61.0
	KRW 3 million-Less than 4 million	11.1	55.8	100.0	3.6	64.1
	KRW 4 million-Less than 5 million	10.4	59.2	100.0	3.6	65.8
	KRW 5 million and higher	7.8	60.5	100.0	3.7	67.1
Region size	Dong	10.0	57.8	100.0	3.6	65.5
	Eup/Myeon	11.8	53.5	100.0	3.5	63.1
Region	Seoul	8.9	59.9	100.0	3.7	66.7
	Busan	8.8	64.2	100.0	3.7	66.9
	Daegu	13.3	41.4	100.0	3.4	58.9
	Incheon	10.8	57.4	100.0	3.7	66.6
	Gwangju	6.0	63.3	100.0	3.8	69.9
	Daejeon	9.9	51.1	100.0	3.5	62.5
	Ulsan	10.4	64.6	100.0	3.7	66.9
	Gyeonggi	7.6	60.2	100.0	3.7	67.1
	Gangwon	11.7	49.5	100.0	3.4	60.4
	Chungcheong	13.2	46.0	100.0	3.4	60.1
	(Chungbuk)	16.2	48.2	100.0	3.4	59.6
	(Chungnam)	11.1	43.1	100.0	3.4	60.1
	(Sejong)	12.4	53.8	100.0	3.5	62.8
	Jeolla	15.8	54.0	100.0	3.5	62.4
	(Jeonbuk)	17.9	53.3	100.0	3.5	61.6
	(Jeonnam)	13.7	54.8	100.0	3.5	63.2
	Gyeongsang	14.1	56.6	100.0	3.5	63.4
	(Gyeongbuk)	23.6	36.7	100.0	3.2	54.1
	(Gyeongnam)	6.6	72.5	100.0	3.8	70.8
	Jeju	10.7	58.3	100.0	3.6	65.4

Table 142	Opinions on AI Services - Information or results provided by AI services can be trusted_(Household Member_Q27-5)						
		(Unit : %)					
BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Entire population aged 6 or older		1.4	8.4	35.6	43.8	10.8	
Number of household members	1 person	2.2	11.5	36.2	40.3	9.8	
	2 persons	1.9	10.8	36.8	41.0	9.5	
	3 persons or more	0.9	6.7	34.8	45.8	11.6	
Gender	Male	1.2	8.2	35.3	44.1	11.3	
	Female	1.5	8.6	35.8	43.6	10.4	
Age	6~19	0.9	5.6	37.0	44.4	12.1	
	20s	0.6	5.5	31.1	49.4	13.5	
	30s	0.4	5.1	32.0	49.5	13.0	
	40s	0.7	6.6	34.3	45.8	12.6	
	50s	1.1	8.4	36.7	44.1	9.7	
	60s	2.0	10.3	39.1	39.2	9.3	
	70+	3.6	16.7	38.0	35.4	6.4	
Gender*Age	Male	6~19	1.1	5.4	38.2	42.8	12.6
	20s	0.5	6.0	30.7	49.1	13.6	
	30s	0.3	4.6	32.8	49.6	12.8	
	40s	0.5	6.6	33.4	46.7	12.8	
	50s	1.2	8.7	36.1	44.1	9.9	
	60s	1.6	10.0	39.5	39.6	9.3	
	70+	3.4	17.4	36.4	34.9	7.9	
Female	6~19	0.7	5.8	35.8	46.1	11.5	
	20s	0.7	4.8	31.5	49.8	13.3	
	30s	0.6	5.7	31.1	49.4	13.2	
	40s	1.0	6.5	35.2	44.9	12.4	
	50s	1.0	8.0	37.2	44.1	9.6	
	60s	2.4	10.7	38.8	38.8	9.3	
	70+	3.8	16.1	39.1	35.8	5.2	
Youth	Entire population	0.6	5.3	34.2	47.3	12.6	
	Male	0.6	5.1	35.1	46.0	13.1	
	Female	0.5	5.4	33.2	48.8	12.1	
Occupation	Professional/managerial position	1.1	7.8	32.4	46.6	12.1	
	Office job	0.3	4.7	32.1	49.4	13.4	
	Service/sales	1.0	7.7	36.0	45.1	10.1	
	Production related position	2.0	12.1	38.4	38.6	8.9	
	Agriculture/forestry/fishery	3.1	16.4	40.4	32.3	7.9	
	Unemployed/Other (None/other)	1.9	9.2	36.2	42.1	10.6	
	(Student)	0.8	5.4	35.2	46.0	12.6	
	(Housewife)	2.5	11.2	38.0	39.3	8.9	
	(Unemployed/Other (None/other))	3.2	14.3	34.8	38.5	9.3	

Table 142	Opinions on AI Services - Information or results provided by AI services can be trusted_(Household Member_Q27-5)					
		(Unit : %)				
BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Education	Elementary school graduate or lower	2.7	11.8	39.8	37.2	8.6
	(Preschool)	4.0	5.3	47.7	35.2	7.8
	(Uneducated)	5.4	16.5	44.3	29.9	3.9
	(Elementary school student)	1.0	5.3	39.1	43.1	11.5
	(Middle school student)	0.4	5.9	36.9	43.5	13.3
	(A regular elementary school graduate)	4.7	20.9	39.7	30.2	4.5
	Middle school graduate	2.5	12.4	35.5	40.1	9.5
	(High school student)	0.6	5.8	32.7	47.7	13.2
	(A regular middle school graduate)	3.7	16.5	37.2	35.3	7.2
	High school graduate	1.4	8.7	36.4	43.4	10.2
	(University student)	0.5	5.1	30.7	50.4	13.3
	(A regular high school graduate)	1.5	9.3	37.3	42.3	9.7
	University graduate or higher	0.7	6.3	33.5	47.1	12.4
	(Graduate student)	0.0	3.0	39.6	41.6	15.8
	(A regular university graduate)	0.7	6.3	33.5	47.1	12.4
Household income	Less than KRW 2 million	3.8	16.7	39.4	34.0	6.1
	KRW 2 million-Less than 3 million	2.4	13.5	38.3	37.0	8.8
	KRW 3 million-Less than 4 million	1.8	8.6	36.5	41.3	11.8
	KRW 4 million-Less than 5 million	1.1	8.3	33.9	44.6	12.0
	KRW 5 million and higher	0.8	6.2	34.8	47.0	11.3
Region size	Dong	1.3	8.2	35.4	44.3	10.9
	Eup/Myeon	1.8	9.2	36.5	41.8	10.8
Region	Seoul	0.8	8.2	36.3	43.1	11.6
	Busan	2.0	6.8	33.4	47.3	10.5
	Daegu	0.8	13.3	44.3	35.9	5.7
	Incheon	1.0	12.2	35.3	38.7	12.9
	Gwangju	0.9	5.4	38.5	36.3	18.8
	Daejeon	1.1	9.8	47.1	35.2	6.9
	Ulsan	2.1	7.7	31.3	45.3	13.6
	Gyeonggi	1.0	5.7	32.8	49.9	10.5
	Gangwon	0.6	9.5	41.2	44.3	4.4
	Chungcheong	0.9	11.3	41.9	38.7	7.2
	(Chungbuk)	1.0	11.3	38.3	40.7	8.6
	(Chungnam)	0.9	11.6	45.7	36.2	5.6
	(Sejong)	0.8	9.5	34.6	45.0	10.1
	Jeolla	3.2	10.7	34.5	38.6	13.0
	(Jeonbok)	3.4	11.7	35.9	36.6	12.4
	(Jeonnam)	2.9	9.7	33.2	40.6	13.6
	Gyeongsang	2.6	9.4	30.8	44.6	12.5
	(Gyeongbuk)	4.3	17.2	41.2	30.8	6.5
	(Gyeongnam)	1.3	3.1	22.5	55.6	17.3
	Jeju	0.5	3.9	31.6	47.1	16.9

Table 143 **Opinions on AI Services - Information or results provided by AI services could be trusted_(Household Member_Q27-5) - CONT.**

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		⊖ Disagree	⊕ Agree	Total	Average (points)	[Avg.] 100 points (points)
Entire population aged 6 or older		9.8	54.7	100.0	3.5	63.6
Number of household members	1 person	13.7	50.1	100.0	3.4	61.0
	2 persons	12.6	50.5	100.0	3.5	61.4
	3 persons or more	7.7	57.5	100.0	3.6	65.1
Gender	Male	9.4	55.3	100.0	3.6	64.0
	Female	10.1	54.0	100.0	3.5	63.2
Age	6~19	6.5	56.5	100.0	3.6	65.3
	20s	6.1	62.9	100.0	3.7	67.4
	30s	5.5	62.5	100.0	3.7	67.4
	40s	7.3	58.5	100.0	3.6	65.8
	50s	9.5	53.9	100.0	3.5	63.3
	60s	12.4	48.5	100.0	3.4	60.9
	70+	20.3	41.8	100.0	3.2	56.1
Gender*Age	6~19	6.4	55.4	100.0	3.6	65.1
	20s	6.6	62.7	100.0	3.7	67.3
	30s	4.8	62.4	100.0	3.7	67.5
	40s	7.1	59.5	100.0	3.7	66.2
	50s	9.9	53.9	100.0	3.5	63.2
	60s	11.6	48.9	100.0	3.5	61.3
	70+	20.8	42.8	100.0	3.3	56.6
Gender*Age	6~19	6.5	57.6	100.0	3.6	65.5
	20s	5.5	63.0	100.0	3.7	67.5
	30s	6.3	62.6	100.0	3.7	67.3
	40s	7.5	57.3	100.0	3.6	65.3
	50s	9.0	53.8	100.0	3.5	63.4
	60s	13.1	48.1	100.0	3.4	60.5
	70+	19.9	41.0	100.0	3.2	55.6
Youth	Entire population	5.9	60.0	100.0	3.7	66.5
	Male	5.8	59.1	100.0	3.7	66.5
	Female	5.9	60.9	100.0	3.7	66.6
Occupation	Professional/managerial position	8.9	58.6	100.0	3.6	65.2
	Office job	5.0	62.8	100.0	3.7	67.7
	Service/sales	8.8	55.2	100.0	3.6	63.9
	Production related position	14.1	47.5	100.0	3.4	60.1
	Agriculture/forestry/fishery	19.4	40.2	100.0	3.3	56.4
	Unemployed/Other (None/other)	11.1	52.7	100.0	3.5	62.6
	(Student)	6.2	58.6	100.0	3.6	66.1
	(Housewife)	13.8	48.2	100.0	3.4	60.2
	(Unemployed/Other (None/other))	17.5	47.7	100.0	3.4	59.1

Table 143 **Opinions on AI Services - Information or results provided by AI services could be trusted_(Household Member_Q27-5) - CONT.**

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		⊖ Disagree	⊕ Agree	Total	Average (points)	[Avg.] 100 points (points)
Education	Elementary school graduate or lower	14.4	45.8	100.0	3.4	59.3
	(Preschool)	9.3	43.0	100.0	3.4	59.4
	(Uneducated)	21.9	33.8	100.0	3.1	52.6
	(Elementary school student)	6.4	54.6	100.0	3.6	64.7
	(Middle school student)	6.3	56.8	100.0	3.6	65.8
	(A regular elementary school graduate)	25.6	34.7	100.0	3.1	52.3
	Middle school graduate	14.9	49.6	100.0	3.4	60.4
	(High school student)	6.4	60.9	100.0	3.7	66.8
	(A regular middle school graduate)	20.3	42.5	100.0	3.3	56.4
	High school graduate	10.0	53.6	100.0	3.5	63.1
	(University student)	5.7	63.6	100.0	3.7	67.7
	(A regular high school graduate)	10.7	51.9	100.0	3.5	62.3
	University graduate or higher	7.0	59.4	100.0	3.6	66.0
	(Graduate student)	3.0	57.4	100.0	3.7	67.5
	(A regular university graduate)	7.1	59.4	100.0	3.6	66.0
Household income	Less than KRW 2 million	20.5	40.1	100.0	3.2	55.5
	KRW 2 million-Less than 3 million	15.9	45.8	100.0	3.4	59.1
	KRW 3 million-Less than 4 million	10.4	53.1	100.0	3.5	63.2
	KRW 4 million-Less than 5 million	9.4	56.6	100.0	3.6	64.5
	KRW 5 million and higher	7.0	58.2	100.0	3.6	65.5
Region size	Dong	9.5	55.2	100.0	3.6	63.8
	Eup/Myeon	10.9	52.6	100.0	3.5	62.7
Region	Seoul	9.0	54.8	100.0	3.6	64.2
	Busan	8.8	57.8	100.0	3.6	64.4
	Daegu	14.1	41.6	100.0	3.3	58.1
	Incheon	13.1	51.6	100.0	3.5	62.6
	Gwangju	6.3	55.2	100.0	3.7	66.7
	Daejeon	10.9	42.0	100.0	3.4	59.2
	Ulsan	9.9	58.9	100.0	3.6	65.1
	Gyeonggi	6.8	60.4	100.0	3.6	65.8
	Gangwon	10.0	48.7	100.0	3.4	60.6
	Chungcheong	12.2	45.9	100.0	3.4	60.0
	(Chungbuk)	12.3	49.4	100.0	3.5	61.2
	(Chungnam)	12.5	41.8	100.0	3.3	58.5
	(Sejong)	10.3	55.1	100.0	3.5	63.5
	Jeolla	13.9	51.6	100.0	3.5	61.9
	(Jeonbok)	15.2	49.0	100.0	3.4	60.7
	(Jeonnam)	12.6	54.2	100.0	3.5	63.1
	Gyeongsang	12.0	57.1	100.0	3.6	63.7
	(Gyeongbuk)	21.5	37.3	100.0	3.2	54.5
	(Gyeongnam)	4.5	73.0	100.0	3.9	71.1
	Jeju	4.4	64.0	100.0	3.8	69.0

Table
144

Opinions on AI Services - AI services will have a positive impact on my daily life or work_(Household Member_Q27-6)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Entire population aged 6 or older		1.5	7.9	36.3	45.9	8.3
Number of household members	1 person	2.8	10.2	38.3	41.0	7.7
	2 persons	2.5	10.4	38.3	41.7	7.1
	3 persons or more	0.9	6.4	35.1	48.7	9.0
Gender	Male	1.4	7.5	35.7	46.6	8.7
	Female	1.7	8.4	37.0	45.1	7.9
Age	6~19	0.8	5.7	37.7	45.5	10.3
	20s	0.4	3.7	30.1	53.6	12.1
	30s	0.3	4.4	31.6	53.8	9.9
	40s	0.6	6.0	32.7	51.4	9.3
	50s	0.9	8.4	38.4	45.5	6.8
	60s	2.4	11.0	40.6	39.8	6.3
	70+	5.3	15.4	42.3	32.3	4.6
Male	6~19	0.8	5.7	38.1	45.4	9.9
	20s	0.7	3.4	30.6	53.5	11.7
	30s	0.3	4.2	31.3	54.3	9.9
	40s	0.6	5.5	31.8	51.7	10.5
	50s	0.9	8.5	37.4	46.1	7.1
	60s	2.1	10.4	40.5	40.2	6.7
	70+	5.3	15.7	41.1	32.7	5.2
Gender*Age	6~19	0.7	5.8	37.2	45.6	10.7
	20s	0.2	4.0	29.6	53.7	12.5
	30s	0.3	4.7	31.9	53.1	10.0
	40s	0.6	6.5	33.7	51.2	8.0
	50s	0.8	8.3	39.4	45.0	6.6
	60s	2.6	11.5	40.6	39.4	5.9
	70+	5.4	15.2	43.2	32.0	4.1
Youth	Entire population	0.5	4.8	33.8	49.4	11.5
	Male	0.7	4.5	34.3	49.6	10.9
	Female	0.3	5.1	33.2	49.3	12.1
Occupation	Professional/managerial position	0.4	7.1	32.1	49.6	10.7
	Office job	0.2	4.0	30.4	54.8	10.6
	Service/sales	1.1	7.4	37.6	46.9	7.0
	Production related position	2.3	12.0	39.6	38.9	7.3
	Agriculture/forestry/fishery	4.8	15.3	43.7	30.6	5.7
	Unemployed/Other (None/other)	2.2	8.8	37.7	43.0	8.2
	(Student)	0.7	4.8	34.9	48.2	11.4
	(Housewife)	3.0	10.9	40.4	40.0	5.7
	(Unemployed/Other (None/other))	4.4	13.8	38.7	37.2	5.9

Table 144	Opinions on AI Services - AI services will have a positive impact on my daily life or work_(Household Member_Q27-6)					
		(Unit : %)				
BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Education	Elementary school graduate or lower	3.6	10.6	44.1	35.0	6.7
	(Preschool)	2.1	8.9	48.2	34.2	6.5
	(Uneducated)	9.6	14.7	45.9	25.4	4.5
	(Elementary school student)	1.2	5.7	42.7	42.8	7.5
	(Middle school student)	0.5	5.2	36.5	47.0	10.8
	(A regular elementary school graduate)	6.4	17.5	49.0	23.2	3.9
	Middle school graduate	3.1	12.5	35.9	40.4	8.1
	(High school student)	0.4	5.8	29.8	50.1	14.0
	(A regular middle school graduate)	4.7	16.7	39.8	34.4	4.4
	High school graduate	1.5	8.6	37.9	44.6	7.4
	(University student)	0.4	3.1	28.5	54.4	13.7
	(A regular high school graduate)	1.7	9.5	39.4	43.0	6.4
	University graduate or higher	0.6	5.6	32.7	51.5	9.6
	(Graduate student)	0.0	9.6	19.9	48.0	22.5
	(A regular university graduate)	0.6	5.6	32.7	51.5	9.5
Household income	Less than KRW 2 million	5.6	15.8	42.4	31.3	4.9
	KRW 2 million-Less than 3 million	3.5	13.2	39.8	37.2	6.3
	KRW 3 million-Less than 4 million	1.5	9.1	38.2	42.3	9.0
	KRW 4 million-Less than 5 million	1.5	7.6	35.5	47.1	8.3
	KRW 5 million and higher	0.6	5.6	34.6	50.1	9.0
Region size	Dong	1.4	7.6	36.1	46.6	8.4
	Eup/Myeon	2.2	9.3	37.6	42.8	8.0
Region	Seoul	0.7	6.7	36.3	48.3	8.0
	Busan	1.8	9.7	29.7	52.5	6.3
	Daegu	0.8	8.5	47.8	39.2	3.8
	Incheon	1.0	10.3	40.9	37.6	10.1
	Gwangju	0.6	3.9	31.2	44.1	20.2
	Daejeon	2.0	11.9	46.3	34.7	5.1
	Ulsan	2.7	10.2	31.1	44.0	12.0
	Gyeonggi	1.1	5.4	34.8	49.8	9.0
	Gangwon	0.6	7.5	38.6	49.0	4.4
	Chungcheong	2.7	11.2	45.7	35.9	4.6
	(Chungbuk)	5.8	11.6	41.1	36.1	5.5
	(Chungnam)	0.7	11.5	49.5	34.8	3.5
	(Sejong)	1.1	7.5	43.5	41.0	6.9
	Jeolla	3.0	8.5	33.4	44.3	10.7
	(Jeonbok)	2.8	8.8	32.5	46.4	9.5
	(Jeonnam)	3.3	8.2	34.3	42.3	12.0
	Gyeongsang	2.9	10.4	31.4	47.1	8.2
	(Gyeongbuk)	5.2	18.1	44.3	26.4	6.0
	(Gyeongnam)	1.1	4.3	21.1	63.6	9.9
	Jeju	1.4	9.3	31.9	44.8	12.7

Table
145

Opinions on AI Services - AI services will have a positive impact on my daily life or work_(Household Member_Q27-6) - CONT.

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		⊖ Disagree	⊕ Agree	Total	Average (points)	[Avg.] 100 points (points)
Entire population aged 6 or older		9.5	54.2	100.0	3.5	62.9
Number of household members	1 person	13.0	48.7	100.0	3.4	60.2
	2 persons	12.9	48.8	100.0	3.4	60.2
	3 persons or more	7.3	57.7	100.0	3.6	64.6
Gender	Male	8.9	55.3	100.0	3.5	63.4
	Female	10.0	53.0	100.0	3.5	62.3
Age	6~19	6.5	55.8	100.0	3.6	64.7
	20s	4.1	65.7	100.0	3.7	68.3
	30s	4.7	63.7	100.0	3.7	67.2
	40s	6.6	60.7	100.0	3.6	65.7
	50s	9.3	52.4	100.0	3.5	62.3
	60s	13.3	46.1	100.0	3.4	59.2
	70+	20.7	36.9	100.0	3.2	53.9
Gender*Age	6~19	6.5	55.3	100.0	3.6	64.5
	20s	4.1	65.2	100.0	3.7	68.0
	30s	4.5	64.2	100.0	3.7	67.3
	40s	6.1	62.2	100.0	3.7	66.5
	50s	9.4	53.2	100.0	3.5	62.5
	60s	12.6	46.9	100.0	3.4	59.7
	70+	21.0	37.9	100.0	3.2	54.2
Gender*Age	6~19	6.5	56.2	100.0	3.6	64.9
	20s	4.2	66.3	100.0	3.8	68.6
	30s	5.0	63.1	100.0	3.7	66.9
	40s	7.1	59.2	100.0	3.6	64.9
	50s	9.1	51.5	100.0	3.5	62.0
	60s	14.1	45.3	100.0	3.4	58.6
	70+	20.6	36.2	100.0	3.1	53.6
Youth	Entire population	5.3	60.9	100.0	3.7	66.7
	Male	5.2	60.5	100.0	3.7	66.4
	Female	5.4	61.4	100.0	3.7	67.0
Occupation	Professional/managerial position	7.5	60.4	100.0	3.6	65.8
	Office job	4.2	65.4	100.0	3.7	67.9
	Service/sales	8.5	53.9	100.0	3.5	62.8
	Production related position	14.3	46.2	100.0	3.4	59.2
	Agriculture/forestry/fishery	20.0	36.2	100.0	3.2	54.3
	Unemployed/Other (None/other)	11.0	51.3	100.0	3.5	61.6
	(Student)	5.5	59.6	100.0	3.7	66.2
	(Housewife)	13.9	45.7	100.0	3.4	58.6
	(Unemployed/Other (None/other))	18.2	43.1	100.0	3.3	56.6

Table 145	Opinions on AI Services - AI services will have a positive impact on my daily life or work_(Household Member_Q27-6) - CONT.	(Unit : %)				
BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		⊖ Disagree	⊕ Agree	Total	Average (points)	[Avg.] 100 points (points)
Education	Elementary school graduate or lower	14.2	41.7	100.0	3.3	57.6
	(Preschool)	11.1	40.7	100.0	3.3	58.5
	(Uneducated)	24.3	29.8	100.0	3.0	50.1
	(Elementary school student)	6.9	50.4	100.0	3.5	62.4
	(Middle school student)	5.7	57.8	100.0	3.6	65.6
	(A regular elementary school graduate)	23.8	27.2	100.0	3.0	50.2
	Middle school graduate	15.6	48.5	100.0	3.4	59.5
	(High school student)	6.2	64.1	100.0	3.7	67.9
	(A regular middle school graduate)	21.4	38.8	100.0	3.2	54.3
	High school graduate	10.1	52.0	100.0	3.5	61.9
	(University student)	3.5	68.1	100.0	3.8	69.5
	(A regular high school graduate)	11.2	49.4	100.0	3.4	60.7
	University graduate or higher	6.3	61.0	100.0	3.6	65.9
	(Graduate student)	9.6	70.5	100.0	3.8	70.8
	(A regular university graduate)	6.3	61.0	100.0	3.6	65.9
Household income	Less than KRW 2 million	21.4	36.2	100.0	3.1	53.5
	KRW 2 million-Less than 3 million	16.7	43.5	100.0	3.3	57.4
	KRW 3 million-Less than 4 million	10.6	51.2	100.0	3.5	62.0
	KRW 4 million-Less than 5 million	9.1	55.4	100.0	3.5	63.3
	KRW 5 million and higher	6.2	59.1	100.0	3.6	65.3
Region size	Dong	9.0	54.9	100.0	3.5	63.2
	Eup/Myeon	11.5	50.9	100.0	3.5	61.3
Region	Seoul	7.3	56.4	100.0	3.6	64.1
	Busan	11.5	58.8	100.0	3.5	63.0
	Daegu	9.2	42.9	100.0	3.4	59.2
	Incheon	11.4	47.7	100.0	3.5	61.4
	Gwangju	4.5	64.2	100.0	3.8	69.8
	Daejeon	13.9	39.8	100.0	3.3	57.2
	Ulsan	12.9	56.0	100.0	3.5	63.1
	Gyeonggi	6.5	58.7	100.0	3.6	65.0
	Gangwon	8.1	53.4	100.0	3.5	62.3
	Chungcheong	13.8	40.4	100.0	3.3	57.1
	(Chungbuk)	17.4	41.6	100.0	3.2	56.0
	(Chungnam)	12.2	38.3	100.0	3.3	57.2
	(Sejong)	8.7	47.9	100.0	3.5	61.3
	Jeolla	11.5	55.1	100.0	3.5	62.8
	(Jeonbok)	11.6	55.9	100.0	3.5	62.7
	(Jeonnam)	11.4	54.3	100.0	3.5	62.9
	Gyeongsang	13.4	55.2	100.0	3.5	61.8
	(Gyeongbuk)	23.3	32.4	100.0	3.1	52.4
	(Gyeongnam)	5.4	73.5	100.0	3.8	69.2
	Jeju	10.7	57.4	100.0	3.6	64.5

Table 146 AI Service Utilization Competence and Ethical Use - I can use devices with AI technology in daily life._(Household Member_Q28-1)

(Unit : %)

BASE: Persons aged 6 or older who have experienced AI service PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Persons aged 6 or older who have experienced AI service		42.9	57.1	100.0
Number of household members	1 person	35.5	64.5	100.0
	2 persons	33.3	66.7	100.0
	3 persons or more	47.6	52.4	100.0
Gender	Male	45.2	54.8	100.0
	Female	40.5	59.5	100.0
Age	6~19	50.5	49.5	100.0
	20s	60.2	39.8	100.0
	30s	58.8	41.2	100.0
	40s	50.4	49.6	100.0
	50s	33.7	66.3	100.0
	60s	15.2	84.8	100.0
	70+	5.1	94.9	100.0
Gender*Age	Male			
	6~19	49.7	50.3	100.0
	20s	60.8	39.2	100.0
	30s	59.3	40.7	100.0
	40s	52.9	47.1	100.0
	50s	37.5	62.5	100.0
	60s	18.2	81.8	100.0
	70+	7.0	93.0	100.0
Female	6~19	51.4	48.6	100.0
	20s	59.4	40.6	100.0
	30s	58.2	41.8	100.0
	40s	47.7	52.3	100.0
	50s	29.3	70.7	100.0
	60s	11.5	88.5	100.0
	70+	3.7	96.3	100.0
Youth	Entire population	53.2	46.8	100.0
	Male	52.4	47.6	100.0
	Female	54.0	46.0	100.0
Occupation	Professional/managerial position	60.8	39.2	100.0
	Office job	58.2	41.8	100.0
	Service/sales	37.8	62.2	100.0
	Production related position	28.0	72.0	100.0
	Agriculture/forestry/fishery	12.4	87.6	100.0
	Unemployed/Other (None/other)	38.3	61.7	100.0
	(Student)	53.7	46.3	100.0
	(Housewife)	20.0	80.0	100.0
	(Unemployed/Other (None/other))	22.5	77.5	100.0

Table 146 **AI Service Utilization Competence and Ethical Use - I can use devices with AI technology in daily life._(Household Member_Q28-1)**

(Unit : %)

BASE: Persons aged 6 or older who have experienced AI service PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Education	Elementary school graduate or lower	34.2	65.8	100.0
	(Preschool)	49.6	50.4	100.0
	(Uneducated)	2.4	97.6	100.0
	(Elementary school student)	54.0	46.0	100.0
	(Middle school student)	46.5	53.5	100.0
	(A regular elementary school graduate)	3.1	96.9	100.0
	Middle school graduate	33.0	67.0	100.0
	(High school student)	49.9	50.1	100.0
	(A regular middle school graduate)	5.8	94.2	100.0
	High school graduate	30.7	69.3	100.0
	(University student)	60.1	39.9	100.0
	(A regular high school graduate)	22.8	77.2	100.0
	University graduate or higher	53.1	46.9	100.0
	(Graduate student)	69.0	31.0	100.0
	(A regular university graduate)	53.0	47.0	100.0
Household income	Less than KRW 2 million	7.9	92.1	100.0
	KRW 2 million-Less than 3 million	22.3	77.7	100.0
	KRW 3 million-Less than 4 million	38.4	61.6	100.0
	KRW 4 million-Less than 5 million	41.2	58.8	100.0
	KRW 5 million and higher	49.4	50.6	100.0
Region size	Dong	44.4	55.6	100.0
	Eup/Myeon	35.5	64.5	100.0
Region	Seoul	45.1	54.9	100.0
	Busan	30.3	69.7	100.0
	Daegu	34.8	65.2	100.0
	Incheon	48.4	51.6	100.0
	Gwangju	43.7	56.3	100.0
	Daejeon	45.4	54.6	100.0
	Ulsan	38.7	61.3	100.0
	Gyeonggi	50.2	49.8	100.0
	Gangwon	37.9	62.1	100.0
	Chungcheong	38.1	61.9	100.0
	(Chungbuk)	38.1	61.9	100.0
	(Chungnam)	37.4	62.6	100.0
	(Sejong)	41.2	58.8	100.0
	Jeolla	34.8	65.2	100.0
	(Jeonbok)	36.0	64.0	100.0
	(Jeonnam)	33.5	66.5	100.0
	Gyeongsang	33.9	66.1	100.0
	(Gyeongbuk)	32.8	67.2	100.0
	(Gyeongnam)	34.6	65.4	100.0
	Jeju	32.7	67.3	100.0

Table
147

AI Service Utilization Competence and Ethical Use - I can use appropriate AI technology to achieve daily goals (such as work, education, etc.)(Household Member_Q28-2)

(Unit : %)

BASE: Persons aged 6 or older who have experienced AI service PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Persons aged 6 or older who have experienced AI service		38.3	61.7	100.0
Number of household members	1 person	31.5	68.5	100.0
	2 persons	29.0	71.0	100.0
	3 persons or more	42.8	57.2	100.0
Gender	Male	41.1	58.9	100.0
	Female	35.2	64.8	100.0
Age	6~19	45.7	54.3	100.0
	20s	56.5	43.5	100.0
	30s	53.7	46.3	100.0
	40s	44.2	55.8	100.0
	50s	27.8	72.2	100.0
	60s	11.4	88.6	100.0
	70+	4.8	95.2	100.0
Gender*Age	Male 6~19	46.1	53.9	100.0
	Male 20s	57.9	42.1	100.0
	Male 30s	54.8	45.2	100.0
	Male 40s	47.7	52.3	100.0
	Male 50s	32.9	67.1	100.0
	Male 60s	14.0	86.0	100.0
	Male 70+	5.8	94.2	100.0
Female	Female 6~19	45.3	54.7	100.0
	Female 20s	54.9	45.1	100.0
	Female 30s	52.5	47.5	100.0
	Female 40s	40.3	59.7	100.0
	Female 50s	21.9	78.1	100.0
	Female 60s	8.4	91.6	100.0
	Female 70+	4.1	95.9	100.0
Youth	Entire population	48.8	51.2	100.0
	Male	48.8	51.2	100.0
	Female	48.7	51.3	100.0
Occupation	Professional/managerial position	54.7	45.3	100.0
	Office job	53.8	46.2	100.0
	Service/sales	31.4	68.6	100.0
	Production related position	23.6	76.4	100.0
	Agriculture/forestry/fishery	9.1	90.9	100.0
	Unemployed/Other (None/other)	34.8	65.2	100.0
	(Student)	49.9	50.1	100.0
	(Housewife)	16.4	83.6	100.0
	(Unemployed/Other (None/other))	20.2	79.8	100.0

Table
147

AI Service Utilization Competence and Ethical Use - I can use appropriate AI technology to achieve daily goals (such as work, education, etc.)(Household Member_Q28-2)

(Unit : %)

BASE: Persons aged 6 or older who have experienced AI service PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Education	Elementary school graduate or lower	30.3	69.7	100.0
	(Preschool)	39.0	61.0	100.0
	(Uneducated)	1.5	98.5	100.0
	(Elementary school student)	47.4	52.6	100.0
	(Middle school student)	42.5	57.5	100.0
	(A regular elementary school graduate)	3.3	96.7	100.0
	Middle school graduate	31.2	68.8	100.0
	(High school student)	47.2	52.8	100.0
	(A regular middle school graduate)	5.5	94.5	100.0
	High school graduate	26.8	73.2	100.0
	(University student)	57.7	42.3	100.0
	(A regular high school graduate)	18.5	81.5	100.0
	University graduate or higher	47.5	52.5	100.0
	(Graduate student)	60.0	40.0	100.0
	(A regular university graduate)	47.4	52.6	100.0
Household income	Less than KRW 2 million	7.7	92.3	100.0
	KRW 2 million-Less than 3 million	19.5	80.5	100.0
	KRW 3 million-Less than 4 million	34.0	66.0	100.0
	KRW 4 million-Less than 5 million	35.5	64.5	100.0
	KRW 5 million and higher	44.5	55.5	100.0
Region size	Dong	39.7	60.3	100.0
	Eup/Myeon	31.1	68.9	100.0
Region	Seoul	42.2	57.8	100.0
	Busan	28.7	71.3	100.0
	Daegu	27.2	72.8	100.0
	Incheon	44.5	55.5	100.0
	Gwangju	38.4	61.6	100.0
	Daejeon	29.6	70.4	100.0
	Ulsan	34.8	65.2	100.0
	Gyeonggi	45.8	54.2	100.0
	Gangwon	33.4	66.6	100.0
	Chungcheong	30.9	69.1	100.0
	(Chungbuk)	33.8	66.2	100.0
	(Chungnam)	28.6	71.4	100.0
	(Sejong)	31.1	68.9	100.0
	Jeolla	29.5	70.5	100.0
	(Jeonbuk)	28.5	71.5	100.0
	(Jeonnam)	30.5	69.5	100.0
	Gyeongsang	29.8	70.2	100.0
	(Gyeongbuk)	27.1	72.9	100.0
	(Gyeongnam)	31.7	68.3	100.0
	Jeju	25.9	74.1	100.0

Table 148 AI Service Utilization Competence and Ethical Use - I understand the pros and cons of AI-based problem-solving and can use AI accordingly_(Household Member_Q28-3)

(Unit : %)

BASE: Persons aged 6 or older who have experienced AI service PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Persons aged 6 or older who have experienced AI service		35.8	64.2	100.0
Number of household members	1 person	31.5	68.5	100.0
	2 persons	27.4	72.6	100.0
	3 persons or more	39.6	60.4	100.0
Gender	Male	38.6	61.4	100.0
	Female	32.8	67.2	100.0
Age	6~19	36.4	63.6	100.0
	20s	53.7	46.3	100.0
	30s	51.1	48.9	100.0
	40s	42.6	57.4	100.0
	50s	26.8	73.2	100.0
	60s	11.4	88.6	100.0
	70+	5.3	94.7	100.0
Gender*Age	Male 6~19	38.0	62.0	100.0
	Male 20s	54.4	45.6	100.0
	Male 30s	52.2	47.8	100.0
	Male 40s	45.3	54.7	100.0
	Male 50s	31.6	68.4	100.0
	Male 60s	14.4	85.6	100.0
	Male 70+	6.7	93.3	100.0
Female	Female 6~19	34.8	65.2	100.0
	Female 20s	53.0	47.0	100.0
	Female 30s	49.7	50.3	100.0
	Female 40s	39.5	60.5	100.0
	Female 50s	21.1	78.9	100.0
	Female 60s	7.8	92.2	100.0
	Female 70+	4.4	95.6	100.0
Youth	Entire population	42.8	57.2	100.0
	Male	43.7	56.3	100.0
	Female	41.7	58.3	100.0
Occupation	Professional/managerial position	51.9	48.1	100.0
	Office job	51.6	48.4	100.0
	Service/sales	30.1	69.9	100.0
	Production related position	23.1	76.9	100.0
	Agriculture/forestry/fishery	9.5	90.5	100.0
	Unemployed/Other (None/other)	30.5	69.5	100.0
	(Student)	41.6	58.4	100.0
	(Housewife)	16.7	83.3	100.0
	(Unemployed/Other (None/other))	20.6	79.4	100.0

Table 148 AI Service Utilization Competence and Ethical Use - I understand the pros and cons of AI-based problem-solving and can use AI accordingly_(Household Member_Q28-3)

(Unit : %)

BASE: Persons aged 6 or older who have experienced AI service PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Education	Elementary school graduate or lower	22.5	77.5	100.0
	(Preschool)	19.3	80.7	100.0
	(Uneducated)	2.0	98.0	100.0
	(Elementary school student)	31.4	68.6	100.0
	(Middle school student)	37.0	63.0	100.0
	(A regular elementary school graduate)	2.6	97.4	100.0
	Middle school graduate	29.0	71.0	100.0
	(High school student)	41.4	58.6	100.0
	(A regular middle school graduate)	9.0	91.0	100.0
	High school graduate	25.0	75.0	100.0
	(University student)	53.0	47.0	100.0
	(A regular high school graduate)	17.5	82.5	100.0
	University graduate or higher	45.9	54.1	100.0
	(Graduate student)	56.7	43.3	100.0
	(A regular university graduate)	45.8	54.2	100.0
Household income	Less than KRW 2 million	8.3	91.7	100.0
	KRW 2 million-Less than 3 million	19.0	81.0	100.0
	KRW 3 million-Less than 4 million	32.5	67.5	100.0
	KRW 4 million-Less than 5 million	34.1	65.9	100.0
	KRW 5 million and higher	41.1	58.9	100.0
Region size	Dong	37.2	62.8	100.0
	Eup/Myeon	29.0	71.0	100.0
Region	Seoul	40.2	59.8	100.0
	Busan	21.9	78.1	100.0
	Daegu	25.0	75.0	100.0
	Incheon	44.2	55.8	100.0
	Gwangju	37.2	62.8	100.0
	Daejeon	32.1	67.9	100.0
	Ulsan	26.2	73.8	100.0
	Gyeonggi	42.5	57.5	100.0
	Gangwon	33.9	66.1	100.0
	Chungcheong	30.2	69.8	100.0
	(Chungbuk)	29.6	70.4	100.0
	(Chungnam)	29.7	70.3	100.0
	(Sejong)	34.5	65.5	100.0
	Jeolla	28.2	71.8	100.0
	(Jeonbuk)	27.5	72.5	100.0
	(Jeonnam)	29.0	71.0	100.0
	Gyeongsang	26.7	73.3	100.0
	(Gyeongbuk)	23.4	76.6	100.0
	(Gyeongnam)	29.0	71.0	100.0
	Jeju	20.4	79.6	100.0

Table 149 AI Service Utilization Competence and Ethical Use - I am aware of the risks of AI technology, such as algorithmic bias, misinformation, and privacy violations_(Household Member_Q28-4)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Entire population aged 6 or older		47.3	52.7	100.0
Number of household members	1 person	38.2	61.8	100.0
	2 persons	39.6	60.4	100.0
	3 persons or more	52.6	47.4	100.0
Gender	Male	50.8	49.2	100.0
	Female	43.8	56.2	100.0
Age	6~19	42.0	58.0	100.0
	20s	66.5	33.5	100.0
	30s	63.6	36.4	100.0
	40s	60.8	39.2	100.0
	50s	48.7	51.3	100.0
	60s	34.1	65.9	100.0
	70+	16.0	84.0	100.0
Gender*Age	Male			
	6~19	43.3	56.7	100.0
	20s	67.4	32.6	100.0
	30s	64.0	36.0	100.0
	40s	62.7	37.3	100.0
	50s	53.2	46.8	100.0
	60s	37.6	62.4	100.0
70+	20.5	79.5	100.0	
Gender*Age	Female			
	6~19	40.6	59.4	100.0
	20s	65.6	34.4	100.0
	30s	63.1	36.9	100.0
	40s	58.7	41.3	100.0
	50s	44.3	55.7	100.0
	60s	30.7	69.3	100.0
70+	12.8	87.2	100.0	
Youth	Entire population	53.1	46.9	100.0
	Male	54.3	45.7	100.0
	Female	51.7	48.3	100.0
Occupation	Professional/managerial position	62.5	37.5	100.0
	Office job	66.6	33.4	100.0
	Service/sales	47.5	52.5	100.0
	Production related position	41.9	58.1	100.0
	Agriculture/forestry/fishery	21.1	78.9	100.0
	Unemployed/Other (None/other)	38.4	61.6	100.0
	(Student)	49.4	50.6	100.0
	(Housewife)	31.3	68.7	100.0
	(Unemployed/Other (None/other))	26.8	73.2	100.0

Table 149 AI Service Utilization Competence and Ethical Use - I am aware of the risks of AI technology, such as algorithmic bias, misinformation, and privacy violations_(Household Member_Q28-4)

(Unit : %)

BASE: Entire population aged 6 or older PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Education	Elementary school graduate or lower	23.9	76.1	100.0
	(Preschool)	14.9	85.1	100.0
	(Uneducated)	7.5	92.5	100.0
	(Elementary school student)	28.6	71.4	100.0
	(Middle school student)	49.6	50.4	100.0
	(A regular elementary school graduate)	9.6	90.4	100.0
	Middle school graduate	31.1	68.9	100.0
	(High school student)	54.0	46.0	100.0
	(A regular middle school graduate)	16.8	83.2	100.0
	High school graduate	42.2	57.8	100.0
	(University student)	69.2	30.8	100.0
	(A regular high school graduate)	37.8	62.2	100.0
	University graduate or higher	62.0	38.0	100.0
	(Graduate student)	80.3	19.7	100.0
	(A regular university graduate)	62.0	38.0	100.0
Household income	Less than KRW 2 million	16.2	83.8	100.0
	KRW 2 million-Less than 3 million	32.7	67.3	100.0
	KRW 3 million-Less than 4 million	43.2	56.8	100.0
	KRW 4 million-Less than 5 million	47.2	52.8	100.0
	KRW 5 million and higher	55.7	44.3	100.0
Region size	Dong	49.1	50.9	100.0
	Eup/Myeon	39.2	60.8	100.0
Region	Seoul	49.3	50.7	100.0
	Busan	31.7	68.3	100.0
	Daegu	33.6	66.4	100.0
	Incheon	62.0	38.0	100.0
	Gwangju	53.2	46.8	100.0
	Daejeon	37.5	62.5	100.0
	Ulsan	33.7	66.3	100.0
	Gyeonggi	57.7	42.3	100.0
	Gangwon	42.8	57.2	100.0
	Chungcheong	44.5	55.5	100.0
	(Chungbuk)	46.5	53.5	100.0
	(Chungnam)	41.3	58.7	100.0
	(Sejong)	53.8	46.2	100.0
	Jeolla	34.4	65.6	100.0
	(Jeonbuk)	31.0	69.0	100.0
	(Jeonnam)	37.8	62.2	100.0
	Gyeongsang	40.7	59.3	100.0
	(Gyeongbuk)	36.3	63.7	100.0
	(Gyeongnam)	44.3	55.7	100.0
	Jeju	43.6	56.4	100.0

Table 150 **AI Service Utilization Competence and Ethical Use - I can use AI services/devices ethically and correctly, considering the risks of AI technology_(Household Member_Q28-5)**

(Unit : %)

BASE: Persons aged 6 or older who have experienced AI service PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Persons aged 6 or older who have experienced AI service		38.0	62.0	100.0
Number of household members	1 person	31.9	68.1	100.0
	2 persons	29.6	70.4	100.0
	3 persons or more	42.0	58.0	100.0
Gender	Male	40.3	59.7	100.0
	Female	35.5	64.5	100.0
Age	6~19	43.5	56.5	100.0
	20s	55.4	44.6	100.0
	30s	51.9	48.1	100.0
	40s	44.5	55.5	100.0
	50s	28.2	71.8	100.0
	60s	12.9	87.1	100.0
	70+	6.7	93.3	100.0
Gender*Age	Male			
	6~19	43.3	56.7	100.0
	20s	55.8	44.2	100.0
	30s	52.3	47.7	100.0
	40s	47.3	52.7	100.0
	50s	32.2	67.8	100.0
	60s	15.7	84.3	100.0
	70+	9.3	90.7	100.0
Female	6~19	43.8	56.2	100.0
	20s	54.9	45.1	100.0
	30s	51.4	48.6	100.0
	40s	41.4	58.6	100.0
	50s	23.6	76.4	100.0
	60s	9.5	90.5	100.0
	70+	4.8	95.2	100.0
Youth	Entire population	47.2	52.8	100.0
	Male	47.3	52.7	100.0
	Female	47.1	52.9	100.0
Occupation	Professional/managerial position	53.7	46.3	100.0
	Office job	51.7	48.3	100.0
	Service/sales	32.7	67.3	100.0
	Production related position	24.3	75.7	100.0
	Agriculture/forestry/fishery	11.1	88.9	100.0
	Unemployed/Other (None/other)	34.4	65.6	100.0
	(Student)	47.5	52.5	100.0
	(Housewife)	17.7	82.3	100.0
	(Unemployed/Other (None/other))	23.0	77.0	100.0

Table 150	AI Service Utilization Competence and Ethical Use - I can use AI services/devices ethically and correctly, considering the risks of AI technology_(Household Member_Q28-5)			
(Unit : %)				
BASE: Persons aged 6 or older who have experienced AI service PERIOD: Single point of time as of July 1, 2025		Yes	No	Total
Education	Elementary school graduate or lower	29.1	70.9	100.0
	(Preschool)	38.6	61.4	100.0
	(Uneducated)	3.4	96.6	100.0
	(Elementary school student)	42.4	57.6	100.0
	(Middle school student)	43.3	56.7	100.0
	(A regular elementary school graduate)	3.7	96.3	100.0
	Middle school graduate	30.9	69.1	100.0
	(High school student)	43.9	56.1	100.0
	(A regular middle school graduate)	10.1	89.9	100.0
	High school graduate	26.7	73.3	100.0
	(University student)	55.9	44.1	100.0
	(A regular high school graduate)	19.0	81.0	100.0
	University graduate or higher	47.2	52.8	100.0
	(Graduate student)	60.4	39.6	100.0
	(A regular university graduate)	47.2	52.8	100.0
Household income	Less than KRW 2 million	8.9	91.1	100.0
	KRW 2 million-Less than 3 million	20.9	79.1	100.0
	KRW 3 million-Less than 4 million	34.9	65.1	100.0
	KRW 4 million-Less than 5 million	36.0	64.0	100.0
	KRW 5 million and higher	43.4	56.6	100.0
Region size	Dong	39.8	60.2	100.0
	Eup/Myeon	28.9	71.1	100.0
Region	Seoul	41.4	58.6	100.0
	Busan	20.4	79.6	100.0
	Daegu	27.6	72.4	100.0
	Incheon	44.4	55.6	100.0
	Gwangju	38.9	61.1	100.0
	Daejeon	41.9	58.1	100.0
	Ulsan	27.1	72.9	100.0
	Gyeonggi	44.0	56.0	100.0
	Gangwon	33.6	66.4	100.0
	Chungcheong	38.5	61.5	100.0
	(Chungbuk)	36.4	63.6	100.0
	(Chungnam)	40.0	60.0	100.0
	(Sejong)	39.4	60.6	100.0
	Jeolla	31.3	68.7	100.0
	(Jeonbok)	31.0	69.0	100.0
	(Jeonnam)	31.5	68.5	100.0
	Gyeongsang	28.6	71.4	100.0
	(Gyeongbuk)	27.6	72.4	100.0
	(Gyeongnam)	29.3	70.7	100.0
	Jeju	31.8	68.2	100.0

Table
151

Wearable device use service (multiple responses)_(Household Member_Q29)

(Unit : %)

BASE: Wearable device owners aged 6 or older PERIOD: Within the last 1 year		Sending/ receiving text messages, calls, etc. by connecting to a smartphone	Health management functions like measuring the heart rate, calorie consumption, etc.	Travel distance, route recording function	Information search function through the Internet
Wearable device owners aged 6 or older		99.3	68.8	63.4	56.7
Number of household members	1 person	99.7	72.1	65.4	50.8
	2 persons	99.7	71.9	63.2	57.6
	3 persons or more	99.1	67.5	63.2	57.2
Gender	Male	99.4	70.0	65.0	56.8
	Female	99.2	67.3	61.3	56.5
Age	6~19	99.0	54.1	52.7	58.2
	20s	98.3	56.7	52.7	65.3
	30s	99.8	75.7	67.4	55.5
	40s	99.7	79.3	73.6	51.2
	50s	99.7	69.2	65.2	52.2
	60s	99.7	68.5	62.8	50.4
	70+	100.0	54.3	55.8	45.1
Gender*Age	Male				
	6~19	98.0	55.5	59.0	59.8
	20s	98.7	53.6	50.5	66.1
	30s	99.7	77.2	69.7	56.6
	40s	99.8	80.1	75.6	50.8
	50s	99.6	72.0	67.3	53.0
	60s	99.6	73.1	62.4	48.6
	70+	100.0	68.2	63.2	67.9
Female	6~19	100.0	52.7	45.9	56.4
	20s	97.9	59.7	54.8	64.5
	30s	99.9	73.9	64.4	54.1
	40s	99.5	78.1	70.8	51.7
	50s	100.0	64.2	61.4	50.9
	60s	100.0	58.7	63.8	54.2
	70+	100.0	39.5	48.0	20.7
Youth	Entire population	98.4	55.4	54.3	63.6
	Male	97.9	51.5	52.3	65.0
	Female	98.8	58.9	56.2	62.3
Occupation	Professional/managerial position	99.9	77.3	71.8	56.7
	Office job	99.6	74.3	67.1	56.6
	Service/sales	99.5	66.8	61.9	54.4
	Production related position	99.2	66.2	60.6	51.1
	Agriculture/forestry/fishery	95.5	72.6	58.4	33.8
	Unemployed/Other (None/other)	98.3	58.8	56.3	61.8
	(Student)	98.3	56.0	55.1	64.6
	(Housewife)	99.1	67.0	63.0	49.9
	(Unemployed/Other (None/other))	96.9	57.8	50.5	69.7

Table
151

Wearable device use service (multiple responses)_(Household Member_Q29)

(Unit : %)

BASE: Wearable device owners aged 6 or older PERIOD: Within the last 1 year		Sending/ receiving text messages, calls, etc. by connecting to a smartphone	Health management functions like measuring the heart rate, calorie consumption, etc.	Travel distance, route recording function	Information search function through the Internet
Education	Elementary school graduate or lower (Preschool)	100.0	50.3	52.0	57.7
	(Uneducated)	-	-	-	-
	(Elementary school student)	100.0	54.0	100.0	30.6
	(Middle school student)	100.0	30.7	39.0	59.9
	(A regular elementary school graduate)	100.0	61.9	58.1	57.4
	Middle school graduate	100.0	56.3	56.3	56.3
	(High school student)	100.0	53.3	46.8	53.2
	(A regular middle school graduate)	100.0	53.4	48.9	52.3
	High school graduate	100.0	52.6	27.3	61.7
	(University student)	98.8	60.3	57.4	56.6
	(A regular high school graduate)	97.8	56.7	55.9	66.6
	University graduate or higher	99.5	63.1	58.6	48.7
	(Graduate student)	99.4	72.3	65.9	56.8
	(A regular university graduate)	100.0	81.9	69.2	62.5
Household income	Less than KRW 2 million	99.4	72.2	65.9	56.8
	KRW 2 million-Less than 3 million	100.0	58.4	58.5	52.3
	KRW 3 million-Less than 4 million	98.2	66.5	58.7	56.6
	KRW 4 million-Less than 5 million	99.7	65.6	62.6	52.1
	KRW 5 million and higher	98.9	67.4	63.2	54.4
Region size	Dong	99.4	69.4	64.0	56.3
	Eup/Myeon	98.2	64.5	58.3	60.1
Region	Seoul	99.4	69.4	64.0	56.3
	Busan	98.2	64.5	58.3	60.1
	Daegu	99.5	73.3	68.8	62.4
	Incheon	98.9	62.7	62.4	61.4
	Gwangju	99.5	66.9	62.8	45.1
	Daejeon	100.0	72.1	63.9	58.8
	Ulsan	99.1	58.1	45.6	52.9
	Gyeonggi	99.2	54.7	59.0	64.0
	Gangwon	98.9	53.1	51.1	64.6
	Chungcheong	99.5	75.7	68.3	53.7
	(Chungbuk)	100.0	65.8	61.4	61.4
	(Chungnam)	98.6	53.0	48.3	55.2
	(Sejong)	97.3	63.2	58.5	43.6
	Jeolla	99.0	49.1	45.3	61.2
	(Jeonbuk)	100.0	52.6	41.3	45.7
	(Jeonnam)	98.7	60.7	45.9	42.9
	Gyeongsang	98.7	60.1	47.0	41.3
	(Gyeongbuk)	98.7	61.9	43.8	46.2
	(Gyeongnam)	98.3	62.5	62.5	61.5
	Jeju	97.1	60.5	59.2	63.2
		99.1	63.8	64.6	60.5
		100.0	12.2	18.3	45.1

Table
152

Wearable device use service (multiple responses)_(Household Member_Q29) - CONT.

(Unit : %)

BASE: Wearable device owners aged 6 or older PERIOD: Within the last 1 year		Directions function	Virtual/ augmented reality experience functions (video viewing, games, etc.)	Tracking and protection functions like location checking of infants and the elderly, etc	Other	
Wearable device owners aged 6 or older		35.1	13.7	5.9	0.1	
Number of household members	1 person	35.2	10.9	3.5	0.0	
	2 persons	35.7	14.6	5.2	0.0	
	3 persons or more	34.9	13.8	6.4	0.1	
Gender	Male	34.7	14.0	5.2	0.1	
	Female	35.6	13.3	6.7	0.0	
Age	6~19	35.9	11.3	9.8	0.0	
	20s	31.2	13.2	3.7	0.1	
	30s	39.0	17.1	8.0	0.1	
	40s	37.0	12.6	7.8	0.0	
	50s	35.0	11.6	3.5	0.0	
	60s	31.9	13.0	3.0	0.0	
	70+	17.1	6.4	7.7	0.0	
Gender*Age	Male	6~19	30.7	11.9	8.7	0.0
		20s	27.5	11.7	2.5	0.3
		30s	41.0	18.1	7.7	0.0
		40s	37.5	14.0	7.2	0.0
		50s	35.2	12.2	2.9	0.0
		60s	30.5	12.7	2.5	0.0
		70+	19.0	10.4	6.6	0.0
Gender*Age	Female	6~19	41.5	10.7	11.0	0.0
		20s	34.8	14.6	4.8	0.0
		30s	36.3	15.8	8.5	0.2
		40s	36.3	10.8	8.5	0.0
		50s	34.7	10.4	4.5	0.0
		60s	34.9	13.6	4.0	0.0
		70+	15.1	2.1	9.0	0.0
Youth	Entire population	34.8	12.4	4.7	0.0	
	Male	29.8	8.9	2.8	0.0	
	Female	39.3	15.6	6.4	0.0	
Occupation	Professional/managerial position	35.3	12.6	3.9	0.0	
	Office job	36.8	15.0	6.4	0.0	
	Service/sales	32.7	12.2	5.6	0.0	
	Production related position	34.4	11.7	3.1	0.0	
	Agriculture/forestry/fishery	12.9	0.0	4.6	0.0	
	Unemployed/Other (None/other)	35.2	14.0	6.9	0.2	
	(Student)	36.4	13.0	4.3	0.3	
	(Housewife)	35.4	17.8	15.2	0.0	
	(Unemployed/Other (None/other))	28.7	12.4	5.0	0.0	

Table
152

Wearable device use service (multiple responses)_(Household Member_Q29) - CONT.

(Unit : %)

BASE: Wearable device owners aged 6 or older PERIOD: Within the last 1 year		Directions function	Virtual/ augmented reality experience functions (video viewing, games, etc.)	Tracking and protection functions like location checking of infants and the elderly, etc	Other
Education	Elementary school graduate or lower (Preschool)	34.1	10.4	23.6	0.0
	(Uneducated)	-	-	-	-
	(Elementary school student)	0.0	0.0	0.0	0.0
	(Middle school student)	36.0	7.0	29.2	0.0
	(A regular elementary school graduate)	34.0	12.0	22.6	0.0
	Middle school graduate	35.3	22.7	0.0	0.0
	(High school student)	33.8	15.9	4.9	0.0
	(A regular middle school graduate)	35.3	15.4	3.6	0.0
	High school graduate	20.4	21.3	16.0	0.0
	(University student)	32.8	11.1	3.6	0.2
	(A regular high school graduate)	37.0	12.3	2.2	0.4
	University graduate or higher	29.5	10.2	4.7	0.0
	(Graduate student)	35.9	14.6	6.3	0.0
	(A regular university graduate)	32.5	28.5	0.0	0.0
Household income	Less than KRW 2 million	35.9	14.5	6.4	0.0
	KRW 2 million-Less than 3 million	30.4	9.8	3.6	0.0
	KRW 3 million-Less than 4 million	32.9	8.2	4.5	0.0
	KRW 4 million-Less than 5 million	30.4	12.1	5.7	0.0
	KRW 5 million and higher	34.1	12.3	6.7	0.0
Region size	Dong	36.2	14.6	5.8	0.1
	Eup/Myeon	35.7	13.8	5.8	0.1
Region	Seoul	30.7	12.8	6.7	0.0
	Busan	41.7	18.1	7.1	0.0
	Daegu	34.5	14.5	4.4	0.0
	Incheon	20.9	4.8	3.2	0.0
	Gwangju	45.4	9.7	3.9	0.0
	Daejeon	20.9	2.9	2.8	0.0
	Ulsan	38.5	6.1	4.0	0.0
	Gyeonggi	31.9	6.5	1.5	0.0
	Gangwon	36.3	17.8	8.3	0.2
	Chungcheong	36.6	17.4	4.1	0.0
	(Chungbuk)	26.4	8.5	5.3	0.0
	(Chungnam)	30.5	3.2	2.2	0.0
	(Sejong)	26.3	11.7	7.4	0.0
	Jeolla	15.8	1.4	0.0	0.0
	(Jeonbuk)	21.4	6.0	1.0	0.0
	(Jeonnam)	19.6	7.2	0.9	0.0
	Gyeongsang	24.9	3.6	1.4	0.0
	(Gyeongbuk)	29.9	7.5	1.5	0.0
	(Gyeongnam)	27.9	0.8	0.7	0.0
	Jeju	31.2	11.7	2.0	0.0
		15.4	2.4	10.2	0.0

Table
153

Recent Internet shopping use period_(Household Member_Q30)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used internet shopping for over a year	Have never used internet shopping	Total
Internet users aged 12 or older		67.1	5.8	5.7	7.0	14.4	100.0
Number of household members	1 person	55.7	4.7	3.3	10.8	25.4	100.0
	2 persons	54.3	6.2	4.4	11.0	24.1	100.0
	3 persons or more	75.0	5.8	6.7	4.4	8.0	100.0
Gender	Male	65.6	6.8	6.8	6.9	13.9	100.0
	Female	68.6	4.8	4.6	7.1	15.0	100.0
Age	12~19	55.8	9.1	17.8	5.2	12.1	100.0
	20s	92.8	2.6	4.2	0.2	0.2	100.0
	30s	93.3	2.9	3.4	0.2	0.2	100.0
	40s	88.1	4.4	6.6	0.6	0.2	100.0
	50s	74.1	8.3	5.5	6.5	5.5	100.0
	60s	33.7	8.4	4.6	19.0	34.3	100.0
	70+	10.2	5.4	2.1	19.2	63.1	100.0
Gender*Age	Male						
	12~19	54.5	10.2	17.8	5.1	12.4	100.0
	20s	90.6	3.5	5.5	0.2	0.2	100.0
	30s	91.2	3.9	4.5	0.4	0.1	100.0
	40s	84.4	5.8	8.9	0.7	0.2	100.0
	50s	68.6	10.0	6.7	7.9	6.8	100.0
	60s	31.4	8.8	4.9	18.9	36.0	100.0
70+	11.4	5.6	2.4	18.4	62.1	100.0	
Gender*Age	Female						
	12~19	57.3	7.9	17.8	5.3	11.6	100.0
	20s	95.2	1.7	2.7	0.2	0.2	100.0
	30s	95.7	1.8	2.1	0.1	0.2	100.0
	40s	92.1	2.9	4.3	0.4	0.3	100.0
	50s	79.7	6.6	4.3	5.0	4.3	100.0
	60s	35.9	7.9	4.4	19.2	32.6	100.0
70+	9.3	5.2	1.9	19.7	63.9	100.0	
Youth	Entire population	69.7	6.7	12.8	3.3	7.5	100.0
	Male	68.3	7.6	13.2	3.2	7.7	100.0
	Female	71.3	5.8	12.3	3.4	7.3	100.0
Occupation	Professional/managerial position	80.6	4.9	4.7	4.3	5.5	100.0
	Office job	91.4	3.1	3.0	1.4	1.0	100.0
	Service/sales	71.7	5.8	4.7	6.7	11.0	100.0
	Production related position	48.2	9.3	7.1	11.8	23.5	100.0
	Agriculture/forestry/fishery	24.0	8.6	6.7	16.2	44.5	100.0
	Unemployed/Other (None/other)	54.6	6.3	7.9	8.9	22.3	100.0
	(Student)	68.7	6.9	13.2	3.4	7.8	100.0
	(Housewife)	49.9	5.8	3.7	12.0	28.6	100.0
	(Unemployed/Other (None/other))	34.0	6.0	5.8	14.3	39.9	100.0

Table
153

Recent Internet shopping use period_(Household Member_Q30)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used internet shopping for over a year	Have never used internet shopping	Total
Education	Elementary school graduate or lower (Uneducated)	25.2	7.1	13.3	10.9	43.5	100.0
	(Elementary school student)	4.0	3.2	2.4	14.2	76.2	100.0
	(Middle school student)	29.2	6.4	30.2	12.4	21.7	100.0
	(A regular elementary school graduate)	46.7	10.4	21.0	6.1	15.8	100.0
	Middle school graduate	5.9	4.7	2.5	14.8	72.1	100.0
	(High school student)	36.7	8.2	8.0	11.5	35.7	100.0
	(A regular middle school graduate)	66.3	9.2	13.7	3.0	7.8	100.0
	High school graduate	13.2	7.3	3.4	18.2	57.9	100.0
	(University student)	58.1	7.0	5.7	10.7	18.5	100.0
	(A regular high school graduate)	90.2	3.6	5.2	0.5	0.5	100.0
	University graduate or higher	52.8	7.6	5.8	12.4	21.5	100.0
	(Graduate student)	86.1	4.3	4.1	2.6	2.9	100.0
	(A regular university graduate)	98.5	1.5	0.0	0.0	0.0	100.0
Household income	Less than KRW 2 million	86.1	4.3	4.1	2.6	2.9	100.0
	KRW 2 million-Less than 3 million	16.6	5.3	4.6	15.0	58.4	100.0
	KRW 3 million-Less than 4 million	40.4	7.0	5.2	15.4	32.0	100.0
	KRW 4 million-Less than 5 million	61.1	6.6	5.9	8.8	17.6	100.0
	KRW 5 million and higher	67.8	6.8	7.2	6.5	11.6	100.0
Region size	Dong	78.5	5.2	5.4	4.3	6.6	100.0
	Eup/Myeon	68.7	5.8	5.6	6.7	13.3	100.0
Region	Seoul	59.6	6.0	6.4	8.3	19.7	100.0
	Busan	73.3	4.6	3.5	6.2	12.4	100.0
	Daegu	66.5	5.1	4.6	7.0	16.8	100.0
	Incheon	63.3	5.6	6.5	7.0	17.6	100.0
	Gwangju	72.9	6.0	4.4	5.9	10.8	100.0
	Daejeon	59.9	8.7	9.1	6.7	15.7	100.0
	Ulsan	67.3	6.3	6.2	6.4	13.7	100.0
	Gyeonggi	68.8	6.1	6.5	6.1	12.5	100.0
	Gangwon	73.6	4.9	4.3	6.8	10.4	100.0
	Chungcheong (Chungbuk)	53.0	6.5	11.2	8.1	21.2	100.0
	(Chungnam)	61.2	7.5	7.1	7.8	16.4	100.0
	(Sejong)	57.3	7.0	8.0	9.0	18.6	100.0
	Jeolla (Jeonbuk)	62.3	8.2	6.5	7.3	15.8	100.0
	(Jeonnam)	71.7	5.0	7.2	5.9	10.3	100.0
	Gyeongsang (Gyeongbuk)	54.5	6.8	8.6	7.6	22.5	100.0
	(Gyeongnam)	54.6	7.1	8.7	7.0	22.7	100.0
	Jeju	54.5	6.5	8.5	8.2	22.3	100.0
		58.2	6.6	7.9	8.3	19.0	100.0
		45.6	9.3	12.4	10.2	22.6	100.0
		68.6	4.5	4.2	6.8	15.9	100.0
		50.8	14.5	10.0	7.9	16.9	100.0

Table 154 Internet shopping use status within the last 1 year [Internet shopping usage rate]_(Household Member_Q30)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Internet users aged 12 or older		78.6	21.4	100.0
Number of household members	1 person	63.7	36.3	100.0
	2 persons	64.9	35.1	100.0
	3 persons or more	87.6	12.4	100.0
Gender	Male	79.2	20.8	100.0
	Female	78.0	22.0	100.0
Age	12~19	82.7	17.3	100.0
	20s	99.6	0.4	100.0
	30s	99.6	0.4	100.0
	40s	99.2	0.8	100.0
	50s	88.0	12.0	100.0
	60s	46.7	53.3	100.0
	70+	17.8	82.2	100.0
Gender*Age	Male			
	12~19	82.4	17.6	100.0
	20s	99.6	0.4	100.0
	30s	99.5	0.5	100.0
	40s	99.2	0.8	100.0
	50s	85.3	14.7	100.0
	60s	45.2	54.8	100.0
	70+	19.4	80.6	100.0
Gender*Age	Female			
	12~19	83.1	16.9	100.0
	20s	99.7	0.3	100.0
	30s	99.7	0.3	100.0
	40s	99.2	0.8	100.0
	50s	90.7	9.3	100.0
	60s	48.2	51.8	100.0
	70+	16.4	83.6	100.0
Youth	Entire population	89.2	10.8	100.0
	Male	89.1	10.9	100.0
	Female	89.3	10.7	100.0
Occupation	Professional/managerial position	90.2	9.8	100.0
	Office job	97.6	2.4	100.0
	Service/sales	82.2	17.8	100.0
	Production related position	64.7	35.3	100.0
	Agriculture/forestry/fishery	39.2	60.8	100.0
	Unemployed/Other (None/other)	68.8	31.2	100.0
	(Student)	88.8	11.2	100.0
	(Housewife)	59.4	40.6	100.0
	(Unemployed/Other (None/other))	45.8	54.2	100.0

Table 154 Internet shopping use status within the last 1 year [Internet shopping usage rate]_(Household Member_Q30)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower (Uneducated)	45.5	54.5	100.0
	(Elementary school student)	9.6	90.4	100.0
	(Middle school student)	65.9	34.1	100.0
	(A regular elementary school graduate)	78.1	21.9	100.0
	Middle school graduate	13.1	86.9	100.0
	(High school student)	52.8	47.2	100.0
	(A regular middle school graduate)	89.2	10.8	100.0
	High school graduate	23.9	76.1	100.0
	(University student)	70.8	29.2	100.0
	(A regular high school graduate)	99.0	1.0	100.0
	University graduate or higher (Graduate student)	66.1	33.9	100.0
	(A regular university graduate)	94.5	5.5	100.0
	Less than KRW 2 million	100.0	0.0	100.0
	KRW 2 million-Less than 3 million	94.5	5.5	100.0
Household income	KRW 3 million-Less than 4 million	26.6	73.4	100.0
	KRW 4 million-Less than 5 million	52.6	47.4	100.0
	KRW 5 million and higher	73.6	26.4	100.0
		81.8	18.2	100.0
		89.1	10.9	100.0
Region size	Dong	80.0	20.0	100.0
	Eup/Myeon	72.0	28.0	100.0
Region	Seoul	81.4	18.6	100.0
	Busan	76.2	23.8	100.0
	Daegu	75.4	24.6	100.0
	Incheon	83.3	16.7	100.0
	Gwangju	77.6	22.4	100.0
	Daejeon	79.9	20.1	100.0
	Ulsan	81.4	18.6	100.0
	Gyeonggi	82.8	17.2	100.0
	Gangwon	70.7	29.3	100.0
	Chungcheong (Chungbuk)	75.8	24.2	100.0
	(Chungnam)	72.4	27.6	100.0
	(Sejong)	76.9	23.1	100.0
	Jeolla (Jeonbuk)	83.9	16.1	100.0
	(Jeonnam)	69.9	30.1	100.0
	Gyeongsang (Gyeongbuk)	70.3	29.7	100.0
	(Gyeongnam)	69.5	30.5	100.0
	Jeju	72.7	27.3	100.0
		67.2	32.8	100.0
		77.3	22.7	100.0
		75.2	24.8	100.0

Table
155

Monthly average frequency of internet shopping use_(Household Member_Q31)

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		1 time~ Less than 2 times	2 times~ Less than 3 times	3 times~ Less than 5 times	5 times or more	Total	Average (times)
Internet shopping users aged 12 or older		2.8	6.2	22.8	68.3	100.0	6.4
Number of household members	1 person	4.6	5.8	21.1	68.5	100.0	6.5
	2 persons	4.4	5.9	22.7	67.1	100.0	6.4
	3 persons or more	2.0	6.4	23.0	68.7	100.0	6.4
Gender	Male	2.9	6.8	23.2	67.0	100.0	6.3
	Female	2.6	5.6	22.3	69.6	100.0	6.6
Age	12~19	4.1	6.3	24.7	64.8	100.0	6.0
	20s	0.9	6.6	24.0	68.4	100.0	6.2
	30s	0.6	6.1	22.7	70.7	100.0	6.5
	40s	1.1	6.4	21.3	71.2	100.0	6.7
	50s	0.8	6.3	23.3	69.6	100.0	6.6
	60s	11.7	5.4	21.6	61.3	100.0	6.1
	70+	20.8	4.7	20.8	53.7	100.0	5.9
Gender*Age	Male						
	12~19	4.2	7.0	24.7	64.0	100.0	6.0
	20s	1.3	6.8	23.3	68.6	100.0	6.2
	30s	0.8	6.8	23.3	69.1	100.0	6.4
	40s	1.4	7.2	23.2	68.1	100.0	6.3
	50s	1.0	7.0	24.0	68.0	100.0	6.5
	60s	12.7	5.7	20.3	61.2	100.0	6.1
	70+	19.1	5.2	22.3	53.4	100.0	5.8
Female	12~19	4.0	5.5	24.8	65.7	100.0	6.1
	20s	0.5	6.3	24.9	68.2	100.0	6.3
	30s	0.4	5.2	21.9	72.5	100.0	6.8
	40s	0.7	5.6	19.4	74.3	100.0	7.0
	50s	0.7	5.7	22.6	71.0	100.0	6.7
	60s	10.7	5.1	22.8	61.4	100.0	6.1
	70+	22.4	4.3	19.3	54.0	100.0	5.9
Youth	Entire population	2.8	6.1	24.9	66.2	100.0	6.1
	Male	2.9	6.4	24.7	66.0	100.0	6.1
	Female	2.6	5.8	25.2	66.4	100.0	6.1
Occupation	Professional/managerial position	3.2	4.8	23.6	68.4	100.0	6.6
	Office job	1.1	6.2	22.6	70.1	100.0	6.5
	Service/sales	2.4	6.6	22.4	68.6	100.0	6.5
	Production related position	4.7	6.2	23.1	66.1	100.0	6.4
	Agriculture/forestry/fishery	6.1	6.4	20.9	66.7	100.0	6.5
	Unemployed/Other (None/other)	3.9	6.0	23.1	67.0	100.0	6.3
	(Student)	3.0	6.4	24.5	66.1	100.0	6.1
	(Housewife)	4.5	5.3	21.3	69.0	100.0	6.7
	(Unemployed/Other (None/other))	5.9	6.0	22.5	65.6	100.0	6.2

Table
155

Monthly average frequency of internet shopping use_(Household Member_Q31)

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		1 time~ Less than 2 times	2 times~ Less than 3 times	3 times~ Less than 5 times	5 times or more	Total	Average (times)
Education	Elementary school graduate or lower (Uneducated)	6.7	6.4	23.4	63.4	100.0	6.0
	(Elementary school student)	7.0	3.8	26.0	63.2	100.0	7.0
	(Middle school student)	10.2	5.3	23.4	61.2	100.0	5.7
	(A regular elementary school graduate)	4.2	7.4	23.7	64.8	100.0	6.0
	Middle school graduate	16.4	3.3	21.7	58.6	100.0	6.4
	(High school student)	6.3	5.3	22.4	66.0	100.0	6.2
	(A regular middle school graduate)	3.4	6.0	24.4	66.2	100.0	6.0
	High school graduate	13.7	3.3	17.3	65.7	100.0	6.5
	(University student)	3.9	6.1	22.5	67.5	100.0	6.4
	(A regular high school graduate)	1.4	6.3	24.8	67.5	100.0	6.2
	University graduate or higher	4.5	6.1	21.9	67.5	100.0	6.5
	(Graduate student)	1.4	6.3	22.9	69.3	100.0	6.5
	(A regular university graduate)	1.3	4.5	21.0	73.2	100.0	6.5
Household income	Less than KRW 2 million	1.4	6.3	22.9	69.3	100.0	6.5
	KRW 2 million-Less than 3 million	10.1	6.0	18.7	65.2	100.0	6.4
	KRW 3 million-Less than 4 million	6.8	6.5	22.3	64.4	100.0	6.3
	KRW 4 million-Less than 5 million	3.5	5.7	22.9	67.9	100.0	6.4
	KRW 5 million and higher	3.0	6.4	23.2	67.3	100.0	6.4
Region size	Dong	1.9	6.2	22.8	69.1	100.0	6.4
	Eup/Myeon	2.7	6.1	22.7	68.4	100.0	6.4
Region	Seoul	3.1	6.5	23.0	67.5	100.0	6.4
	Busan	2.6	6.2	22.3	68.9	100.0	6.4
	Daegu	2.8	6.0	23.4	67.8	100.0	6.4
	Incheon	2.8	6.6	24.3	66.3	100.0	6.2
	Gwangju	2.9	5.2	20.5	71.4	100.0	6.7
	Daejeon	2.6	6.2	21.6	69.5	100.0	6.7
	Ulsan	2.4	7.4	22.2	68.0	100.0	6.5
	Gyeonggi	2.3	6.9	24.7	66.1	100.0	6.3
	Gangwon	2.3	6.1	23.0	68.6	100.0	6.4
	Chungcheong	4.5	6.7	19.5	69.3	100.0	6.6
	(Chungbuk)	2.8	5.9	24.0	67.3	100.0	6.3
	(Chungnam)	2.7	5.3	24.3	67.6	100.0	6.4
	(Sejong)	2.7	6.4	23.6	67.3	100.0	6.4
	Jeolla	3.1	6.0	24.2	66.6	100.0	6.1
	(Jeonbuk)	4.3	5.8	22.8	67.1	100.0	6.4
	(Jeonnam)	4.2	5.7	23.1	67.1	100.0	6.4
	Gyeongsang	4.5	5.8	22.5	67.1	100.0	6.4
	(Gyeongbuk)	3.1	6.8	23.6	66.5	100.0	6.4
	(Gyeongnam)	4.6	5.6	20.8	69.0	100.0	6.6
	Jeju	2.1	7.7	25.5	64.7	100.0	6.2

Table
156

Average monthly spending on internet shopping_(Household Member_Q32-1)

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		KRW 10,000~ Less than 20,000	KRW 20,000~ Less than 30,000	KRW 30,000~ Less than 50,000	KRW 50,000~ Less than 80,000	KRW 80,000~ Less than 100,000
Internet shopping users aged 12 or older		1.0	1.1	3.0	15.5	2.7
Number of household members	1 person	0.7	1.3	2.3	13.3	2.2
	2 persons	0.9	1.1	3.9	14.2	2.4
	3 persons or more	1.1	1.1	2.8	16.2	2.8
Gender	Male	1.2	1.2	3.3	17.5	2.7
	Female	0.8	1.0	2.7	13.4	2.6
Age	12~19	3.3	0.6	2.5	18.3	1.9
	20s	0.7	0.8	1.8	18.0	3.5
	30s	0.6	0.8	0.9	12.4	2.8
	40s	0.6	1.1	1.5	13.3	2.7
	50s	0.9	1.4	5.2	16.0	2.4
	60s	1.2	1.8	7.0	18.5	1.9
	70+	1.0	2.2	6.6	14.9	3.3
Gender*Age	Male					
	12~19	3.8	0.3	1.8	17.3	1.8
	20s	0.8	0.7	2.3	20.0	3.2
	30s	0.7	1.1	1.0	14.6	3.1
	40s	0.8	1.3	2.0	15.9	3.1
	50s	1.0	1.6	5.9	18.8	2.2
	60s	1.5	1.9	7.7	20.2	1.9
	70+	1.4	2.9	7.9	16.9	2.6
Female	12~19	2.7	1.0	3.3	19.3	2.1
	20s	0.6	0.9	1.4	15.8	3.8
	30s	0.6	0.5	0.8	10.0	2.5
	40s	0.5	0.9	1.1	10.5	2.3
	50s	0.8	1.1	4.6	13.4	2.7
	60s	1.0	1.8	6.4	16.9	2.0
	70+	0.5	1.6	5.3	13.1	4.0
Youth	Entire population	2.1	0.7	2.3	19.9	3.1
	Male	2.5	0.5	2.0	20.1	2.9
	Female	1.8	0.9	2.7	19.8	3.4
Occupation	Professional/managerial position	1.8	1.5	2.8	12.4	2.4
	Office job	0.7	0.8	1.8	14.8	2.9
	Service/sales	0.7	1.3	3.4	14.2	2.6
	Production related position	0.8	1.5	5.9	16.7	3.0
	Agriculture/forestry/fishery	1.2	1.5	5.4	14.5	1.3
	Unemployed/Other (None/other)	1.6	1.0	2.7	17.5	2.5
	(Student)	2.3	0.8	2.5	21.1	2.9
	(Housewife)	0.5	1.1	2.9	12.1	1.9
	(Unemployed/Other (None/other))	1.5	1.4	3.4	17.7	2.4

Table
156

Average monthly spending on internet shopping_(Household Member_Q32-1)

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		KRW 10,000~ Less than 20,000	KRW 20,000~ Less than 30,000	KRW 30,000~ Less than 50,000	KRW 50,000~ Less than 80,000	KRW 80,000~ Less than 100,000
Education	Elementary school graduate or lower (Uneducated)	3.4 0.0	0.8 7.6	1.9 0.0	12.2 5.1	1.5 0.0
	(Elementary school student)	2.9	0.0	0.4	9.8	0.4
	(Middle school student)	3.9	0.8	1.8	14.3	0.9
	(A regular elementary school graduate)	1.4	1.3	5.2	4.7	6.7
	Middle school graduate	2.8	1.2	3.6	19.1	2.4
	(High school student)	3.4	0.7	3.2	22.1	2.6
	(A regular middle school graduate)	1.2	2.4	4.6	11.4	2.0
	High school graduate	0.8	1.2	4.3	17.7	2.6
	(University student)	0.9	0.9	2.7	24.9	4.3
	(A regular high school graduate)	0.8	1.3	4.6	15.9	2.2
	University graduate or higher	0.7	1.0	2.3	14.1	2.8
	(Graduate student)	1.3	0.0	0.0	20.2	1.5
	(A regular university graduate)	0.7	1.1	2.3	14.1	2.8
Household income	Less than KRW 2 million	1.0	2.6	4.2	15.4	2.0
	KRW 2 million-Less than 3 million	0.9	1.6	4.1	13.9	2.2
	KRW 3 million-Less than 4 million	1.0	1.4	3.5	15.5	1.9
	KRW 4 million-Less than 5 million	1.1	1.4	3.2	16.3	2.4
	KRW 5 million and higher	1.0	0.9	2.7	15.4	3.0
Region size	Dong	1.0	1.0	3.0	15.4	2.7
	Eup/Myeon	1.0	1.5	3.1	16.1	2.6
Region	Seoul	1.0	1.0	3.4	16.8	2.4
	Busan	0.9	1.2	3.7	17.7	1.7
	Daegu	0.4	1.5	3.4	14.4	2.4
	Incheon	1.0	0.6	1.2	8.3	3.3
	Gwangju	0.7	2.0	6.6	19.5	2.7
	Daejeon	0.1	0.9	1.5	14.7	2.3
	Ulsan	1.1	1.9	4.9	19.7	2.4
	Gyeonggi	1.0	0.6	2.1	14.3	3.2
	Gangwon	2.1	0.6	0.8	10.0	0.2
	Chungcheong	0.9	1.1	2.7	14.0	4.7
	(Chungbuk)	0.5	0.5	2.0	11.7	1.9
	(Chungnam)	1.2	1.5	3.2	15.2	6.8
	(Sejong)	0.7	0.9	2.2	15.4	4.2
	Jeolla	1.5	2.2	6.0	16.6	2.4
	(Jeonbuk)	1.0	1.2	5.0	15.8	3.2
	(Jeonnam)	2.1	3.1	7.0	17.5	1.6
	Gyeongsang	1.0	1.6	3.5	19.8	1.4
	(Gyeongbuk)	1.6	1.6	2.9	11.2	1.6
	(Gyeongnam)	0.6	1.7	3.9	25.8	1.4
	Jeju	1.4	4.7	3.9	16.8	1.0

Table
157

Average monthly spending on internet shopping_(Household Member_Q32-1) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		KRW 100,000~ Less than 150,000	KRW 150,000~ Less than 200,000	KRW 200,000 or more	Total	Average (KRW)	
Internet shopping users aged 12 or older		18.4	10.9	47.5	100.0	218144.5	
Number of household members	1 person	17.1	10.5	52.5	100.0	244825.1	
	2 persons	18.2	10.4	48.9	100.0	228558.4	
	3 persons or more	18.6	11.2	46.3	100.0	211176.5	
Gender	Male	19.4	10.9	43.8	100.0	208117.5	
	Female	17.3	10.9	51.2	100.0	228572.5	
Age	12~19	21.8	10.9	40.7	100.0	181175.0	
	20s	21.4	13.8	40.0	100.0	181522.8	
	30s	18.7	12.3	51.5	100.0	223204.2	
	40s	16.1	11.1	53.7	100.0	238417.9	
	50s	17.1	9.5	47.5	100.0	221588.6	
	60s	17.5	8.1	43.9	100.0	231619.9	
	70+	17.6	3.2	51.2	100.0	294423.2	
Gender*Age	Male	12~19	21.2	11.0	42.8	100.0	189633.3
		20s	21.8	14.1	37.0	100.0	175653.0
		30s	20.8	12.6	46.2	100.0	207035.4
		40s	17.6	11.6	47.8	100.0	220199.3
		50s	18.2	8.8	43.6	100.0	213585.3
		60s	17.2	6.6	43.0	100.0	231386.9
		70+	18.3	2.6	47.4	100.0	272700.3
Female	12~19	22.5	10.8	38.4	100.0	172031.7	
	20s	20.8	13.5	43.3	100.0	188046.9	
	30s	16.4	11.9	57.5	100.0	241593.7	
	40s	14.4	10.5	59.9	100.0	257552.2	
	50s	16.0	10.2	51.2	100.0	229187.1	
	60s	17.8	9.4	44.8	100.0	231832.6	
	70+	16.9	3.8	54.9	100.0	315671.2	
Youth	Entire population	22.7	11.8	37.2	100.0	172210.3	
	Male	21.8	11.8	38.4	100.0	177674.6	
	Female	23.7	11.9	35.9	100.0	166204.7	
Occupation	Professional/managerial position	17.9	9.9	51.3	100.0	230127.1	
	Office job	17.5	11.8	49.8	100.0	214857.1	
	Service/sales	17.8	11.0	49.1	100.0	225550.4	
	Production related position	17.2	9.3	45.5	100.0	234992.8	
	Agriculture/forestry/fishery	17.1	7.4	51.6	100.0	244955.3	
	Unemployed/Other (None/other)	20.4	10.8	43.5	100.0	204967.2	
	(Student)	22.2	11.8	36.5	100.0	169553.4	
	(Housewife)	16.6	10.0	54.9	100.0	253287.5	
	(Unemployed/Other (None/other))	23.8	9.1	40.6	100.0	215070.7	

Table
157

Average monthly spending on internet shopping_(Household Member_Q32-1) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		KRW 100,000~ Less than 150,000	KRW 150,000~ Less than 200,000	KRW 200,000 or more	Total	Average (KRW)
Education	Elementary school graduate or lower (Uneducated)	22.9	13.0	44.2	100.0	205452.6
	(Elementary school student)	37.4	0.0	49.8	100.0	291074.4
	(Middle school student)	30.3	19.3	36.9	100.0	170722.8
	(A regular elementary school graduate)	21.7	13.6	43.0	100.0	189537.5
	Middle school graduate (High school student)	17.7	2.3	60.7	100.0	332520.7
	(A regular middle school graduate)	20.8	6.8	43.3	100.0	205944.2
	High school graduate (University student)	18.9	7.7	41.4	100.0	179459.0
	(A regular high school graduate)	25.7	4.4	48.3	100.0	275200.9
	University graduate or higher (Graduate student)	18.2	10.4	44.8	100.0	218789.7
	(A regular university graduate)	23.2	12.3	30.9	100.0	155679.0
		16.9	9.9	48.3	100.0	234388.6
		17.9	11.5	49.7	100.0	219938.6
		22.1	9.2	45.7	100.0	184862.6
Household income		17.9	11.5	49.7	100.0	220067.1
	Less than KRW 2 million	21.9	6.8	46.0	100.0	249487.7
	KRW 2 million-Less than 3 million	17.6	9.4	50.3	100.0	238042.2
	KRW 3 million-Less than 4 million	18.4	11.2	47.1	100.0	220547.1
	KRW 4 million-Less than 5 million	20.0	10.2	45.5	100.0	216556.9
Region size	KRW 5 million and higher	17.8	11.4	47.9	100.0	214974.5
	Dong	18.0	10.9	48.0	100.0	219560.4
Region	Eup/Myeon	20.2	10.8	44.7	100.0	210908.4
	Seoul	16.9	9.1	49.3	100.0	218801.9
	Busan	15.7	10.5	48.7	100.0	229183.6
	Daegu	17.4	13.6	47.0	100.0	209703.7
	Incheon	17.5	12.8	55.3	100.0	254257.0
	Gwangju	12.3	9.5	46.9	100.0	220582.0
	Daejeon	23.0	14.3	43.1	100.0	211861.6
	Ulsan	15.3	10.0	44.7	100.0	216900.4
	Gyeonggi	18.5	12.4	47.9	100.0	216954.3
	Gangwon	21.8	10.4	54.1	100.0	238896.5
	Chungcheong	23.8	12.0	40.9	100.0	204317.7
	(Chungbuk)	24.0	16.0	43.4	100.0	212675.3
	(Chungnam)	22.8	8.9	40.4	100.0	202930.4
	(Sejong)	29.0	13.5	34.1	100.0	181199.8
	Jeolla	18.6	7.4	45.3	100.0	211204.9
	(Jeonbuk)	16.9	7.8	49.1	100.0	221625.1
	(Jeonnam)	20.5	6.9	41.4	100.0	200233.2
	Gyeongsang	18.7	9.4	44.6	100.0	207425.1
	(Gyeongbuk)	20.8	9.8	50.6	100.0	225839.9
	(Gyeongnam)	17.2	9.1	40.4	100.0	194518.8
	Jeju	22.1	7.7	42.5	100.0	207358.1

Table 158	Ratio of overseas direct purchases out of total monthly internet shopping amount_(Household Member_Q32-2)								
		(Unit : %)							
BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Less than 10%	10%~ Less than 20%	20%~ Less than 30%	30%~ Less than 40%	40% or more	Total	Average	
Internet shopping users aged 12 or older		73.5	10.0	7.9	4.6	3.9	100.0	6.4	
Number of household members	1 person	71.3	10.7	9.0	5.4	3.6	100.0	6.8	
	2 persons	74.4	10.0	7.8	4.4	3.5	100.0	6.0	
	3 persons or more	73.5	9.9	7.9	4.6	4.1	100.0	6.5	
Gender	Male	74.0	9.4	8.1	4.5	4.0	100.0	6.4	
	Female	73.0	10.6	7.8	4.8	3.9	100.0	6.4	
Age	12~19	84.6	5.3	4.7	2.8	2.6	100.0	4.1	
	20s	66.1	10.9	10.5	6.2	6.3	100.0	8.8	
	30s	62.4	14.4	11.6	6.1	5.5	100.0	8.9	
	40s	70.1	11.7	8.5	5.7	4.1	100.0	7.1	
	50s	80.1	7.6	6.1	3.6	2.6	100.0	4.6	
	60s	87.7	5.3	3.7	1.8	1.6	100.0	2.8	
	70+	88.0	10.3	1.0	0.4	0.3	100.0	2.1	
Gender*Age	Male	12~19	85.4	5.3	4.7	2.0	2.6	100.0	3.9
		20s	67.1	10.3	10.3	6.2	6.0	100.0	8.7
		30s	64.1	13.3	11.2	6.0	5.5	100.0	8.7
		40s	71.5	10.4	8.7	5.0	4.3	100.0	7.0
		50s	80.1	7.1	6.6	3.7	2.6	100.0	4.8
		60s	86.9	5.7	3.8	2.1	1.4	100.0	2.9
		70+	86.9	11.6	1.0	0.0	0.4	100.0	2.3
	Female	12~19	83.8	5.4	4.8	3.5	2.5	100.0	4.3
		20s	65.0	11.5	10.8	6.1	6.5	100.0	9.0
		30s	60.5	15.7	12.0	6.3	5.5	100.0	9.2
		40s	68.6	13.0	8.2	6.4	3.9	100.0	7.2
		50s	80.2	8.1	5.7	3.4	2.5	100.0	4.5
		60s	88.3	5.0	3.6	1.5	1.6	100.0	2.7
		70+	89.1	9.0	0.9	0.7	0.2	100.0	2.0
Youth	Entire population	78.3	7.3	6.1	4.1	4.2	100.0	5.8	
	Male	79.0	7.2	6.1	3.5	4.2	100.0	5.7	
	Female	77.4	7.5	6.2	4.7	4.2	100.0	6.0	
Occupation	Professional/managerial position	70.6	10.9	10.1	4.2	4.2	100.0	7.1	
	Office job	65.2	12.5	10.9	6.2	5.3	100.0	8.5	
	Service/sales	75.5	10.0	7.2	4.0	3.3	100.0	5.7	
	Production related position	77.0	9.3	6.7	4.2	2.8	100.0	5.3	
	Agriculture/forestry/fishery	83.5	5.8	6.2	2.5	1.9	100.0	3.8	
	Unemployed/Other (None/other)	78.6	7.8	5.9	4.0	3.7	100.0	5.5	
	(Student)	78.4	6.8	6.0	4.4	4.4	100.0	5.9	
	(Housewife)	78.8	9.1	6.2	3.6	2.3	100.0	4.8	
	(Unemployed/Other (None/other))	79.2	8.1	4.4	3.9	4.4	100.0	5.6	

Table 158	Ratio of overseas direct purchases out of total monthly internet shopping amount_(Household Member_Q32-2)	(Unit : %)						
BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Less than 10%	10%~ Less than 20%	20%~ Less than 30%	30%~ Less than 40%	40% or more	Total	Average
Education	Elementary school graduate or lower (Uneducated)	86.0	4.7	5.2	2.6	1.6	100.0	3.5
	(Elementary school student)	87.5	12.5	0.0	0.0	0.0	100.0	1.9
	(Middle school student)	85.3	2.6	8.4	2.1	1.5	100.0	3.6
	(A regular elementary school graduate)	85.9	4.5	4.9	2.8	1.9	100.0	3.7
	Middle school graduate	87.4	7.2	2.6	2.6	0.2	100.0	2.6
	(High school student)	86.5	6.0	2.8	2.3	2.5	100.0	3.6
	(A regular middle school graduate)	86.8	5.4	2.7	2.4	2.6	100.0	3.6
	High school graduate (University student)	85.6	7.4	2.8	1.9	2.2	100.0	3.5
	(A regular high school graduate)	78.9	8.2	6.0	3.8	3.0	100.0	5.0
	University graduate or higher (Graduate student)	69.7	9.3	8.2	6.2	6.6	100.0	8.3
	(A regular university graduate)	81.1	8.0	5.5	3.3	2.1	100.0	4.2
		68.1	11.8	9.8	5.5	4.8	100.0	7.7
		57.5	17.4	9.9	10.5	4.6	100.0	9.6
	68.1	11.8	9.8	5.5	4.8	100.0	7.7	
Household income	Less than KRW 2 million	80.2	9.4	4.8	3.1	2.5	100.0	4.6
	KRW 2 million-Less than 3 million	79.0	8.3	5.3	4.3	3.0	100.0	5.1
	KRW 3 million-Less than 4 million	74.5	10.2	7.8	4.3	3.1	100.0	5.9
	KRW 4 million-Less than 5 million	77.2	9.2	6.9	3.9	2.9	100.0	5.3
	KRW 5 million and higher	71.4	10.4	8.7	5.0	4.5	100.0	7.0
Region size	Dong	72.7	10.4	8.2	4.7	4.0	100.0	6.6
	Eup/Myeon	77.8	8.0	6.6	4.2	3.4	100.0	5.4
Region	Seoul	75.3	9.7	6.6	4.7	3.6	100.0	6.1
	Busan	67.6	7.9	10.7	7.6	6.2	100.0	8.5
	Daegu	77.1	6.2	6.1	4.4	6.0	100.0	6.8
	Incheon	70.0	11.9	8.3	6.2	3.6	100.0	6.9
	Gwangju	82.3	7.1	5.9	3.1	1.7	100.0	4.0
	Daejeon	70.9	9.7	8.7	5.3	5.4	100.0	7.5
	Ulsan	65.0	5.8	12.8	9.5	6.8	100.0	9.4
	Gyeonggi	74.2	12.7	8.4	2.6	2.1	100.0	5.2
	Gangwon	68.8	11.0	9.7	5.6	4.9	100.0	7.2
	Chungcheong (Chungbuk)	69.7	8.1	8.7	7.2	6.3	100.0	8.5
	(Chungnam)	82.6	5.5	4.4	5.3	2.2	100.0	4.4
	(Sejong)	60.1	9.8	12.2	8.8	9.1	100.0	11.6
	Jeolla (Jeonbuk)	74.6	8.3	5.2	5.3	6.5	100.0	7.2
	(Jeonnam)	76.9	10.2	6.6	3.5	2.9	100.0	5.3
	Gyeongsang (Gyeongbuk)	73.9	11.2	7.4	3.6	3.9	100.0	6.4
	(Gyeongnam)	80.0	9.1	5.7	3.3	1.8	100.0	4.2
	Jeju	74.3	7.7	7.2	5.2	5.6	100.0	7.1
		79.0	7.3	5.4	5.2	3.1	100.0	5.5
		71.0	7.9	8.4	5.3	7.4	100.0	8.2
		75.9	6.9	6.9	6.1	4.2	100.0	6.4

Table
159

Overseas direct purchase use status_(Household Member_Q32-2)

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Used	Not used	Total
Internet shopping users aged 12 or older		35.5	64.5	100.0
Number of household members	1 person	37.8	62.2	100.0
	2 persons	33.6	66.4	100.0
	3 persons or more	35.9	64.1	100.0
Gender	Male	34.9	65.1	100.0
	Female	36.2	63.8	100.0
Age	12~19	24.2	75.8	100.0
	20s	44.5	55.5	100.0
	30s	48.3	51.7	100.0
	40s	41.0	59.0	100.0
	50s	26.9	73.1	100.0
	60s	17.5	82.5	100.0
	70+	14.2	85.8	100.0
Gender*Age	Male			
	12~19	23.3	76.7	100.0
	20s	42.9	57.1	100.0
	30s	45.7	54.3	100.0
	40s	39.7	60.3	100.0
	50s	27.1	72.9	100.0
	60s	18.3	81.7	100.0
	70+	15.9	84.1	100.0
Gender*Age	Female			
	12~19	25.2	74.8	100.0
	20s	46.2	53.8	100.0
	30s	51.3	48.7	100.0
	40s	42.2	57.8	100.0
	50s	26.8	73.2	100.0
	60s	16.9	83.1	100.0
	70+	12.6	87.4	100.0
Youth	Entire population	31.3	68.7	100.0
	Male	30.2	69.8	100.0
	Female	32.4	67.6	100.0
Occupation	Professional/managerial position	40.9	59.1	100.0
	Office job	45.1	54.9	100.0
	Service/sales	33.2	66.8	100.0
	Production related position	29.8	70.2	100.0
	Agriculture/forestry/fishery	22.8	77.2	100.0
	Unemployed/Other (None/other)	30.2	69.8	100.0
	(Student)	30.7	69.3	100.0
	(Housewife)	30.1	69.9	100.0
	(Unemployed/Other (None/other))	28.3	71.7	100.0

Table
159

Overseas direct purchase use status_(Household Member_Q32-2)

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower (Uneducated)	20.7	79.3	100.0
	(Elementary school student)	14.4	85.6	100.0
	(Middle school student)	24.0	76.0	100.0
	(A regular elementary school graduate)	20.6	79.4	100.0
	Middle school graduate	17.2	82.8	100.0
	(High school student)	22.6	77.4	100.0
	(A regular middle school graduate)	23.5	76.5	100.0
	High school graduate	20.5	79.5	100.0
	(University student)	29.4	70.6	100.0
	(A regular high school graduate)	40.5	59.5	100.0
	University graduate or higher (Graduate student)	26.6	73.4	100.0
	(A regular university graduate)	41.6	58.4	100.0
	Less than KRW 2 million	58.0	42.0	100.0
		41.6	58.4	100.0
Household income	KRW 2 million-Less than 3 million	27.4	72.6	100.0
	KRW 3 million-Less than 4 million	27.1	72.9	100.0
	KRW 4 million-Less than 5 million	33.8	66.2	100.0
	KRW 5 million and higher	32.8	67.2	100.0
		37.8	62.2	100.0
Region size	Dong	36.3	63.7	100.0
	Eup/Myeon	31.8	68.2	100.0
Region	Seoul	34.5	65.5	100.0
	Busan	38.4	61.6	100.0
	Daegu	27.6	72.4	100.0
	Incheon	37.2	62.8	100.0
	Gwangju	23.6	76.4	100.0
	Daejeon	36.6	63.4	100.0
	Ulsan	39.9	60.1	100.0
	Gyeonggi	36.5	63.5	100.0
	Gangwon	36.3	63.7	100.0
	Chungcheong (Chungbuk)	39.1	60.9	100.0
	(Chungnam)	24.3	75.7	100.0
	(Sejong)	50.6	49.4	100.0
	Jeolla (Jeonbuk)	31.6	68.4	100.0
	(Jeonnam)	29.2	70.8	100.0
	Gyeongsang (Gyeongbuk)	32.6	67.4	100.0
	(Gyeongnam)	25.7	74.3	100.0
	Jeju	39.1	60.9	100.0
		35.1	64.9	100.0
		41.9	58.1	100.0
		29.4	70.6	100.0

Table
160

Internet shopping payment method (multiple responses)_(Household Member_Q33)

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Credit card	Simple payment	Check card/debit card	Payment on account
Internet shopping users aged 12 or older		67.8	62.5	32.9	30.1
Number of household members	1 person	72.9	61.2	33.1	30.7
	2 persons	73.2	59.2	31.3	29.4
	3 persons or more	65.3	63.9	33.5	30.3
Gender	Male	67.3	63.0	32.1	29.9
	Female	68.3	62.0	33.7	30.4
Age	12~19	26.1	51.0	36.4	36.2
	20s	59.3	72.3	38.9	32.3
	30s	74.9	73.3	35.3	28.5
	40s	75.7	68.4	32.8	30.0
	50s	75.1	56.6	28.9	28.1
	60s	72.4	42.7	27.4	27.9
	70+	66.3	32.6	19.6	34.1
Gender*Age	Male 12~19	26.3	49.2	36.7	36.7
	Male 20s	57.6	71.2	37.5	31.8
	Male 30s	73.9	73.8	34.4	27.5
	Male 40s	76.6	68.5	31.3	29.8
	Male 50s	74.2	57.4	27.8	27.8
	Male 60s	72.1	44.7	27.9	27.8
	Male 70+	70.5	33.2	19.0	36.1
Gender*Age	Female 12~19	25.9	52.9	36.2	35.6
	Female 20s	61.2	73.6	40.4	32.8
	Female 30s	76.0	72.8	36.3	29.6
	Female 40s	74.7	68.3	34.5	30.3
	Female 50s	75.9	55.8	29.9	28.5
	Female 60s	72.6	40.9	26.9	28.1
	Female 70+	62.1	32.1	20.2	32.2
Youth	Entire population	35.6	58.8	39.7	35.8
	Male	35.2	57.1	39.1	35.2
	Female	36.1	60.6	40.3	36.5
Occupation	Professional/managerial position	71.5	70.9	30.9	33.7
	Office job	74.6	73.3	35.2	26.8
	Service/sales	75.2	61.1	31.3	29.4
	Production related position	70.8	53.9	26.8	32.5
	Agriculture/forestry/fishery	74.2	38.1	23.7	28.1
	Unemployed/Other (None/other)	51.4	56.2	35.1	33.1
	(Student)	33.1	58.6	39.5	36.7
	(Housewife)	74.5	54.7	31.2	28.5
	(Unemployed/Other (None/other))	61.7	50.8	28.3	31.5

Table
160

Internet shopping payment method (multiple responses)_(Household Member_Q33)

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Credit card	Simple payment	Check card/debit card	Payment on account
Education	Elementary school graduate or lower (Uneducated)	31.4	46.2	31.3	34.9
	(Elementary school student)	71.9	29.9	32.4	21.4
	(Middle school student)	39.1	43.7	36.1	29.7
	(A regular elementary school graduate)	22.1	51.2	32.8	37.4
	Middle school graduate	67.3	24.0	16.1	30.4
	(High school student)	35.6	44.1	33.4	36.9
	(A regular middle school graduate)	24.5	48.3	38.8	38.1
	High school graduate	64.5	33.1	19.3	33.8
	(University student)	67.5	55.1	32.0	30.4
	(A regular high school graduate)	42.5	69.7	43.1	36.4
	University graduate or higher	73.7	51.5	29.3	29.0
	(Graduate student)	74.0	70.0	33.5	28.9
	(A regular university graduate)	57.1	80.9	56.9	38.9
		74.0	70.0	33.4	28.9
Household income	Less than KRW 2 million	64.8	42.1	27.2	31.7
	KRW 2 million-Less than 3 million	67.2	51.0	28.3	33.6
	KRW 3 million-Less than 4 million	68.7	59.8	31.7	34.8
	KRW 4 million-Less than 5 million	68.7	61.6	32.1	29.8
	KRW 5 million and higher	67.5	65.2	34.1	28.9
Region size	Dong	67.5	62.6	33.2	31.0
	Eup/Myeon	69.2	62.0	31.6	25.7
Region	Seoul	67.4	65.0	34.5	27.2
	Busan	73.0	55.3	30.8	35.1
	Daegu	73.9	57.4	32.0	24.4
	Incheon	67.1	64.2	41.9	39.5
	Gwangju	61.7	55.6	23.6	31.5
	Daejeon	59.0	66.9	30.8	39.5
	Ulsan	72.9	53.9	37.8	44.4
	Gyeonggi	69.6	66.3	33.4	27.0
	Gangwon	66.4	57.7	27.0	32.3
	Chungcheong	63.2	64.3	32.1	35.3
	(Chungbuk)	66.1	68.3	33.8	30.4
	(Chungnam)	60.7	61.6	30.6	39.7
	(Sejong)	66.7	63.9	34.0	29.2
	Jeolla	66.8	47.5	27.0	30.1
	(Jeonbuk)	68.9	42.5	29.8	30.1
	(Jeonnam)	64.7	52.8	24.1	30.2
	Gyeongsang	65.4	64.2	33.0	28.2
	(Gyeongbuk)	67.5	64.3	36.2	19.1
	(Gyeongnam)	64.0	64.1	30.8	34.7
	Jeju	71.5	56.1	27.1	23.9

Table
161

Internet shopping payment method (multiple responses)_(Household Member_Q33) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Mileage and points	Mobile phone micro payment	Prepaid cards and gift certificates	Other
Internet shopping users aged 12 or older		15.5	14.5	12.3	0.0
Number of household members	1 person	17.0	14.4	10.2	0.0
	2 persons	13.8	14.5	8.7	0.0
	3 persons or more	15.9	14.6	13.9	0.0
Gender	Male	13.7	15.0	11.6	0.0
	Female	17.4	14.1	13.0	0.0
Age	12~19	11.0	22.2	14.5	0.0
	20s	19.1	13.0	26.1	0.0
	30s	18.8	11.5	10.6	0.0
	40s	19.0	11.8	10.9	0.0
	50s	12.3	15.5	7.8	0.0
	60s	8.7	17.6	5.2	0.0
	70+	7.4	24.4	4.1	0.0
Gender*Age	Male 12~19	10.2	25.0	14.8	0.0
	Male 20s	17.0	14.3	25.4	0.0
	Male 30s	17.2	11.8	9.7	0.0
	Male 40s	15.6	11.6	9.5	0.0
	Male 50s	10.1	15.8	6.7	0.0
	Male 60s	8.2	17.3	4.8	0.0
	Male 70+	7.5	25.7	4.1	0.0
Gender*Age	Female 12~19	11.8	19.2	14.1	0.0
	Female 20s	21.3	11.6	26.9	0.0
	Female 30s	20.6	11.2	11.7	0.0
	Female 40s	22.5	12.1	12.4	0.0
	Female 50s	14.4	15.3	8.9	0.0
	Female 60s	9.1	17.8	5.5	0.0
	Female 70+	7.3	23.1	4.1	0.0
Youth	Entire population	14.6	18.6	20.1	0.0
	Male	12.4	20.8	19.4	0.0
	Female	16.9	16.2	20.7	0.0
Occupation	Professional/managerial position	19.8	11.1	14.3	0.0
	Office job	18.0	11.4	12.4	0.0
	Service/sales	15.4	14.3	10.9	0.0
	Production related position	12.3	16.8	8.4	0.0
	Agriculture/forestry/fishery	8.3	20.3	5.5	0.0
	Unemployed/Other (None/other)	14.1	17.4	15.3	0.0
	(Student)	14.6	19.2	20.6	0.0
	(Housewife)	14.8	13.4	8.4	0.0
	(Unemployed/Other (None/other))	10.6	20.8	12.7	0.0

Table
161

Internet shopping payment method (multiple responses)_(Household Member_Q33) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used
internet shopping within the last 1 year
PERIOD: Within the last 1 year

		Mileage and points	Mobile phone micro payment	Prepaid cards and gift certificates	Other
Education	Elementary school graduate or lower (Uneducated)	8.1	21.7	14.6	0.0
	(Elementary school student)	9.3	7.8	6.2	0.0
	(Middle school student)	6.0	19.0	11.5	0.0
	(A regular elementary school graduate)	8.8	22.9	16.6	0.0
	Middle school graduate	6.7	20.9	8.8	0.0
	(High school student)	11.5	23.7	10.9	0.0
	(A regular middle school graduate)	12.9	23.2	13.6	0.0
	High school graduate	7.9	25.0	3.8	0.0
	(University student)	12.5	16.1	11.9	0.0
	(A regular high school graduate)	19.3	15.4	27.6	0.0
	University graduate or higher (Graduate student)	10.8	16.3	8.0	0.0
	(A regular university graduate)	18.3	12.2	12.5	0.0
	Less than KRW 2 million	35.0	11.0	24.3	0.0
		18.2	12.2	12.5	0.0
Household income	KRW 2 million-Less than 3 million	9.4	18.4	8.5	0.0
	KRW 3 million-Less than 4 million	12.7	16.8	9.1	0.0
	KRW 4 million-Less than 5 million	15.9	13.8	9.8	0.0
	KRW 5 million and higher	11.7	15.6	9.0	0.0
		17.0	14.0	14.3	0.0
Region size	Dong	16.7	14.4	13.2	0.0
	Eup/Myeon	9.2	15.4	7.9	0.0
Region	Seoul	16.4	14.9	12.7	0.0
	Busan	5.2	16.4	5.1	0.0
	Daegu	13.5	19.1	8.2	0.0
	Incheon	26.0	13.4	16.8	0.0
	Gwangju	8.9	17.7	10.3	0.0
	Daejeon	14.7	14.2	7.8	0.0
	Ulsan	7.3	14.3	4.7	0.0
	Gyeonggi	20.6	12.4	17.9	0.0
	Gangwon	8.7	19.1	7.5	0.0
	Chungcheong (Chungbuk)	17.2	13.3	10.1	0.0
	(Chungnam)	11.4	13.1	9.7	0.0
	(Sejong)	21.3	13.4	10.2	0.0
	Jeolla (Jeonbuk)	16.5	14.0	10.9	0.0
	(Jeonnam)	10.2	18.9	8.8	0.0
	Gyeongsang (Gyeongbuk)	11.0	20.3	8.2	0.0
	(Gyeongnam)	9.4	17.4	9.4	0.0
	Jeju	8.0	13.9	8.2	0.0
		8.7	11.6	7.4	0.0
		7.4	15.4	8.9	0.0
		10.0	17.1	10.4	0.0

Table
162

Internet shopping purchased items (multiple responses)_(Household Member_Q34)

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Apparel/ shoes/ sports goods/ accessories	Groceries/ food	Household items/ kitchen utensils	Travel products	Cosmetics	
Internet shopping users aged 12 or older		79.5	52.1	51.8	42.0	38.1	
Number of household members	1 person	81.4	66.9	69.0	43.3	43.2	
	2 persons	77.8	55.3	58.8	41.6	37.5	
	3 persons or more	79.9	49.2	47.3	42.0	37.8	
Gender	Male	79.2	42.2	39.8	42.8	24.6	
	Female	79.8	62.5	64.4	41.1	52.2	
Age	12~19	68.8	31.5	24.7	31.5	23.3	
	20s	88.2	40.7	35.4	45.3	45.8	
	30s	87.1	56.9	58.3	46.3	45.0	
	40s	81.0	61.9	61.9	45.1	41.4	
	50s	76.1	58.0	59.3	40.1	34.4	
	60s	67.6	51.0	55.5	35.4	28.2	
	70+	63.7	36.8	43.5	38.2	28.6	
Gender*Age	Male	12~19	67.6	32.9	24.6	31.9	17.1
		20s	86.5	35.8	31.0	44.6	29.0
		30s	86.5	46.5	46.3	46.4	31.1
		40s	80.3	46.8	44.7	46.8	25.1
		50s	76.0	44.5	41.5	41.5	20.0
		60s	68.8	40.5	42.3	37.5	18.3
		70+	66.6	33.0	36.0	36.7	23.4
Female	12~19	70.2	30.0	24.8	31.1	29.9	
	20s	90.0	46.0	40.3	46.2	64.4	
	30s	87.8	68.7	71.9	46.1	60.8	
	40s	81.8	77.6	79.9	43.4	58.5	
	50s	76.1	70.8	76.3	38.8	48.0	
	60s	66.4	60.7	67.5	33.4	37.2	
	70+	60.8	40.6	50.8	39.6	33.6	
Youth	Entire population	77.0	32.7	24.8	36.4	32.2	
	Male	75.5	32.7	24.4	36.2	21.4	
	Female	78.6	32.7	25.2	36.7	44.1	
Occupation	Professional/managerial position	78.9	49.7	46.5	48.8	31.6	
	Office job	84.9	53.3	54.1	46.0	42.5	
	Service/sales	80.2	60.2	62.3	42.1	41.2	
	Production related position	73.6	46.1	43.5	42.1	24.5	
	Agriculture/forestry/fishery	72.7	43.0	46.3	38.1	29.8	
	Unemployed/Other (None/other)	75.9	45.4	42.7	37.1	36.8	
	(Student)	76.6	31.9	23.4	36.6	30.7	
	(Housewife)	75.0	68.8	73.3	37.8	47.4	
	(Unemployed/Other (None/other))	76.1	35.8	36.6	36.6	32.5	

Table
162

Internet shopping purchased items (multiple responses)_(Household Member_Q34)

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Apparel/ shoes/ sports goods/ accessories	Groceries/ food	Household items/ kitchen utensils	Travel products	Cosmetics
Education	Elementary school graduate or lower (Uneducated)	63.8	35.4	30.3	34.7	23.4
	(Elementary school student)	70.0	35.4	34.4	44.5	38.9
	(Middle school student)	63.4	48.1	37.5	33.7	28.5
	(A regular elementary school graduate)	64.3	33.1	27.6	34.1	21.3
	Middle school graduate	60.6	30.5	34.9	38.1	26.5
	(High school student)	69.0	31.5	28.0	29.9	24.5
	(A regular middle school graduate)	69.5	26.7	19.8	28.7	22.2
	High school graduate	67.8	44.1	49.6	33.1	30.3
	(University student)	77.1	51.5	52.9	38.3	35.9
	(A regular high school graduate)	87.8	33.3	22.9	42.2	39.5
	University graduate or higher (Graduate student)	74.5	56.1	60.3	37.4	35.0
	(A regular university graduate)	83.2	55.8	55.2	45.9	42.0
Household income	Less than KRW 2 million	92.7	43.7	30.6	58.0	58.3
	KRW 2 million-Less than 3 million	83.1	55.8	55.3	45.9	41.9
	KRW 3 million-Less than 4 million	70.4	52.2	52.4	39.2	29.5
	KRW 4 million-Less than 5 million	75.1	58.2	58.7	38.8	36.5
	KRW 5 million and higher	77.8	57.1	57.7	39.5	38.5
Region size	Dong	77.9	52.3	53.5	40.2	36.0
	Eup/Myeon	81.1	50.4	49.4	43.5	39.2
Region	Seoul	79.8	52.7	52.3	43.0	38.6
	Busan	78.1	49.1	49.7	37.0	35.7
	Daegu	83.1	57.3	53.1	44.3	41.6
	Incheon	80.9	57.8	58.5	44.3	41.9
	Gwangju	78.4	50.7	51.9	42.8	43.8
	Daejeon	80.9	56.8	47.9	41.8	40.8
	Ulsan	77.3	54.6	54.3	36.1	32.8
	Gyeonggi	80.2	44.6	45.5	33.5	30.0
	Gangwon	78.4	59.3	53.5	46.4	37.6
	Chungcheong (Chungbuk)	78.8	51.3	52.2	43.8	38.6
	(Chungnam)	75.8	42.0	48.0	35.4	30.8
	(Sejong)	77.4	37.8	46.6	37.6	32.2
	Jeolla (Jeonbuk)	75.1	46.2	45.9	34.2	29.4
	(Jeonnam)	79.1	32.0	47.5	40.4	35.1
	Gyeongsang (Gyeongbuk)	76.8	37.7	43.6	34.7	27.4
	(Gyeongnam)	76.5	50.4	51.1	37.8	34.7
	Jeju	78.3	49.8	51.8	42.5	36.8
		74.7	51.0	50.4	32.9	32.6
		78.7	53.1	54.3	41.6	37.8
		75.6	51.1	51.5	40.1	37.5
		80.9	54.5	56.2	42.7	38.1
		79.0	60.6	41.7	42.4	26.2

Table
163

Internet shopping purchased items (multiple responses)_(Household Member_Q34) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Health related products	Coupons	Movies/ exhibitions/ cultural performances	Movies/ videos/ images	Furniture/ Interior Products
Internet shopping users aged 12 or older		32.4	28.0	26.9	19.3	14.8
Number of household members	1 person	37.1	26.5	27.5	20.3	18.4
	2 persons	35.0	23.9	24.3	20.3	16.0
	3 persons or more	30.9	29.6	27.7	18.8	13.9
Gender	Male	30.0	26.7	26.4	19.1	13.1
	Female	34.8	29.4	27.3	19.5	16.6
Age	12~19	14.9	24.3	22.1	17.6	6.8
	20s	22.8	37.8	36.9	17.1	12.2
	30s	36.0	35.9	33.6	19.9	17.7
	40s	38.8	31.5	28.4	18.9	19.3
	50s	36.4	21.3	19.7	20.0	14.7
	60s	33.5	12.2	15.4	21.2	12.1
	70+	34.5	4.6	17.6	24.0	12.5
Gender*Age	12~19	14.2	25.1	22.5	17.4	6.7
	20s	20.2	35.5	34.4	16.9	10.0
	30s	33.4	34.2	33.2	20.2	15.3
	40s	34.3	28.8	27.6	19.5	16.4
	50s	34.6	19.4	18.9	19.0	13.1
	60s	34.0	12.4	16.1	20.8	12.7
	70+	39.3	4.5	19.2	22.0	12.7
Gender*Age	12~19	15.8	23.3	21.8	17.8	6.9
	20s	25.8	40.3	39.7	17.3	14.6
	30s	39.0	37.9	34.0	19.5	20.4
	40s	43.6	34.3	29.2	18.4	22.3
	50s	38.1	23.1	20.4	21.0	16.2
	60s	33.1	12.1	14.7	21.5	11.6
	70+	29.8	4.8	16.0	26.0	12.4
Youth	Entire population	15.9	31.1	28.4	17.6	8.1
	Male	15.0	31.0	27.2	17.4	7.1
	Female	16.9	31.2	29.7	17.9	9.1
Occupation	Professional/managerial position	36.4	30.3	28.7	17.3	15.7
	Office job	36.5	35.1	33.4	19.4	18.0
	Service/sales	35.8	26.4	24.6	20.0	16.2
	Production related position	31.7	19.9	20.7	19.0	13.5
	Agriculture/forestry/fishery	33.8	9.2	13.3	23.7	16.8
	Unemployed/Other (None/other)	24.2	26.0	25.2	18.6	10.5
	(Student)	14.7	30.7	29.3	17.3	7.3
	(Housewife)	37.1	22.1	19.9	20.2	15.6
	(Unemployed/Other (None/other))	27.2	17.5	23.2	19.5	9.3

Table
163

Internet shopping purchased items (multiple responses)_(Household Member_Q34) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Health related products	Coupons	Movies/ exhibitions/ cultural performances	Movies/ videos/ images	Furniture/ Interior Products
Education	Elementary school graduate or lower (Uneducated)	18.9	19.6	19.0	19.5	8.2
	(Elementary school student)	29.7	6.9	27.8	49.9	40.4
	(Middle school student)	29.4	17.0	17.8	20.1	9.0
	(A regular elementary school graduate)	15.3	23.1	20.0	15.5	6.9
	Middle school graduate	23.0	5.4	14.0	36.9	9.4
	(High school student)	17.4	19.9	22.1	21.5	7.0
	(A regular middle school graduate)	11.9	24.9	22.7	19.3	5.5
	High school graduate	31.8	6.7	20.4	27.2	10.7
	(University student)	30.3	21.8	22.2	19.3	13.0
	(A regular high school graduate)	15.0	38.7	38.1	16.7	8.8
	University graduate or higher	34.0	17.7	18.3	19.9	14.0
	(Graduate student)	36.1	33.2	30.7	19.0	17.2
	(A regular university graduate)	16.8	37.9	42.7	14.5	8.5
Household income	Less than KRW 2 million	36.2	33.1	30.7	19.1	17.2
	KRW 2 million-Less than 3 million	28.0	12.7	18.5	25.2	10.6
	KRW 3 million-Less than 4 million	30.3	18.5	20.9	19.4	14.1
	KRW 4 million-Less than 5 million	34.4	24.5	23.1	19.7	16.0
	KRW 5 million and higher	32.7	25.5	22.5	19.3	15.3
Region size	Dong	32.2	31.0	29.9	19.0	14.6
	Eup/Myeon	32.7	29.3	28.4	19.0	15.1
Region	Seoul	30.7	21.2	19.3	20.7	13.4
	Busan	34.1	31.3	29.8	18.8	15.6
	Daegu	39.3	23.1	25.9	20.1	21.3
	Incheon	43.0	24.5	20.2	20.8	13.6
	Gwangju	27.0	39.0	30.9	19.8	18.7
	Daejeon	27.4	20.8	23.1	17.6	9.5
	Ulsan	26.5	20.1	13.3	16.4	8.0
	Gyeonggi	40.0	24.0	31.3	20.7	17.0
	Gangwon	30.3	30.8	30.2	18.6	13.2
	Chungcheong (Chungbuk)	29.2	15.2	19.8	18.9	12.6
	(Chungnam)	28.5	24.4	21.8	19.3	14.9
	(Sejong)	24.9	20.0	19.5	18.1	14.9
	Jeolla (Jeonbuk)	31.9	27.7	24.0	20.2	16.2
	(Jeonnam)	23.7	22.4	18.3	19.2	8.2
	Gyeongsang (Gyeongbuk)	28.3	22.6	24.0	18.1	13.0
	(Gyeongnam)	31.4	28.9	25.6	17.1	13.0
	Jeju	25.0	15.8	22.2	19.2	13.0
		38.1	27.4	25.1	22.0	17.4
		35.5	29.2	20.0	22.1	15.1
		40.0	26.2	28.7	21.9	18.9
		22.9	15.6	21.1	21.0	10.3

Table
164

Internet shopping purchased items (multiple responses)_(Household Member_Q34) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Music	Financial products	Books/ magazines /news- papers	Computer and Peripherals	Emoticons	Electronic Appliances /Electronic Products
Internet shopping users aged 12 or older		12.7	12.2	11.2	11.4	10.2	10.5
Number of household members	1 person	15.0	14.0	10.3	12.8	9.7	11.8
	2 persons	10.3	11.5	9.3	10.6	8.7	11.7
	3 persons or more	13.3	12.3	12.1	11.5	10.8	9.9
Gender	Male	12.6	13.9	11.2	16.2	8.7	11.3
	Female	12.9	10.5	11.3	6.4	11.8	9.7
Age	12~19	12.0	3.7	12.5	7.1	11.9	5.0
	20s	20.8	9.9	17.8	15.0	17.1	7.0
	30s	17.2	14.7	14.0	13.7	13.9	11.4
	40s	12.8	16.8	12.1	13.0	9.9	14.3
	50s	6.7	13.1	6.1	8.6	5.2	11.8
	60s	4.8	8.9	4.5	7.8	3.4	8.9
	70+	9.1	6.0	4.2	9.0	1.8	8.7
Gender*Age	12~19	13.0	4.2	12.3	8.8	11.5	4.7
	20s	19.3	9.9	17.4	21.1	14.6	7.3
	30s	16.6	16.2	13.8	20.0	11.8	12.0
	40s	11.7	19.0	11.3	18.9	7.9	15.3
	50s	7.0	16.3	6.5	12.3	3.8	12.9
	60s	5.4	11.3	5.2	9.9	2.4	11.1
	70+	13.5	5.6	3.5	10.4	0.9	7.5
Gender*Age	12~19	11.0	3.1	12.8	5.2	12.4	5.3
	20s	22.4	9.9	18.3	8.3	19.8	6.6
	30s	17.9	13.0	14.3	6.6	16.4	10.6
	40s	13.9	14.5	13.0	6.8	11.9	13.3
	50s	6.4	10.0	5.7	5.1	6.5	10.7
	60s	4.3	6.7	3.8	6.0	4.4	6.8
	70+	4.7	6.4	5.0	7.6	2.6	9.8
Youth	Entire population	16.4	5.1	16.2	10.3	14.3	4.8
	Male	16.9	5.3	15.9	13.7	12.7	4.6
	Female	15.8	4.8	16.4	6.6	16.0	5.1
Occupation	Professional/managerial position	17.4	21.7	13.3	16.4	11.2	16.1
	Office job	15.7	16.7	13.7	15.4	12.3	12.8
	Service/sales	11.1	11.8	9.0	9.1	9.0	11.1
	Production related position	8.5	12.9	6.0	12.8	6.1	10.7
	Agriculture/forestry/fishery	6.5	7.8	3.9	8.7	3.4	12.7
	Unemployed/Other (None/other)	12.7	6.9	13.1	8.8	11.0	6.7
	(Student)	16.2	5.2	17.5	10.7	14.3	4.5
	(Housewife)	7.1	9.0	7.7	6.1	7.4	10.1
	(Unemployed/Other (None/other))	14.1	8.0	10.6	8.8	7.5	6.2

Table
164

Internet shopping purchased items (multiple responses)_(Household Member_Q34) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Music	Financial products	Books/ magazines /news- papers	Computer and Peripherals	Emoticons	Electronic Appliances /Electronic Products
Education	Elementary school graduate or lower (Uneducated)	9.7	4.7	9.8	6.6	9.5	6.0
	(Elementary school student)	11.0	14.4	0.0	22.2	2.4	21.8
	(Middle school student)	5.6	6.5	10.4	6.2	7.1	6.6
	(A regular elementary school graduate)	10.3	3.9	10.1	5.4	11.5	5.2
	Middle school graduate	12.2	5.4	8.5	11.7	2.7	7.5
	(High school student)	13.6	4.3	11.4	7.3	10.0	5.1
	(A regular middle school graduate)	14.0	3.0	14.4	7.3	12.4	4.5
	High school graduate	12.6	7.5	3.5	7.2	3.8	6.8
	(University student)	9.4	9.1	8.7	9.3	7.7	9.1
	(A regular high school graduate)	20.9	7.1	22.6	15.4	17.1	4.1
	University graduate or higher (Graduate student)	6.6	9.6	5.2	7.8	5.4	10.4
	(A regular university graduate)	14.9	15.4	12.9	13.5	11.7	12.2
		25.0	8.2	37.2	18.8	23.2	7.1
Household income	Less than KRW 2 million	14.9	15.5	12.8	13.5	11.7	12.2
	KRW 2 million-Less than 3 million	9.5	5.3	6.6	8.1	4.3	5.7
	KRW 3 million-Less than 4 million	10.1	8.2	8.2	9.1	7.4	7.9
	KRW 4 million-Less than 5 million	11.8	10.7	9.8	11.4	9.3	10.2
	KRW 5 million and higher	11.4	11.2	10.4	11.4	9.4	11.4
Region size	Dong	13.7	13.5	12.3	11.8	11.1	10.7
	Eup/Myeon	13.3	12.9	11.9	11.4	10.5	10.4
Region	Seoul	9.7	8.7	7.9	11.3	8.5	10.8
	Busan	11.9	13.1	12.8	13.2	9.7	9.6
	Daegu	12.9	12.5	12.7	9.2	12.3	12.1
	Incheon	10.2	14.4	8.4	7.8	11.3	6.9
	Gwangju	17.0	20.1	18.3	14.7	15.7	12.9
	Daejeon	6.5	8.7	8.1	6.6	5.6	6.1
	Ulsan	4.1	5.7	3.8	7.5	3.8	6.1
	Gyeonggi	14.1	11.2	15.8	8.4	14.9	10.4
	Gangwon	15.4	14.8	10.6	12.2	9.8	12.0
	Chungcheong (Chungbuk)	11.0	4.5	6.5	8.6	12.6	8.1
	(Chungnam)	9.5	7.6	8.7	11.9	7.7	9.7
	(Sejong)	11.4	4.7	6.9	10.4	10.5	8.2
	Jeolla (Jeonbuk)	8.6	9.9	11.0	13.8	5.9	11.9
	(Jeonnam)	7.6	5.6	3.0	6.8	7.4	3.7
	Gyeongsang (Gyeongbuk)	7.0	7.7	8.8	8.0	8.3	9.7
	(Gyeongnam)	10.2	9.5	11.4	7.3	9.0	11.3
	Jeju	3.8	5.9	6.1	8.8	7.4	7.9
		15.8	8.9	13.0	13.1	11.6	11.4
		11.3	8.1	6.7	13.2	9.4	12.2
		18.9	9.5	17.4	13.0	13.2	10.9
		8.0	8.8	9.2	4.9	12.2	6.6

Table
165

Internet shopping purchased items (multiple responses)_(Household Member_Q34) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used
internet shopping within the last 1 year
PERIOD: Within the last 1 year

		Infant's/ Children's Products	Mobile/PC/ Console Game Software	Subscription Software Services	Computer Software (excluding Game)
Internet shopping users aged 12 or older		7.1	6.6	6.4	6.0
Number of household members	1 person	4.9	7.0	6.8	6.2
	2 persons	5.3	6.3	6.3	5.7
	3 persons or more	8.0	6.6	6.4	6.1
Gender	Male	6.0	8.5	7.9	7.6
	Female	8.2	4.5	4.9	4.3
Age	12~19	3.1	6.2	4.0	4.5
	20s	3.5	9.8	8.6	8.9
	30s	14.0	8.6	9.0	8.2
	40s	8.7	5.8	7.3	5.6
	50s	4.8	4.0	4.1	4.0
	60s	5.5	4.6	3.1	3.4
	70+	4.4	6.3	5.9	4.6
Gender*Age	Male 12~19	2.3	7.2	4.8	5.1
	Male 20s	3.2	13.4	9.8	11.7
	Male 30s	9.8	11.1	10.8	10.7
	Male 40s	7.7	7.2	9.1	6.9
	Male 50s	4.9	5.4	5.6	4.8
	Male 60s	5.9	5.7	4.0	4.2
	Male 70+	3.9	6.0	5.2	4.1
Gender*Age	Female 12~19	3.9	5.0	3.1	3.9
	Female 20s	3.8	5.9	7.2	5.8
	Female 30s	18.8	5.8	6.8	5.3
	Female 40s	9.8	4.3	5.3	4.4
	Female 50s	4.7	2.6	2.8	3.2
	Female 60s	5.1	3.6	2.3	2.6
	Female 70+	4.9	6.6	6.5	5.1
Youth	Entire population	3.0	7.4	5.5	6.3
	Male	2.6	9.5	6.1	7.7
	Female	3.4	5.2	4.9	4.8
Occupation	Professional/managerial position	6.8	8.4	13.9	10.4
	Office job	8.2	8.3	9.7	7.8
	Service/sales	6.8	4.7	4.5	4.6
	Production related position	5.1	6.6	4.8	5.3
	Agriculture/forestry/fishery	7.5	5.5	3.6	2.6
	Unemployed/Other (None/other)	7.1	6.5	4.8	5.4
	(Student)	2.6	7.8	5.6	6.8
	(Housewife)	14.3	4.0	3.5	3.4
	(Unemployed/Other (None/other))	5.5	8.4	5.5	4.9

Table
165

Internet shopping purchased items (multiple responses)_(Household Member_Q34) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used
internet shopping within the last 1 year
PERIOD: Within the last 1 year

		Infant's/ Children's Products	Mobile/PC/ Console Game Software	Subscription Software Services	Computer Software (excluding Game)
Education	Elementary school graduate or lower (Uneducated)	2.3	7.2	4.3	3.4
	(Elementary school student)	1.8	24.0	1.9	11.1
	(Middle school student)	2.8	4.2	3.0	4.1
	(A regular elementary school graduate)	2.2	6.8	3.6	2.6
	Middle school graduate	1.8	11.6	10.2	5.8
	(High school student)	3.5	6.4	4.0	4.7
	(A regular middle school graduate)	3.1	5.7	3.8	5.3
	High school graduate	4.7	8.1	4.6	3.3
	(University student)	6.3	5.3	4.1	4.7
	(A regular high school graduate)	2.8	9.7	7.8	10.0
	University graduate or higher (Graduate student)	7.2	4.2	3.2	3.4
	(A regular university graduate)	8.3	7.3	8.2	7.1
		0.0	12.1	15.0	9.3
Household income	Less than KRW 2 million	8.3	7.3	8.2	7.0
	KRW 2 million-Less than 3 million	5.8	6.8	4.0	4.6
	KRW 3 million-Less than 4 million	5.6	5.0	4.8	3.9
	KRW 4 million-Less than 5 million	8.4	6.8	6.6	6.4
	KRW 5 million and higher	8.5	6.4	6.1	5.9
Region size	Dong	6.6	6.7	6.7	6.2
	Eup/Myeon	6.8	6.4	6.5	6.1
Region	Seoul	8.8	7.2	6.3	5.5
	Busan	7.6	6.4	6.3	6.2
	Daegu	9.8	6.5	3.2	4.3
	Incheon	4.8	4.3	6.4	3.1
	Gwangju	7.4	4.9	7.9	5.5
	Daejeon	5.2	3.2	3.9	3.2
	Ulsan	5.1	3.7	1.4	2.9
	Gyeonggi	9.7	6.3	3.5	4.0
	Gangwon	6.6	7.1	8.0	8.2
	Chungcheong (Chungbuk)	4.6	5.6	4.7	3.5
	(Chungnam)	6.4	6.8	4.4	5.6
	(Sejong)	5.4	7.7	5.9	7.1
	Jeolla (Jeonbuk)	7.4	6.8	3.5	4.9
	(Jeonnam)	5.3	3.7	3.8	4.1
	Gyeongsang (Gyeongbuk)	5.5	2.8	3.6	2.7
	(Gyeongnam)	5.9	3.0	3.8	2.9
	Jeju	5.1	2.5	3.4	2.5
		9.5	11.8	10.1	7.0
		7.7	11.3	14.3	3.1
		10.8	12.2	7.1	9.8
		5.4	3.4	2.5	3.2

Table
166

Internet shopping purchased items (multiple responses)_(Household Member_Q34) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Education	Paid Item in Games	Webtoons /Cartoons	Mobile Phone Ring Back Tones	Adult Contents	Other
Internet shopping users aged 12 or older		5.5	5.0	4.9	2.6	0.5	0.1
Number of household members	1 person	4.5	4.4	4.9	2.8	0.7	0.0
	2 persons	4.0	3.9	3.5	2.4	0.5	0.1
	3 persons or more	6.2	5.4	5.4	2.6	0.4	0.1
Gender	Male	4.9	7.3	5.6	2.3	0.6	0.1
	Female	6.2	2.5	4.2	2.9	0.3	0.0
Age	12~19	4.8	11.7	9.2	1.4	0.1	0.1
	20s	7.6	8.3	9.0	3.8	0.5	0.0
	30s	6.3	6.6	5.9	3.5	0.4	0.0
	40s	7.4	3.4	4.2	2.7	0.6	0.0
	50s	3.3	1.7	1.7	2.1	0.5	0.1
	60s	2.2	1.6	1.4	1.4	0.4	0.1
	70+	3.3	0.8	1.4	0.6	0.7	0.0
Gender*Age	Male 12~19	4.3	16.9	10.9	1.0	0.0	0.1
	20s	7.2	12.2	9.8	3.7	0.6	0.0
	30s	4.9	9.3	6.8	2.9	0.5	0.0
	40s	5.2	5.1	4.3	2.2	0.9	0.1
	50s	3.9	2.5	2.3	2.0	0.8	0.2
	60s	2.5	1.7	1.3	1.0	0.6	0.2
	70+	3.6	0.8	0.6	0.6	0.1	0.0
Female	12~19	5.3	6.2	7.4	1.8	0.2	0.1
	20s	8.0	3.9	8.2	3.8	0.3	0.0
	30s	7.8	3.5	4.9	4.1	0.3	0.0
	40s	9.7	1.7	4.1	3.2	0.3	0.0
	50s	2.8	0.9	1.1	2.1	0.2	0.0
	60s	1.9	1.5	1.5	1.7	0.2	0.0
	70+	3.0	0.8	2.1	0.6	1.3	0.0
Youth	Entire population	7.1	10.1	9.4	2.5	0.1	0.1
	Male	6.4	14.6	10.4	2.1	0.2	0.0
	Female	7.9	5.1	8.3	2.8	0.1	0.1
Occupation	Professional/managerial position	9.0	4.1	5.3	2.7	0.8	0.2
	Office job	5.9	5.8	5.3	2.5	0.4	0.0
	Service/sales	4.7	3.1	3.3	3.0	0.5	0.0
	Production related position	3.0	4.4	3.6	2.9	0.9	0.1
	Agriculture/forestry/fishery	2.7	2.6	1.9	1.0	0.2	0.9
	Unemployed/Other (None/other)	6.6	6.4	6.7	2.2	0.3	0.1
	(Student)	7.7	10.4	10.0	2.4	0.1	0.1
	(Housewife)	5.0	1.6	2.7	2.0	0.3	0.0
	(Unemployed/Other (None/other))	6.2	3.8	4.3	1.8	0.7	0.2

Table
166

Internet shopping purchased items (multiple responses)_(Household Member_Q34) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		Education	Paid Item in Games	Webtoons /Cartoons	Mobile Phone Ring Back Tones	Adult Contents	Other
Education	Elementary school graduate or lower (Uneducated)	4.6	10.0	6.8	1.1	0.3	0.1
	(Elementary school student)	7.6	0.0	0.0	0.0	6.6	0.0
	(Middle school student)	4.4	4.2	2.9	0.0	0.0	0.0
	(A regular elementary school graduate)	4.3	13.0	8.8	1.5	0.3	0.2
	Middle school graduate	6.0	1.7	1.8	0.6	0.0	0.0
	(High school student)	4.6	9.7	8.2	1.3	0.2	0.1
	(A regular middle school graduate)	5.5	12.5	10.6	1.5	0.0	0.1
	High school graduate	2.4	2.3	2.0	1.0	0.8	0.0
	(University student)	4.3	3.6	3.7	2.7	0.5	0.1
	(A regular high school graduate)	10.5	8.6	10.6	3.6	0.1	0.0
	University graduate or higher (Graduate student)	2.7	2.4	2.0	2.5	0.6	0.1
	(A regular university graduate)	6.4	4.9	5.2	2.8	0.5	0.0
	Less than KRW 2 million	22.6	3.2	17.1	2.4	0.0	0.0
	KRW 2 million-Less than 3 million	6.3	4.9	5.1	2.8	0.5	0.0
Household income	KRW 3 million-Less than 4 million	3.8	2.8	1.7	1.0	0.3	0.1
	KRW 4 million-Less than 5 million	3.4	2.8	4.1	2.3	0.3	0.0
	KRW 5 million and higher	4.6	4.1	4.2	2.9	0.4	0.1
		5.5	3.6	3.5	2.2	0.4	0.1
		6.0	5.8	5.7	2.7	0.5	0.0
Region size	Dong	5.8	5.1	5.1	2.6	0.4	0.0
	Eup/Myeon	4.0	4.3	4.1	2.8	0.6	0.1
Region	Seoul	5.4	4.3	4.0	1.4	0.3	0.0
	Busan	4.1	3.6	5.9	5.8	0.9	0.0
	Daegu	5.2	2.8	5.4	1.2	0.1	0.1
	Incheon	8.6	7.8	8.5	1.0	0.1	0.0
	Gwangju	4.2	2.0	2.2	0.8	0.5	0.1
	Daejeon	2.1	3.2	3.1	1.7	0.2	0.0
	Ulsan	4.2	2.8	5.4	6.7	0.9	0.0
	Gyeonggi	6.8	6.3	5.3	2.2	0.4	0.0
	Gangwon	2.1	3.0	2.7	4.0	0.8	0.4
	Chungcheong (Chungbuk)	4.6	4.4	6.1	3.1	0.4	0.0
	(Chungnam)	3.8	6.6	8.0	4.8	0.1	0.0
	(Sejong)	5.5	3.1	4.9	1.9	0.6	0.0
	Jeolla (Jeonbuk)	2.6	3.8	5.7	3.2	0.4	0.0
	(Jeonnam)	6.3	4.8	2.4	4.0	0.5	0.3
	Gyeongsang (Gyeongbuk)	8.4	3.8	2.2	5.4	0.4	0.3
	(Gyeongnam)	4.1	5.9	2.7	2.5	0.6	0.3
	Jeju	3.9	5.2	5.0	4.0	0.9	0.0
		3.7	4.3	4.3	1.4	0.0	0.0
		4.0	5.8	5.5	5.9	1.6	0.0
		4.2	3.8	2.3	1.1	1.1	0.0

Table
167

Internet product purchase method_(Household Member_Q35)

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		General shopping sites/apps	Instant messenger-linked shopping	Subscription service	Secondhand websites/app
Internet shopping users aged 12 or older		95.5	71.2	62.2	27.2
Number of household members	1 person	96.2	70.8	60.5	28.9
	2 persons	96.1	68.7	57.4	26.5
	3 persons or more	95.2	72.2	64.1	27.2
Gender	Male	94.8	70.5	62.6	27.5
	Female	96.2	72.1	61.7	26.8
Age	12~19	86.6	65.7	69.4	22.1
	20s	96.1	82.2	82.9	29.7
	30s	96.9	82.2	69.3	32.6
	40s	97.0	68.5	56.4	28.2
	50s	96.1	66.2	50.6	23.4
	60s	95.0	55.8	49.1	21.9
	70+	95.4	59.6	41.8	29.8
Gender*Age	Male				
	12~19	86.2	66.6	68.0	23.1
	20s	95.3	81.6	81.9	29.1
	30s	96.5	80.6	68.1	32.3
	40s	96.2	65.6	56.8	27.8
	50s	95.2	65.0	52.0	24.3
	60s	94.3	57.2	50.9	23.3
	70+	94.1	60.0	42.4	32.6
Female	12~19	86.9	64.7	70.9	21.1
	20s	96.9	82.9	84.1	30.3
	30s	97.4	84.0	70.6	33.0
	40s	97.8	71.6	56.0	28.6
	50s	96.9	67.3	49.3	22.5
	60s	95.7	54.5	47.4	20.6
	70+	96.6	59.2	41.2	27.1
Youth	Entire population	90.6	73.3	75.2	25.7
	Male	90.4	74.1	74.0	25.7
	Female	90.7	72.5	76.6	25.7
Occupation	Professional/managerial position	95.0	71.2	64.3	31.3
	Office job	96.9	78.5	66.5	29.8
	Service/sales	96.5	69.3	57.1	26.5
	Production related position	95.5	62.1	56.0	26.5
	Agriculture/forestry/fishery	94.7	51.6	47.7	20.9
	Unemployed/Other (None/other)	93.1	70.0	65.7	25.1
	(Student)	90.0	73.1	74.4	25.7
	(Housewife)	97.1	65.5	53.6	24.0
	(Unemployed/Other (None/other))	94.9	70.0	63.9	25.7

Table
167

Internet product purchase method_(Household Member_Q35)

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		General shopping sites/apps	Instant messenger-linked shopping	Subscription service	Secondhand websites/app
Education	Elementary school graduate or lower (Uneducated)	85.2	61.7	63.2	22.1
	(Elementary school student)	91.2	46.5	24.1	19.4
	(Middle school student)	84.4	56.0	63.9	15.7
	(A regular elementary school graduate)	83.6	63.8	66.8	21.8
	Middle school graduate	94.6	59.9	47.9	33.5
	(High school student)	89.8	64.5	64.8	25.5
	(A regular middle school graduate)	87.8	66.7	71.3	22.5
	High school graduate	95.0	58.7	47.9	33.2
	(University student)	95.7	67.0	57.6	24.4
	(A regular high school graduate)	95.0	82.9	80.5	30.6
	University graduate or higher	95.9	63.1	52.0	22.8
	(Graduate student)	96.7	75.2	64.5	29.4
	(A regular university graduate)	95.7	89.8	90.0	34.5
Household income	Less than KRW 2 million	96.7	75.1	64.5	29.4
	KRW 2 million-Less than 3 million	95.5	60.3	52.4	24.8
	KRW 3 million-Less than 4 million	94.9	60.6	57.4	28.8
	KRW 4 million-Less than 5 million	95.4	65.6	59.3	28.8
	KRW 5 million and higher	94.6	67.4	59.8	25.9
Region size	Dong	95.8	75.0	64.3	27.1
	Eup/Myeon	95.6	72.3	63.0	28.3
Region	Seoul	94.9	66.0	57.9	21.3
	Busan	96.3	75.4	65.7	29.1
	Daegu	93.8	70.9	59.9	22.4
	Incheon	96.5	56.4	51.6	28.1
	Gwangju	96.6	76.0	68.8	30.8
	Daejeon	93.3	61.6	56.9	30.1
	Ulsan	96.3	66.2	62.2	29.1
	Gyeonggi	93.8	74.7	63.6	34.2
	Gangwon	96.2	75.2	63.7	28.0
	Chungcheong	93.4	63.2	58.1	24.6
	(Chungbuk)	95.1	66.8	57.6	26.6
	(Chungnam)	97.1	69.5	54.6	29.1
	(Sejong)	93.7	64.7	60.0	25.6
	Jeolla	95.7	68.2	56.1	22.7
	(Jeonbuk)	92.8	61.9	56.4	25.0
	(Jeonnam)	94.6	64.7	60.0	27.5
	Gyeongsang	90.9	59.0	52.6	22.3
	(Gyeongbuk)	94.9	72.9	62.4	20.5
	(Gyeongnam)	95.6	71.4	62.4	17.9
	Jeju	94.4	74.0	62.4	22.2
		97.0	48.6	58.5	29.9

Table
168

Internet product purchase method_(Household Member_Q35) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		SNS linked Shopping	Live commerce	Freelancer market	Crowd funding sites	Other
Internet shopping users aged 12 or older		25.1	14.2	5.0	3.6	0.1
Number of household members	1 person	26.9	15.5	5.7	4.3	0.1
	2 persons	24.8	14.4	4.8	3.5	0.0
	3 persons or more	25.0	13.9	5.0	3.6	0.1
Gender	Male	23.8	11.8	5.1	3.9	0.1
	Female	26.5	16.6	4.8	3.4	0.0
Age	12~19	15.8	9.6	3.7	3.0	0.2
	20s	29.4	15.4	5.8	4.1	0.1
	30s	52.7	18.0	6.6	4.3	0.1
	40s	19.4	15.4	5.2	3.2	0.0
	50s	16.4	11.6	3.9	2.7	0.1
	60s	8.5	11.4	3.6	3.4	0.1
	70+	6.2	15.3	4.6	9.3	0.2
Gender*Age	Male 12~19	15.6	8.7	4.1	2.9	0.3
	Male 20s	26.7	13.9	5.7	4.5	0.2
	Male 30s	49.8	14.3	6.1	4.3	0.1
	Male 40s	16.0	11.1	5.4	3.1	0.1
	Male 50s	15.9	10.1	4.5	3.1	0.1
	Male 60s	9.7	10.5	3.8	4.1	0.1
	Male 70+	6.2	13.5	4.4	11.3	0.4
Female	Female 12~19	16.0	10.6	3.3	3.0	0.1
	Female 20s	32.3	17.0	5.9	3.7	0.0
	Female 30s	56.1	22.2	7.3	4.3	0.0
	Female 40s	22.9	19.9	5.0	3.4	0.0
	Female 50s	16.8	12.9	3.2	2.4	0.0
	Female 60s	7.5	12.3	3.4	2.7	0.0
	Female 70+	6.3	17.1	4.8	7.3	0.0
Youth	Entire population	21.8	10.7	4.4	3.5	0.1
	Male	20.3	9.7	4.7	3.4	0.2
	Female	23.5	11.9	4.0	3.6	0.1
Occupation	Professional/managerial position	29.5	17.4	7.8	7.5	0.0
	Office job	34.8	15.9	6.1	3.3	0.0
	Service/sales	22.9	14.5	4.3	3.1	0.1
	Production related position	16.4	10.9	5.2	4.6	0.2
	Agriculture/forestry/fishery	11.9	13.2	3.2	3.0	0.2
	Unemployed/Other (None/other)	20.9	13.0	4.2	3.7	0.1
	(Student)	22.4	10.7	4.6	3.3	0.1
	(Housewife)	19.5	16.3	3.1	3.0	0.0
	(Unemployed/Other (None/other))	18.1	12.9	5.6	7.4	0.5

Table
168

Internet product purchase method_(Household Member_Q35) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used internet shopping within the last 1 year PERIOD: Within the last 1 year		SNS linked Shopping	Live commerce	Freelancer market	Crowd funding sites	Other
Education	Elementary school graduate or lower (Uneducated)	12.4	10.1	5.4	4.6	0.2
	(Elementary school student)	2.9	7.2	11.0	2.7	0.0
	(Middle school student)	7.9	8.6	4.8	3.5	0.0
	(A regular elementary school graduate)	15.2	10.2	5.3	3.9	0.3
	Middle school graduate	3.8	12.4	5.9	10.5	0.0
	(High school student)	13.5	11.2	3.1	4.4	0.2
	(A regular middle school graduate)	16.5	8.8	2.3	2.4	0.3
	High school graduate	5.6	17.4	5.1	9.7	0.2
	(University student)	19.8	13.2	3.9	3.1	0.1
	(A regular high school graduate)	30.8	12.6	5.1	3.3	0.0
	University graduate or higher	17.1	13.3	3.7	3.0	0.1
	(Graduate student)	30.5	15.4	5.8	3.8	0.1
	(A regular university graduate)	41.6	20.8	27.2	13.0	0.0
Household income	Less than KRW 2 million	30.4	15.4	5.7	3.8	0.1
	KRW 2 million-Less than 3 million	11.3	10.4	4.5	3.9	0.1
	KRW 3 million-Less than 4 million	18.1	13.0	3.6	4.1	0.2
	KRW 4 million-Less than 5 million	24.5	15.6	4.6	3.8	0.2
	KRW 5 million and higher	23.1	13.1	3.8	3.6	0.0
Region size	Dong	27.1	14.5	5.6	3.5	0.1
	Eup/Myeon	25.7	14.2	5.2	3.7	0.1
Region	Seoul	22.4	14.0	3.9	3.3	0.1
	Busan	26.7	13.9	5.5	3.4	0.1
	Daegu	23.9	13.8	6.7	4.5	0.0
	Incheon	18.7	11.9	2.4	2.8	0.1
	Gwangju	35.4	14.9	4.8	2.6	0.0
	Daejeon	20.9	9.9	2.5	3.3	0.0
	Ulsan	25.1	12.5	3.6	2.5	0.0
	Gyeonggi	23.7	12.3	11.2	7.2	0.0
	Gangwon	26.5	15.3	4.9	3.3	0.0
	Chungcheong	22.9	12.3	2.4	2.3	0.0
	(Chungbuk)	22.1	15.6	3.6	4.5	0.0
	(Chungnam)	23.6	14.4	3.3	4.4	0.0
	(Sejong)	21.3	17.2	4.0	4.8	0.0
	Jeolla	20.7	11.7	2.5	3.1	0.0
	(Jeonbuk)	22.5	10.9	3.5	3.2	0.8
	(Jeonnam)	22.4	9.6	3.6	2.6	1.2
	Gyeongsang	22.6	12.2	3.5	3.8	0.3
	(Gyeongbuk)	22.3	15.8	6.7	5.0	0.0
	(Gyeongnam)	17.5	11.6	5.0	2.8	0.1
	Jeju	25.6	18.7	7.9	6.6	0.0
		18.0	14.5	6.0	3.0	0.0

Table
169

Reasons for not using internet shopping (multiple responses)_(Household Member_Q36)

(Unit : %)

BASE: Persons aged 12 or older who have not used internet shopping within the last 1 year PERIOD: Within the last 1 year		Since buying directly at the store is preferred	No interest or not needed	No confidence in using it or do not know how to use it	Since the payment process is complicated and inconvenient
Non-users of Internet shopping aged 12 or older		73.2	46.6	24.7	23.5
Number of household members	1 person	74.8	39.4	29.2	26.2
	2 persons	72.7	47.4	26.4	24.0
	3 persons or more	73.0	49.3	20.0	21.4
Gender	Male	72.3	48.2	21.9	23.1
	Female	74.0	45.1	27.3	23.8
Age	12~19	56.7	56.0	13.8	23.0
	20s	77.4	64.9	7.6	10.8
	30s	78.2	61.5	5.4	15.1
	40s	87.1	49.2	3.0	18.6
	50s	77.7	45.6	9.1	18.9
	60s	77.4	46.9	21.5	22.9
	70+	70.3	45.0	33.6	25.3
Gender*Age	Male				
	12~19	56.7	57.1	15.0	25.2
	20s	65.9	61.9	6.1	6.5
	30s	80.5	59.8	5.4	15.2
	40s	91.1	41.7	5.5	17.9
	50s	77.6	47.6	8.5	18.2
	60s	77.0	49.0	20.8	20.8
	70+	67.9	45.8	29.4	27.3
Gender*Age	Female				
	12~19	56.6	54.8	12.4	20.6
	20s	92.9	69.1	9.6	16.7
	30s	74.7	64.2	5.4	14.9
	40s	82.4	58.0	0.0	19.4
	50s	77.8	42.3	10.0	20.1
	60s	77.8	44.7	22.2	25.1
	70+	72.2	44.4	36.9	23.7
Youth	Entire population	57.1	56.6	13.6	22.9
	Male	57.0	57.7	14.8	25.2
	Female	57.1	55.4	12.2	20.4
Occupation	Professional/managerial position	80.1	31.4	13.8	16.9
	Office job	81.0	46.3	9.2	14.2
	Service/sales	78.2	44.9	17.6	21.7
	Production related position	73.6	47.2	23.6	26.5
	Agriculture/forestry/fishery	71.9	46.7	27.2	21.5
	Unemployed/Other (None/other)	70.1	47.7	29.4	23.9
	(Student)	57.1	56.5	13.7	22.9
	(Housewife)	72.9	46.3	33.1	24.4
	(Unemployed/Other (None/other))	71.1	46.2	30.0	23.4

Table
169

Reasons for not using internet shopping (multiple responses)_(Household Member_Q36)

(Unit : %)

BASE: Persons aged 12 or older who have not used internet shopping within the last 1 year PERIOD: Within the last 1 year		Since buying directly at the store is preferred	No interest or not needed	No confidence in using it or do not know how to use it	Since the payment process is complicated and inconvenient
Education	Elementary school graduate or lower (Uneducated)	66.7	51.1	33.5	24.8
	(Elementary school student)	69.7	54.5	47.5	21.1
	(Middle school student)	40.9	58.4	22.6	27.7
	(A regular elementary school graduate)	59.8	56.5	13.0	26.7
	Middle school graduate	70.5	48.3	36.7	24.8
	(High school student)	69.1	44.2	31.4	26.8
	(A regular middle school graduate)	63.3	54.2	9.0	12.7
	High school graduate	69.8	43.1	33.7	28.2
	(University student)	75.5	46.0	21.9	23.4
	(A regular high school graduate)	76.7	59.7	0.0	16.7
	University graduate or higher	75.5	45.9	22.0	23.5
	(A regular university graduate)	80.3	45.5	11.3	16.2
Household income	Less than KRW 2 million	80.3	45.5	11.3	16.2
	KRW 2 million-Less than 3 million	70.6	47.3	34.7	25.8
	KRW 3 million-Less than 4 million	72.5	45.0	27.7	24.4
	KRW 4 million-Less than 5 million	76.0	45.5	23.9	24.4
	KRW 5 million and higher	72.9	46.7	20.7	22.9
Region size	Dong	74.2	48.1	16.9	20.6
	Eup/Myeon	73.6	46.4	23.7	23.5
Region	Seoul	72.0	47.3	27.8	23.2
	Busan	72.2	42.0	24.1	31.4
	Daegu	74.4	52.0	23.2	15.9
	Incheon	70.4	47.7	28.1	20.2
	Gwangju	63.6	35.9	30.7	38.6
	Daejeon	71.7	45.6	21.3	18.8
	Ulsan	79.9	41.0	20.1	20.6
	Gyeonggi	60.4	54.3	26.2	20.2
	Gangwon	76.5	40.0	19.5	23.9
	Chungcheong (Chungbuk)	72.1	43.1	27.7	19.9
	(Chungnam)	73.3	40.2	26.7	20.4
	(Sejong)	74.4	51.0	29.6	18.2
	Jeolla (Jeonbuk)	72.1	31.8	23.9	22.4
	(Jeonnam)	75.8	35.0	28.6	19.5
	Gyeongsang (Gyeongbuk)	73.3	53.2	27.0	19.7
	(Gyeongnam)	75.0	57.2	31.2	19.0
	Jeju	71.7	49.3	23.0	20.3
		73.4	61.2	28.6	21.7
		74.4	65.5	31.8	24.4
		72.4	56.7	25.2	18.8
		75.4	63.3	19.1	21.8

Table
170

Reasons for not using internet shopping (multiple responses)_(Household Member_Q36) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have not used internet shopping within the last 1 year PERIOD: Within the last 1 year		Since products and services sold on the Internet cannot be trusted	Due to security concerns	Due to concerns about invasion of privacy	Other
Non-users of Internet shopping aged 12 or older		13.4	9.0	5.0	0.4
Number of household members	1 person	12.4	7.3	4.1	0.1
	2 persons	14.0	8.1	4.9	0.2
	3 persons or more	13.2	11.2	5.6	0.7
Gender	Male	12.7	9.5	5.3	0.4
	Female	14.2	8.6	4.8	0.4
Age	12~19	8.0	8.7	2.5	2.7
	20s	17.8	10.3	10.2	0.0
	30s	6.2	24.1	11.2	0.0
	40s	18.2	13.9	2.0	0.0
	50s	16.3	15.3	7.8	0.4
	60s	14.6	10.3	5.7	0.2
	70+	12.4	6.2	4.1	0.2
Male	12~19	6.8	9.4	3.5	2.5
	20s	21.5	13.4	6.5	0.0
	30s	4.1	17.5	18.1	0.0
	40s	14.3	8.9	0.0	0.0
	50s	15.3	14.3	6.4	0.6
	60s	14.1	10.6	6.3	0.2
	70+	11.2	6.6	4.1	0.2
Female	12~19	9.4	7.9	1.3	2.8
	20s	12.8	6.1	15.2	0.0
	30s	9.5	34.8	0.0	0.0
	40s	22.8	19.9	4.3	0.0
	50s	18.0	17.0	10.0	0.0
	60s	15.0	9.9	5.1	0.3
	70+	13.4	5.9	4.1	0.2
Youth	Entire population	8.2	8.8	2.5	2.6
	Male	7.0	9.5	3.5	2.5
	Female	9.7	7.9	1.5	2.8
Occupation	Professional/managerial position	18.9	13.7	8.4	2.3
	Office job	13.8	9.2	4.7	0.0
	Service/sales	15.0	12.3	6.1	0.3
	Production related position	15.3	9.2	5.3	0.1
	Agriculture/forestry/fishery	12.5	10.0	4.6	0.5
	Unemployed/Other (None/other)	11.8	7.1	4.3	0.5
	(Student)	8.3	8.8	2.4	2.6
	(Housewife)	12.8	7.2	5.3	0.2
(Unemployed/Other (None/other))	11.7	6.1	3.6	0.1	

Table
170

Reasons for not using internet shopping (multiple responses)_(Household Member_Q36) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have not used
internet shopping within the last 1 year
PERIOD: Within the last 1 year

		Since products and services sold on the Internet cannot be trusted	Due to security concerns	Due to concerns about invasion of privacy	Other
Education	Elementary school graduate or lower (Uneducated)	8.9	5.1	2.4	0.9
	(Elementary school student)	8.3	2.3	3.4	0.0
	(Middle school student)	3.6	9.4	3.3	2.7
	(A regular elementary school graduate)	7.5	10.5	2.1	3.4
	Middle school graduate	9.9	3.9	2.2	0.3
	(High school student)	14.0	6.8	4.1	0.4
	(A regular middle school graduate)	13.5	4.8	2.2	1.5
	High school graduate	14.0	7.0	4.3	0.3
	(University student)	14.2	11.0	6.3	0.2
	(A regular high school graduate)	9.3	7.8	4.1	0.0
	University graduate or higher	14.2	11.0	6.4	0.2
	(A regular university graduate)	17.2	10.8	5.2	0.1
Household income	Less than KRW 2 million	17.2	10.8	5.2	0.1
	KRW 2 million-Less than 3 million	10.1	5.8	3.6	0.1
	KRW 3 million-Less than 4 million	15.4	7.7	5.0	0.1
	KRW 4 million-Less than 5 million	14.3	8.5	6.3	0.6
	KRW 5 million and higher	14.1	11.9	4.3	0.5
Region size	Dong	13.6	9.7	4.8	0.5
	Eup/Myeon	11.0	8.2	6.2	0.4
Region	Seoul	10.6	4.9	1.3	0.2
	Busan	19.5	7.8	4.8	0.0
	Daegu	15.3	6.9	5.1	0.5
	Incheon	16.5	4.2	1.7	0.3
	Gwangju	13.0	10.9	10.3	0.0
	Daejeon	13.5	13.8	6.2	0.6
	Ulsan	8.1	3.3	2.4	1.5
	Gyeonggi	10.9	6.6	2.9	0.0
	Gangwon	5.1	7.6	2.4	0.0
	Chungcheong	14.9	5.0	3.1	0.0
	(Chungbuk)	17.5	12.6	4.9	0.3
	(Chungnam)	12.4	9.1	6.5	0.4
	(Sejong)	10.9	5.6	2.4	0.9
	Jeolla	13.9	12.5	10.4	0.0
	(Jeonbuk)	16.8	8.5	5.8	0.1
	(Jeonnam)	17.9	5.0	2.4	0.1
	Gyeongsang	15.6	12.1	9.5	0.0
	(Gyeongbuk)	10.4	1.8	0.4	0.0
	(Gyeongnam)				
	Jeju				

Table
171

Bank transaction experience in the last 1 year_(Household Member_Q37)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Experienced	Not experienced	Total
Internet users aged 12 or older		87.7	12.3	100.0
Number of household members	1 person	77.9	22.1	100.0
	2 persons	81.6	18.4	100.0
	3 persons or more	92.2	7.8	100.0
Gender	Male	88.8	11.2	100.0
	Female	86.6	13.4	100.0
Age	12~19	90.1	9.9	100.0
	20s	95.7	4.3	100.0
	30s	96.3	3.7	100.0
	40s	96.3	3.7	100.0
	50s	93.6	6.4	100.0
	60s	85.9	14.1	100.0
	70+	41.4	58.6	100.0
Gender*Age	Male			
	12~19	91.0	9.0	100.0
	20s	95.5	4.5	100.0
	30s	96.4	3.6	100.0
	40s	96.5	3.5	100.0
	50s	93.8	6.2	100.0
	60s	87.0	13.0	100.0
70+	42.0	58.0	100.0	
Gender*Age	Female			
	12~19	89.0	11.0	100.0
	20s	95.9	4.1	100.0
	30s	96.2	3.8	100.0
	40s	96.0	4.0	100.0
	50s	93.5	6.5	100.0
	60s	84.8	15.2	100.0
70+	41.0	59.0	100.0	
Youth	Entire population	92.0	8.0	100.0
	Male	92.5	7.5	100.0
	Female	91.4	8.6	100.0
Occupation	Professional/managerial position	93.8	6.2	100.0
	Office job	96.8	3.2	100.0
	Service/sales	91.4	8.6	100.0
	Production related position	82.5	17.5	100.0
	Agriculture/forestry/fishery	71.4	28.6	100.0
	Unemployed/Other (None/other)	80.5	19.5	100.0
	(Student)	92.0	8.0	100.0
	(Housewife)	76.0	24.0	100.0
	(Unemployed/Other (None/other))	65.4	34.6	100.0

**Table
171**

Bank transaction experience in the last 1 year_(Household Member_Q37)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Experienced	Not experienced	Total
Education	Elementary school graduate or lower (Uneducated)	67.2	32.8	100.0
	(Elementary school student)	57.6	42.4	100.0
	(Middle school student)	81.1	18.9	100.0
	(A regular elementary school graduate)	89.7	10.3	100.0
	Middle school graduate	41.8	58.2	100.0
	(High school student)	71.9	28.1	100.0
	(A regular middle school graduate)	91.6	8.4	100.0
	High school graduate	56.3	43.7	100.0
	(University student)	85.6	14.4	100.0
	(A regular high school graduate)	95.5	4.5	100.0
	University graduate or higher (Graduate student)	83.9	16.1	100.0
	(A regular university graduate)	95.4	4.6	100.0
		96.3	3.7	100.0
Household income	Less than KRW 2 million	95.4	4.6	100.0
	KRW 2 million-Less than 3 million	56.4	43.6	100.0
	KRW 3 million-Less than 4 million	73.0	27.0	100.0
	KRW 4 million-Less than 5 million	86.6	13.4	100.0
	KRW 5 million and higher	90.5	9.5	100.0
Region size	Dong	93.1	6.9	100.0
	Eup/Myeon	88.6	11.4	100.0
Region	Seoul	83.6	16.4	100.0
	Busan	88.8	11.2	100.0
	Daegu	87.6	12.4	100.0
	Incheon	88.1	11.9	100.0
	Gwangju	87.3	12.7	100.0
	Daejeon	85.5	14.5	100.0
	Ulsan	89.3	10.7	100.0
	Gyeonggi	90.6	9.4	100.0
	Gangwon	89.1	10.9	100.0
	Chungcheong (Chungbuk)	82.8	17.2	100.0
	(Chungnam)	88.5	11.5	100.0
	(Sejong)	87.3	12.7	100.0
	Jeolla (Jeonbuk)	88.9	11.1	100.0
	(Jeonnam)	90.5	9.5	100.0
	Gyeongsang (Gyeongbuk)	79.9	20.1	100.0
	(Gyeongnam)	78.7	21.3	100.0
	Jeju	81.1	18.9	100.0
		88.1	11.9	100.0
		88.2	11.8	100.0
		88.1	11.9	100.0
		82.5	17.5	100.0

Table
172

Recent Internet banking use period_(Household Member_Q37-1)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used internet banking for over a year	Have never used internet banking	Total	
Internet users aged 12 or older		74.0	6.2	2.5	2.2	15.0	100.0	
Number of household members	1 person	65.5	6.3	2.7	1.3	24.3	100.0	
	2 persons	68.1	6.7	2.9	1.6	20.7	100.0	
	3 persons or more	78.3	6.1	2.2	2.6	10.8	100.0	
Gender	Male	75.4	6.3	2.4	2.1	13.8	100.0	
	Female	72.7	6.2	2.5	2.3	16.3	100.0	
Age	12~19	48.2	6.9	3.7	14.5	26.8	100.0	
	20s	86.0	6.1	2.3	0.9	4.7	100.0	
	30s	89.2	4.7	1.5	0.5	4.1	100.0	
	40s	89.3	4.6	1.3	0.7	4.1	100.0	
	50s	83.6	6.5	1.9	0.9	7.1	100.0	
	60s	73.4	7.1	1.9	1.6	16.0	100.0	
	70+	16.1	9.1	6.6	2.6	65.7	100.0	
Gender*Age	Male	12~19	49.7	7.2	3.5	13.7	26.0	100.0
		20s	85.5	6.1	2.5	0.9	5.0	100.0
		30s	89.1	4.8	1.5	0.6	4.0	100.0
		40s	89.3	4.7	1.4	0.8	3.8	100.0
		50s	84.1	6.1	1.9	1.0	6.9	100.0
		60s	75.3	6.9	1.9	1.5	14.5	100.0
		70+	15.5	10.5	6.9	1.9	65.2	100.0
Gender*Age	Female	12~19	46.5	6.5	3.9	15.4	27.7	100.0
		20s	86.5	6.2	2.0	0.9	4.4	100.0
		30s	89.2	4.6	1.6	0.5	4.1	100.0
		40s	89.2	4.5	1.3	0.7	4.3	100.0
		50s	83.1	7.0	2.0	0.8	7.2	100.0
		60s	71.6	7.2	2.0	1.7	17.5	100.0
		70+	16.6	7.9	6.3	3.1	66.0	100.0
Youth	Entire population	61.7	7.2	3.4	9.2	18.6	100.0	
	Male	62.6	7.3	3.4	8.7	18.0	100.0	
	Female	60.7	7.2	3.3	9.7	19.1	100.0	
Occupation	Professional/managerial position	86.6	5.6	1.2	0.3	6.3	100.0	
	Office job	90.0	4.8	1.4	0.5	3.4	100.0	
	Service/sales	80.8	6.4	2.3	0.9	9.6	100.0	
	Production related position	70.8	5.9	2.6	1.6	19.1	100.0	
	Agriculture/forestry/fishery	53.5	8.6	2.7	2.6	32.5	100.0	
	Unemployed/Other (None/other)	58.2	7.2	3.4	4.9	26.2	100.0	
	(Student)	61.2	7.2	3.4	9.4	18.8	100.0	
	(Housewife)	61.9	6.5	3.1	1.6	26.9	100.0	
	(Unemployed/Other (None/other))	43.6	8.5	4.3	2.7	40.9	100.0	

Table
172

Recent Internet banking use period_(Household Member_Q37-1)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used internet banking for over a year	Have never used internet banking	Total
Education	Elementary school graduate or lower (Uneducated)	32.7	6.5	4.3	9.4	47.2	100.0
	(Elementary school student)	17.4	10.6	8.7	6.9	56.4	100.0
	(Middle school student)	39.5	4.8	2.1	13.1	40.5	100.0
	(A regular elementary school graduate)	46.9	6.1	3.0	14.7	29.3	100.0
	Middle school graduate (High school student)	18.9	6.5	5.3	3.5	65.7	100.0
	(A regular middle school graduate)	41.7	7.3	5.2	7.9	37.9	100.0
	High school graduate (University student)	50.4	7.3	4.9	15.0	22.4	100.0
	(A regular high school graduate)	34.8	7.4	5.3	2.3	50.1	100.0
	University graduate or higher (Graduate student)	72.9	7.2	2.4	1.3	16.2	100.0
	(A regular university graduate)	80.4	8.3	3.0	1.9	6.4	100.0
		71.6	7.0	2.3	1.2	17.8	100.0
		87.2	5.3	1.8	0.7	5.0	100.0
Household income	Less than KRW 2 million	93.8	1.3	0.0	0.0	4.9	100.0
	KRW 2 million-Less than 3 million	87.2	5.3	1.8	0.7	5.0	100.0
	KRW 3 million-Less than 4 million	33.6	8.0	4.7	3.0	50.7	100.0
	KRW 4 million-Less than 5 million	57.9	6.9	3.1	2.2	29.8	100.0
	KRW 5 million and higher	74.3	6.0	2.2	2.2	15.4	100.0
Region size	Dong	77.2	6.2	2.1	2.2	12.3	100.0
	Eup/Myeon	80.3	6.0	2.2	2.2	9.3	100.0
Region	Seoul	74.8	6.4	2.5	2.2	14.0	100.0
	Busan	70.4	5.6	2.1	2.2	19.7	100.0
	Daegu	73.5	6.2	4.4	2.0	13.8	100.0
	Incheon	73.6	6.9	2.4	2.1	15.0	100.0
	Gwangju	76.7	5.0	2.0	2.0	14.2	100.0
	Daejeon	77.3	3.4	0.6	2.3	16.3	100.0
	Ulsan	74.3	4.5	1.3	2.3	17.7	100.0
	Gyeonggi	76.7	5.7	2.4	2.5	12.8	100.0
	Gangwon	78.9	4.9	2.5	1.9	11.8	100.0
	Chungcheong (Chungbuk)	74.5	8.0	1.8	2.2	13.5	100.0
	(Chungnam)	70.9	5.3	0.8	2.5	20.5	100.0
	(Sejong)	75.8	6.1	1.6	2.4	14.1	100.0
	Jeolla (Jeonbuk)	74.6	6.7	1.5	2.7	14.4	100.0
	(Jeonnam)	76.6	5.5	1.6	2.2	14.0	100.0
	Gyeongsang (Gyeongbuk)	76.3	6.6	2.1	1.7	13.3	100.0
	(Gyeongnam)	67.2	4.9	1.7	2.6	23.6	100.0
	Jeju	66.9	4.3	1.8	2.2	24.7	100.0
		67.4	5.6	1.6	3.0	22.3	100.0
		77.1	4.0	2.3	2.0	14.5	100.0
		75.4	4.5	3.1	2.1	14.9	100.0
		78.6	3.6	1.7	1.9	14.2	100.0
		40.0	21.1	15.0	3.3	20.6	100.0

Table 173 Internet banking use status within the last 1 year [Internet banking usage rate] - Internet users aged 12 or older_(Household Member_Q37-1)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Internet users aged 12 or older		82.7	17.3	100.0
Number of household members	1 person	74.4	25.6	100.0
	2 persons	77.6	22.4	100.0
	3 persons or more	86.6	13.4	100.0
Gender	Male	84.1	15.9	100.0
	Female	81.4	18.6	100.0
Age	12~19	58.7	41.3	100.0
	20s	94.4	5.6	100.0
	30s	95.4	4.6	100.0
	40s	95.2	4.8	100.0
	50s	92.1	7.9	100.0
	60s	82.4	17.6	100.0
	70+	31.8	68.2	100.0
Gender*Age	Male			
	12~19	60.4	39.6	100.0
	20s	94.2	5.8	100.0
	30s	95.4	4.6	100.0
	40s	95.4	4.6	100.0
	50s	92.1	7.9	100.0
	60s	84.1	15.9	100.0
	70+	32.9	67.1	100.0
Female	12~19	56.9	43.1	100.0
	20s	94.7	5.3	100.0
	30s	95.4	4.6	100.0
	40s	95.0	5.0	100.0
	50s	92.0	8.0	100.0
	60s	80.8	19.2	100.0
	70+	30.8	69.2	100.0
Youth	Entire population	72.3	27.7	100.0
	Male	73.3	26.7	100.0
	Female	71.2	28.8	100.0
Occupation	Professional/managerial position	93.5	6.5	100.0
	Office job	96.1	3.9	100.0
	Service/sales	89.5	10.5	100.0
	Production related position	79.3	20.7	100.0
	Agriculture/forestry/fishery	64.9	35.1	100.0
	Unemployed/Other (None/other)	68.8	31.2	100.0
	(Student)	71.8	28.2	100.0
	(Housewife)	71.5	28.5	100.0
	(Unemployed/Other (None/other))	56.4	43.6	100.0

Table 173 Internet banking use status within the last 1 year [Internet banking usage rate] - Internet users aged 12 or older_(Household Member_Q37-1)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower (Uneducated)	43.4	56.6	100.0
	(Elementary school student)	36.7	63.3	100.0
	(Middle school student)	46.3	53.7	100.0
	(A regular elementary school graduate)	56.1	43.9	100.0
	Middle school graduate	30.8	69.2	100.0
	(High school student)	54.2	45.8	100.0
	(A regular middle school graduate)	62.6	37.4	100.0
	High school graduate	47.6	52.4	100.0
	(University student)	82.5	17.5	100.0
	(A regular high school graduate)	91.7	8.3	100.0
	University graduate or higher	80.9	19.1	100.0
	(Graduate student)	94.2	5.8	100.0
	(A regular university graduate)	95.1	4.9	100.0
Household income	Less than KRW 2 million	94.2	5.8	100.0
	KRW 2 million-Less than 3 million	46.3	53.7	100.0
	KRW 3 million-Less than 4 million	67.9	32.1	100.0
	KRW 4 million-Less than 5 million	82.7	17.3	100.0
	KRW 5 million and higher	85.5	14.5	100.0
Region size	Dong	88.5	11.5	100.0
	Eup/Myeon	83.8	16.2	100.0
Region	Seoul	78.1	21.9	100.0
	Busan	84.2	15.8	100.0
	Daegu	82.9	17.1	100.0
	Incheon	83.8	16.2	100.0
	Gwangju	81.4	18.6	100.0
	Daejeon	80.1	19.9	100.0
	Ulsan	84.8	15.2	100.0
	Gyeonggi	86.2	13.8	100.0
	Gangwon	84.3	15.7	100.0
	Chungcheong (Chungbuk)	77.1	22.9	100.0
	(Chungnam)	83.5	16.5	100.0
	(Sejong)	82.8	17.2	100.0
	Jeolla (Jeonbuk)	83.8	16.2	100.0
	(Jeonnam)	85.0	15.0	100.0
	Gyeongsang (Gyeongbuk)	73.8	26.2	100.0
	(Gyeongnam)	73.0	27.0	100.0
	Jeju	74.7	25.3	100.0
		83.4	16.6	100.0
		83.0	17.0	100.0
		83.8	16.2	100.0
		76.1	23.9	100.0

Table
174

Mainly used service when making remittances (2 responses) - 1st rank_(Household Member_Q38)

(Unit : %)

BASE: Persons aged 12 or older who have used Internet banking within the last 1 year PERIOD: Within the last 1 year		General bank Internet banking	Internet only bank Internet banking	Simple remittance service	Total
Internet banking users aged 12 or older		72.6	14.6	12.9	100.0
Number of household members	1 person	76.2	13.9	10.0	100.0
	2 persons	78.7	12.0	9.3	100.0
	3 persons or more	69.4	15.8	14.9	100.0
Gender	Male	72.9	14.4	12.7	100.0
	Female	72.2	14.7	13.1	100.0
Age	12~19	23.9	29.3	46.8	100.0
	20s	55.3	24.7	20.0	100.0
	30s	65.4	19.5	15.2	100.0
	40s	76.2	12.5	11.3	100.0
	50s	85.9	8.4	5.7	100.0
	60s	91.6	4.9	3.4	100.0
	70+	72.6	15.5	11.8	100.0
Gender*Age	12~19	23.7	27.3	49.1	100.0
	20s	55.7	25.1	19.2	100.0
	30s	67.0	18.4	14.7	100.0
	40s	77.3	12.1	10.5	100.0
	50s	85.9	8.6	5.6	100.0
	60s	92.0	5.0	3.0	100.0
	70+	73.9	15.7	10.4	100.0
Female	12~19	24.2	31.7	44.1	100.0
	20s	54.8	24.3	20.9	100.0
	30s	63.5	20.7	15.7	100.0
	40s	74.9	12.9	12.2	100.0
	50s	85.9	8.3	5.8	100.0
	60s	91.2	4.9	3.9	100.0
	70+	71.5	15.4	13.0	100.0
Youth	Entire population	37.5	27.7	34.8	100.0
	Male	38.0	27.1	34.9	100.0
	Female	36.9	28.3	34.8	100.0
Occupation	Professional/managerial position	74.6	13.5	11.9	100.0
	Office job	69.5	16.7	13.8	100.0
	Service/sales	80.1	11.9	8.0	100.0
	Production related position	83.7	9.8	6.5	100.0
	Agriculture/forestry/fishery	87.4	7.2	5.4	100.0
	Unemployed/Other (None/other)	60.7	18.3	21.0	100.0
	(Student)	35.6	27.8	36.6	100.0
	(Housewife)	81.3	10.1	8.6	100.0
	(Unemployed/Other (None/other))	71.7	15.0	13.3	100.0

Table
174

Mainly used service when making remittances (2 responses) - 1st rank_(Household Member_Q38)

(Unit : %)

BASE: Persons aged 12 or older who have used Internet banking within the last 1 year PERIOD: Within the last 1 year		General bank Internet banking	Internet only bank Internet banking	Simple remittance service	Total
Education	Elementary school graduate or lower (Uneducated)	40.5	23.4	36.1	100.0
	(Elementary school student)	66.1	22.1	11.8	100.0
	(Middle school student)	31.6	27.2	41.2	100.0
	(A regular elementary school graduate)	20.6	27.1	52.3	100.0
	Middle school graduate	72.3	15.8	11.9	100.0
	(High school student)	55.7	18.3	26.1	100.0
	(A regular middle school graduate)	23.3	30.4	46.3	100.0
	High school graduate	87.4	6.4	6.2	100.0
	(University student)	80.1	11.2	8.7	100.0
	(A regular high school graduate)	47.6	26.5	25.9	100.0
	University graduate or higher	86.2	8.3	5.5	100.0
	(Graduate student)	71.4	15.9	12.7	100.0
	(A regular university graduate)	52.6	39.9	7.5	100.0
Household income	Less than KRW 2 million	71.5	15.8	12.7	100.0
	KRW 2 million-Less than 3 million	78.7	12.9	8.4	100.0
	KRW 3 million-Less than 4 million	80.0	10.9	9.0	100.0
	KRW 4 million-Less than 5 million	75.5	12.9	11.7	100.0
	KRW 5 million and higher	75.4	13.3	11.2	100.0
Region size	Dong	69.6	15.9	14.5	100.0
	Eup/Myeon	72.3	14.6	13.1	100.0
Region	Seoul	73.7	14.4	11.8	100.0
	Busan	75.7	11.1	13.2	100.0
	Daegu	74.1	16.5	9.4	100.0
	Incheon	70.1	17.0	12.9	100.0
	Gwangju	67.1	13.3	19.5	100.0
	Daejeon	81.6	11.3	7.1	100.0
	Ulsan	61.0	23.9	15.1	100.0
	Gyeonggi	72.9	15.9	11.2	100.0
	Gangwon	70.2	16.4	13.4	100.0
	Chungcheong	79.3	12.6	8.1	100.0
	(Chungbuk)	72.0	14.1	13.9	100.0
	(Chungnam)	70.6	14.5	14.9	100.0
	(Sejong)	73.2	14.0	12.8	100.0
	Jeolla	70.8	12.6	16.6	100.0
	(Jeonbuk)	76.1	15.4	8.5	100.0
	(Jeonnam)	80.0	13.9	6.1	100.0
	Gyeongsang	72.1	16.9	11.0	100.0
	(Gyeongbuk)	73.9	13.3	12.9	100.0
	(Gyeongnam)	74.8	10.9	14.2	100.0
	Jeju	73.1	15.1	11.8	100.0
		72.8	10.3	16.9	100.0

Table 175 Mainly used service when making remittances (2 responses) - 1st+2nd rank_(Household Member_Q38)

(Unit : %)

BASE: Persons aged 12 or older who have used Internet banking within the last 1 year PERIOD: Within the last 1 year		General bank Internet banking	Internet only bank Internet banking	Simple remittance service	Other
Internet banking users aged 12 or older		82.8	49.5	39.9	0.0
Number of household members	1 person	85.4	45.8	34.6	0.0
	2 persons	87.7	43.8	32.2	0.0
	3 persons or more	80.2	52.6	44.1	0.0
Gender	Male	82.9	50.4	39.3	0.0
	Female	82.6	48.7	40.6	0.0
Age	12~19	30.4	56.2	66.5	0.0
	20s	70.7	60.8	57.9	0.0
	30s	80.8	61.0	49.0	0.0
	40s	88.4	52.2	43.1	0.0
	50s	93.4	46.0	30.1	0.0
	60s	95.9	33.1	18.6	0.0
	70+	74.6	24.1	21.2	0.0
Gender*Age	Male				
	12~19	31.1	53.2	67.2	0.0
	20s	71.7	61.2	55.8	0.0
	30s	81.5	60.9	48.0	0.0
	40s	88.6	52.6	41.3	0.0
	50s	93.2	47.5	28.7	0.0
	60s	95.8	34.1	18.9	0.0
70+	76.4	25.4	20.4	0.0	
Gender*Age	Female				
	12~19	29.5	59.6	65.6	0.0
	20s	69.6	60.3	60.3	0.0
	30s	80.1	61.1	50.0	0.0
	40s	88.2	51.7	44.9	0.0
	50s	93.7	44.5	31.5	0.0
	60s	95.9	32.1	18.3	0.0
70+	73.1	23.0	21.9	0.0	
Youth	Entire population	47.7	59.2	63.0	0.0
	Male	49.2	57.9	61.2	0.0
	Female	46.1	60.7	65.1	0.0
Occupation	Professional/managerial position	86.3	55.8	38.2	0.0
	Office job	83.9	57.8	47.1	0.0
	Service/sales	89.1	48.4	36.1	0.0
	Production related position	91.1	41.5	26.7	0.0
	Agriculture/forestry/fishery	91.0	21.8	15.0	0.0
	Unemployed/Other (None/other)	69.7	47.3	45.1	0.0
	(Student)	46.3	59.8	63.2	0.0
	(Housewife)	89.3	38.6	31.5	0.0
	(Unemployed/Other (None/other))	78.6	37.7	33.6	0.0

Table 175	Mainly used service when making remittances (2 responses) - 1st+2nd rank_(Household Member_Q38)	(Unit : %)			
BASE: Persons aged 12 or older who have used Internet banking within the last 1 year PERIOD: Within the last 1 year		General bank Internet banking	Internet only bank Internet banking	Simple remittance service	Other
Education	Elementary school graduate or lower (Uneducated)	44.0	40.8	48.2	0.0
	(Elementary school student)	66.1	27.5	21.1	0.0
	(Middle school student)	31.6	51.1	50.8	0.0
	(A regular elementary school graduate)	27.1	52.8	66.5	0.0
	Middle school graduate	73.0	19.0	22.2	0.0
	(High school student)	59.9	37.2	40.6	0.0
	(A regular middle school graduate)	30.3	57.3	68.2	0.0
	High school graduate	88.8	17.5	13.5	0.0
	(University student)	87.4	43.7	31.7	0.0
	(A regular high school graduate)	62.1	63.6	61.0	0.0
	University graduate or higher	92.2	40.0	26.3	0.0
	(Graduate student)	84.7	55.6	45.0	0.0
	(A regular university graduate)	73.8	79.1	39.3	0.0
		84.8	55.5	45.0	0.0
Household income	Less than KRW 2 million	82.3	27.5	19.8	0.0
	KRW 2 million-Less than 3 million	86.6	36.0	27.8	0.0
	KRW 3 million-Less than 4 million	84.8	46.3	37.0	0.0
	KRW 4 million-Less than 5 million	84.4	49.8	37.8	0.0
	KRW 5 million and higher	81.3	53.4	44.2	0.0
Region size	Dong	82.9	50.4	40.6	0.0
	Eup/Myeon	82.0	45.3	36.6	0.0
Region	Seoul	85.0	48.4	44.2	0.0
	Busan	84.0	59.8	28.9	0.0
	Daegu	84.2	42.7	38.9	0.0
	Incheon	77.9	48.6	55.6	0.0
	Gwangju	87.8	52.4	26.4	0.0
	Daejeon	69.7	65.5	40.3	0.0
	Ulsan	83.5	49.7	37.4	0.0
	Gyeonggi	81.3	50.4	44.0	0.0
	Gangwon	85.3	37.5	31.6	0.0
	Chungcheong	81.2	51.9	32.7	0.0
	(Chungbuk)	79.6	47.6	37.6	0.0
	(Chungnam)	82.2	55.0	28.5	0.0
	(Sejong)	82.3	51.7	36.8	0.0
	Jeolla	83.7	49.8	27.1	0.0
	(Jeonbuk)	85.0	56.0	19.7	0.0
	(Jeonnam)	82.5	43.5	34.5	0.0
	Gyeongsang	85.5	45.3	38.4	0.0
	(Gyeongbuk)	87.7	36.7	41.0	0.0
	(Gyeongnam)	83.8	52.0	36.3	0.0
	Jeju	85.9	27.9	48.1	0.0

Table
176

Recent cloud service use period_(Household Member_Q39)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used cloud service for over a year	Have never used cloud service	Total
Internet users aged 12 or older		23.9	11.7	11.3	15.0	38.0	100.0
Number of household members	1 person	18.1	9.1	9.3	14.1	49.4	100.0
	2 persons	17.9	8.8	8.1	16.8	48.4	100.0
	3 persons or more	27.8	13.6	13.2	14.3	31.2	100.0
Gender	Male	25.6	12.4	11.8	15.0	35.2	100.0
	Female	22.2	11.0	10.8	15.1	40.9	100.0
Age	12~19	23.1	11.5	10.3	14.3	40.8	100.0
	20s	40.2	20.0	20.1	8.3	11.3	100.0
	30s	40.9	20.1	19.0	9.2	10.8	100.0
	40s	29.4	13.0	12.5	17.1	28.0	100.0
	50s	22.7	11.4	11.1	15.6	39.3	100.0
	60s	5.6	3.3	3.0	26.6	61.4	100.0
	70+	1.2	0.7	1.0	10.3	86.9	100.0
Gender*Age	Male 12~19	22.1	12.5	11.2	14.9	39.2	100.0
	Male 20s	41.2	20.3	19.8	8.2	10.5	100.0
	Male 30s	42.2	20.0	18.2	8.6	10.9	100.0
	Male 40s	31.3	13.7	13.2	16.1	25.7	100.0
	Male 50s	24.5	12.3	11.8	15.1	36.2	100.0
	Male 60s	6.5	3.6	3.3	28.5	58.2	100.0
	Male 70+	0.9	0.6	0.7	10.6	87.2	100.0
Gender*Age	Female 12~19	24.1	10.4	9.3	13.6	42.6	100.0
	Female 20s	39.2	19.7	20.5	8.4	12.1	100.0
	Female 30s	39.4	20.3	19.9	9.8	10.6	100.0
	Female 40s	27.3	12.3	11.7	18.2	30.5	100.0
	Female 50s	20.8	10.5	10.4	16.1	42.3	100.0
	Female 60s	4.8	3.1	2.8	24.7	64.6	100.0
	Female 70+	1.4	0.8	1.2	10.1	86.6	100.0
Youth	Entire population	29.3	14.9	14.3	11.8	29.6	100.0
	Male	28.3	15.4	15.7	12.4	28.2	100.0
	Female	30.5	14.4	12.8	11.1	31.2	100.0
Occupation	Professional/managerial position	36.8	14.1	13.0	15.7	20.4	100.0
	Office job	39.3	16.5	16.3	11.4	16.5	100.0
	Service/sales	20.8	11.6	11.1	17.2	39.3	100.0
	Production related position	14.4	8.6	8.3	18.6	50.1	100.0
	Agriculture/forestry/fishery	6.4	5.6	3.9	16.7	67.4	100.0
	Unemployed/Other (None/other)	19.3	9.8	9.3	14.2	47.4	100.0
	(Student)	29.1	14.8	13.8	11.8	30.5	100.0
	(Housewife)	13.0	6.5	6.3	16.4	57.7	100.0
	(Unemployed/Other (None/other))	11.7	6.3	6.1	14.5	61.3	100.0

Table
176

Recent cloud service use period_(Household Member_Q39)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Within the last 1 month	More than 1 month ~ Within 3 months	More than 3 months ~ Within 1 year	Have not used cloud service for over a year	Have never used cloud service	Total
Education	Elementary school graduate or lower (Uneducated)	10.8	6.4	5.7	12.3	64.7	100.0
	(Elementary school student)	1.8	1.9	2.1	14.3	79.9	100.0
	(Middle school student)	16.0	11.4	8.7	9.7	54.3	100.0
	(A regular elementary school graduate)	20.4	10.8	9.1	13.6	46.0	100.0
	Middle school graduate	1.2	1.3	2.1	11.2	84.2	100.0
	(High school student)	12.9	6.1	5.6	13.6	61.8	100.0
	(A regular middle school graduate)	25.6	12.4	10.8	15.2	36.0	100.0
	High school graduate	2.8	1.2	1.4	12.3	82.3	100.0
	(University student)	16.7	9.3	9.0	16.7	48.3	100.0
	(A regular high school graduate)	38.6	19.7	19.5	9.0	13.2	100.0
	University graduate or higher	13.0	7.5	7.2	18.0	54.2	100.0
	(Graduate student)	33.7	15.5	15.0	14.4	21.5	100.0
Household income	(A regular university graduate)	49.9	16.9	12.8	11.9	8.5	100.0
	Less than KRW 2 million	33.6	15.5	15.0	14.4	21.5	100.0
	KRW 2 million-Less than 3 million	5.0	3.0	2.8	12.5	76.7	100.0
	KRW 3 million-Less than 4 million	10.9	7.4	6.7	15.3	59.6	100.0
	KRW 4 million-Less than 5 million	19.2	10.0	10.1	16.6	44.1	100.0
Region size	KRW 5 million and higher	22.6	11.9	11.2	16.1	38.1	100.0
		29.9	13.8	13.3	14.6	28.4	100.0
Region	Dong	24.6	12.2	11.5	15.0	36.7	100.0
	Eup/Myeon	20.6	9.6	10.4	15.2	44.3	100.0
	Seoul	31.2	10.7	10.6	13.6	33.9	100.0
	Busan	14.8	11.7	13.3	15.9	44.3	100.0
	Daegu	21.1	11.6	9.8	15.0	42.6	100.0
	Incheon	27.5	12.2	10.5	16.7	33.1	100.0
	Gwangju	20.5	14.1	11.2	11.6	42.6	100.0
	Daejeon	19.2	13.8	14.2	20.1	32.6	100.0
	Ulsan	15.3	12.4	13.6	23.5	35.2	100.0
	Gyeonggi	27.7	12.7	12.2	15.1	32.3	100.0
	Gangwon	20.1	10.8	9.1	14.1	45.9	100.0
	Chungcheong	20.9	13.4	11.8	15.7	38.2	100.0
	(Chungbuk)	20.6	12.5	9.7	14.9	42.2	100.0
	(Chungnam)	21.1	13.7	13.4	16.5	35.3	100.0
	(Sejong)	21.0	14.9	11.3	14.3	38.5	100.0
	Jeolla	16.1	9.8	8.6	12.7	52.8	100.0
	(Jeonbuk)	17.4	10.3	8.0	12.3	51.9	100.0
	(Jeonnam)	14.7	9.2	9.2	13.1	53.8	100.0
	Gyeongsang	20.1	9.7	10.5	14.9	44.8	100.0
	(Gyeongbuk)	24.6	8.4	7.1	13.5	46.4	100.0
	(Gyeongnam)	16.4	10.8	13.2	16.1	43.5	100.0
	Jeju	11.3	10.7	14.8	15.9	47.3	100.0

Table
177

Cloud service use status within the last 1 year [Cloud service usage rate]_(Household Member_Q39)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Internet users aged 12 or older		46.9	53.1	100.0
Number of household members	1 person	36.5	63.5	100.0
	2 persons	34.7	65.3	100.0
	3 persons or more	54.5	45.5	100.0
Gender	Male	49.8	50.2	100.0
	Female	44.0	56.0	100.0
Age	12~19	44.9	55.1	100.0
	20s	80.4	19.6	100.0
	30s	80.0	20.0	100.0
	40s	54.8	45.2	100.0
	50s	45.1	54.9	100.0
	60s	12.0	88.0	100.0
	70+	2.8	97.2	100.0
Gender*Age	Male			
	12~19	45.9	54.1	100.0
	20s	81.3	18.7	100.0
	30s	80.4	19.6	100.0
	40s	58.2	41.8	100.0
	50s	48.6	51.4	100.0
	60s	13.3	86.7	100.0
70+	2.2	97.8	100.0	
Gender*Age	Female			
	12~19	43.8	56.2	100.0
	20s	79.4	20.6	100.0
	30s	79.6	20.4	100.0
	40s	51.3	48.7	100.0
	50s	41.6	58.4	100.0
	60s	10.7	89.3	100.0
70+	3.3	96.7	100.0	
Youth	Entire population	58.6	41.4	100.0
	Male	59.4	40.6	100.0
	Female	57.6	42.4	100.0
Occupation	Professional/managerial position	63.9	36.1	100.0
	Office job	72.1	27.9	100.0
	Service/sales	43.5	56.5	100.0
	Production related position	31.3	68.7	100.0
	Agriculture/forestry/fishery	15.9	84.1	100.0
	Unemployed/Other (None/other)	38.5	61.5	100.0
	(Student)	57.7	42.3	100.0
	(Housewife)	25.9	74.1	100.0
	(Unemployed/Other (None/other))	24.1	75.9	100.0

Table
177

Cloud service use status within the last 1 year [Cloud service usage rate]_(Household Member_Q39)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower (Uneducated)	23.0	77.0	100.0
	(Elementary school student)	5.8	94.2	100.0
	(Middle school student)	36.1	63.9	100.0
	(A regular elementary school graduate)	40.4	59.6	100.0
	Middle school graduate	4.6	95.4	100.0
	(High school student)	24.6	75.4	100.0
	(A regular middle school graduate)	48.9	51.1	100.0
	High school graduate	5.4	94.6	100.0
	(University student)	34.9	65.1	100.0
	(A regular high school graduate)	77.7	22.3	100.0
	University graduate or higher (Graduate student)	27.8	72.2	100.0
	(A regular university graduate)	64.2	35.8	100.0
	Less than KRW 2 million	79.7	20.3	100.0
	KRW 2 million-Less than 3 million	64.1	35.9	100.0
Household income	KRW 3 million-Less than 4 million	10.8	89.2	100.0
	KRW 4 million-Less than 5 million	25.1	74.9	100.0
	KRW 5 million and higher	39.3	60.7	100.0
	Dong	45.8	54.2	100.0
	Eup/Myeon	57.0	43.0	100.0
Region size		48.3	51.7	100.0
		40.6	59.4	100.0
Region	Seoul	52.5	47.5	100.0
	Busan	39.8	60.2	100.0
	Daegu	42.4	57.6	100.0
	Incheon	50.2	49.8	100.0
	Gwangju	45.9	54.1	100.0
	Daejeon	47.3	52.7	100.0
	Ulsan	41.3	58.7	100.0
	Gyeonggi	52.6	47.4	100.0
	Gangwon	39.9	60.1	100.0
	Chungcheong (Chungbuk)	46.1	53.9	100.0
	(Chungnam)	42.8	57.2	100.0
	(Sejong)	48.2	51.8	100.0
	Jeolla (Jeonbuk)	47.2	52.8	100.0
	(Jeonnam)	34.5	65.5	100.0
	Gyeongsang (Gyeongbuk)	35.8	64.2	100.0
	(Gyeongnam)	33.1	66.9	100.0
	Jeju	40.3	59.7	100.0
		40.2	59.8	100.0
		40.5	59.5	100.0
		36.8	63.2	100.0

Table
178

Purpose of using cloud service (multiple responses)_(Household Member_Q40)

(Unit : %)

BASE: Persons aged 12 or older who have used the cloud service within the last 1 year PERIOD: Within the last 1 year		Data and information management	Synchronization and management of schedule, contacts, etc. Stored in the device	Document editing	Other
Cloud service users aged 12 or older		84.6	52.6	52.1	0.0
Number of household members	1 person	84.0	50.2	51.3	0.0
	2 persons	83.5	54.9	52.6	0.0
	3 persons or more	84.9	52.1	52.1	0.0
Gender	Male	85.9	52.5	53.6	0.0
	Female	83.1	52.7	50.5	0.0
Age	12~19	89.5	46.9	49.0	0.0
	20s	83.8	53.2	51.9	0.0
	30s	83.0	53.6	54.7	0.0
	40s	87.0	50.5	52.7	0.0
	50s	83.8	54.0	49.6	0.0
	60s	83.2	55.0	54.3	0.1
	70+	70.4	64.5	35.2	0.5
Gender*Age	Male				
	12~19	91.4	46.8	51.2	0.0
	20s	85.0	51.7	51.8	0.0
	30s	84.4	54.1	57.2	0.0
	40s	88.3	51.2	54.8	0.0
	50s	84.6	54.5	50.9	0.0
	60s	83.5	55.0	52.8	0.0
	70+	86.3	49.1	36.8	1.3
Female	12~19	87.3	47.1	46.5	0.0
	20s	82.4	55.0	52.1	0.0
	30s	81.3	53.1	51.7	0.0
	40s	85.5	49.6	50.2	0.0
	50s	82.9	53.5	48.2	0.0
	60s	82.9	54.9	56.1	0.3
	70+	62.0	72.6	34.3	0.0
Youth	Entire population	86.3	48.7	50.5	0.0
	Male	87.8	48.4	51.2	0.0
	Female	84.7	49.0	49.7	0.0
Occupation	Professional/managerial position	85.7	54.5	55.7	0.0
	Office job	86.8	52.8	55.9	0.0
	Service/sales	82.3	51.9	48.2	0.0
	Production related position	82.5	55.4	51.8	0.0
	Agriculture/forestry/fishery	83.2	60.7	52.3	0.0
	Unemployed/Other (None/other)	84.2	51.5	50.4	0.0
	(Student)	86.6	49.9	50.7	0.0
	(Housewife)	80.1	55.9	49.0	0.1
	(Unemployed/Other (None/other))	81.6	49.5	52.4	0.1

Table
178

Purpose of using cloud service (multiple responses)_(Household Member_Q40)

(Unit : %)

BASE: Persons aged 12 or older who have used the cloud service within the last 1 year PERIOD: Within the last 1 year		Data and information management	Synchronization and management of schedule, contacts, etc. Stored in the device	Document editing	Other
Education	Elementary school graduate or lower (Uneducated)	86.9	49.3	48.1	0.0
	(Elementary school student)	73.2	69.5	79.5	0.0
	(Middle school student)	83.3	59.6	51.1	0.0
	(A regular elementary school graduate)	90.8	43.0	47.4	0.0
	Middle school graduate	64.4	77.1	39.6	0.0
	(High school student)	89.2	48.9	51.0	0.0
	(A regular middle school graduate)	89.6	47.5	50.0	0.0
	High school graduate	86.1	59.1	58.3	0.0
	(University student)	81.9	52.5	49.7	0.0
	(A regular high school graduate)	84.3	51.5	51.9	0.0
	University graduate or higher	80.7	53.1	48.6	0.0
	(Graduate student)	85.3	53.0	53.5	0.0
	(A regular university graduate)	90.9	69.3	59.1	0.0
Household income	Less than KRW 2 million	85.3	53.0	53.5	0.0
	KRW 2 million-Less than 3 million	80.9	58.6	53.3	0.2
	KRW 3 million-Less than 4 million	81.7	52.2	50.4	0.0
	KRW 4 million-Less than 5 million	83.7	50.2	52.4	0.1
	KRW 5 million and higher	83.3	51.5	51.6	0.0
Region size	Dong	85.3	53.2	52.4	0.0
	Eup/Myeon	84.8	52.7	52.9	0.0
Region	Seoul	83.4	51.9	48.2	0.0
	Busan	85.4	57.9	52.4	0.0
	Daegu	89.5	54.1	54.0	0.0
	Incheon	81.4	58.2	46.4	0.0
	Gwangju	86.8	42.4	53.3	0.0
	Daejeon	77.4	59.0	51.9	0.0
	Ulsan	79.0	48.1	48.3	0.3
	Gyeonggi	88.6	52.9	45.5	0.0
	Gangwon	85.6	49.5	53.4	0.0
	Chungcheong (Chungbuk)	81.7	45.5	50.5	0.1
	(Chungnam)	81.3	53.2	47.5	0.0
	(Sejong)	79.8	49.7	46.5	0.0
	Jeolla (Jeonbuk)	82.1	56.7	49.5	0.0
	(Jeonnam)	81.9	46.2	39.5	0.0
	Gyeongsang (Gyeongbuk)	83.9	53.7	50.3	0.0
	(Gyeongnam)	84.2	50.0	46.1	0.0
	Jeju	83.6	57.9	55.0	0.0
		83.2	54.5	55.5	0.0
		76.5	56.4	53.0	0.1
		88.6	53.0	57.6	0.0
		85.0	56.1	54.6	0.2

Table 179 Smartphone mobile simple payment service use status in the last 1 year [Smartphone mobile simple payment service usage rate]_(Household Member_Q41)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet and smartphone within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Smartphone users among internet users aged 12 or older		57.3	42.7	100.0
Number of household members	1 person	47.6	52.4	100.0
	2 persons	46.4	53.6	100.0
	3 persons or more	64.1	35.9	100.0
Gender	Male	59.0	41.0	100.0
	Female	55.5	44.5	100.0
Age	12~19	37.8	62.2	100.0
	20s	82.9	17.1	100.0
	30s	85.5	14.5	100.0
	40s	78.4	21.6	100.0
	50s	55.5	44.5	100.0
	60s	29.5	70.5	100.0
	70+	10.8	89.2	100.0
Gender*Age	Male 12~19	36.2	63.8	100.0
	Male 20s	81.8	18.2	100.0
	Male 30s	85.6	14.4	100.0
	Male 40s	79.0	21.0	100.0
	Male 50s	57.2	42.8	100.0
	Male 60s	31.8	68.2	100.0
	Male 70+	12.1	87.9	100.0
Gender*Age	Female 12~19	39.6	60.4	100.0
	Female 20s	84.2	15.8	100.0
	Female 30s	85.3	14.7	100.0
	Female 40s	77.9	22.1	100.0
	Female 50s	53.8	46.2	100.0
	Female 60s	27.3	72.7	100.0
	Female 70+	9.8	90.2	100.0
Youth	Entire population	53.4	46.6	100.0
	Male	51.7	48.3	100.0
	Female	55.4	44.6	100.0
Occupation	Professional/managerial position	81.2	18.8	100.0
	Office job	85.3	14.7	100.0
	Service/sales	58.4	41.6	100.0
	Production related position	42.0	58.0	100.0
	Agriculture/forestry/fishery	14.2	85.8	100.0
	Unemployed/Other (None/other)	42.7	57.3	100.0
	(Student)	52.8	47.2	100.0
	(Housewife)	39.1	60.9	100.0
	(Unemployed/Other (None/other))	28.9	71.1	100.0

Table 179 Smartphone mobile simple payment service use status in the last 1 year [Smartphone mobile simple payment service usage rate]_(Household Member_Q41)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet and smartphone within the last 1 month PERIOD: Within the last 1 year		Used	Not used	Total
Education	Elementary school graduate or lower (Uneducated)	16.8	83.2	100.0
	(Elementary school student)	6.1	93.9	100.0
	(Middle school student)	13.0	87.0	100.0
	(A regular elementary school graduate)	32.1	67.9	100.0
	Middle school graduate	4.3	95.7	100.0
	(High school student)	25.2	74.8	100.0
	(A regular middle school graduate)	43.7	56.3	100.0
	High school graduate	10.5	89.5	100.0
	(University student)	45.4	54.6	100.0
	(A regular high school graduate)	77.9	22.1	100.0
	University graduate or higher (Graduate student)	40.0	60.0	100.0
	(A regular university graduate)	78.7	21.3	100.0
		92.8	7.2	100.0
		78.6	21.4	100.0
Household income	Less than KRW 2 million	14.3	85.7	100.0
	KRW 2 million-Less than 3 million	32.2	67.8	100.0
	KRW 3 million-Less than 4 million	50.9	49.1	100.0
	KRW 4 million-Less than 5 million	58.0	42.0	100.0
	KRW 5 million and higher	67.7	32.3	100.0
Region size	Dong	58.6	41.4	100.0
	Eup/Myeon	51.0	49.0	100.0
Region	Seoul	62.8	37.2	100.0
	Busan	47.3	52.7	100.0
	Daegu	49.3	50.7	100.0
	Incheon	64.5	35.5	100.0
	Gwangju	43.8	56.2	100.0
	Daejeon	63.3	36.7	100.0
	Ulsan	49.3	50.7	100.0
	Gyeonggi	65.1	34.9	100.0
	Gangwon	49.9	50.1	100.0
	Chungcheong (Chungbuk)	54.3	45.7	100.0
	(Chungnam)	56.5	43.5	100.0
	(Sejong)	51.5	48.5	100.0
	(Sejong)	60.5	39.5	100.0
	Jeolla (Jeonbuk)	33.7	66.3	100.0
	(Jeonnam)	28.8	71.2	100.0
	(Jeonnam)	38.9	61.1	100.0
	Gyeongsang (Gyeongbuk)	56.9	43.1	100.0
	(Gyeongnam)	57.3	42.7	100.0
	(Gyeongnam)	56.6	43.4	100.0
	Jeju	45.1	54.9	100.0

Table
180

Personal information leakage and infringement experience_(Household Member_Q42)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Yes	No	Total
Internet users aged 12 or older		9.5	90.5	100.0
Number of household members	1 person	10.4	89.6	100.0
	2 persons	8.7	91.3	100.0
	3 persons or more	9.7	90.3	100.0
Gender	Male	9.8	90.2	100.0
	Female	9.2	90.8	100.0
Age	12~19	3.9	96.1	100.0
	20s	12.8	87.2	100.0
	30s	13.3	86.7	100.0
	40s	12.6	87.4	100.0
	50s	10.0	90.0	100.0
	60s	6.7	93.3	100.0
	70+	2.6	97.4	100.0
Gender*Age	Male			
	12~19	4.5	95.5	100.0
	20s	13.0	87.0	100.0
	30s	13.2	86.8	100.0
	40s	12.2	87.8	100.0
	50s	10.2	89.8	100.0
	60s	7.1	92.9	100.0
70+	3.0	97.0	100.0	
Gender*Age	Female			
	12~19	3.4	96.6	100.0
	20s	12.6	87.4	100.0
	30s	13.5	86.5	100.0
	40s	13.1	86.9	100.0
	50s	9.8	90.2	100.0
	60s	6.3	93.7	100.0
70+	2.2	97.8	100.0	
Youth	Entire population	6.6	93.4	100.0
	Male	6.1	93.9	100.0
	Female	7.2	92.8	100.0
Occupation	Professional/managerial position	18.1	81.9	100.0
	Office job	13.4	86.6	100.0
	Service/sales	9.5	90.5	100.0
	Production related position	8.2	91.8	100.0
	Agriculture/forestry/fishery	6.3	93.7	100.0
	Unemployed/Other (None/other)	6.6	93.4	100.0
	(Student)	6.1	93.9	100.0
	(Housewife)	7.5	92.5	100.0
	(Unemployed/Other (None/other))	5.8	94.2	100.0

Table
180

Personal information leakage and infringement experience_(Household Member_Q42)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Yes	No	Total
Education	Elementary school graduate or lower (Uneducated)	2.6	97.4	100.0
	(Elementary school student)	1.6	98.4	100.0
	(Middle school student)	3.1	96.9	100.0
	(A regular elementary school graduate)	3.1	96.9	100.0
	Middle school graduate	2.1	97.9	100.0
	(High school student)	3.6	96.4	100.0
	(A regular middle school graduate)	3.8	96.2	100.0
	High school graduate	3.5	96.5	100.0
	(University student)	7.8	92.2	100.0
	(A regular high school graduate)	9.9	90.1	100.0
	University graduate or higher (Graduate student)	7.4	92.6	100.0
	(A regular university graduate)	13.0	87.0	100.0
		10.7	89.3	100.0
		13.0	87.0	100.0
Household income	Less than KRW 2 million	4.0	96.0	100.0
	KRW 2 million-Less than 3 million	6.2	93.8	100.0
	KRW 3 million-Less than 4 million	10.1	89.9	100.0
	KRW 4 million-Less than 5 million	10.4	89.6	100.0
	KRW 5 million and higher	10.3	89.7	100.0
Region size	Dong	9.4	90.6	100.0
	Eup/Myeon	9.8	90.2	100.0
Region	Seoul	10.7	89.3	100.0
	Busan	5.4	94.6	100.0
	Daegu	13.1	86.9	100.0
	Incheon	9.5	90.5	100.0
	Gwangju	8.0	92.0	100.0
	Daejeon	8.0	92.0	100.0
	Ulsan	5.5	94.5	100.0
	Gyeonggi	9.8	90.2	100.0
	Gangwon	10.2	89.8	100.0
	Chungcheong (Chungbuk)	9.0	91.0	100.0
	(Chungnam)	11.2	88.8	100.0
	(Sejong)	7.7	92.3	100.0
	(Sejong)	7.0	93.0	100.0
	Jeolla (Jeonbuk)	6.9	93.1	100.0
	(Jeonnam)	3.9	96.1	100.0
	(Jeonnam)	10.0	90.0	100.0
	Gyeongsang (Gyeongbuk)	10.9	89.1	100.0
	(Gyeongnam)	18.2	81.8	100.0
	(Gyeongnam)	4.9	95.1	100.0
	Jeju	11.7	88.3	100.0

Table
181

Personal information leakage and infringement channel_(Household Member_Q42-1)

(Unit : %)

BASE: Persons aged 12 or older who have experienced personal information leakage PERIOD: Within the last 1 year		Hacking attack	Phishing/ smishing	Carelessness when signing up for apps/websites	Clicking unknown links/ attachments
Persons aged 12 or older who have experienced personal information leakage		28.5	29.7	10.0	9.8
Number of household members	1 person	32.5	29.5	8.7	7.9
	2 persons	27.5	30.9	9.5	10.5
	3 persons or more	28.1	29.2	10.4	9.9
Gender	Male	29.0	29.1	9.8	9.5
	Female	27.9	30.3	10.1	10.1
Age	12~19	16.6	41.6	8.2	5.6
	20s	32.5	25.2	11.7	9.0
	30s	30.7	26.3	12.4	9.6
	40s	28.3	27.9	10.3	11.3
	50s	26.0	31.4	8.9	11.1
	60s	27.1	37.0	5.9	8.2
	70+	23.9	42.1	3.5	8.2
Gender*Age	12~19	19.1	38.1	10.6	5.7
	20s	32.8	25.7	9.7	8.6
	30s	32.3	25.8	12.0	8.8
	40s	29.0	28.7	10.5	11.0
	50s	25.1	29.9	8.9	11.0
	60s	28.8	34.3	7.0	9.3
	70+	18.4	41.9	5.5	6.2
Gender*Age	12~19	12.9	46.6	4.7	5.5
	20s	32.1	24.6	13.9	9.4
	30s	28.8	27.0	12.9	10.5
	40s	27.7	27.2	10.1	11.6
	50s	26.9	32.9	8.8	11.1
	60s	25.3	39.9	4.7	7.1
	70+	29.7	42.3	1.3	10.3
Youth	Entire population	24.1	31.6	10.4	8.2
	Male	23.3	33.0	9.0	8.8
	Female	24.9	30.3	11.8	7.7
Occupation	Professional/managerial position	19.1	19.1	12.9	9.2
	Office job	29.5	29.8	12.4	9.1
	Service/sales	30.2	31.2	8.4	10.2
	Production related position	30.3	30.9	7.6	10.7
	Agriculture/forestry/fishery	43.7	29.4	7.1	9.3
	Unemployed/Other (None/other)	25.2	29.7	8.9	10.2
	(Student)	24.7	27.2	13.7	7.2
	(Housewife)	22.6	34.2	6.7	11.2
	(Unemployed/Other (None/other))	33.9	22.5	4.1	14.3

Table
181

Personal information leakage and infringement channel_(Household Member_Q42-1)

(Unit : %)

BASE: Persons aged 12 or older who have experienced personal information leakage PERIOD: Within the last 1 year		Hacking attack	Phishing/ smishing	Carelessness when signing up for apps/websites	Clicking unknown links/ attachments
Education	Elementary school graduate or lower (Uneducated)	28.3	42.7	6.3	3.7
	(Elementary school student)	77.5	11.2	11.2	0.0
	(Middle school student)	0.0	100.0	0.0	0.0
	(A regular elementary school graduate)	14.5	31.4	10.0	6.6
	Middle school graduate	53.6	39.6	2.6	1.7
	(High school student)	27.5	38.4	7.5	3.7
	(A regular middle school graduate)	10.1	36.7	12.6	3.2
	High school graduate	42.3	39.7	3.2	4.1
	(University student)	27.6	34.5	9.1	9.2
	(A regular high school graduate)	30.7	21.6	15.5	9.2
	University graduate or higher (Graduate student)	27.0	37.4	7.7	9.1
	(A regular university graduate)	28.9	26.6	10.6	10.7
		0.0	12.1	0.0	6.8
Household income	Less than KRW 2 million	29.0	26.6	10.6	10.7
	KRW 2 million-Less than 3 million	38.7	35.5	3.8	11.5
	KRW 3 million-Less than 4 million	31.0	26.8	8.5	10.8
	KRW 4 million-Less than 5 million	31.9	32.5	8.7	8.7
	KRW 5 million and higher	26.5	30.9	10.7	10.1
Region size	Dong	27.6	28.7	10.4	9.9
	Eup/Myeon	28.8	27.5	10.7	9.8
Region	Seoul	26.9	39.3	6.5	10.2
	Busan	23.8	21.9	10.5	7.7
	Daegu	20.1	29.6	13.3	20.9
	Incheon	50.4	32.6	3.4	7.7
	Gwangju	36.9	23.9	10.4	14.0
	Daejeon	23.5	32.7	14.5	13.7
	Ulsan	27.4	26.5	17.5	13.3
	Gyeonggi	36.9	21.8	10.5	14.8
	Gangwon	17.6	44.7	9.7	4.7
	Chungcheong	26.6	26.8	8.7	13.9
	(Chungbuk)	22.5	23.0	18.5	13.0
	(Chungnam)	17.3	16.2	24.9	13.8
	(Sejong)	27.2	31.0	12.4	10.6
	Jeolla	27.9	18.5	13.5	23.6
	(Jeonbuk)	36.2	23.9	7.4	18.3
	(Jeonnam)	24.6	28.9	5.9	19.4
	Gyeongsang	40.9	21.9	8.0	17.9
	(Gyeongbuk)	51.8	15.8	5.8	10.3
	(Gyeongnam)	59.1	11.6	4.5	8.2
	Jeju	29.6	28.7	9.8	16.6
		7.6	47.4	5.5	28.8

Table
182

Personal information leakage and infringement channel_(Household Member_Q42-1) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced personal information leakage PERIOD: Within the last 1 year		Information leakage while using public Wi-Fi	Loss/theft of own mobile device	Other	Not sure	Total	
Persons aged 12 or older who have experienced personal information leakage		2.3	2.4	2.2	15.2	100.0	
Number of household members	1 person	2.1	3.7	1.7	13.9	100.0	
	2 persons	2.0	1.9	2.2	15.4	100.0	
	3 persons or more	2.4	2.4	2.3	15.3	100.0	
Gender	Male	2.5	2.5	2.1	15.5	100.0	
	Female	2.0	2.3	2.4	14.9	100.0	
Age	12~19	2.9	1.2	4.2	19.8	100.0	
	20s	2.8	2.8	2.4	13.7	100.0	
	30s	3.1	2.4	1.7	13.7	100.0	
	40s	1.8	2.8	3.8	13.7	100.0	
	50s	2.0	1.8	1.3	17.5	100.0	
	60s	1.4	2.6	1.3	16.5	100.0	
	70+	0.6	1.9	0.5	19.4	100.0	
Gender*Age	Male	12~19	4.9	2.0	2.0	17.7	100.0
	20s	3.4	3.4	2.2	14.0	100.0	
	30s	2.6	2.8	1.5	14.1	100.0	
	40s	2.0	2.3	4.0	12.4	100.0	
	50s	2.5	2.0	1.2	19.3	100.0	
	60s	1.2	2.5	0.9	16.0	100.0	
	70+	1.1	0.0	1.1	25.8	100.0	
Gender*Age	Female	12~19	0.0	0.0	7.4	22.9	100.0
	20s	2.0	2.0	2.6	13.3	100.0	
	30s	3.7	1.9	1.9	13.2	100.0	
	40s	1.5	3.3	3.6	15.0	100.0	
	50s	1.5	1.6	1.5	15.7	100.0	
	60s	1.5	2.8	1.6	17.0	100.0	
	70+	0.0	3.8	0.0	12.5	100.0	
Youth	Entire population	3.7	1.2	3.2	17.7	100.0	
	Male	4.8	1.6	3.0	16.6	100.0	
	Female	2.5	0.9	3.3	18.7	100.0	
Occupation	Professional/managerial position	2.8	2.3	1.8	32.6	100.0	
	Office job	1.9	2.4	1.5	13.4	100.0	
	Service/sales	2.1	2.6	2.8	12.5	100.0	
	Production related position	3.4	4.0	1.6	11.5	100.0	
	Agriculture/forestry/fishery	5.2	0.0	0.9	4.5	100.0	
	Unemployed/Other (None/other)	2.1	1.6	3.1	19.3	100.0	
	(Student)	3.3	1.8	3.8	18.4	100.0	
	(Housewife)	1.2	1.5	3.2	19.5	100.0	
	(Unemployed/Other (None/other))	1.8	1.2	1.1	21.1	100.0	

Table
182

Personal information leakage and infringement channel_(Household Member_Q42-1) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have experienced personal information leakage PERIOD: Within the last 1 year		Information leakage while using public Wi-Fi	Loss/theft of own mobile device	Other	Not sure	Total
Education	Elementary school graduate or lower (Uneducated)	3.2	0.6	0.0	15.3	100.0
	(Elementary school student)	0.0	0.0	0.0	0.0	100.0
	(Middle school student)	0.0	0.0	0.0	0.0	100.0
	(A regular elementary school graduate)	6.6	0.0	0.0	30.9	100.0
	Middle school graduate	0.0	1.7	0.0	0.8	100.0
	(High school student)	1.0	2.9	5.7	13.3	100.0
	(A regular middle school graduate)	2.1	2.9	10.4	21.9	100.0
	High school graduate	0.0	2.9	1.7	6.1	100.0
	(University student)	1.7	1.8	1.7	14.4	100.0
	(A regular high school graduate)	3.1	1.0	3.1	16.0	100.0
	University graduate or higher	1.4	2.0	1.4	14.0	100.0
	(Graduate student)	2.5	2.7	2.4	15.6	100.0
	(A regular university graduate)	0.0	0.0	0.0	81.1	100.0
		2.5	2.7	2.4	15.4	100.0
Household income	Less than KRW 2 million	0.0	1.9	1.2	7.4	100.0
	KRW 2 million-Less than 3 million	1.4	0.9	1.7	18.9	100.0
	KRW 3 million-Less than 4 million	4.2	1.6	1.3	11.1	100.0
	KRW 4 million-Less than 5 million	2.3	2.9	4.2	12.3	100.0
	KRW 5 million and higher	1.9	2.6	1.9	17.0	100.0
Region size	Dong	2.3	2.6	2.5	15.7	100.0
	Eup/Myeon	2.1	1.4	0.9	12.8	100.0
Region	Seoul	2.4	2.9	3.7	27.1	100.0
	Busan	2.1	1.7	1.0	11.3	100.0
	Daegu	0.7	1.4	0.0	3.7	100.0
	Incheon	3.2	6.8	0.0	4.9	100.0
	Gwangju	0.8	3.3	0.9	10.5	100.0
	Daejeon	1.7	1.9	0.4	11.2	100.0
	Ulsan	4.5	4.8	0.0	6.7	100.0
	Gyeonggi	2.3	1.4	0.8	18.7	100.0
	Gangwon	1.1	2.5	0.9	19.6	100.0
	Chungcheong	3.2	2.6	0.0	17.1	100.0
	(Chungbuk)	1.0	3.5	0.0	23.4	100.0
	(Chungnam)	5.5	2.2	0.0	11.2	100.0
	(Sejong)	4.2	0.0	0.0	12.2	100.0
	Jeolla	4.8	3.1	0.9	5.4	100.0
	(Jeonbuk)	5.7	4.6	0.0	10.9	100.0
	(Jeonnam)	4.4	2.5	1.2	3.1	100.0
	Gyeongsang	1.3	1.6	8.8	4.5	100.0
	(Gyeongbuk)	0.2	0.5	11.7	4.1	100.0
	(Gyeongnam)	4.7	4.8	0.0	5.8	100.0
	Jeju	0.9	3.2	0.0	6.8	100.0

Table 183	Personal information leakage and infringement response measures (multiple responses)_(Household Member_Q42-2)				
		(Unit : %)			
BASE: Persons aged 12 or older who have experienced personal information leakage PERIOD: Within the last 1 year		Password change	Withdrawal or modification of member information	Contacted customer center	No action taken
Persons aged 12 or older who have experienced personal information leakage					
Number of household members	1 person	53.2	45.5	27.9	22.7
	2 persons	54.4	45.6	25.3	20.8
	3 persons or more	58.5	47.6	28.9	17.3
Gender	Male	58.9	49.6	28.5	16.7
	Female	54.6	43.9	27.1	21.2
Age	12~19	50.5	45.2	12.5	27.8
	20s	59.4	51.8	29.8	16.6
	30s	61.9	54.7	31.6	12.7
	40s	62.3	49.1	29.1	13.1
	50s	56.0	43.7	27.5	20.1
	60s	43.1	31.3	22.6	33.0
	70+	27.3	26.5	19.2	48.4
Gender*Age	12~19	51.3	51.3	12.8	24.6
	20s	59.4	52.0	30.7	16.6
	30s	64.3	57.2	31.3	12.6
	40s	66.5	51.0	29.2	8.9
	50s	56.4	47.1	29.4	18.5
	60s	48.1	35.7	24.8	26.5
	70+	28.6	37.4	19.2	43.9
Gender*Age	12~19	49.3	36.3	12.1	32.4
	20s	59.3	51.6	28.8	16.7
	30s	59.3	51.9	32.0	12.8
	40s	58.3	47.2	28.9	17.1
	50s	55.7	40.0	25.4	21.8
	60s	37.6	26.4	20.3	40.0
	70+	25.8	14.9	19.1	53.2
Youth	Entire population	57.6	51.3	25.4	20.2
	Male	54.7	49.0	23.1	21.4
	Female	60.3	53.5	27.6	19.0
Occupation	Professional/managerial position	51.9	47.5	26.1	18.7
	Office job	64.8	54.1	30.1	13.7
	Service/sales	57.5	44.4	27.1	17.5
	Production related position	47.3	45.2	32.5	22.3
	Agriculture/forestry/fishery	32.7	28.9	39.0	19.7
	Unemployed/Other (None/other)	51.8	41.2	22.8	26.4
	(Student)	58.3	50.0	27.9	20.7
	(Housewife)	46.3	36.9	20.1	31.2
	(Unemployed/Other (None/other))	52.9	33.3	18.8	26.0

Table 183	Personal information leakage and infringement response measures (multiple responses)_(Household Member_Q42-2)				
(Unit : %)					
BASE: Persons aged 12 or older who have experienced personal information leakage PERIOD: Within the last 1 year		Password change	Withdrawal or modification of member information	Contacted customer center	No action taken
Education	Elementary school graduate or lower (Uneducated)	26.9	31.8	16.9	36.1
	(Elementary school student)	46.8	66.2	0.0	22.5
	(Middle school student)	0.0	9.5	0.0	90.5
	(A regular elementary school graduate)	40.6	43.4	5.6	28.2
	Middle school graduate	15.2	19.0	43.5	26.7
	(High school student)	43.2	30.0	20.7	34.8
	(A regular middle school graduate)	62.4	41.5	15.6	24.9
	High school graduate	27.0	20.3	25.0	43.1
	(University student)	53.6	41.3	24.7	23.6
	(A regular high school graduate)	64.4	57.0	36.3	12.8
	University graduate or higher (Graduate student)	51.2	37.8	22.0	26.0
	(A regular university graduate)	60.0	50.8	30.1	15.3
		35.4	16.5	0.0	64.6
		60.1	50.9	30.1	15.1
Household income	Less than KRW 2 million	40.8	27.1	25.5	35.9
	KRW 2 million-Less than 3 million	52.5	40.9	27.8	24.8
	KRW 3 million-Less than 4 million	51.2	48.4	28.6	21.4
	KRW 4 million-Less than 5 million	57.2	47.0	26.6	16.9
	KRW 5 million and higher	59.2	47.9	28.1	17.5
Region size	Dong	57.3	47.0	28.1	18.1
	Eup/Myeon	54.6	46.2	26.8	21.9
Region	Seoul	45.4	34.9	21.4	31.3
	Busan	49.3	36.7	23.9	22.7
	Daegu	69.5	58.8	34.6	11.4
	Incheon	47.0	69.9	38.6	9.0
	Gwangju	37.2	46.5	16.7	19.4
	Daejeon	50.2	47.9	33.6	12.3
	Ulsan	52.8	38.3	20.2	16.2
	Gyeonggi	68.9	53.3	20.6	17.5
	Gangwon	78.8	46.2	30.1	7.2
	Chungcheong	45.6	52.8	37.6	13.1
	(Chungbuk)	46.7	55.8	37.7	14.4
	(Chungnam)	44.3	47.7	38.6	13.5
	(Sejong)	46.3	65.4	31.0	1.8
	Jeolla	49.2	45.2	25.3	20.1
	(Jeonbok)	47.1	28.5	18.2	30.1
	(Jeonnam)	50.0	51.9	28.2	16.0
	Gyeongsang	57.9	38.1	44.3	16.0
	(Gyeongbuk)	57.2	32.7	50.8	15.1
	(Gyeongnam)	60.0	54.5	24.3	18.6
	Jeju	63.9	28.8	19.8	20.0

Table 184 **Personal information leakage and infringement response measures (multiple responses)_(Household Member_Q42-2) - CONT.**

(Unit : %)

BASE: Persons aged 12 or older who have experienced personal information leakage PERIOD: Within the last 1 year		Reported to law enforcement	Reported to media/consumer organizations	Other
Persons aged 12 or older who have experienced personal information leakage		6.0	1.5	0.5
Number of household members	1 person	8.4	1.8	0.0
	2 persons	6.5	2.7	0.4
	3 persons or more	5.3	1.0	0.7
Gender	Male	6.1	1.4	0.6
	Female	5.8	1.7	0.4
Age	12~19	2.3	0.0	4.0
	20s	5.6	1.0	0.3
	30s	6.2	2.9	0.6
	40s	5.9	1.5	0.4
	50s	6.4	0.8	0.4
	60s	6.8	2.0	0.2
	70+	4.7	0.0	0.0
Gender*Age	Male 12~19	2.5	0.0	3.4
	Male 20s	4.3	0.6	0.0
	Male 30s	6.2	3.2	0.9
	Male 40s	6.2	1.2	0.4
	Male 50s	7.3	0.9	0.7
	Male 60s	7.4	1.7	0.2
	Male 70+	5.5	0.0	0.0
Female	Female 12~19	2.0	0.0	4.9
	Female 20s	7.1	1.5	0.6
	Female 30s	6.1	2.5	0.3
	Female 40s	5.7	1.8	0.4
	Female 50s	5.4	0.8	0.0
	Female 60s	6.2	2.5	0.2
	Female 70+	3.7	0.0	0.0
Youth	Entire population	5.1	0.5	1.5
	Male	2.7	0.6	1.5
	Female	7.3	0.4	1.4
Occupation	Professional/managerial position	12.4	3.1	2.2
	Office job	5.1	1.6	0.2
	Service/sales	6.7	1.8	0.3
	Production related position	6.0	1.3	0.7
	Agriculture/forestry/fishery	12.7	0.3	0.9
	Unemployed/Other (None/other)	4.3	1.0	0.7
	(Student)	5.7	0.3	0.8
	(Housewife)	2.8	1.2	0.2
	(Unemployed/Other (None/other))	5.3	1.9	1.9

Table 184 **Personal information leakage and infringement response measures (multiple responses)_(Household Member_Q42-2) - CONT.**

(Unit : %)

BASE: Persons aged 12 or older who have experienced personal information leakage PERIOD: Within the last 1 year		Reported to law enforcement	Reported to media/consumer organizations	Other
Education	Elementary school graduate or lower (Uneducated)	8.2	0.0	0.0
	(Elementary school student)	11.2	0.0	0.0
	(Middle school student)	0.0	0.0	0.0
	(A regular elementary school graduate)	4.8	0.0	0.0
	Middle school graduate	16.4	0.0	0.0
	(High school student)	5.7	0.0	2.7
	(A regular middle school graduate)	2.1	0.0	5.0
	High school graduate	8.9	0.0	0.8
	(University student)	5.4	0.7	0.7
	(A regular high school graduate)	7.0	0.5	0.0
	University graduate or higher (Graduate student)	5.0	0.7	0.8
	(A regular university graduate)	6.2	2.1	0.4
		0.0	0.0	0.0
Household income	Less than KRW 2 million	6.2	2.1	0.4
	KRW 2 million-Less than 3 million	6.3	1.4	0.0
	KRW 3 million-Less than 4 million	7.6	0.2	0.2
	KRW 4 million-Less than 5 million	6.7	2.7	0.4
	KRW 5 million and higher	5.4	1.1	0.2
Region size	Dong	5.8	1.6	0.7
	Eup/Myeon	6.0	1.7	0.6
Region	Seoul	5.6	0.7	0.1
	Busan	5.1	2.0	1.2
	Daegu	7.3	3.7	0.0
	Incheon	0.0	0.3	0.0
	Gwangju	9.1	1.8	0.0
	Daejeon	5.1	0.5	0.5
	Ulsan	4.0	1.1	0.0
	Gyeonggi	7.5	0.0	0.0
	Gangwon	6.7	1.6	0.6
	Chungcheong (Chungbuk)	7.0	1.5	1.4
	(Chungnam)	10.7	2.5	0.0
	(Sejong)	4.7	1.5	0.0
	Jeolla (Jeonbok)	17.4	3.5	0.0
	(Jeonnam)	8.5	2.4	0.0
	Gyeongsang (Gyeongbuk)	10.6	1.9	0.7
	(Gyeongnam)	16.0	4.6	1.3
	Jeju	8.4	0.8	0.5
		3.1	0.2	0.0
		1.6	0.2	0.0
		7.7	0.0	0.0
		0.0	2.1	0.0

Table
185

Activities for safe Internet use (multiple responses)_(Household Member_Q43)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month
 PERIOD: Within the last 1 year

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		No action taken	Non-consent to provision of personal information for the purpose of receiving advertising information	Restriction of access to location data	Restriction of access such as keeping SNS profiles private
Internet users aged 12 or older		41.3	38.7	26.2	25.1
Number of household members	1 person	50.2	33.2	21.9	18.8
	2 persons	49.3	32.7	21.6	19.1
	3 persons or more	35.9	42.5	29.1	29.0
Gender	Male	38.7	40.9	27.5	26.0
	Female	43.9	36.4	24.8	24.1
Age	12~19	41.0	38.5	26.5	27.9
	20s	24.2	52.2	36.6	40.5
	30s	25.6	50.2	36.8	37.8
	40s	27.9	47.3	32.2	30.7
	50s	41.7	37.3	24.2	21.0
	60s	59.0	25.9	15.5	11.3
	70+	79.1	13.4	7.9	4.3
Gender*Age	12~19	39.9	40.0	27.1	27.8
	20s	24.0	52.4	36.0	40.4
	30s	24.9	51.3	37.1	37.7
	40s	26.5	48.8	33.2	30.6
	50s	39.3	39.3	25.5	21.7
	60s	56.4	27.6	17.3	12.6
	70+	74.7	18.2	9.6	5.7
Gender*Age	12~19	42.1	36.8	25.9	27.9
	20s	24.5	52.0	37.3	40.6
	30s	26.4	49.0	36.6	37.9
	40s	29.4	45.7	31.1	30.8
	50s	44.1	35.4	22.8	20.3
	60s	61.5	24.3	13.7	10.0
	70+	82.6	9.6	6.6	3.1
Youth	Entire population	34.9	43.6	30.0	32.1
	Male	34.2	44.6	30.1	32.0
	Female	35.6	42.4	29.9	32.2
Occupation	Professional/managerial position	21.5	45.4	32.4	27.7
	Office job	25.5	50.7	36.5	36.8
	Service/sales	39.8	39.9	26.1	24.9
	Production related position	50.4	31.4	21.2	16.0
	Agriculture/forestry/fishery	72.9	16.1	6.5	6.7
	Unemployed/Other (None/other)	50.0	32.8	21.6	21.3
	(Student)	34.6	44.1	30.9	32.9
	(Housewife)	57.9	27.0	16.7	14.7
	(Unemployed/Other (None/other))	66.2	20.9	11.9	10.5

Table
185

Activities for safe Internet use (multiple responses)_(Household Member_Q43)

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		No action taken	Non-consent to provision of personal information for the purpose of receiving advertising information	Restriction of access to location data	Restriction of access such as keeping SNS profiles private
Education	Elementary school graduate or lower (Uneducated)	68.2	19.9	13.0	12.7
	(Elementary school student)	90.1	6.3	0.8	1.1
	(Middle school student)	62.5	24.0	13.4	12.8
	(A regular elementary school graduate)	44.9	36.3	24.6	25.8
	(A regular elementary school graduate)	89.4	4.5	3.3	1.7
	Middle school graduate	60.9	24.4	15.6	14.9
	(High school student)	35.1	41.7	29.3	30.1
	(A regular middle school graduate)	81.4	10.7	4.7	2.8
	High school graduate	49.7	32.9	20.9	18.8
	(University student)	23.8	53.2	37.7	41.6
	(A regular high school graduate)	54.1	29.5	18.1	15.0
	University graduate or higher	26.8	48.8	34.3	33.7
	(Graduate student)	16.1	51.3	43.8	47.1
	(A regular university graduate)	26.8	48.8	34.3	33.7
Household income	Less than KRW 2 million	78.1	13.6	6.7	5.3
	KRW 2 million-Less than 3 million	59.4	26.2	17.9	13.3
	KRW 3 million-Less than 4 million	43.5	37.1	23.9	21.0
	KRW 4 million-Less than 5 million	40.1	38.1	24.0	24.2
	KRW 5 million and higher	33.9	44.2	31.1	30.6
Region size	Dong	39.2	40.3	27.8	26.0
	Eup/Myeon	50.6	31.4	18.8	20.5
Region	Seoul	31.9	48.4	36.0	30.4
	Busan	55.7	27.4	18.7	18.4
	Daegu	45.3	37.7	23.2	21.2
	Incheon	29.8	50.5	37.2	29.4
	Gwangju	48.8	34.4	20.6	20.3
	Daejeon	39.3	36.4	22.9	27.0
	Ulsan	57.6	26.4	14.8	16.3
	Gyeonggi	38.7	43.0	28.6	30.4
	Gangwon	55.3	24.2	12.0	23.2
	Chungcheong	34.9	34.7	26.3	24.0
	(Chungbuk)	35.7	36.6	32.0	22.7
	(Chungnam)	37.3	31.6	20.7	23.5
	(Sejong)	17.4	44.5	34.5	33.1
	Jeolla	50.1	31.7	16.8	19.3
	(Jeonbuk)	56.3	24.0	12.3	15.5
	(Jeonnam)	43.5	39.8	21.5	23.2
	Gyeongsang	47.5	29.1	19.7	15.1
	(Gyeongbuk)	46.2	25.5	18.1	11.3
	(Gyeongnam)	48.6	32.0	20.9	18.3
	Jeju	66.8	24.4	6.4	6.8

Table
186

Activities for safe Internet use (multiple responses)_(Household Member_Q43) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Software installation and regular updates to prevent information leaks	Periodical deletion of cookies and setting of browser options	2-step authentication or additional authentication setting	Other
Internet users aged 12 or older		23.5	20.2	17.5	0.0
Number of household members	1 person	19.6	15.3	14.1	0.0
	2 persons	19.1	16.0	13.2	0.0
	3 persons or more	26.3	23.0	20.1	0.0
Gender	Male	25.3	22.4	18.7	0.0
	Female	21.7	17.9	16.3	0.0
Age	12~19	20.7	16.6	17.2	0.0
	20s	34.5	30.8	27.3	0.0
	30s	34.7	32.8	25.6	0.0
	40s	29.8	25.5	24.3	0.0
	50s	20.6	17.4	14.7	0.0
	60s	13.5	9.9	7.9	0.0
	70+	6.3	3.8	2.4	0.0
Gender*Age	Male 12~19	20.7	17.2	18.1	0.0
	Male 20s	35.4	31.3	26.5	0.0
	Male 30s	36.4	35.1	26.5	0.0
	Male 40s	31.6	28.0	25.0	0.0
	Male 50s	21.8	19.6	16.2	0.0
	Male 60s	15.3	11.4	9.3	0.0
	Male 70+	7.8	5.7	3.1	0.0
Female	Female 12~19	20.7	15.8	16.2	0.0
	Female 20s	33.6	30.3	28.1	0.0
	Female 30s	32.8	30.1	24.6	0.0
	Female 40s	27.9	22.9	23.5	0.0
	Female 50s	19.3	15.2	13.3	0.0
	Female 60s	11.8	8.3	6.5	0.0
	Female 70+	5.1	2.3	1.8	0.0
Youth	Entire population	27.0	22.1	21.2	0.0
	Male	27.8	22.5	20.8	0.0
	Female	26.0	21.6	21.5	0.0
Occupation	Professional/managerial position	35.7	31.0	28.9	0.0
	Office job	32.0	31.1	24.8	0.0
	Service/sales	23.4	19.5	16.2	0.0
	Production related position	20.1	15.4	13.0	0.0
	Agriculture/forestry/fishery	9.3	6.0	6.0	0.0
	Unemployed/Other (None/other)	18.7	14.8	14.8	0.0
	(Student)	26.9	22.1	21.4	0.0
	(Housewife)	14.1	10.4	11.0	0.0
	(Unemployed/Other (None/other))	11.3	8.4	8.6	0.0

Table
186

Activities for safe Internet use (multiple responses)_(Household Member_Q43) - CONT.

(Unit : %)

BASE: Persons aged 12 or older who have used the Internet within the last 1 month PERIOD: Within the last 1 year		Software installation and regular updates to prevent information leaks	Periodical deletion of cookies and setting of browser options	2-step authentication or additional authentication setting	Other
Education	Elementary school graduate or lower (Uneducated)	9.6	7.8	7.5	0.0
	(Elementary school student)	3.1	0.7	0.5	0.0
	(Middle school student)	11.4	8.5	7.3	0.0
	(A regular elementary school graduate)	16.0	14.5	14.7	0.0
	Middle school graduate	3.9	2.0	1.5	0.0
	(High school student)	14.7	10.2	10.5	0.0
	(A regular middle school graduate)	25.4	18.5	19.4	0.0
	High school graduate	6.2	3.6	3.5	0.0
	(University student)	18.1	14.3	12.6	0.0
	(A regular high school graduate)	36.6	31.3	29.1	0.0
	University graduate or higher (Graduate student)	15.0	11.5	9.9	0.0
	(A regular university graduate)	31.6	28.6	24.1	0.0
		39.8	45.5	29.8	0.0
Household income	Less than KRW 2 million	31.6	28.6	24.1	0.0
	KRW 2 million-Less than 3 million	6.9	3.7	3.6	0.0
	KRW 3 million-Less than 4 million	14.3	9.9	9.9	0.0
	KRW 4 million-Less than 5 million	21.6	17.8	16.9	0.0
	KRW 5 million and higher	24.8	20.8	17.8	0.0
Region size	Dong	27.0	24.2	20.4	0.0
	Eup/Myeon	24.6	21.3	18.0	0.0
Region	Seoul	18.7	15.1	15.1	0.0
	Busan	30.1	21.8	18.6	0.0
	Daegu	16.9	12.7	9.0	0.0
	Incheon	15.6	8.6	17.0	0.0
	Gwangju	26.7	18.3	23.9	0.0
	Daejeon	19.5	18.7	19.0	0.0
	Ulsan	18.9	19.5	13.3	0.0
	Gyeonggi	16.8	12.6	9.5	0.0
	Gangwon	21.8	25.0	18.4	0.0
	Chungcheong (Chungbuk)	15.4	14.9	17.0	0.1
	(Chungnam)	26.8	26.0	17.5	0.0
	(Sejong)	22.2	19.5	20.0	0.0
	Jeolla (Jeonbuk)	28.9	29.5	15.4	0.0
	(Jeonnam)	34.4	33.6	18.9	0.0
	Gyeongsang (Gyeongbuk)	22.1	17.2	15.8	0.0
	(Gyeongnam)	16.8	12.8	13.0	0.0
	Jeju	27.5	21.8	18.8	0.0
		27.3	18.7	20.1	0.0
		35.1	17.1	31.3	0.0
		20.9	20.0	10.8	0.0
		13.7	2.8	2.6	0.0

Table
187

Reasons for not using the Internet (multiple responses)_(Household Member_Q44)

(Unit : %)

BASE: Persons aged 3 or older who have not used the Internet
within the last 1 month
PERIOD: Within the last 1 year

BASE: Persons aged 3 or older who have not used the Internet within the last 1 month PERIOD: Within the last 1 year		No confidence in using it or do not know how to use it	No interest or not needed	Cost of using it is burdensome	Due to lack of equipment like computer, etc.	
Internet non-users aged 3 or older		66.6	24.9	12.2	10.6	
Number of household members	1 person	73.4	13.2	11.6	9.6	
	2 persons	67.1	24.7	16.1	13.4	
	3 persons or more	60.0	35.6	6.5	6.9	
Gender	Male	61.9	33.1	13.7	12.0	
	Female	69.7	19.6	11.2	9.6	
Age	3~9	32.4	60.1	3.5	3.3	
	10s	0.0	100.0	0.0	0.0	
	20s	0.0	0.0	0.0	100.0	
	30s	100.0	50.0	50.0	0.0	
	40s	29.0	78.9	0.0	6.4	
	50s	43.3	76.1	14.0	26.5	
	60s	56.9	49.1	19.8	20.8	
	70+	70.9	17.3	11.4	8.8	
Gender*Age	Male	3~9	28.5	59.9	2.0	4.6
		10s	-	-	-	-
		20s	0.0	0.0	0.0	100.0
		30s	100.0	50.0	50.0	0.0
		40s	14.7	82.2	0.0	0.0
		50s	42.3	84.2	11.6	8.5
		60s	53.1	56.8	16.8	19.1
		70+	67.5	23.9	14.1	11.2
	Female	3~9	37.0	60.2	5.3	1.7
		10s	0.0	100.0	0.0	0.0
		20s	-	-	-	-
		30s	-	-	-	-
		40s	53.8	73.1	0.0	17.4
		50s	44.3	67.4	16.5	45.8
		60s	59.9	43.1	22.3	22.1
		70+	72.9	13.5	9.8	7.4
Youth	Entire population	40.3	68.4	13.9	22.1	
	Male	39.8	61.9	16.8	26.7	
	Female	42.8	100.0	0.0	0.0	
Occupation	Professional/managerial position	42.1	81.2	18.8	32.3	
	Office job	43.8	76.9	15.8	14.9	
	Service/sales	53.2	40.3	16.0	15.7	
	Production related position	72.0	36.2	15.9	20.9	
	Agriculture/forestry/fishery	62.2	22.9	12.5	8.4	
	Unemployed/Other (None/other)	68.8	19.8	10.8	8.1	
	(Student)	35.4	63.5	3.9	5.0	
	(Housewife)	73.3	15.2	10.0	8.5	
	(Unemployed/Other (None/other))	66.7	20.6	12.9	8.0	

Table
187

Reasons for not using the Internet (multiple responses)_(Household Member_Q44)

(Unit : %)

BASE: Persons aged 3 or older who have not used the Internet within the last 1 month PERIOD: Within the last 1 year		No confidence in using it or do not know how to use it	No interest or not needed	Cost of using it is burdensome	Due to lack of equipment like computer, etc.
Education	Elementary school graduate or lower	66.9	13.6	10.0	7.1
	(Preschool)	27.2	55.2	0.8	4.5
	(Uneducated)	70.6	7.4	11.0	6.9
	(Elementary school student)	45.1	73.8	10.6	0.0
	(Middle school student)	-	-	-	-
	(A regular elementary school graduate)	69.3	10.9	10.4	7.5
	Middle school graduate	68.6	28.2	9.3	10.2
	(High school student)	-	-	-	-
	(A regular middle school graduate)	68.6	28.2	9.3	10.2
	High school graduate	68.7	41.0	20.4	19.3
	(University student)	0.0	0.0	0.0	100.0
	(A regular high school graduate)	68.9	41.1	20.4	19.1
	University graduate or higher	39.7	77.2	11.5	12.3
	(Graduate student)	-	-	-	-
	(A regular university graduate)	39.7	77.2	11.5	12.3
Household income	Less than KRW 2 million	72.0	14.5	12.6	8.8
	KRW 2 million-Less than 3 million	66.7	20.8	13.3	14.6
	KRW 3 million-Less than 4 million	58.1	30.6	11.7	11.6
	KRW 4 million-Less than 5 million	66.5	45.6	14.6	9.8
	KRW 5 million and higher	58.0	42.1	8.0	9.7
Region size	Dong	67.8	25.7	12.8	11.3
	Eup/Myeon	63.7	22.8	10.7	8.5
Region	Seoul	70.7	36.5	11.9	14.1
	Busan	78.2	10.3	6.3	5.3
	Daegu	72.7	10.3	15.0	5.5
	Incheon	71.7	18.5	8.1	14.3
	Gwangju	56.2	10.2	2.1	2.1
	Daejeon	74.4	14.4	14.0	10.3
	Ulsan	73.3	26.0	7.0	2.6
	Gyeonggi	65.6	19.2	24.5	13.2
	Gangwon	53.9	40.8	14.2	16.2
	Chungcheong	61.7	26.5	11.0	9.8
	(Chungbuk)	64.7	9.5	13.3	11.1
	(Chungnam)	59.9	36.6	9.7	9.0
	(Sejong)	61.9	24.9	10.5	10.0
	Jeolla	72.3	18.9	5.8	3.0
	(Jeonbuk)	74.1	19.5	8.7	3.4
	(Jeonnam)	71.3	18.6	4.3	2.8
	Gyeongsang	58.2	29.3	8.2	9.9
	(Gyeongbuk)	58.9	12.4	7.0	9.5
	(Gyeongnam)	57.7	42.1	9.1	10.2
	Jeju	57.6	23.1	8.6	13.8

Table
188

Reasons for not using the Internet (multiple responses)_ (Household Member_Q44) - CONT.

(Unit : %)

BASE: Persons aged 3 or older who have not used the Internet within the last 1 month PERIOD: Within the last 1 year		Because content may be harmful	No time	Due to security concerns	Due to concerns about invasion of privacy
Internet non-users aged 3 or older		8.3	5.9	3.1	2.7
Number of household members	1 person	5.8	6.5	2.9	2.6
	2 persons	6.8	7.3	3.1	3.1
	3 persons or more	13.0	3.0	3.4	2.3
Gender	Male	9.3	6.4	3.4	2.9
	Female	7.6	5.5	3.0	2.6
Age	3~9	41.5	0.6	5.1	1.7
	10s	0.0	0.0	0.0	0.0
	20s	72.8	0.0	0.0	0.0
	30s	0.0	0.0	0.0	0.0
	40s	0.0	6.9	0.0	0.0
	50s	0.0	6.3	0.0	2.6
	60s	5.4	13.5	7.4	6.8
	70+	7.4	4.9	2.4	2.2
Gender*Age	Male				
	3~9	35.2	0.0	6.4	1.4
	10s	-	-	-	-
	20s	72.8	0.0	0.0	0.0
	30s	0.0	0.0	0.0	0.0
	40s	0.0	10.9	0.0	0.0
	50s	0.0	1.9	0.0	0.0
	60s	5.3	13.2	8.3	8.1
Gender*Age	Female				
	3~9	48.8	1.3	3.5	2.0
	10s	0.0	0.0	0.0	0.0
	20s	-	-	-	-
	30s	-	-	-	-
	40s	0.0	0.0	0.0	0.0
	50s	0.0	11.0	0.0	5.5
	60s	5.5	13.7	6.6	5.7
Youth	Entire population	16.1	7.3	0.0	0.0
	Male	19.4	0.0	0.0	0.0
	Female	0.0	42.8	0.0	0.0
Occupation	Professional/managerial position	0.0	0.0	4.5	0.0
	Office job	0.0	7.4	0.0	4.8
	Service/sales	16.1	9.5	3.7	5.5
	Production related position	3.7	11.1	4.0	3.4
	Agriculture/forestry/fishery	6.8	3.6	1.9	5.1
	Unemployed/Other (None/other)	8.1	4.7	3.1	1.9
	(Student)	38.1	0.6	5.5	1.8
	(Housewife)	5.7	6.3	3.7	2.1
	(Unemployed/Other (None/other))	7.6	2.9	1.9	1.7

Table
188

Reasons for not using the Internet (multiple responses)_(Household Member_Q44) - CONT.

(Unit : %)

BASE: Persons aged 3 or older who have not used the Internet within the last 1 month PERIOD: Within the last 1 year		Because content may be harmful	No time	Due to security concerns	Due to concerns about invasion of privacy
Education	Elementary school graduate or lower	11.4	3.4	2.6	2.0
	(Preschool)	56.8	0.0	7.0	1.3
	(Uneducated)	7.6	5.3	0.5	0.7
	(Elementary school student)	0.0	2.1	0.0	2.7
	(Middle school student)	-	-	-	-
	(A regular elementary school graduate)	9.6	3.0	3.2	2.5
	Middle school graduate	5.0	6.8	2.2	2.9
	(High school student)	-	-	-	-
	(A regular middle school graduate)	5.0	6.8	2.2	2.9
	High school graduate	4.4	11.1	5.4	4.9
	(University student)	100.0	0.0	0.0	0.0
	(A regular high school graduate)	4.2	11.1	5.5	4.9
	University graduate or higher	4.1	6.3	2.3	0.7
	(Graduate student)	-	-	-	-
	(A regular university graduate)	4.1	6.3	2.3	0.7
Household income	Less than KRW 2 million	6.7	6.5	2.9	1.5
	KRW 2 million-Less than 3 million	6.8	5.7	2.2	4.5
	KRW 3 million-Less than 4 million	14.4	4.4	2.2	1.2
	KRW 4 million-Less than 5 million	6.5	6.9	3.2	3.2
	KRW 5 million and higher	11.4	5.0	5.8	5.0
Region size	Dong	8.6	5.9	2.9	2.7
	Eup/Myeon	7.5	5.9	3.7	2.9
Region	Seoul	11.5	7.1	2.9	3.5
	Busan	4.6	3.0	2.1	1.4
	Daegu	6.8	2.2	0.6	2.0
	Incheon	12.0	1.9	3.7	4.4
	Gwangju	23.9	0.0	3.4	5.6
	Daejeon	1.2	4.7	1.5	1.4
	Ulsan	3.8	3.4	0.8	0.8
	Gyeonggi	8.3	12.0	6.7	3.5
	Gangwon	6.3	9.4	4.6	5.7
	Chungcheong	7.5	4.7	1.3	1.5
	(Chungbuk)	7.2	8.0	1.0	0.0
	(Chungnam)	7.5	3.2	1.3	2.5
	(Sejong)	9.3	1.1	2.9	0.0
	Jeolla	2.6	2.8	1.7	0.5
	(Jeonbuk)	1.3	2.0	2.1	0.8
	(Jeonnam)	3.4	3.2	1.5	0.4
	Gyeongsang	9.8	4.1	2.4	2.7
	(Gyeongbuk)	15.5	1.4	2.6	2.7
	(Gyeongnam)	5.6	6.1	2.4	2.8
	Jeju	6.7	6.3	3.6	1.8

Table
189

Intention to use the Internet in the future_(Household Member_Q45)

(Unit : %)

BASE: Persons aged 3 or older who have not used the Internet within the last 1 month PERIOD: Within the last 1 year		Yes	No	Total
Internet non-users aged 3 or older		31.6	68.4	100.0
Number of household members	1 person	21.3	78.7	100.0
	2 persons	29.4	70.6	100.0
	3 persons or more	44.1	55.9	100.0
Gender	Male	39.9	60.1	100.0
	Female	26.2	73.8	100.0
Age	3~9	82.9	17.1	100.0
	10s	100.0	0.0	100.0
	20s	100.0	0.0	100.0
	30s	100.0	0.0	100.0
	40s	92.2	7.8	100.0
	50s	94.9	5.1	100.0
	60s	61.3	38.7	100.0
	70+	21.8	78.2	100.0
Gender*Age	Male			
	3~9	84.2	15.8	100.0
	10s			
	20s	100.0	0.0	100.0
	30s	100.0	0.0	100.0
	40s	93.1	6.9	100.0
	50s	97.3	2.7	100.0
	60s	70.8	29.2	100.0
	70+	27.3	72.7	100.0
Gender*Age	Female			
	3~9	81.3	18.7	100.0
	10s	100.0	0.0	100.0
	20s	-	-	-
	30s	-	-	-
	40s	90.5	9.5	100.0
	50s	92.2	7.8	100.0
	60s	53.7	46.3	100.0
	70+	18.5	81.5	100.0
Youth	Entire population	100.0	0.0	100.0
	Male	100.0	0.0	100.0
	Female	100.0	0.0	100.0
Occupation	Professional/managerial position	100.0	0.0	100.0
	Office job	97.8	2.2	100.0
	Service/sales	52.3	47.7	100.0
	Production related position	42.9	57.1	100.0
	Agriculture/forestry/fishery	40.1	59.9	100.0
	Unemployed/Other (None/other)	24.2	75.8	100.0
	(Student)	82.1	17.9	100.0
	(Housewife)	18.7	81.3	100.0
	(Unemployed/Other (None/other))	24.3	75.7	100.0

Table
189

Intention to use the Internet in the future_(Household Member_Q45)

(Unit : %)

BASE: Persons aged 3 or older who have not used the Internet within the last 1 month PERIOD: Within the last 1 year		Yes	No	Total
Education	Elementary school graduate or lower	18.3	81.7	100.0
	(Preschool)	79.1	20.9	100.0
	(Uneducated)	8.0	92.0	100.0
	(Elementary school student)	93.2	6.8	100.0
	(Middle school student)	-	-	-
	(A regular elementary school graduate)	15.3	84.7	100.0
	Middle school graduate	34.1	65.9	100.0
	(High school student)	-	-	-
	(A regular middle school graduate)	34.1	65.9	100.0
	High school graduate	53.0	47.0	100.0
	(University student)	100.0	0.0	100.0
	(A regular high school graduate)	52.9	47.1	100.0
	University graduate or higher	84.2	15.8	100.0
	(Graduate student)	-	-	-
	(A regular university graduate)	84.2	15.8	100.0
Household income	Less than KRW 2 million	19.5	80.5	100.0
	KRW 2 million-Less than 3 million	23.9	76.1	100.0
	KRW 3 million-Less than 4 million	39.2	60.8	100.0
	KRW 4 million-Less than 5 million	52.1	47.9	100.0
	KRW 5 million and higher	57.1	42.9	100.0
Region size	Dong	29.7	70.3	100.0
	Eup/Myeon	36.2	63.8	100.0
Region	Seoul	34.4	65.6	100.0
	Busan	8.0	92.0	100.0
	Daegu	13.5	86.5	100.0
	Incheon	10.7	89.3	100.0
	Gwangju	16.1	83.9	100.0
	Daejeon	29.9	70.1	100.0
	Ulsan	77.0	23.0	100.0
	Gyeonggi	15.9	84.1	100.0
	Gangwon	59.7	40.3	100.0
	Chungcheong	30.4	69.6	100.0
	(Chungbuk)	11.0	89.0	100.0
	(Chungnam)	37.2	62.8	100.0
	(Sejong)	74.3	25.7	100.0
	Jeolla	54.4	45.6	100.0
	(Jeonbuk)	60.0	40.0	100.0
	(Jeonnam)	51.2	48.8	100.0
	Gyeongsang	38.5	61.5	100.0
	(Gyeongbuk)	18.5	81.5	100.0
	(Gyeongnam)	53.7	46.3	100.0
	Jeju	43.6	56.4	100.0

2025

SURVEY ON THE INTERNET USAGE STATISTICAL TABLE

Published March 2026

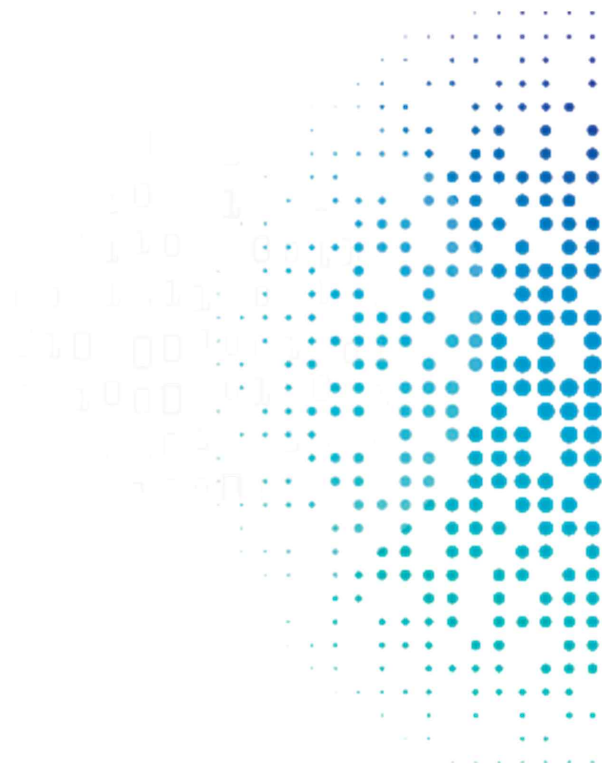
Publisher Hwang Jong-sung

Published by National Information Society Agency
41068 53 Chumdan-ro, Dong-gu, Daegu-si
Tel. 054-230-1114

1. This report is the result of a project carried out with a contribution made by the Ministry of Science and ICT.
2. When presenting contents of this report, it must be disclosed that it is the result of a National Information Society Agency project.
3. The copyright of this report is owned by the National Information Society Agency, and any reproduction or duplication without the authorization of the National Information Society Agency is strictly prohibited.



2025 Survey on the Internet Usage Statistical Table



Ministry of Science and ICT

NIA NATIONAL INFORMATION
SOCIETY AGENCY

