

Introduction to the 2003 Seoul-Survey

Purpose of the Survey

The main purpose of this survey was to collect data on the socio-political opinions of Seoul citizens who are over 20 years old.

Interview Method

The interview method employed for this survey was the direct person-to-person interview. Interviewers visited respondents' home and the respondents wrote down the answers for the questions by themselves.

Sampling Method

The sampling method for this survey was a multi-stage technique: First, the Seoul area was partitioned into 14520 sectors, of which 40 sectors were randomly picked as primary sampling units (PSUs); second, 40 households per each PSU were chosen by the systematic selection method; third, a single respondent was identified at each household by the latest-birthday-method. Up to three attempts are made for the contact of the selected respondent.

Schedule

Sampling	September 19, 2003
Education for Interviewers	September 25, 2003
Interview	September 29 - October 5, 2003
Data Coding & Cleaning	October 6 – December 30, 2003

Data Description

Number of Cases

$n = 997$.

Variable Listing and Descriptions

Var #1	Q 1 (31)* :	Gender and Age
Var #2	Q 2 (1):	Satisfying Degree with Life
Var #3	Q 3 (2):	Consciousness of Fairness of Society
Var #4	Q 4 (3):	Satisfying Degree with Formal Education
Var #5	Q 5 (32):	Social Status
Var #6	Q 6 (5):	General Social Consciousness
Var #7	Q 7 (6):	Acquaintance with Public Figures
Var #8	Q 8 (7):	Social Activity
Var #9	Q 9 (8):	Opinion on an Academic Background
Var #10	Q 10 (9):	Preference of Parties

Note that the answer choice of the New Organized Party was

added to original ones, for a week before the survey, the New Millennium Democratic Party was divided into two parties: current the New Millennium Democratic Party and the New Organized Party. Thus, answer choices needed to include the choice of the New Millennium Democratic Party. On the other hand, the order of original choices was realigned by the number of

party seats in the National Assembly. Question 1 was about the Grand National Party; 2 the Millennium Democratic Party; 3 the New Organized Party; 4 the United Liberal Democrats; 5 People' Party for Reform; and 6 the Democratic Labor Party.

Var #11	Q 11(10):	Supporting Party See the Q 10 above. 1 means the Grand National Party; 2 the Millennium Democratic Party; 3 the New Organized Party; 4 the United Liberal Democrats; 5 People' Party for Reform; 6 the Democratic Labor Party; 7 there is no support party, and 8 others.
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Var #12	Q 12 (4):	Social Structure according to an Academic Career
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Var #13	Q 13 (35):	Age when respondent begins to live in there
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Var #14	Q 14 (34):	Native Province 1. Seoul Metropolitan City 2. Pusan Metropolitan City 3. Incheon Metropolitan City 4. Daejeon Metropolitan City 5. Kwangju Metropolitan City
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* The Numbers in parentheses following question numbers are the actual question numbers of the Korean language questionnaire.

6. Daegu Metropolitan City
6. Ulsan Metropolitan City
8. Gyeonggi-do
9. Kangwon-do
10. Chungcheongbuk-do
11. Chungcheongnam-do
12. Cheonrabuk-do
13. Cheonranam-do
14. Kyeongsangbuk-do
15. Kyeongsangnam-do
16. Cheju-do
17. North Korean Province
18. Foreign Country

Var #15	Q 15 (33):	City or Country of Native Place
Var #16	Q 16 (18):	Number of Family Member
Var #17	Q 17 (19):	Satisfying Level with a School Career
Var #18	Q 18 (20):	Home Appliances owned by Respondent Family
Var #19	Q 19 (36):	School Career
Var #20	Q 20 (22):	School Career of Respondent's Father
Var #21	Q 21 (21):	Effects and Results of a School Career
Var #22	Q 22 (11):	Purpose of the Internet Use

Note that in addition to original answer choices, several choices were added to questionnaire to include respondent's particular opinion; answer choice 9 means that respondent chooses to

have

not used the Internet, 10 means that a respondent has used for other purpose such as for the Internet banking and for

download

of programs and data, and the use of the Internet messenger.

Var #23	Q 23 (12):	Function of the Internet
	1	I have used it
	0	I have not used it
Var #24	Q 24 (13):	Information gained by utilizing the Internet
	1	I have gained it
	0	I have not gained it
Var #25	Q 25 (14):	Anticipation of Digital Divide
Var #26	Q 26 (15):	Requirement for Information Society
Var #27	Q 27 (16):	Political Information Source
	1	I have acquired political information from it
	0	I have not acquired political information from it
Var #28	Q 28 (17):	Future Relationships between the Internet and Politics
Var #29	Q 29 (23):	Occupational Category of a Respondent and His or Her
Father		

Var #30 and	Q 30 (24):	<p>Personnel Number of Corporation served by a Respondent</p> <p>His or Her Father</p> <p>Note that considering a variety of respondent's current status, choices of students and the unoccupied were added to the original ones, and the order of choices were realigned like this:</p> <ol style="list-style-type: none"> 1. none 2. 1 – 9 3. 10 – 29 4. 30 – 99 5. 100 – 299 6. 300 – 999 7. over 1000 8. public office (officer) 9. student 10. the unoccupied 11. others
Var #31	Q 31 (25):	<p>Position of a Respondent and His or Her Father</p> <p>See the Q 30 above.</p> <ol style="list-style-type: none"> 1. member <ol style="list-style-type: none"> 2. chief clerk 3. chief of a section 4. director of a department 5. president or the board of directors 6. public office (officer) 6. student 7. the unoccupied 8. others
Var #32	Q 32 (26):	<p>Occupational Category and Business of a Respondent and His or Her Father</p>
Var #33	Q 33 (27):	Whether a Respondent works Together for a Living
Var #34	Q 33-1 (28):	Annual Family Income
Var #35	Q 34 (29):	Spouse's Income
Var #36	Q 35 (30):	Sum of Annual Family Income
Var #37 River	Region:	<p>Northern and Southern Region of Seoul bisected by Han</p> <p>100 means Northern Region; 200 Southern Region</p>
Var #38	Sub-region:	<p>10 means Northwestern Region of Seoul 20 Northeastern Region;</p>

Var #39	PSU:	30 Southwestern Region; 40 Southeastern Region
Var #40	ID No:	Primary Source Unit for the survey Respondent's Identification Number at each PSU from 1 to 50

except only 1 PSU that is from 1 to 47