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2002년 1분기 게임 시장 현황을 살펴보면, 전년 동기 대비 10.1% 증가한 1,010만 원에 달하는 것으로 나타났다. 이는 전년 동기 대비 10.1% 증가한 1,010만 원에 달하는 것으로 나타났다. 이는 전년 동기 대비 10.1% 증가한 1,010만 원에 달하는 것으로 나타났다.

1

PC 게임 시장이 전체 게임 시장의 66.7%를 차지하며, 전년 동기 대비 10.1% 증가한 1,010만 원에 달하는 것으로 나타났다. 이는 전년 동기 대비 10.1% 증가한 1,010만 원에 달하는 것으로 나타났다. 이는 전년 동기 대비 10.1% 증가한 1,010만 원에 달하는 것으로 나타났다.

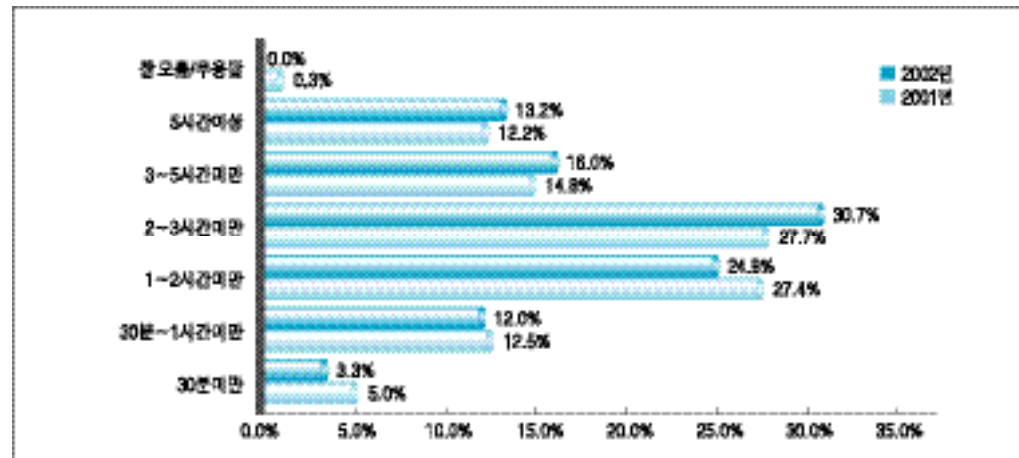
< 2-1-1-01 >

		%	
		1,010	100.0%
		517	51.2%
		493	48.8%
9	14	159	15.7%
15	19	163	16.1%
20	24	187	18.5%
25	29	185	18.3%
30	34	162	16.0%
35	39	154	15.2%
/	/	106	10.5%
/	/	96	9.5%
/	/	275	27.2%
		219	21.7%
		291	28.8%
		23	2.3%
가			
100		50	5.0%
100 - 200		259	26.1%
200 - 300		382	38.4%
300 - 400		167	16.8%
400 - 500		54	5.4%
500		82	8.2%

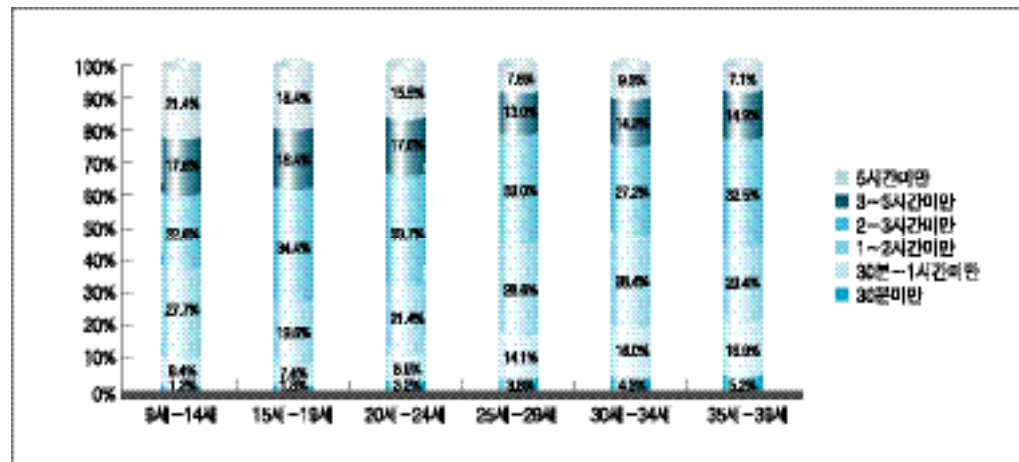
		%	
		732	72.9%
		261	27.1%
		110	10.9%
		350	34.7%
		200	19.8%
		150	14.9%
		100	9.9%
		100	9.9%
/	/	32	3.2%
/	/	142	14.1%
/	/	70	6.9%
/	/	45	4.5%
/ /	/ /	1	0.1%
		21	2.1%
		69	6.8%
		492	48.7%
		91	9.0%
		37	3.7%
		10	2.0%

1. 전년 동기 대비 27.7% 증가한 1,010만 원에 달하는 것으로 나타났다. 이는 전년 동기 대비 27.7% 증가한 1,010만 원에 달하는 것으로 나타났다. 이는 전년 동기 대비 27.7% 증가한 1,010만 원에 달하는 것으로 나타났다.

< 2-1-1-01> 가 (2001 2002)

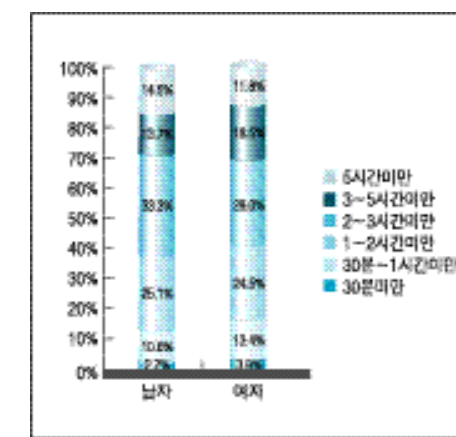


< 2-1-1-02> 가

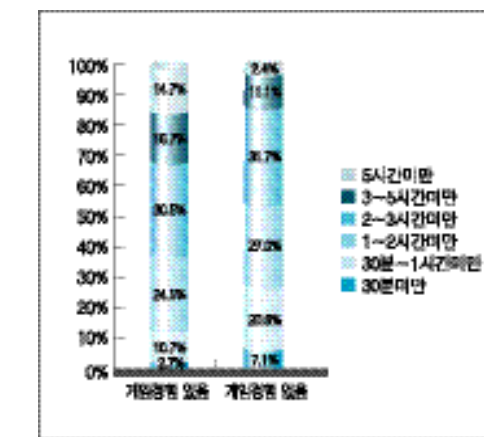


가
 '2-3' ,
 15-19 (34.4%) , '1-2' 가
 , 25-29 ,
 (28.6%), 30-34 (28.4%) ,
 , 가
 , 가 가 , '30 -1' ; '1 -2'
 , '2-3' , ; '2 -3'

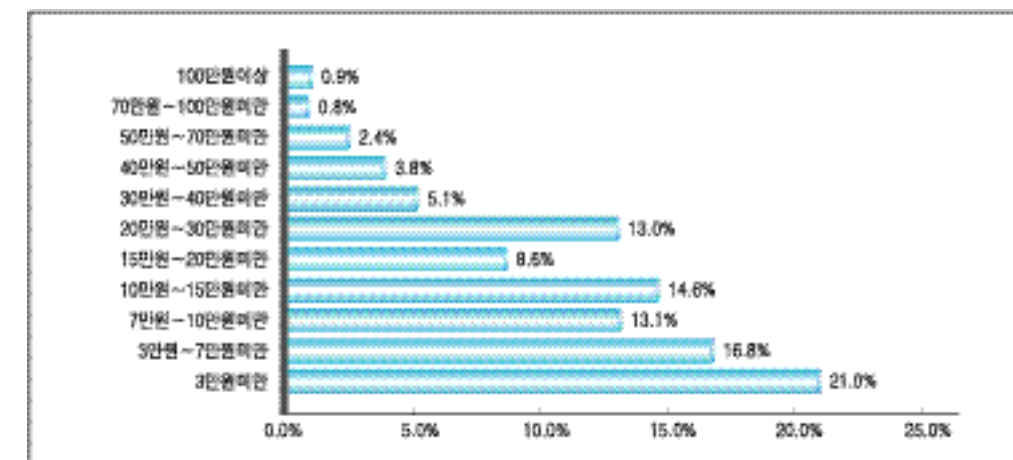
< 2-1-1-03> 가



< 2-1-1-04> 가

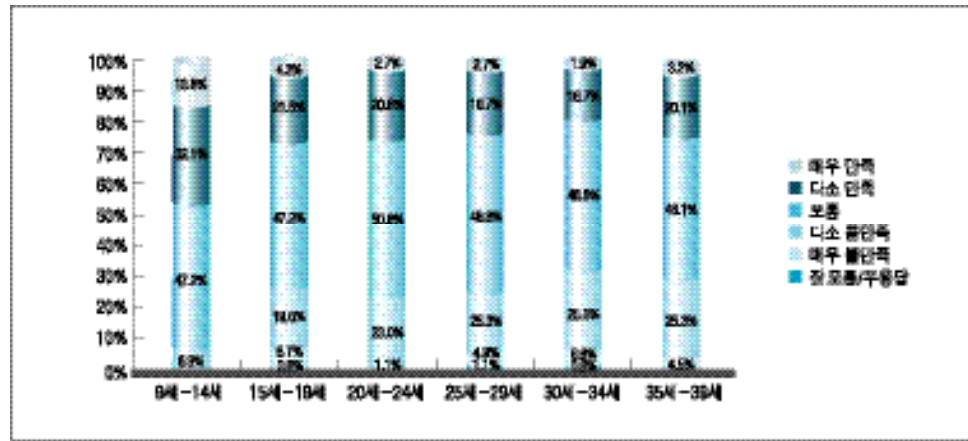


< 2-1-1-05> 가 (/ /)

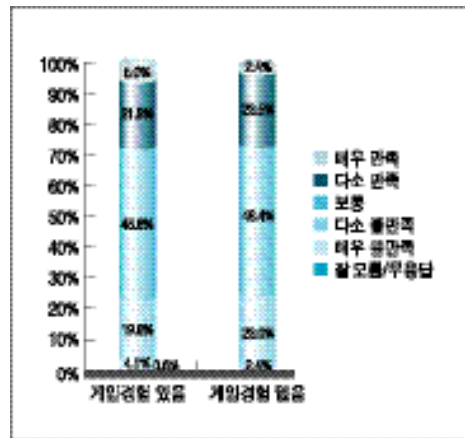


, '3 -5' '15-20' (8.6%), '30-40'
 , '5' , (5.1%), '40-50' (3.8%), '50-70'
 16.7%, 14.7% (2.4%), '100' (0.9%), '70-100'
 11.1%, 2.4% (0.8%)
 , '3' , '9 -14' 가
 가 (/ /) 74.8% 가 , '3-7' '15 -'
 '3' , 21.0% 가 19 가 28.8% 가 ,
 , '3-7' , '10-15' '35 -39' 가 20.8% ,
 (16.8%), '10-15' (14.6%), '7-10' '20-30' '25 -29' 가 21.1%
 (13.1%), '20-30' (13.0%), 가

< 2-1-1-11> 가

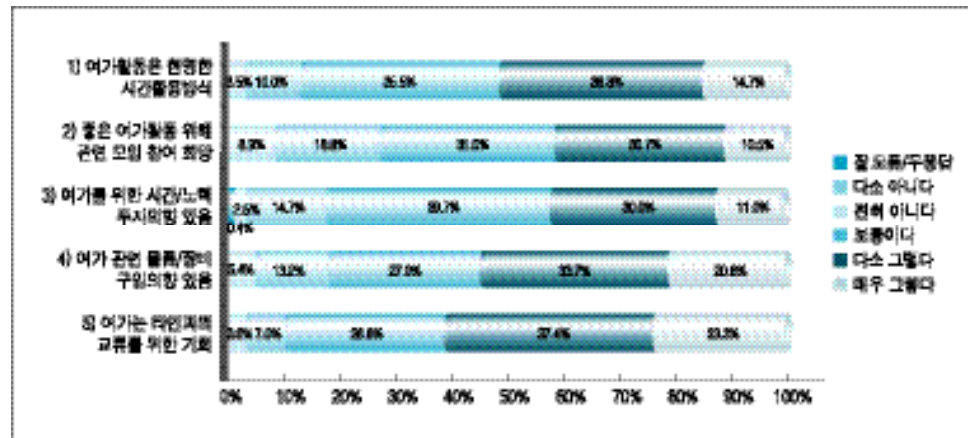


< 2-1-1-12> 가

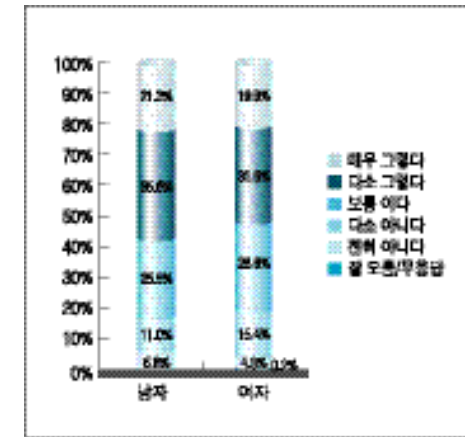


가
, '1) 가 가
, '2) 가
, '3)
가
, '4) 가 가
, '5) 가
5

< 2-1-1-13> 가

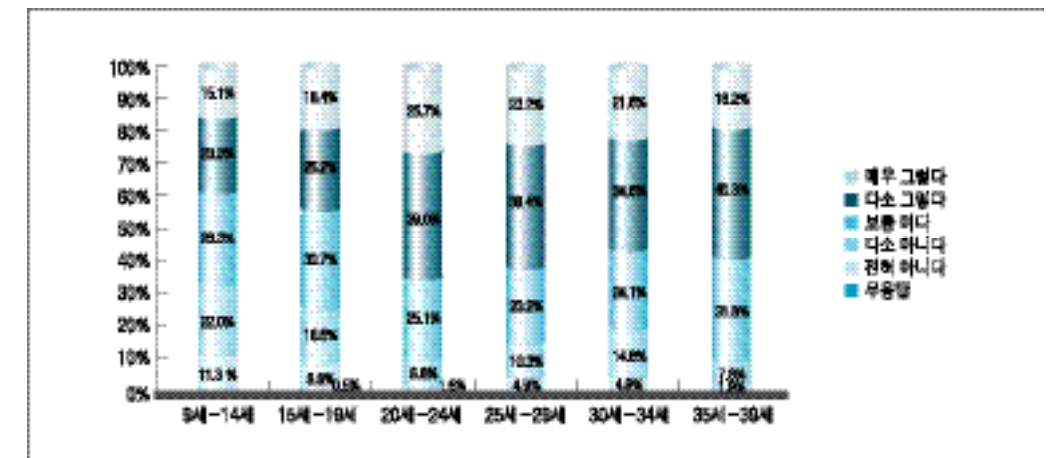


< 2-1-1-14> 가 가

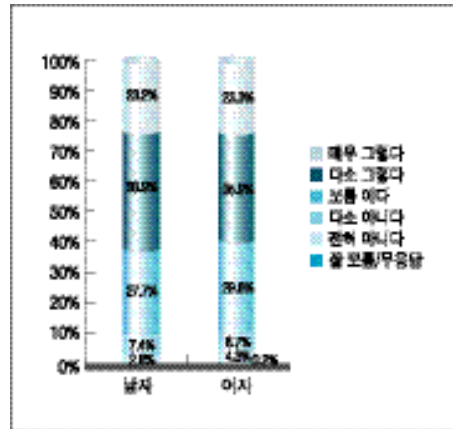


56.9%
19.7%, 51.5%
가
가
20 - 24 25 - 29
64.7%, 61.6% , 9
14 , 15 - 19 , 30 - 34 , 35 - 39
38.4%, 43.6%, 56.2%, 58.5%
, 20 가
가
가
, '5) 가
, '4) 가
, '5) 가
가
, '1) 가 가
62.1%, 59.2% ,
60.7%, 54.3%, 51.0% 가 가
, '4) 가 가
17.6%, () 가

< 2-1-1-15> 가 가



< 2-1-1-16> 가



' PC / ' 가 48.0%

44.1%, / / '22.6%,

/ / '20.9%

' / ' 42.8% 가

, ' / '

' , 30.2%

' PC / '

, ' / '

, ' / '

(/)

, ' /)

' 43.5% 가

' PC / '33.3%, 가

/ '23.0%, ' / /

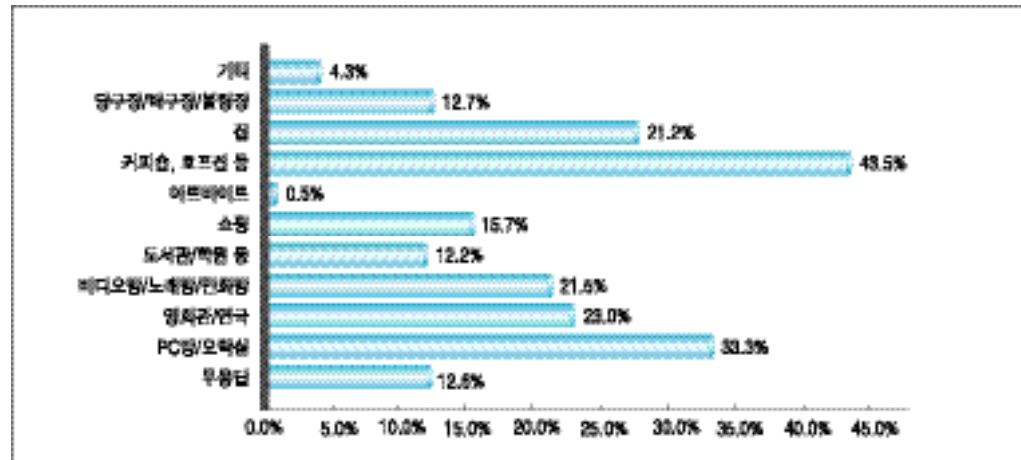
21.5%, '21.2%, '15.7%, /

/ '12.7%, / '12.2%

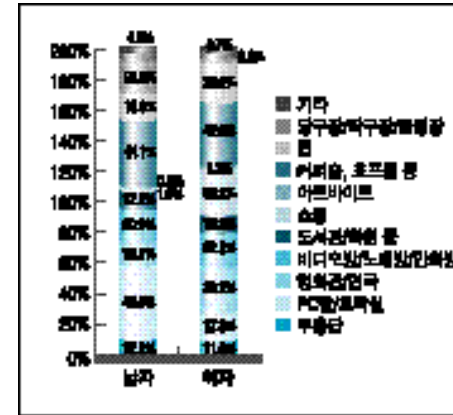
, 20 -24 , 25 -29

() 가 , 30 -34 , 35 -39 /

< 2-1-1-17> () 가 ()



< 2-1-1-18> () 가



가

(2) PC

' , 37.6% 가

(23.1%), ' / /

(19.2%), ' / / (6.9%),

(4.5%), ' / (4.2%),

(1.3%) , ' ,

(25.4%) (49.3%)

, ' (57.8%, 58.4%, 9 -14 63.5%, 15 -19 46.6%,

60.5%, 60.4%) , ' PC / ' 20 -24 34.2%, 25 -29 31.4%,

9 -14 15 -19 가 30 -34 27.2%, 35 -39 24.0%

53.5%, 52.1%

, ' (13.0%)

, ' 가 (33.7%)

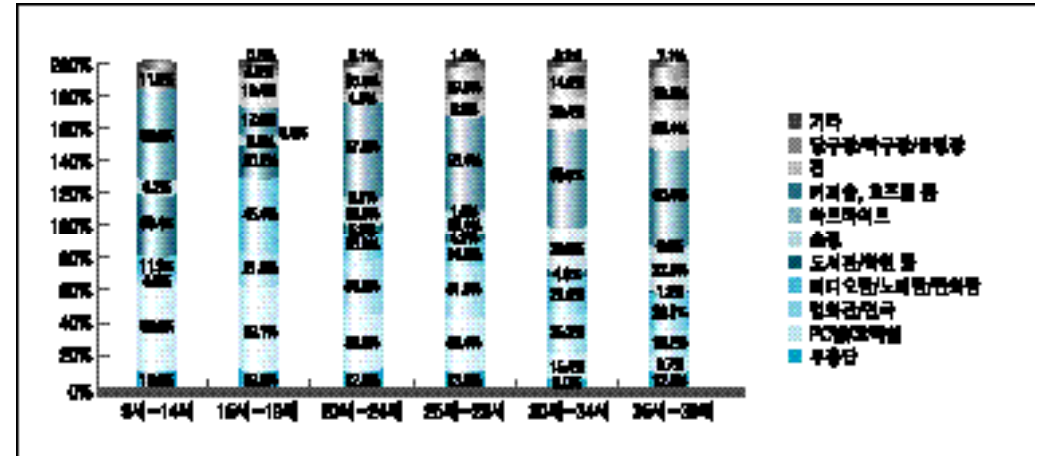
9 -14 ' , ' PC / ' , ' ,

56.6% , 10 ' , 42.6%, 26.1%

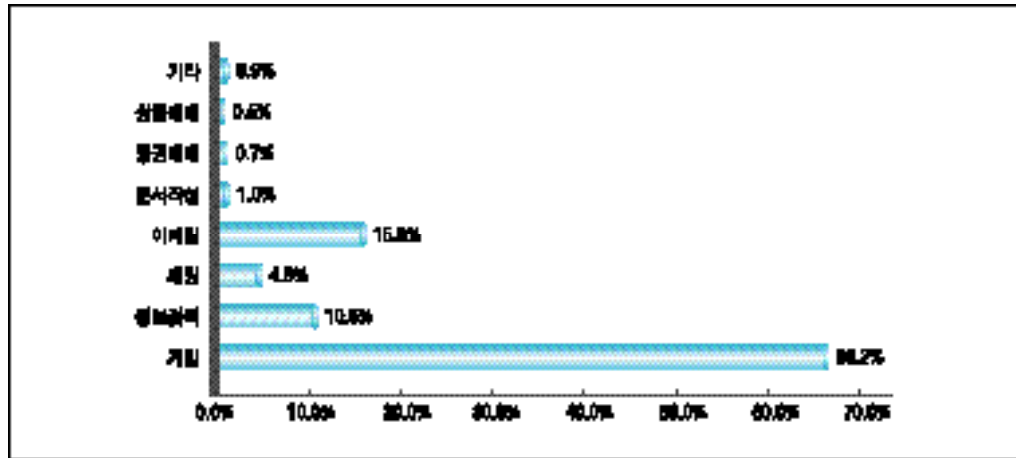
PC 24.2%, 15.0%

PC , ' ,

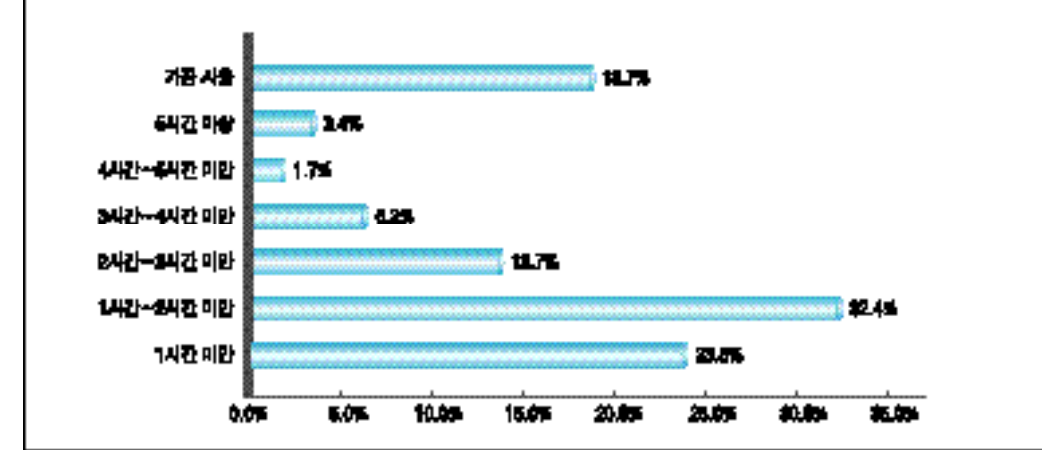
< 2-1-1-19> () 가



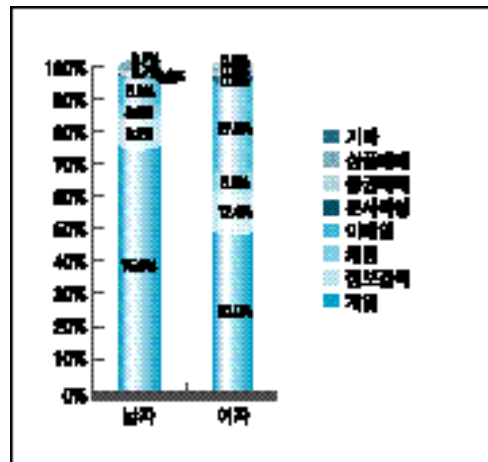
< 2-1-1-29> PC ()



< 2-1-1-32> PC

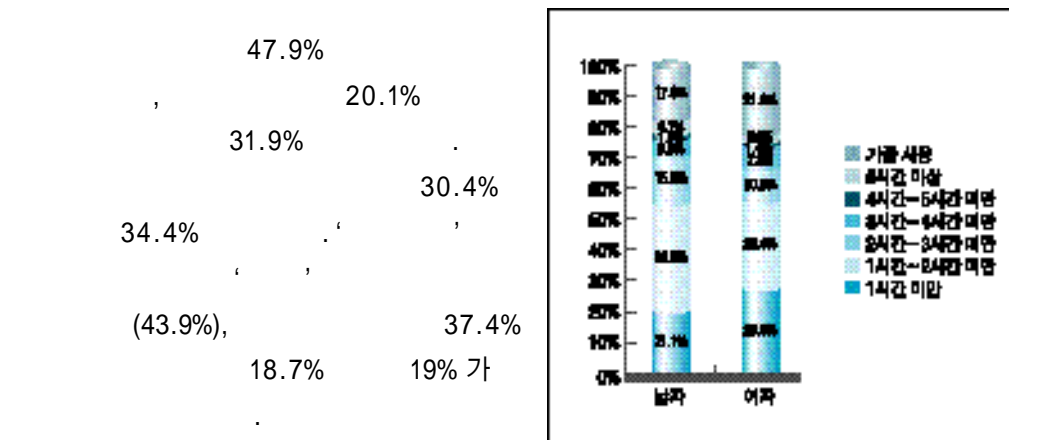


< 2-1-1-30> PC

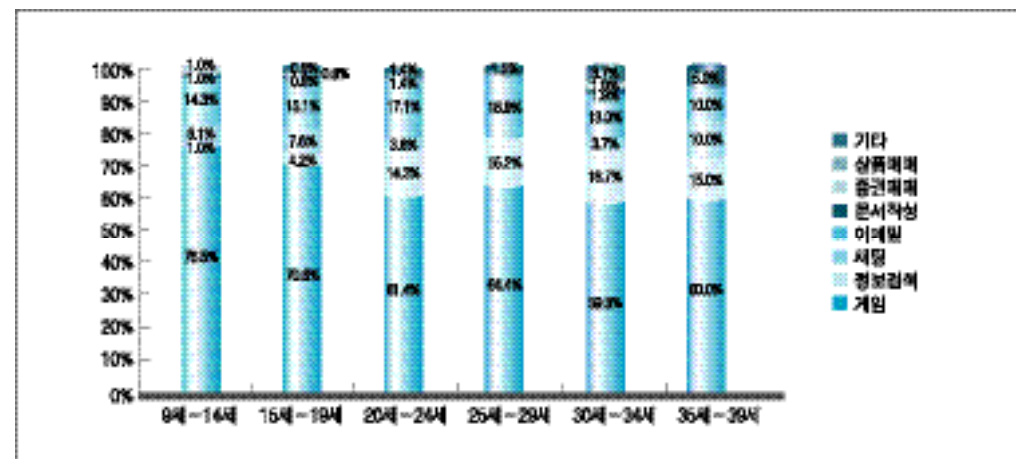


가
 25.6%
 28.2%
 19.1%
 40.7%
 39.7%
 42.2%
 (58.6%)
 (71.6%)

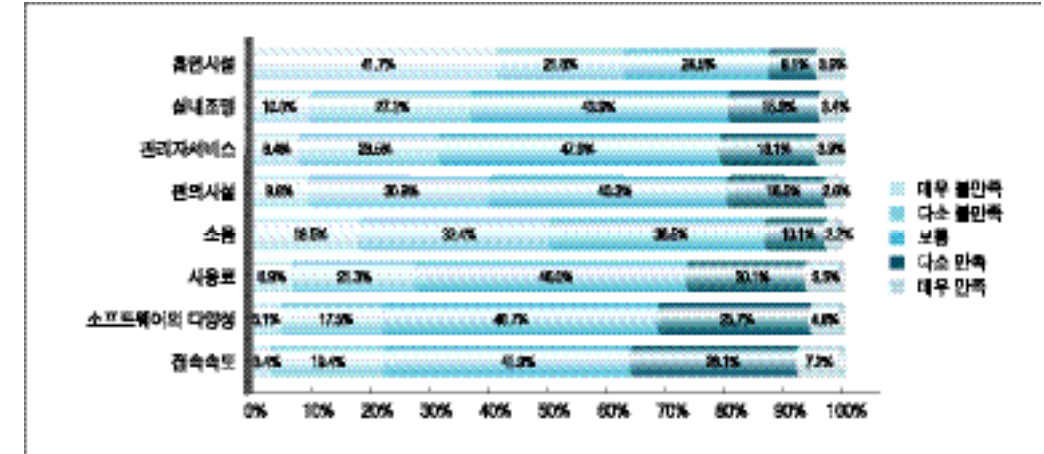
< 2-1-1-33> PC



< 2-1-1-31> PC

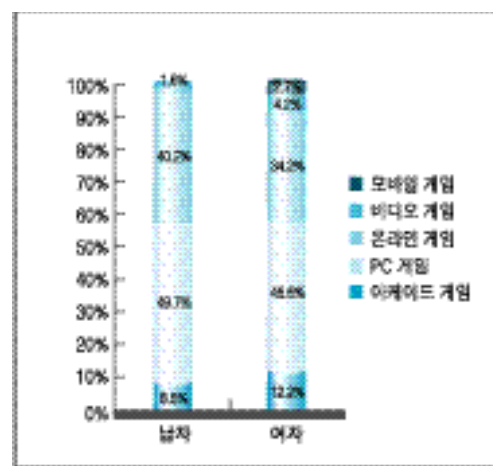


< 2-1-1-34> PC



(11.0%), ' / (3.1%) (9.4%), (37.2%), (11.7%), (5.5%) 가 , 10 (40.4%), (16.1%), (10.1%), 20 (9.7%), (7.5%) 가

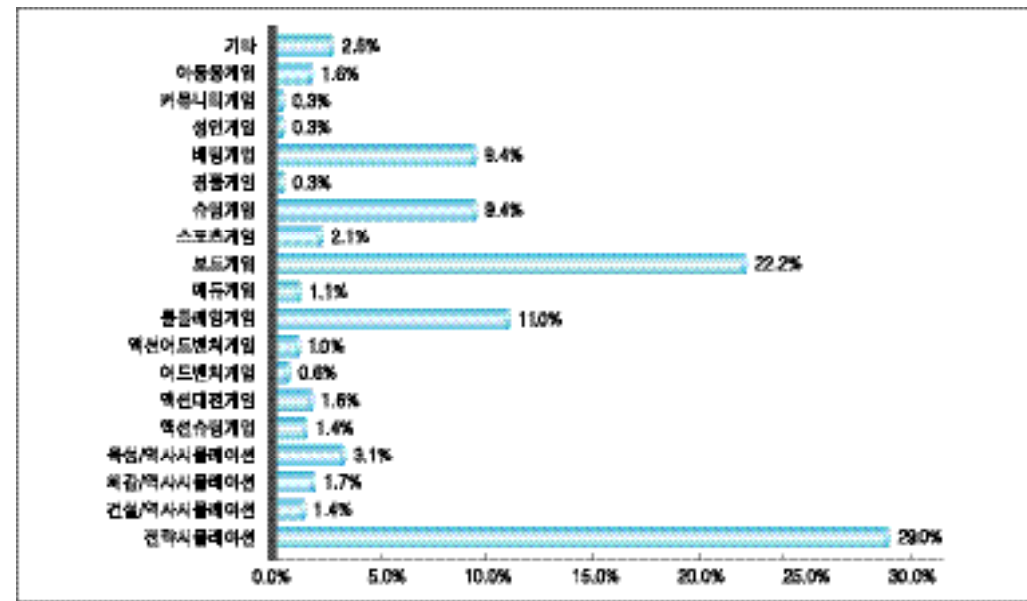
< 2-1-2-06> (1)



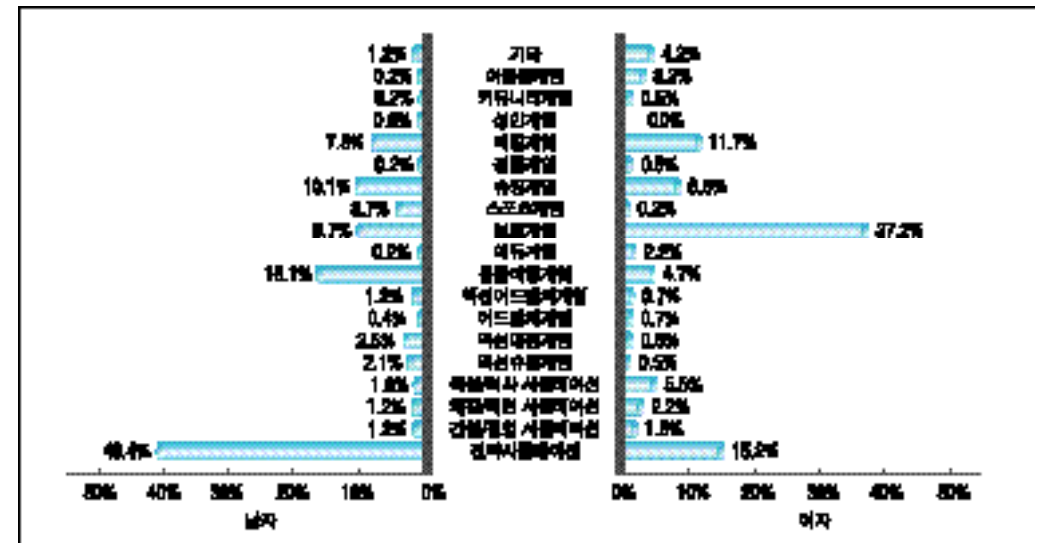
2.

(1) 66.8% 가 ' PC ' (23.0%), ' / ' (6.7%), (2.5%), (0.7%), (0.3%)

< 2-1-2-07> (1)



< 2-1-2-08> (1)

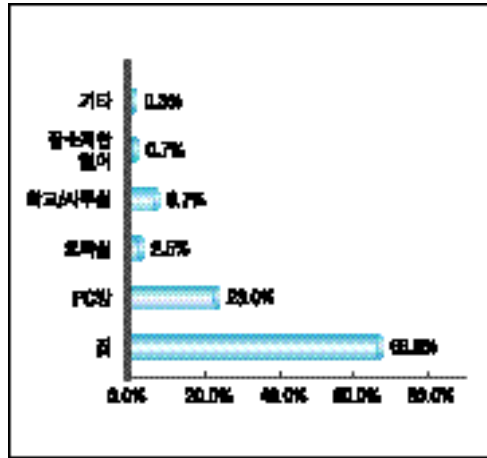


< 2-1-2-01> (1)

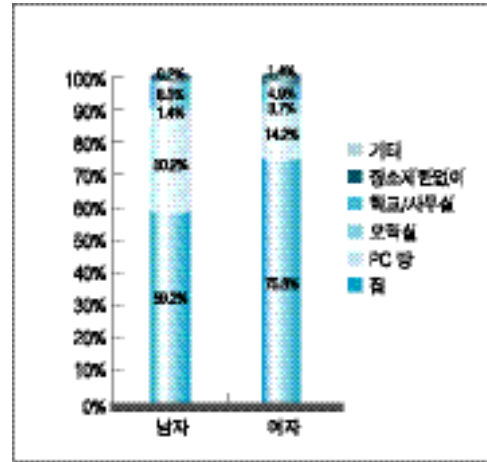
	9 - 14	15 - 19	20 - 24	25 - 29	30 - 34	35 - 39
	32.5%	24.1%	30.4%	32.9%	24.5%	26.5%
/	2.6%	1.3%	1.2%	1.7%	0.7%	0.0%
/	1.3%	3.2%	2.3%	2.3%	0.0%	0.0%
/	8.6%	1.9%	3.5%	0.6%	0.7%	3.1%
	0.0%	3.8%	1.8%	1.2%	0.0%	1.0%
	4.0%	0.6%	1.8%	0.6%	1.4%	1.0%
	0.7%	1.3%	0.0%	0.0%	0.7%	1.0%
	2.0%	1.3%	1.2%	0.0%	1.4%	0.0%
	10.6%	15.2%	9.9%	14.5%	8.6%	3.1%
	2.0%	0.6%	0.6%	1.2%	0.7%	2.0%
	13.9%	21.5%	27.5%	20.2%	25.2%	24.5%
	2.0%	5.1%	1.2%	1.7%	1.4%	1.0%
	6.6%	12.7%	8.8%	11.0%	10.1%	5.1%
	0.7%	0.0%	1.2%	0.0%	0.0%	0.0%
	0.7%	1.3%	6.4%	5.8%	21.6%	29.6%
	0.0%	0.6%	1.2%	0.0%	0.0%	0.0%
	0.7%	0.6%	0.0%	0.6%	0.0%	0.0%
	6.0%	0.0%	0.0%	0.0%	2.2%	2.0%
	5.3%	5.1%	1.2%	2.3%	0.7%	0.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

, PC (59.2%), ' PC ' (30.2%), (8.3%)

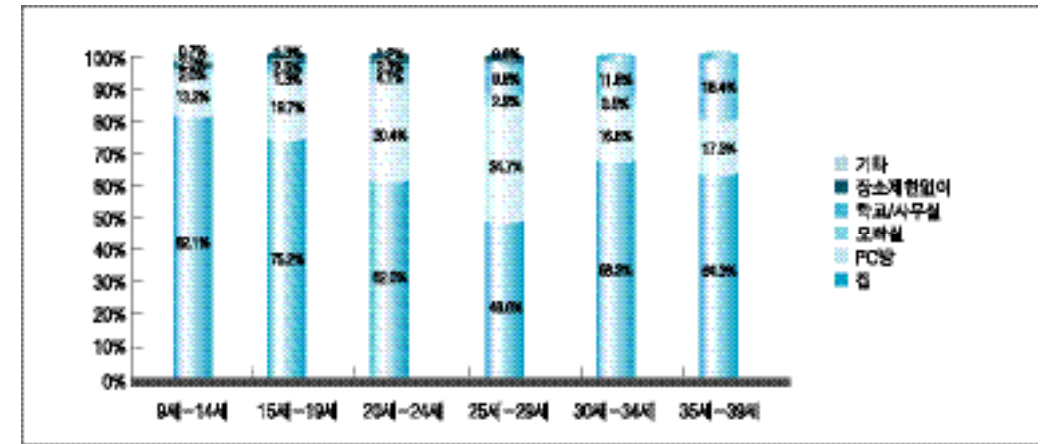
< 2-1-2-09>



< 2-1-2-10>



< 2-1-2-11>

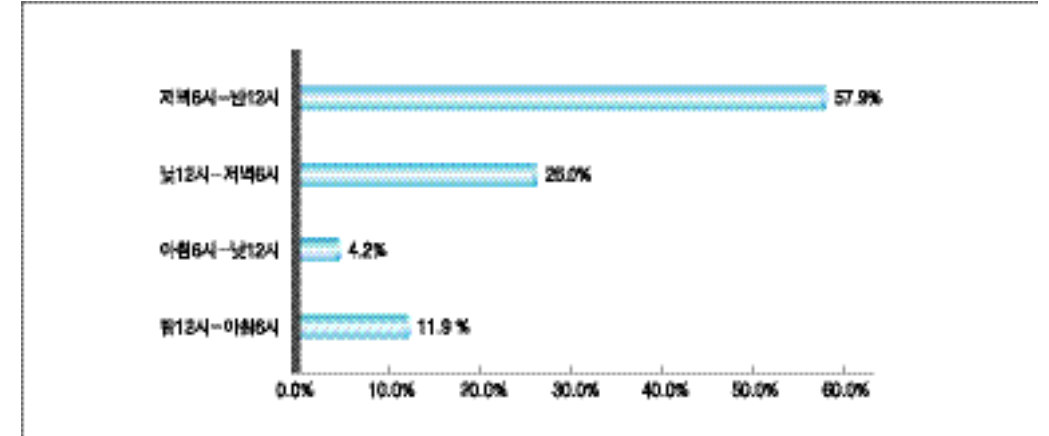


' (75.8%), ' PC ' (14.2%) 가 20

1.4%, 3.7%, 가

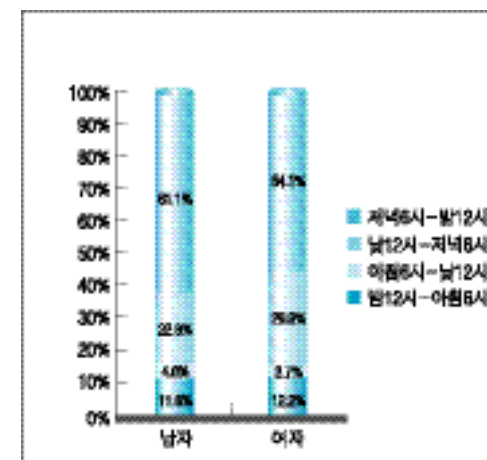
' PC ' 가 20
' 6 - 12 가 57.9%
' 12 - 6 (26.0%), ' 12 - 6 (11.9%), ' 6 - 12 (4.2%)

< 2-1-2-12>



29) , 20 (20 -24 , 25 - (' PC ' 6 - 12) (12 - 6)

< 2-1-2-13>



(28.1%) ' 30 - 1 (27.7%) 가
' 30 (18.1%), ' 2-3 (14.4%), ' 3-4 (6.0%)
' 30 ' 27.5% 가
' 1-2 (25.5%), ' 30 - 1 (23.2%), ' 2-3 (12.9%)

4.6 , 4.07 가 5.03 가 42.4% 가 ' 5 ' , ' 1 (24.4%), ' 3 (16.1%), ' 2 (10.4%), ' 4 (4.2%) , 14,330 (1) () . PC ' 5 (45.8%), ' 1 (28.6%), ' 4 (10.4%), ' 2 (7.8%), ' 3 (3.1%) , 5 가가 17,460 가 ' 5 가) ' 2 가 37.1% 가 48.4% 가 , ' 1 가 21.2%, ' 6 ' 2 ' 15.2% . (19.8%), ' 1 (17.5%), ' 4 (16.2%) , 8,440 ' 5 (75.0%), ' 1 (16.7%) 가 PC ' 5 가 , 5,750 43.0% 가 , ' 1 ' 5 (22.9%), ' 4 (10.8%), ' 2 가 86.6%, ' 1 가 9.0%, ' 3 (10.4%), ' 3 (6.9%), ' 1 5 가 3.0% , (3.8%) . PC 5,070 2 가

< 2-1-2-04>

	2	4	6	8	1	2	2		(:)
	37.1%	16.2%	19.8%	0.7%	17.5%	5.9%	2.7%	100.0%	8.44

< 2-1-2-05> PC

	5	1	1 5	2	3	4	4		(:)
	43.0%	22.9%	3.8%	10.4%	6.9%	2.2%	10.8%	100.0%	20.0

< 2-1-2-06>

	5	1	1 5	2	3	4	4		(:)
	42.4%	24.4%	0.7%	10.4%	16.1%	1.4%	4.2%	100.0%	14.33

< 2-1-2-07> PC

	5	1	1 5	2	3	4	4		(:)
	45.8%	28.6%	1.6%	7.8%	3.1%	2.6%	10.4%	100.0%	17.46

< 2-1-2-08>

	5	1	2	3	4		(:)
	48.4%	21.2%	15.2%	6.1%	9.1%	100.0%	15.21

< 2-1-2-09>

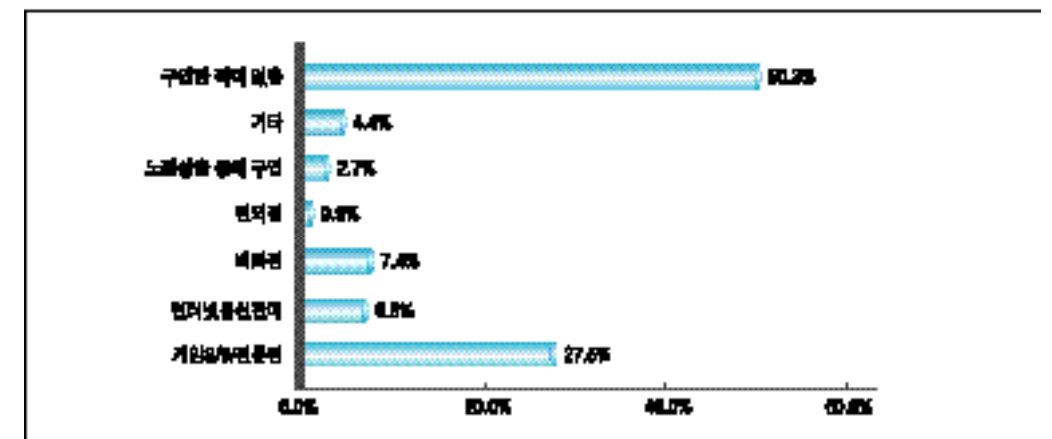
	5	1	3		(:)
	75.0%	16.7%	8.3%	100.0%	5.75

< 2-1-2-10>

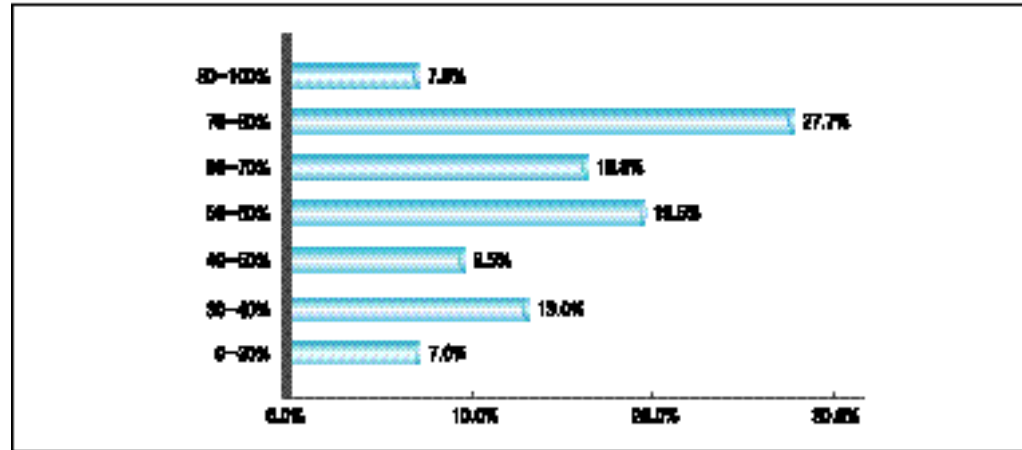
	5	1	3	3		(:)
	86.6%	9.0%	3.0%	1.4%	100.0%	5.07

(2) , ' S/W ' () (, 27.5% 가 ' , ' CD) (7.4%), ' (6.8%), ' , ' 0-30%' (4.4%), ' (2.7%), ' 7.0% , ' 30-40%가 13.0%, ' 40-50%가 9.5%, ' 50-60%가 19.5%, ' 60-70%가 16.3%, ' 70-80%가 27.7%, ' 80-100%가 7.0% , 70-80% 가 가

< 2-1-2-20>



< 2-1-2-21> () (, CD) ()



4. 6 ' 6.7%, ' 11 ' 4.7%, ' 9-10 ' 2.0%, ' 7-8 ' 1.5%, ' 1-2 ' 5.07

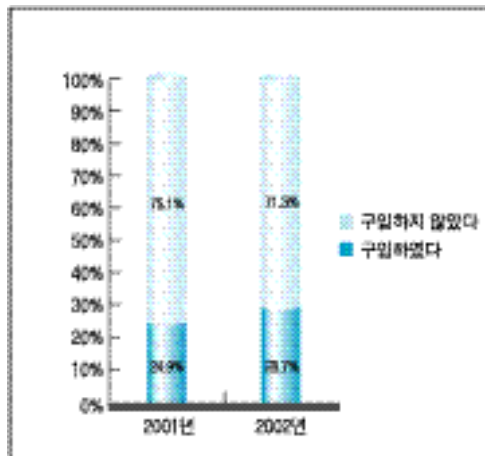
1 (2001)

CD() ' 8.6%, ' 91.4%, ' 13.0%

(1) PC (PC CD)

PC ' 28.7%, ' 71.3%, ' 24.9%, ' 75.1%, ' 3-4 ' 1 가 PC ' 1-2 ' 64.2%, ' 3-4 ' 20.9%, ' 5-

< 2-1-2-22> PC (2001 2002)



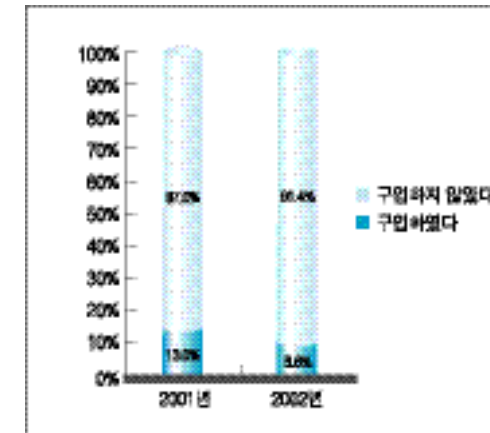
< 2-1-2-11> PC (28.7%, 71.3%)

	1-2	3-4	5-6	7-8	9-10	11	(:)
	64.2%	20.9%	6.7%	1.5%	2.0%	4.7%	5.07

< 2-1-2-12> CD() (8.6%, 91.4%)

	1-2	3-4	5-6	7-8	9-10	11	(:)
	56.6%	19.7%	9.2%	2.6%	5.3%	6.6%	100.0%
							4.24

< 2-1-2-23> CD() (2001 2002)



87.0% , PC

CD() ' 1-2 ' 56.6%, ' 3-4 ' 19.7%, ' 5-6 ' 9.2%, ' 11 ' 6.6%, ' 9-10 ' 5.3%, ' 7-8 ' 2.6% , 4.24

PC ' 81.4%, ' 18.6%, ' 16.1%, 83.9%

' 1-2 ' 74.4%, ' 3-4 ' 14.6%, ' 5-6 ' 6.8%, ' 7-8 ' 1.8%

< 2-1-2-13> PC (18.6%, 81.4%)

	1-2	3-4	5-6	7-8	9-10	11	(:)
	74.4%	14.6%	6.8%	1.8%	1.2%	1.2%	100.0%
							2.23

2.23

PC

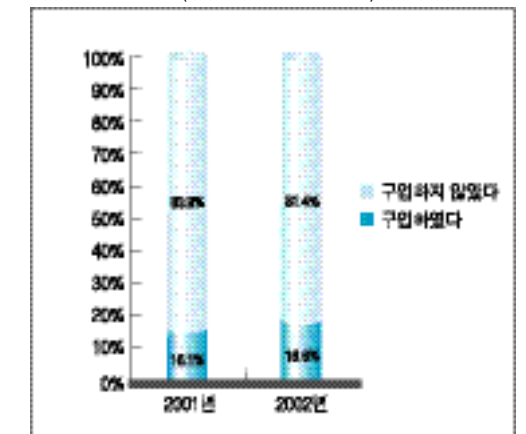
가

CD()

' 5.4%, ' 94.6%, ' 7.2%, ' 92.8% CD() ' 1-2 ' 72.9%, ' 3-4 ' 12.5%, ' 5-6 ' 6.3%, ' 7-8 ' 4.2% , 2.85

CD

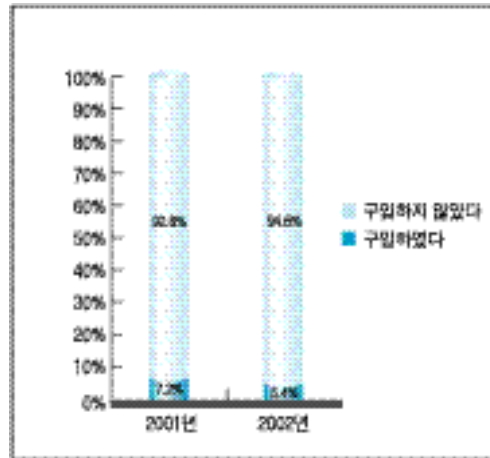
< 2-1-2-24> PC (2001 2002)



< 2-1-2-14> CD() (5.4%, 94.6%)

	1-2	3-4	5-6	7-8	9-10	11		(:)
	72.9%	12.5%	6.3%	4.2%	2.1%	2.1%	100.0%	2.85

< 2-1-2-25> CD() (2001 2002)



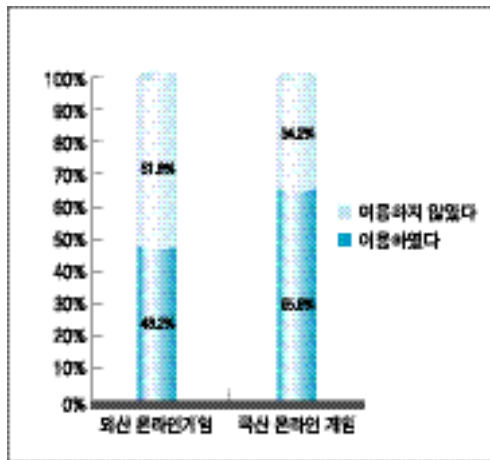
5~20% , PC 가 80~95% , PC 가

(2)

1 (2001)

48.2% , 51.8%

< 2-1-2-26>



65.8% , 34.2%

'1-2 가 69.4%, '3-4 가 18.2%, '5-6 ' 8.0%, '7-8 '2.1%, '9-10 '1.8%

2.38

'1-2 ' 68.6%, '3-4 ' 22.5%, '5-6 ' 5.3%, '9-10 ' 1.5%

2.46

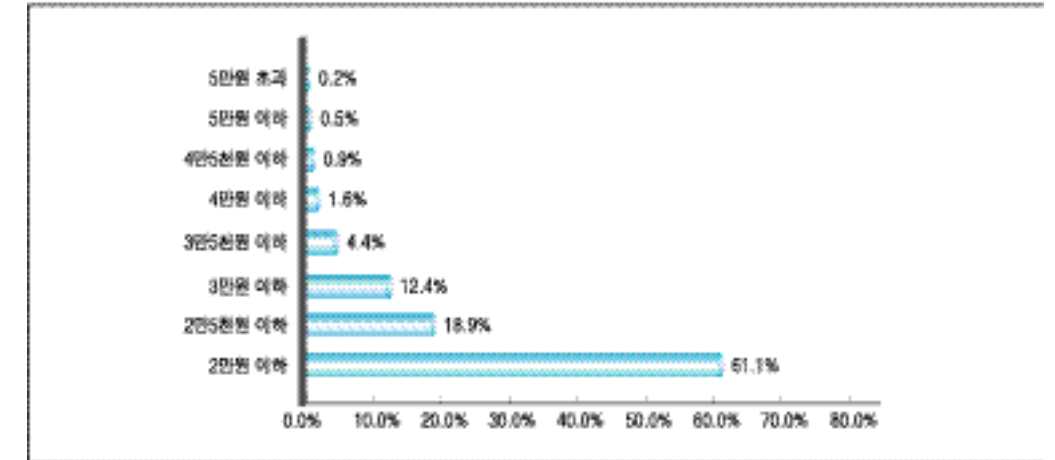
< 2-1-2-15> (48.2%, 51.8%)

	1-2	3-4	5-6	7-8	9-10	11		(:)
	69.4%	18.2%	8.0%	2.1%	1.8%	0.5%	100.0%	2.38

< 2-1-2-16> (65.8%, 34.2%)

	1-2	3-4	5-6	7-8	9-10	11		(:)
	68.6%	22.5%	5.3%	0.9%	1.5%	1.2%	100.0%	2.46

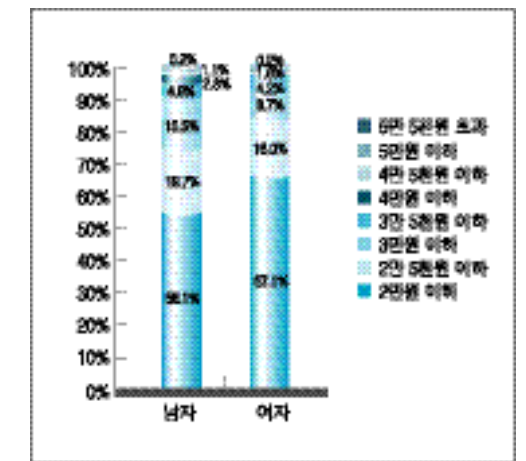
< 2-1-2-27> 가



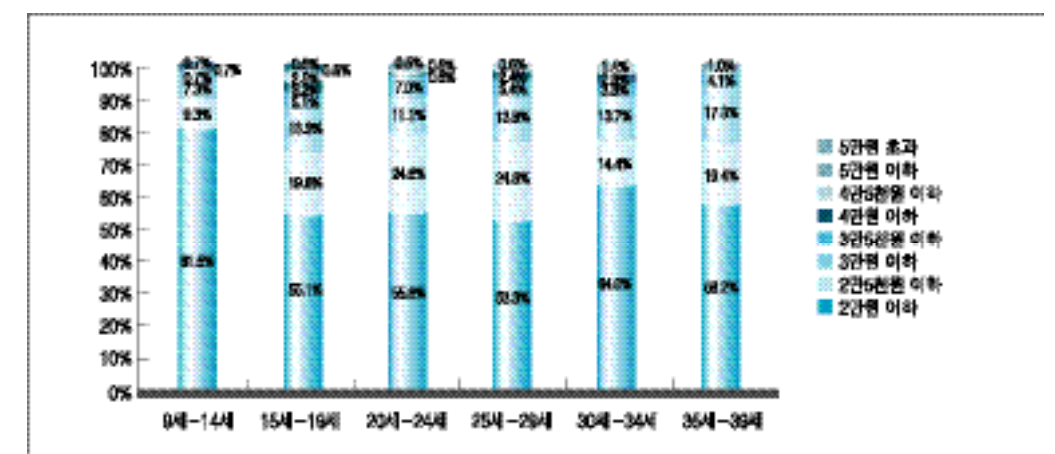
5. 가

가 , 가
'2 ' 61.6%, '2 5
'18.9%, '3 '12.4%, '3 5
'4.4%
가
'2
(67.1%)가 (56.1%)

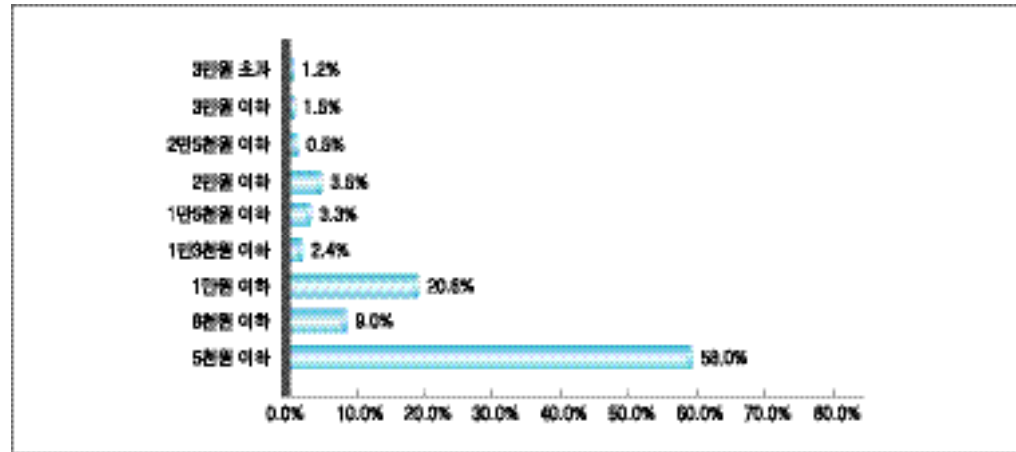
< 2-1-2-28> 가



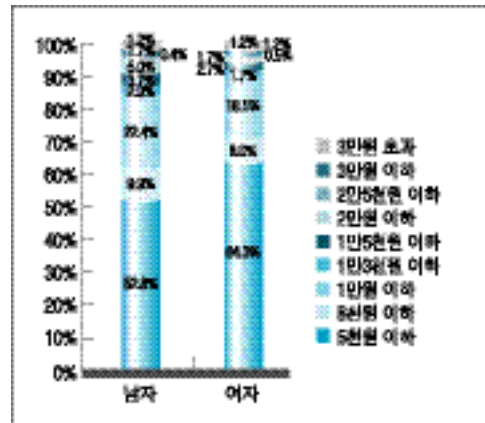
< 2-1-2-29> 가



< 2-1-2-30>



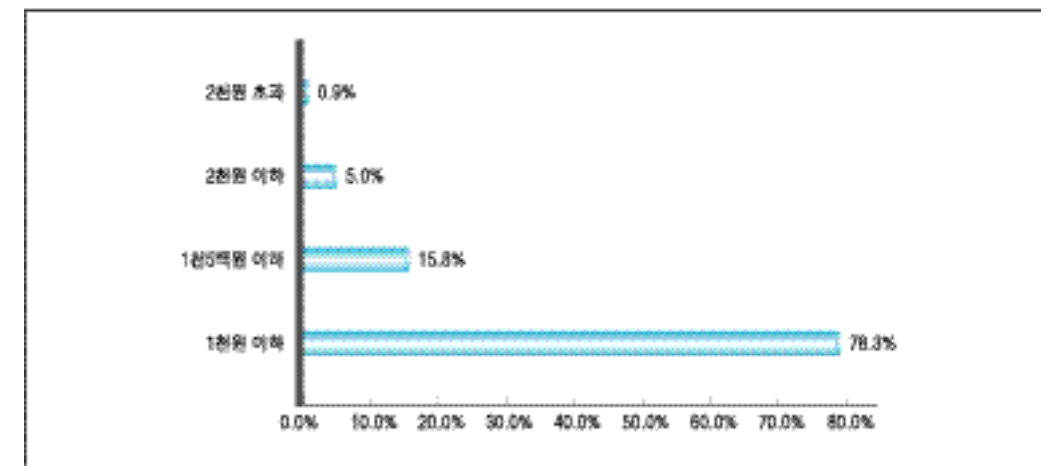
< 2-1-2-31>



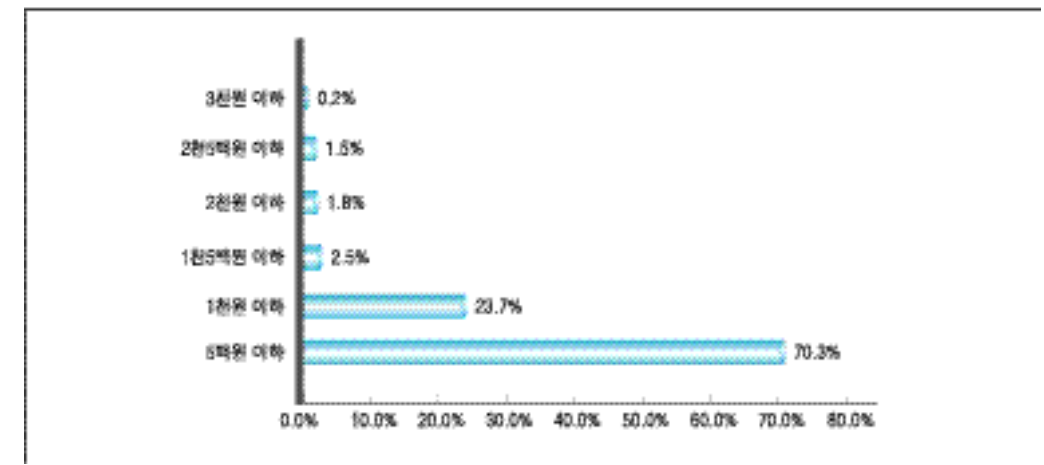
(18.5%)
 (, PC) 1
 '1 가
 78.3% 가 '1 5
 '15.8%, '2 '5.0%, '2
 '0.9%
 1
 , '5 가
 70.3%, '1 '23.7%, '1 5
 2.5%, '2 '1.8%, '2 5
 1.5%, '3 '0.2% , 5

'30-34 (64.0%) 70% 가
 '5 가 58.0% 가
 , '1 '20.6%, '8 가 43.5% 가
 '9.0%, '2 '3.5%, '1 5
 '3.3%, '1 3 '2.4% 27.7%, '15.7%,
 가 10.1%
 , '5
 (64.3%)가 (52.8%)
 , '1 (22.4%)가

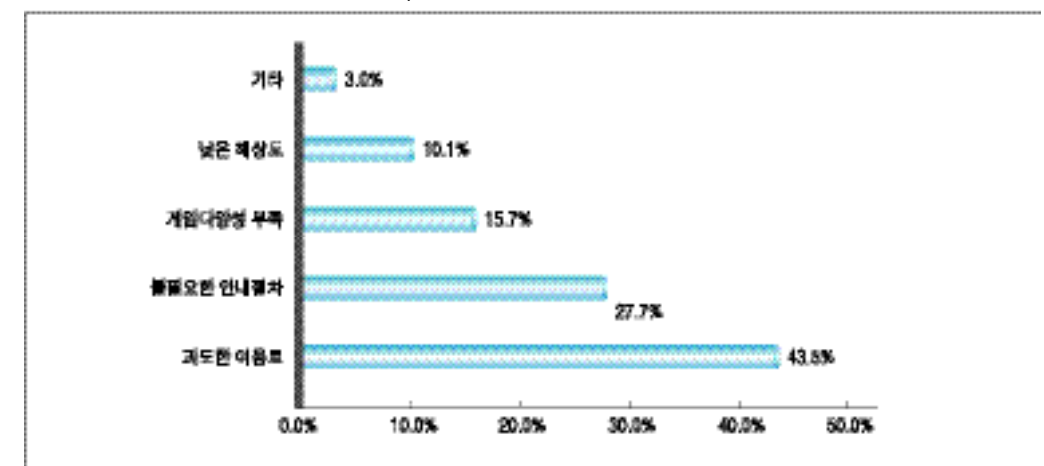
< 2-1-2-32> (, PC) 1



< 2-1-2-33> 1



< 2-1-2-34> 가



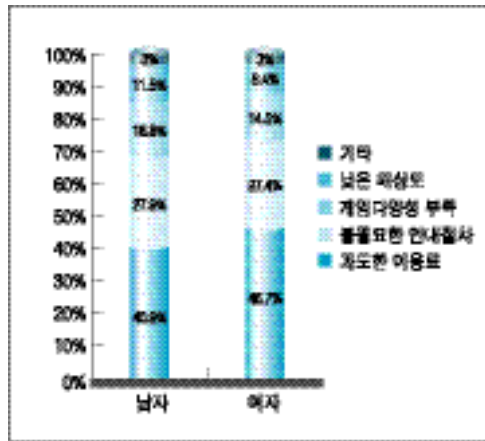
가

가

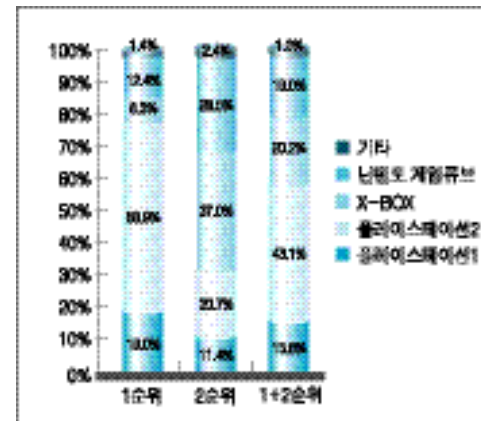
가

15.7%

< 2-1-2-35>



< 2-1-2-37>



2' 58.9% 가
 1' 19.0%,
 ' 12.4%, ' X-BOX ' 8.3%
 2 ' ' X-BOX ' 37.0%,
 ' 28.5% 가
 , 1 2
 ' 2 가
 43.1%, ' X-BOX ' 20.2%,
 19.0%, ' 1 ' 15.8%
 , ' X-BOX ' 1'



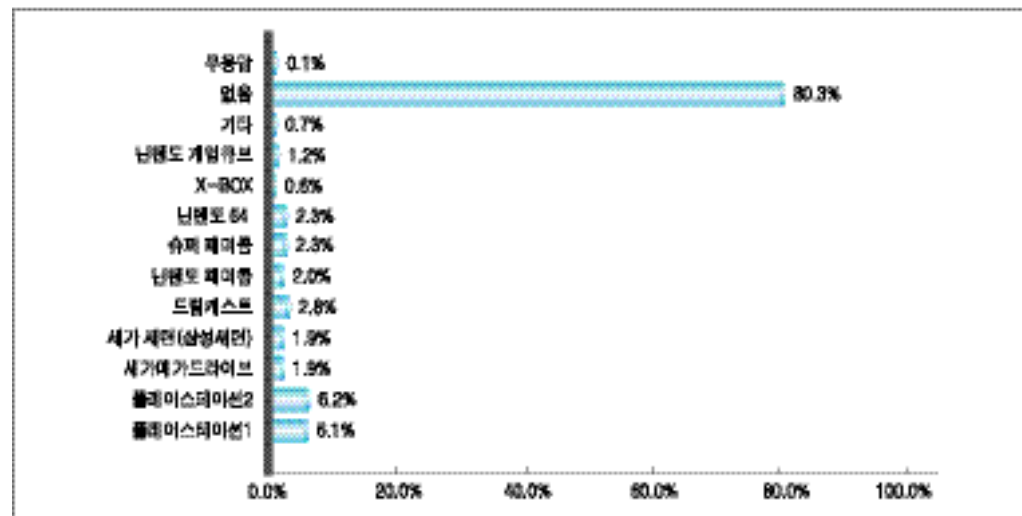
6.

(1)

1'
 6.1%, ' 2.8%, '
 2.3%, ' 64 ' 2.3%, '
 2.0%, ' 가 가 ' ' 가 ()'
 1.9%, ' 1.2%

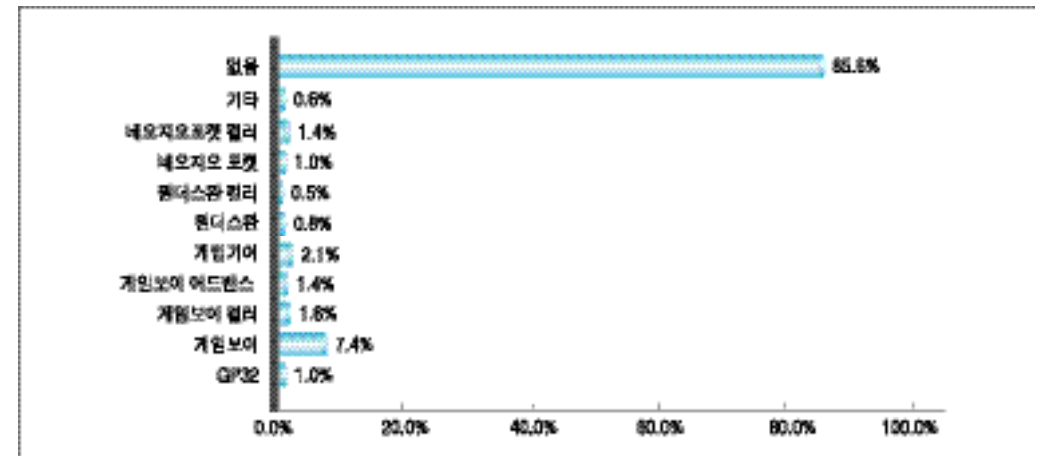
2 가 6.2% 가

< 2-1-2-36> (N=884)

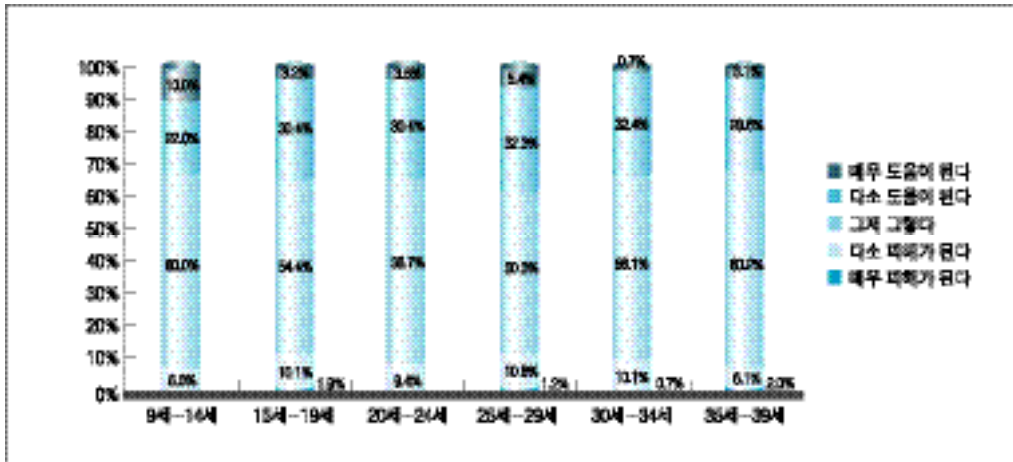


가 가
 2(PS2) 가
 PS2 가 85.6% 5 가
 80.3%
 가 7.4% 가
 ' 1.6%, ' 가
 () 가 , 1 , 1.4%, ' GP32 ' ,

< 2-1-2-38>



< 2-1-3-03>



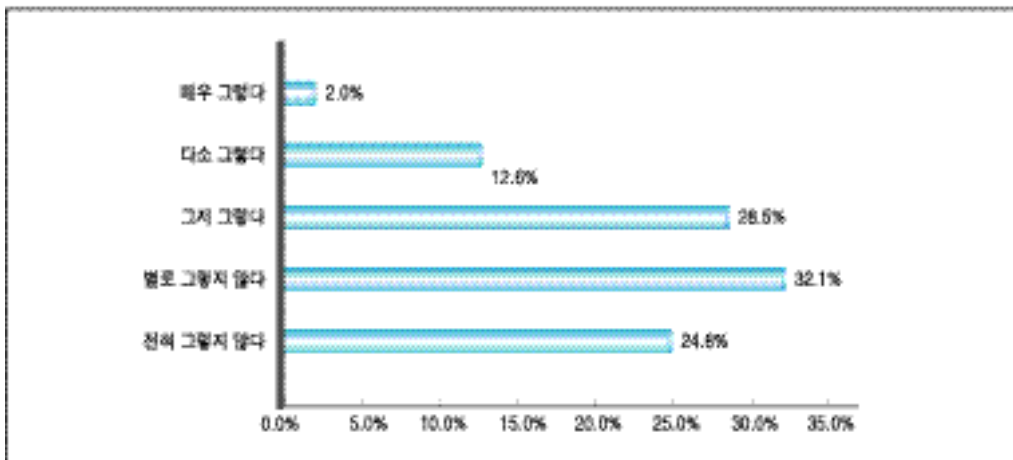
14.6% (2.0%, 12.6%) , 56.9% (24.8%, 32.1%)

2. () 가 28.5%

()

()

< 2-1-3-04> ()

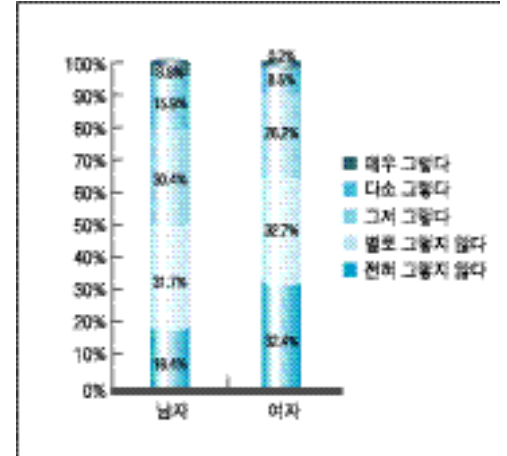


가 (20 ~ 30) (10)

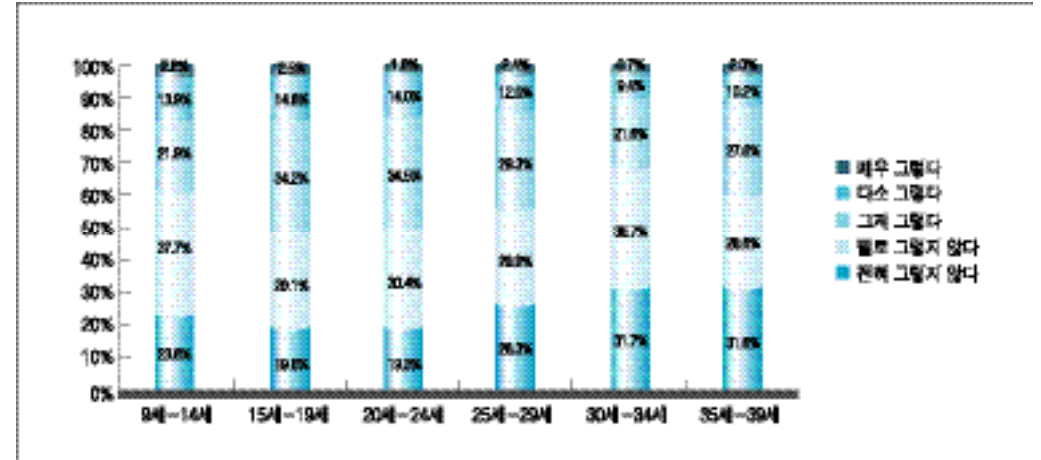
가 가) , ()

가 가 ()

< 2-1-3-05> ()



< 2-1-3-06> ()



가 30.4%

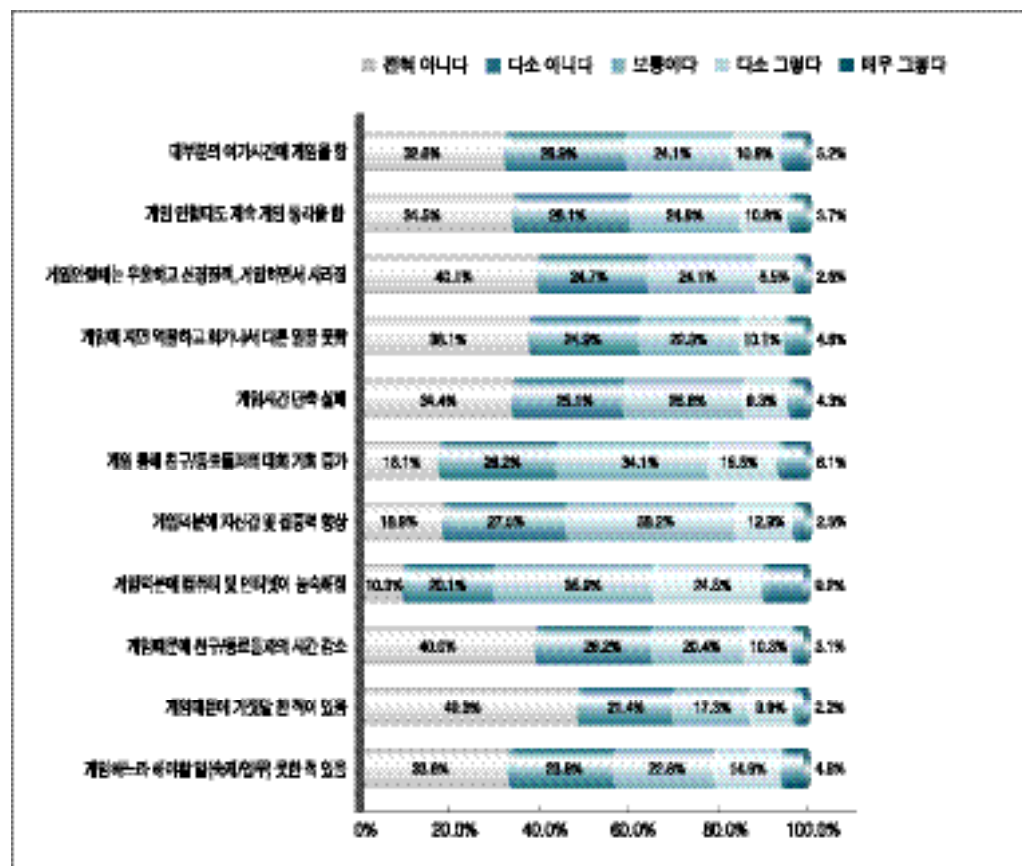
가

가

, 10

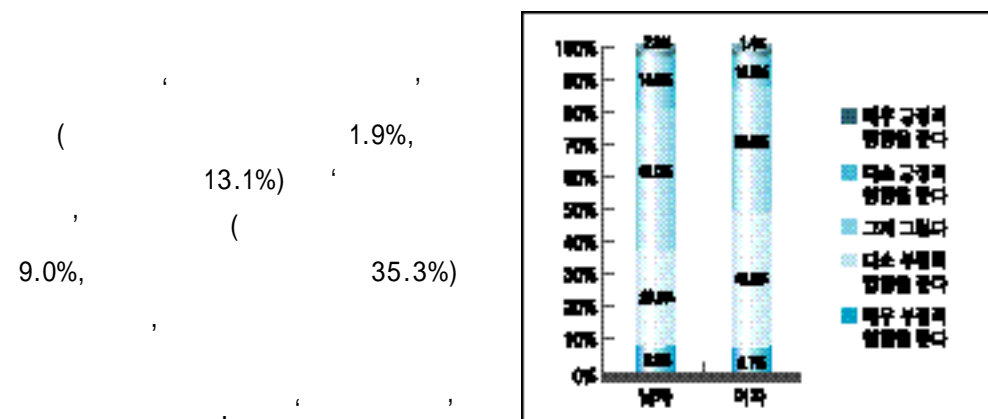
33.7%

< 2-1-3-07>

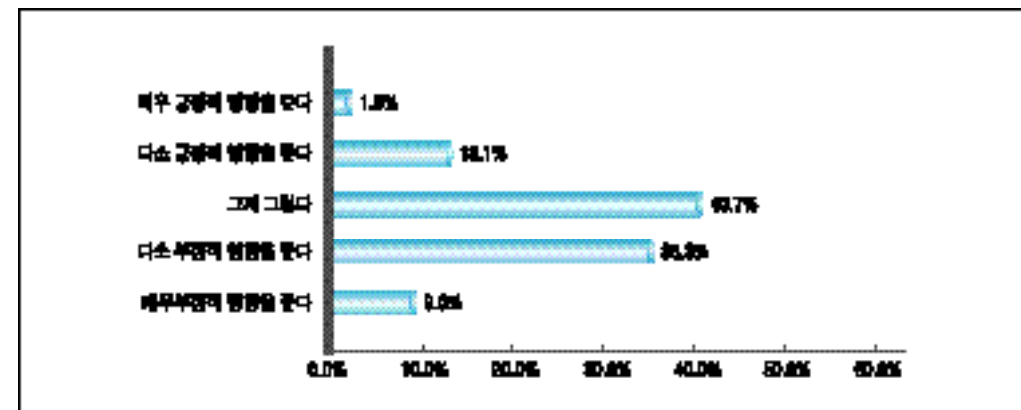


3.

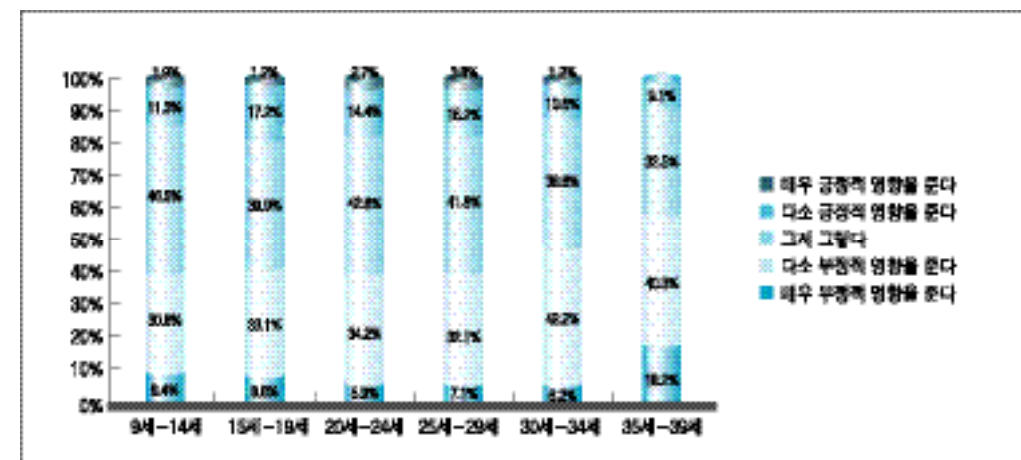
< 2-1-3-09>



< 2-1-3-08>



< 2-1-3-10>



(3.71) 가
 가 4.61
 가
 3.64)
 가 5.05 (4.25) 가
 3.07 4.32
 가
 가
 4.49 가
 3.64 (가
 4.29) (4.66) 가
 (3.58)

< 2-1-3-07> 1(/)

()	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
(100.0%)	14.7%	15.7%	15.1%	23.0%	14.3%	11.9%	5.3%	3.64
(100.0%)	21.2%	20.6%	17.5%	22.5%	10.4%	4.8%	3.1%	3.07
(100.0%)	6.8%	9.8%	12.3%	23.6%	19.0%	20.6%	8.0%	4.32

< 2-1-3-08> 2(/)

()	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
(100.0%)	14.5%	15.8%	15.3%	22.2%	15.3%	11.0%	5.8%	3.64
(100.0%)	16.2%	15.8%	16.2%	21.4%	13.3%	10.4%	6.8%	3.58
(100.0%)	12.5%	15.8%	14.3%	23.3%	17.8%	11.8%	4.5%	3.71

< 2-1-3-09> 3(/)

()	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
(100.0%)	5.0%	6.2%	10.4%	23.8%	21.2%	22.2%	11.1%	4.61
(100.0%)	7.3%	8.5%	13.1%	27.2%	19.5%	16.4%	8.1%	4.25
(100.0%)	2.3%	3.5%	7.3%	19.8%	23.3%	29.3%	14.8%	5.05

가 ' 3D() ' 60.8%, 51.8% 3D 가
 (3.86). , ' 2D() ' 20.5%, 28.0%
 4.25 가
 3.38 (1, 3)
 ; 3D 2D 2.5D (58.7%)
 ' 3D() 가 56.7% 가 3 가
 64.0%, (54.4%)
 ' 2D() ' ' 2.5D(+) ' 1 가
 23.9%, 19.4%

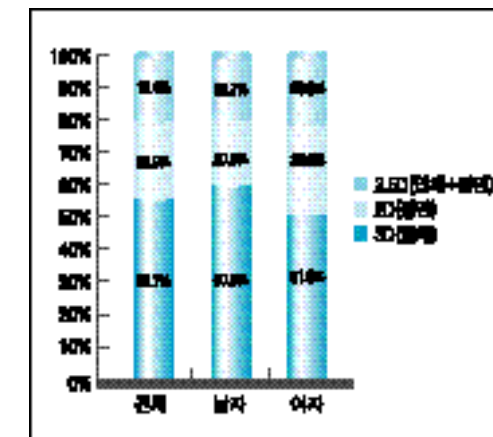
< 2-1-3-10>

()	가 (1)	(2)	(3)	(4)	(5)	(6)	(7)	가
(100.0%)	6.4%	10.8%	10.9%	19.3%	19.8%	17.8%	15.1%	4.49
(100.0%)	5.6%	10.4%	10.2%	17.1%	18.3%	19.4%	19.0%	4.66
(100.0%)	7.2%	11.2%	11.7%	21.9%	21.4%	16.0%	10.5%	4.29

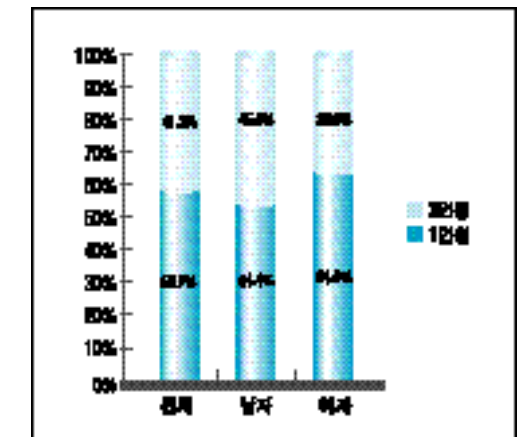
< 2-1-3-11>

()	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
(100.0%)	8.2%	11.9%	19.3%	27.2%	19.5%	8.4%	5.7%	3.86
(100.0%)	3.3%	9.5%	16.8%	27.6%	23.0%	11.0%	8.7%	4.25
(100.0%)	14.0%	14.7%	22.2%	26.7%	15.2%	5.2%	2.0%	3.38

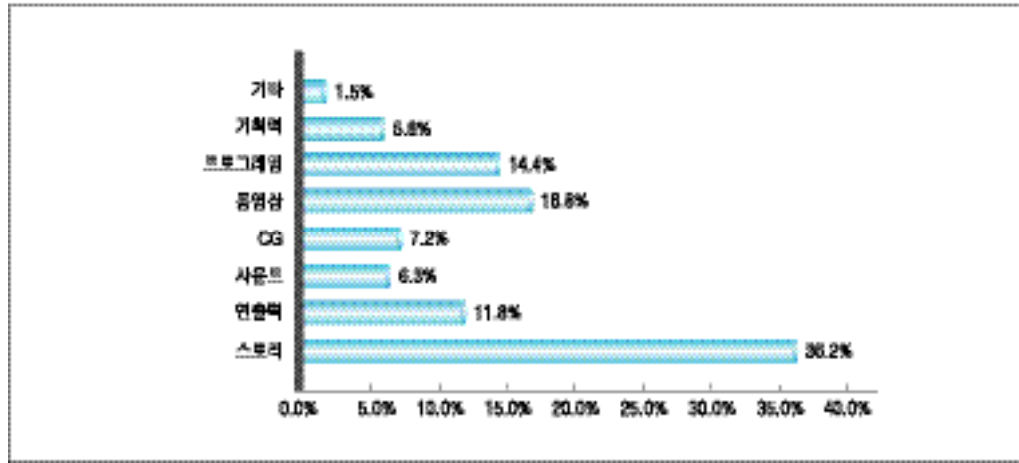
< 2-1-3-15> (3D, 2D, 2.5D)



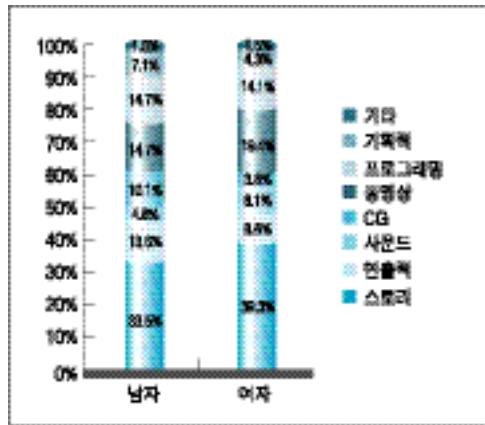
< 2-1-3-16>



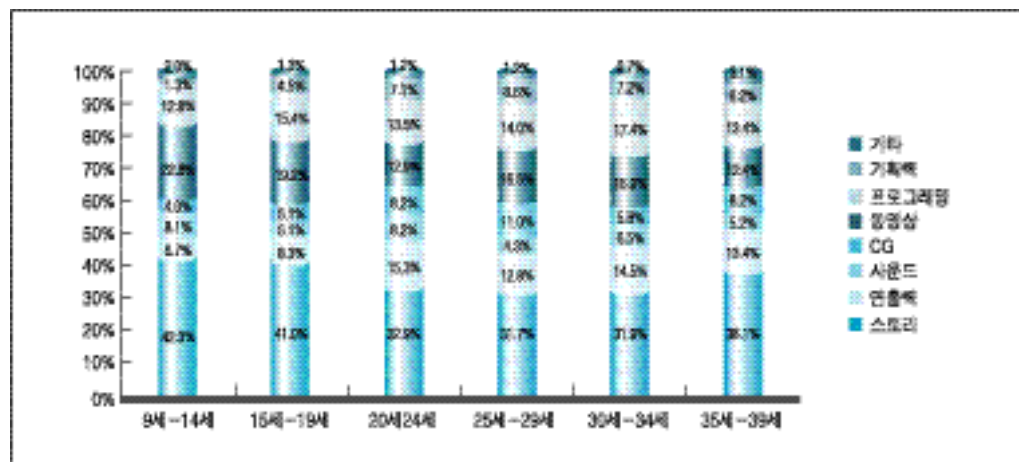
< 2-1-3-20> 가



< 2-1-3-21> 가



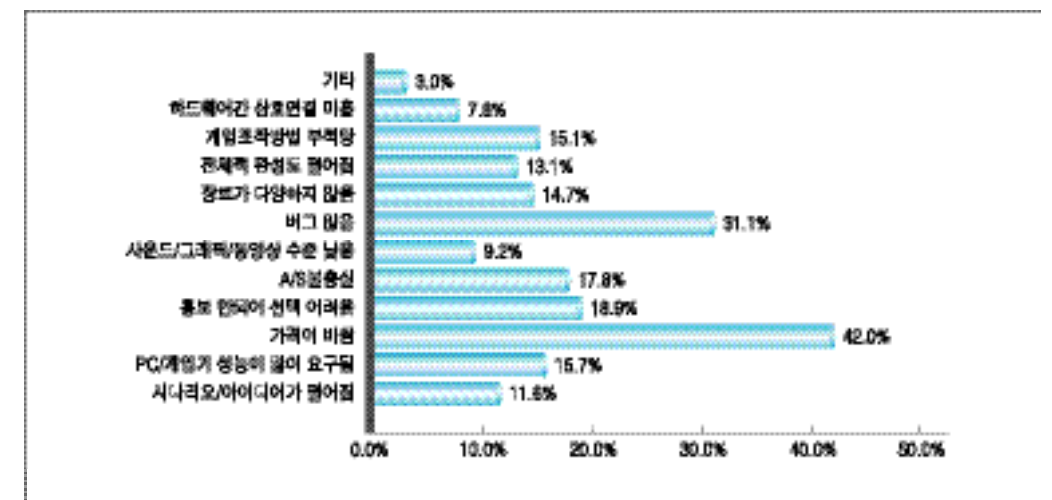
< 2-1-3-22> 가



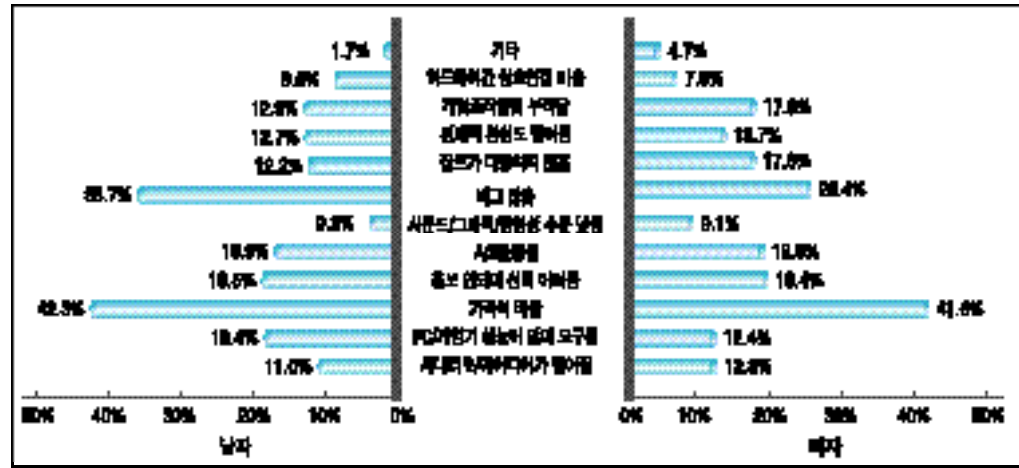
(4) PC

가
 () , '가
 42.0% 가 , 가
 '가 '31.1%, '가 가 PC
 '18.9%, A/S '17.8%, 가
 PC/
 15.7%, ' , , 가
 15.1%, ' 가 '14.7%, ' 30 ' 가
 가 '13.1%, ' / 가
 가 '11.6%, ' / /
 '9.2%,
 '7.8%, '3.0% 가
 , 10 20 가
 가
 '가
 (35.7%) (25.4%)
 가 , 30
 가

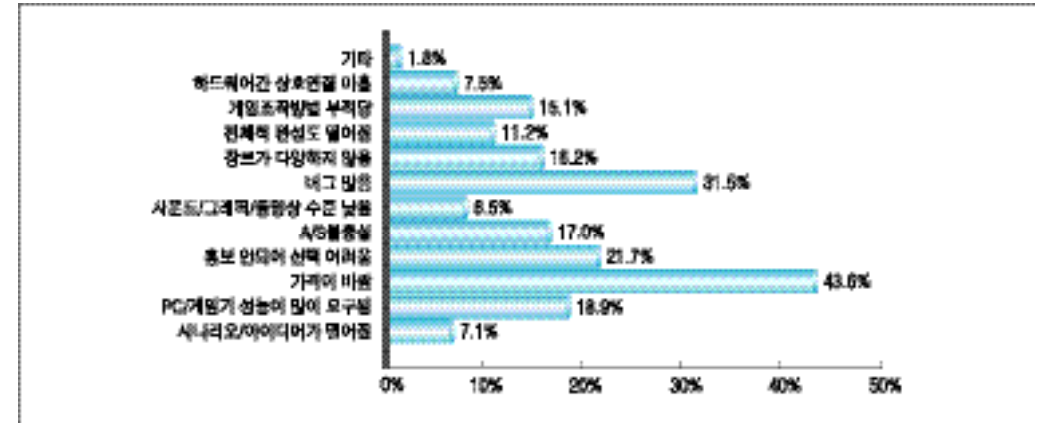
< 2-1-3-23> ()



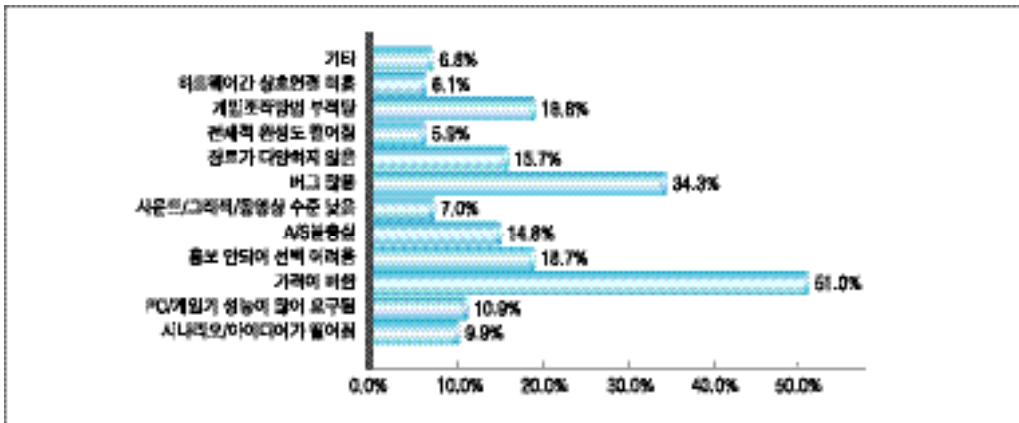
< 2-1-3-24>



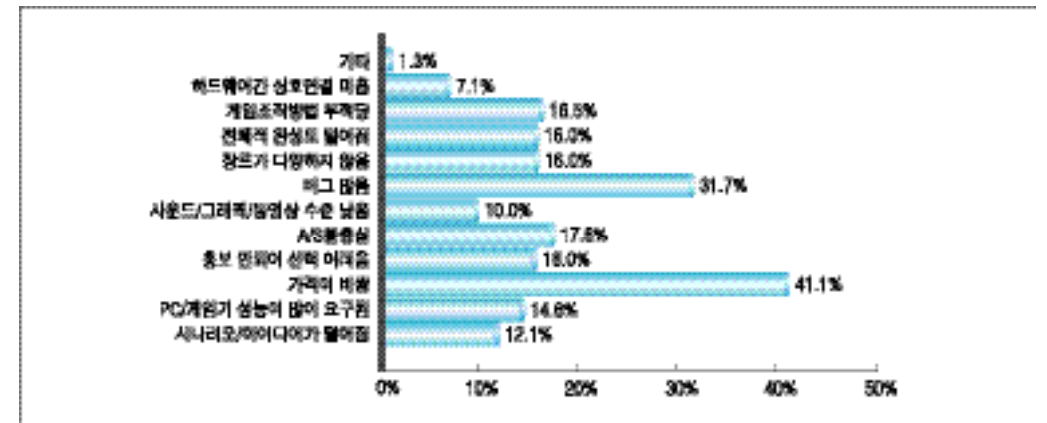
< 2-1-3-27> 20 -24



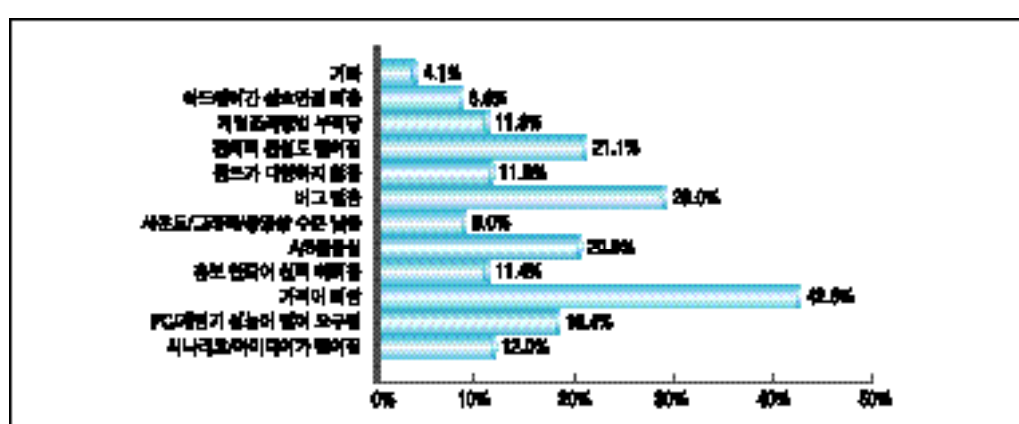
< 2-1-3-25> 9 -14



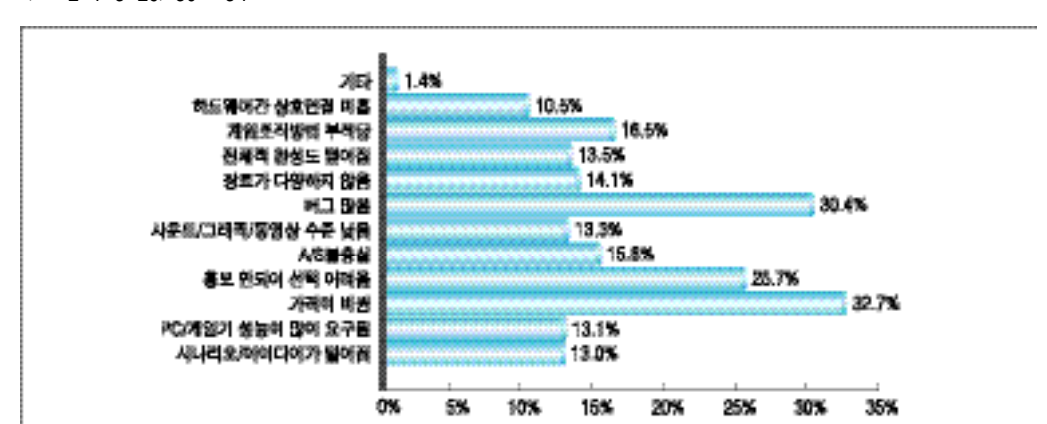
< 2-1-3-28> 25 -29



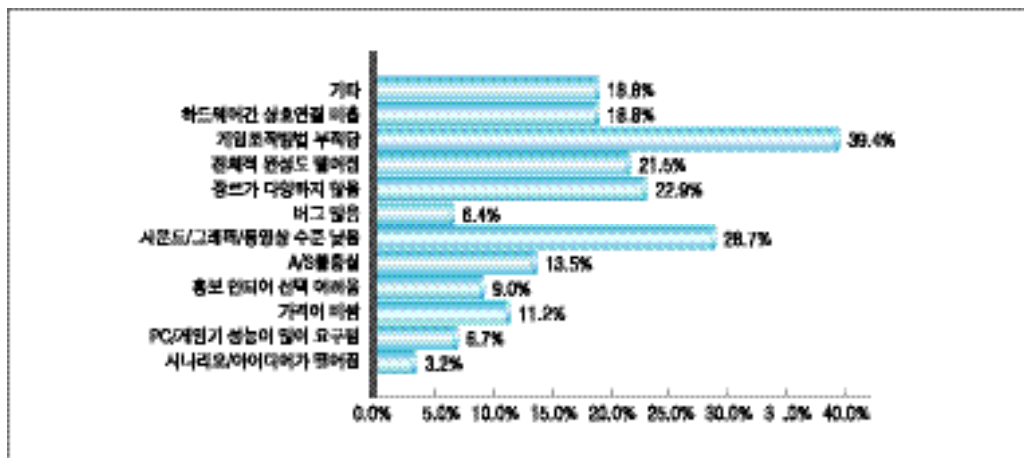
< 2-1-3-26> 15 -19



< 2-1-3-29> 30 -34



< 2-1-3-30> 35 -39

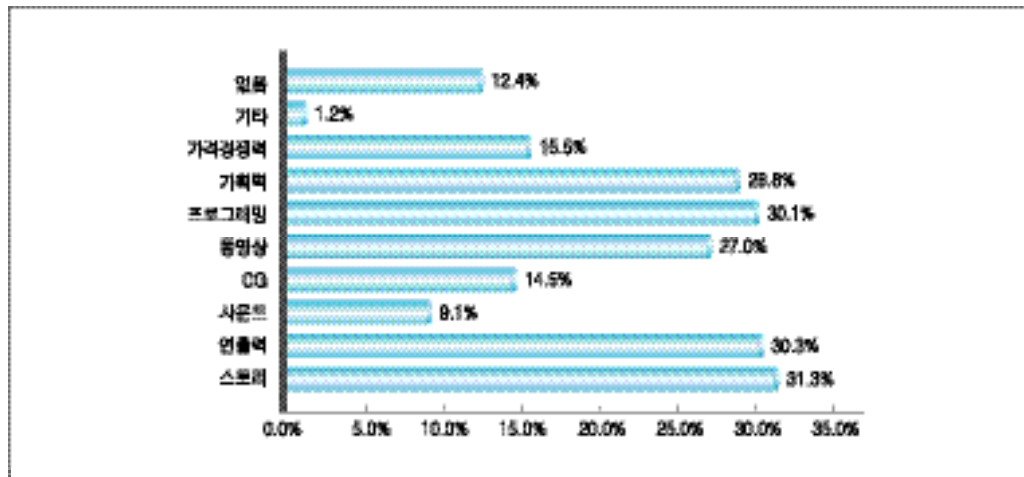


30 (5)

가 , ()
 가 31.3% 가
 30 , ' 30.3% ,
 ' 가 30.1% , ' 28.8% , ' 27.0% , 가
 ' 15.5% , CG ' 14.5% , ' 12.4% ,
 ' 9.1% , ' 1.2%

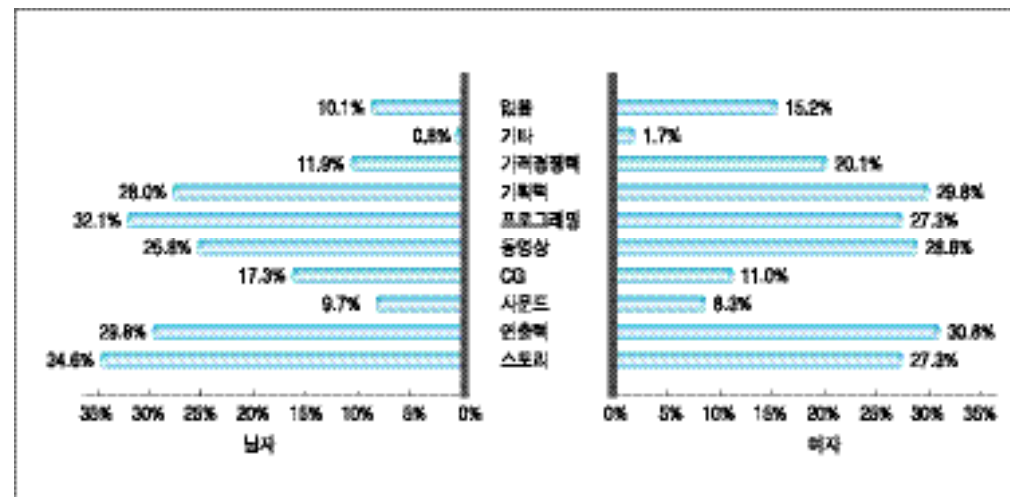
< 2-1-3-31>

()



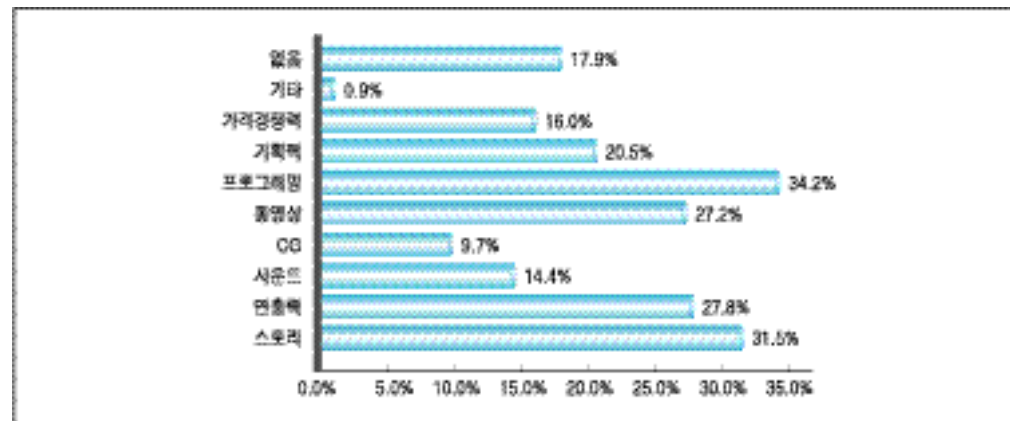
< 2-1-3-32>

()



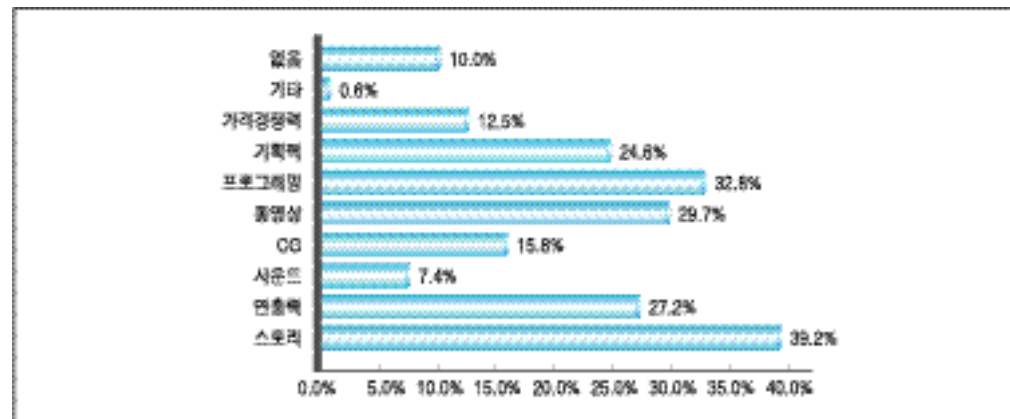
< 2-1-3-33> 9 -14

()

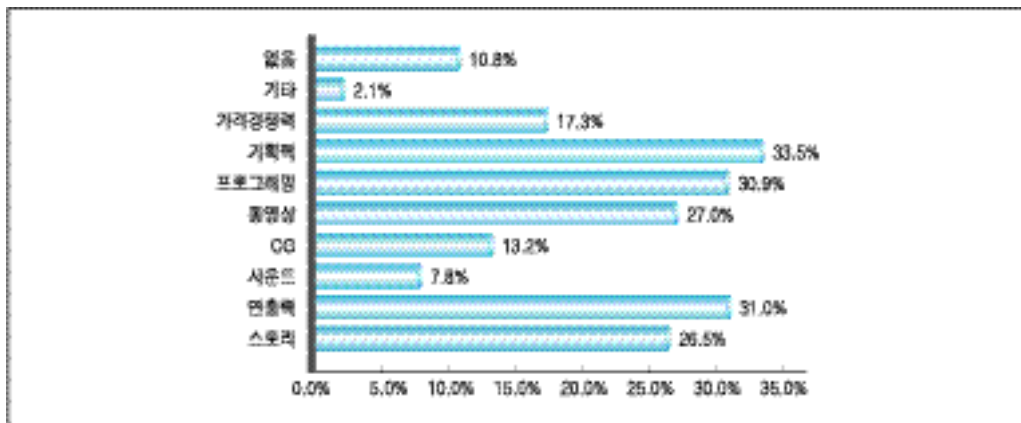


< 2-1-3-34> 15 -19

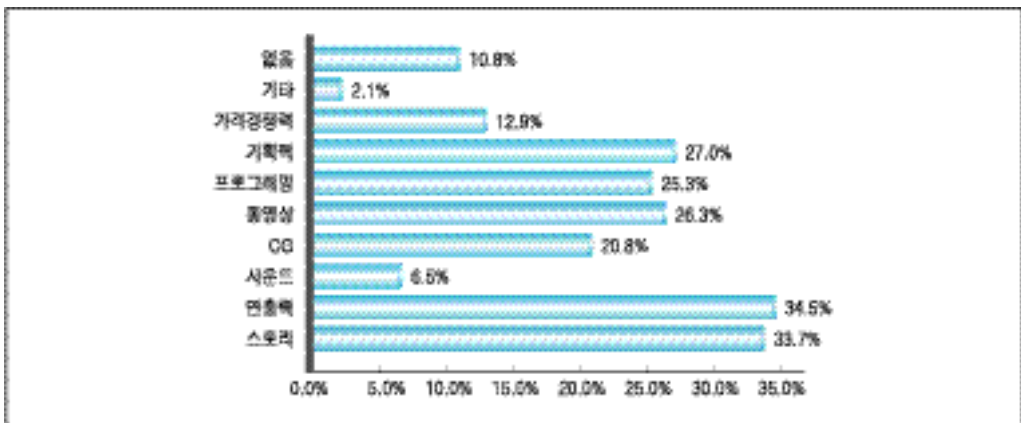
()



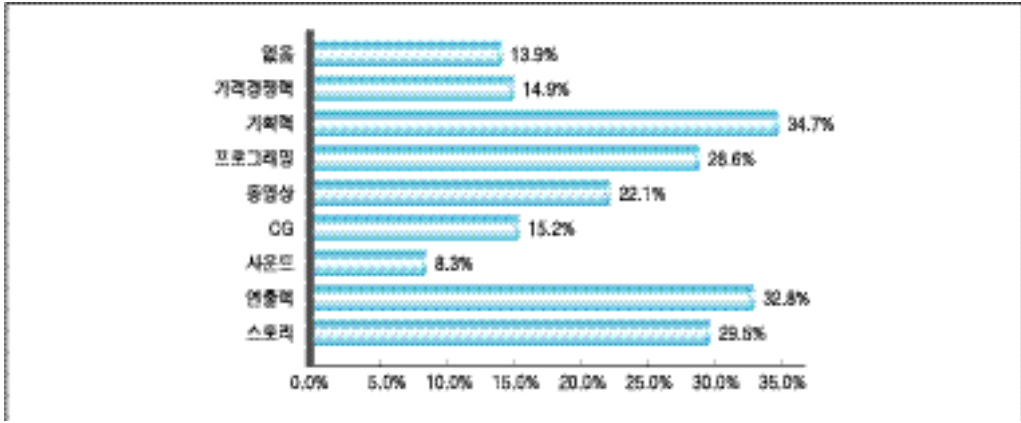
< 2-1-3-35> 20 -24 ()



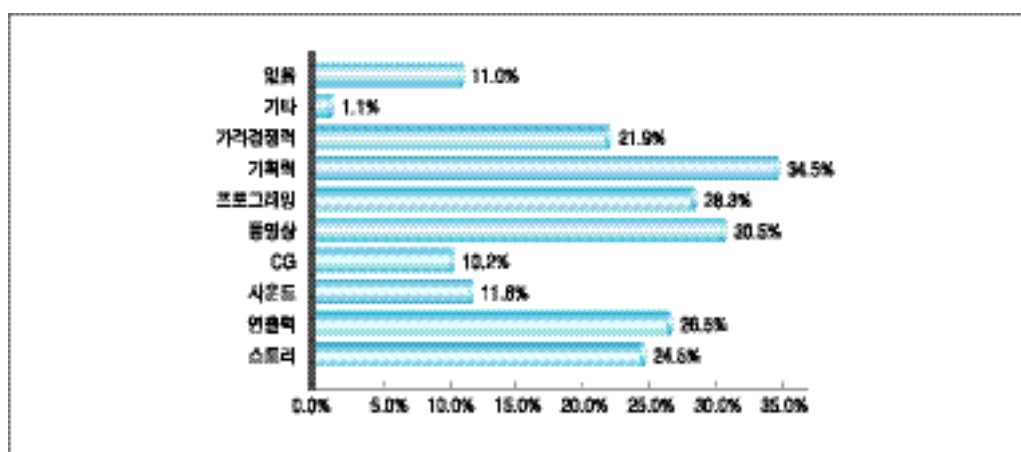
< 2-1-3-36> 25 -29 ()



< 2-1-3-37> 30 -34 ()

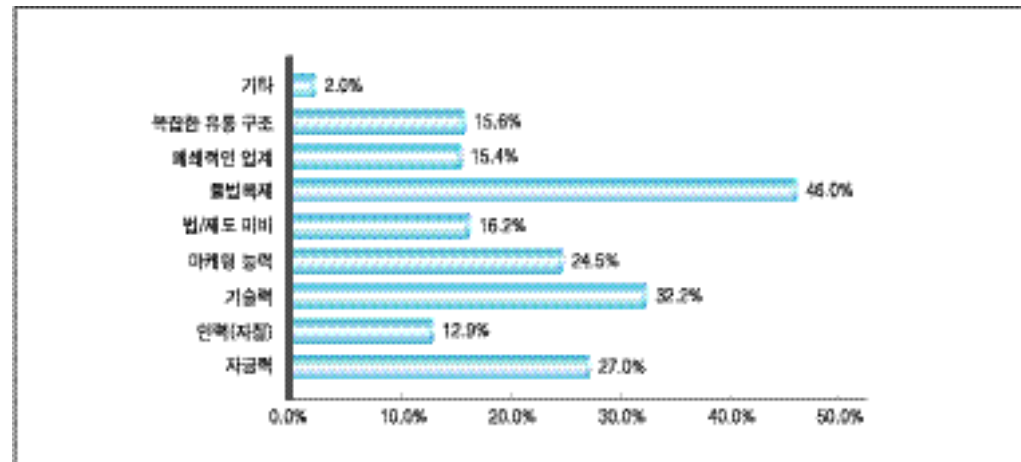


< 2-1-3-38> 35 -39 ()



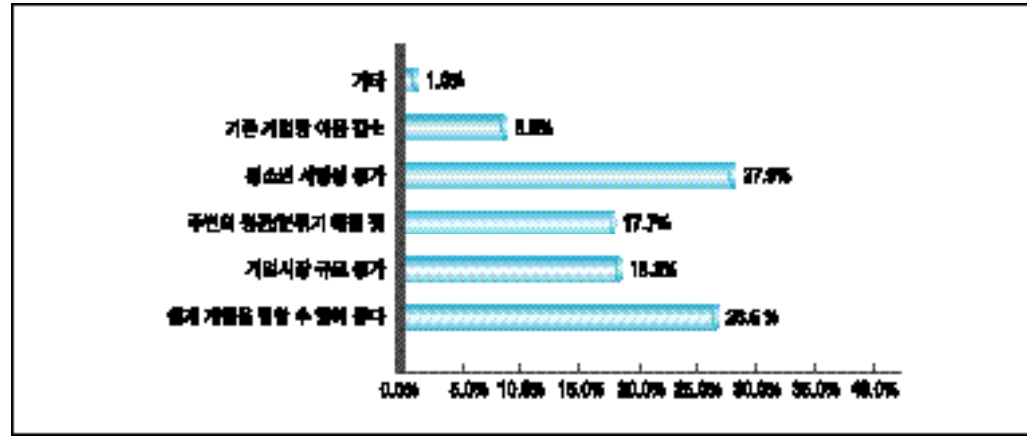
{ 34.6%, 27.3%), ' (, ' , 20 30
 9.7%, 8.3%), ' CG (17.3%, 10
 11.0%), ' (32.1%,
 27.3%)
 , ' (30.8%, () , ' 가
 29.8%), ' (28.6%, 25.8%), 46.0% 가 , ' ,
 ' (29.8%, 28.0%), ' 가 ' 32.2%, ' 27.0%, '
 (20.1%, 11.9%) , ' 24.5%, ' / ' 16.2%, '
 (10.1%) ' 15.6%, ' 15.4%, '
 (15.2%)가 () ' 12.9%, ' 2.0%

< 2-1-3-39> ()



가 29.2%, 30.8%
 39.4%, 34.4% 10%, 4% 가
 가 12
 가 15 가
 가 40%
 , 18 가
 가 6.9%

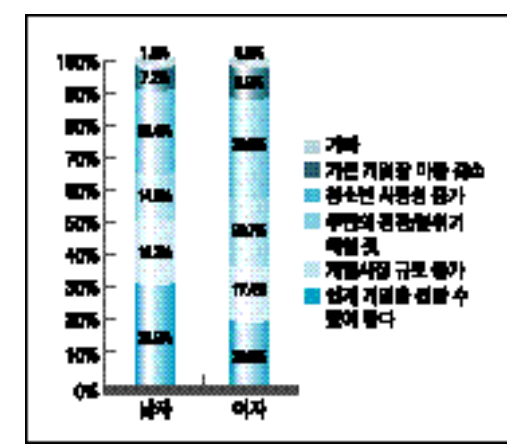
< 2-1-3-44>



(8)

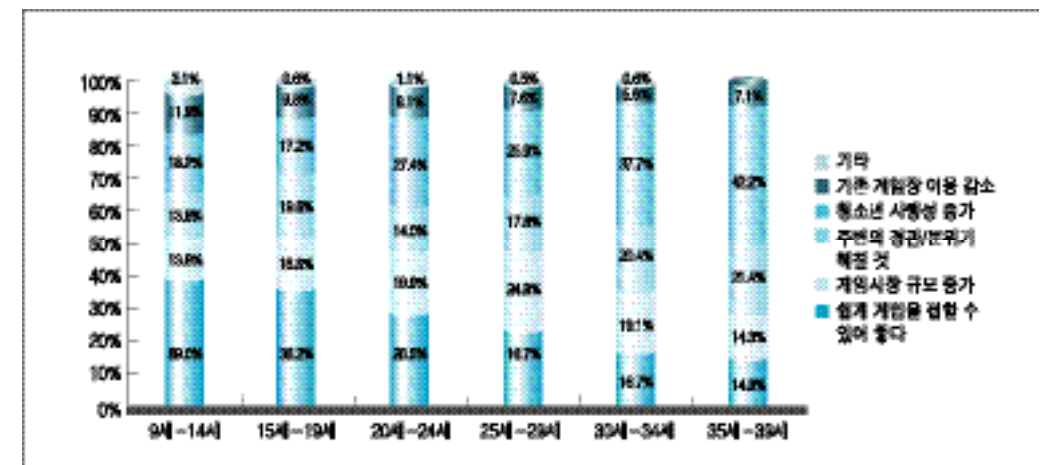
2001
 33.7%
 ' 20.7%, '
 17.5%, '
 가 ' 15.9%, '
 ' 10.4%
 가

< 2-1-3-45>

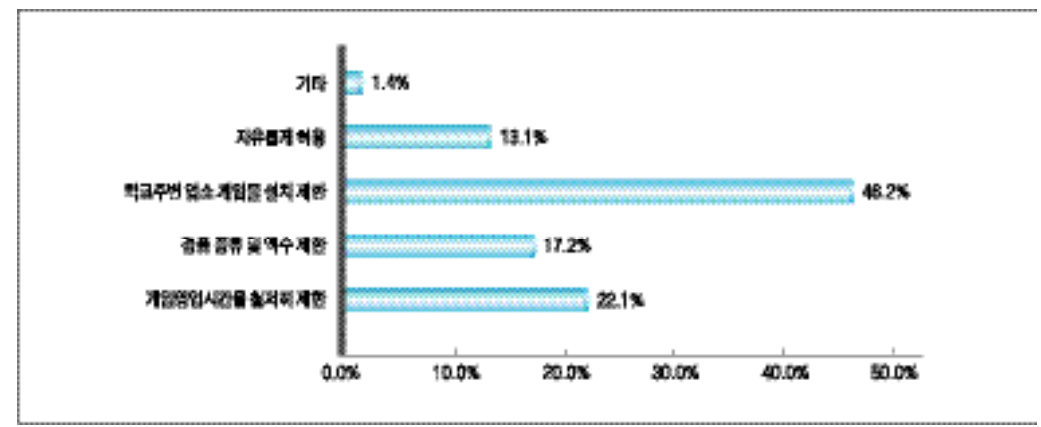


가 , ' /
 26.5%,
 18.3%, 27.9%, 17.7%
 가
 8.5%
 가

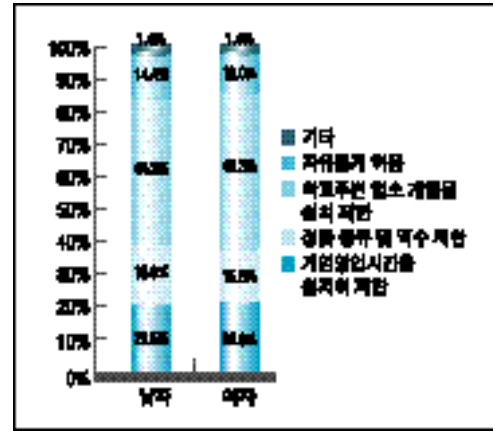
< 2-1-3-46>



< 2-1-3-47>



< 2-1-3-48>



가

가

46.2%

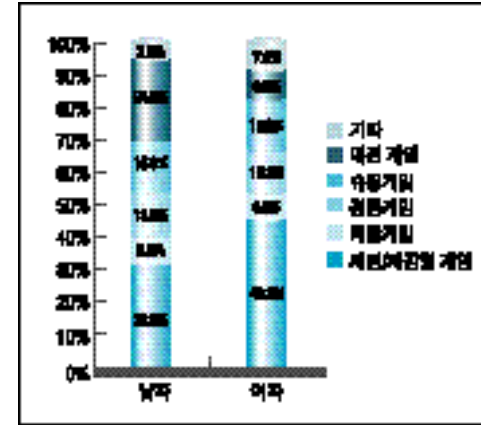
가

22.1%

17.2%

13.1%

< 2-1-3-51>

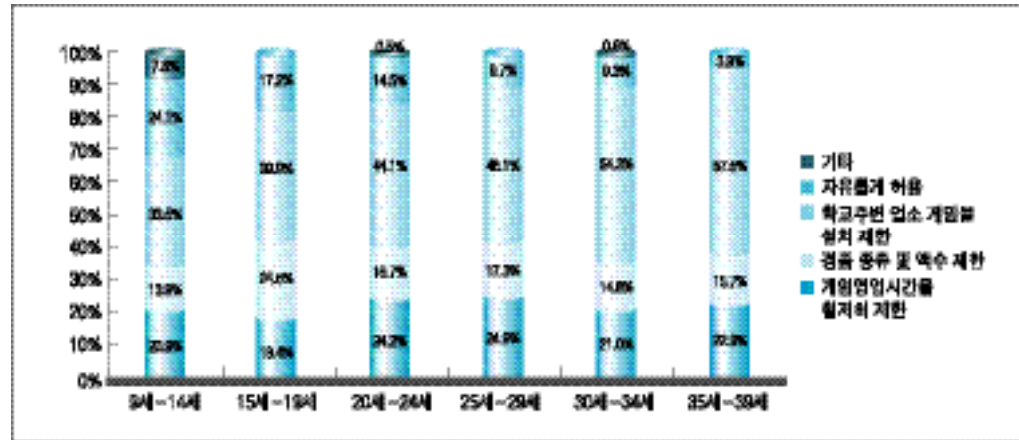


48.3%

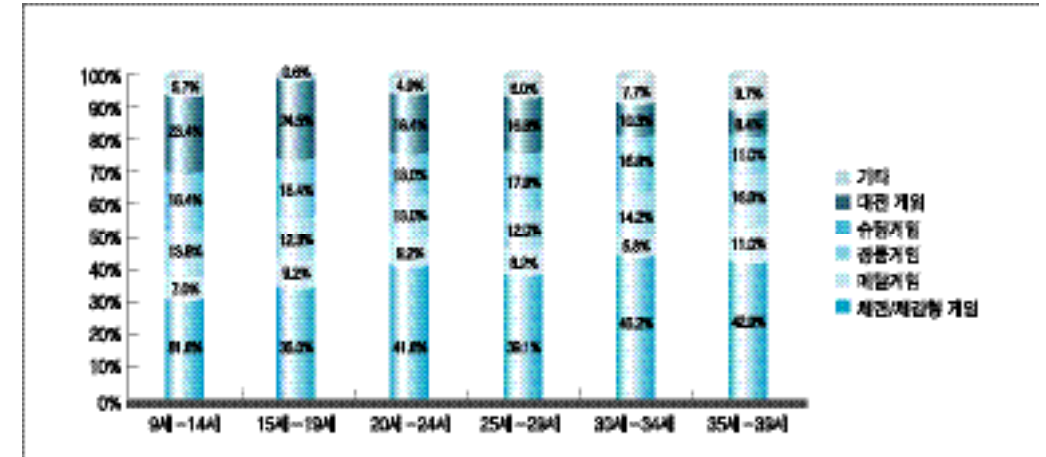
44.2%

가

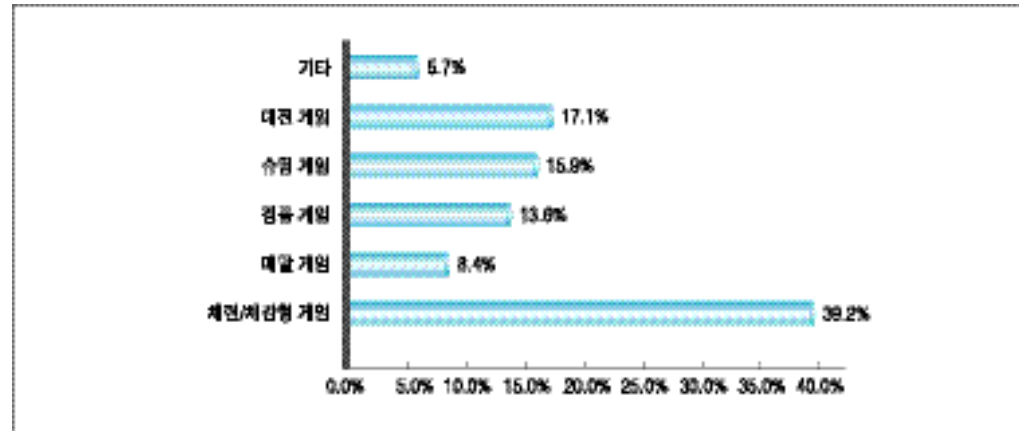
< 2-1-3-49>



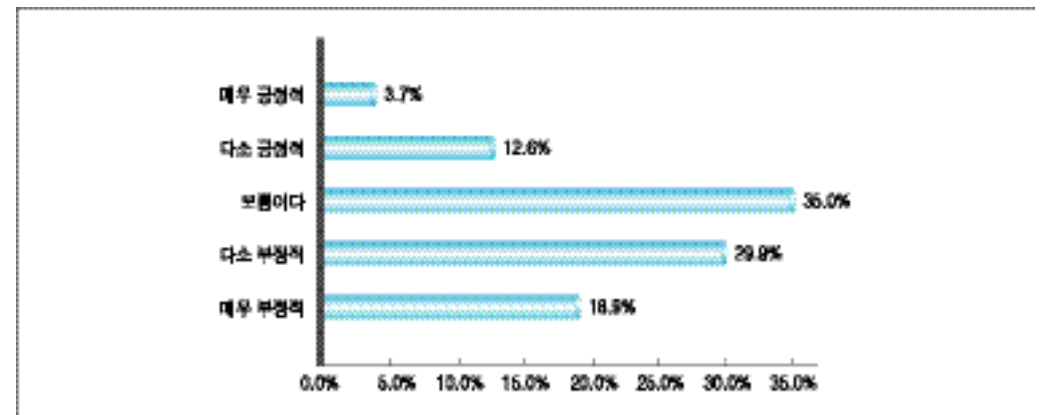
< 2-1-3-52>



< 2-1-3-50>

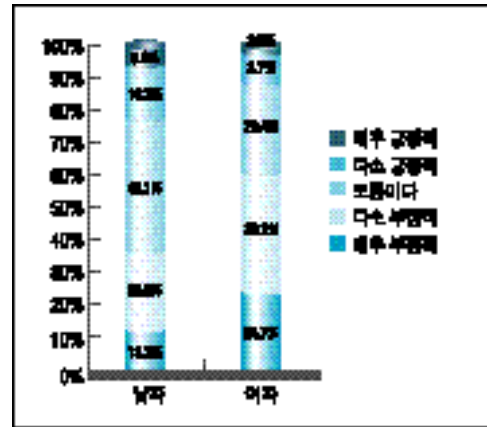


< 2-1-3-53> /PC (18 가)



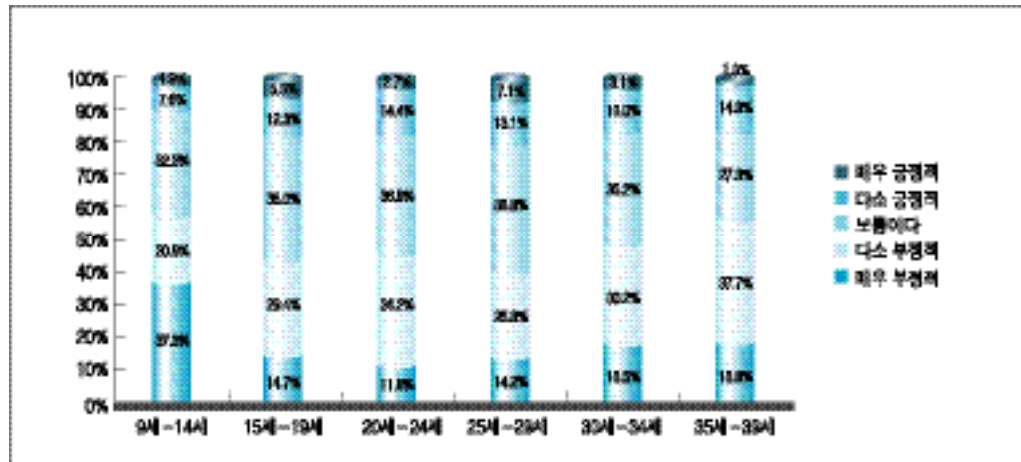
< 2-1-3-54> /PC (18 가)

가 , / , 39.2%
 17.1%, ' 15.9%, ' 13.6%,
 ' 8.4%
 (24.9%, 9.0%),
 / ,



가 , 20
 가 가
 가 .

< 2-1-3-55> /PC (18 가)



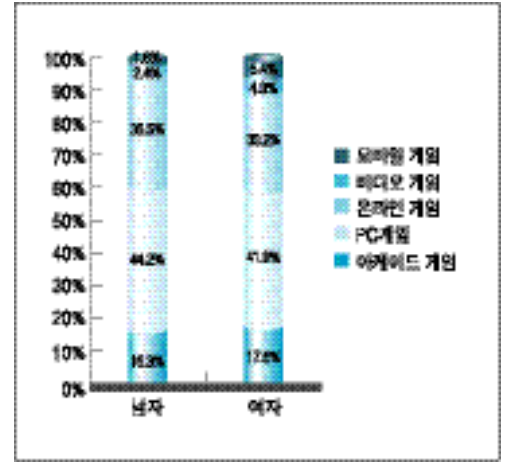
(46.3%, 32.5%). ' 18.9%, ' 12.6%,
 ' 3.7% , 가
 가 , / ,
 가 , ,
 /PC (18 가) ()
 (60.8%, 37.0%).
 , 10 20
 가 가 35.0% 가
 ' 29.9%, 가 . 10

2장

1

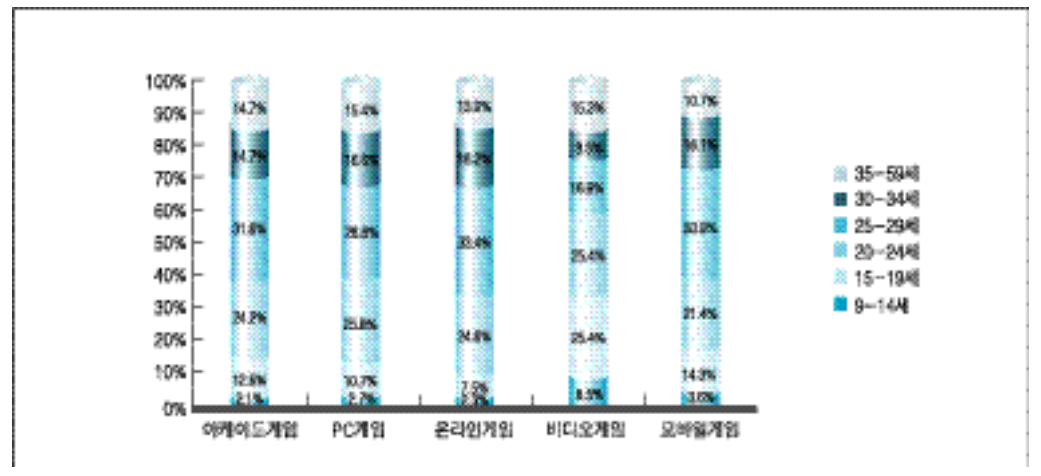
(, PC 1.)
 , , ,)
 , PC 44.2%,
 1,010 , PC 35.5%),
 285 , PC
 729 , 560 , 59 ,
 56 , 17.6%, 4.9%,
 5.4%).
 10 20 ,
 , PC

< 2-2-1-01>

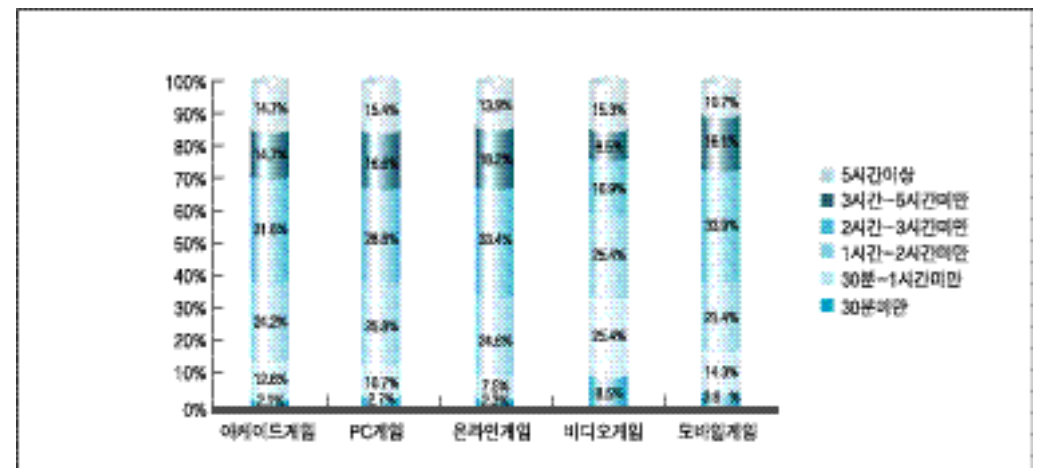


30 27.1% 8~17%
 30 , 10

< 2-2-1-02>



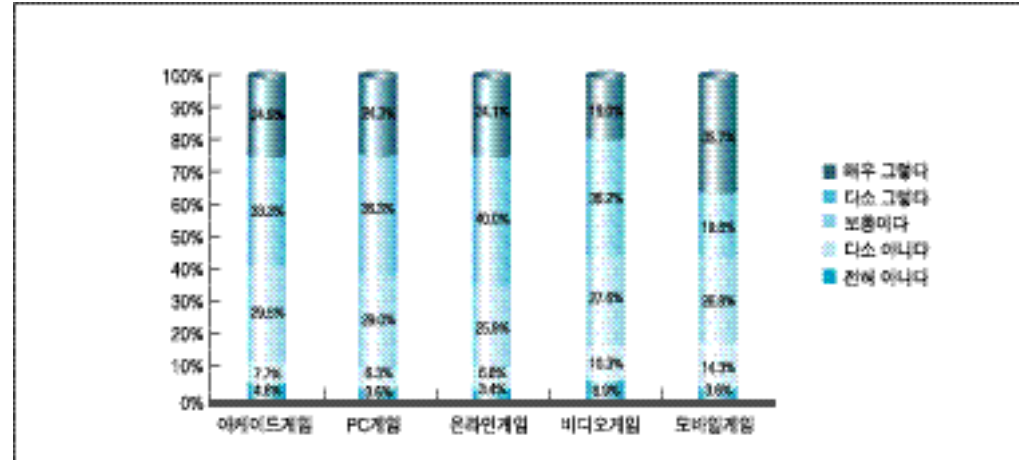
< 2-2-1-03>



2. 가

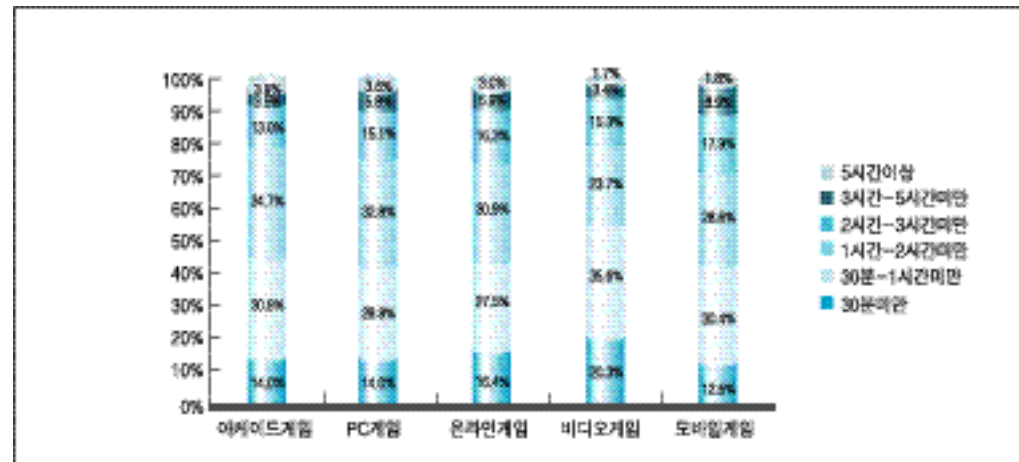
가 (30) 30
 , '1 -2 , '2 10 20 가
 -3 , 55% 가 가
 '30 -1 , 6가 , ' 가 ;

< 2-2-1-08> 가



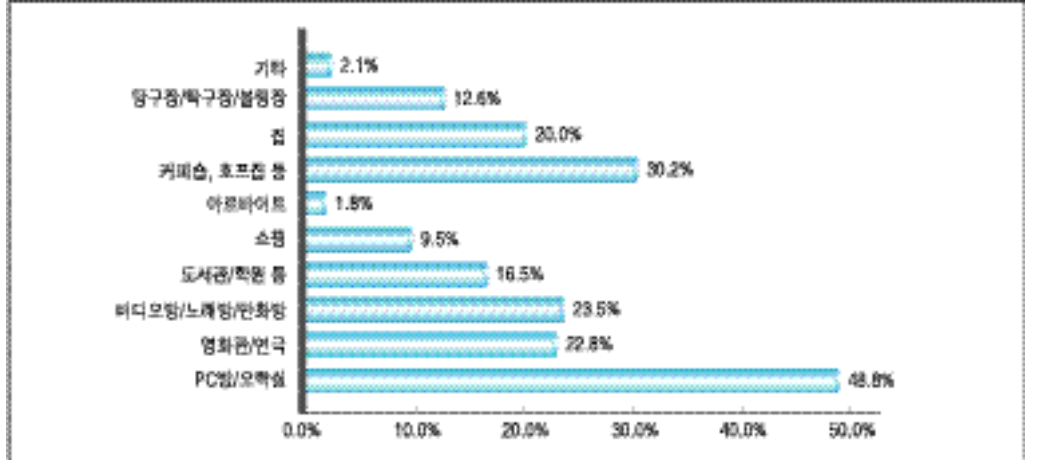
가 1
57.2%
가
PC
가
가
가

< 2-2-1-09> (/)

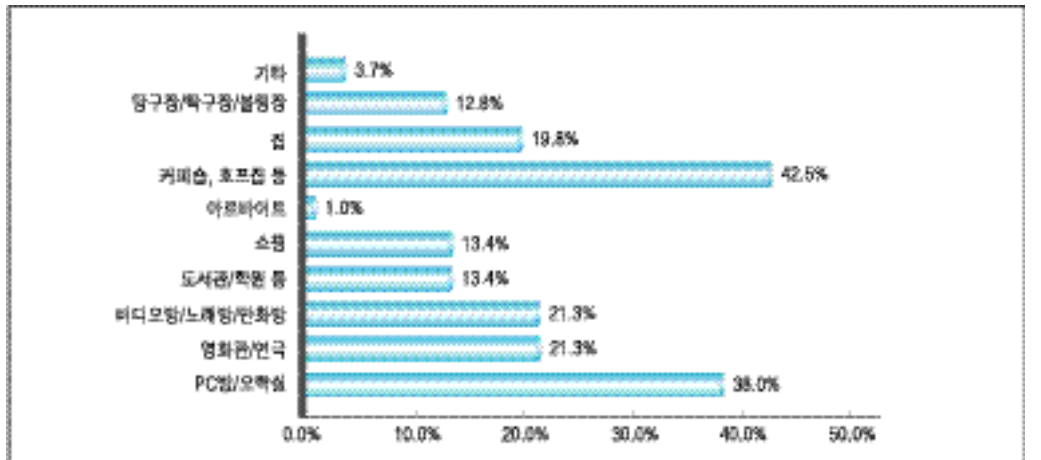


() 가 (2 ' PC / ' 38.0%, 38.0%,
) / ' 21.4%, 20.7%, / /
' PC / ' 48.8% 가 ' 21.3%, 22.7%, ' 19.8%, 17.9%
, ' 30.2%, / / ' 23.5%, ' 42.4%, 50.0%
/ ' 22.8%, ' 20.0%, / 가 , 가
' 16.5% . PC
, ' PC
42.5%, 43.4% 가 , ' PC / ' 19.6% ,

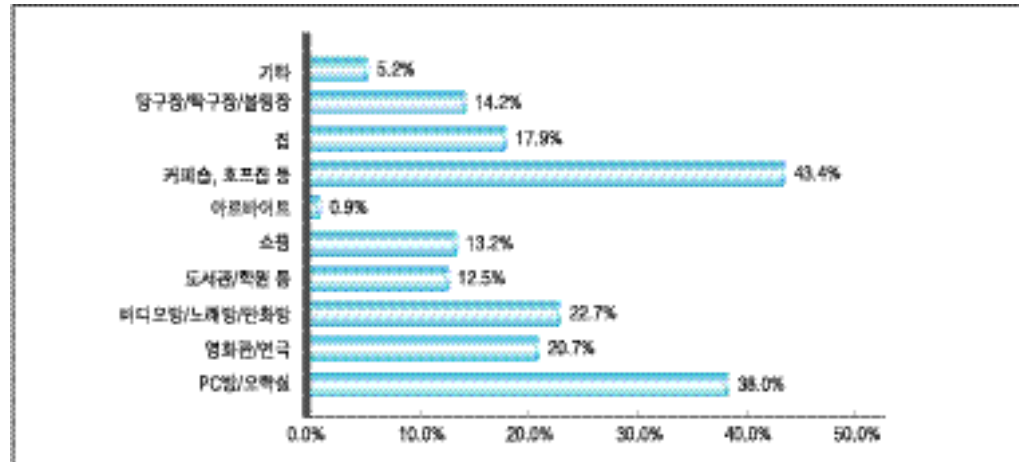
< 2-2-1-10> 가 () 가 (2)



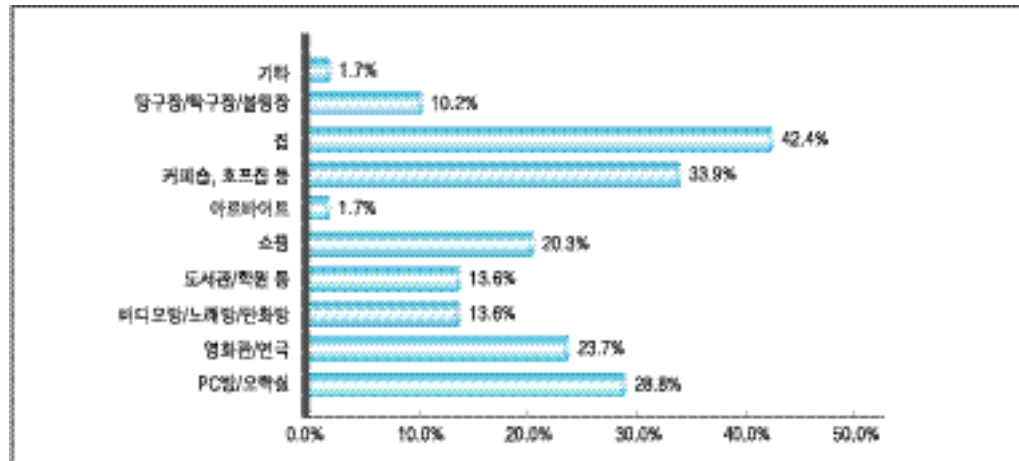
< 2-2-1-11> PC 가 () 가 (2)



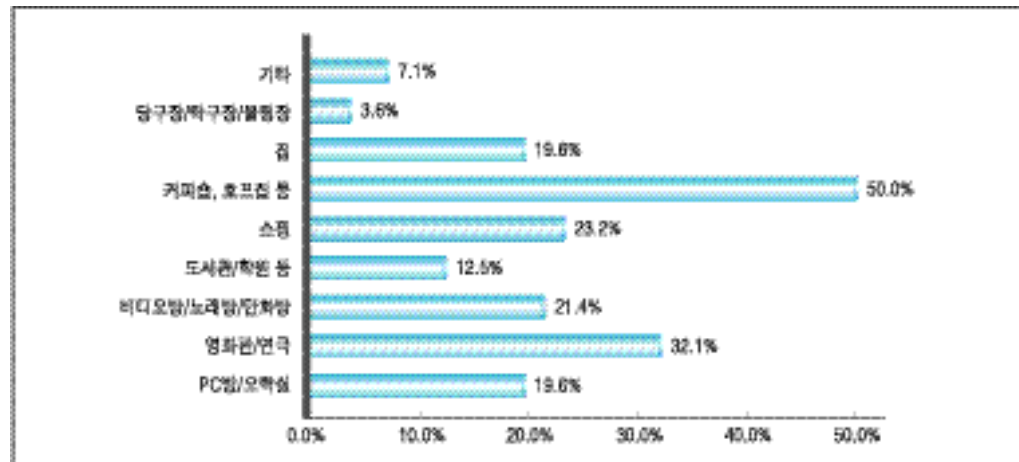
< 2-2-1-12> 가 () 가 (2)



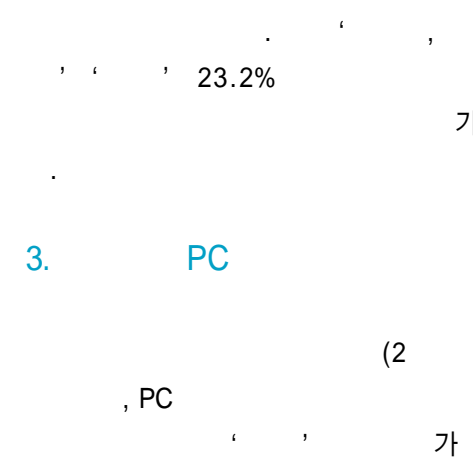
< 2-2-1-13> 가 () 가 (2)



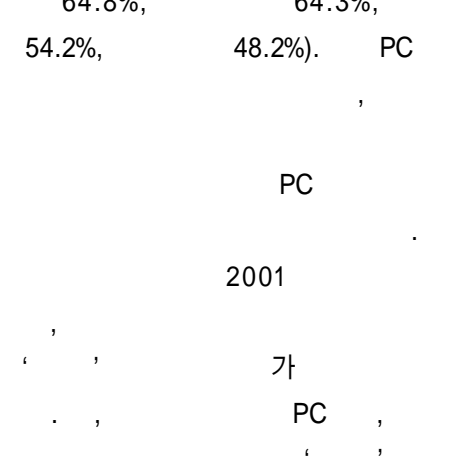
< 2-2-1-14> 가 () 가 (2)



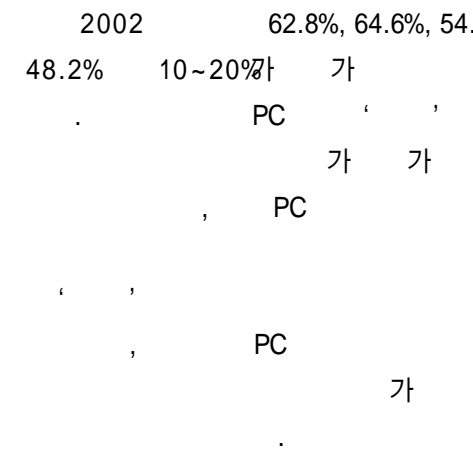
가 () 가 (2)



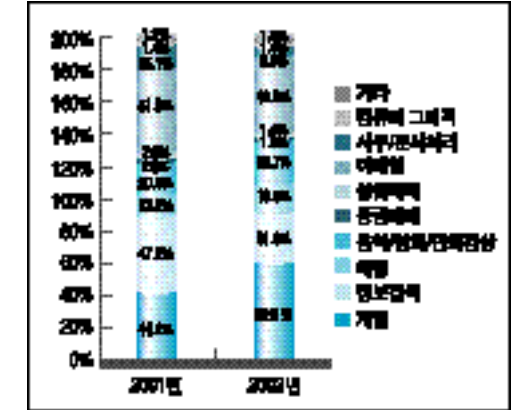
가 () 가 (2)



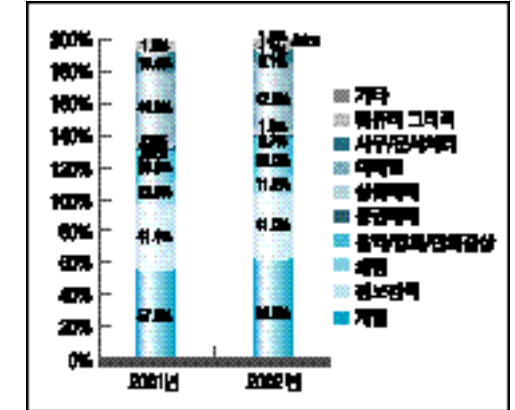
가 () 가 (2)



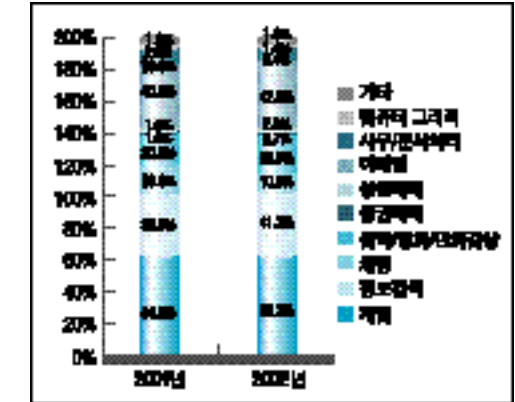
< 2-2-1-15> (2)



< 2-2-1-16> PC (2)

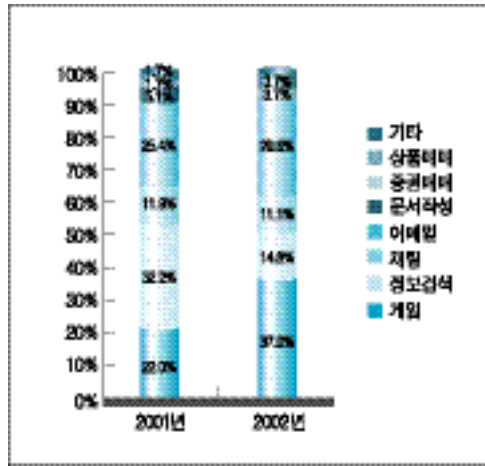


< 2-2-1-17> (2)



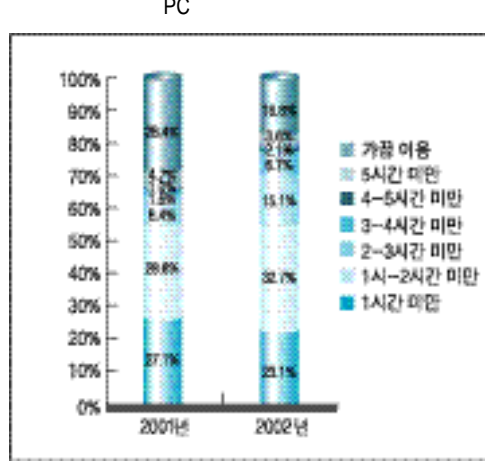
< 2-2-1-26>

PC



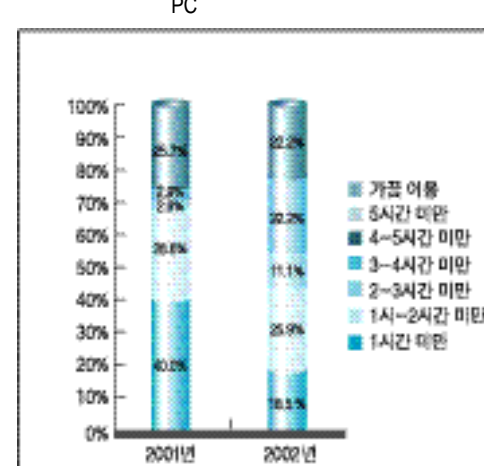
< 2-2-1-28>

PC



< 2-2-1-31>

PC

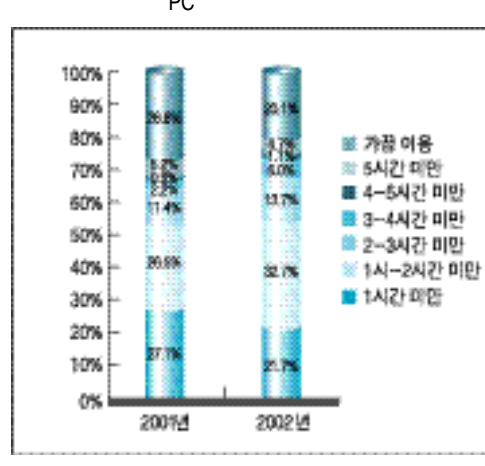


PC

가

< 2-2-1-29>

PC



PC

PC

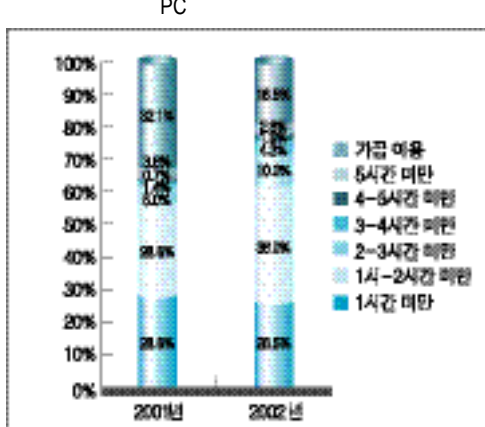
가

4-5

5

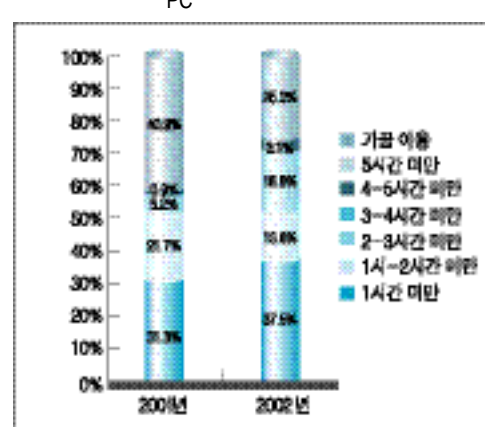
< 2-2-1-27>

PC



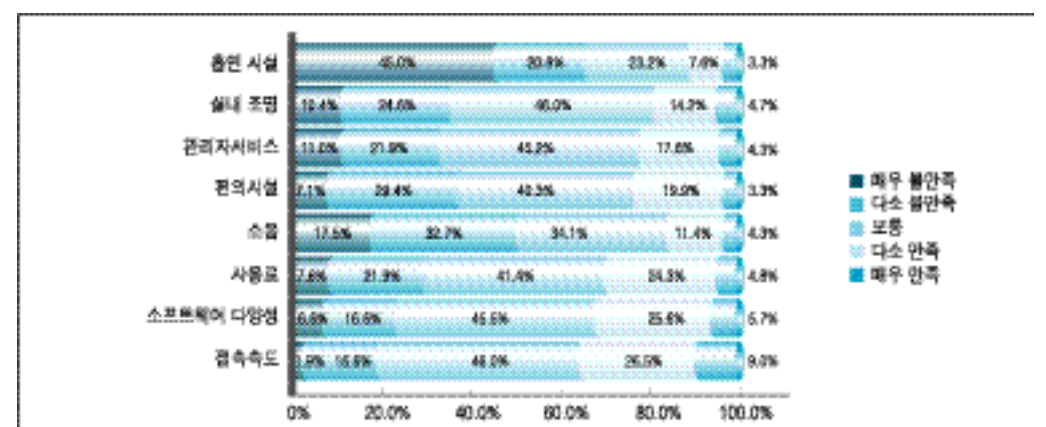
< 2-2-1-30>

PC

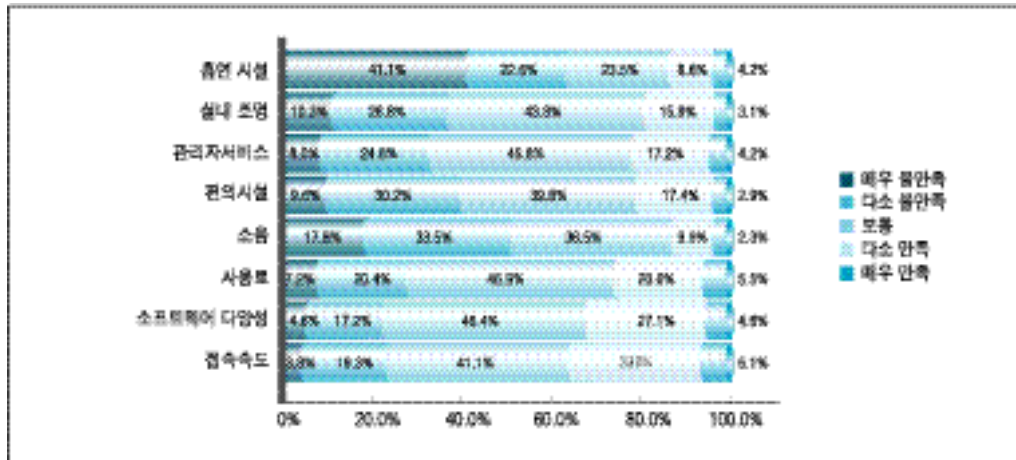


< 2-2-1-32>

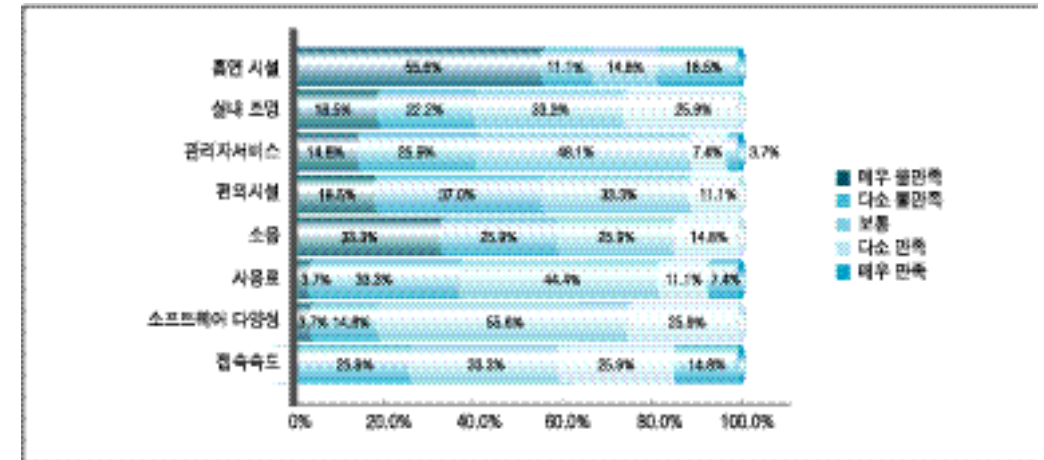
PC



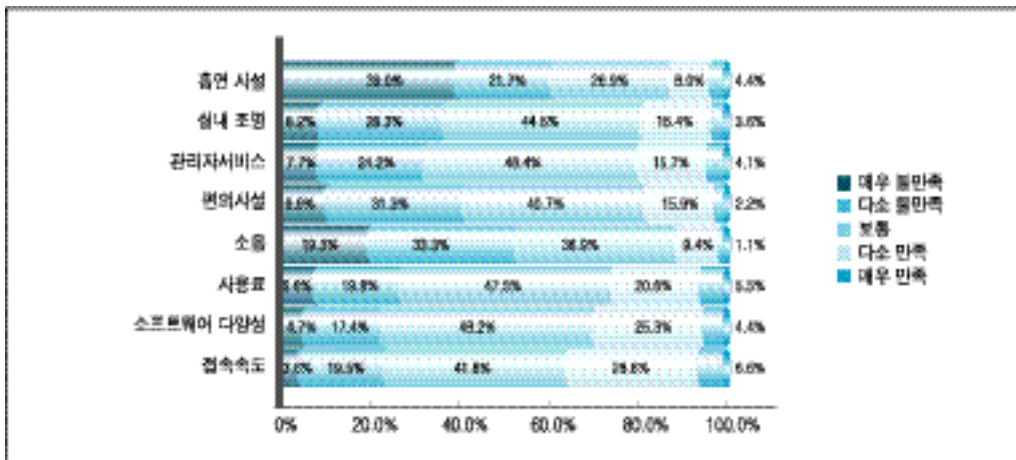
< 2-2-1-33> PC



< 2-2-1-36> PC



< 2-2-1-34> PC



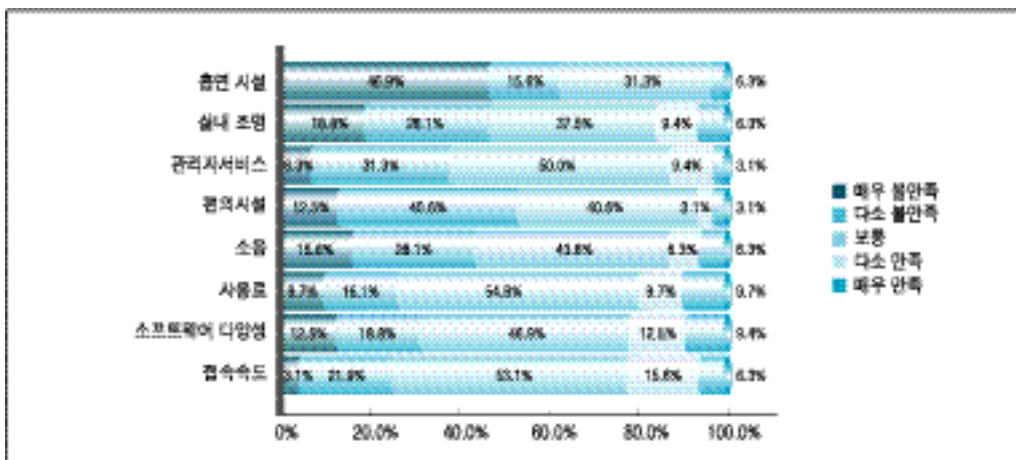
2

1.

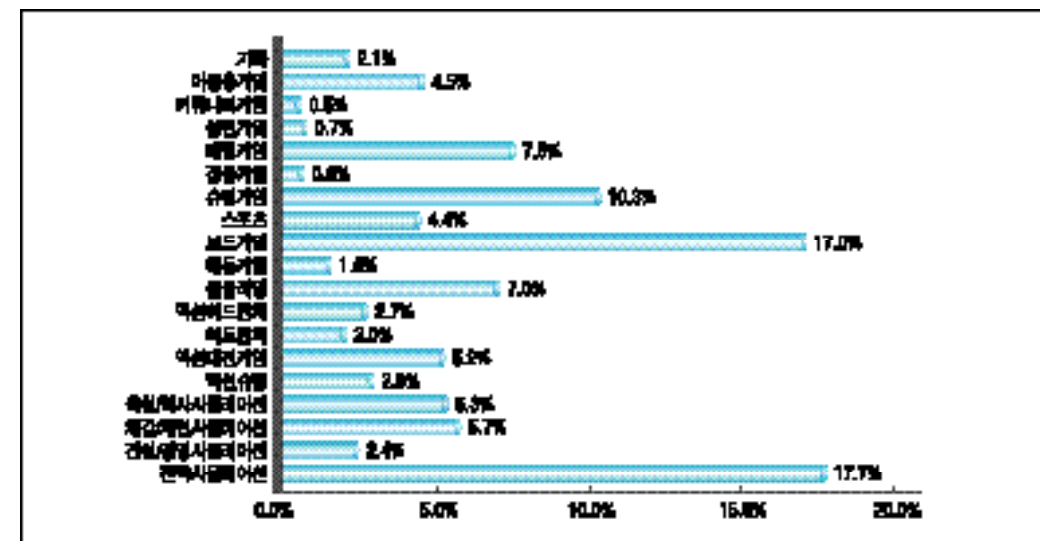
가가

가가

< 2-2-1-35> PC



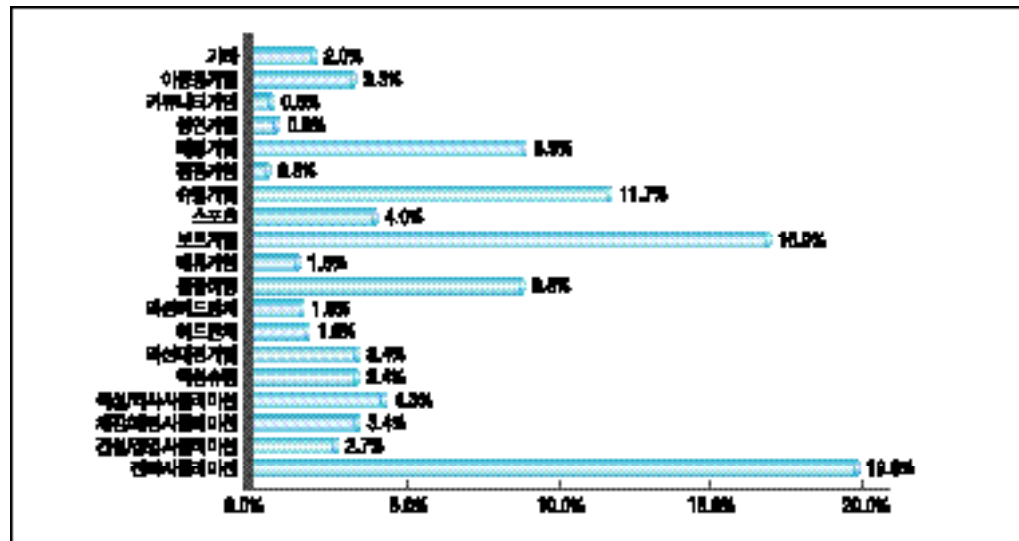
< 2-2-2-01>



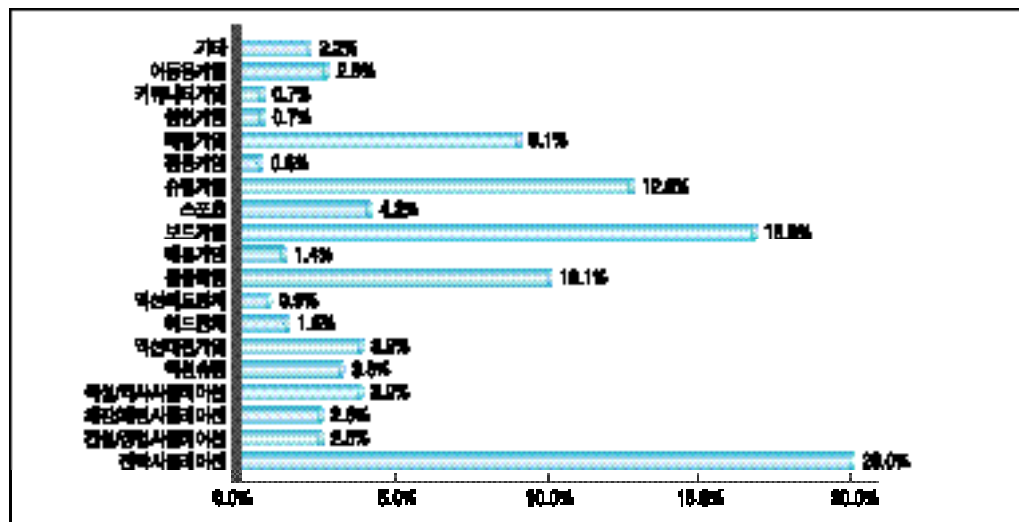
가
/

PC

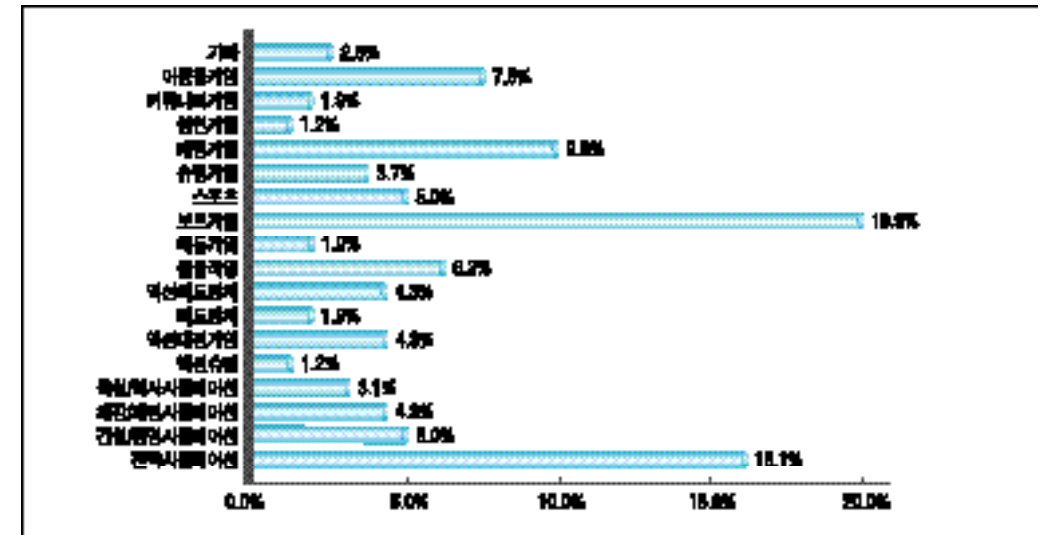
< 2-2-2-02> PC ()



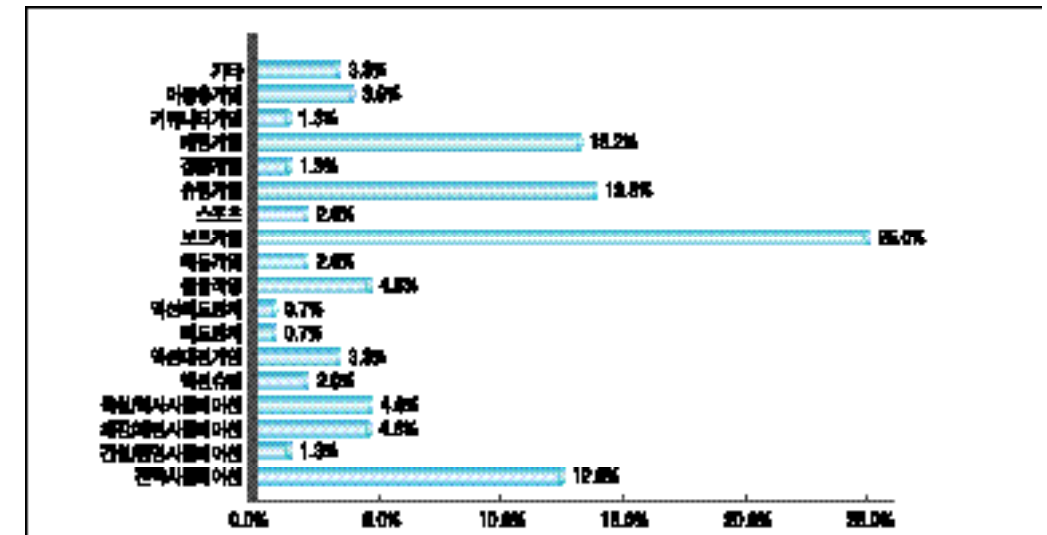
< 2-2-2-03> ()



< 2-2-2-04>



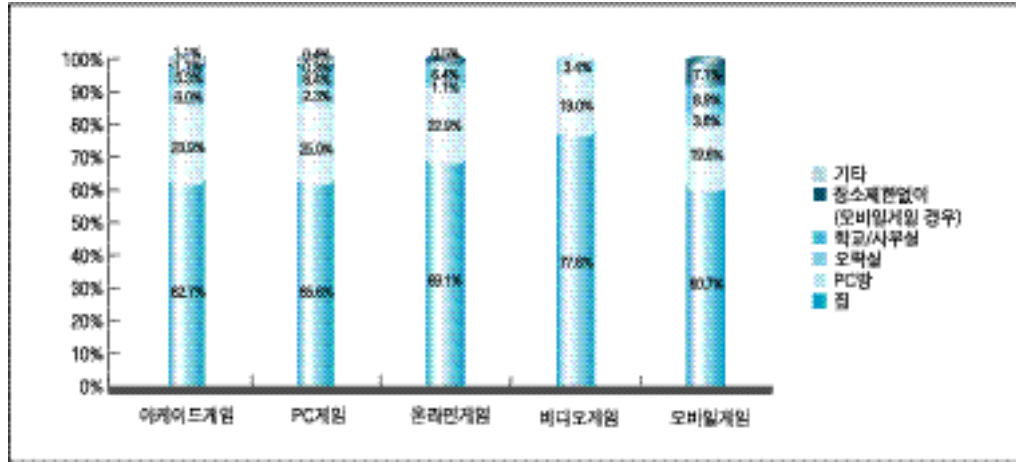
< 2-2-2-05>



2.

60~77% , 3~4 1

< 2-2-2-06 >



27~29% 가

6 - 12 가

30

12 - 6

30

30 30 -1

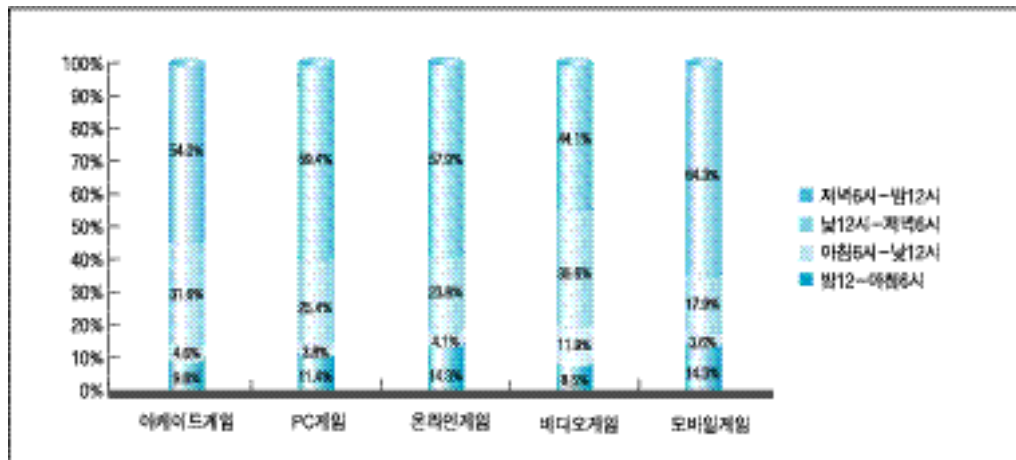
PC

30 -1

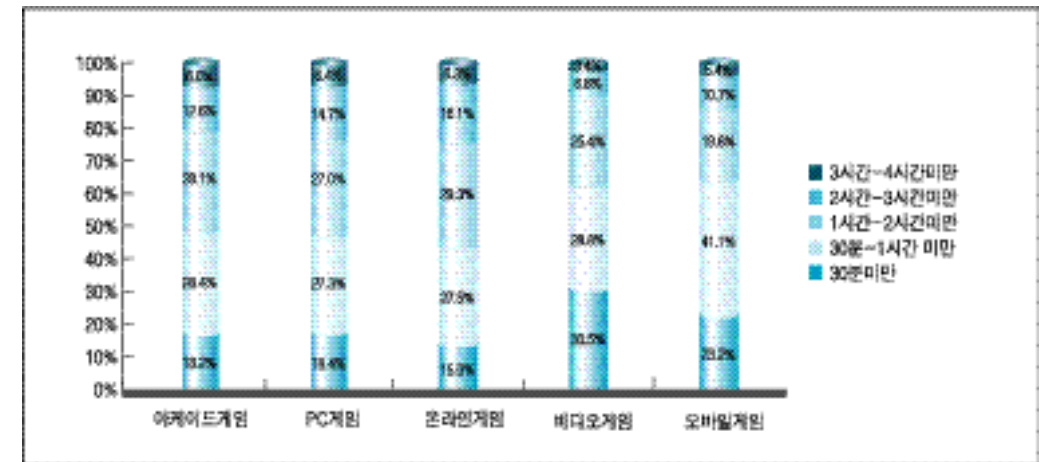
PC

1 -2

< 2-2-2-07 >



< 2-2-2-08 >



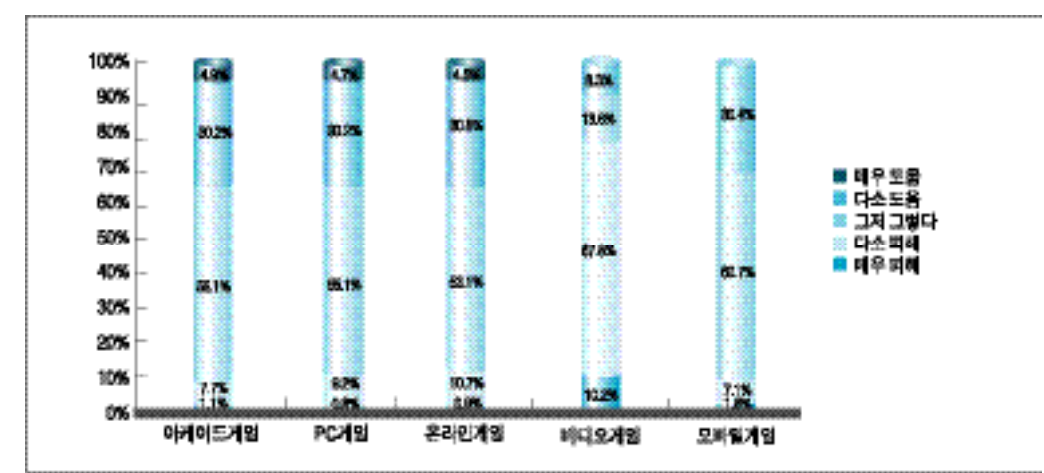
3

1.

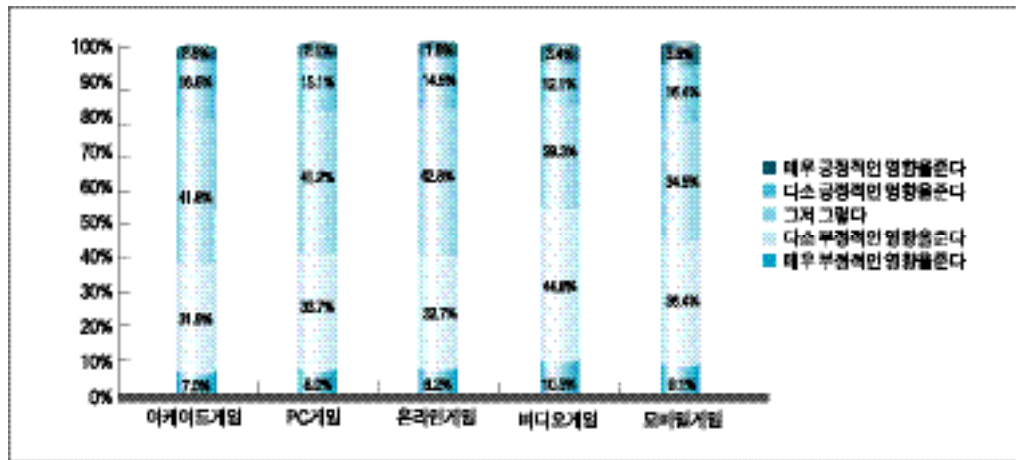
(가 ' 가 , (가 ' 가))가

50%

< 2-2-3-01 >



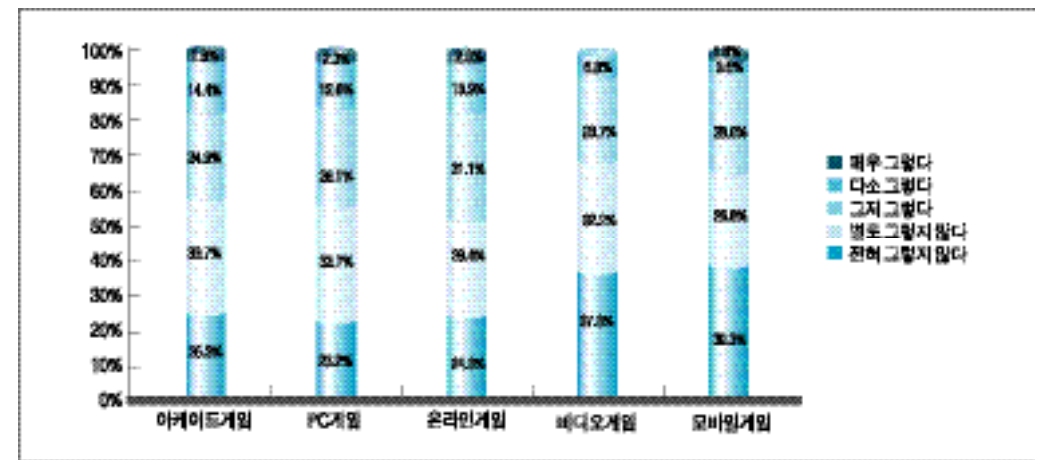
< 2-2-3-02>



가
, 가 37.3%, 39.3% 24%
, 가 ()
가
)
가 /
8~13% ()
2. () . 가
()
() /
, ()
()

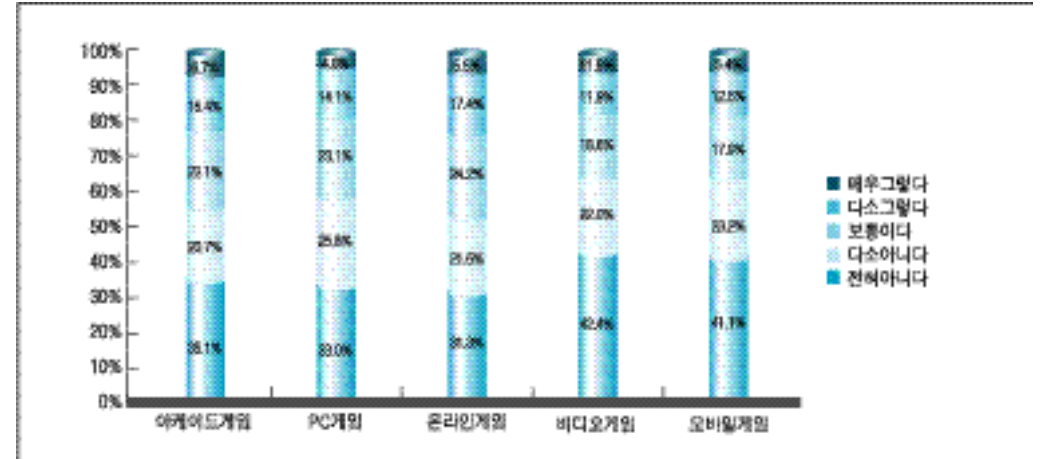
< 2-2-3-03>

()

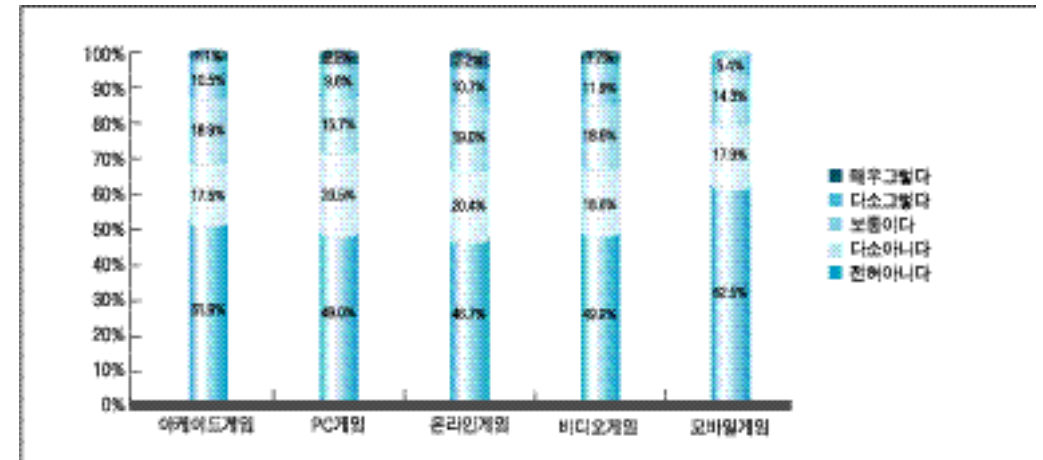


< 2-2-3-04>

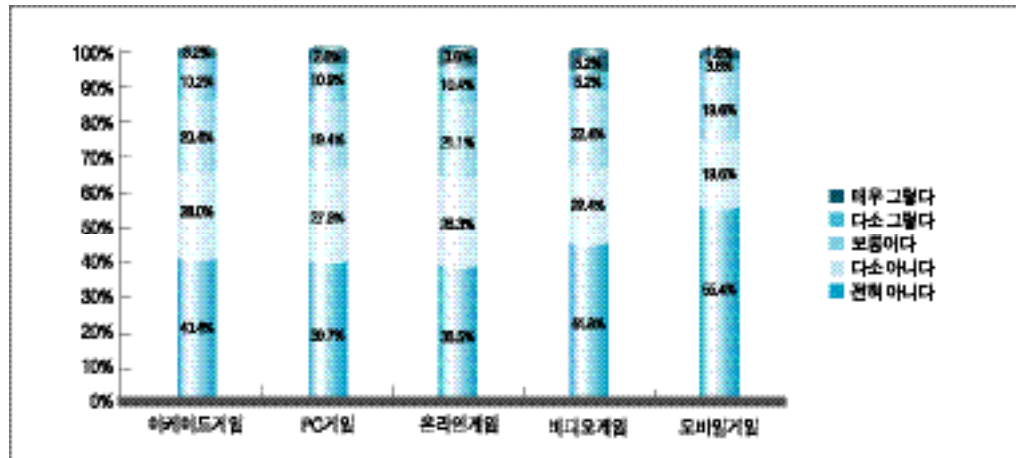
/



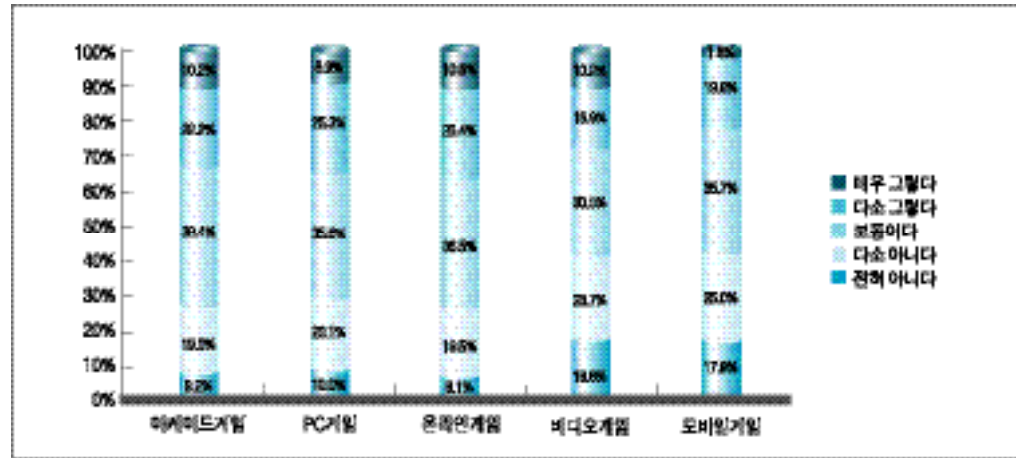
< 2-2-3-05>



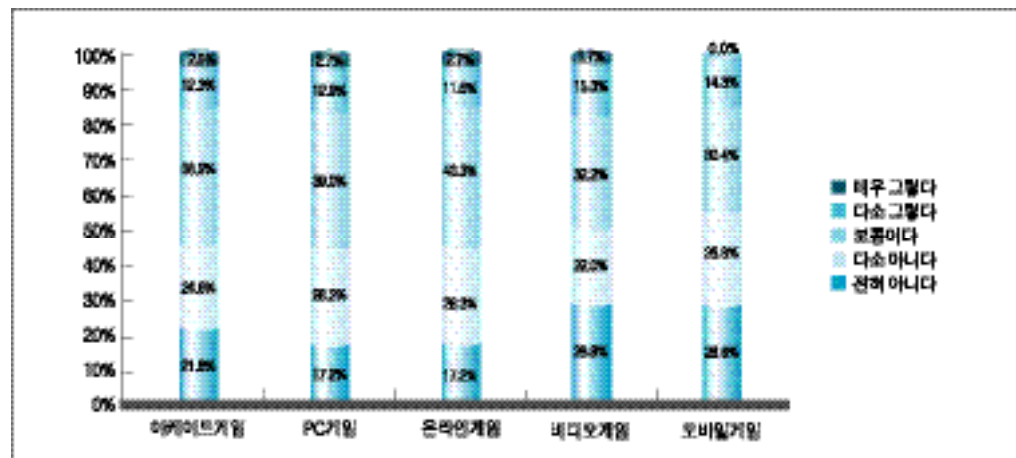
< 2-2-3-06> /



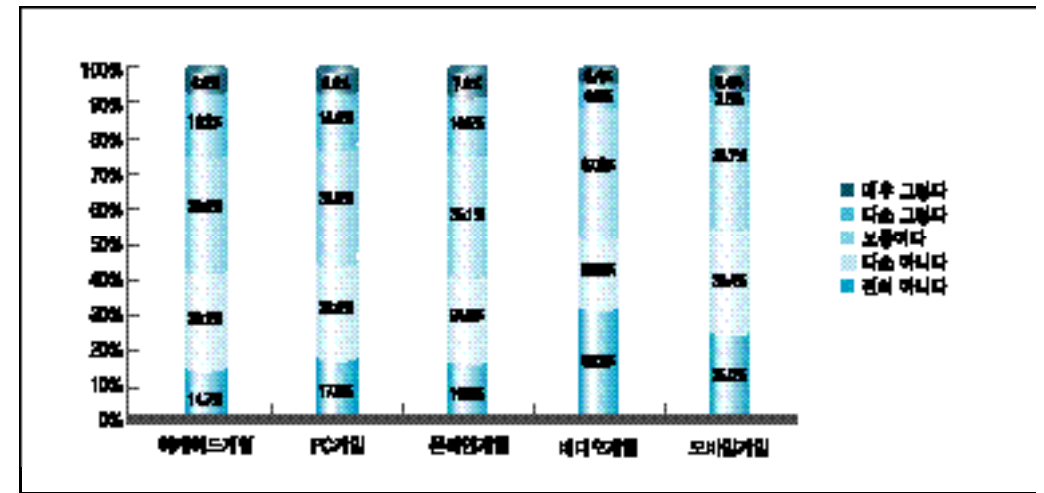
< 2-2-3-07>



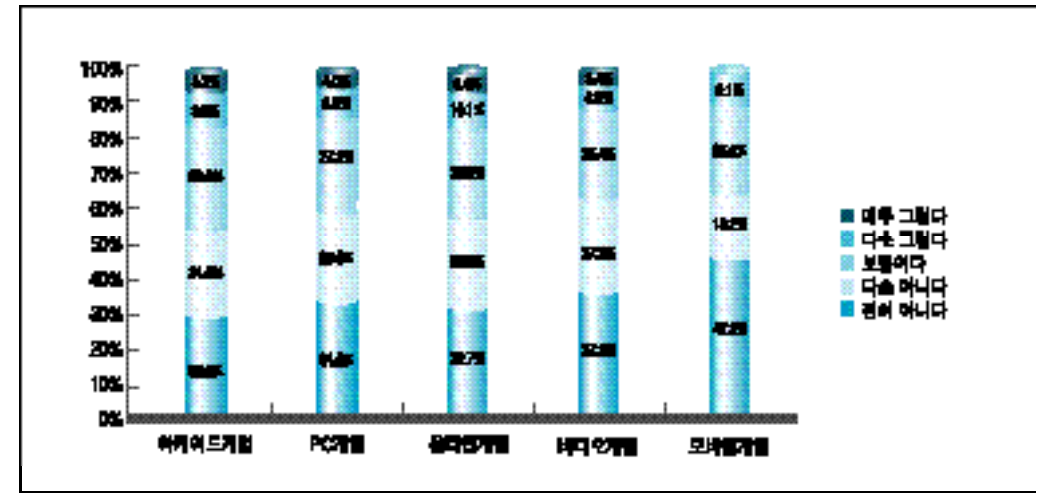
< 2-2-3-08>



< 2-2-3-09> / 가



< 2-2-3-10>



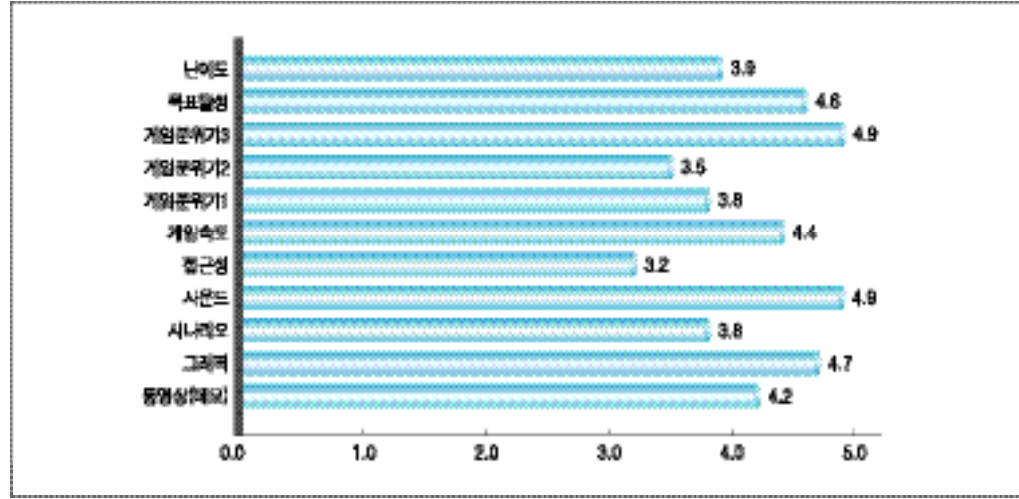
PC

PDA

가

가

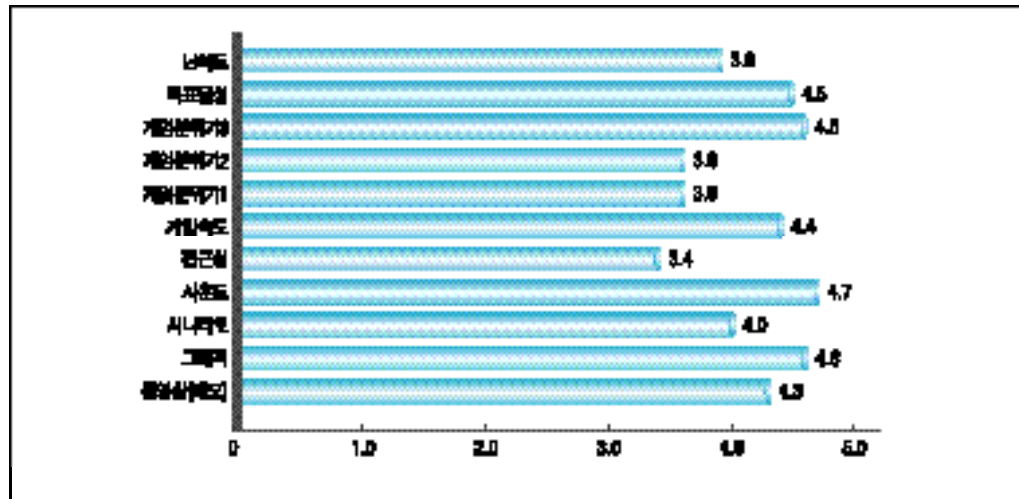
< 2-2-3-16> ()



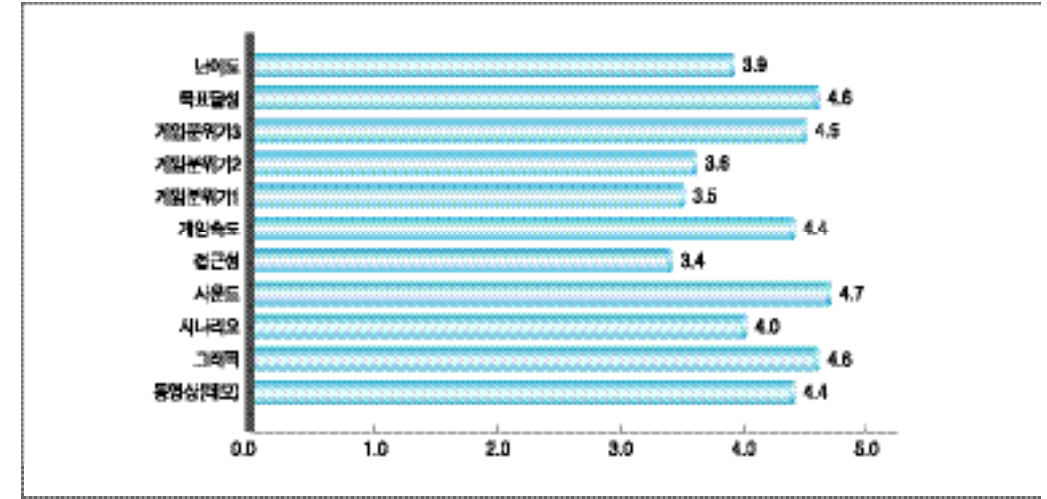
가 . ' ()' 가 , '3D()' 가 PC '3D()' '2D()' '2D()'

(4.7)

< 2-2-3-17> PC ()

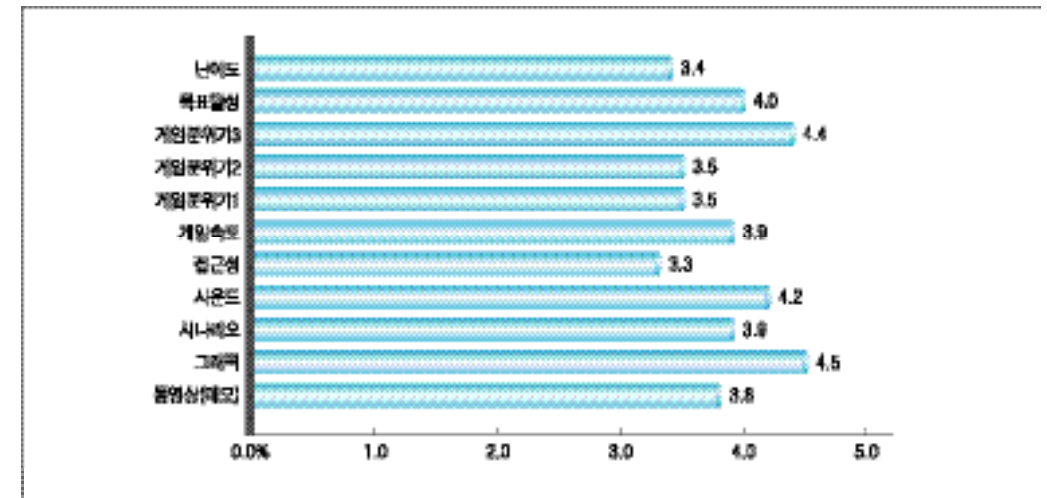


< 2-2-3-18> ()



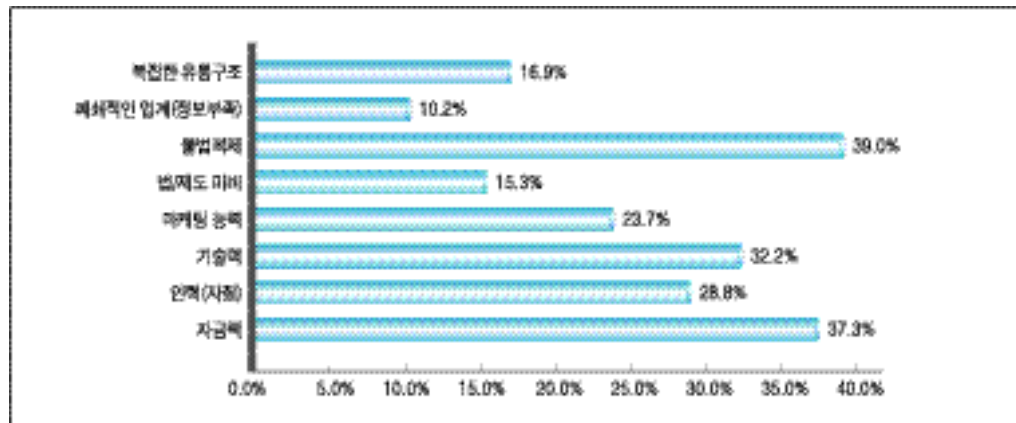
가 . ' ()' 가 , '3D()' 가 PC '3D()' '2D()' '2D()'

< 2-2-3-19> ()



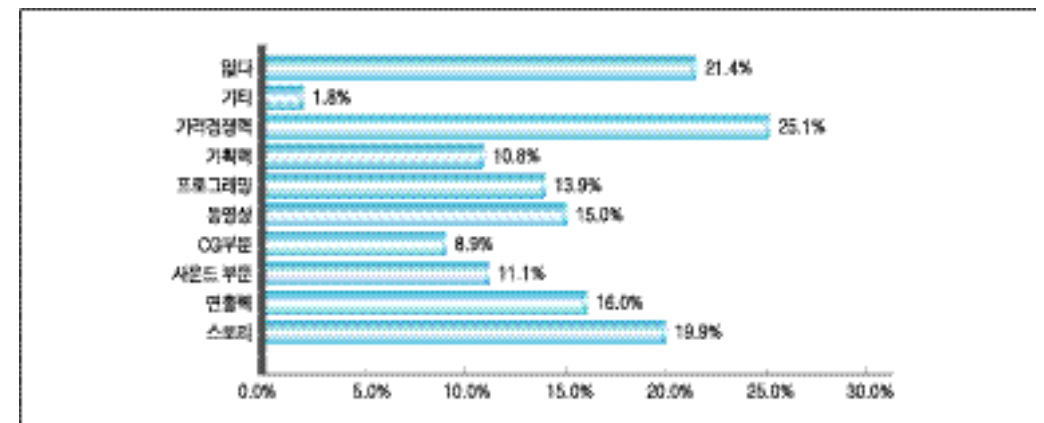
< 2-2-3-38>

()



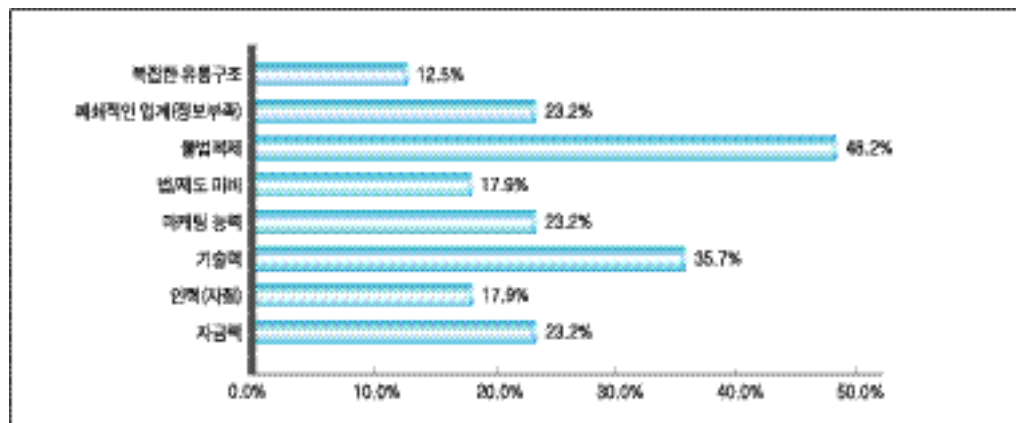
< 2-2-3-41> PC

()



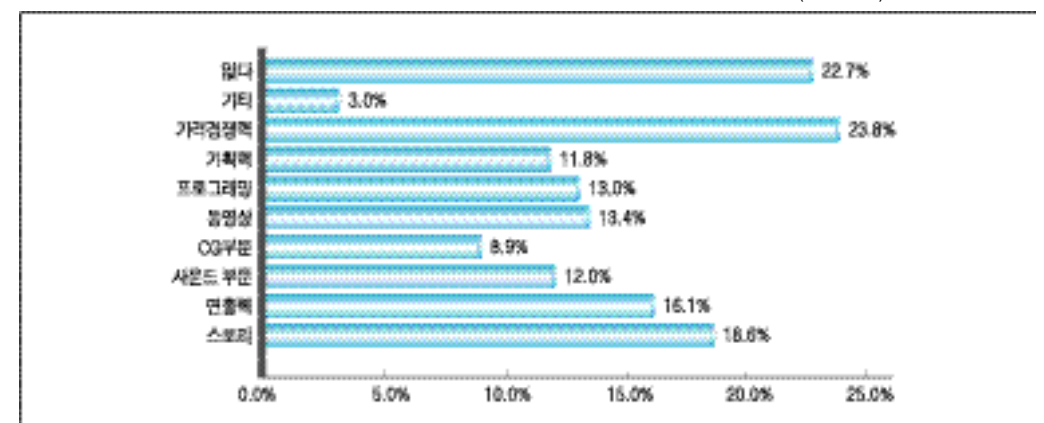
< 2-2-3-39>

()



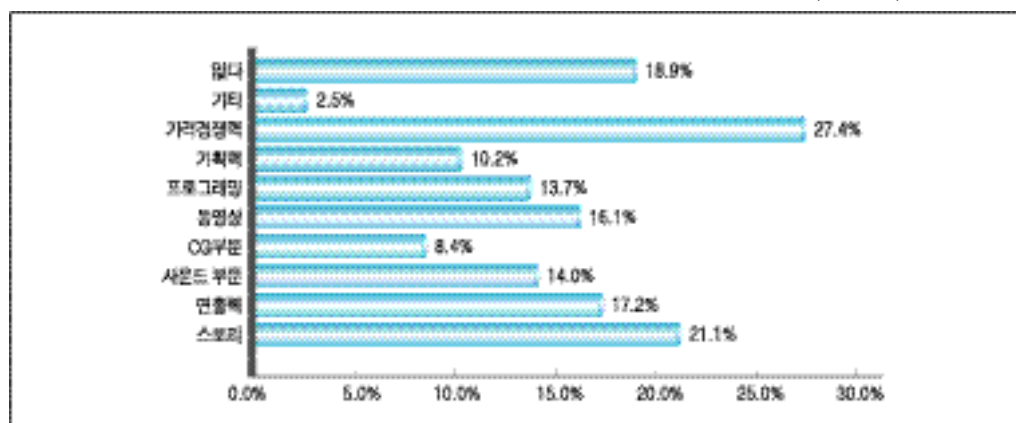
< 2-2-3-42>

()



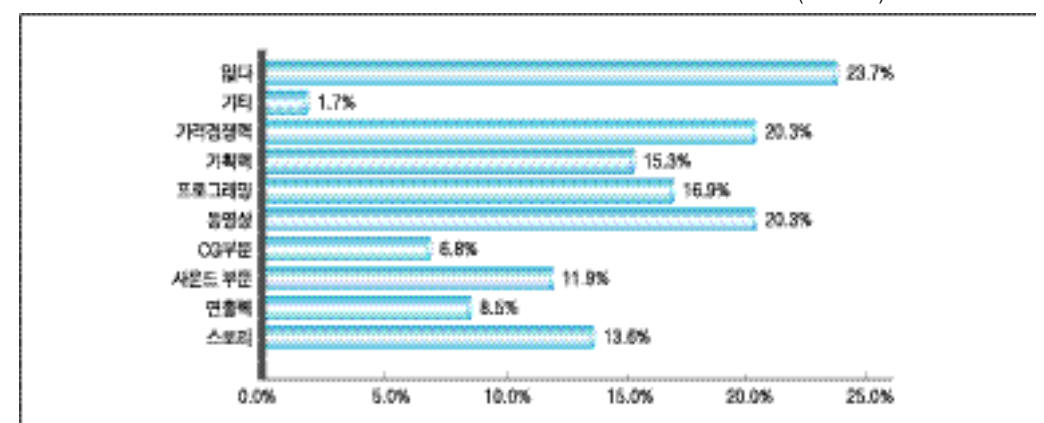
< 2-2-3-40>

()



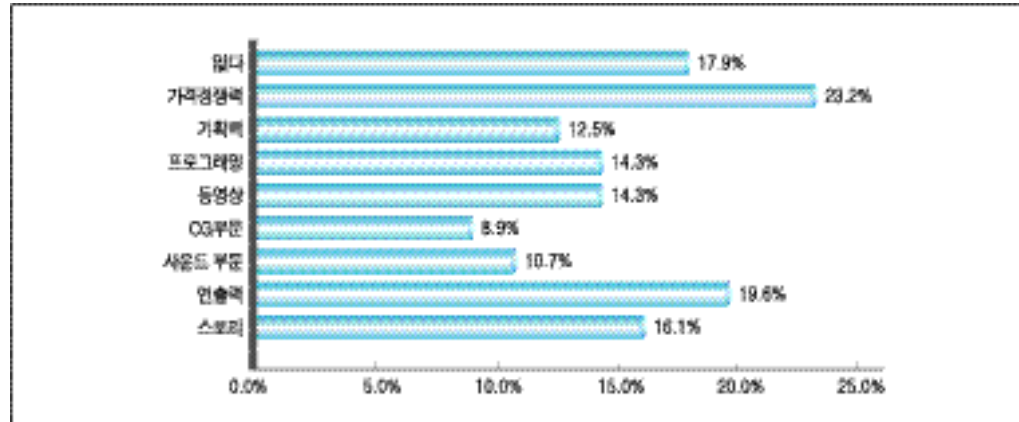
< 2-2-3-43>

()



< 2-2-3-44>

()



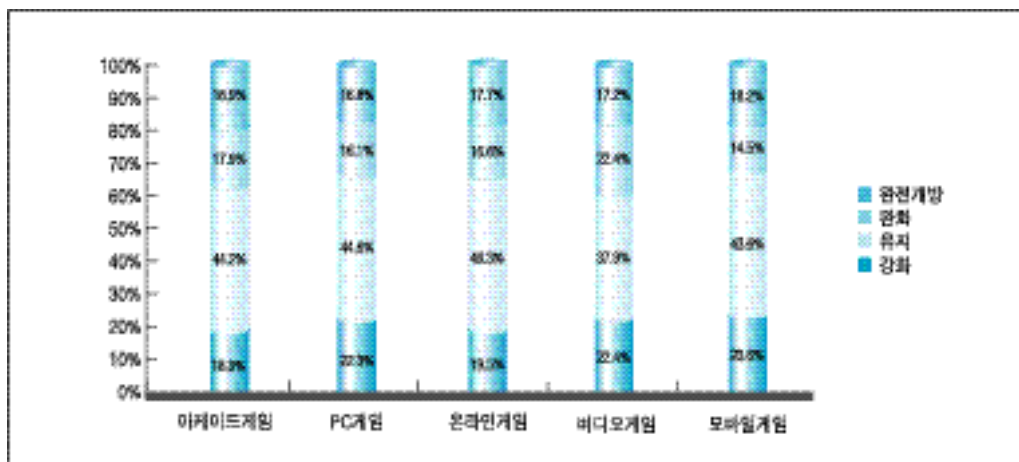
5.

(1)

가, '12 가'
가
()

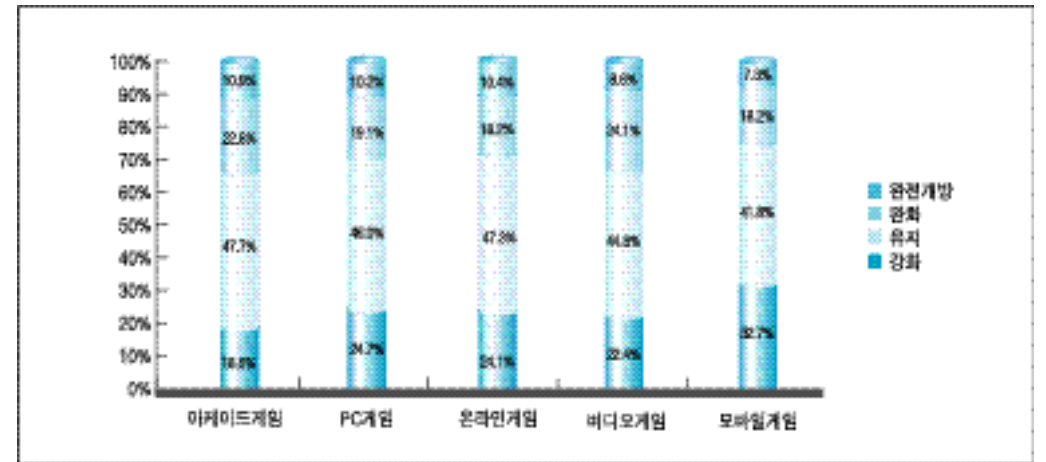
< 2-2-3-45>

가



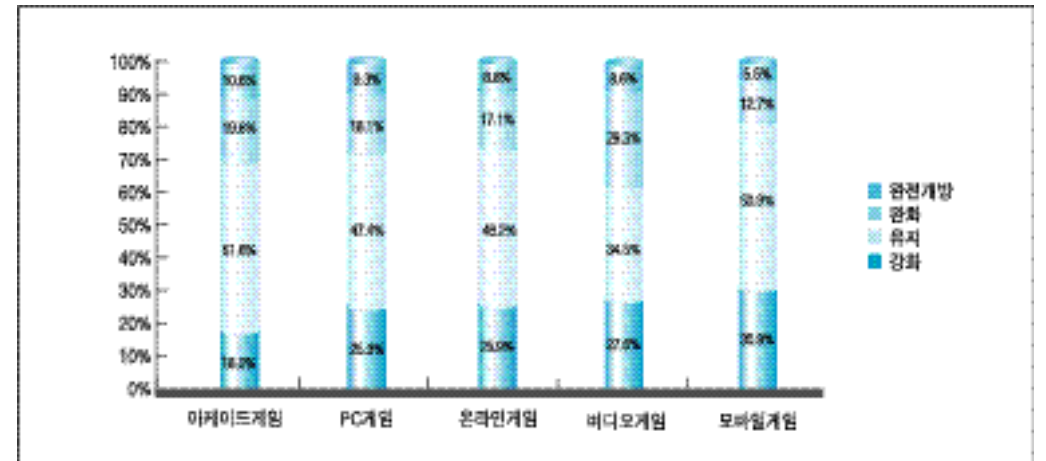
< 2-2-3-46>

12 가



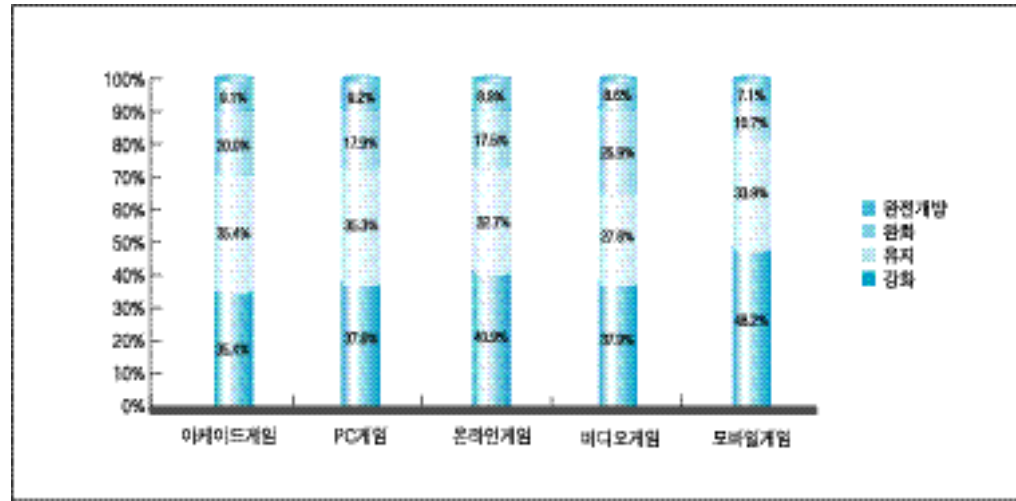
< 2-2-3-47>

15 가

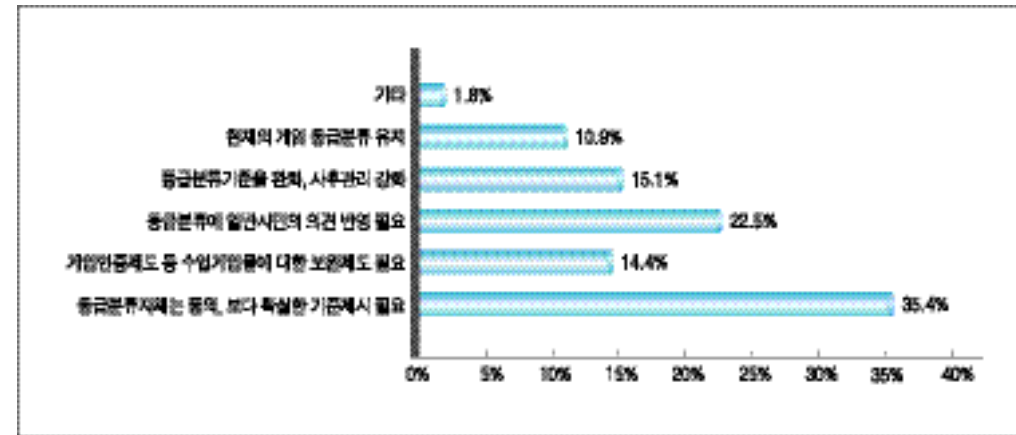


가, '12 가'
가
'15 가'
'12 가'
가
'18 가'
'15 가'
가

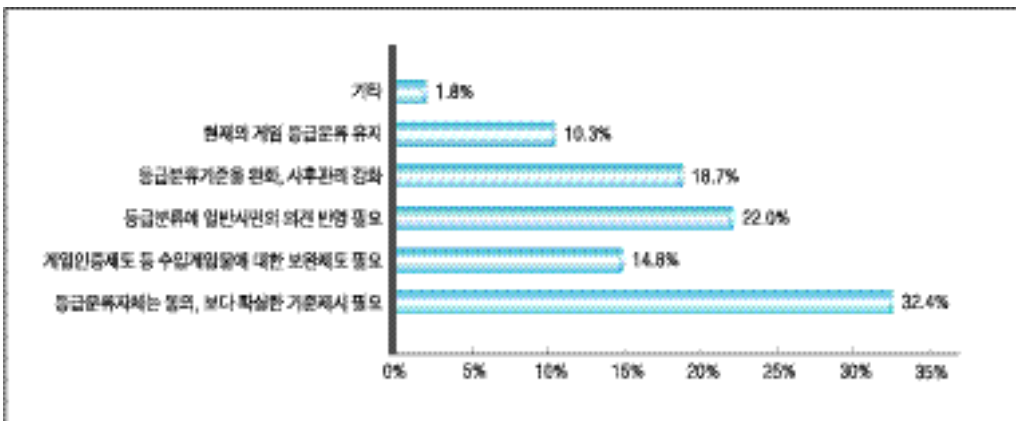
< 2-2-3-48> 18 가



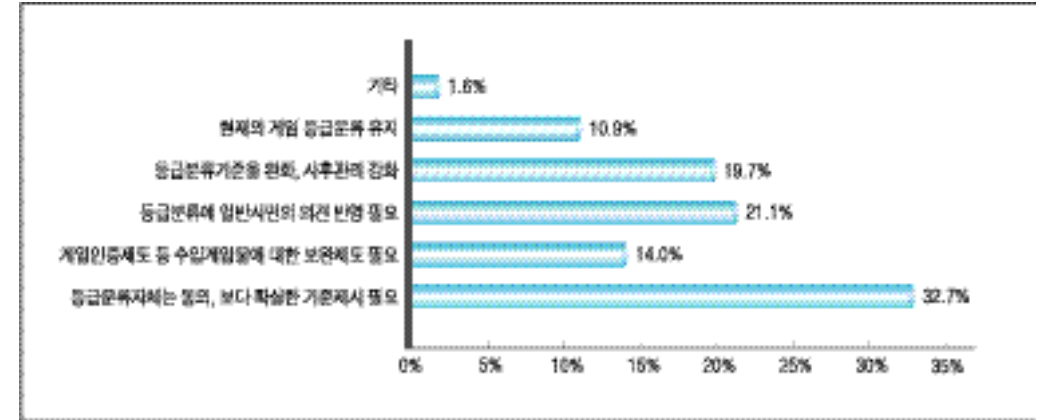
< 2-2-3-49>



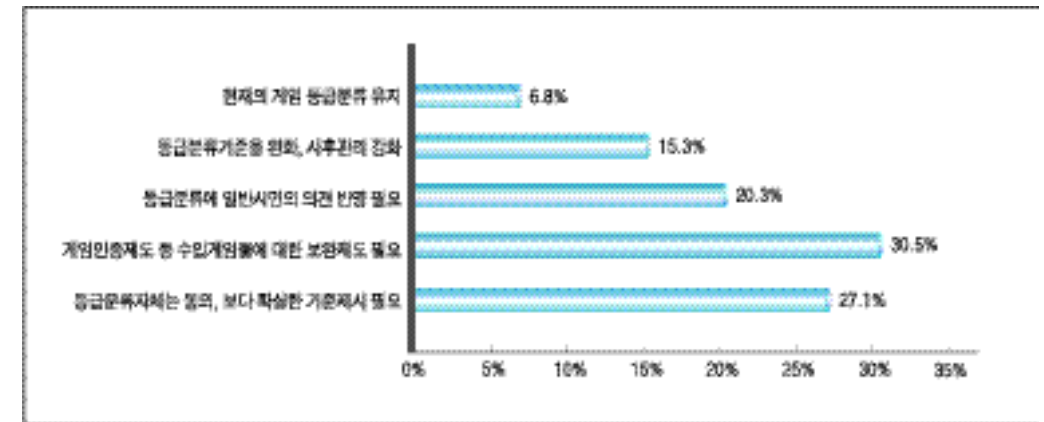
< 2-2-3-50> PC



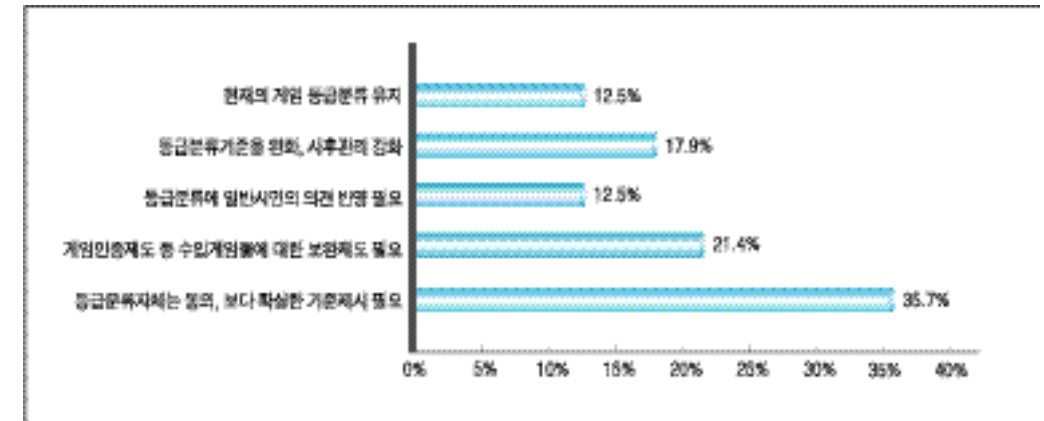
< 2-2-3-51>



< 2-2-3-52>



< 2-2-3-53>

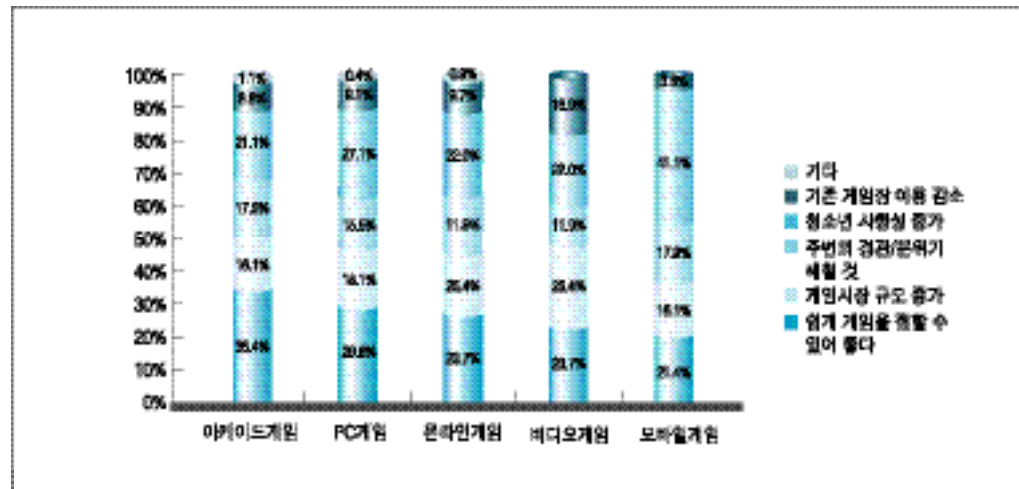


가
 , '15 가'
 '18 가'
 가
 16~25%
 - PC -
 가
 가 (;'
 가)
 가 /
 가 ;'
 가)

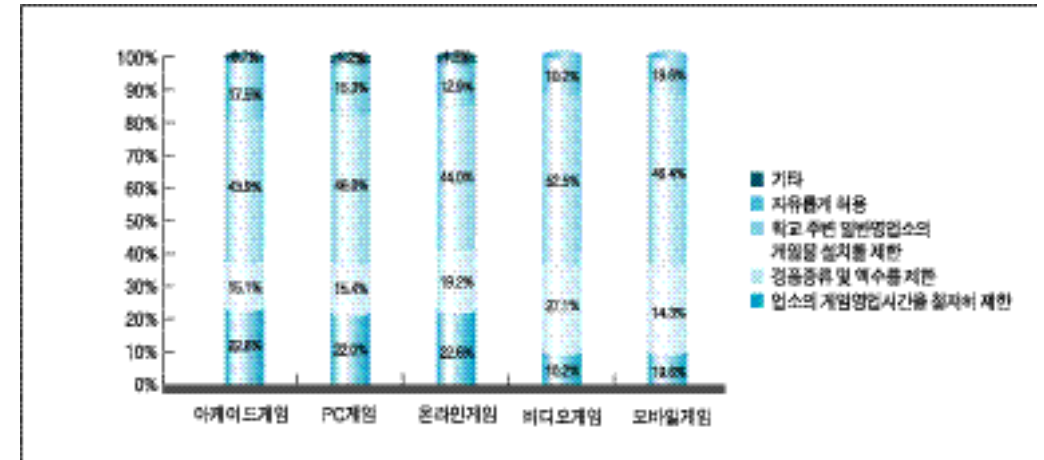
(2)

(/)
 가
 가 - PC -
 가
 가 (/)

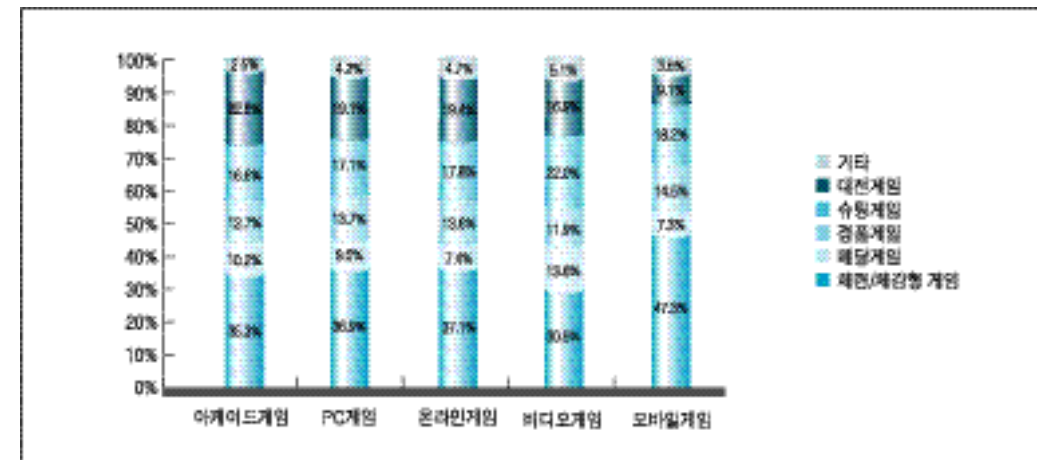
< 2-2-3-54 >



< 2-2-3-55 >



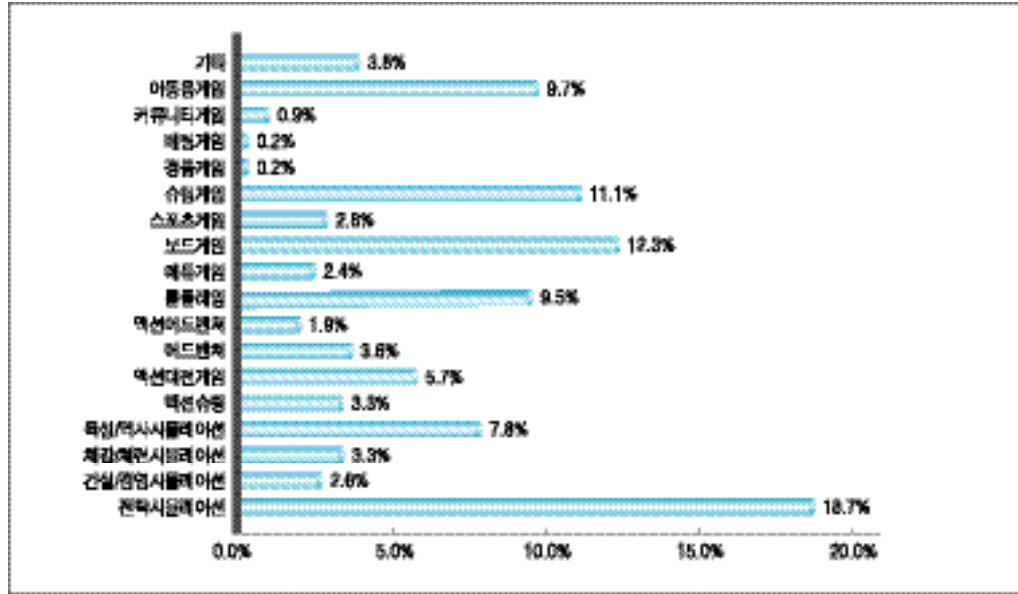
< 2-2-3-56 >



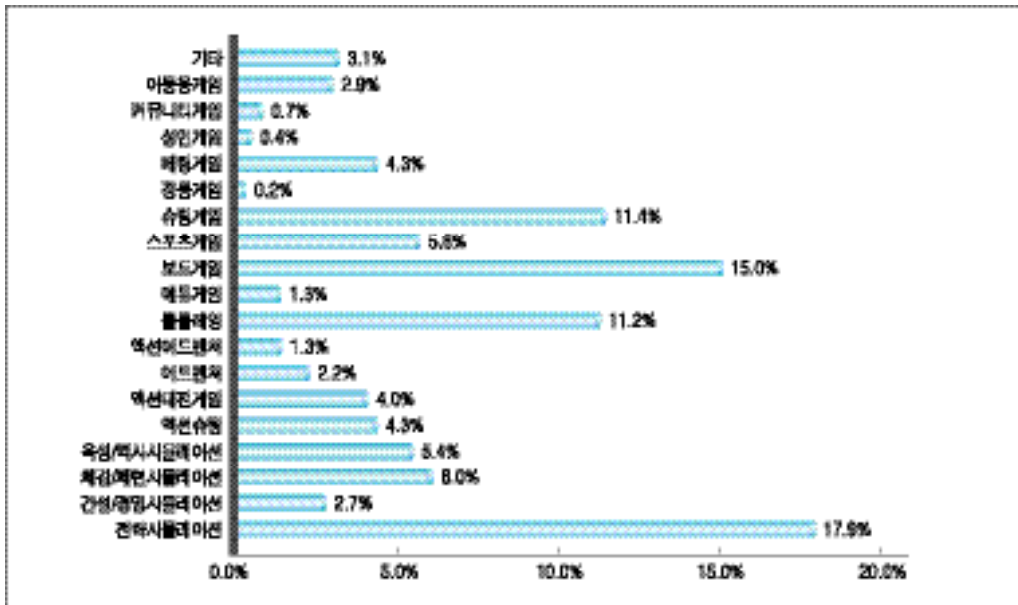
가
 ,
 /
 30~47%
 /PC
 (18 가)
 PC
 ,
 PC

10 30 6.7%~17.8% ' , 2.7%
. 9 -14 . 15 -19 9

< 2-2-4-03> 9-14 ()

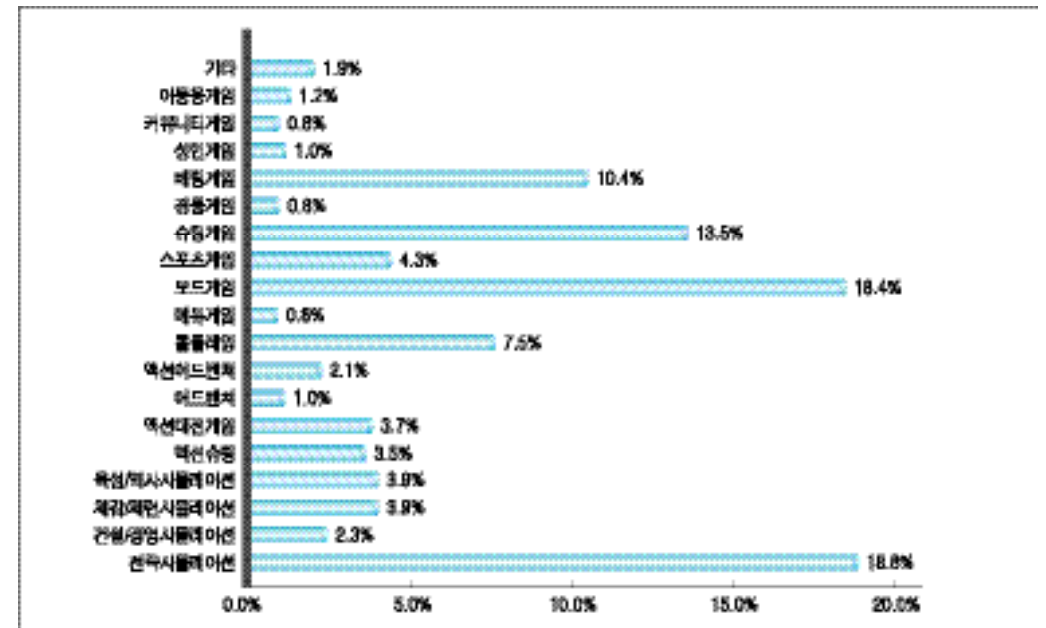


< 2-2-4-04> 15 -19 ()

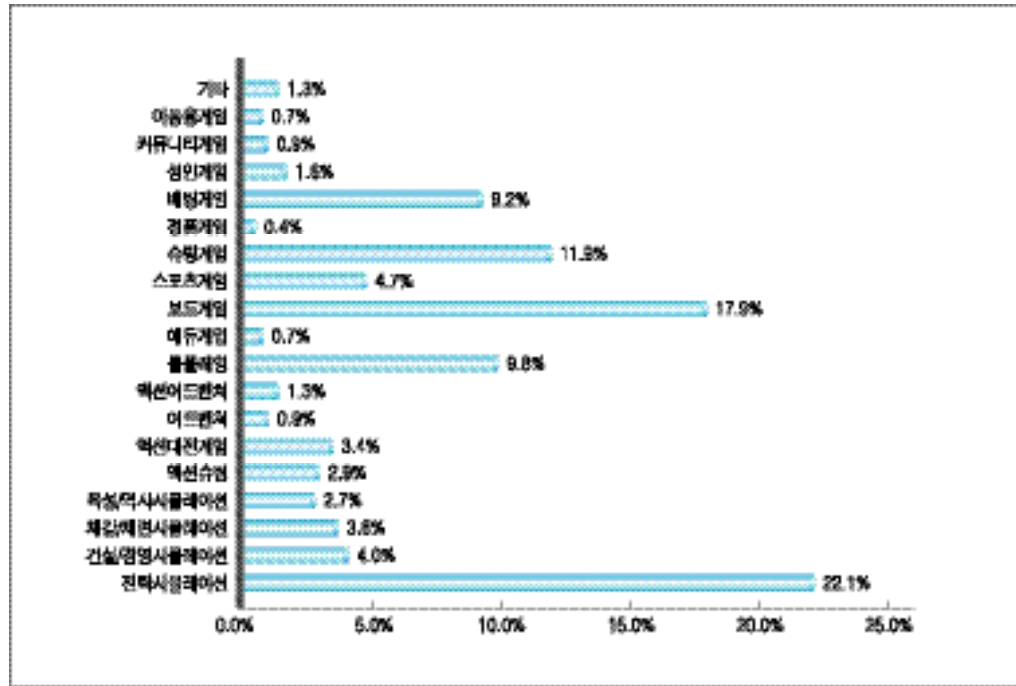


. 20 -24 , 가 ,
' , 가 ' / ;
' , 가
. 20 (25 -29) . 10 (15 -19)
20 (20 -24)
, 20
20 ' / ' 가 ' /
, 10
. 30 ' , ' ,
가 가 . 20
, ' 가 ' 가 , ' 20
. 30 . 30
, ' , ' , ' ,
가 . 10 20 , 30
(9 -14) ' , 25%
, 17.8%

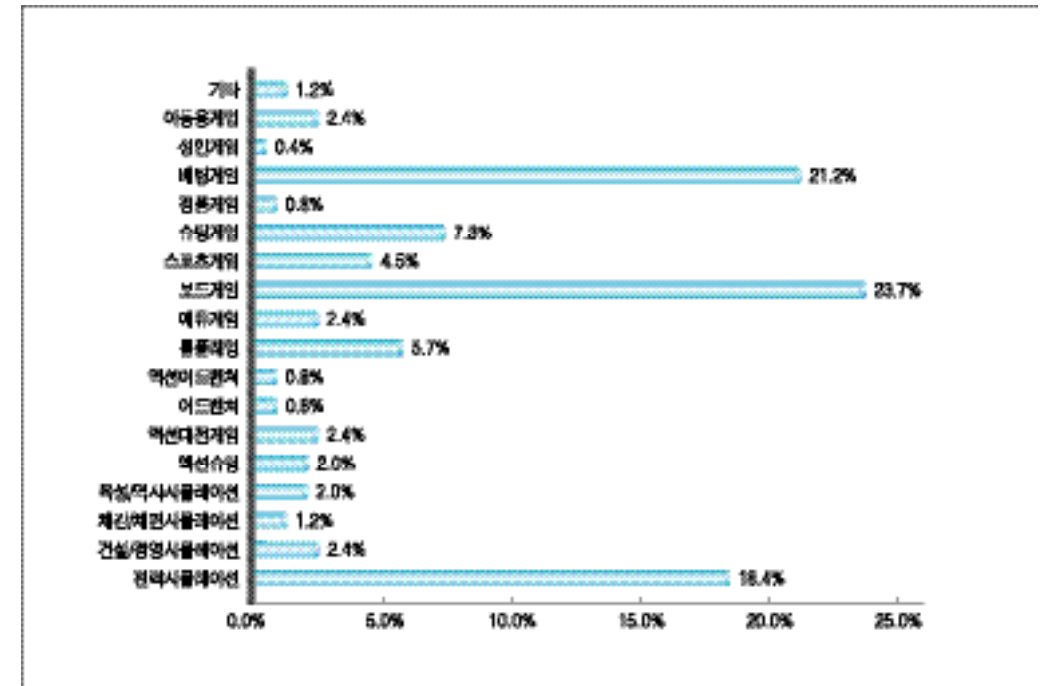
< 2-2-4-05> 20-24 ()



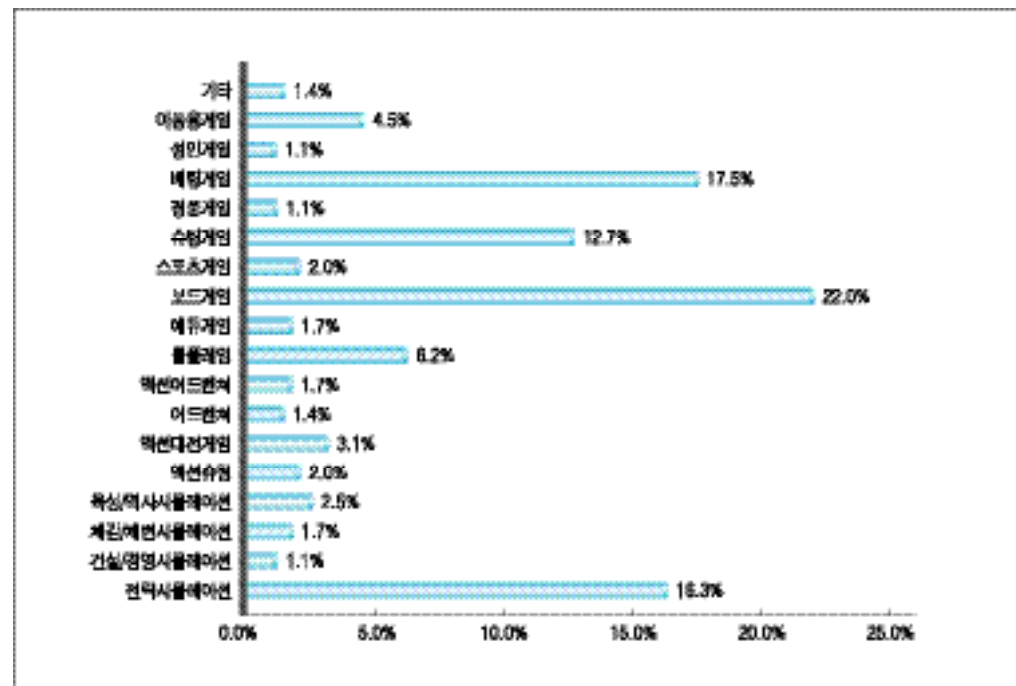
< 2-2-4-06> 25 -29 ()



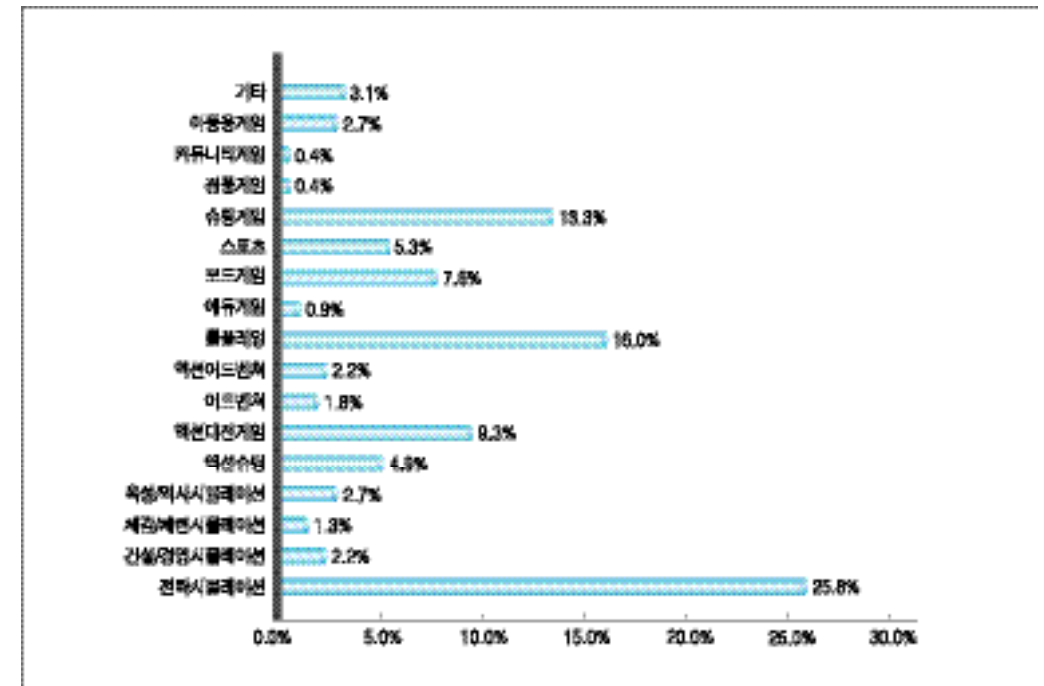
< 2-2-4-08> 35 -39 ()



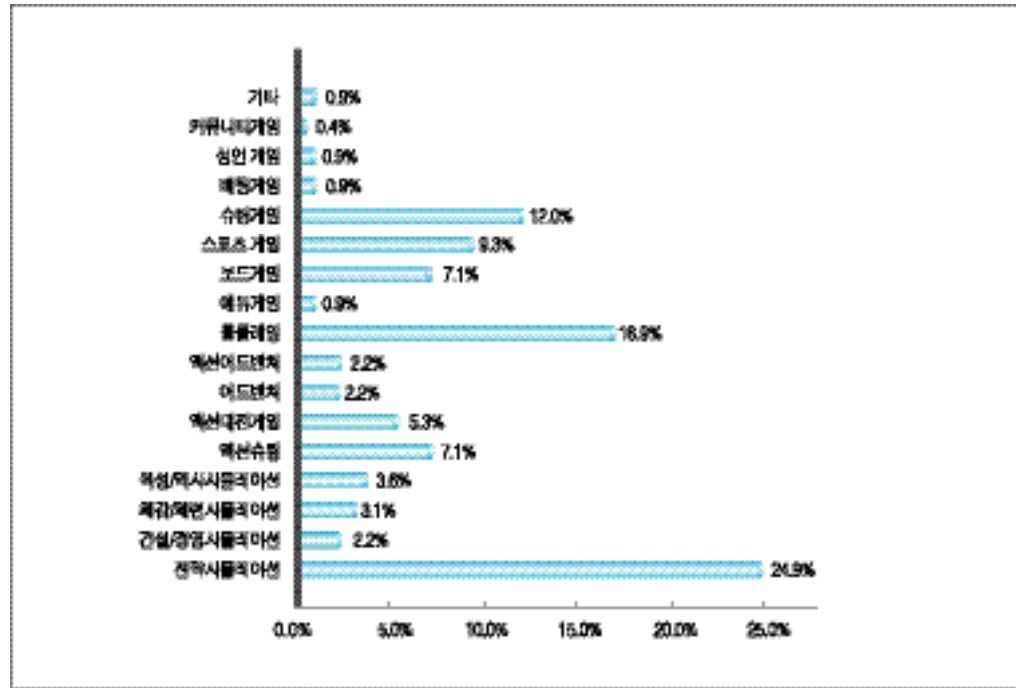
< 2-2-4-07> 30 -34 ()



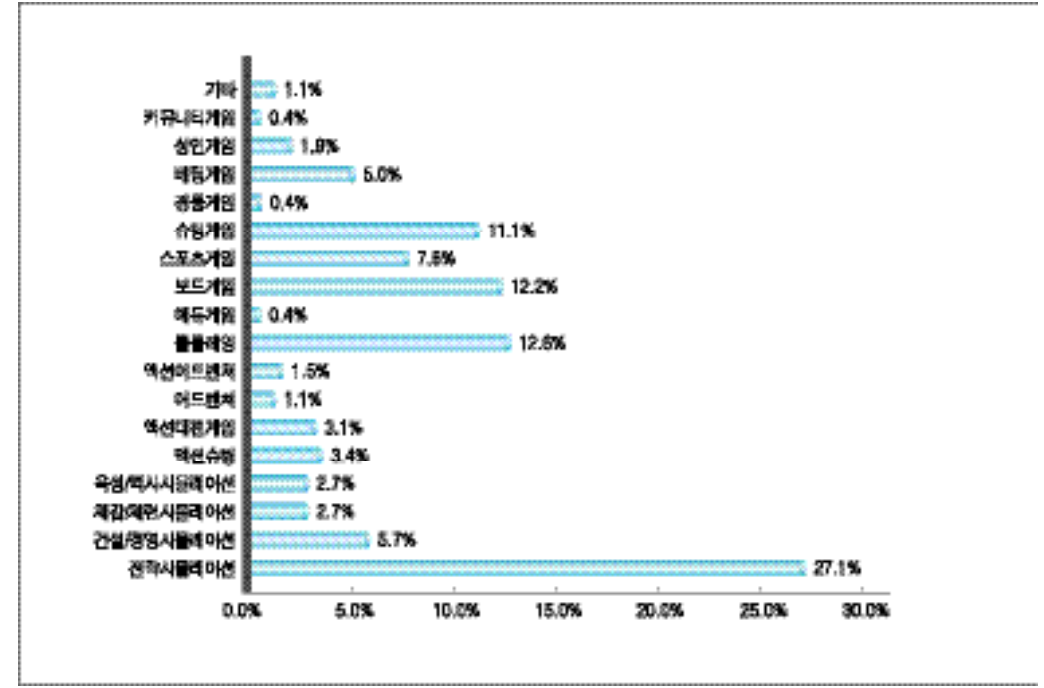
< 2-2-4-09> 9 -14 ()



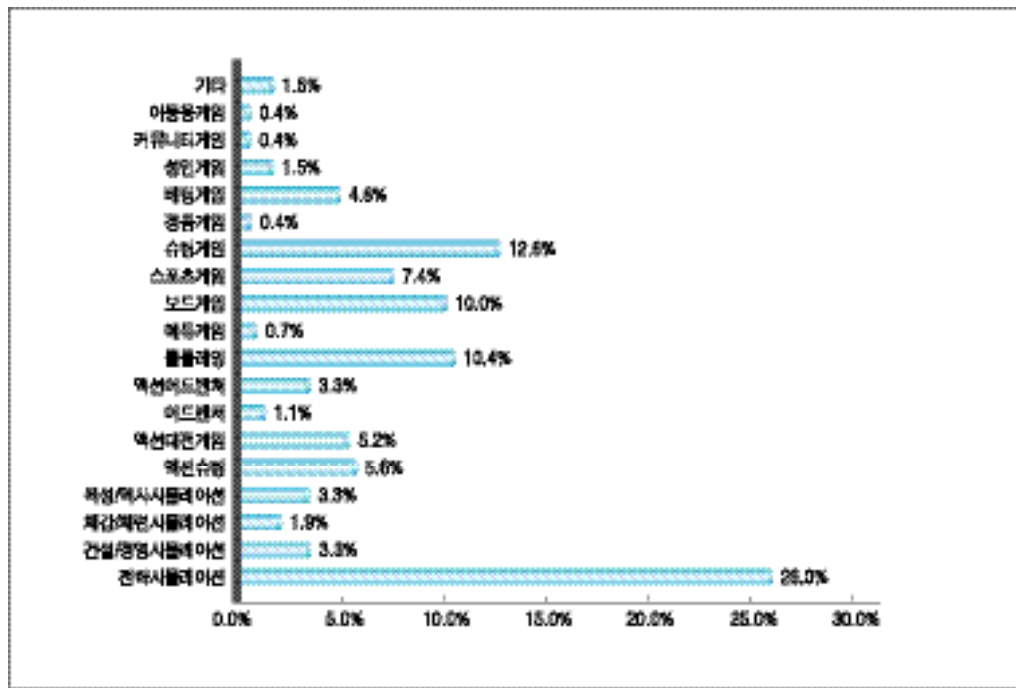
< 2-2-4-10> 15 -19 ()



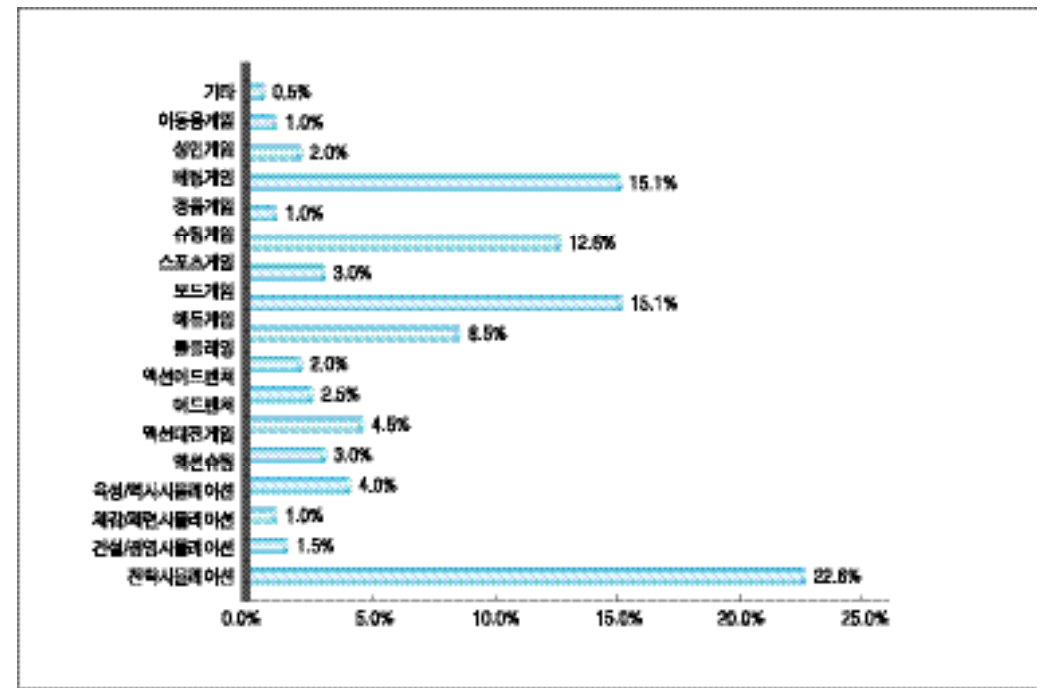
< 2-2-4-12> 25 -29 ()



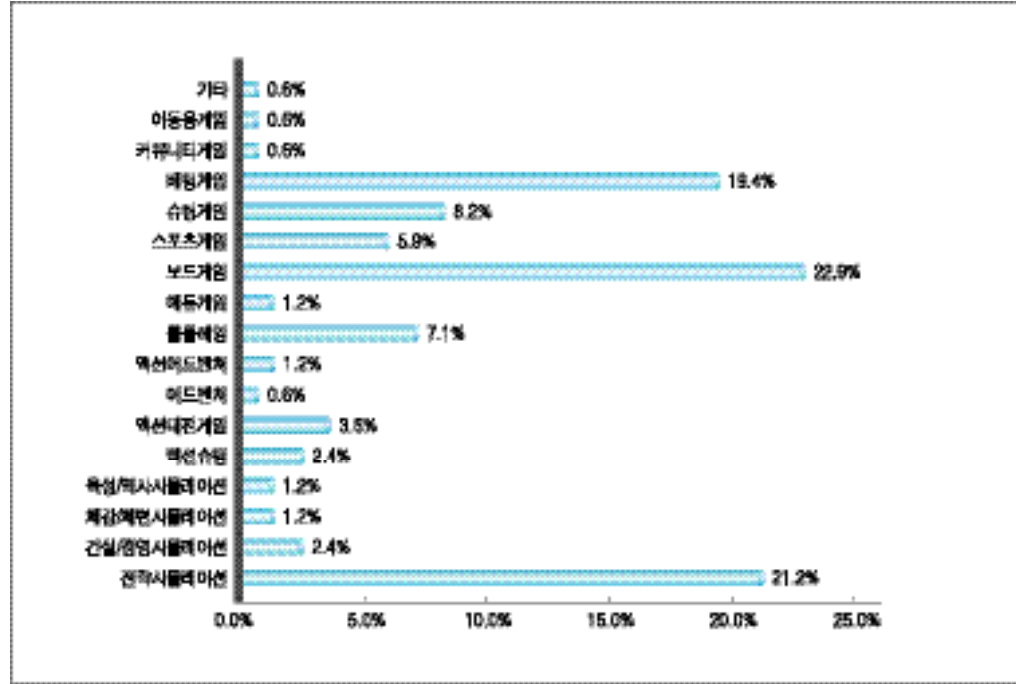
< 2-2-4-11> 20 -24 ()



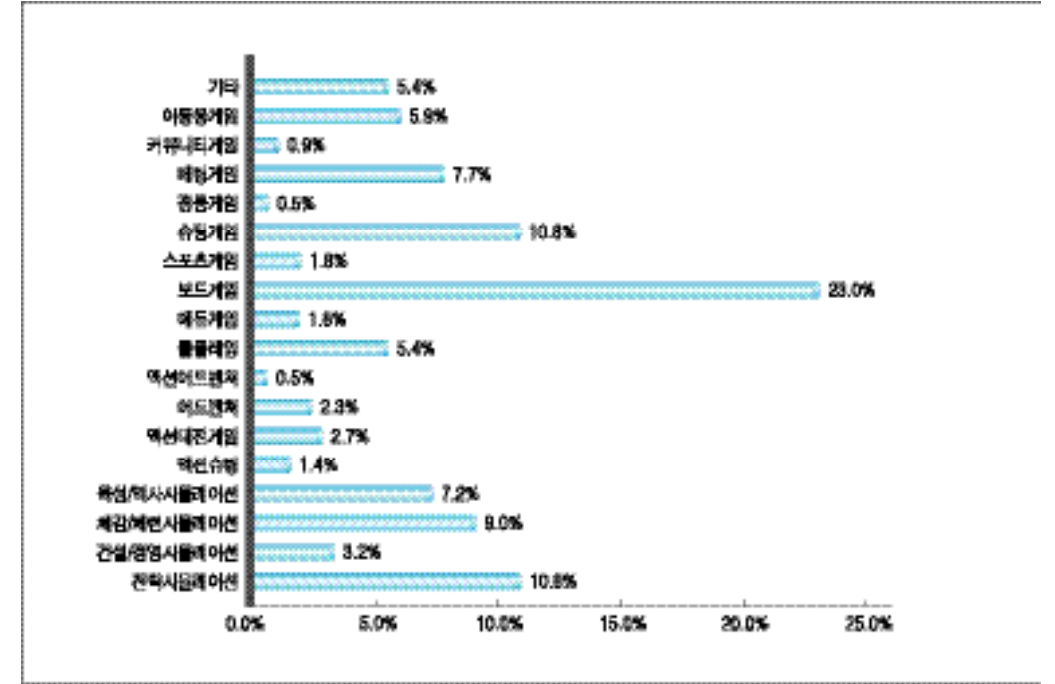
< 2-2-4-13> 30 -34 ()



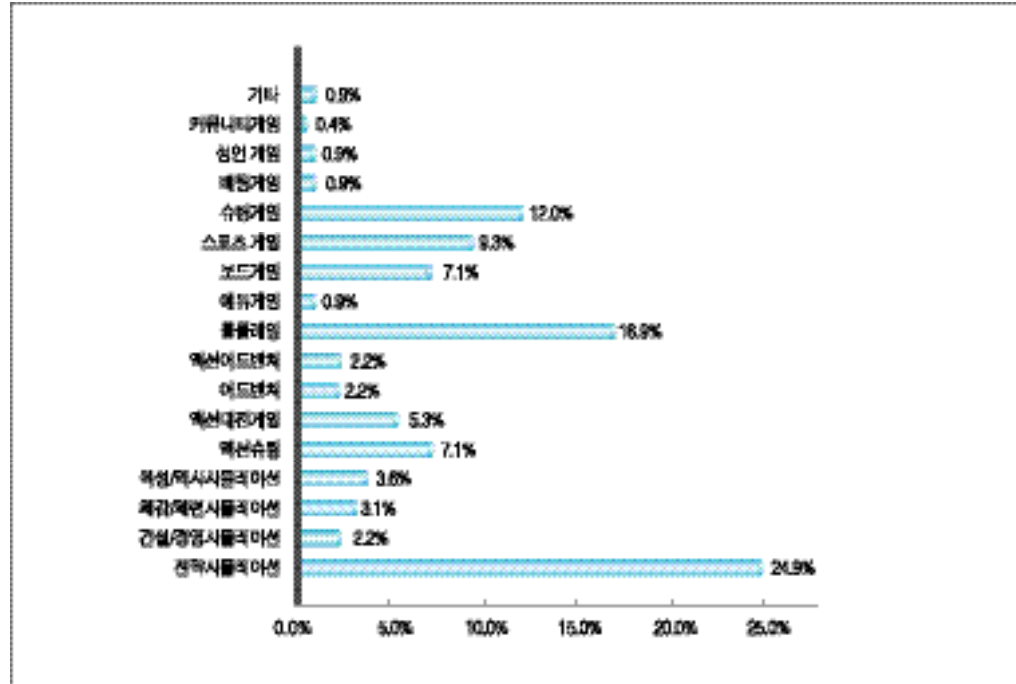
< 2-2-4-14> 35 -39 ()



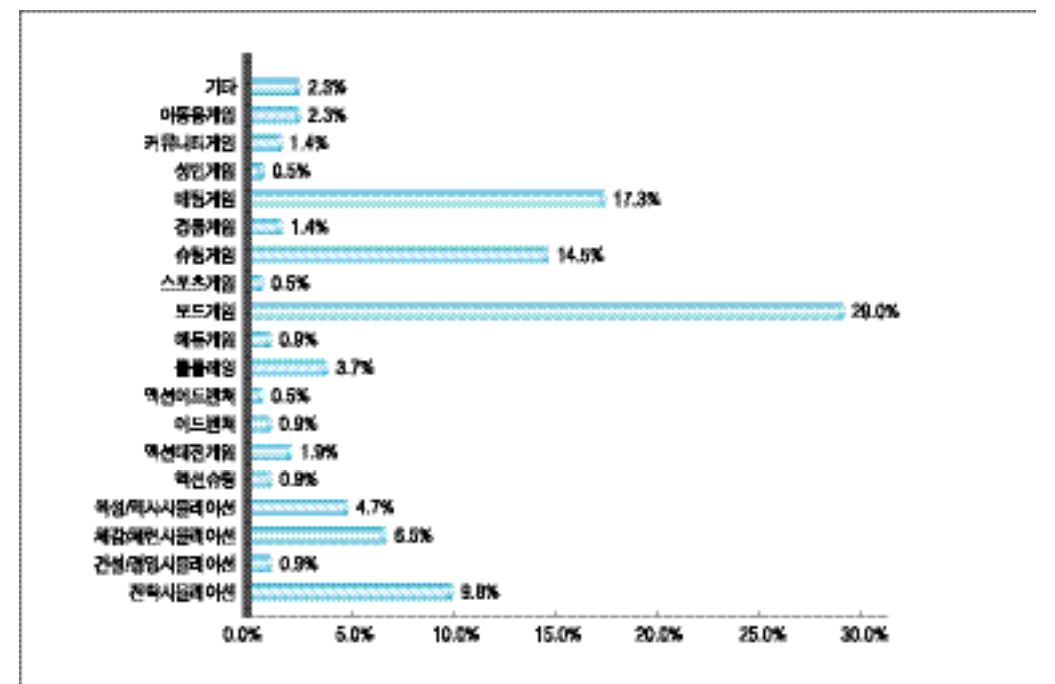
< 2-2-4-16> 15 -19 ()



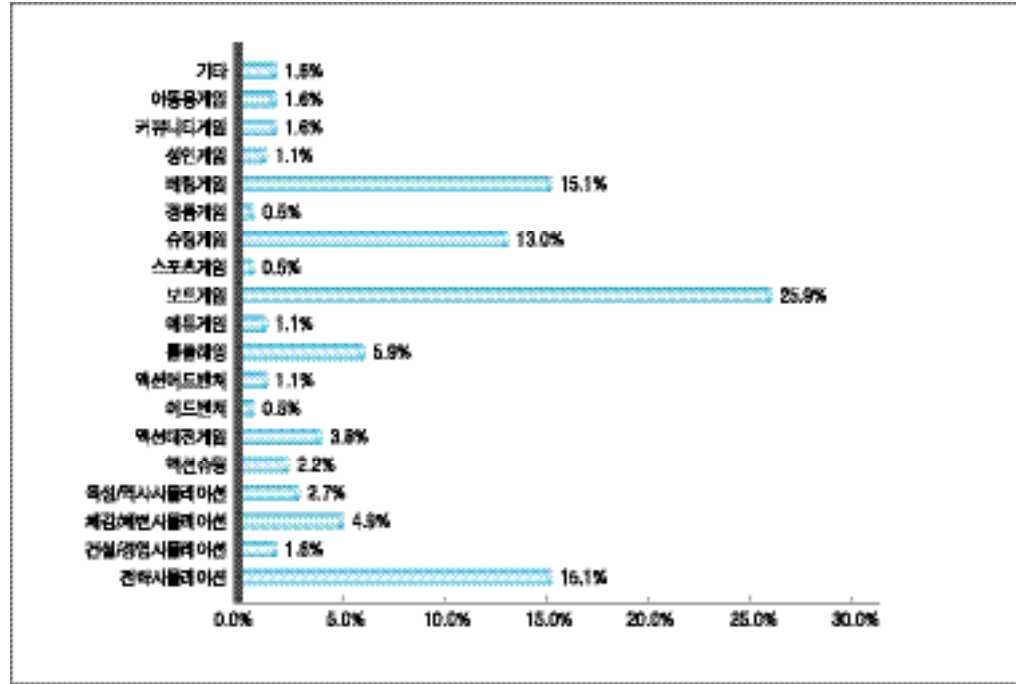
< 2-2-4-15> 9 -14 ()



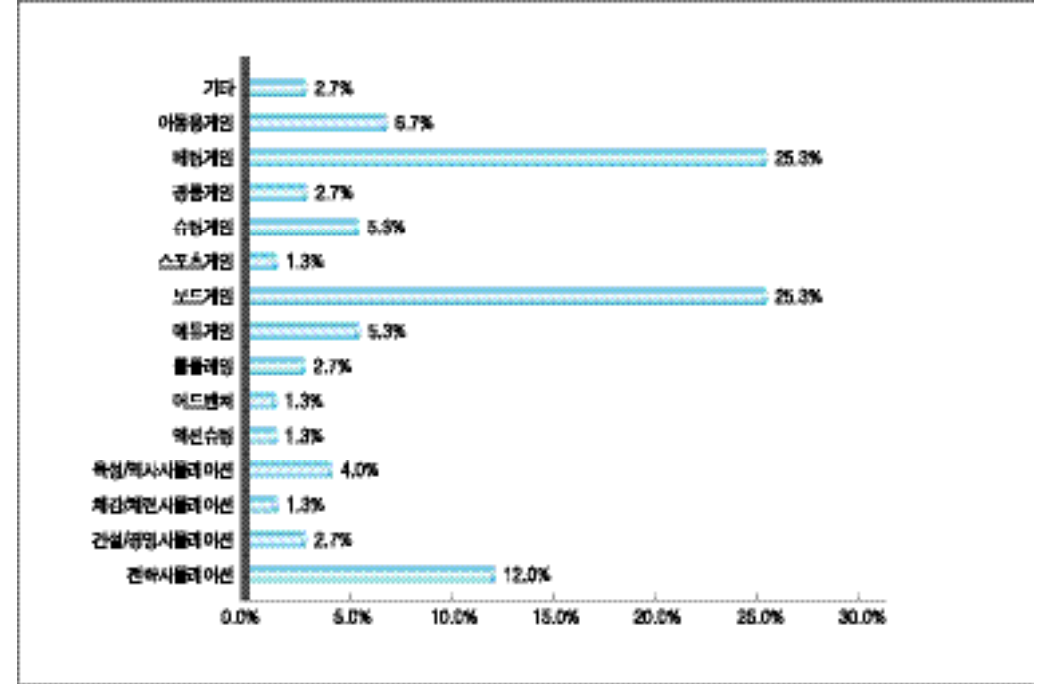
< 2-2-4-17> 20 -24 ()



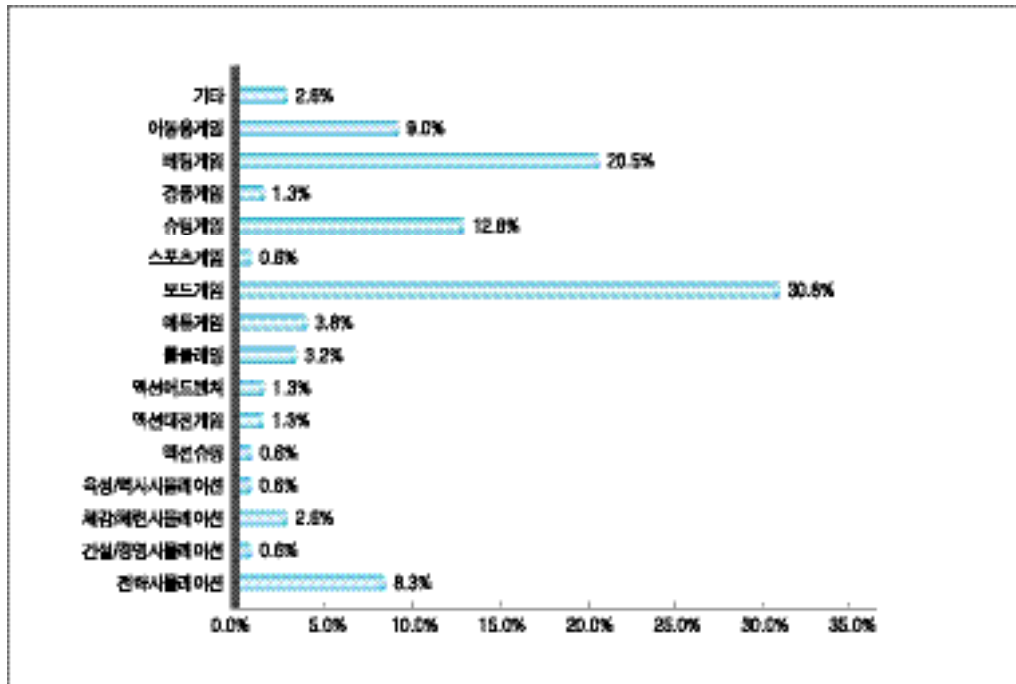
< 2-2-4-18> 25 -29 ()



< 2-2-4-20> 35 -39 ()



< 2-2-4-19> 30 -34 ()



3장

가 (Hard-core users)

1

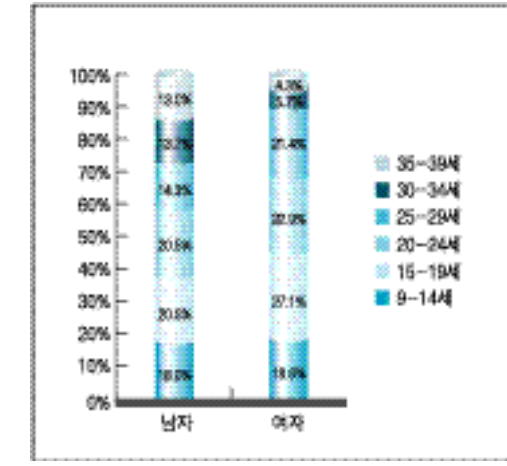
1. 가 18.2%, 24 가 60%, 69.7%, 30.3%
2 가 86.1%, 13.9%
15-19 가 22.5%, 20-24 가 21.2%, 9-14 가 15.5%, 15-24 가 41%, 30 가 26.7%

< 2-3-1-01>

		(%)
	231	100%
	161	69.7%
	70	30.3%
9-14	42	18.2%
15-19	52	22.5%
20-24	49	21.2%
25-29	38	16.5%
30-34	26	11.3%
35-39	24	10.4%
	199	86.1%
	32	13.9%

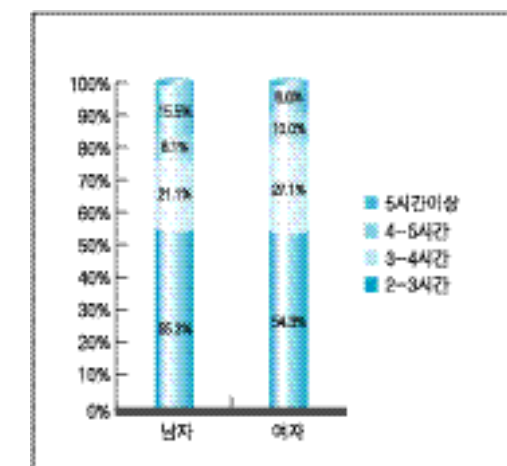
15-24 가 50%, 30 가 10%, 30

< 2-3-1-01> (N=231)



2-3 가 55%, 5 가 15.5%, 8.6% 가 4-5 가 5 가

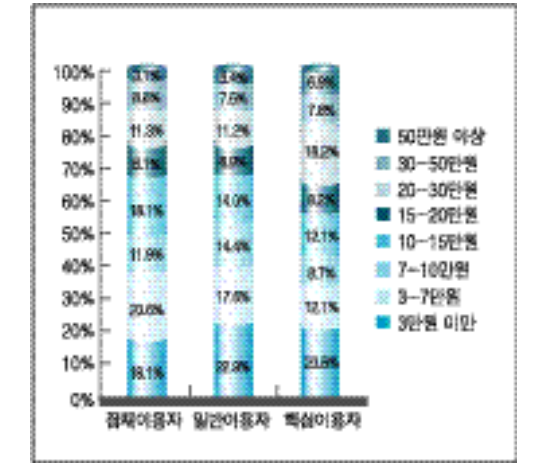
< 2-3-1-02> (N=231)



2. 가

가 50%, 33%, 20, 7%, 50, 가

< 2-3-1-03> (N1=159, N2=490, N3=230)



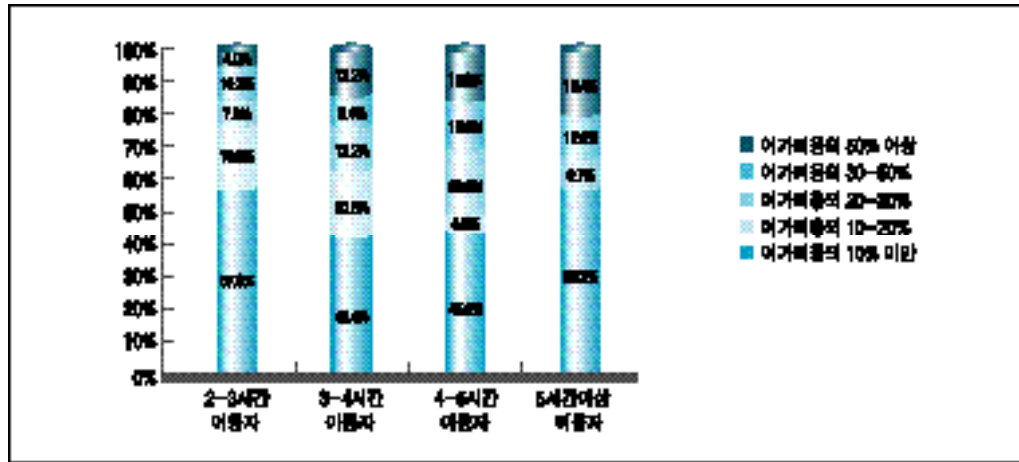
가 10%, 53.5%, 가 10%-20%, 가 30%-50%

< 2-3-1-02> ()

가			
가 10%	123	53.5%	
가 10-20%	37	16.1%	
가 20-30%	24	10.4%	
가 30-50%	25	10.9%	
가 50%	21	9.1%	
	230	100.0%	

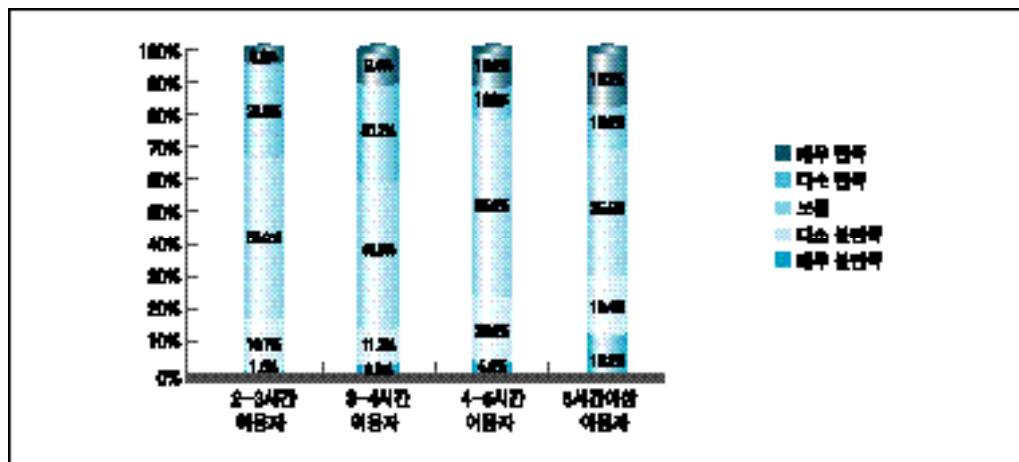


< 2-3-1-04> 가 (N=231)

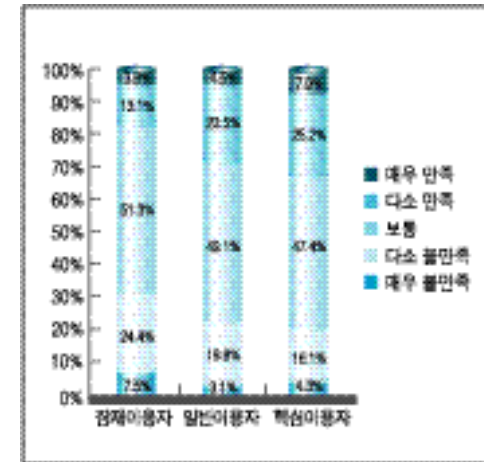


가 , 2-3 가 , 18% , 31% , 50% , 3-4 , 39% , 2-3 , 4% , 4-5 , 25% , 5 , 19.4% 가 , 가 , 가

< 2-3-1-05> 가 (N=231)

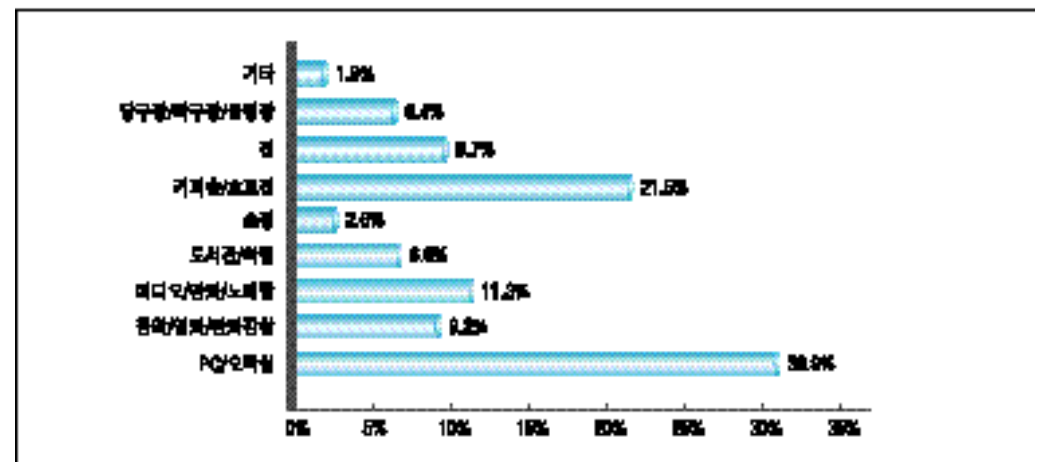


< 2-3-1-06> 가 (N1=159, N2=490, N3=230)

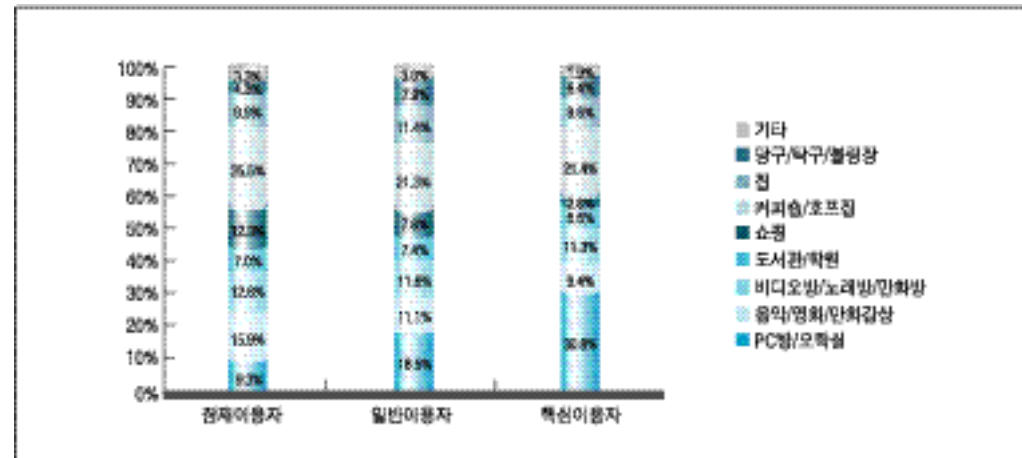


가 , 31%가 , 21.5% , 2 , PC / 가 , 20% , 31%가 (30.8%) , 50% , 23% , 2 (25.5%) , 30 (21.3%), PC (18.5%) , / , 11% , 가 , PC / (21.4%) , 20%

< 2-3-1-07> 가 () (N=424,)



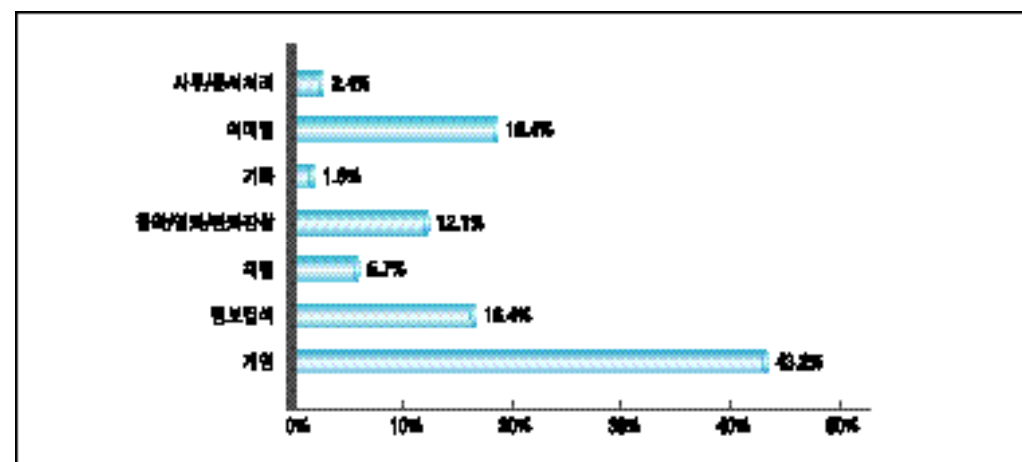
< 2-3-1-08> (N1=159, N2=490, N3=231)



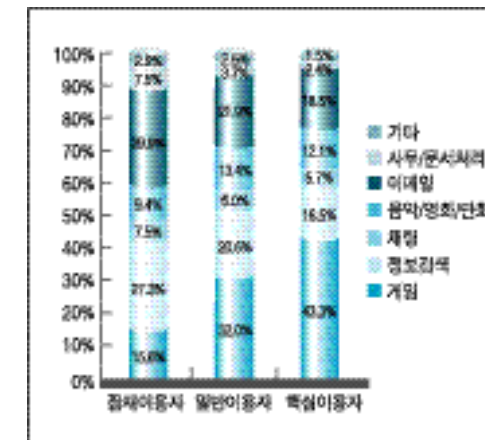
3. PC / / (13.4%)

가
' 43.2% 가
' (e-mail)' 18.4%, ' 가 PC
' 16.4%, ' / / ' 12.1%
, (29.9%) (62.6%)
(27.3%) 29.1% PC
(32.0%) (21.9%), (20.6%), PC

< 2-3-1-09> 가 (N=456,)

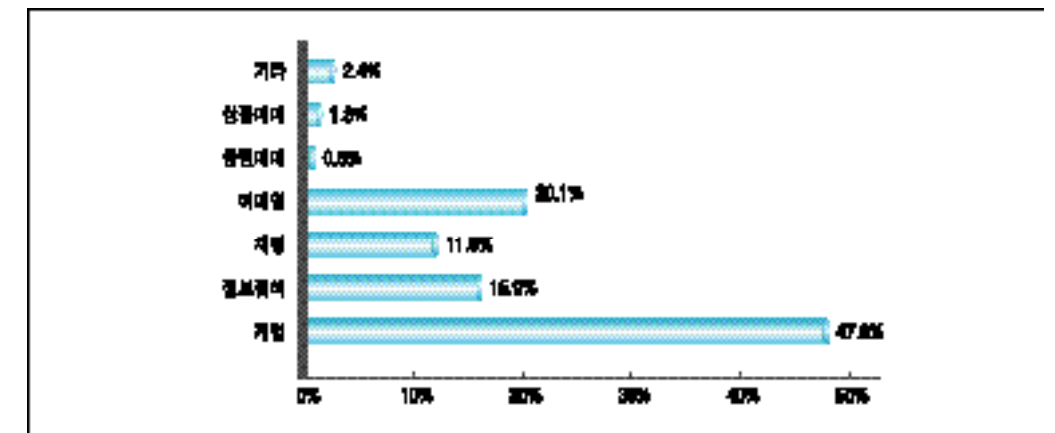


< 2-3-1-10> (N1=308, N2=872, N3=455,)

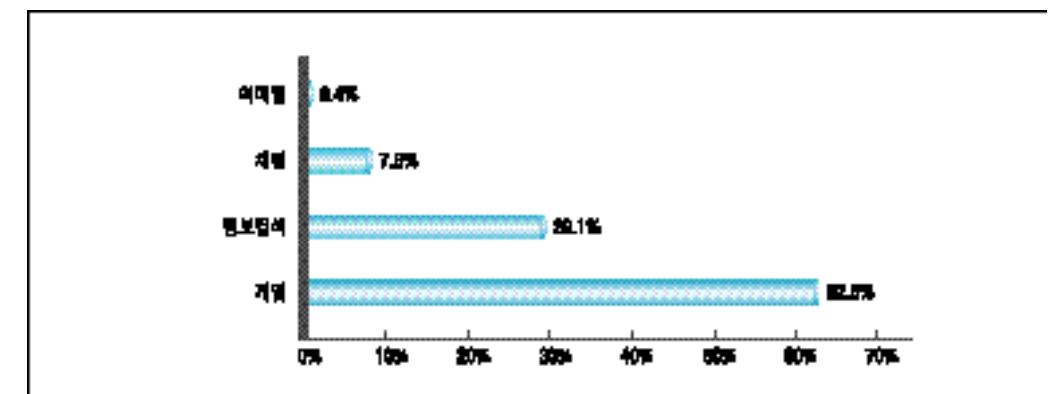


PC
7.5%
13.5% , 29.1%
4 , 2
PC
2-3
PC 2-3 (35.2%), 1-
2 (28.6%) PC
3-4 PC

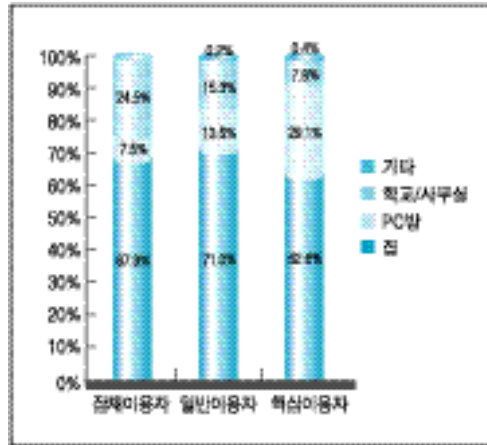
< 2-3-1-11> 가PC (N=378,)



< 2-3-1-12> (N=230)

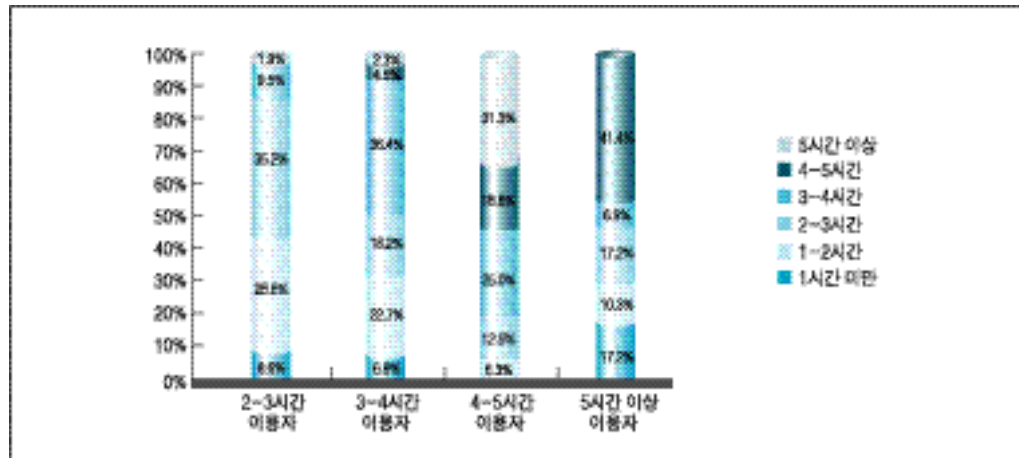


< 2-3-1-13> (N1=159, N2=490, N3=230)

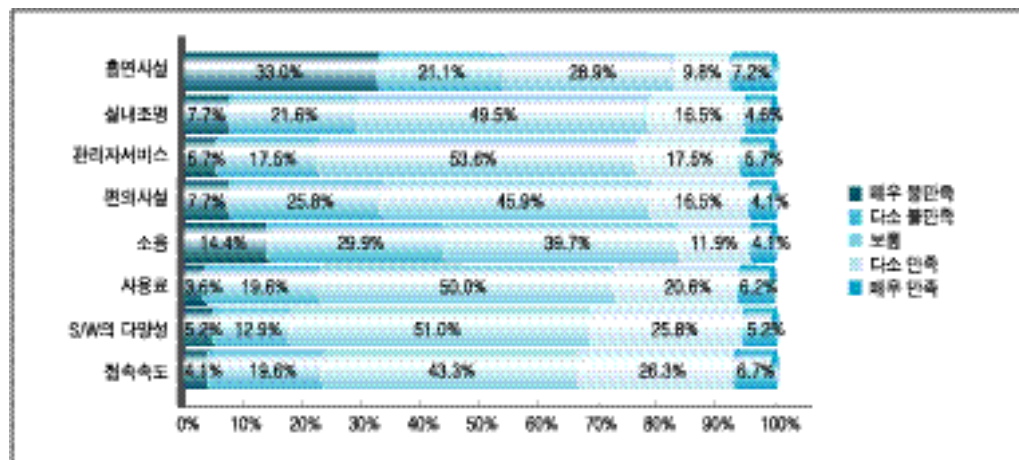


36.4%가 3-4, 4-5
50%가 4, 5
가 PC
41.4% PC 4-5
가 PC
PC
(33%), (31%)

< 2-3-1-14> 1 PC

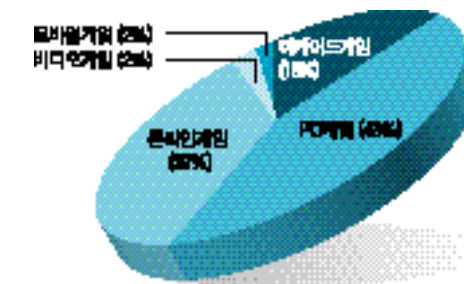


< 2-3-1-15> PC

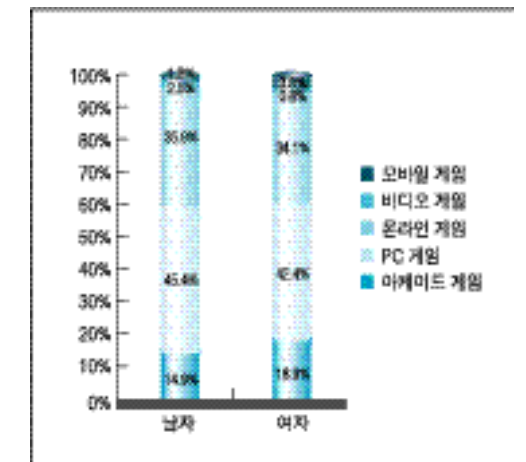


(54.1%), (44.3%), PC 43% 가
(33.5%), PC 37%
80%가 PC
4. PC 45.4%,
(1) PC 35.9%, PC 42.4%, 34.1%

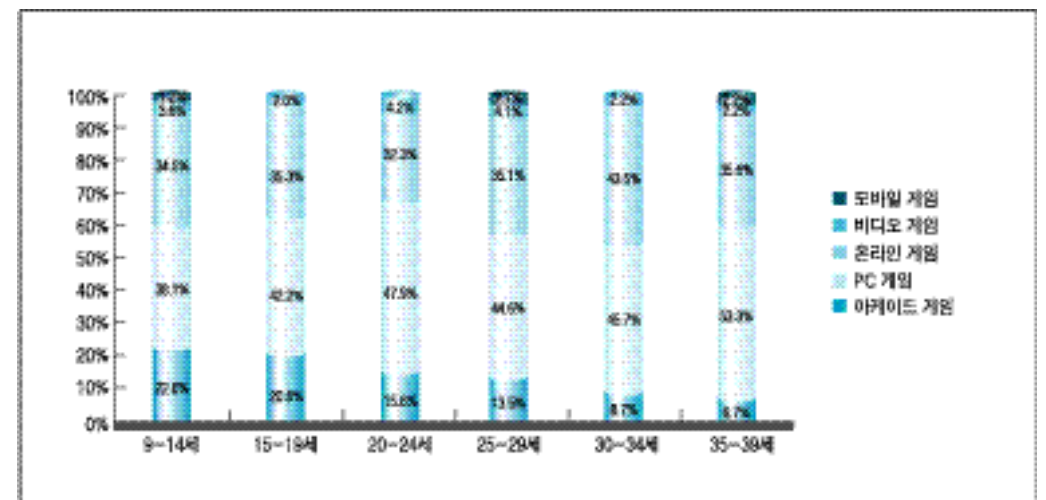
< 2-3-1-16> 가 (N=231)



< 2-3-1-17> (N=231)

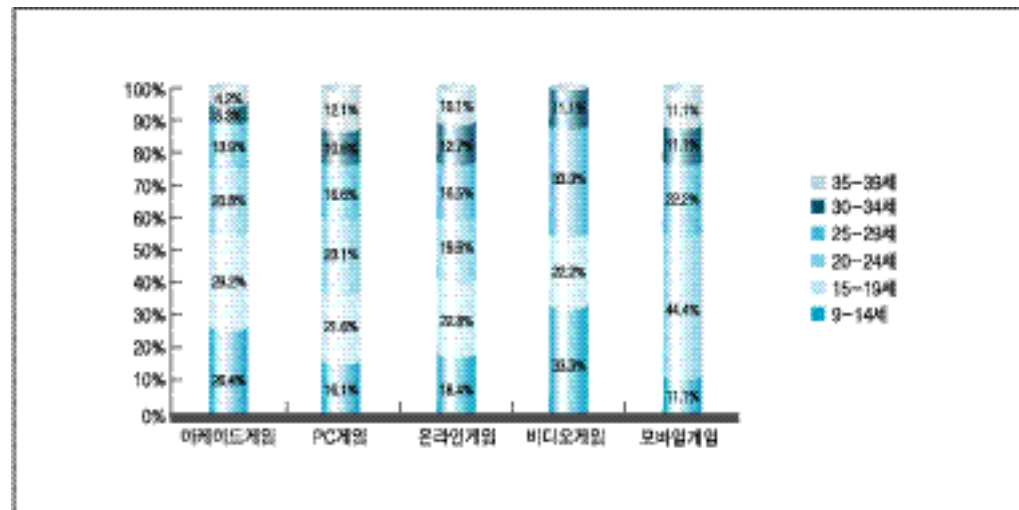


< 2-3-1-18> (N=230)

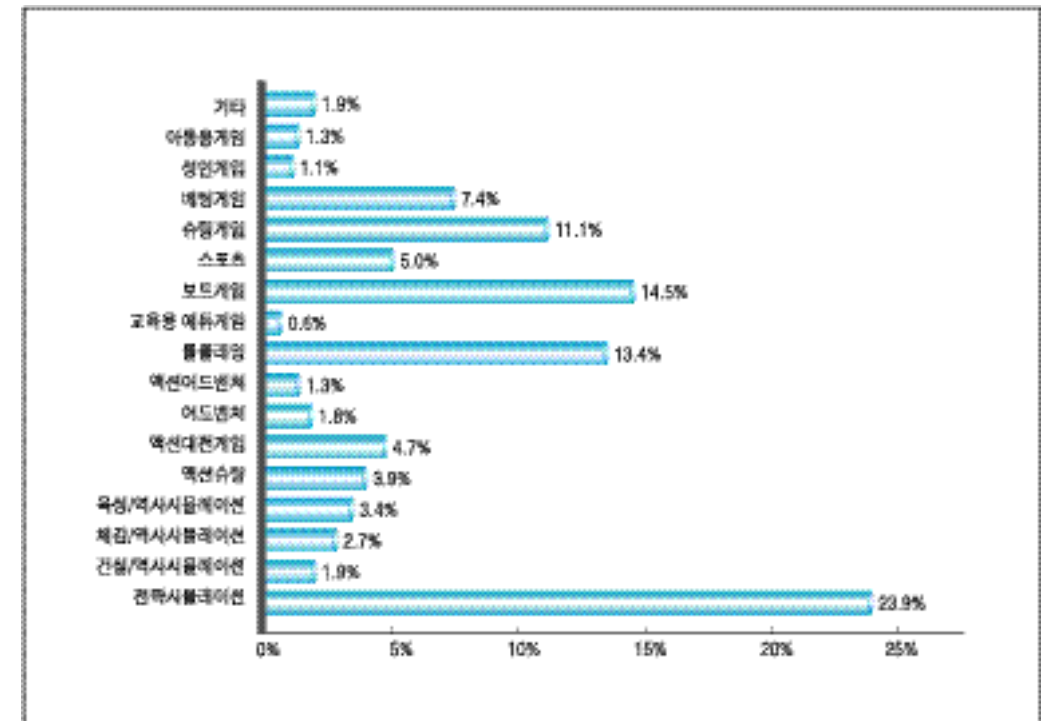


가 , 30 , 22% , 20-24 가 67% (44.4%) , PC 9-14 38.1% 가 20 20-24 47.9%, 35-39 53.3% 가 9-14 가 (2) 22.6% 35-39 6.7% 3 가 , (23.9%) (14.5%), (13.4%) , PC , (27.5%), (15.2%), (11.2%) , (27.1%), (24.8%) 15-19 (29.2%)가 가 , 30 10% PC 2 3 가

< 2-3-1-19> (N=447,)

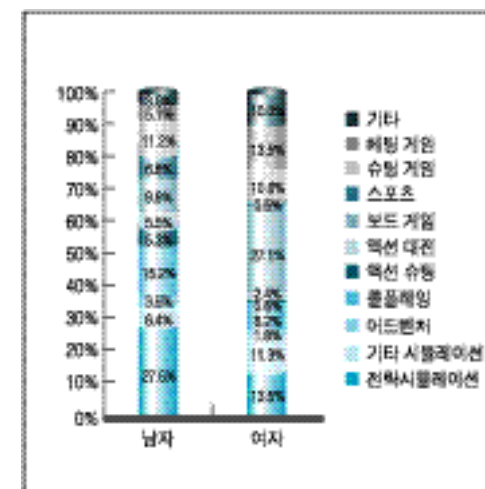


< 2-3-1-20> (N=620,)



, 9 - 14 (26.7%) (14.2%) (10.9%), (10.8%)

< 2-3-1-21>

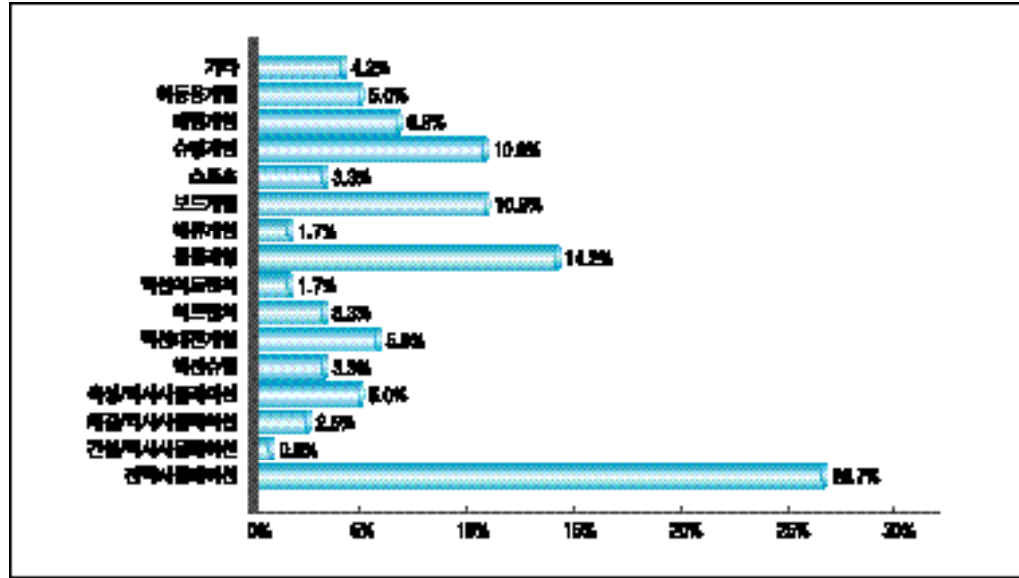


15 - 19 (21.8%) 9 - 14 (17.3%) , 20 - 24 (17.3%) , 20 - 24 가 , 24 가 , 30 가 , 30 - 34 15% 가

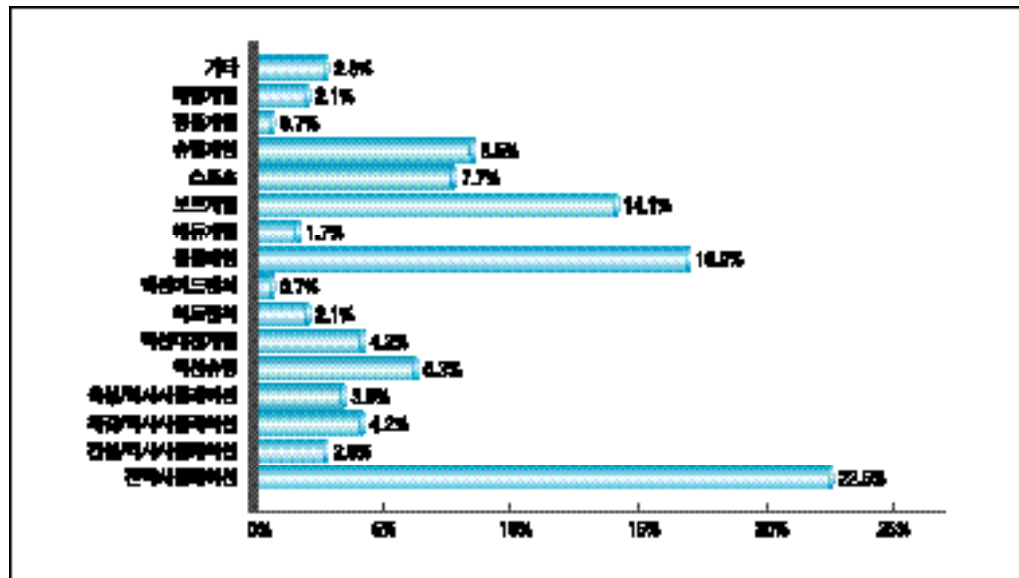
(3)

, 35 -39
17.7% (59.7%), PC (36.4%)

< 2-3-1-22> 9 -14 (N=120)

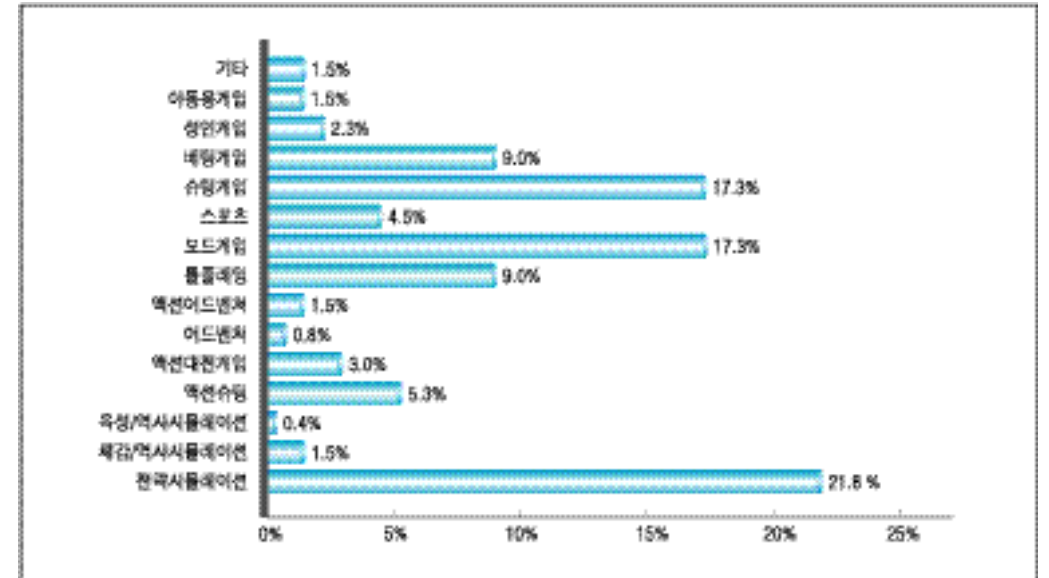


< 2-3-1-23> 15 -19 (N=142)

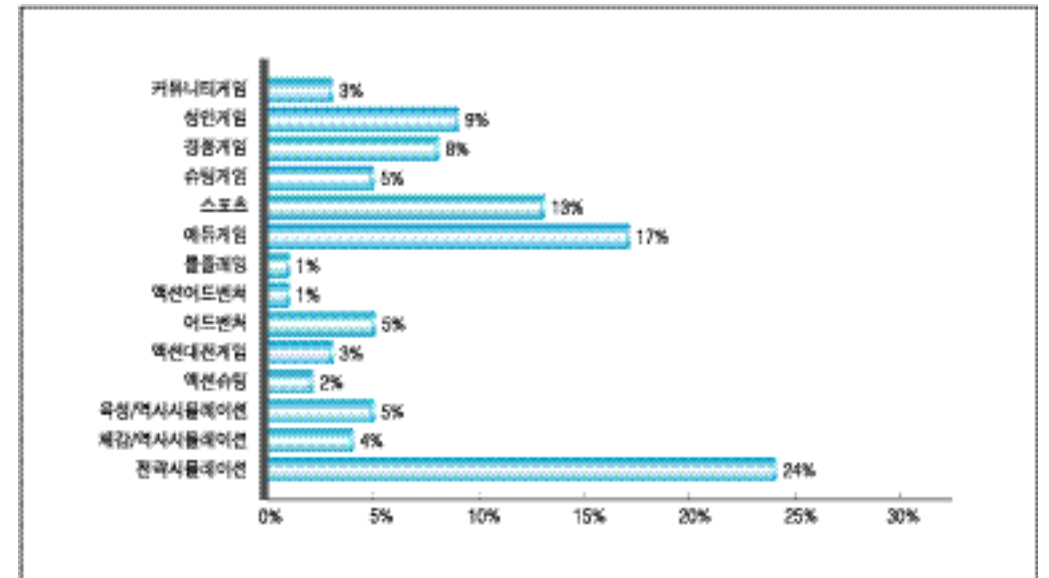


12.5% 가 PC
20.1%, PC
36.4% 가 PC

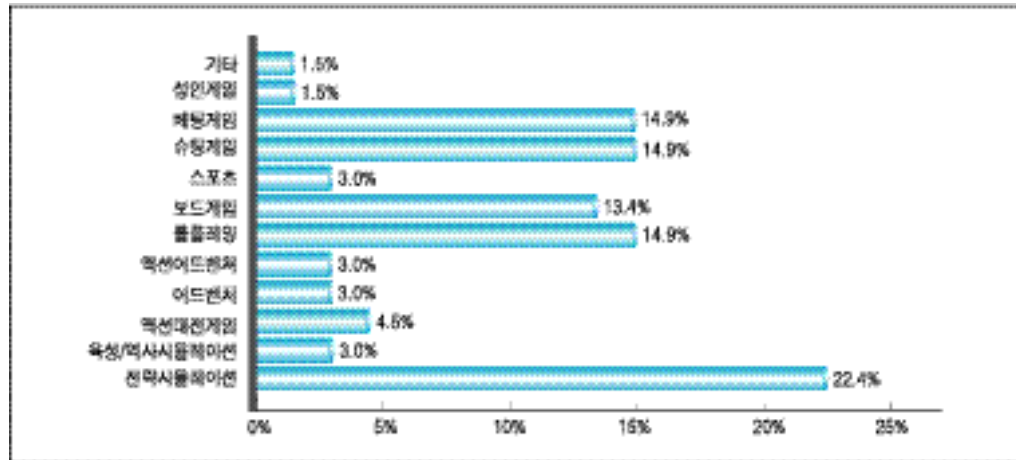
< 2-3-1-24> 20 -24 (N=133)



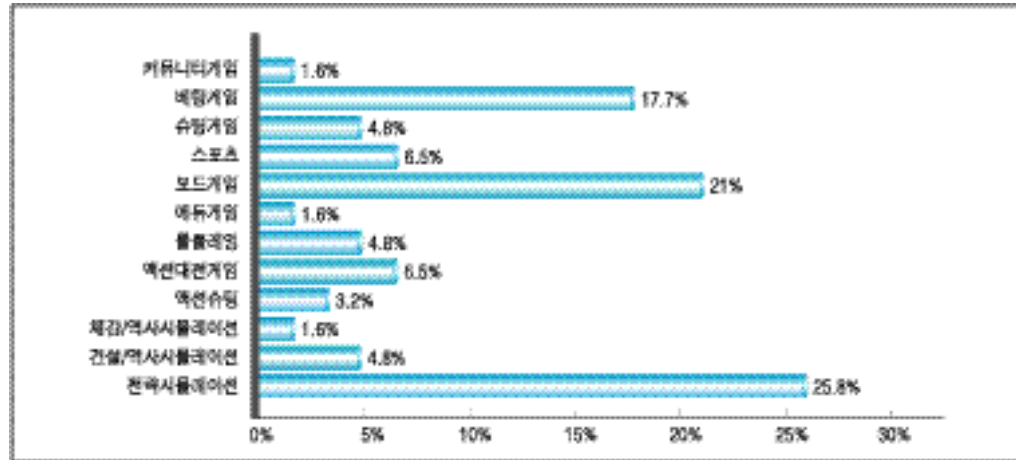
< 2-3-1-25> 25 -29 (N=100)



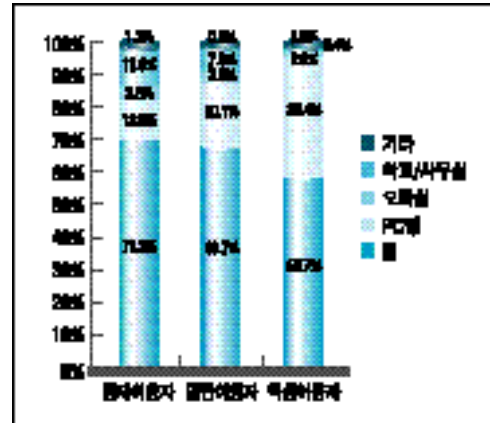
< 2-3-1-26> 30 -34 (N=67)



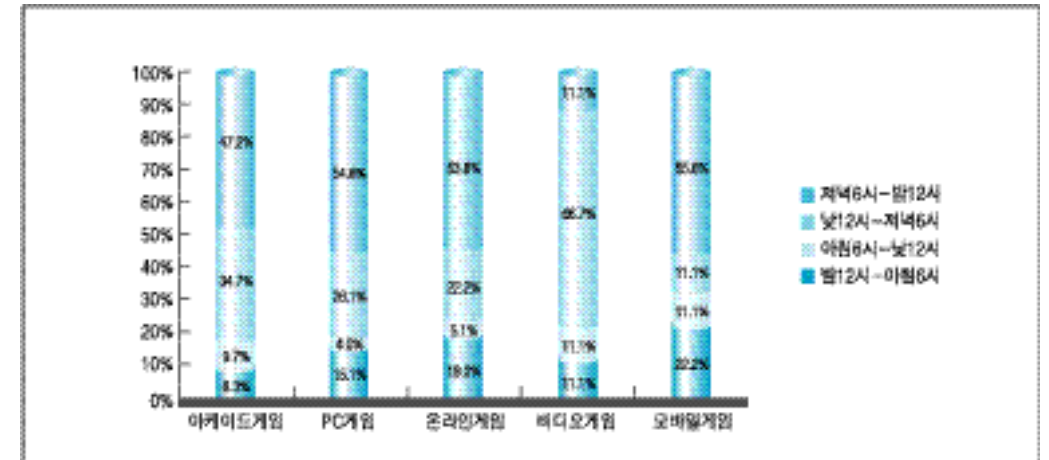
< 2-3-1-27> 35 -39 (N=62)



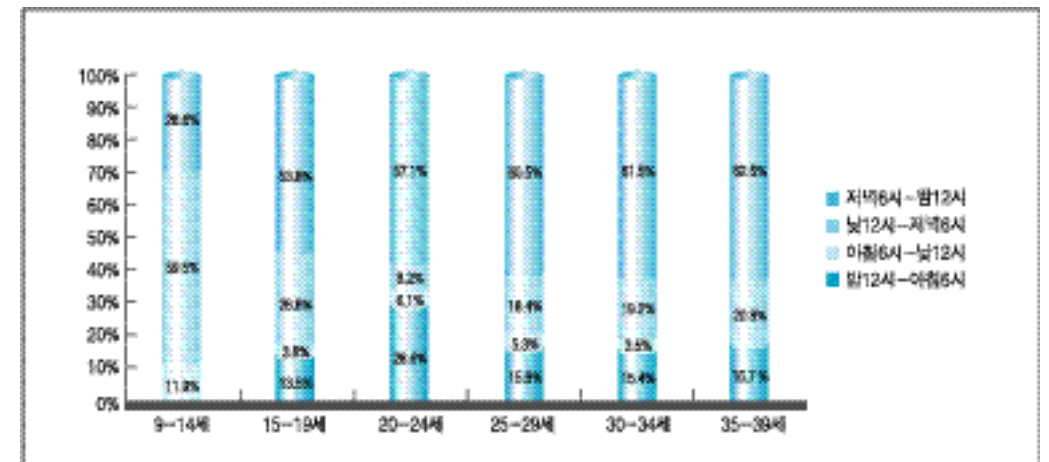
< 2-3-1-28> (N1=160, N2=492, N3=231)



< 2-3-1-29> (N=231)



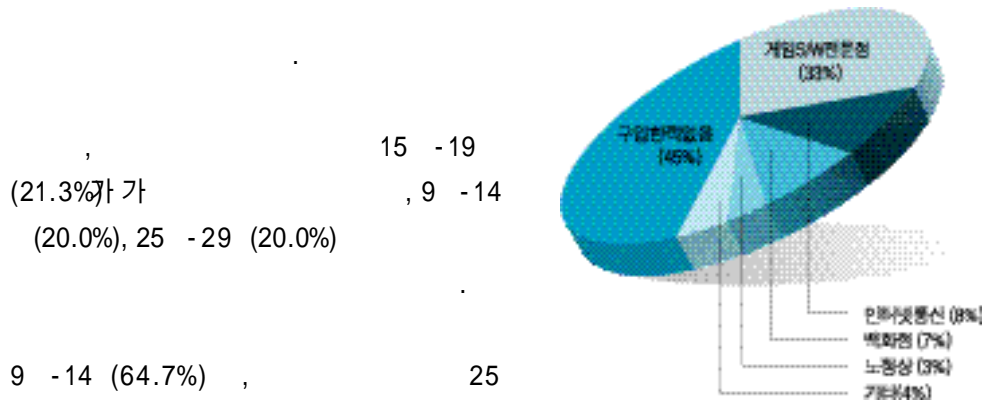
< 2-3-1-30> (N=231)



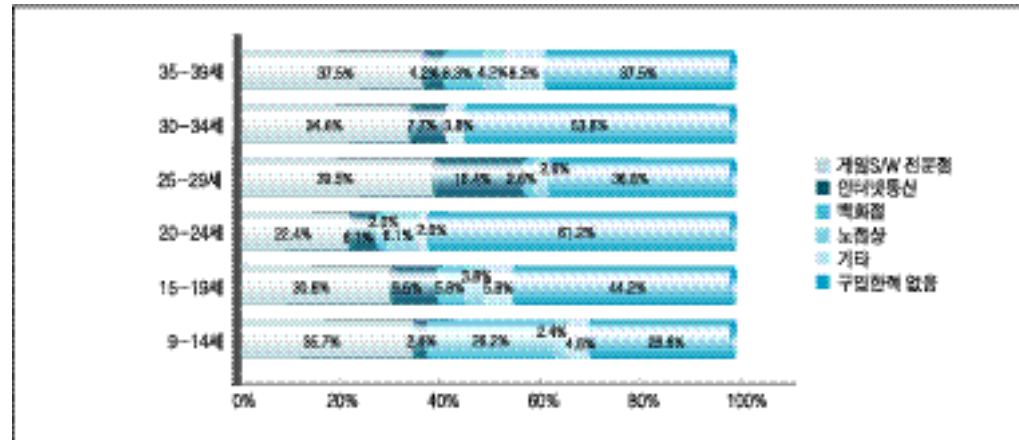
6 12
12
19% 가
가
, 9 -14
(12 - 12 , 88%)
, 15 -19

, 20 -24 (4)
12 , 25 30%
16% (7%) (33%), (8%),
가
20 9 -14 ,
(35.7%) (26.2%)

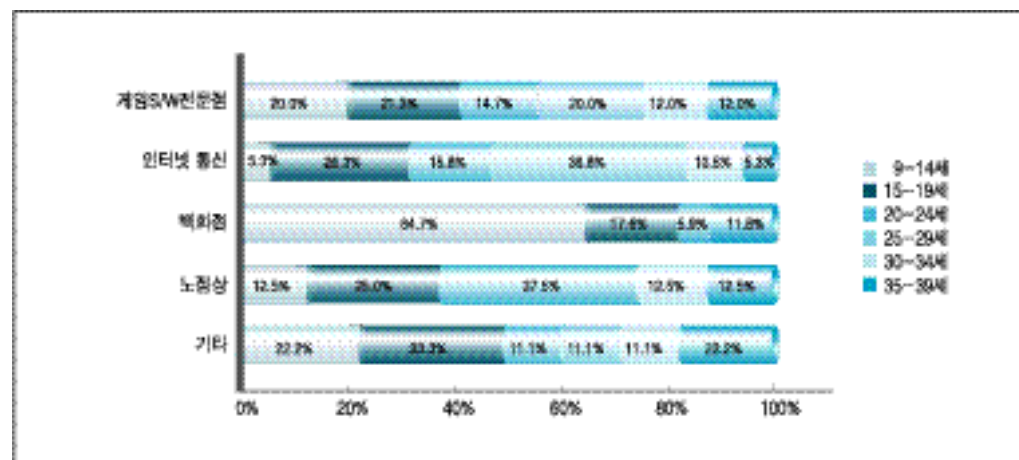
35-39세, 9-14세 < 2-3-1-31 > (N=231)



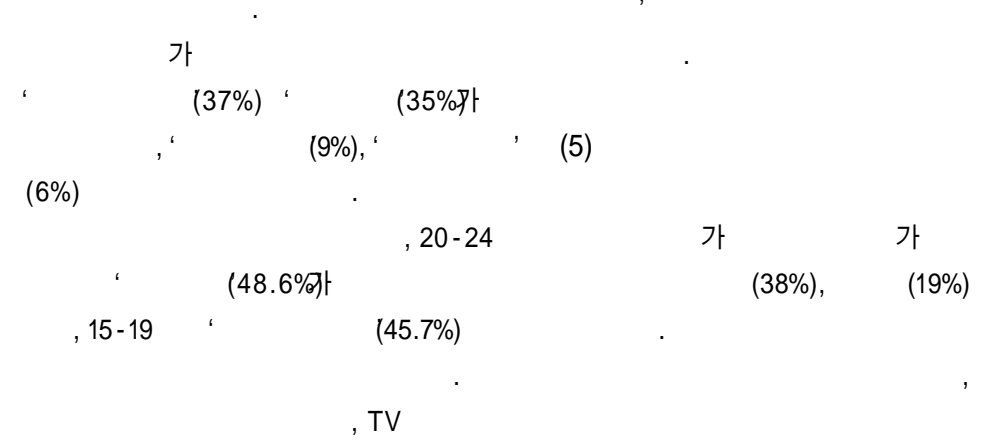
< 2-3-1-32 > (N=231)



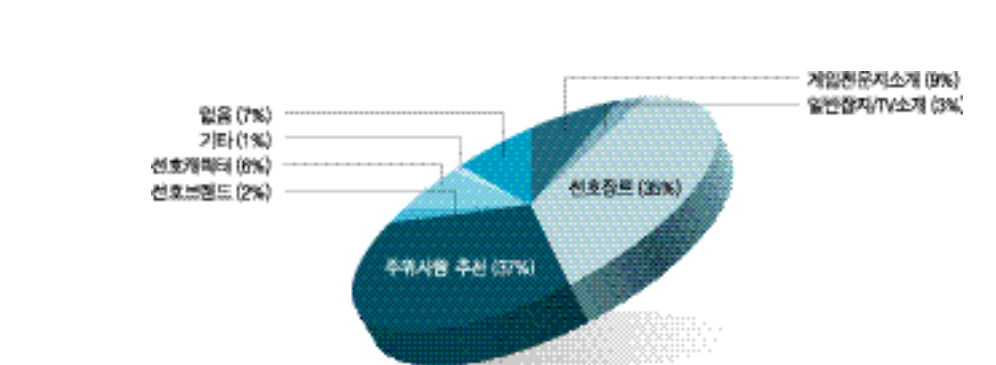
< 2-3-1-33 >



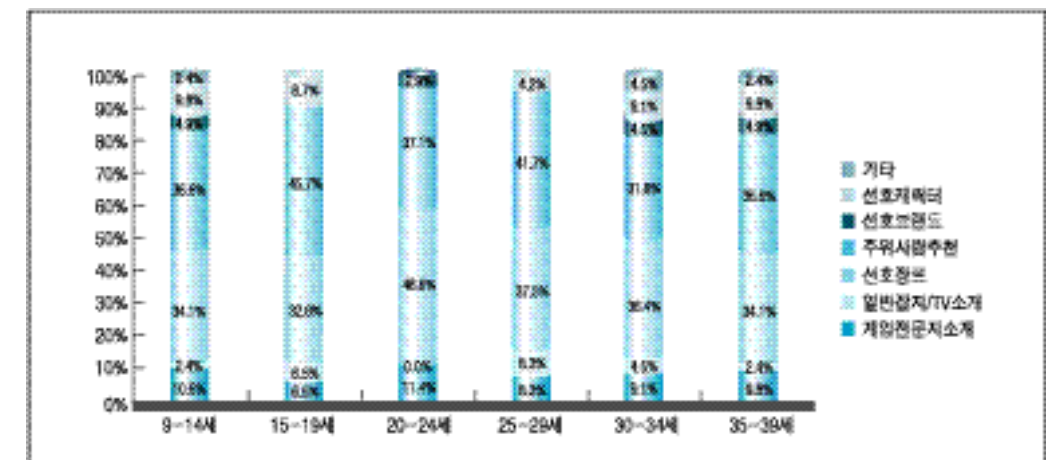
15-19세 (36.8%)가 가



< 2-3-1-34 > (N=230)

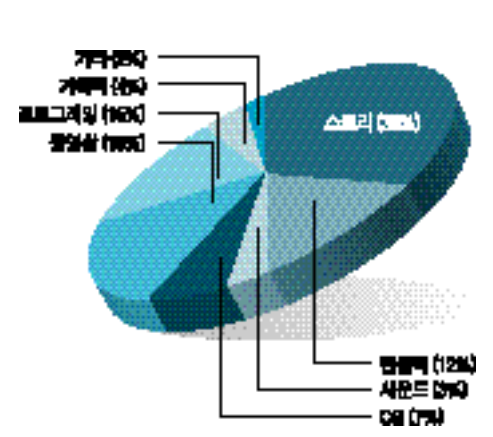


< 2-3-1-35 > (N=230)



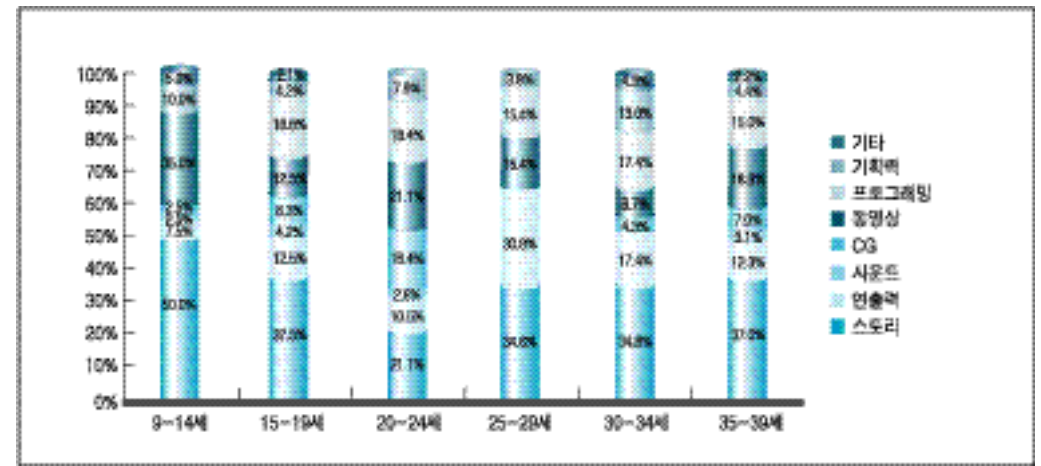
가 , 20-24 (12%), (4%) (21.1%) , (21.1%) CG(18.4%), (18.4%)
 (54%) , 9-14 (50.0%)가 가 (35%)
 , 25-29 (34.6%) (30.8%) 가 , 25 30

< 2-3-1-36> 가 가 (N=231)



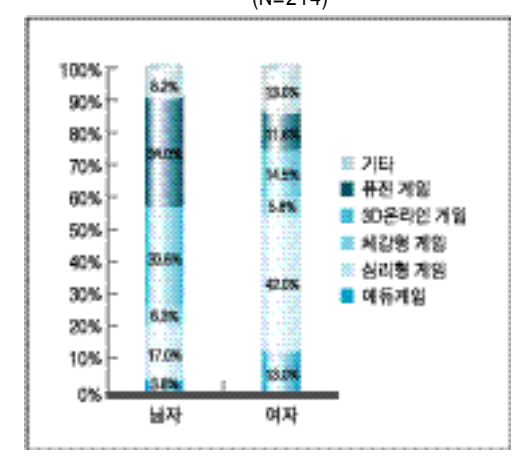
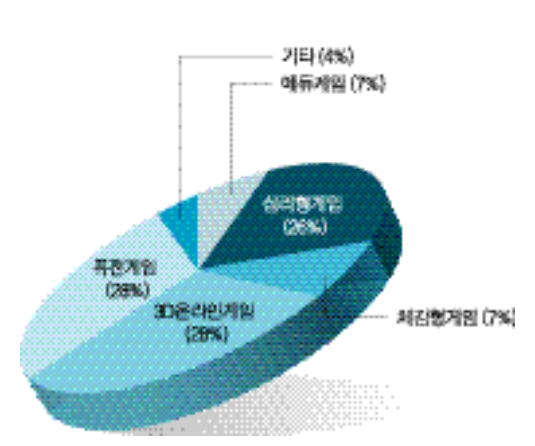
(28%), 3D (26%) (7%), 가 (34.0%), 3D (30.8%) 가

< 2-3-1-37> 가 (N=231)

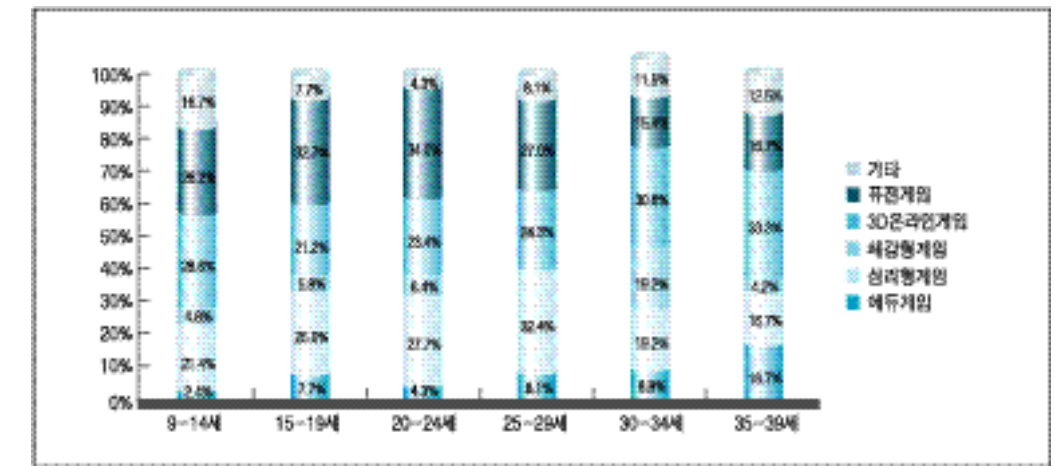


(42.0%) , 가 , 3D 20% , 15 15-24 가 , 30 , 29 , 15

< 2-3-1-38> (N=214) < 2-3-1-39> (N=214)



< 2-3-1-40> (N=214)

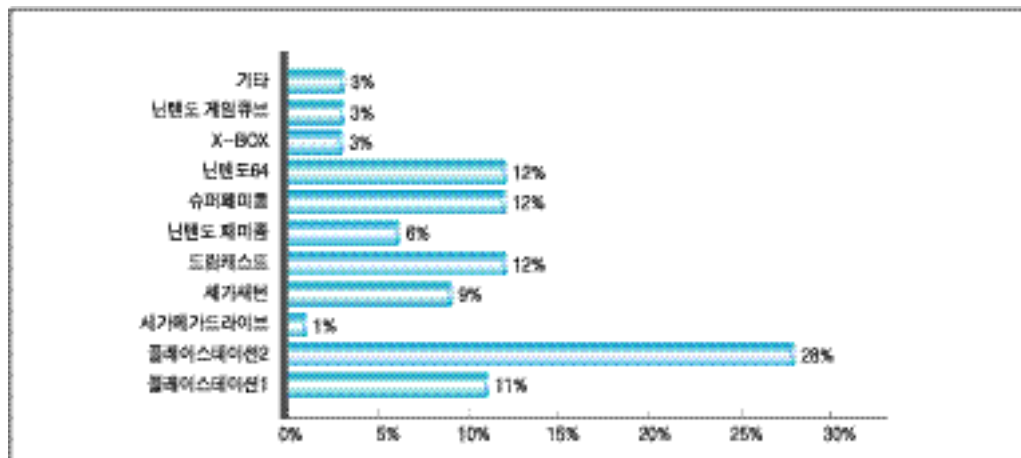


5.

(1)

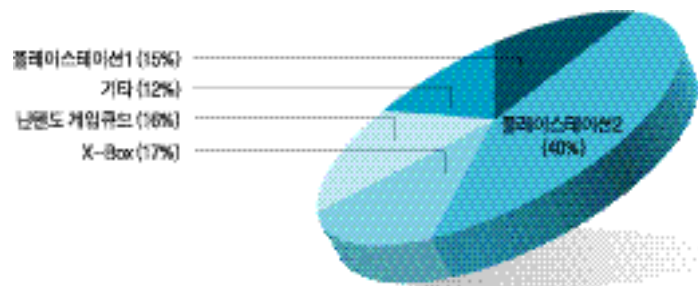
40% 가
 가
 2(40%) , X-BOX(17%)
 (16%) 가
 2
 2(28%)가 가 , 1
 (12%) 64(12%),
 (12%)가
 1 2

< 2-3-1-41> 가 (N=77)



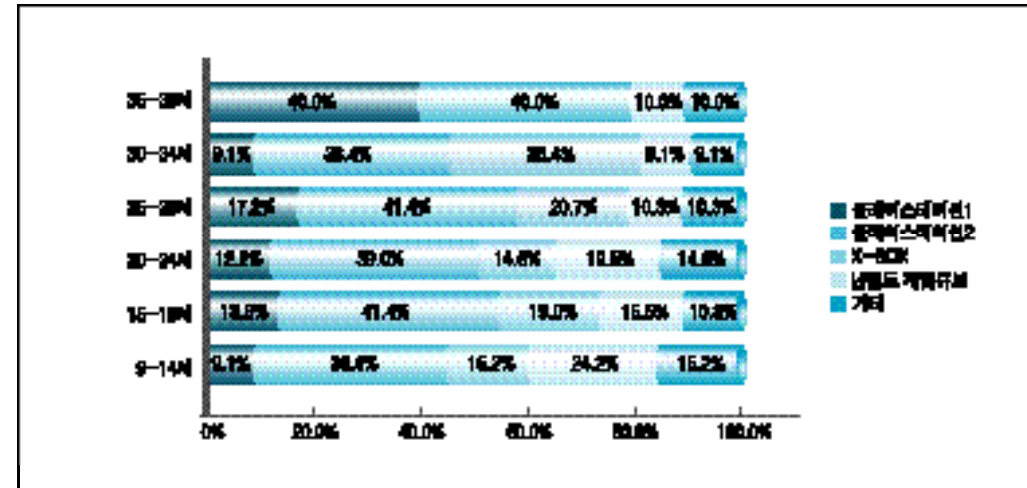
< 2-3-1-43>

(N=183)



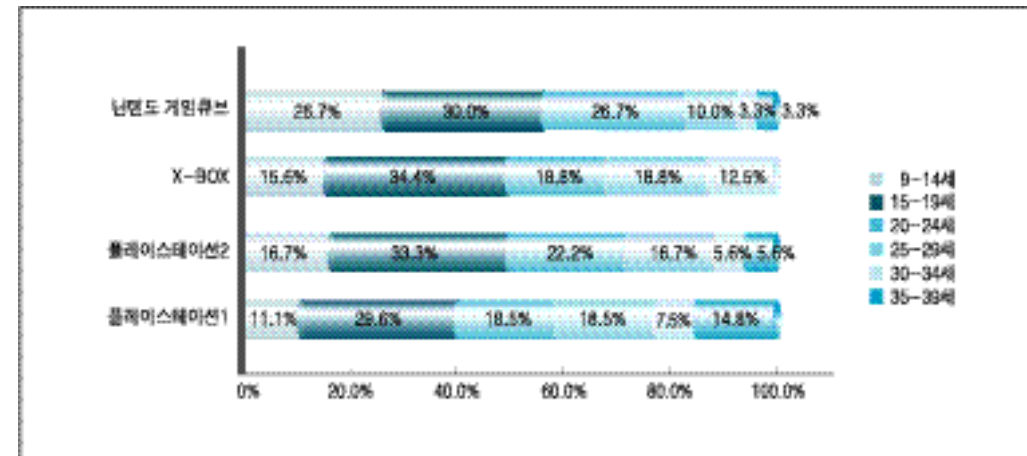
2 36-40%
 X-BOX 15-19
 30-34 2(33.3%), X-BOX(34.4%),
 2 (30%) 가
 30
 9-14 (24.2%) 20-24 (19.5%)
 X-BOX

< 2-3-1-44> (N=183)



< 2-3-1-45>

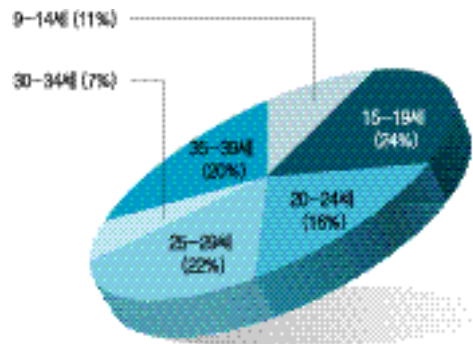
(N=183)



(2) 가 (15.4%), (20.5%), 가 (38.0%), 가 (16.7%), (14.3%), 가 (29%), 가 (38%), GP32 (12%), 15-19 (24%), 25-29 (22%), 35-39 (20%)

< 2-3-1-47>

(N=42)

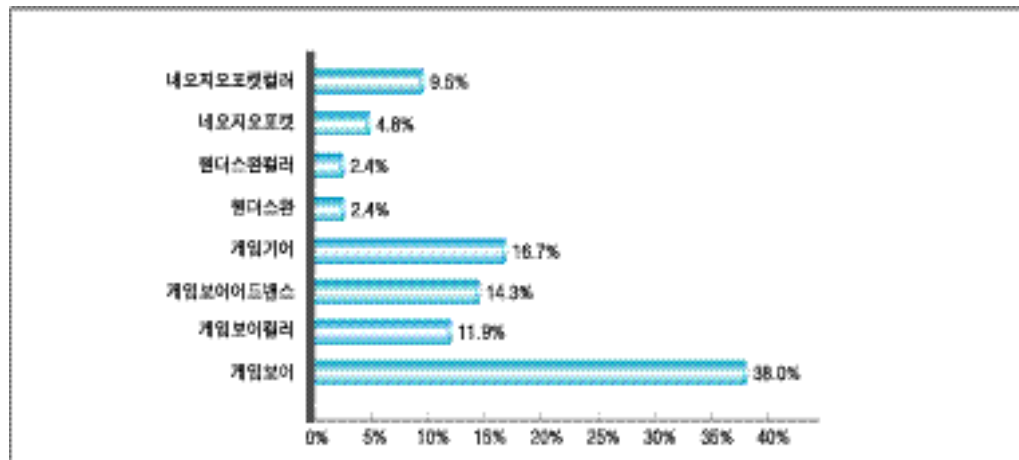


(3)

(29%) 가

< 2-3-1-46>

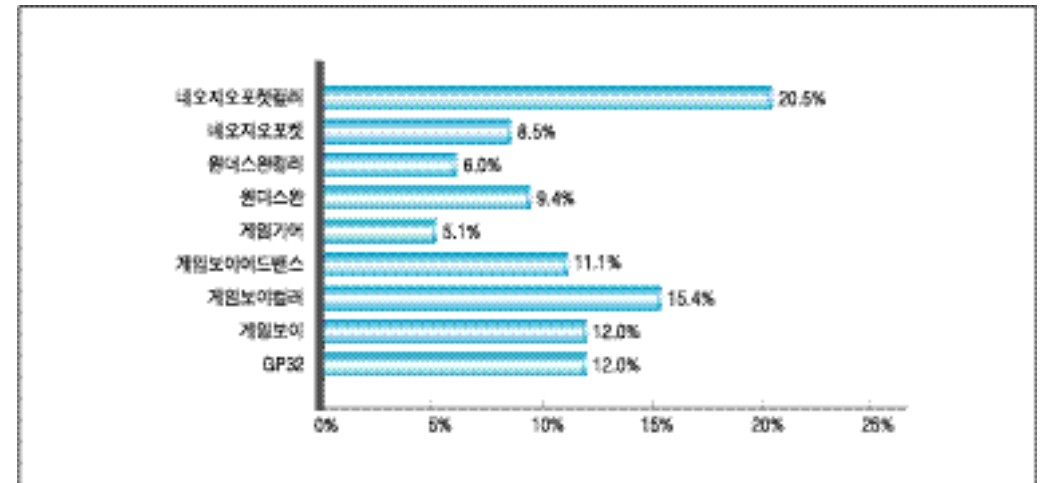
(N=42)



가 (14%), 10, 9-14 (43.9%), DVD, 20-24 (20.3%), 가

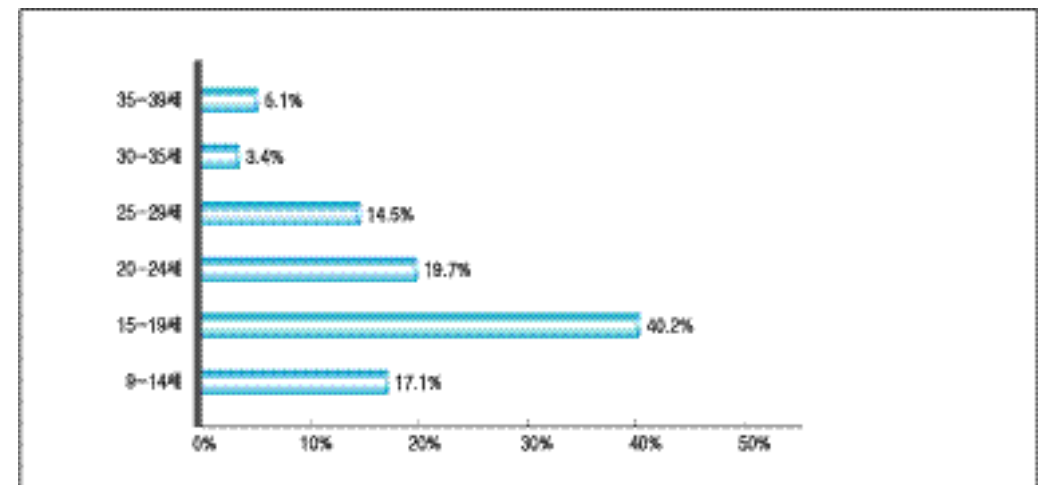
< 2-3-1-48>

(N=117)



< 2-3-1-49>

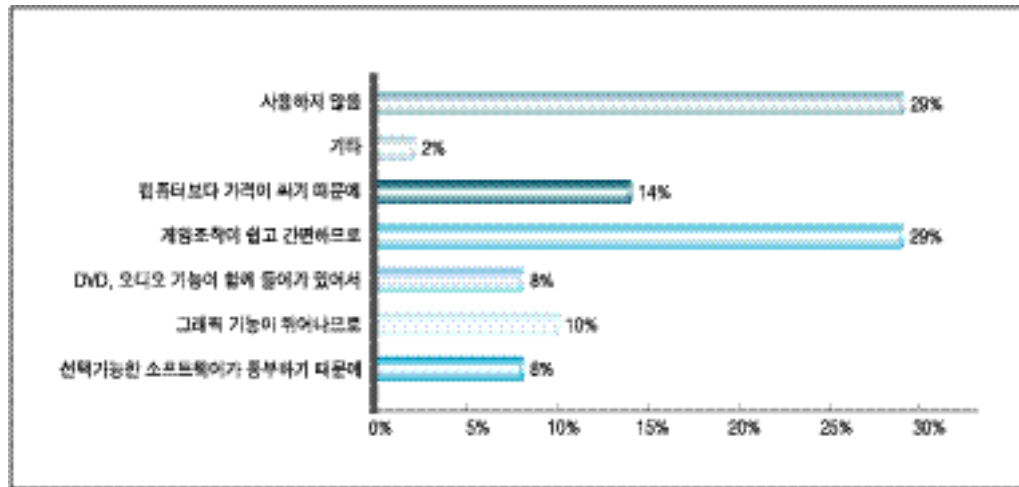
(N=117)



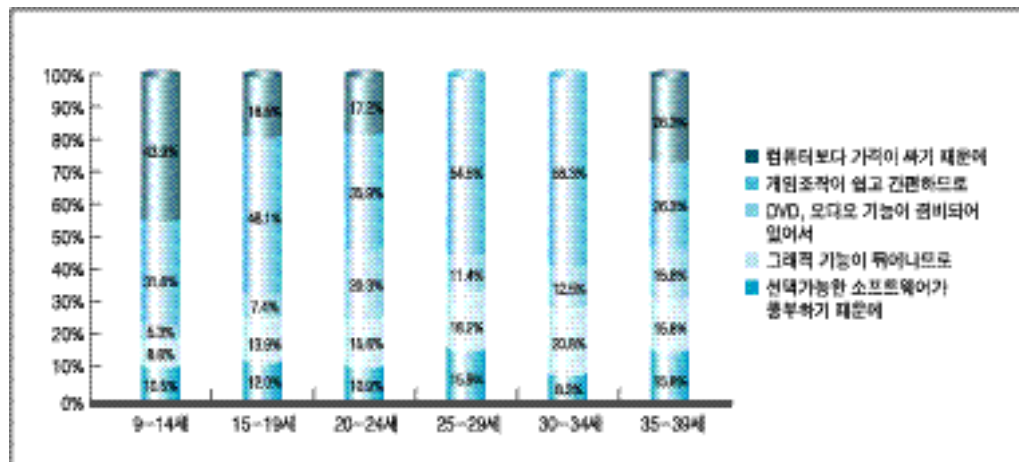
6.

가 (20%), (18%), (12%) 가 1,2

< 2-3-1-50> (N=484,)



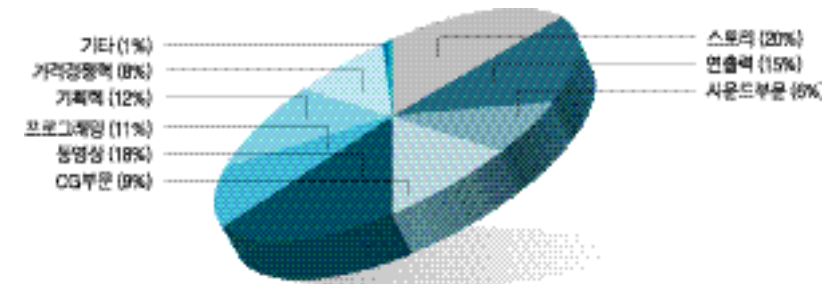
< 2-3-1-51> (N=335,)



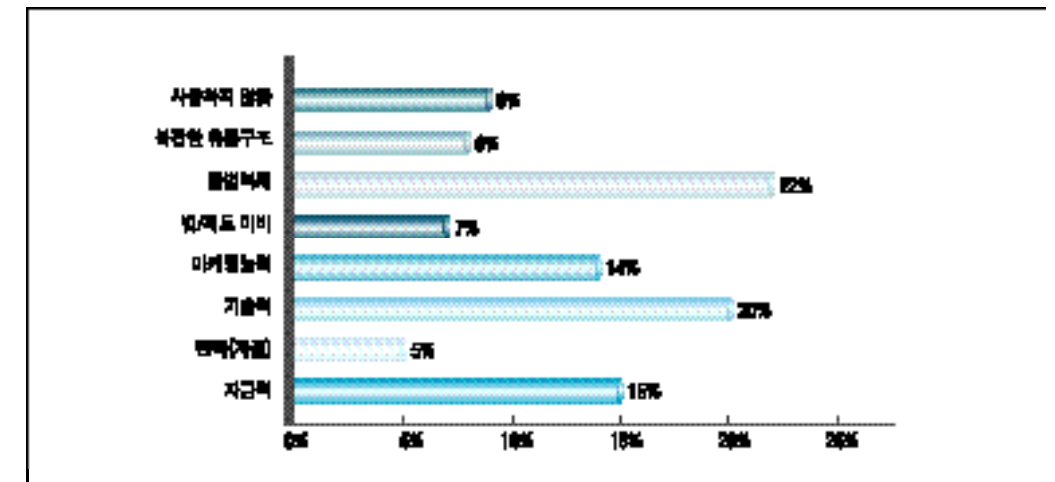
가 (22%), 가 (20%), (15%), (14%), (7%), (5%)

가 (18%)가 가 (14%) 가 (14%) 가 (22%) 가

< 2-3-1-52> (N=387,)

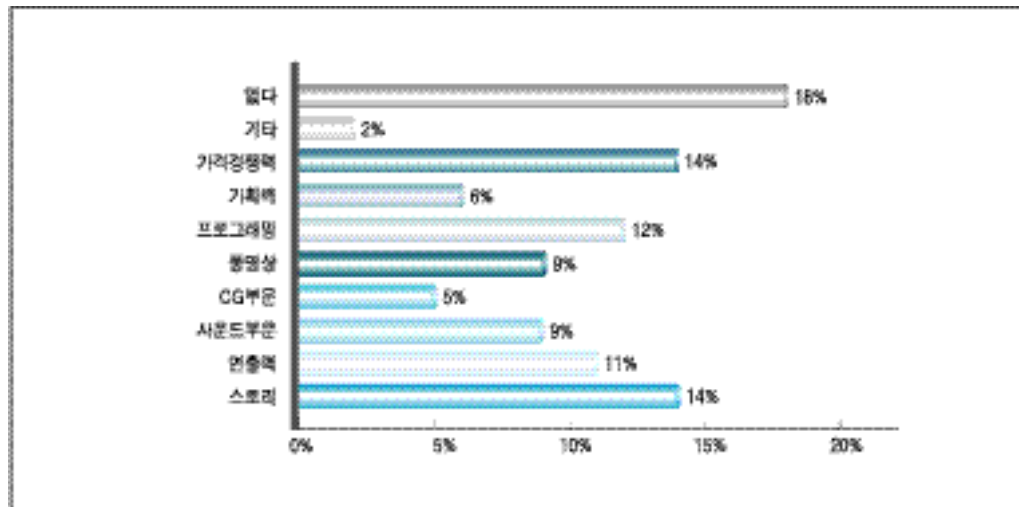


< 2-3-1-53> (N=448,)

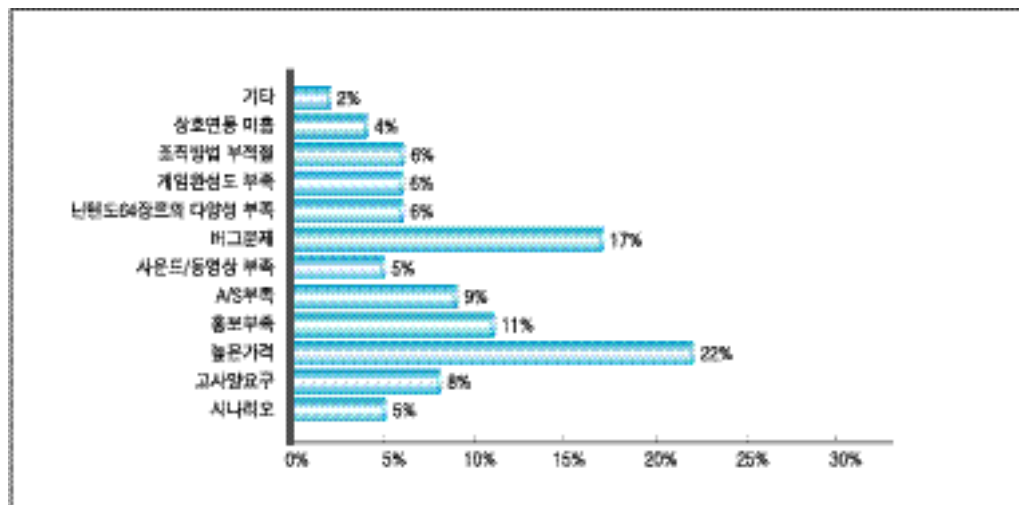


(17%), (11%), A/S (9%) 7. /
 (6%) 가 (1)
 가 (44.1%)

< 2-3-1-54>



< 2-3-1-55> (N=462,)

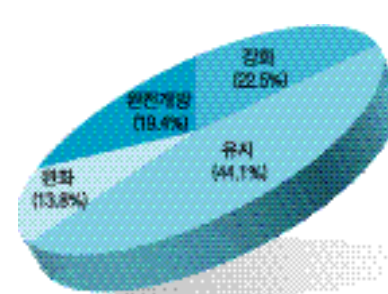


(22.5%), (13.8%)
 (19.4%), 18
 가 (29.0%) 가
 (35.4%) (35.0%) 가 (26.0%),

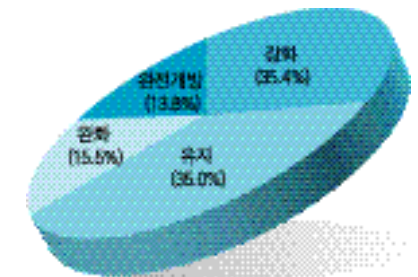
< 2-3-1-03> (N=231)

가	22.5%	44.1%	13.8%	19.4%	100%
12 가	19.4%	52.3%	14.2%	13.8%	100%
15 가	22.0%	45.8%	19.0%	12.9%	100%
18 가	35.4%	35.0%	15.5%	13.8%	100%

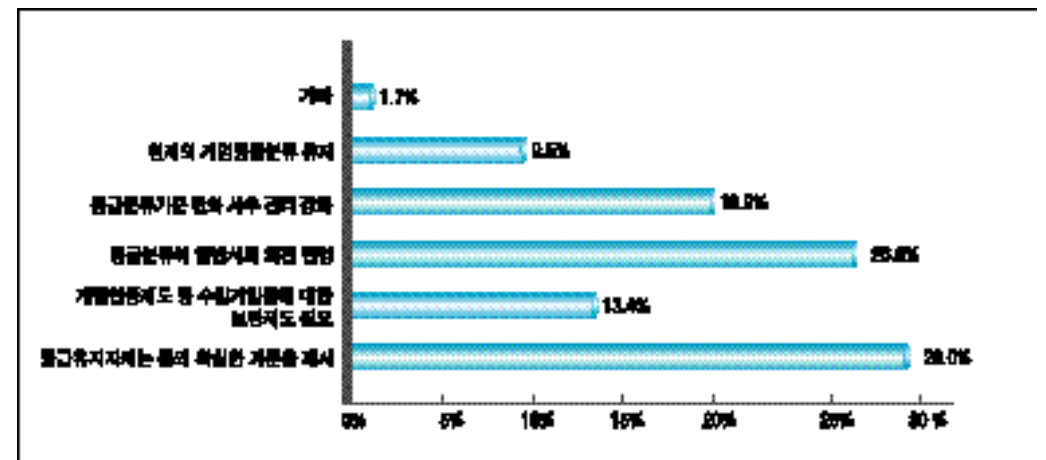
< 2-3-1-56> (N=231) 가



< 2-3-1-57> 18 가 (N=231)

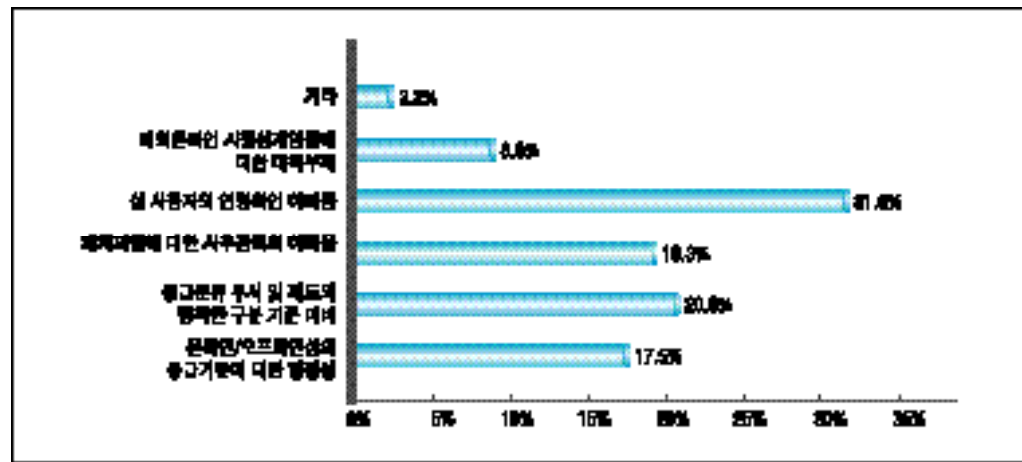


< 2-3-1-58> (N=231)



< 2-3-1-59>

(N=230)



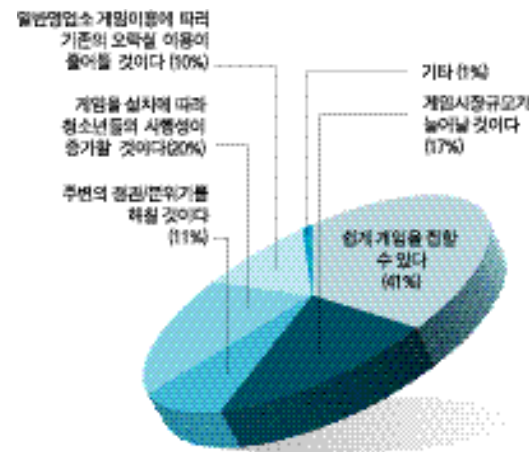
(19.9%)

가

(31.6%),

< 2-3-1-60>

(N=230)



(2) (/)

(41%)가 가

(20%),

(17%),

(11%),

가 /

가 40% 가

(21%),

(20%),

(18%)

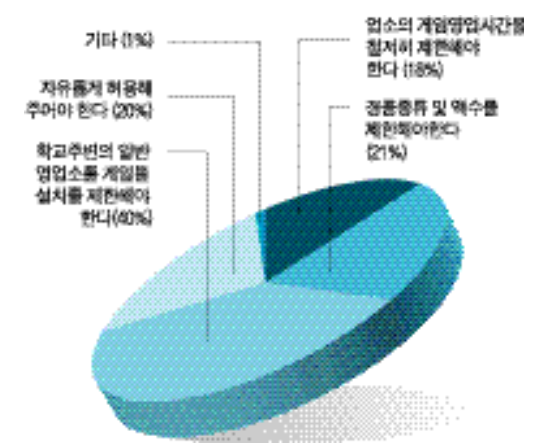
가

가

가 가

< 2-3-1-61>

(N=230)



가

가

(32%) 가

(27%),

(15%),

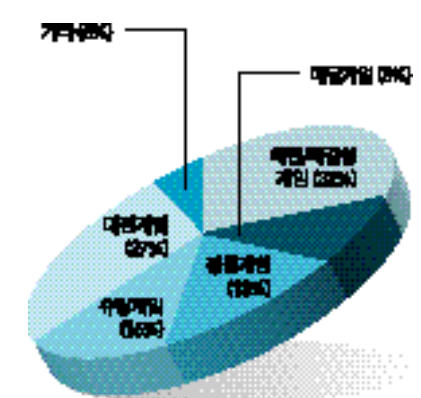
(13%)

30-40% 가

가

< 2-3-1-62>

(N=230)



/PC

(38%)

(38%)

(24%)

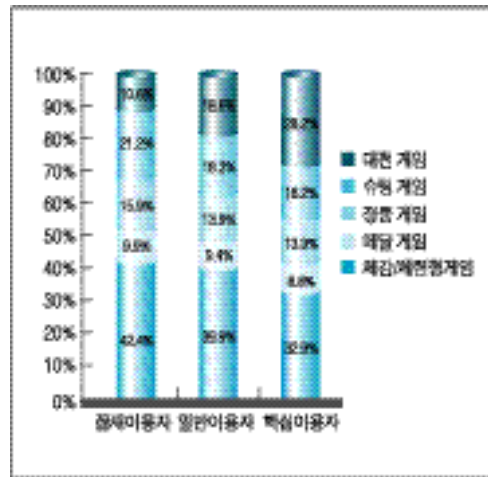
가

PC

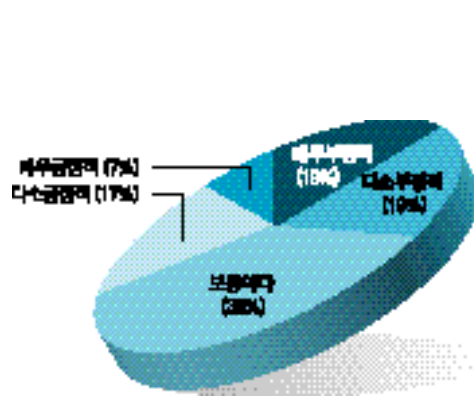
가

가

< 2-3-1-63> (N=230)



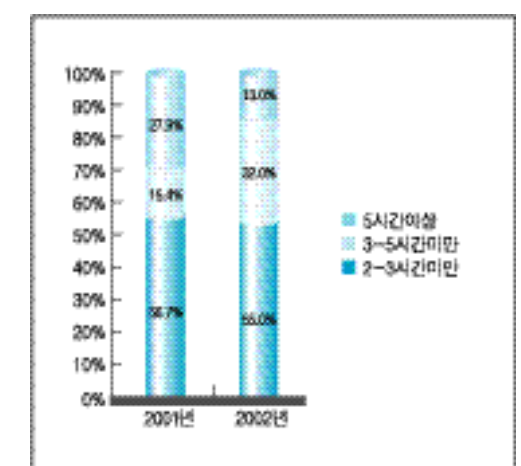
< 2-3-1-64> /PC (N=230)



가 PC 8.4%, 6.9% PC 11.8% 가 10.2% 22.0%

가 PC 16.6% 가 , 5 14.9% PC 가 , 3-5 가

< 2-3-2-03>2001 /2002 (n=201, n=231)

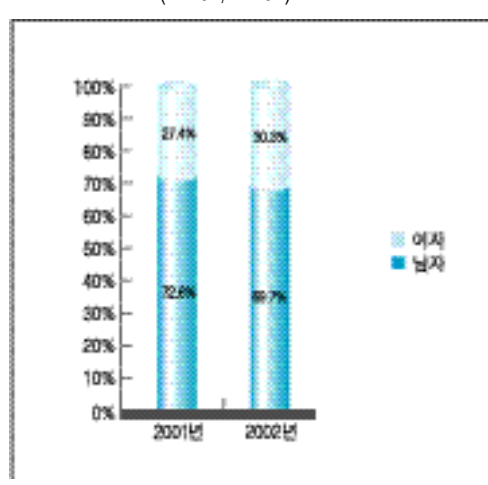


2

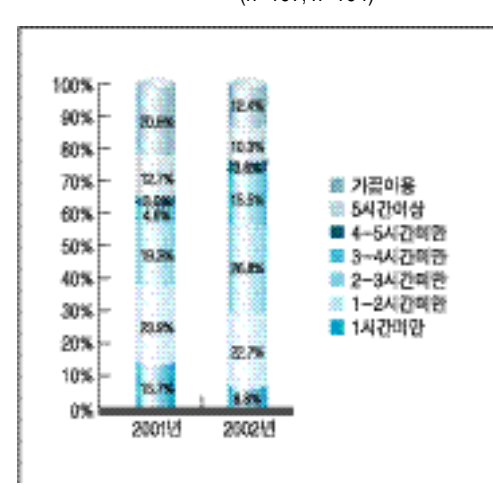
1. (2001)

2001 72.6%, 27.4% 2002 가 69.7%, 가 30.3% 가 가 PC , PC 가 가 ' 3-4 ' 가 11% 가 ' 2-3 ' 7.5% 가

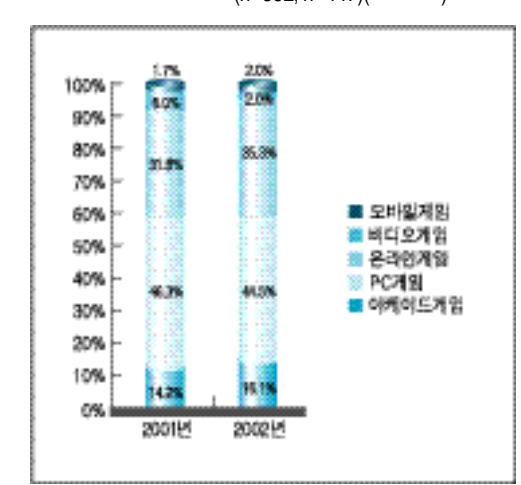
< 2-3-2-01>2001 /2002 (n=201, n=231)



< 2-3-2-02>2001 /2002 PC (n=197, n=194)



< 2-3-2-04>2001 /2002 (n=352, n=447)()



(2) /

43%가

55.8%

2002 4

2002 4

215 200 415

40%가

17.5%가

57.5%

50.8%

48.2%

51.8%

60%, 40%

28.8%, 35.8%, 76%가

35.3%

56.7%가

< 2-3-2-04>

			/
	43.0%	41.5%	15.5%
	13.5%	55.8%	30.7%

< 2-3-2-05>

			/
	50.8%	30.8%	18.3%
	31.3%	57.5%	11.3%

< 2-3-2-06>

			TV	/
	13.5%	10.5%	32.5%	43.5%
	39.5%	17.2%	14.4%	28.8%

가

96.4%, 77.8%

가

56.5%

가 35.4%

, 23.0%

가

16%

54.4%가

가

25.0%

가

가

가36%, 33%

21.9%가

가

71.6%가

, 17.2%

< 2-3-2-07>

					/	/
	45.1%	35.4%	15.9%	1.8%	0%	1.8%
	36.6%	17.0%	24.2%	17.6%	2%	0%

< 2-3-2-08>

				/	/	/
	36.0%	33.0%	16.5%	12.5%		2.0%
	71.6%	14.0%	11.2%	0.9%		2.3%

< 2-3-2-09>

				/	
	23.0%	16.0%	56.5%	3.0%	1.5%

< 2-3-2-10>

								/
	25.0%	32.5%	11.0%	5.0%	3.5%	12.0%	8.5%	2.5%
	21.9%	16.3%	14.4%	14.9%	6.0%	17.2%	7.9%	1.4%

4장

()
가
가

1

1.

가

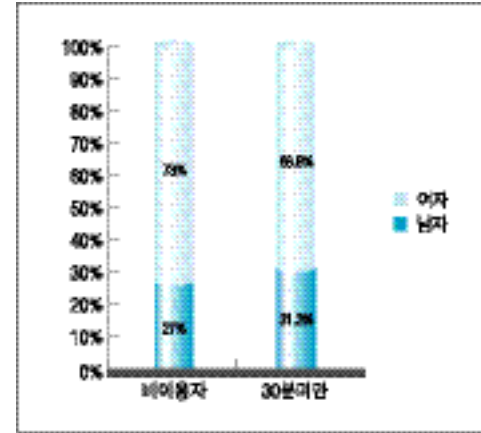
30

73.0%, ' 27.0%
3 가 , 30
' 68.6%, 31.3%

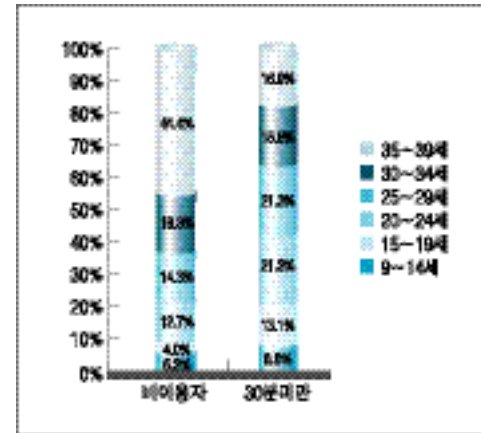
< 2-4-1-01>
(N=126, 30 N=160)

	10	20	30
	10.3%	27.0%	62.7%
30	21.9%	42.6%	35.7%

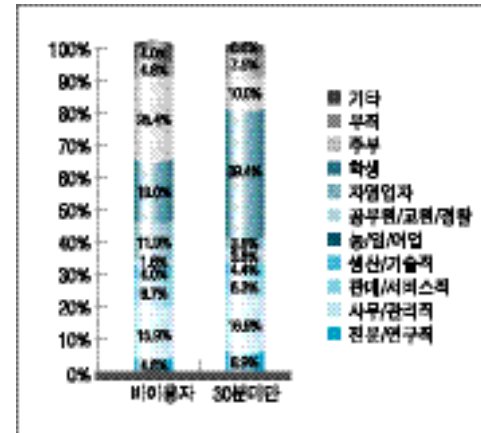
< 2-4-1-01>
(N=126, 30 N=160)



< 2-4-1-02>
(N=126, 30 N=160)



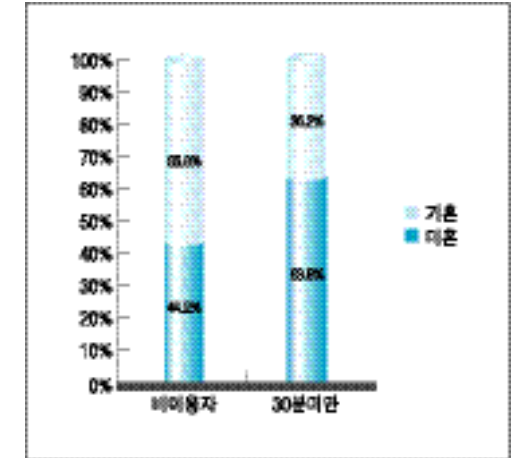
< 2-4-1-03>
(N=126, 30 N=160)



' 35 39 ' 44.4%
가
, 30
, ' 20 24 '
' 25 29 가 21.3% 가
, ' 30 34 '
가 18.8%, ' 35 39 가 16.9%
, 30
20 가 30
30
가

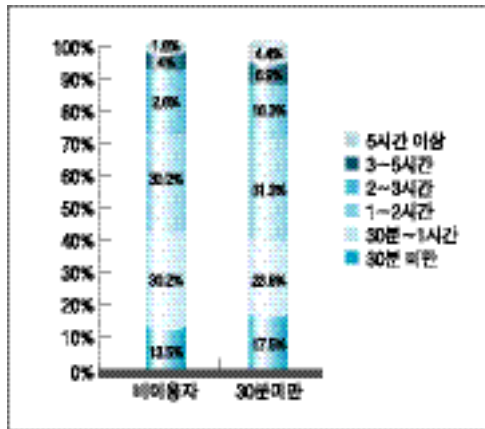
가 25.4% 가
가
19.0%, ' / ' 15.9%, '
가 11.9% 30
' ' 39.4%, ' / '
16.9%, ' 가 10.0%

< 2-4-1-04>
(N=126, 30 N=160)



< 2-4-1-14 >

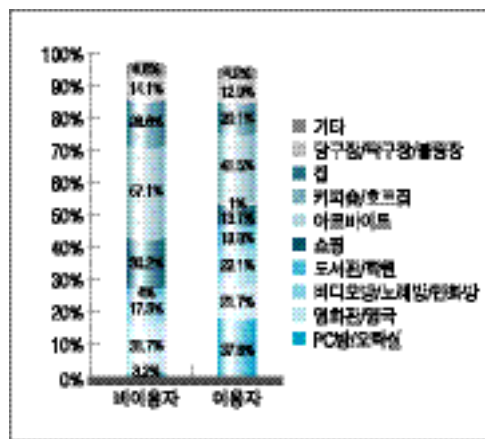
(N=126, 30 N=160)



57.1%, 41.5%).
 , / , 31.7% ,
 30.2% , , 28.6%
 (2)
 (),
 , 56.3% 가
 , (e-mail)
 49.2%, / / , 20.6%

< 2-4-1-15 >

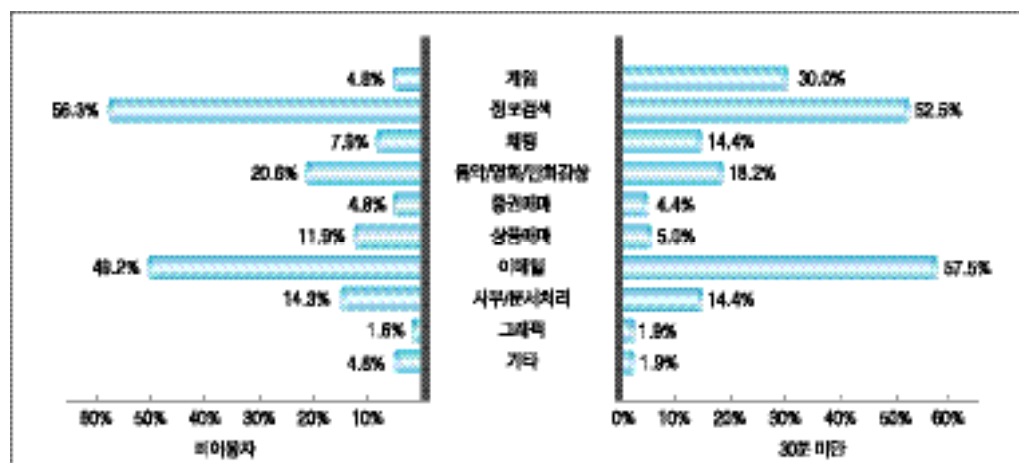
(N=126, N=884)



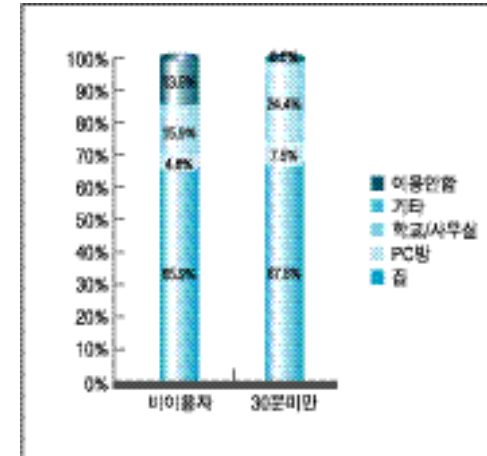
30
 , 30
 (e-mail) 가 57.5%
 가
 , 52.5%, , 30.0%
 가
 , 2/3 가

< 2-4-1-16 >

()

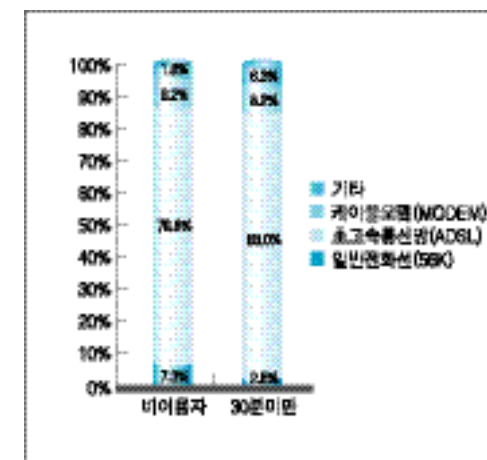


< 2-4-1-17 >



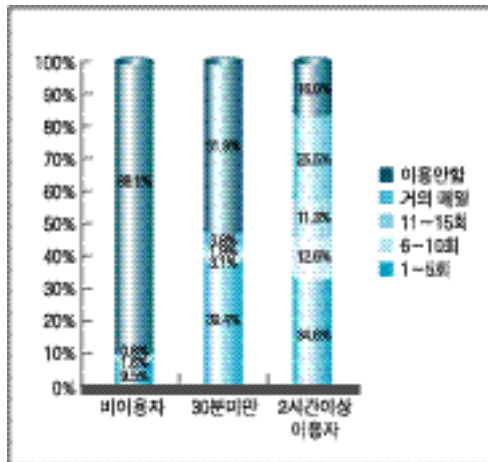
PC 가
 PC ,
 88.1%가 PC
 , 30 51.9%가
 2
 PC
 (16.0%) 가
 , 30

< 2-4-1-18 >



PC
 가 ' 1 5 '
 1 ,
 ' PC
 25.5%
 PC
 PC
 PC
 (, 30
),
 , 가
 50.6%가 ' 1
 ' 가 , 31.2%
 PC
 PC
 PC
 (ASDL)
 79.8%, 30 83.0%
 PC

< 2-4-1-19 > PC

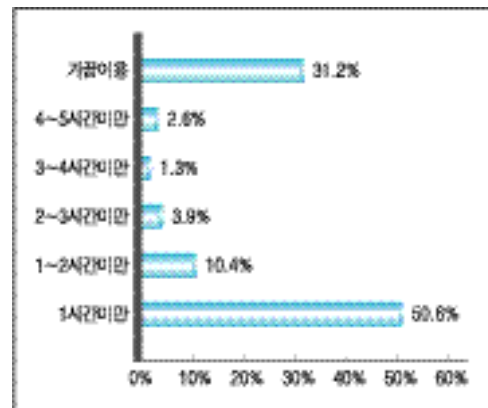


PC

73.3%
(e-mail) 66.7%

가 PC
30

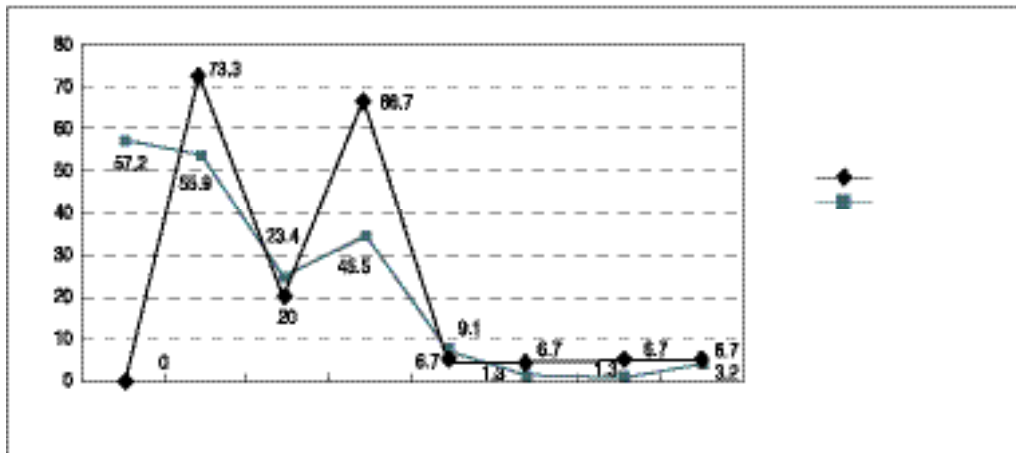
< 2-4-1-20 > PC



30
57.2% 가

가
30
(e-mail) 45.5%
PC
55.9%

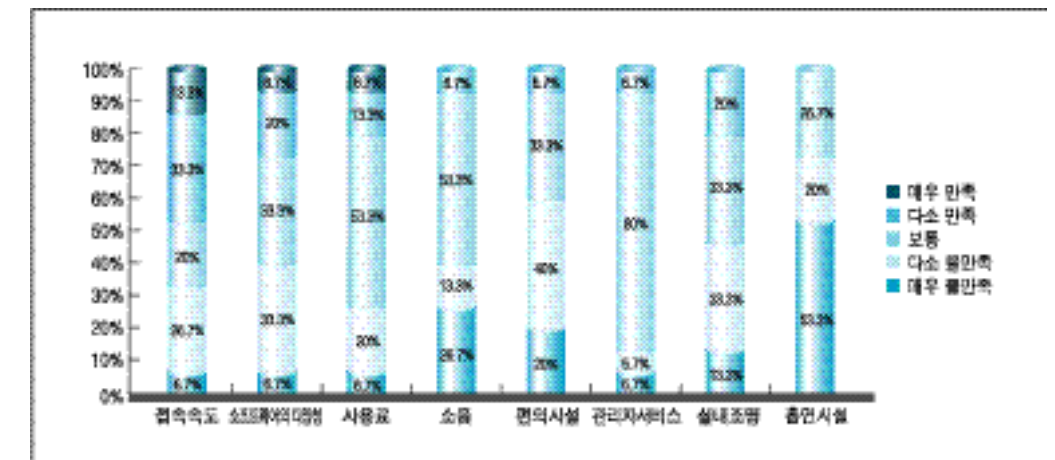
< 2-4-1-21 > PC ()
그림2-4-1-21



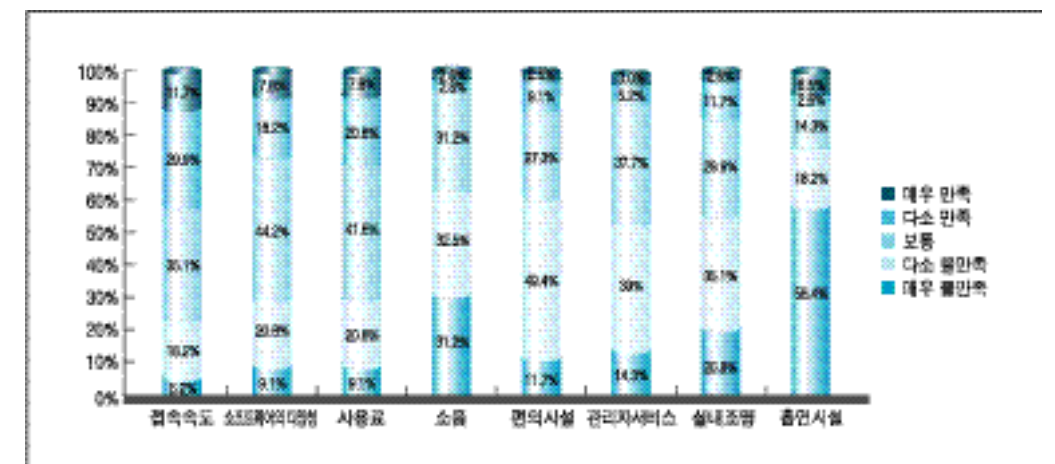
PC

가 ()
30
가
30
가 PC
30

< 2-4-1-22 > PC



< 2-4-1-23 > 30 PC



80%가

가

62%,

40%가

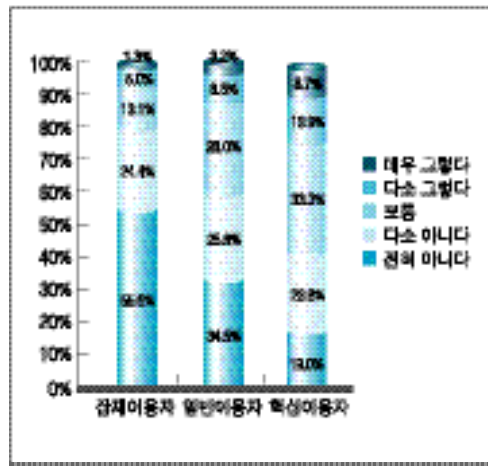
2

(,)

43%

가

< 2-4-1-33 >



30

80%가

30

2

46%

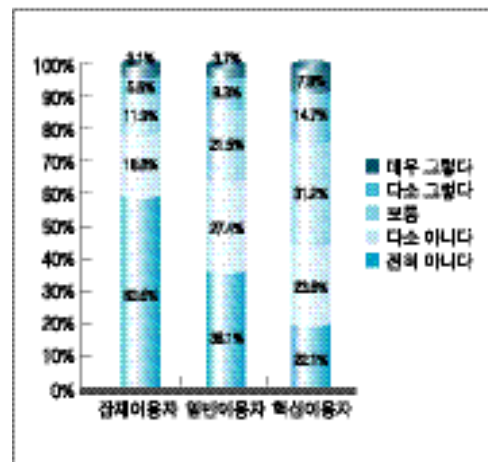
65%가,

가

가

가

< 2-4-1-34 >



80%,

64%,

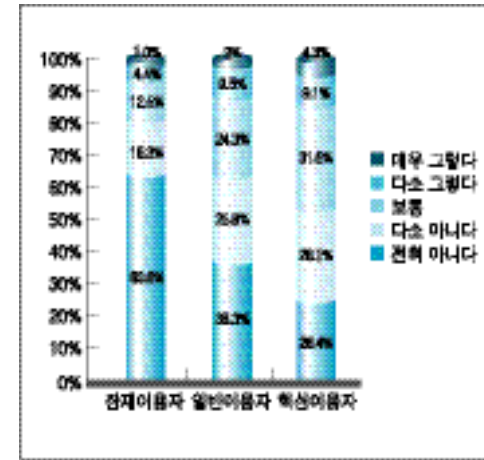
52%

가

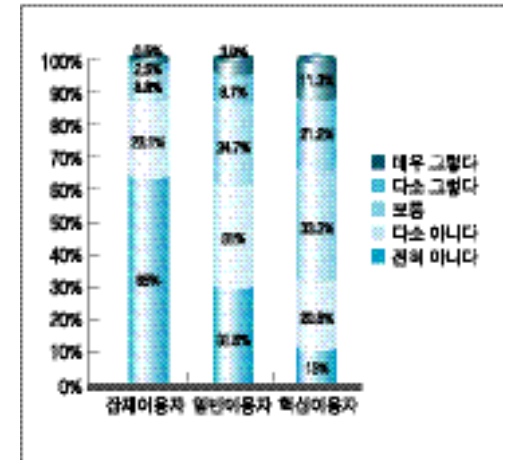
82%가

< 2-4-1-35 >

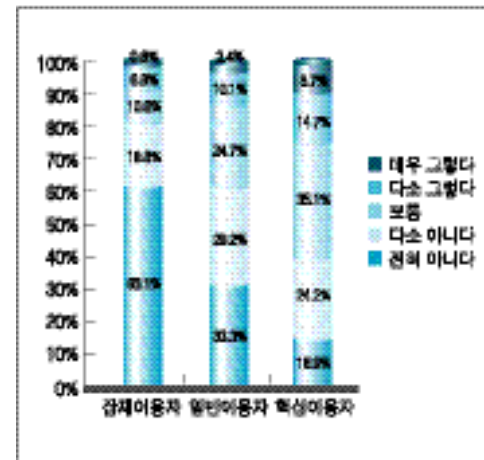
가



< 2-4-1-37 > 가



< 2-4-1-36 >



88%

2

1/3

33%가

34%

가

가

80%

(30)가

가

가

가

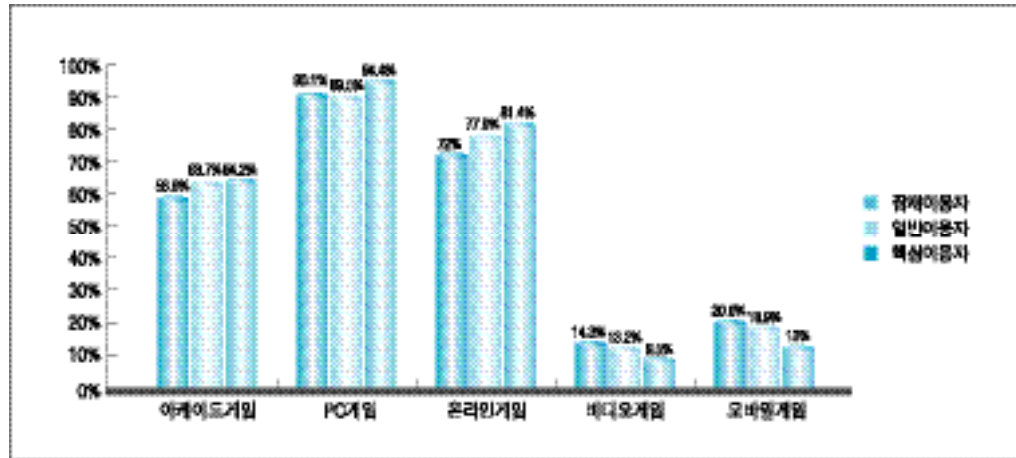
가

가

30

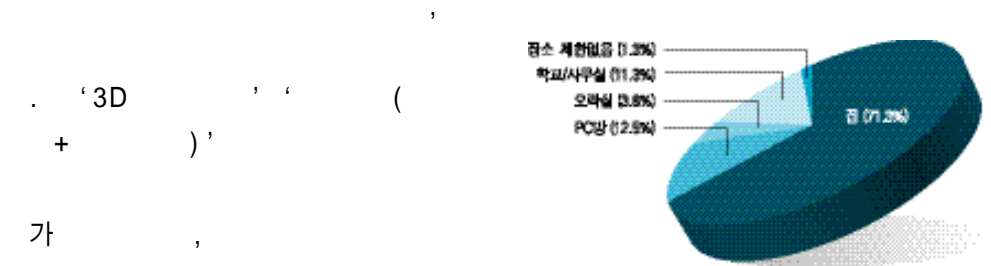
3.1%

< 2-4-1-38 > ()

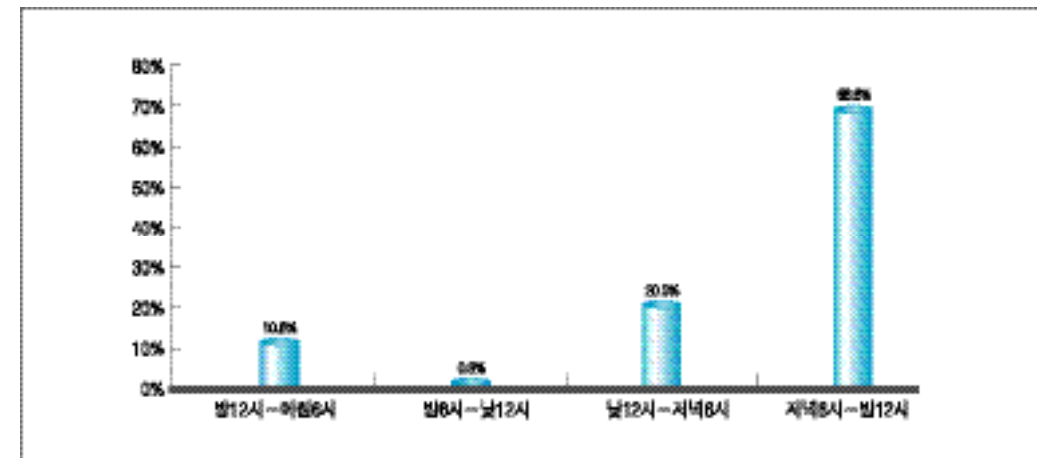


가 12 6 가
20.0% 가
가
가
가
가
71.3% , PC
PC 가
가
32%가
/ ,
11.3% , 19% , 12%
30
가
가 6 가
12 가 68.6% 가

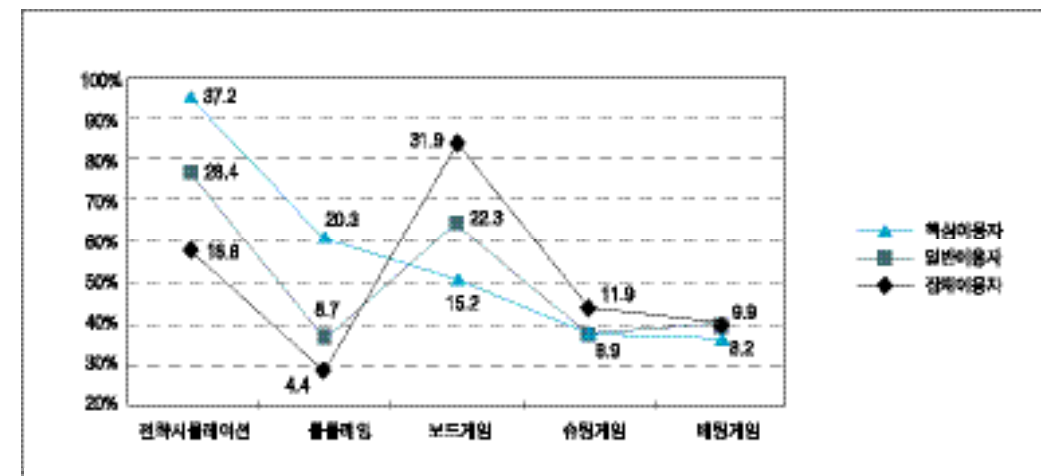
< 2-4-1-39 >



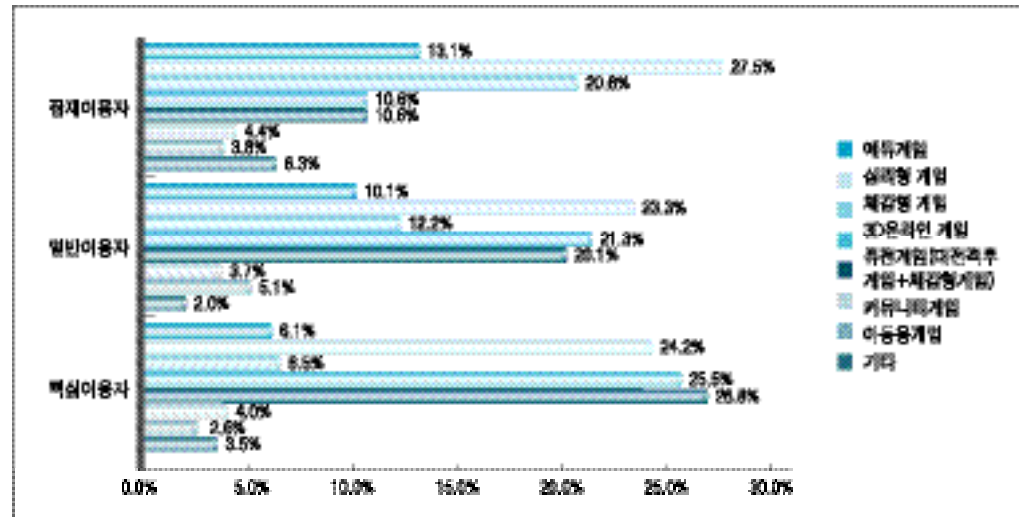
< 2-4-1-40 >



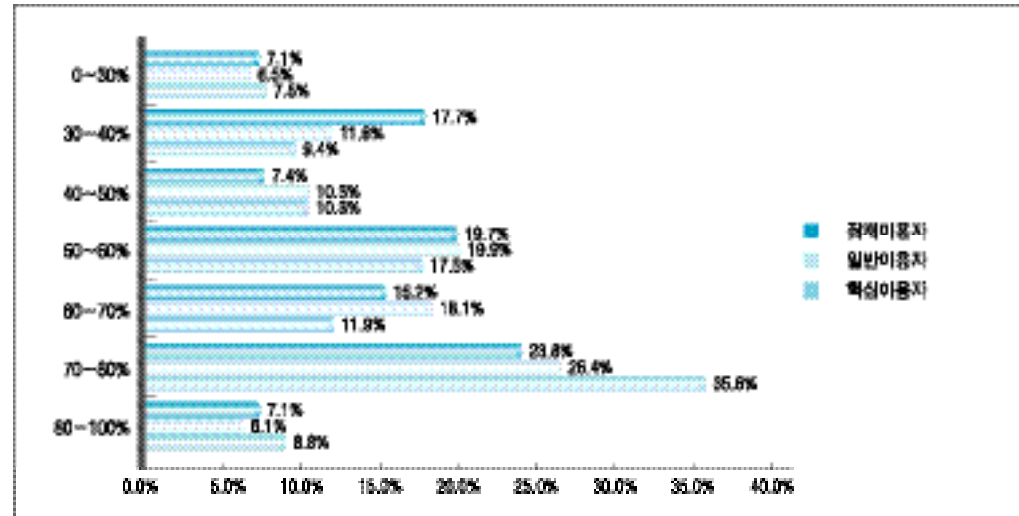
< 2-4-1-41 > (1)



< 2-4-1-42 >

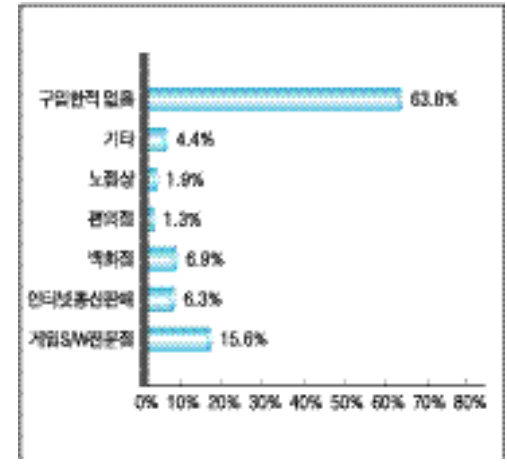


< 2-4-1-43 > ()

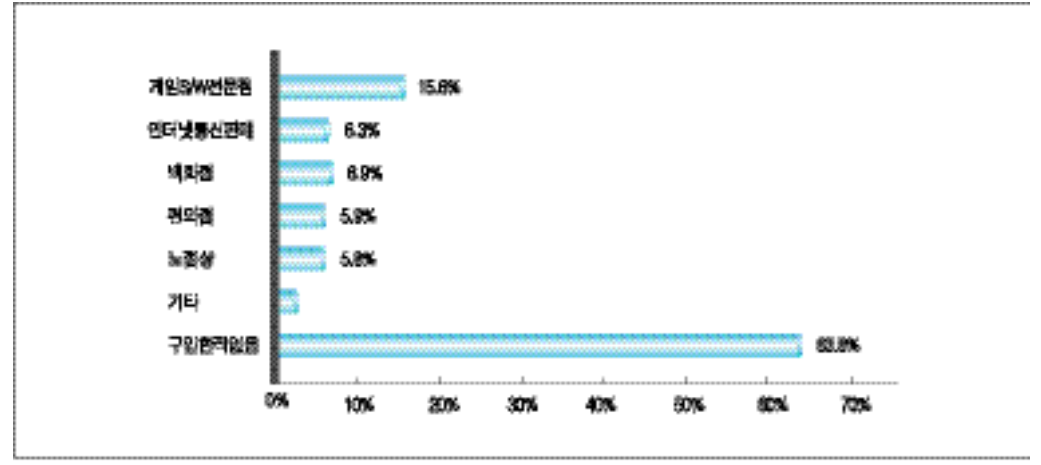


가
가 70-80% 가
가
(30
)
(30 2)
(2)
가
가

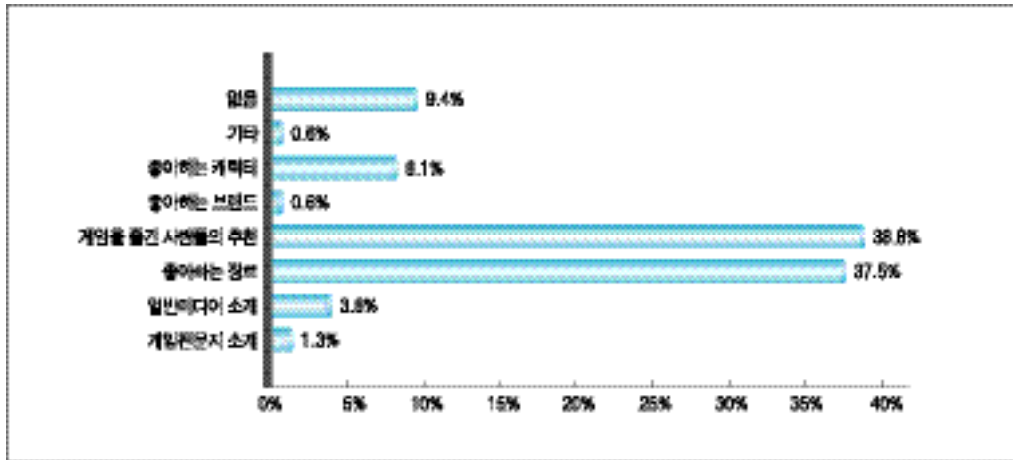
< 2-4-1-44 >



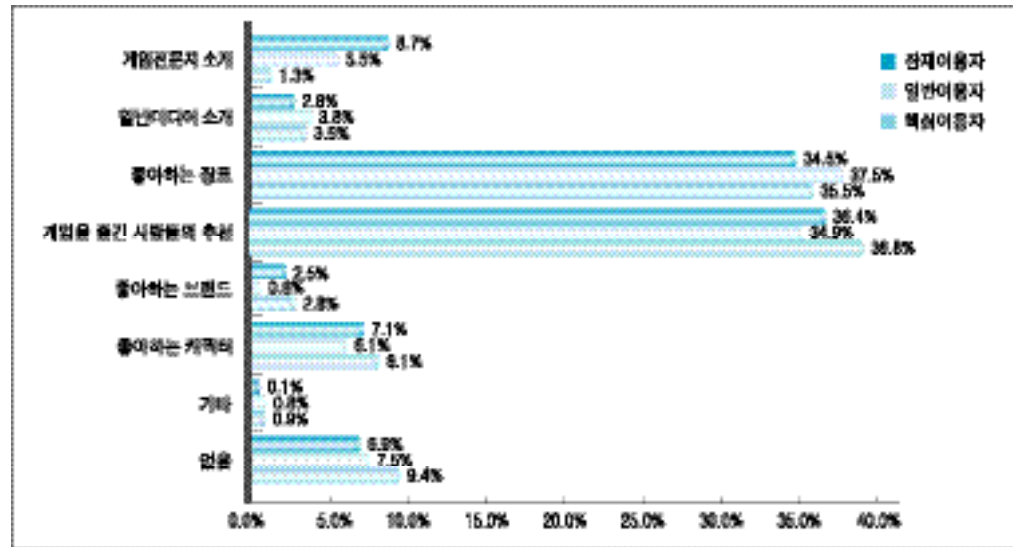
< 2-4-1-45 >



< 2-4-1-46 >



< 2-4-1-47 >



S/W 가 15.6%

6.9%, 가 6.3%

가 63.8%

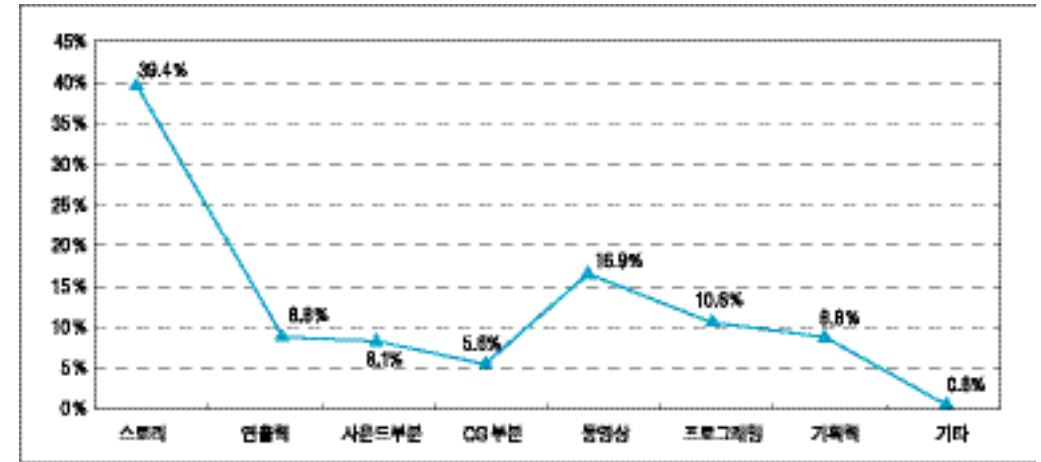
가

가 PC

가

< 2-4-1-48 >

가



(30)

가

가

가

38.8% 가

가

가 37.5%

1.3%

가

3.8%

가

(30)가 가

가 39.4%

9.4%

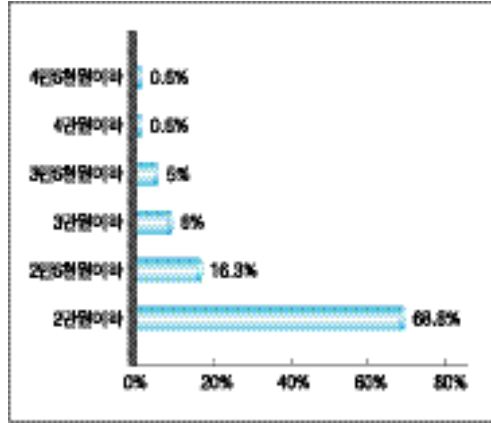
가

16.9%,

10.6%

가

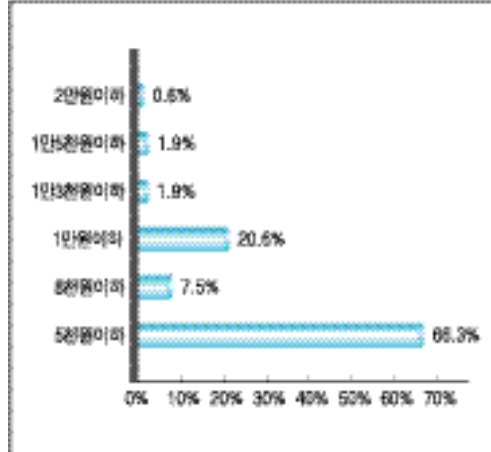
< 2-4-1-49 > 가 (1)



(well - made) ' (seeing)' ' (hearing)'
 가 1 가
 1

가 , 20.6%가 가 28.1% , ' ' 15.6% , ' ' 15.6%
 ' 1 ' , 7.5%가 ' 8 ' 가
 가 가 94%가 ' 1 ' ,
 3/4 1 ' 1 ' , 66.9%가 ' ' , ' 1 5 ' , 가 ' ' ,
 18.1% . PC (65.3% ,
 1 가 ' 1 ' , PC 63.7%).

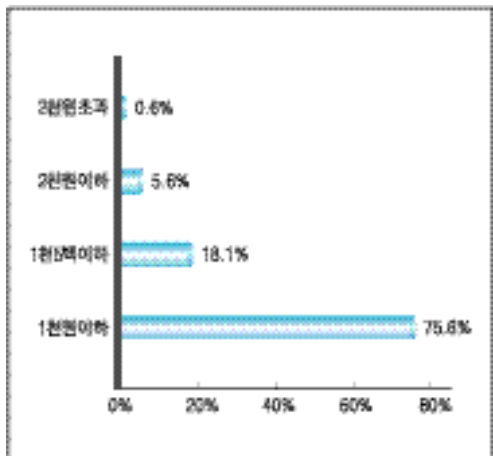
< 2-4-1-50 > (1)



(30)가 가 1
 ' 2 ' 가 68.8% 가 ' 2 5 ' 가
 16.3% 85%가 2 5
 가 ' 5
 가 66.3% 가

가 ' 5 ' , 가 72.5% 2 가 25.1% 가 ' 1 ' ,
 , 21.9%가 ' 1 ' , 가 13.2% 가 ' ' 가
 , (30 ' ' MS ' X -
) 가 BOX ' 12.5% , 10.6%
 ' (43.1%) 가 (30)

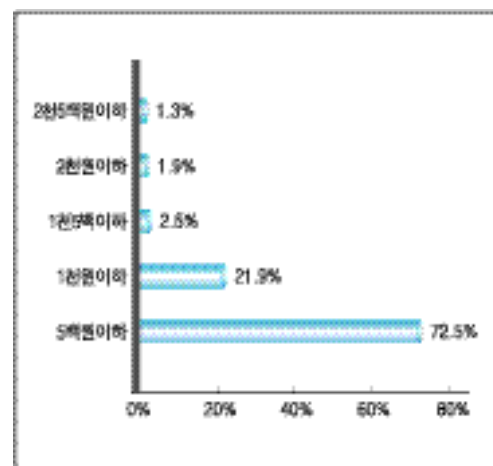
< 2-4-1-51 > 1



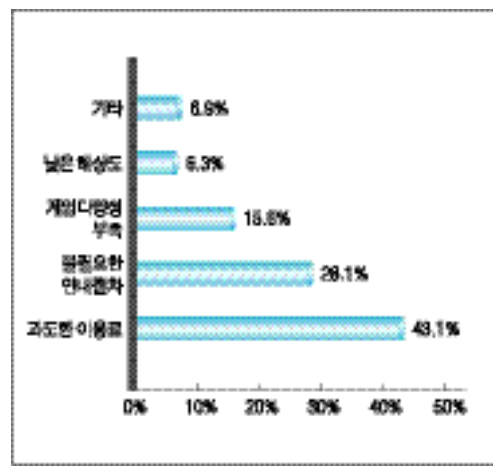
(가)

(8.1%) 'CG (5.6%)

< 2-4-1-52 > 1

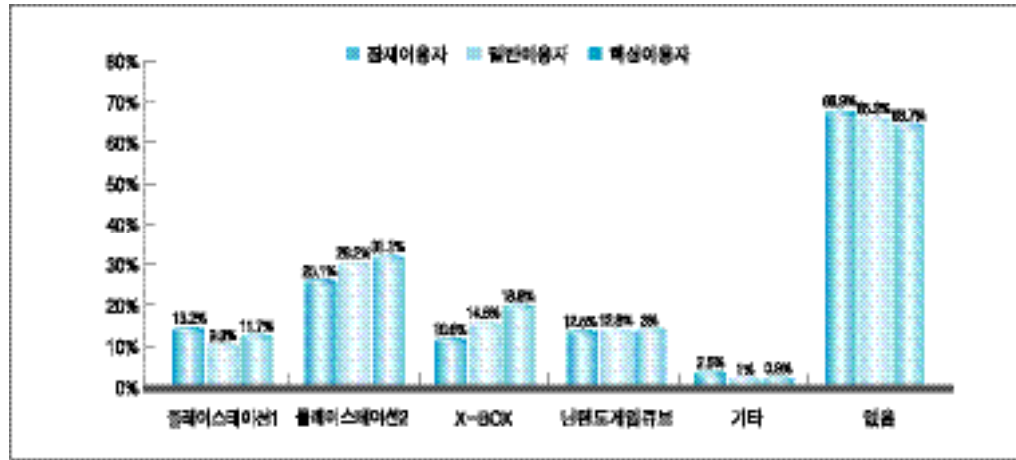


< 2-4-1-53 > 가



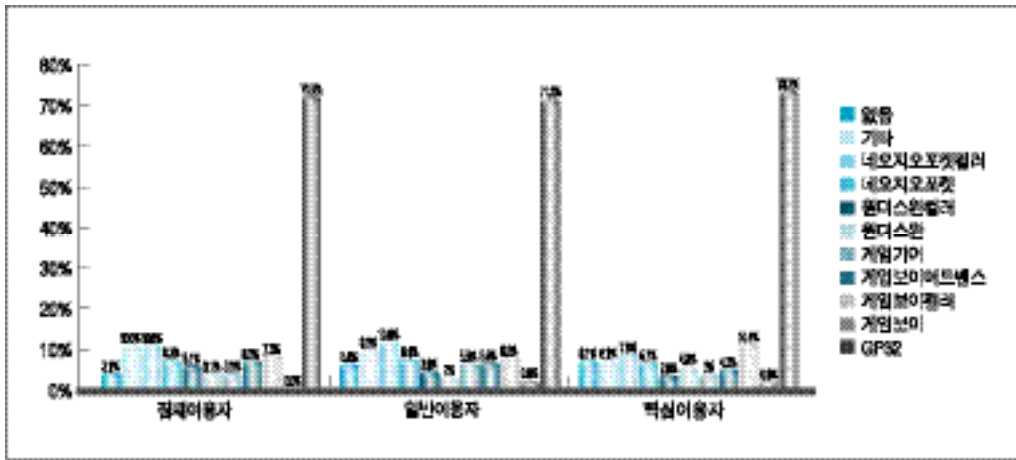
< 2-4-1-54 >

()



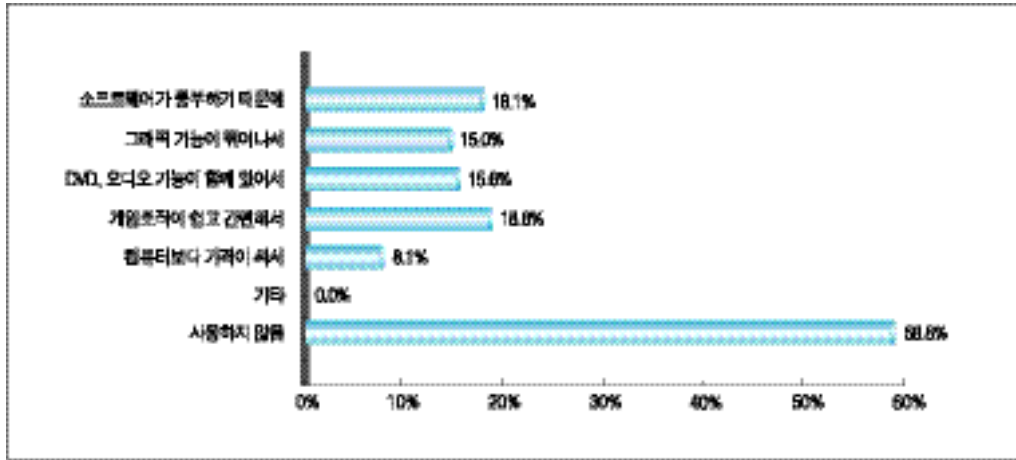
< 2-4-1-55 >

()



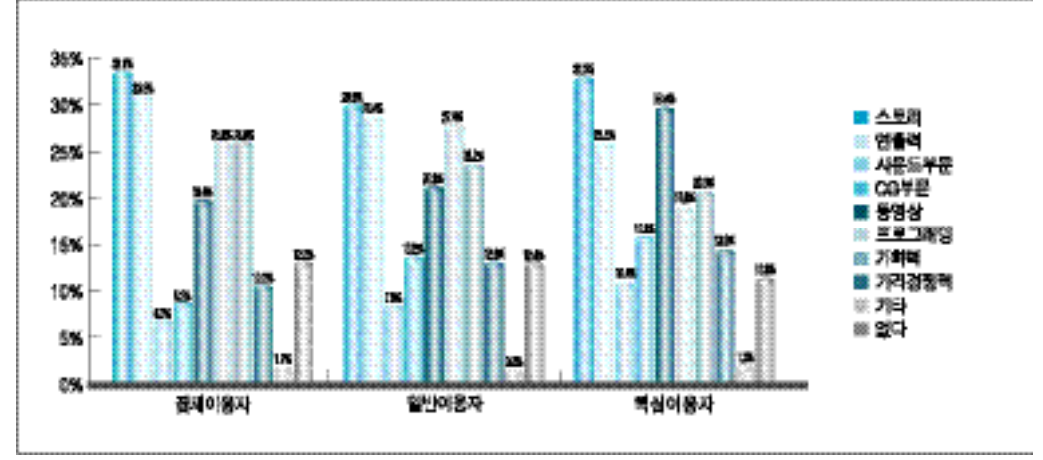
< 2-4-1-56 >

()



< 2-4-1-57 >

()



가 18.1% (30)

가 33.1%

가 30.6%

가 70%

가 10.1%, 가 10.0%, 가 7.5%, 가 6.3%, 가 6.3%

(30)

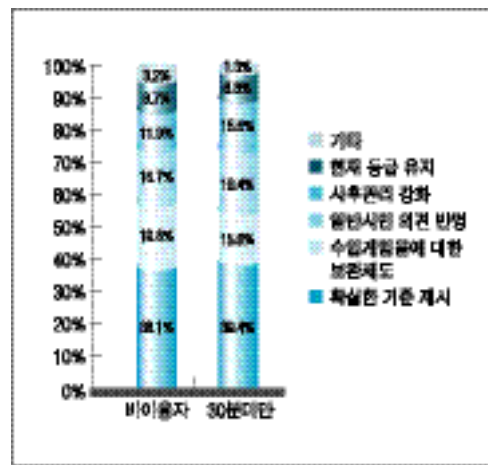
(25.6%) (25.6%), (19.4%)

18.8% 가 (30)

< 2-4-1-02 >

구분	비율	비율	비율	비율	비율	비율	비율
1) 가	32.5%	46.0%	13.5%	7.1%	0.8%	100.0%	
30	24.4%	41.9%	13.5%	18.1%	0.6%	100.0%	
2)12	37.3%	46.8%	13.5%	1.6%	0.8%	100.0%	
30	30.0%	43.1%	15.0%	11.3%	0.6%	100.0%	
3)15 가	38.9%	46.0%	13.5%	0.8%	0.8%	100.0%	
30	28.1%	41.3%	20.6%	9.4%	0.6%	100.0%	
4)18 가	42.9%	34.1%	16.7%	5.6%	0.8%	100.0%	
30	36.3%	37.5%	15.0%	10.6%	0.6%	100.0%	

< 2-4-1-59 >



34.1%, 30 / 21.9%

9.5%, 30 / 16.9%

5.6%, 30 / 15.0%

(patch) 가

가 (/)

30 가

39.4%) (40.5%, 30 / 가

30 가 40.5% 가 /

26.2% 26.2% 가

66.7% 22.2%, 30

26.2% 30 21.9%

30.0% 가 / 19.0%, 30 12.5%

20.6% 가

50.6%, 40.6% 가

30 가 2.4%, 30 가 12.5%

가 30

가 30

가 / 가

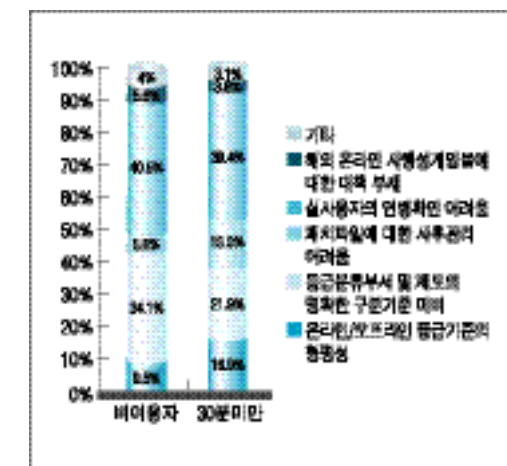
55.6%, 30 가 40.0% 가

30 13.5%, 가 15.1%

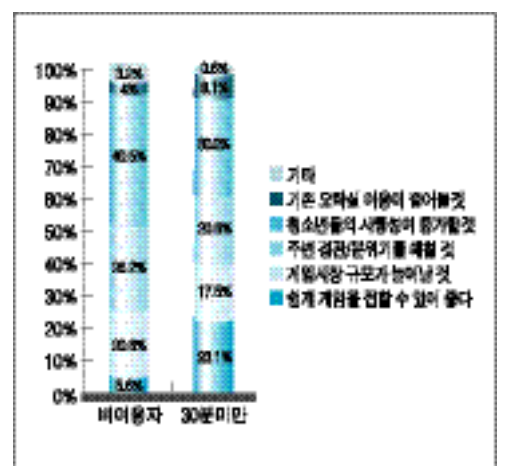
30 20.0%, 15.0%,

10.0%

< 2-4-1-60 >



< 2-4-1-61 >



/PC (18 가)

가
가
30
(
69.0%, 30 57.5%)

(9.5%, 30
10.7%)

21.4%, 30

31.3%

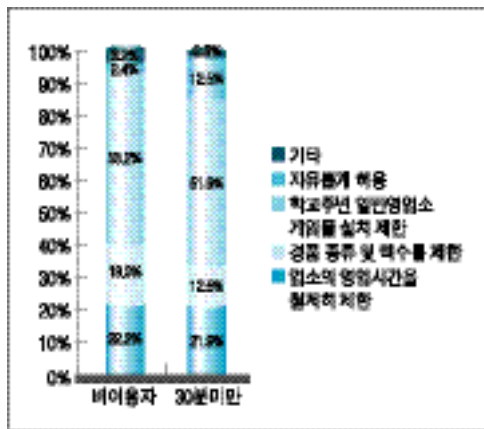
/PC

18
/PC 18

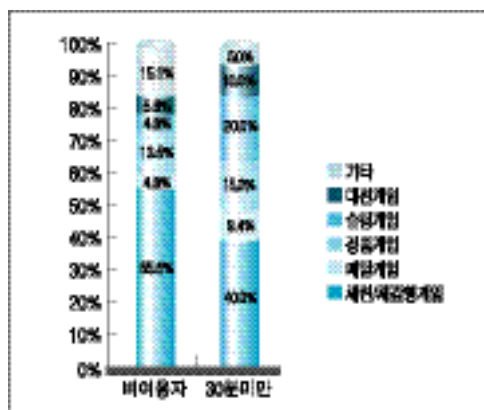
20%~31%

(,)
가

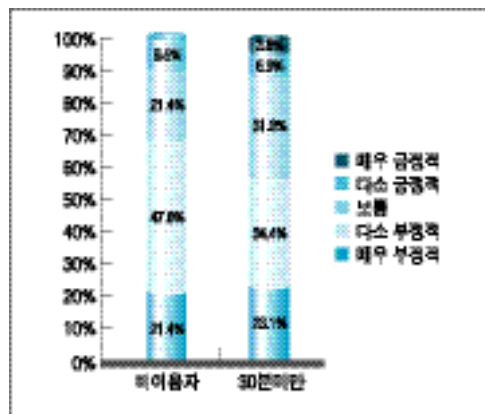
< 2-4-1-62 >



< 2-4-1-63 >



< 2-4-1-64 > /PC (18 가)



2

(2001)

< 2-4-2-01 >

	2001	2002	
	17.3%	12.5%	-4.8%
30	22.7%	15.8%	-6.9%
30 2	40.0%	48.8%	+8.8%
2	19.5%	22.9%	+3.4%
	99.5%	100.0%	-

* 2001 : 2001 ; ,
2001

가
, 2
3.4%가
가 가

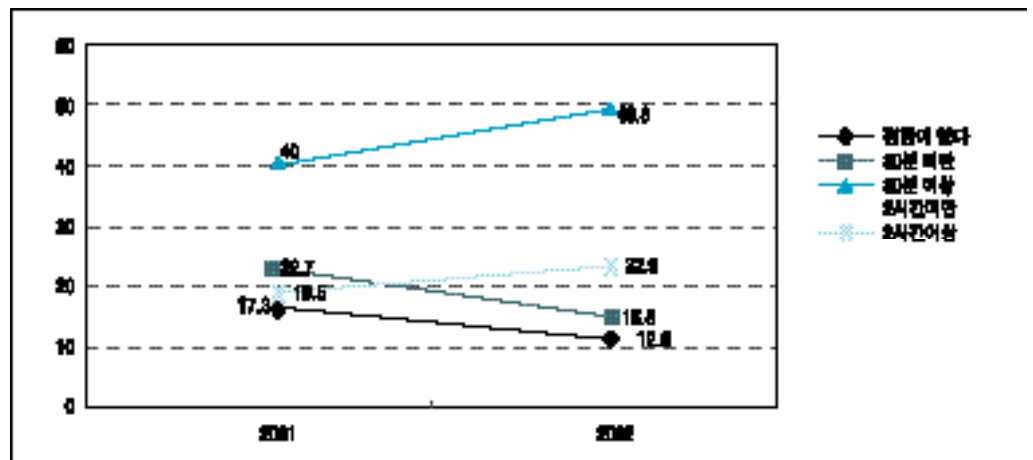
2

「2001」

1.

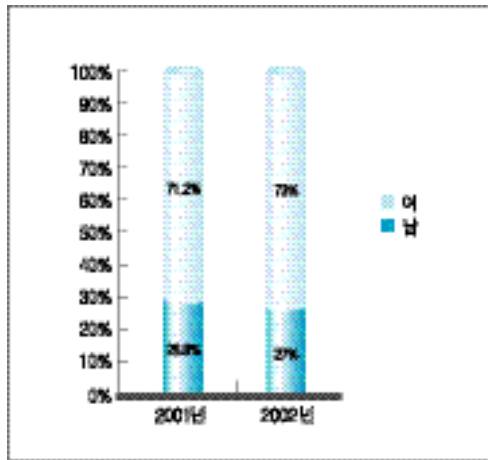
17.3%
12.5% 4.8%가
가
「2001」
30 22.7%
가
15.8% 6.9%가
30 2
8.8% 가

< 2-4-2-01 >

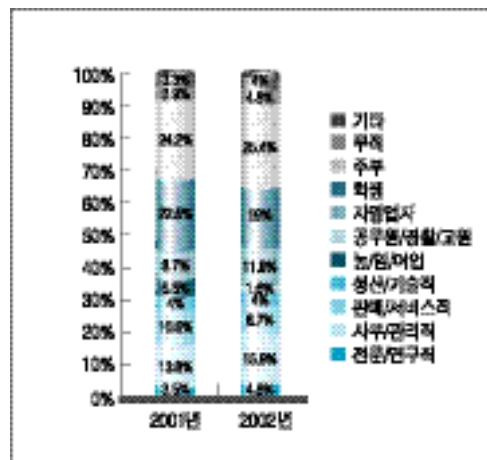


2001 가 70% , 35
 30% 가 16.2% 가 , 34
 가 10 20
 34

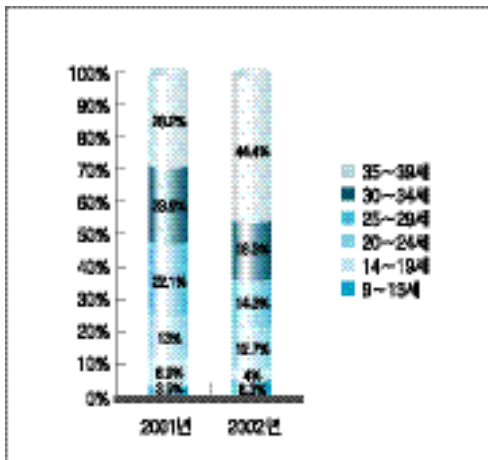
< 2-4-2-02>
 (2001 N=493, 2002 N=126)



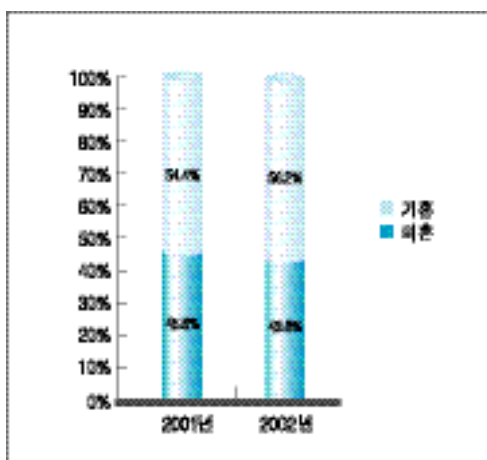
< 2-4-2-04>
 (2001 N=492, 2002 N=126)



< 2-4-2-03>
 (2001 N=493, 2002 N=126)



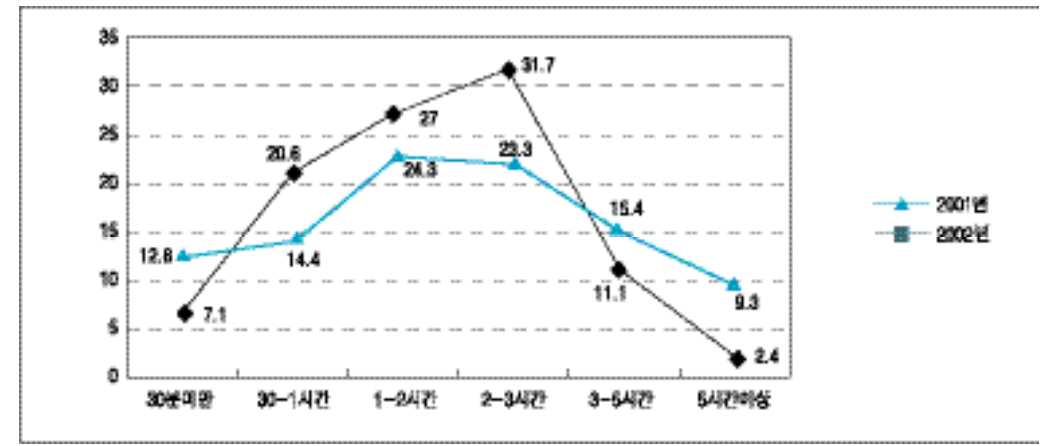
< 2-4-2-05>
 (2001 N=489, 2002 N=126)



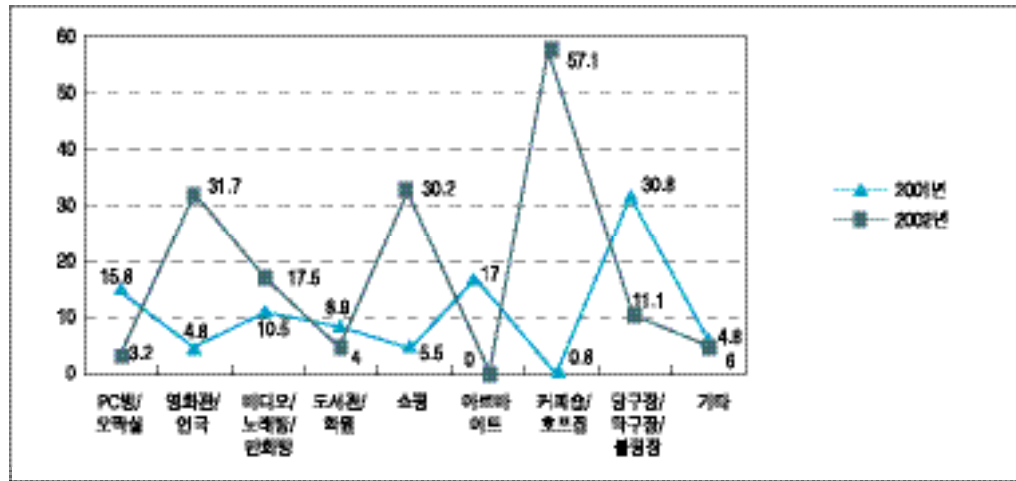
1 -3 가 (47.6%)
 가 1 (27.2%) 3
 (24.7%) 가
 2001 2002 , 2002 1
 1% 3% -3 (58.7%)
 가 1 27.7% 2001
 , , . 가 , 3 (13.5%)
 , , . 2001
 , (3) 가
 가 가
 , 가 2002 가 .
 () 가
 2001 2002
 , 2002 ' / ;'
 10% / / ;' ;' /
 가 ' 가 , ' PC /
 ;' / / '
 2001
 2002
 2002
 가 , 2001
 ,
 2002 , 2001

2. 가

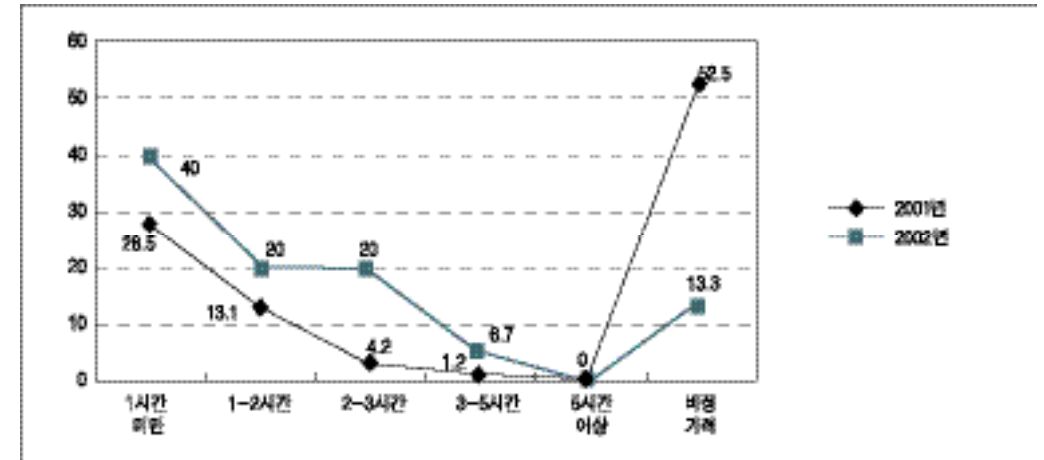
< 2-4-2-06> 가 (2001 N=493, 2002 N=126)



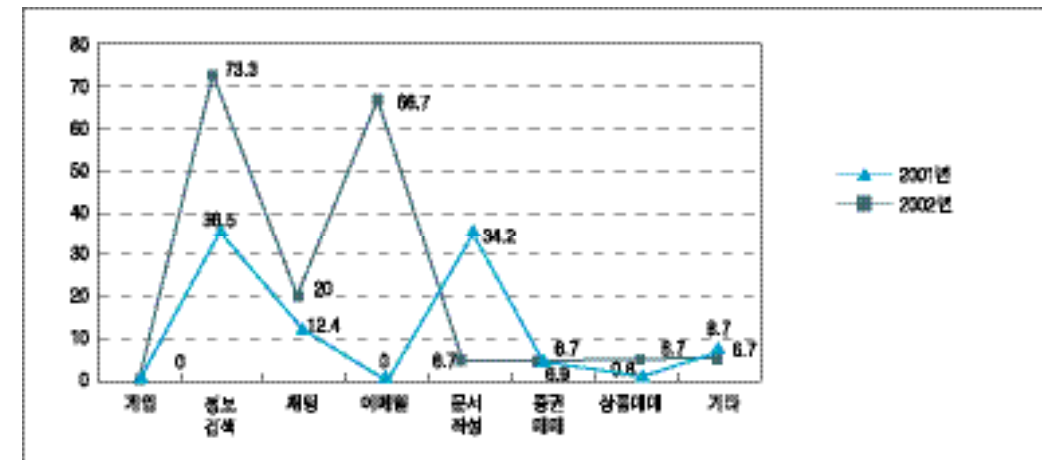
< 2-4-2-7 > () 가 () (2001 N=455, 2002 N=252)



< 2-4-2-9 > PC (2001 N=221, 2002 N=126)



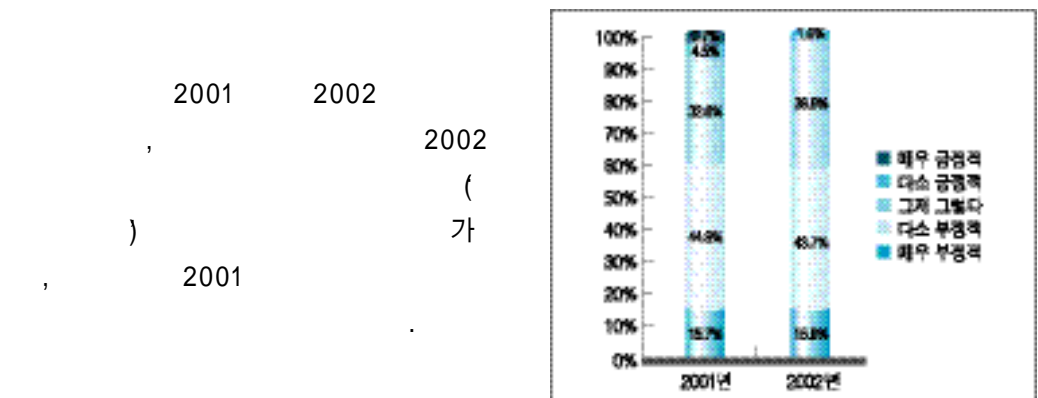
< 2-4-2-10 > PC () (2001 N=392, 2002 N=30)



3.

< 2-4-2-11 >

(2001 N=178, 2002 N=126)



가
 , 2001
 2002 가 2002
 2001 가 PC
 , 2001
 2002
 PC 가
 2001 2002 , 1
 가

< 2-4-2-8 > () (2001 N=694, 2002 N=233)

