



3 /

1

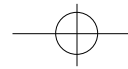
가 2002 가  
 (Hard-core users) ,  
 가 가  
 2 ,  
 가 가  
 , 20-24  
 가 24.1% 가 15-19  
 가 20.4%, 9-14 가 17.9%  
 24 가  
 60%

< 2-3-1-01>

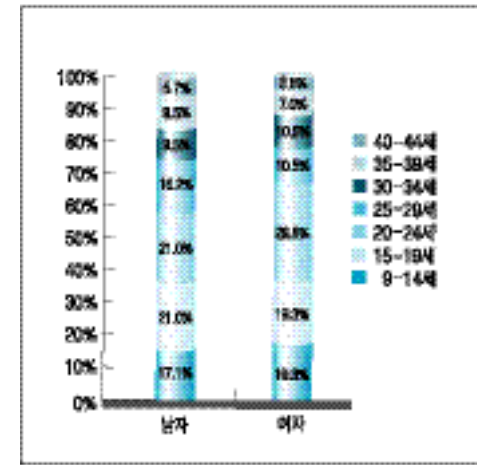
	2002 ( )	2003 ( )
	100.0%	100.0%
	69.7%	64.8%
	30.3%	35.2%
9-14	18.2%	17.9%
15-19	22.5%	20.4%
20-24	21.2%	24.1%
25-29	16.5%	14.2%
30-34	11.3%	9.9%
35-39	10.4%	8.6%
40-44	-	4.9%
	86.1%	85.2%
	13.9%	14.8%

1.

64.8%, 35.2%



< 2-3-1-01>



가 85.2%

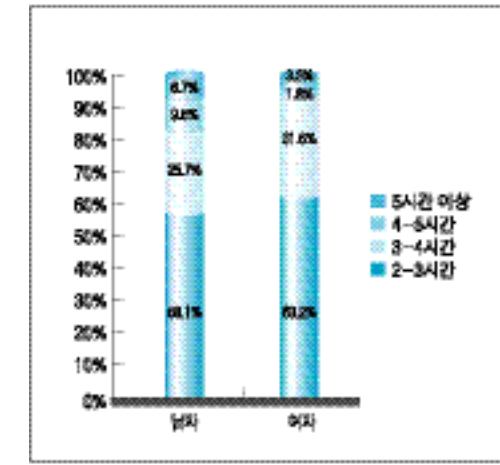
, 2002  
 1%가 가

24

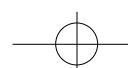
가 2. 가

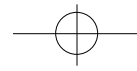
가 15-19 (21.0%) 20-24 (21.0%) 70% ' 60%  
 가 10 20 가  
 70%가 24 가 21  
 13%  
 ' 2-3 ' 23%  
 60% 가

< 2-3-1-02>

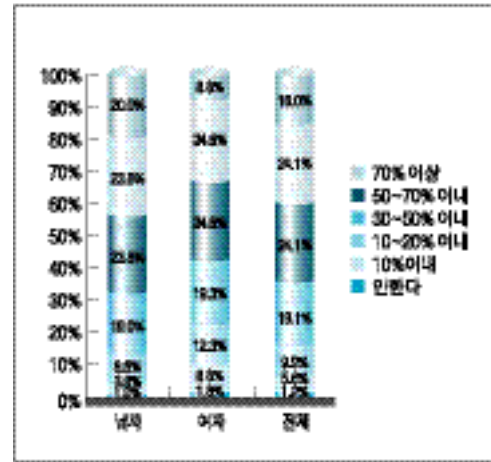


2

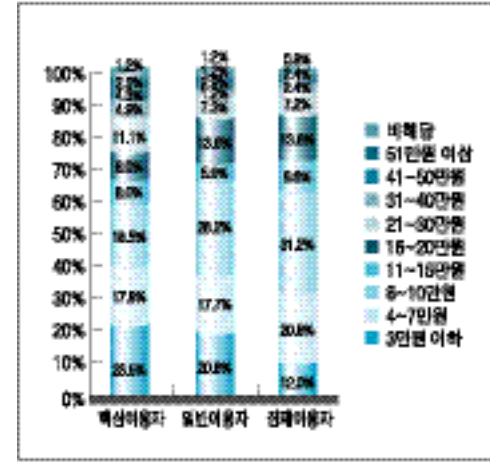




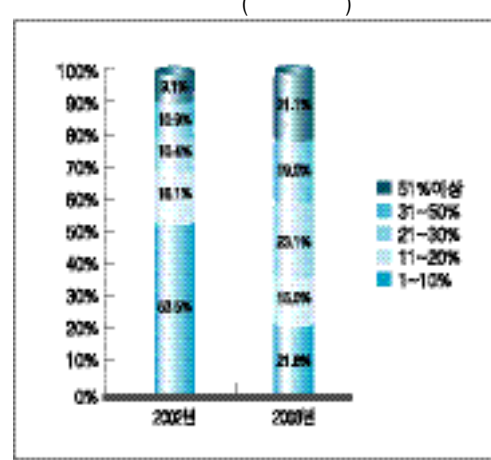
< 2-3-1-03> 가



< 2-3-1-04> 가

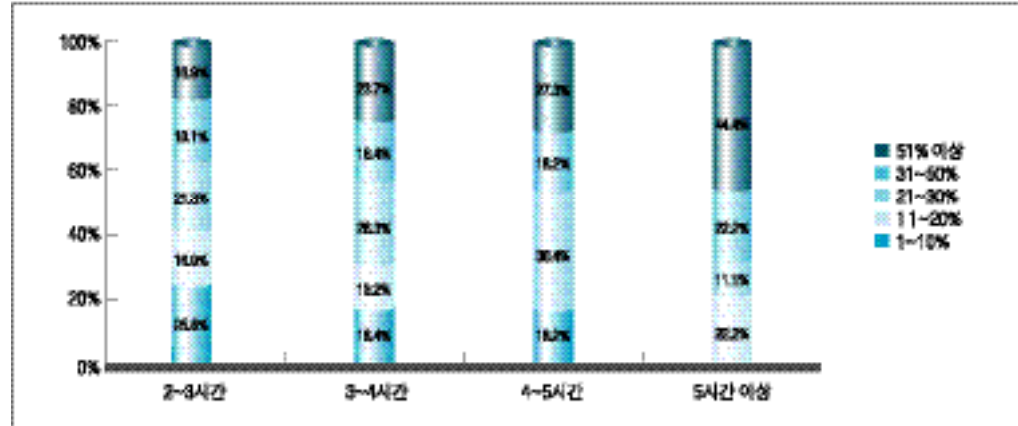


< 2-3-1-05> 가



( ) 가 21~30%가 23.1%  
 가 , 가  
 1~10%, 가 51% ; 가  
 31~50%  
 가

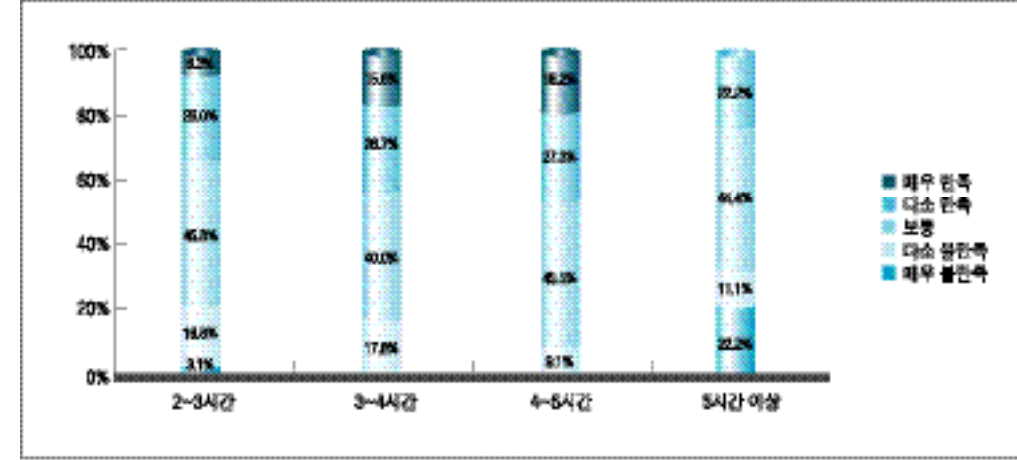
< 2-3-1-06> 가



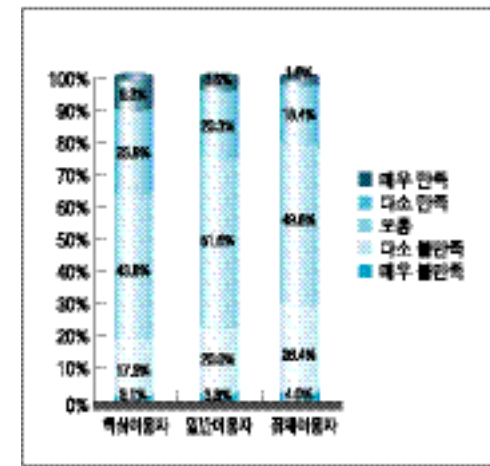
가 , 가 , 가 , 가  
 가 , 가 , 가 , 가  
 '51%' , '2-3' , '5'  
 , 16.9% , 가 , 5  
 , 44.4% , 가 , 5



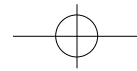
< 2-3-1-07> 가

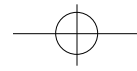


< 2-3-1-08> 가



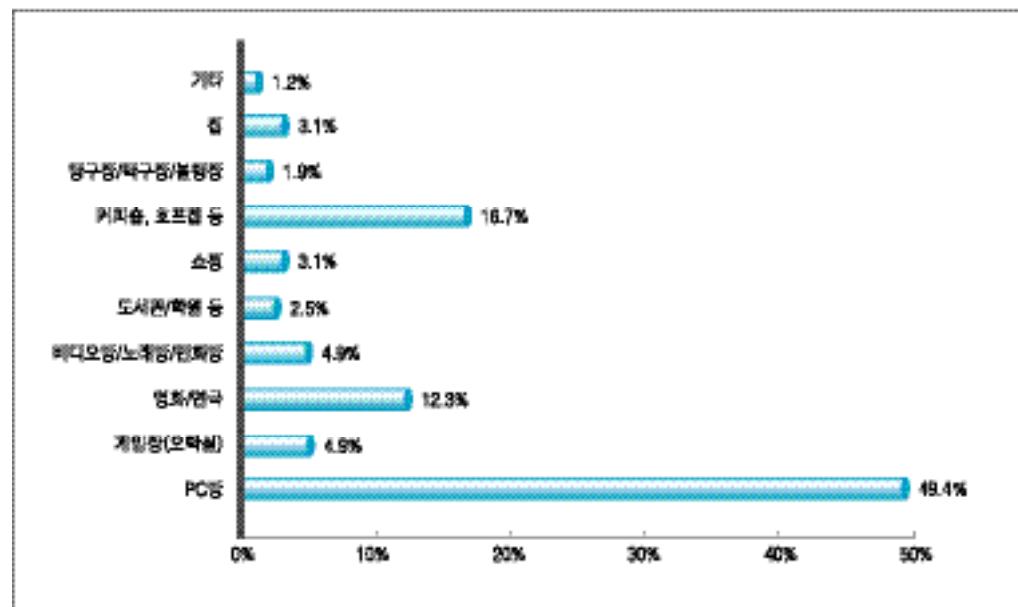
가 , 가  
 가 , 가  
 2 , 2  
 가 , 가  
 가 , 가





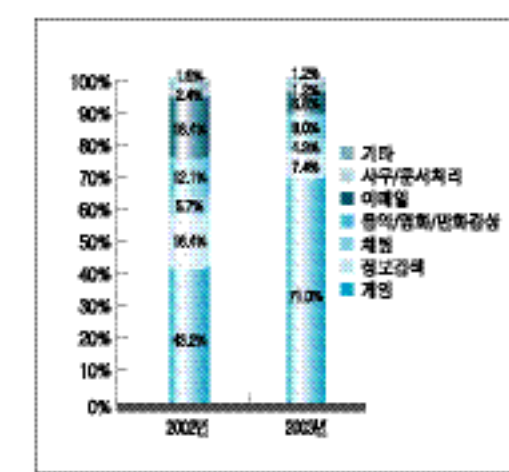
3

PC  
 PC 가  
 ' PC ' 49.4% 가 ( ) 5%  
 ' , ' 16.7%, ' 가 PC  
 / ' 12.3%, ' ( ) ' 4.9%,  
 / / ' 4.9%  
 < 2-3-1-09> 가 ( ) 가

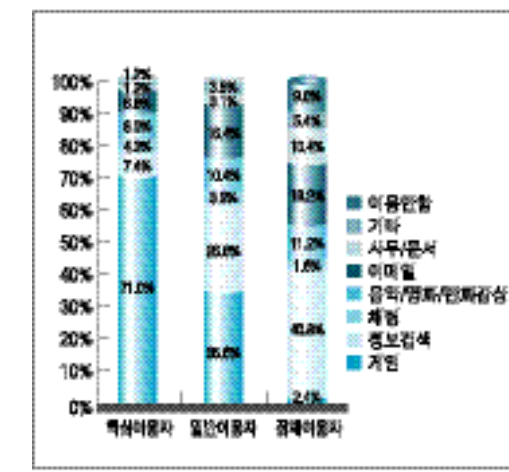


3. PC 가 가  
 가  
 ' ' 71.0% 가  
 ' ' 70%  
 ' ' 43.2%  
 30% 가 가  
 가

< 2-3-1-10> 가



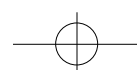
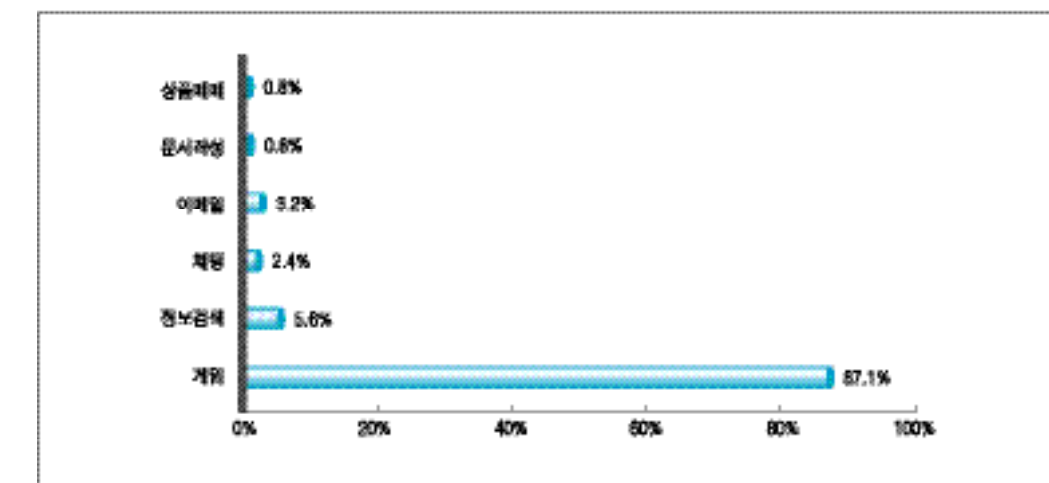
< 2-3-1-11>



2

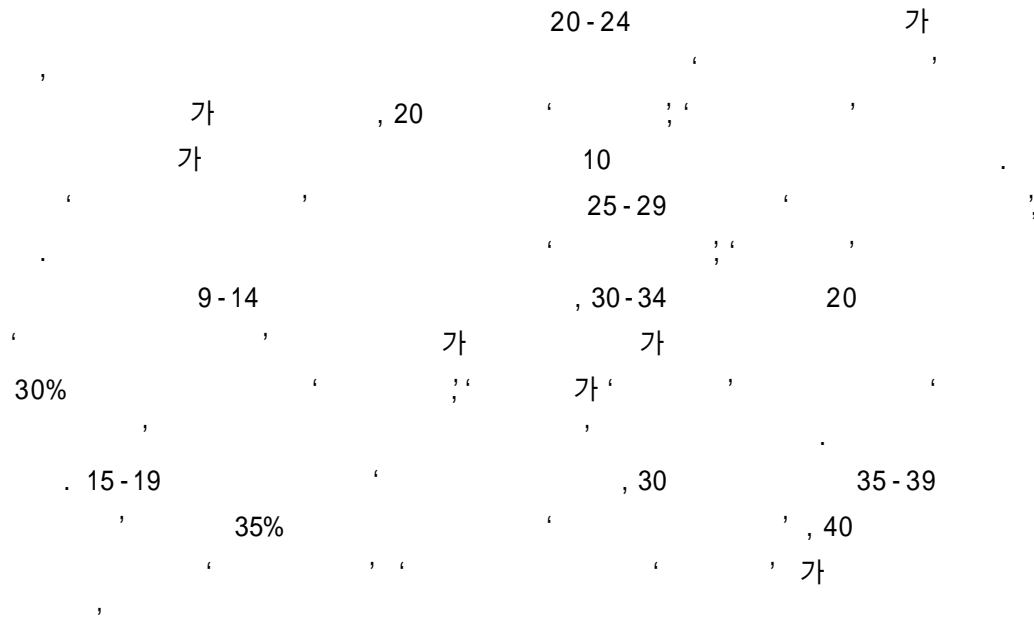
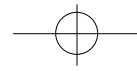
PC  
 87%  
 ' 2-3 ' 33.3% 가  
 ' 1-2 ' 25.2%  
 60%가 1 ~3  
 ' 1 ' ' 1-2  
 PC  
 PC  
 PC

< 2-3-1-12> 가PC

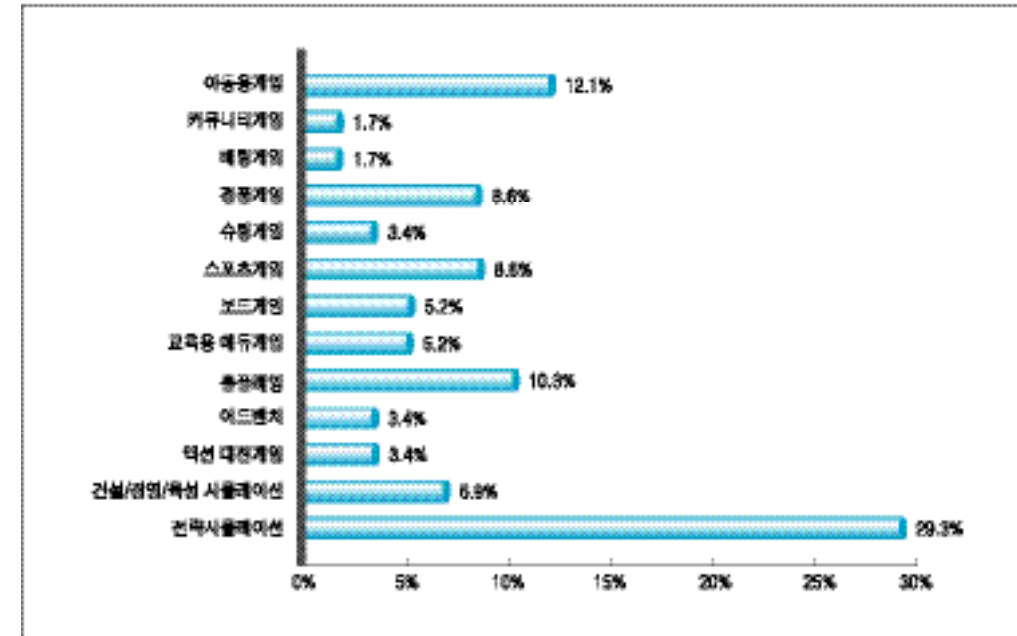




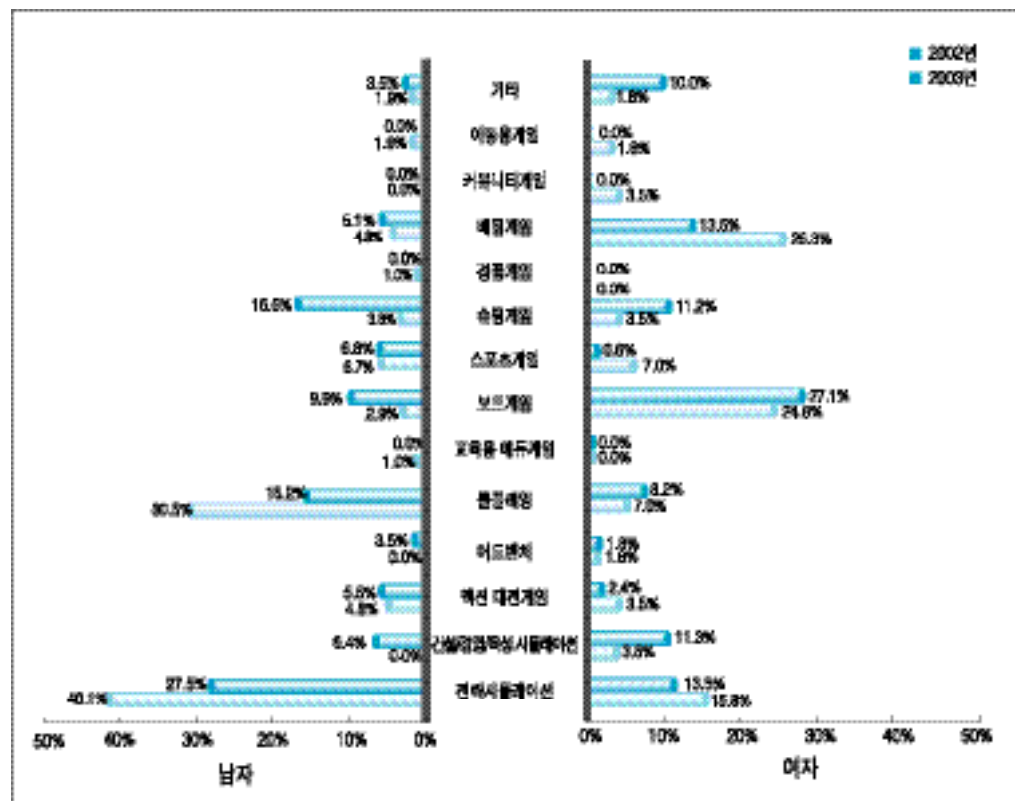




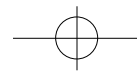
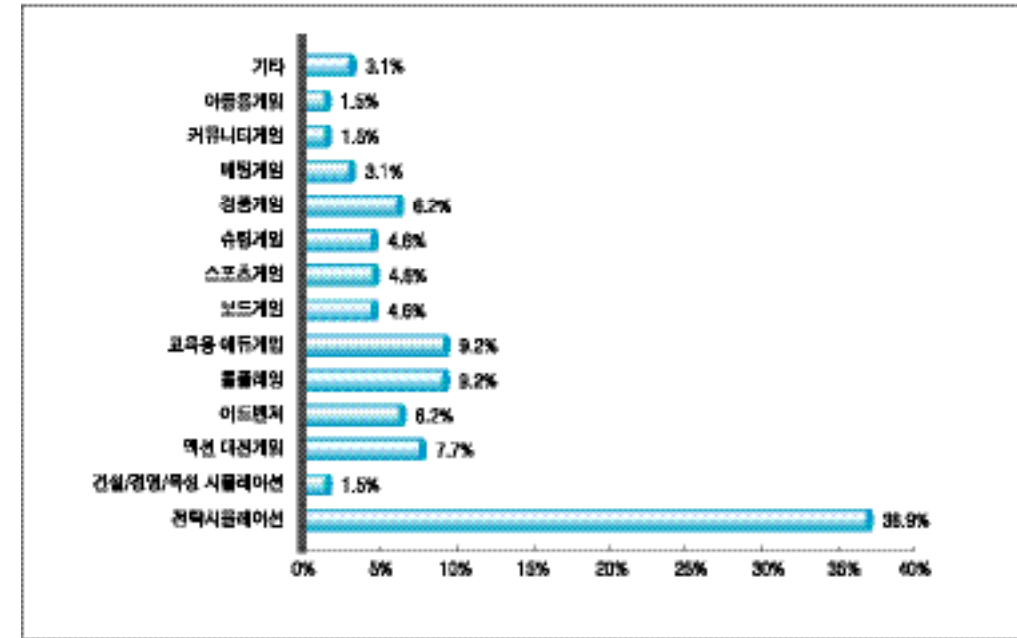
< 2-3-1-24 > 9-14 ( )



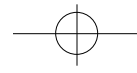
< 2-3-1-23 > (2002 2003 )



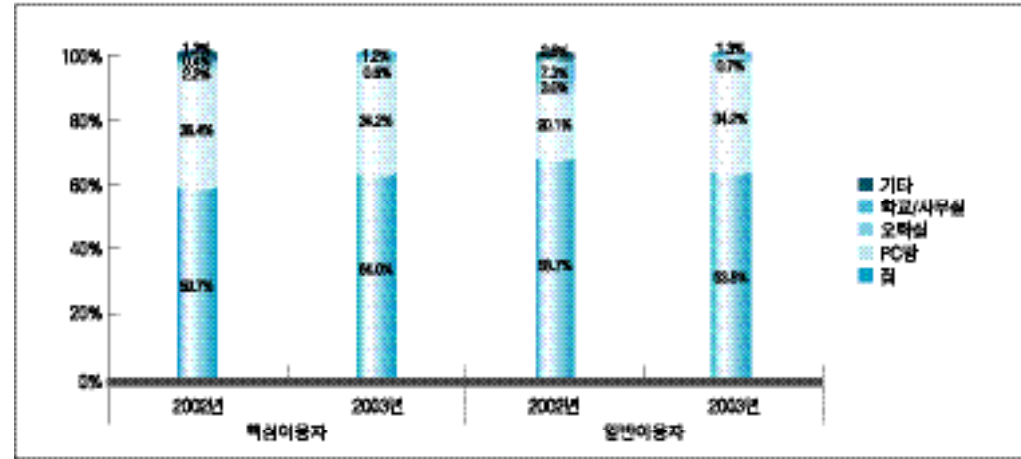
< 2-3-1-25 > 15-19 ( )



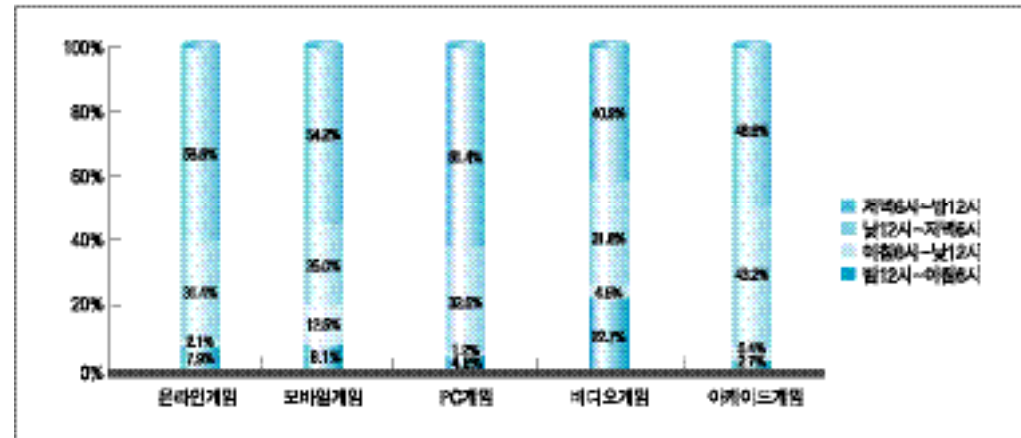




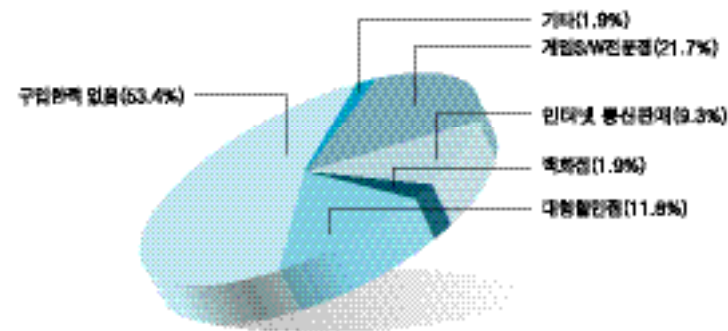
< 2-3-1-31 >



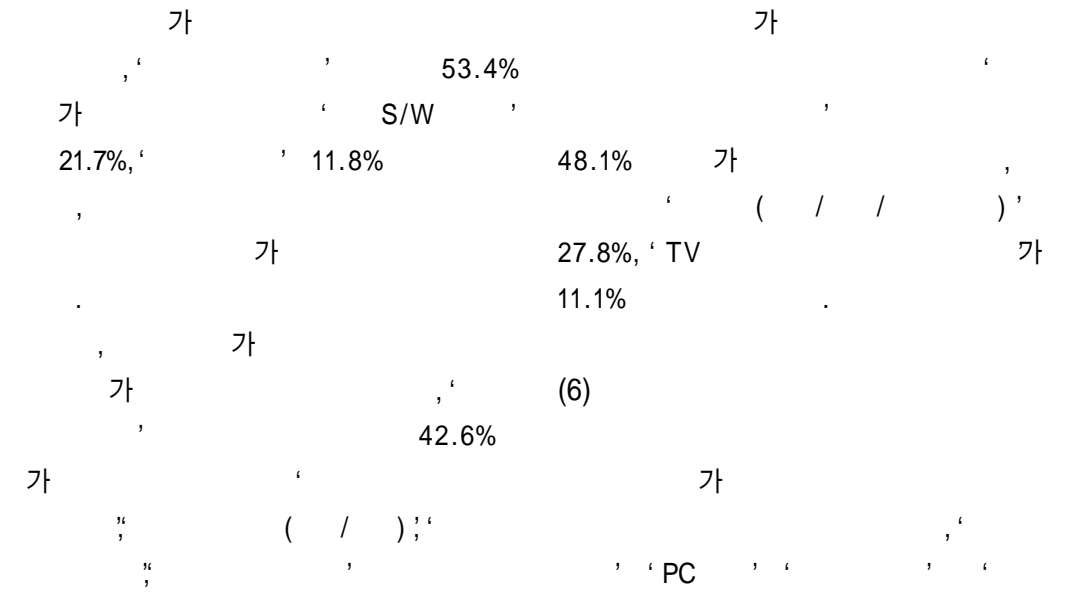
< 2-3-1-32 >



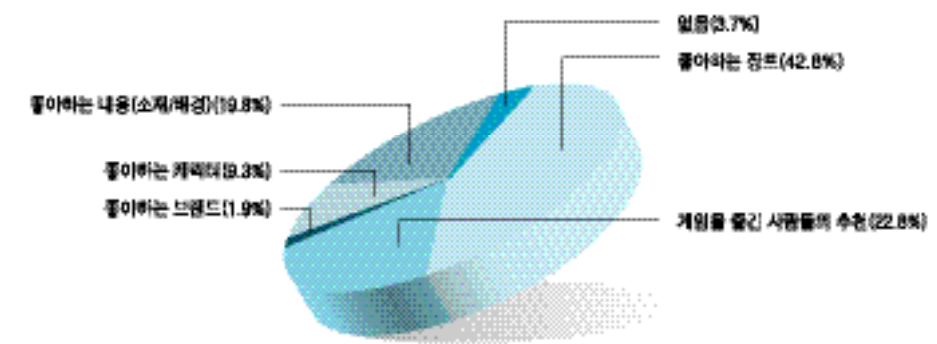
< 2-3-1-33 >



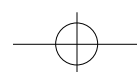
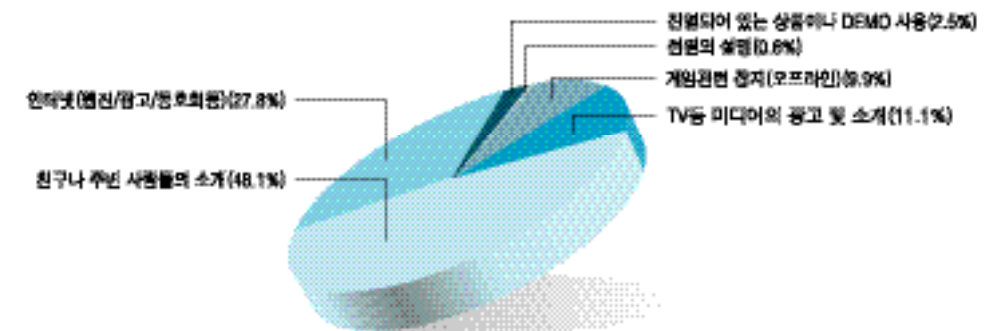
(5)



< 2-3-1-34 >

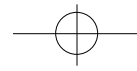


< 2-3-1-35 >

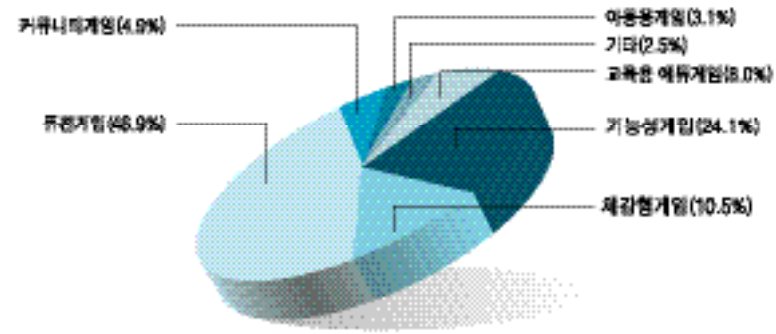








< 2-3-1-41>



3

/

5.

(1)

가

가

, 80%

5

4

가 가

1; ' 64'

, 1 43.1%가

2' 가

'X-BOX'

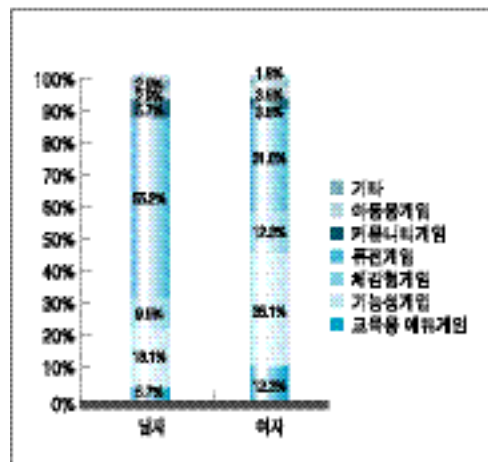
가

1

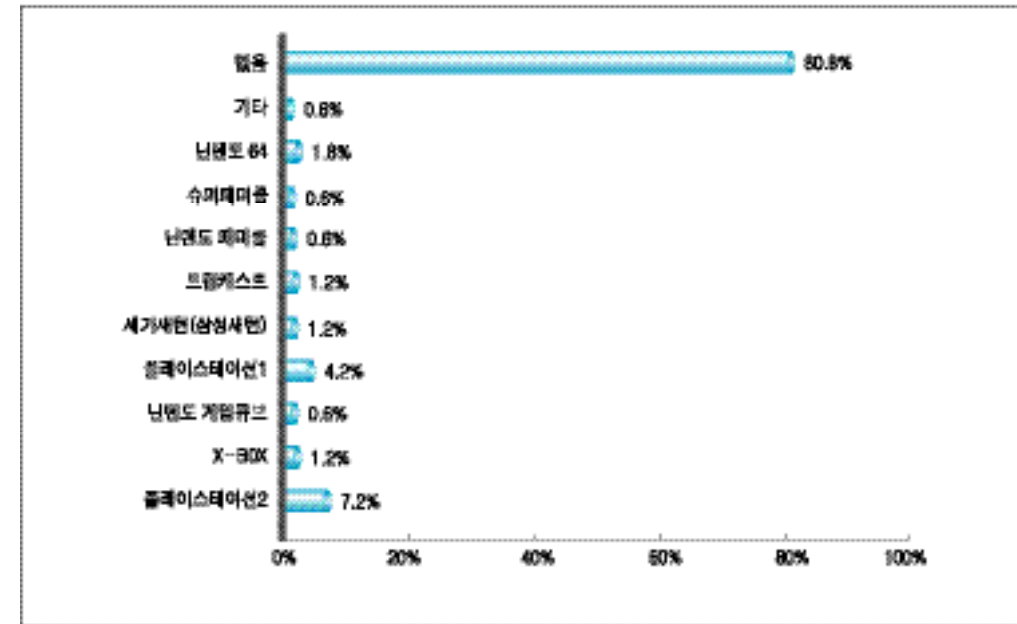
40%

가

< 2-3-1-42>

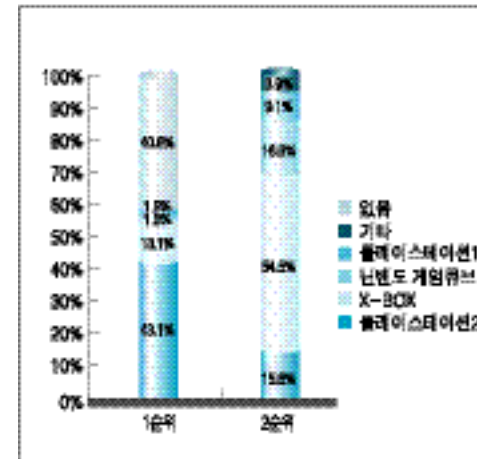


< 2-3-1-43> 가



2

< 2-3-1-44>



(2)

가

80%

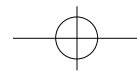
)가

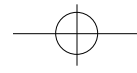
가

가

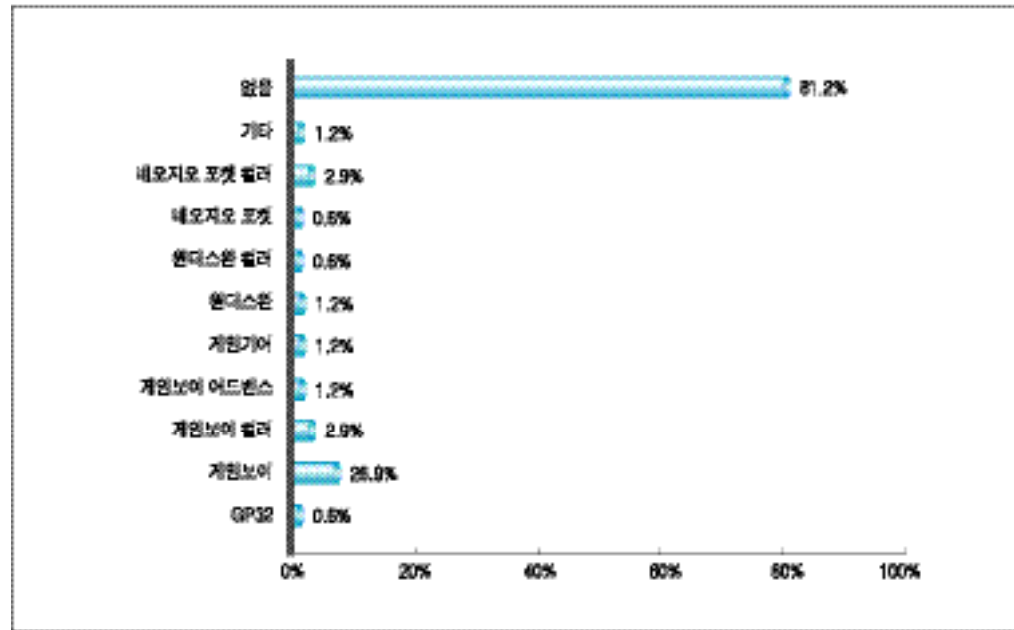
가

(

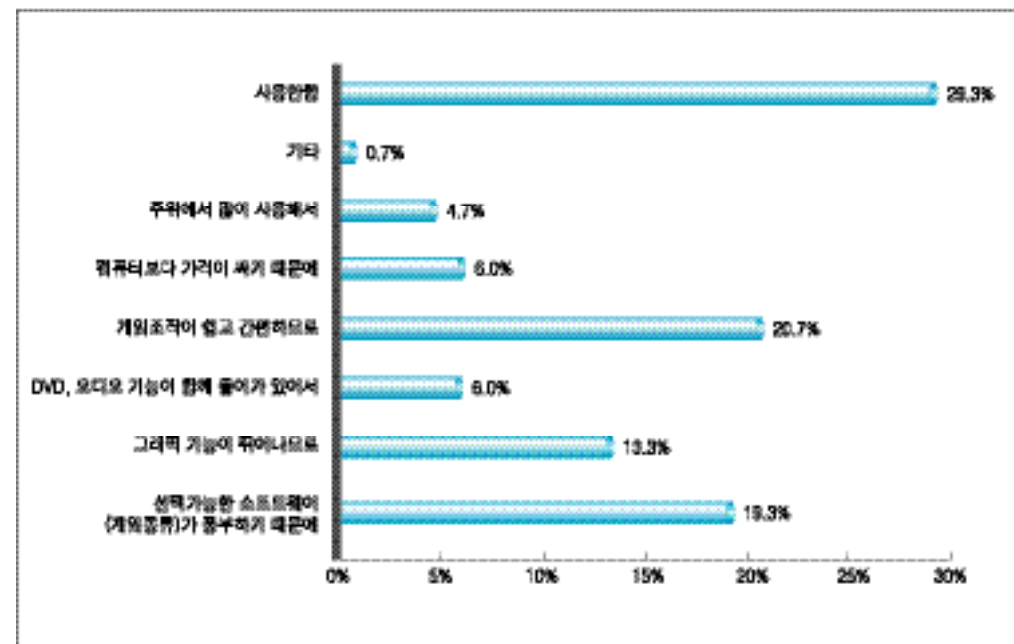




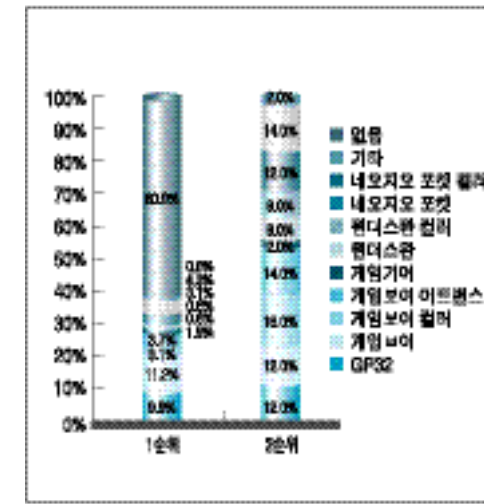
< 2-3-1-45> 가



< 2-3-1-47> ( , )



< 2-3-1-46>

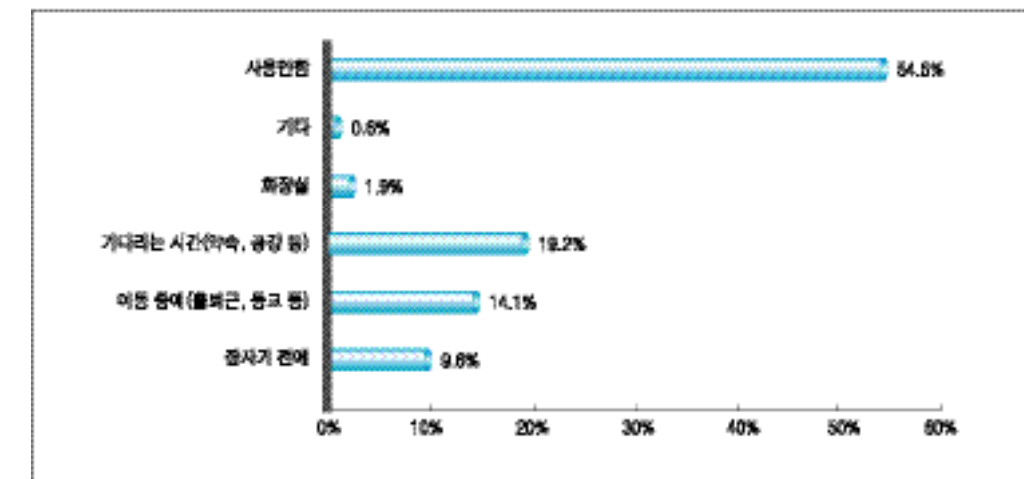


(3)

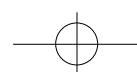
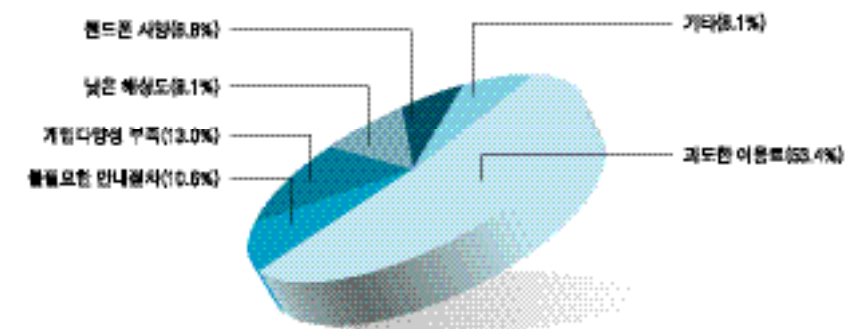
가 /  
( , )' 19.2% 가  
( , )'  
/ 50%  
가 /  
가

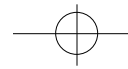


< 2-3-1-48> 가 /



< 2-3-1-49> 가





6.

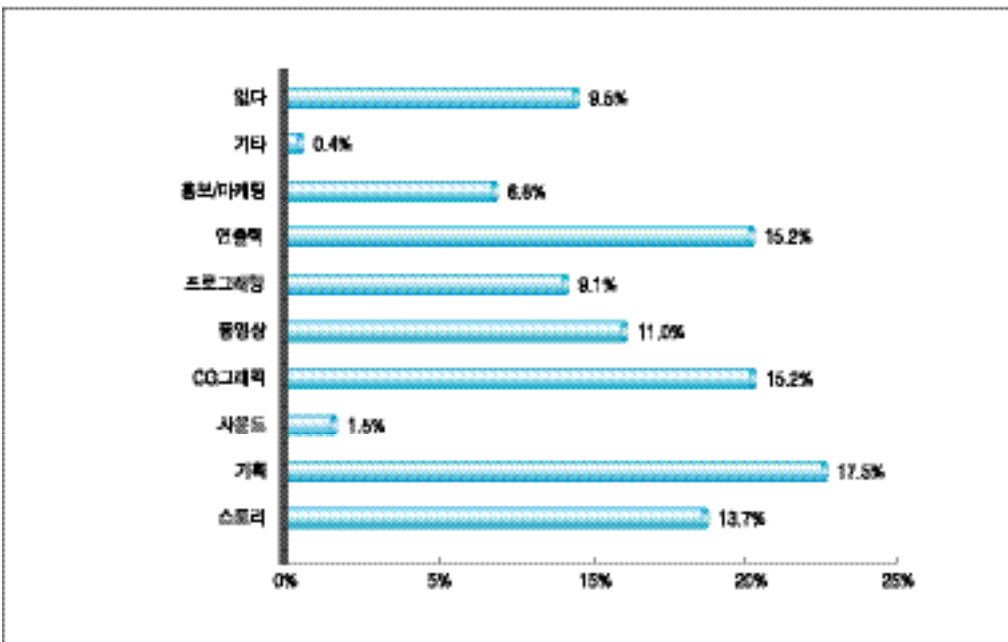
(1)

17.5%가 ( / ) ' 43.0%, ' 가 ' CG 24.7%, ' PC ' 21.0%, ' 7.2%, ' ( ) ; ' ; ' ' 4.1% 가

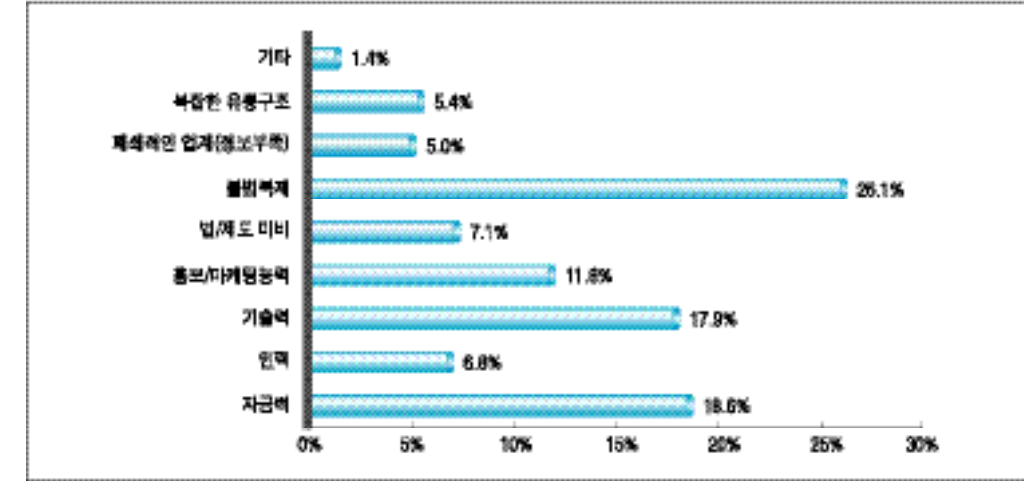
가 26.1% 가

44.4% 가

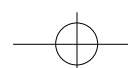
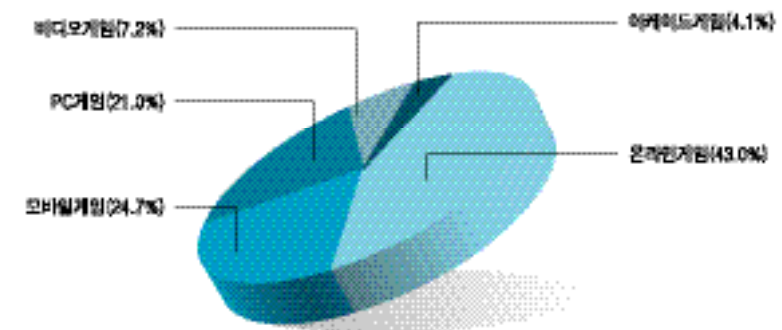
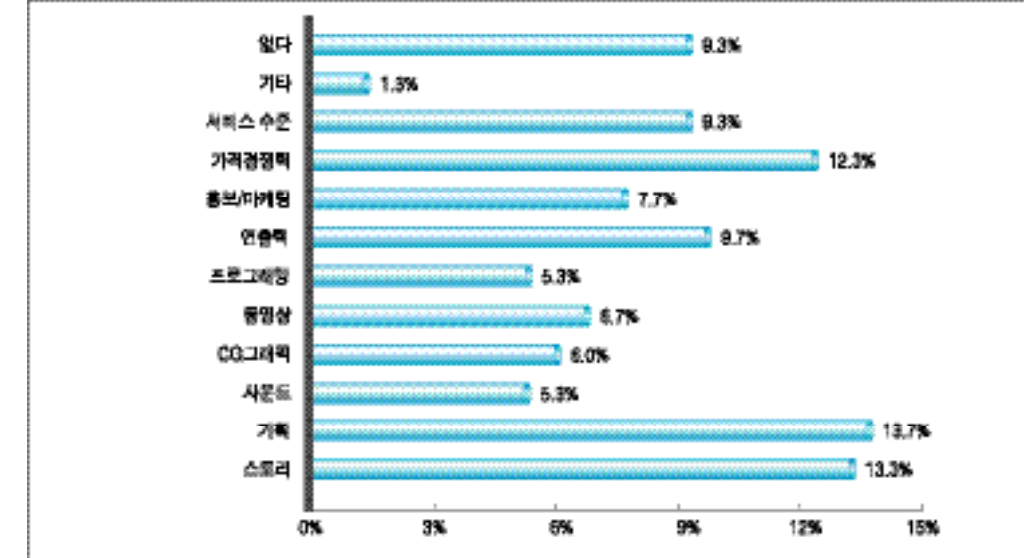
< 2-3-1-50 >



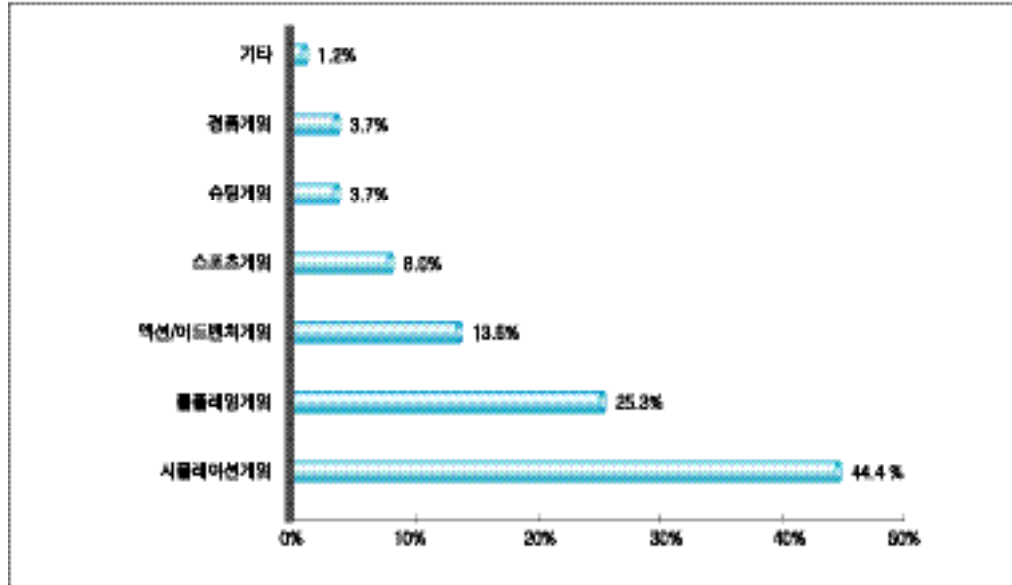
< 2-3-1-51 >



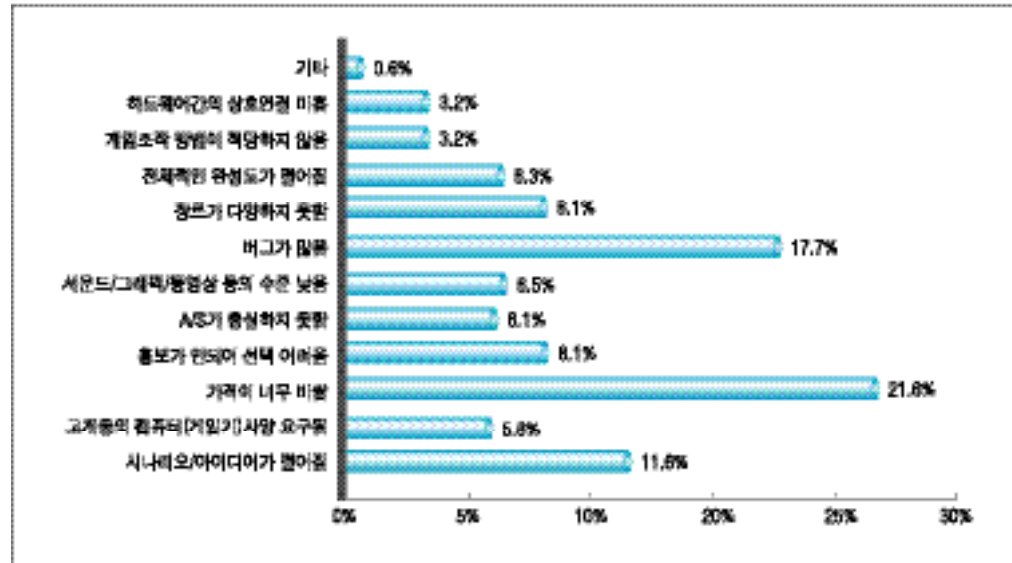
< 2-3-1-52 >



< 2-3-1-54 >



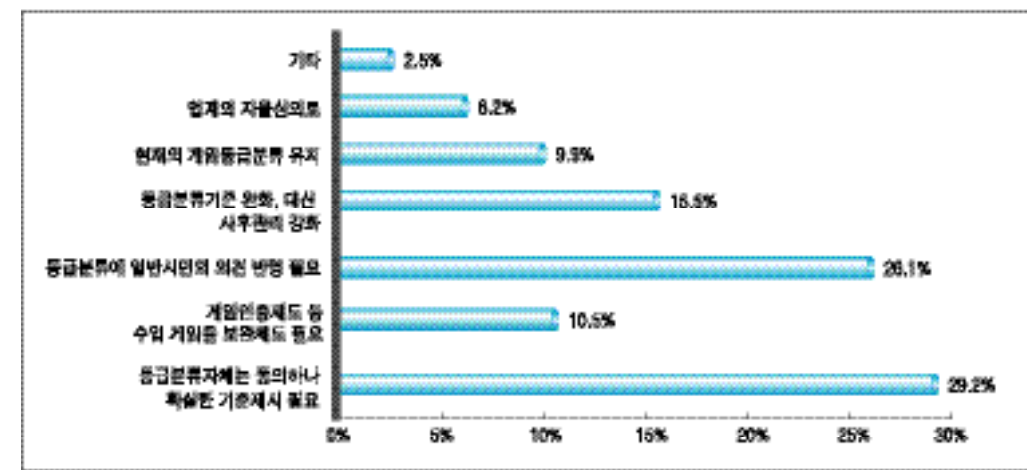
< 2-3-1-55 >



< 2-3-1-02 >

	가	가	가	가	가	가
가	9.9%	19.9%	36.6%	15.5%	18.0%	100.0%
12 가	6.8%	25.5%	41.0%	13.7%	13.0%	100.0%
15 가	8.7%	19.3%	42.2%	15.5%	14.3%	100.0%
18 가	13.0%	13.7%	36.0%	21.7%	15.5%	100.0%

< 2-3-1-56 >



가

‘가 (18 가 )

20%

가 ; ( )

가 ; / 가 ; ‘

‘ ( )가 ; ‘ 29.2% 가

가 가 ; ‘

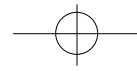
가 ‘

(2)

/ ; ‘ 가 ; ‘

가

가



3

/

1.

75%

68% 가

가

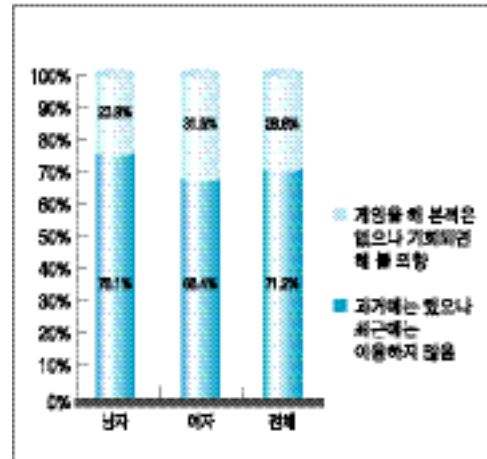
(

2. 가

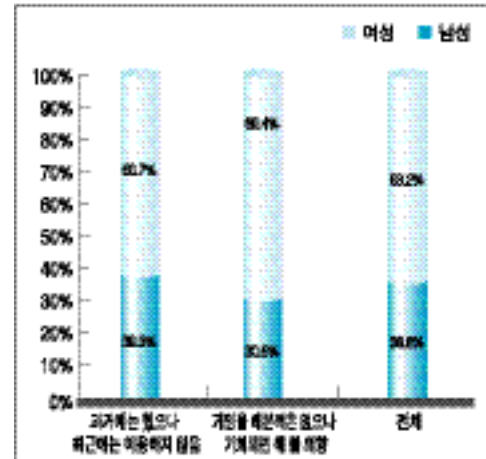
(1) 가

가

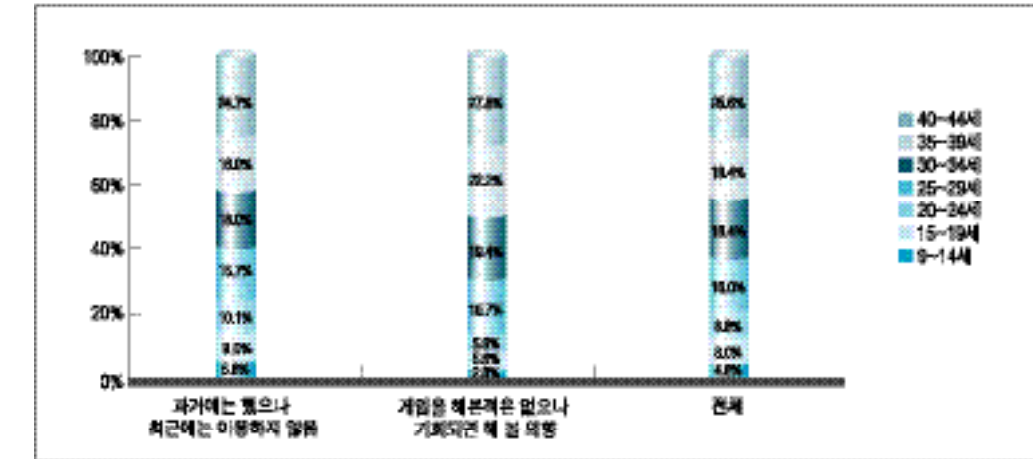
< 2-3-2-01>



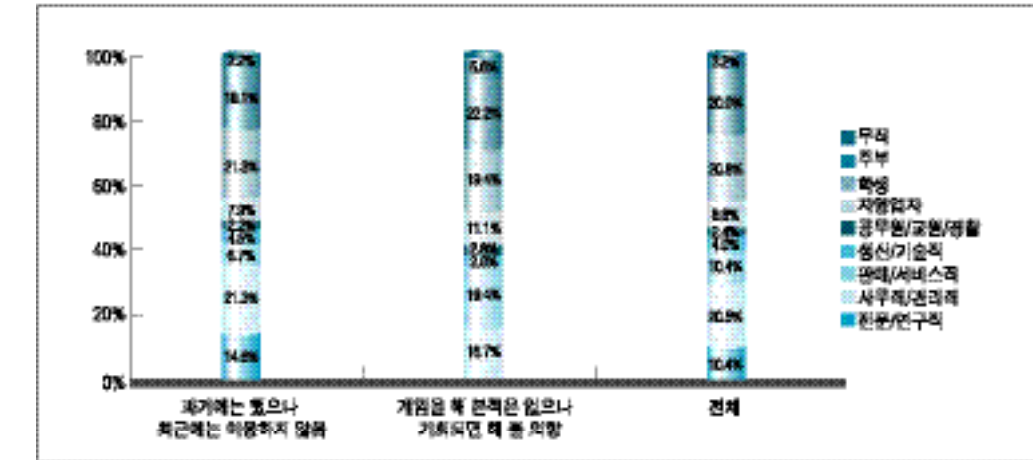
< 2-3-2-02>



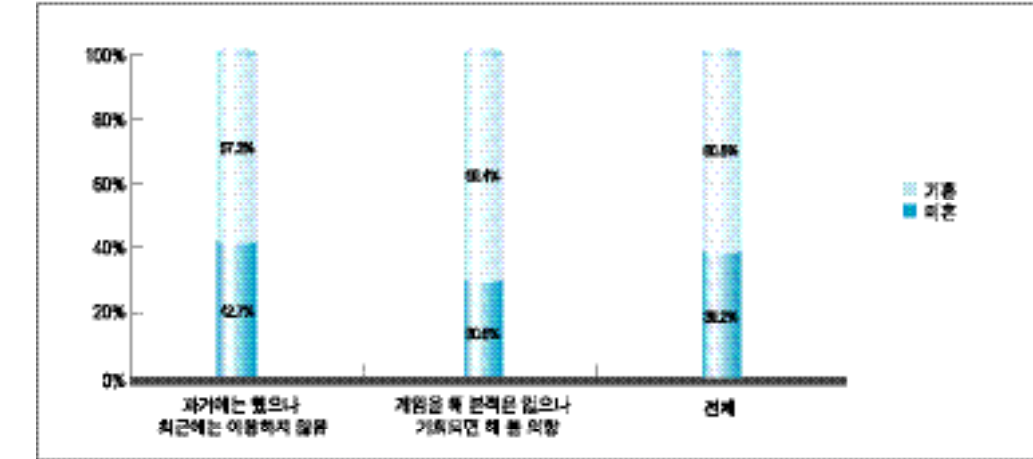
< 2-3-2-03>



< 2-3-2-04>



< 2-3-2-05>



2

