

# Culture & Leisure of Koreans in Social Statistics Survey

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## 1. Introduction

The Social Statistics Survey (SSS) has been conducted since 1979. The survey covered each household member 15 years and over in the 30,000 household sample. SSS consists of twelve sections; Family, Labor, Health, Environment, Education, Income & Consumption, Housing & Transportation, Information & Telecommunication, Welfare, Culture & Leisure, Safety and Social participation. SSS conducts 3 or 4 survey sections every year, alternating section selection annually. This is to measure the changing social situation and social consciousness in every aspect of life and also to provide Social indicators based on SSS for social development policy.

Culture & leisure mainly include reading newspaper, watching TV, types of leisure, reading book and travel. This paper will show the culture and leisure of Koreans in the following age group: 15-19, 20-29 for the year 2000.

## 2. Current status of Culture and Leisure life

As Korea was an agricultural society in 1960s, there was scarcely a cultural or leisure lifestyle. Radio and film were main culture media in Korea society before mid 1970s. With the rapid dissemination of television in the mid 1970s, the Koreans began to cultural and leisure activities. This trend grew steadily all through the 1980s and afterwards.

## 3. Types of culture and leisure life

The survey showed that 65.1% of Koreans read newspapers, down 7.1% from 72.2% in 1996. Ratios of Daily and Internet paper reading were each 63.2%, 3.5%. In newspaper, the economy section was the most popular with 53.7%, followed by entertainment, sports and leisure sections (49.7%) environment and social affairs (47.6%), politics (36.8%). Internet newspaper readers were greatest among Koreans aged 15-29.

Sports and entertainment accounted for 85.5% of the interest for the age group 15-19 years, 69.2% for the age group 20-29 and Economy appealed to those 30 years and over.

The Korean watch 23.7 hours of TV a week, up from 21.4 hours in 1996.

TV news programs were the most popular program for 74.1 percent of respondents followed by soap operas (68.1%), entertainment programs (37.5%), sports (33.7%) and films (33.5%).

Korean's favorite TV programs were news and soap operas for all groups except the age group 15-19, which favored shows and comedies.

**Percentage of People Reading Newspaper and Favorite Sections (2000)** %

	Reading paper(%)	Daily Paper	Internet Paper	Favorite sections			
				Political	Economic	Entertainment and sports	Environment and social affairs
Total	65.1	63.2	13.5	36.8	53.7	49.7	47.6
15-19	62.6	56.0	23.5	12.2	15.6	85.5	28.7
20-29	80.1	75.6	28.1	23.0	43.7	69.2	44.2

**Favorite Sections of TV Program (2000)** %

	News	Soap opera	Shows & Comedies	Sports	Films
Total	74.1	68.1	37.5	33.7	33.5
15-19	27.5	59.5	74.7	38.3	54.8
20-29	62.6	61.7	48.9	39.0	49.0

About 60% of respondents said that they read at least one book a year, with 13.2 books on average, the survey showed. The volume of 15-19 year old group reading was 32.7 books , 20-29 years reading was 23.7 books, 60 years and over was 1.9 books. It was 20.4 books per person for 15-19 to read cartoons .

Types of leisure activities were watching TV 62.7%, rest and relaxation was 50.7%, for 15-19years was computer or internet (46.4%), 20-29 year old group favored social intercourse except watching TV.

Koreans have taken 2.6 domestic tours =58.2% of the total population, 15-19group=2.3trips, and 20-29=3.2trips.

**Types of Leisure Activities (2000)** %

	Watching TV	Computer &Internet	Intercourse	Sports	Rest & relaxation
Total	62.7	12.5	32.3	8.0	50.7
15-19	65.1	46.4	46.4	12.3	41.3
20-29	61.9	24.3	45.1	9.3	43.1

#### 4. Conclusion

The percentage of reading paper decreased since 1996, Percentage of reading internet newspaper 15-19, 20-29 years has increased. As I think they will continue to read the Internet newspaper, reading percentages will increase. The favorite sections of newspaper have been diversified, therefore newspapers should specialize in their content .

The percentage of watching TV was high. The mass media like TV will play an important role in the future. The producer should make good shows, comedies and soap operas for 15-19, 20-29 years. Leisure activity was used most in watching TV. The soap operas for peoples should focus on emotions and cultivate moral character

The volume of reading book of 15-19 years was the most with 32.7 books, followed by 20-29years was 23.7 books. Teens have read cartoons, therefore educational, cultural and comic cartoons should be developed .