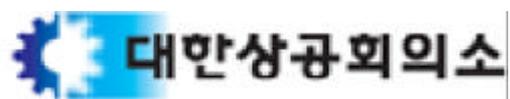




2003. 12



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1.

- , 2
- IMF ,
- 가
- 가 (反)

2.

- :
- : 2003 12 15 22
- :
- : 20 1,017
- : 95% ± 3.07%

(CFI)

1.

- Winters 1) 가

1. (business conduct)	, 가 ,
2. (social conduct)	, ,
3. (contribute)	, , , ,

- 가 , 가 , . , 가 , CFI(Corporate Favorite Index) 가 CFI 5 가 가 , Winters , ■ ■ , ■ 가 가

1) Lewis C. Winters, "The effect of Brand Advertising on Company Image: Implications for Corporate Advertising", *Journal of Advertising Research*, 26(April/ May), 1986.

2.

- CFI 5 가 가 가
· 가 100 , 50 , 0
· 가 100 ,
· 50 , 가 0

- CFI() 가 가 50%, 가가
50%가
· 100 , 가 가 100 ,
가 가 0 , 50

$$CFI = \frac{\frac{\text{요소1} + \text{요소2} + \text{요소3} + \text{요소4} + \text{요소5}}{5} + \text{전반적인 호감도}}{2}$$

1. (CFI)

1-1.

- 2003 (CFI) 100 38.2 ,
 (50)
 . 5 , (59.8) , (52.1) ,
 (38.8) , 가 (38.6) , (28.8) ,
 (9.6)

가

- 2003 5 45.1 6.9
 . 2003 5 가 가 가
 39.3% , 가 52.7% , 가 1.4% , 가 6.6%
 100 45.1
 . SK



- CCI가
 가
 가가
 . (9.6) 가가
 .
 ,
 가 ,
 가 가

		5						CFI
		/		가				
		52.1	59.0	38.6	28.8	9.6	38.8	38.2
		49.2	56.9	39.2	26.2	9.5	37.8	37.0
		54.9	61.1	38.0	31.5	9.7	39.8	39.4
가	20	51.7	62.6	29.9	28.4	9.5	40.5	38.4
	30	49.3	52.3	35.8	24.0	7.4	35.4	34.8
	40	49.2	58.0	39.8	25.4	6.6	37.7	36.8
	50	58.6	64.5	48.8	38.4	15.3	42.4	43.8
		61.0	64.4	51.5	41.3	14.4	43.6	45.8
		53.4	57.7	38.3	27.7	9.7	36.3	36.8
		48.8	58.5	35.4	26.4	8.3	39.5	37.5
		53.9	53.9	44.7	31.6	14.5	42.1	40.9
		43.2	55.8	41.7	23.7	6.8	38.1	36.2
		47.6	53.2	30.2	27.0	8.9	34.7	34.0
		50.8	60.8	40.2	26.8	6.1	38.0	37.5
		61.2	66.3	44.9	34.7	15.3	43.9	44.2
		54.7	65.6	31.6	25.5	10.4	42.0	39.8
		58.2	59.8	38.5	32.3	11.0	40.0	40.0
		44.5	56.1	45.1	31.1	11.0	35.4	36.5
가	100	55.0	58.7	45.9	35.3	14.7	39.0	40.5
	101-200	51.3	58.9	34.6	31.6	9.1	39.2	38.1
	201-300	50.5	56.3	38.9	27.4	9.5	39.1	37.8
	301-400	53.8	61.6	39.8	26.5	9.9	40.4	39.4
	400	49.7	58.7	38.7	25.7	7.3	36.0	36.0
		55.9	61.3	39.0	32.0	9.7	41.0	40.3
.		52.4	60.2	38.0	25.5	8.0	40.0	38.4
.		47.7	58.9	37.4	26.0	9.4	36.3	36.1
.		50.9	58.4	36.7	27.9	10.6	41.6	39.2
.		51.3	56.4	41.0	36.3	11.5	33.3	36.3
.		54.3	58.2	39.4	27.4	9.1	38.9	38.3
		46.8	48.4	41.9	29.0	12.9	38.7	37.3

1-2.

- () (37.0) (39.4) CFI가

- () 30 CFI가 34.5 가 , 30
386

· 60-70 50 CFI 43.8
가

- () (45.0) (36.8) (37.5)

- () 가 400 (36.0) CFI가 가



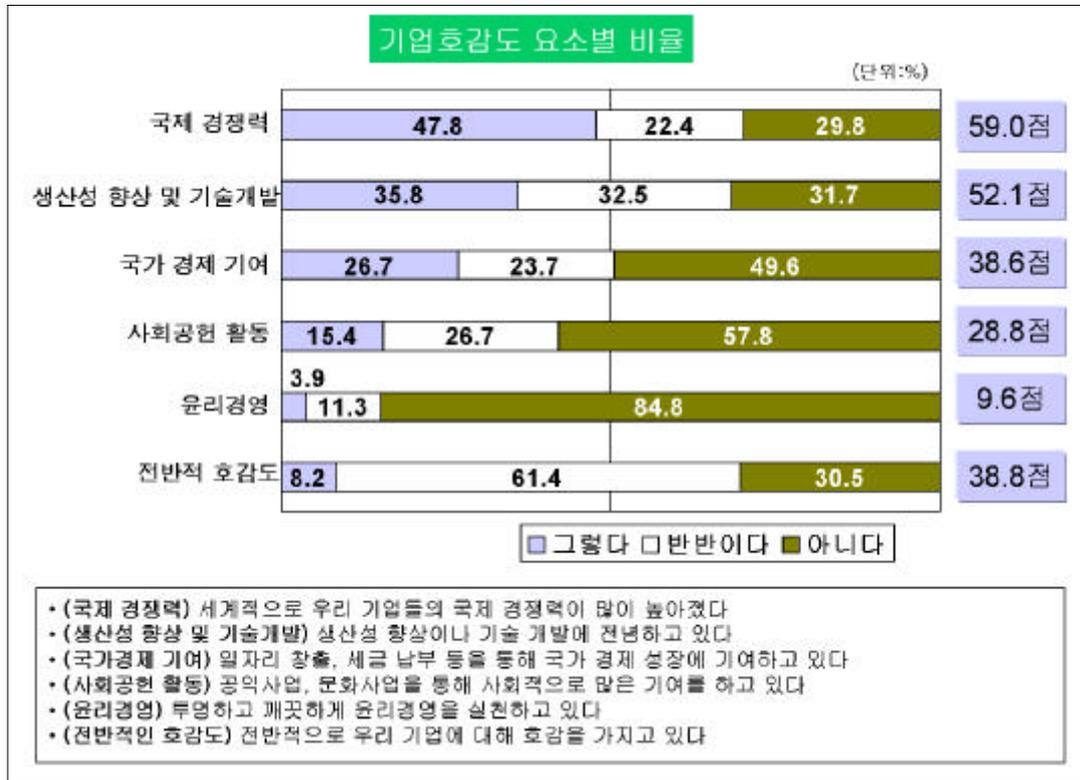
- () (44.2), (40.9) 가 ,
 (34.0)
 . , 가 , ,
 가



- () (CFI) ,
 (40.3) , (36.3)



1-3.



5가

- () 가 59.0 5 가 , , 가
- 20 (62.6) 50 (64.5) , 30 (52.3)
- (55.8) (53.2) 가
- 가 , (65.6) 가가
- (/) 52.1 5 2
- (49.2) (54.9) 가가
- 50 (58.6) 30 (49.3) , 40 (49.2)
- (58.6) , (61.0) 가가
- (43.2) , (47.6) 가가

- (가) 가 38.6
 · 20 (29.9), 30 (35.8) , 50 (48.8)
 · (35.4) , (51.5)
 · (44.7), (41.7), (44.9)
 (31.6)

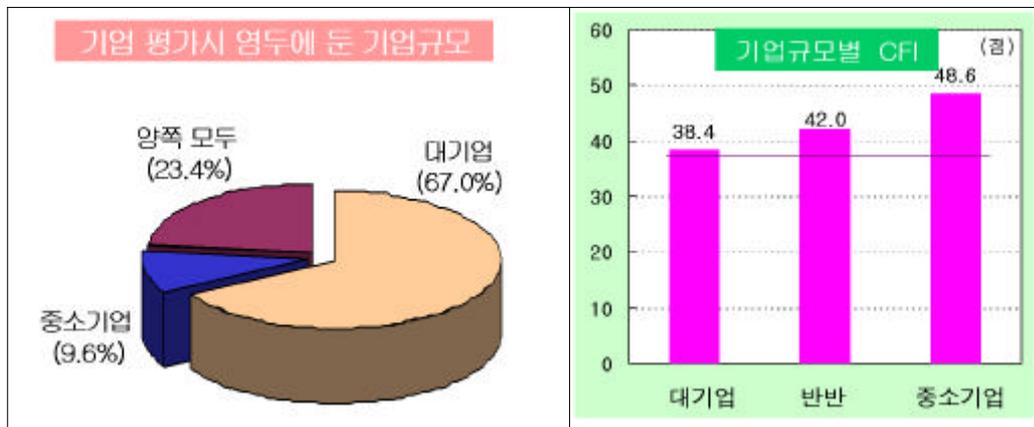
- () 100 28.8
 · (26.2) (31.6) 가가
 · 50 (38.4) , 30 (23.0) , 40 (25.)
 · (23.7) (25.5)

- () 100 9.6 5
 · 50 (15.3), (14.4) ,
 (14.5), (15.3) , 가 100
 (14.7)
 · 40 (6.6) , (6.8) , (6.1)

- 100 38.8
 · (37.8) (39.8)가
 · 30 (35.4) 가 50 (42.4) 가
 · (43.6) (36.3) (39.5)
 · 가 400 (36.0) 가
 · (43.9) , (42.1) , (42.0)
 가 , (34.7) , (35.4)
 · (41.6)
 (41.0) , (33.3)

1-4.

가 , 가 가
 가 67.0%가
 가 9.6%
 CCI
 CCI 38.4 가 48.6
 가가
 가



2.

2-1.

- 가 1 가 (43.4%) , 2 가 (24.1%)



2-2.

- 가 (30.0%) 가 (28.7%) , SK

. 가 (16.1%), 가 (12.9%), 가 (8.4%)



3. (富)

3-1.

- (53.5%) (46.5%) 가
 . 가 ,
 .
 - , 20 (58.4%), (61.3%)
 . (52.3%), 30 (49.5%), 가 100
 . (53.7%), (51.6%), (51.0%),



4.

4-1.

· (44.5%)가
, (22.3%)
, (20.6%)



4-2.

가 (35.0%)
 가 (28.0%)
 가
 가
 ,
 가 (22.1%), 가 (8.6%), 가 (5.9%)



		%
	1017	100.0
	(222)	21.8
/	(255)	25.1
	(31)	3.0
	(104)	10.2
	(117)	11.5
/ /	(175)	17.2
/	(113)	11.1
	(503)	49.5
	(325)	32.0
	(189)	18.6
20	(231)	22.7
30	(285)	28.0
40	(256)	25.2
50	(245)	24.1
	(510)	50.1
	(507)	49.9
100	(109)	11.0
101-200	(263)	26.6
201-300	(294)	29.8
301-400	(172)	17.4
401	(150)	15.2
	(132)	13.0
	(373)	36.7
	(512)	50.3
/ ()	(38)	3.7
	(139)	13.7
	(179)	17.6
	(124)	12.2
	(106)	10.4
	(300)	29.5
	(49)	4.8
/	(82)	8.1
	(681)	67.0
	(98)	9.6
	(238)	23.4

< >

		가						CFI	
		()	()	()	()	()	()	()	
		1017	52.1	59.0	38.6	28.8	9.6	38.8	(38.2)
		222	55.9	61.3	39.0	32.0	9.7	41.0	(40.3)
	/	255	52.4	60.2	38.0	25.5	8.0	40.0	(38.4)
		31	46.8	48.4	41.9	29.0	12.9	38.7	(37.3)
		104	54.3	58.2	39.4	27.4	9.1	38.9	(38.3)
		117	51.3	56.4	41.0	36.3	11.5	33.3	(36.3)
	/ /	175	47.7	58.9	37.4	26.0	9.4	36.3	(36.1)
	/	113	50.9	58.4	36.7	27.9	10.6	41.6	(39.2)
		503	51.5	58.7	38.1	29.7	9.5	40.0	(38.7)
		325	51.2	59.8	39.4	26.5	8.8	37.1	(37.1)
		189	55.0	58.2	38.6	30.4	11.1	38.9	(38.8)
20		231	51.7	62.6	29.9	28.4	9.5	40.5	(38.4)
30		285	49.3	52.3	35.8	24.0	7.4	35.4	(34.6)
40		256	49.2	58.0	39.8	25.4	6.6	37.7	(36.8)
50		245	58.6	64.5	48.8	38.4	15.3	42.4	(43.8)
		510	49.2	56.9	39.2	26.2	9.5	37.8	(37.0)
		507	54.9	61.1	38.0	31.5	9.7	39.8	(39.4)
100		109	55.0	58.7	45.9	35.3	14.7	39.0	(40.5)
101-200		263	51.3	58.9	34.6	31.6	9.1	39.2	(38.1)
201-300		294	50.5	56.3	38.9	27.4	9.5	39.1	(37.8)
301-400		172	53.8	61.6	39.8	26.5	9.9	40.4	(39.4)
401		150	49.7	58.7	38.7	25.7	7.3	36.0	(36.0)
		132	61.0	64.4	51.5	41.3	14.4	43.6	(45.0)
		373	53.4	57.8	38.3	27.7	9.7	36.3	(36.8)
		512	48.8	58.5	35.4	26.4	8.3	39.5	(37.5)
	()								
	/	38	53.9	53.9	44.7	31.6	14.5	42.1	(40.9)
		139	43.2	55.8	41.7	23.7	6.8	38.1	(36.2)
		179	50.8	60.6	40.2	26.8	6.1	38.0	(37.5)
		124	47.6	53.2	30.2	27.0	8.9	34.7	(34.0)
		106	54.7	65.6	31.6	25.5	10.4	42.0	(39.8)
		300	58.2	59.8	38.5	32.3	11.0	40.0	(40.0)
		49	61.2	66.3	44.9	34.7	15.3	43.9	(44.2)
	/	82	44.5	56.1	45.1	31.1	11.0	35.4	(36.5)
		681	51.6	58.3	34.7	27.3	7.3	34.9	(35.4)
		98	55.1	62.8	45.4	34.2	20.9	53.6	(48.6)
		238	52.1	59.5	46.8	30.9	11.6	43.9	(42.0)

1-1.

가)

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			%	%	%	%	100
							()
		1017	35.8	32.5	31.7	100.0	(52.1)
		(222)	40.1	31.5	28.4	100.0	(55.9)
	/	(255)	36.1	32.5	31.4	100.0	(52.4)
		(31)	35.5	22.6	41.9	100.0	(46.8)
		(104)	40.4	27.9	31.7	100.0	(54.3)
		(117)	36.8	29.1	34.2	100.0	(51.3)
	/ /	(175)	29.7	36.0	34.3	100.0	(47.7)
	/	(113)	31.0	39.8	29.2	100.0	(50.9)
		(503)	33.6	35.8	30.6	100.0	(51.5)
		(325)	37.5	27.4	35.1	100.0	(51.2)
		(189)	38.6	32.8	28.6	100.0	(55.0)
20		(231)	32.5	38.5	29.0	100.0	(51.7)
30		(285)	32.3	34.0	33.7	100.0	(49.3)
40		(256)	33.6	31.3	35.2	100.0	(49.2)
50		(245)	45.3	26.5	28.2	100.0	(58.6)
		(510)	35.7	27.1	37.3	100.0	(49.2)
		(507)	35.9	38.1	26.0	100.0	(54.9)
100		(109)	43.1	23.9	33.0	100.0	(55.0)
101-200		(263)	34.6	33.5	31.9	100.0	(51.3)
201-300		(294)	34.7	31.6	33.7	100.0	(50.5)
301-400		(172)	36.0	35.5	28.5	100.0	(53.8)
401		(150)	30.7	38.0	31.3	100.0	(49.7)
		(132)	47.0	28.0	25.0	100.0	(61.0)
		(373)	38.9	29.0	32.2	100.0	(53.4)
		(512)	30.7	36.3	33.0	100.0	(48.8)
	()						
	/	(38)	34.2	39.5	26.3	100.0	(53.9)
		(139)	30.2	25.9	43.9	100.0	(43.2)
		(179)	34.1	33.5	32.4	100.0	(50.8)
		(124)	33.1	29.0	37.9	100.0	(47.6)
		(106)	34.0	41.5	24.5	100.0	(54.7)
		(300)	40.3	35.7	24.0	100.0	(58.2)
		(49)	44.9	32.7	22.4	100.0	(61.2)
	/	(82)	34.1	20.7	45.1	100.0	(44.5)
		(681)	35.1	33.0	31.9	100.0	(51.6)
		(98)	40.8	28.6	30.6	100.0	(55.1)
		(238)	35.7	32.8	31.5	100.0	(52.1)

1-2.

가

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		100				
		%	%	%	%	()
	1017	47.8	22.4	29.8	100.0	(59.0)
	(222)	51.4	19.8	28.8	100.0	(61.3)
/	(255)	49.4	21.6	29.0	100.0	(60.2)
	(31)	38.7	19.4	41.9	100.0	(48.4)
	(104)	44.2	27.9	27.9	100.0	(58.2)
	(117)	47.9	17.1	35.0	100.0	(56.4)
/	(175)	46.3	25.1	28.6	100.0	(58.9)
/	(113)	45.1	26.5	28.3	100.0	(58.4)
	(503)	48.1	21.3	30.6	100.0	(58.7)
	(325)	47.7	24.3	28.0	100.0	(59.8)
	(189)	47.1	22.2	30.7	100.0	(58.2)
20	(231)	51.1	22.9	26.0	100.0	(62.6)
30	(285)	41.4	21.8	36.8	100.0	(52.3)
40	(256)	45.3	25.4	29.3	100.0	(58.0)
50	(245)	54.7	19.6	25.7	100.0	(64.5)
	(510)	46.7	20.4	32.9	100.0	(56.9)
	(507)	48.9	24.5	26.6	100.0	(61.1)
100	(109)	51.4	14.7	33.9	100.0	(58.7)
101-200	(263)	47.5	22.8	29.7	100.0	(58.9)
201-300	(294)	43.5	25.5	31.0	100.0	(56.3)
301-400	(172)	50.0	23.3	26.7	100.0	(61.6)
401	(150)	48.0	21.3	30.7	100.0	(58.7)
	(132)	53.8	21.2	25.0	100.0	(64.4)
	(373)	47.7	20.1	32.2	100.0	(57.8)
	(512)	46.3	24.4	29.3	100.0	(58.5)
()						
/	(38)	39.5	28.9	31.6	100.0	(53.9)
	(139)	43.9	23.7	32.4	100.0	(55.8)
	(179)	49.7	21.8	28.5	100.0	(60.6)
	(124)	45.2	16.1	38.7	100.0	(53.2)
	(106)	56.6	17.9	25.5	100.0	(65.6)
	(300)	46.3	27.0	26.7	100.0	(59.8)
	(49)	61.2	10.2	28.6	100.0	(66.3)
/	(82)	43.9	24.4	31.7	100.0	(56.1)
	(681)	47.6	21.4	31.0	100.0	(58.3)
	(98)	54.1	17.3	28.6	100.0	(62.8)
	(238)	45.8	27.3	26.9	100.0	(59.5)

1-3. 가

) , 가 ?

		100				
		%	%	%	%	()
		1017	26.7	23.7	49.6	100.0 (38.6)
		(222)	28.4	21.2	50.5	100.0 (39.0)
	/	(255)	27.5	21.2	51.4	100.0 (38.0)
		(31)	38.7	6.5	54.8	100.0 (41.9)
		(104)	26.9	25.0	48.1	100.0 (39.4)
		(117)	28.2	25.6	46.2	100.0 (41.0)
	/ /	(175)	23.4	28.0	48.6	100.0 (37.4)
	/	(113)	22.1	29.2	48.7	100.0 (36.7)
		(503)	25.4	25.2	49.3	100.0 (38.1)
		(325)	28.6	21.5	49.8	100.0 (39.4)
		(189)	27.0	23.3	49.7	100.0 (38.6)
20		(231)	17.3	25.1	57.6	100.0 (29.9)
30		(285)	23.9	23.9	52.3	100.0 (35.8)
40		(256)	28.9	21.9	49.2	100.0 (39.8)
50		(245)	36.7	24.1	39.2	100.0 (48.8)
		(510)	28.4	21.6	50.0	100.0 (39.2)
		(507)	25.0	25.8	49.1	100.0 (38.0)
100		(109)	34.9	22.0	43.1	100.0 (45.9)
101-200		(263)	22.8	23.6	53.6	100.0 (34.6)
201-300		(294)	28.6	20.7	50.7	100.0 (38.9)
301-400		(172)	25.0	29.7	45.3	100.0 (39.8)
401		(150)	26.7	24.0	49.3	100.0 (38.7)
		(132)	40.9	21.2	37.9	100.0 (51.5)
		(373)	27.3	22.0	50.7	100.0 (38.3)
		(512)	22.7	25.6	51.8	100.0 (35.4)
	()					
	/	(38)	36.8	15.8	47.4	100.0 (44.7)
		(139)	30.2	23.0	46.8	100.0 (41.7)
		(179)	29.6	21.2	49.2	100.0 (40.2)
		(124)	20.2	20.2	59.7	100.0 (30.2)
		(106)	18.9	25.5	55.7	100.0 (31.6)
		(300)	25.3	26.3	48.3	100.0 (38.5)
		(49)	32.7	24.5	42.9	100.0 (44.9)
	/	(82)	31.7	26.8	41.5	100.0 (45.1)
		(681)	23.1	23.3	53.6	100.0 (34.7)
		(98)	34.7	21.4	43.9	100.0 (45.4)
		(238)	34.0	25.6	40.3	100.0 (46.8)

1-4.

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		100					
		%	%	%	%	()	
		1017	15.4	26.7	57.8	100.0	(28.8)
		(222)	16.2	31.5	52.3	100.0	(32.0)
	/	(255)	13.3	24.3	62.4	100.0	(25.5)
		(31)	9.7	38.7	51.6	100.0	(29.0)
		(104)	14.4	26.0	59.6	100.0	(27.4)
		(117)	25.6	21.4	53.0	100.0	(36.3)
	/ /	(175)	13.1	25.7	61.1	100.0	(26.0)
	/	(113)	14.2	27.4	58.4	100.0	(27.9)
		(503)	15.9	27.6	56.5	100.0	(29.7)
		(325)	13.8	25.2	60.9	100.0	(26.5)
		(189)	16.9	27.0	56.1	100.0	(30.4)
20		(231)	14.3	28.1	57.6	100.0	(28.4)
30		(285)	10.5	27.0	62.5	100.0	(24.0)
40		(256)	12.5	25.8	61.7	100.0	(25.4)
50		(245)	25.3	26.1	48.6	100.0	(38.4)
		(510)	14.9	22.5	62.5	100.0	(26.2)
		(507)	16.0	31.0	53.1	100.0	(31.5)
100		(109)	22.0	26.6	51.4	100.0	(35.3)
101-200		(263)	17.9	27.4	54.8	100.0	(31.6)
201-300		(294)	13.9	26.9	59.2	100.0	(27.4)
301-400		(172)	14.0	25.0	61.0	100.0	(26.5)
401		(150)	12.0	27.3	60.7	100.0	(25.7)
		(132)	27.3	28.0	44.7	100.0	(41.3)
		(373)	15.5	24.4	60.1	100.0	(27.7)
		(512)	12.3	28.1	59.6	100.0	(26.4)
	()						
	/	(38)	18.4	26.3	55.3	100.0	(31.6)
		(139)	12.2	23.0	64.7	100.0	(23.7)
		(179)	14.0	25.7	60.3	100.0	(26.8)
		(124)	16.1	21.8	62.1	100.0	(27.0)
		(106)	13.2	24.5	62.3	100.0	(25.5)
		(300)	16.0	32.7	51.3	100.0	(32.3)
		(49)	20.4	28.6	51.0	100.0	(34.7)
	/	(82)	19.5	23.2	57.3	100.0	(31.1)
		(681)	13.5	27.6	58.9	100.0	(27.3)
		(98)	23.5	21.4	55.1	100.0	(34.2)
		(238)	17.6	26.5	55.9	100.0	(30.9)

1-5.

		100					
			%	%	%	%	()
		1017	3.9	11.3	84.8	100.0	(9.6)
		(222)	4.1	11.3	84.7	100.0	(9.7)
/		(255)	3.1	9.8	87.1	100.0	(8.0)
		(31)	9.7	6.5	83.9	100.0	(12.9)
		(104)	2.9	12.5	84.6	100.0	(9.1)
		(117)	6.0	11.1	82.9	100.0	(11.5)
/	/	(175)	2.9	13.1	84.0	100.0	(9.4)
/		(113)	4.4	12.4	83.2	100.0	(10.6)
		(503)	3.8	11.5	84.7	100.0	(9.5)
		(325)	3.7	10.2	86.2	100.0	(8.8)
		(189)	4.8	12.7	82.5	100.0	(11.1)
20		(231)	3.5	12.1	84.4	100.0	(9.5)
30		(285)	1.8	11.2	87.0	100.0	(7.4)
40		(256)	3.1	7.0	89.8	100.0	(6.6)
50		(245)	7.8	15.1	77.1	100.0	(15.3)
		(510)	4.7	9.6	85.7	100.0	(9.5)
		(507)	3.2	13.0	83.8	100.0	(9.7)
100		(109)	6.4	16.5	77.1	100.0	(14.7)
101-200		(263)	3.0	12.2	84.8	100.0	(9.1)
201-300		(294)	3.7	11.6	84.7	100.0	(9.5)
301-400		(172)	5.8	8.1	86.0	100.0	(9.9)
401		(150)	2.0	10.7	87.3	100.0	(7.3)
		(132)	6.8	15.2	78.0	100.0	(14.4)
		(373)	4.6	10.2	85.3	100.0	(9.7)
		(512)	2.7	11.1	86.1	100.0	(8.3)
	()						
/		(38)	5.3	18.4	76.3	100.0	(14.5)
		(139)	1.4	10.8	87.8	100.0	(6.8)
		(179)	3.4	5.6	91.1	100.0	(6.1)
		(124)	5.6	6.5	87.9	100.0	(8.9)
		(106)	4.7	11.3	84.0	100.0	(10.4)
		(300)	4.0	14.0	82.0	100.0	(11.0)
		(49)	6.1	18.4	75.5	100.0	(15.3)
/		(82)	3.7	14.6	81.7	100.0	(11.0)
		(681)	2.2	10.1	87.7	100.0	(7.3)
		(98)	15.3	11.2	73.5	100.0	(20.9)
		(238)	4.2	14.7	81.1	100.0	(11.6)

< 2 >

2. 00

가

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		가				100
		%	%	%	%	()
		1017	8.2	61.4	30.5	100.0 (38.8)
		(222)	9.9	62.2	27.9	100.0 (41.0)
	/	(255)	9.4	61.2	29.4	100.0 (40.0)
		(31)	6.5	64.5	29.0	100.0 (38.7)
		(104)	7.7	62.5	29.8	100.0 (38.9)
		(117)	4.3	58.1	37.6	100.0 (33.3)
	/ /	(175)	8.0	56.6	35.4	100.0 (36.3)
	/	(113)	7.1	69.0	23.9	100.0 (41.6)
		(503)	7.8	64.4	27.8	100.0 (40.0)
		(325)	7.7	58.8	33.5	100.0 (37.1)
		(189)	10.1	57.7	32.3	100.0 (38.9)
20		(231)	7.4	66.2	26.4	100.0 (40.5)
30		(285)	5.6	59.6	34.7	100.0 (35.4)
40		(256)	5.5	64.5	30.1	100.0 (37.7)
50		(245)	14.7	55.5	29.8	100.0 (42.4)
		(510)	9.0	57.6	33.3	100.0 (37.8)
		(507)	7.3	65.1	27.6	100.0 (39.8)
100		(109)	10.1	57.8	32.1	100.0 (39.0)
101-200		(263)	7.6	63.1	29.3	100.0 (39.2)
201-300		(294)	9.9	58.5	31.6	100.0 (39.1)
301-400		(172)	8.7	63.4	27.9	100.0 (40.4)
401		(150)	4.7	62.7	32.7	100.0 (36.0)
		(132)	13.6	59.8	26.5	100.0 (43.6)
		(373)	6.7	59.2	34.0	100.0 (36.3)
		(512)	7.8	63.3	28.9	100.0 (39.5)
	()					
	/	(38)	10.5	63.2	26.3	100.0 (42.1)
		(139)	6.5	63.3	30.2	100.0 (38.1)
		(179)	8.4	59.2	32.4	100.0 (38.0)
		(124)	4.8	59.7	35.5	100.0 (34.7)
		(106)	10.4	63.2	26.4	100.0 (42.0)
		(300)	8.0	64.0	28.0	100.0 (40.0)
		(49)	16.3	55.1	28.6	100.0 (43.9)
	/	(82)	7.3	56.1	36.6	100.0 (35.4)
		(681)	5.3	59.3	35.4	100.0 (34.9)
		(98)	18.4	70.4	11.2	100.0 (53.6)
		(238)	12.2	63.4	24.4	100.0 (43.9)

< 3 >

3. 00

가 가 , () , 가 가 ?

		%	%	%	%
	1017	67.0	9.6	23.4	100.0
	(222)	69.4	6.3	24.3	100.0
/	(255)	72.5	8.6	18.8	100.0
	(31)	64.5	9.7	25.8	100.0
	(104)	55.8	12.5	31.7	100.0
	(117)	59.8	13.7	26.5	100.0
/ /	(175)	69.7	9.7	20.6	100.0
/	(113)	63.7	11.5	24.8	100.0
	(503)	69.6	8.2	22.3	100.0
	(325)	69.5	7.4	23.1	100.0
	(189)	55.6	17.5	27.0	100.0
20	(231)	68.4	10.8	20.8	100.0
30	(285)	70.9	5.3	23.9	100.0
40	(256)	68.0	8.6	23.4	100.0
50	(245)	60.0	14.7	25.3	100.0
	(510)	64.9	11.6	23.5	100.0
	(507)	69.0	7.7	23.3	100.0
100	(109)	52.3	20.2	27.5	100.0
101-200	(263)	65.4	11.4	23.2	100.0
201-300	(294)	72.4	7.8	19.7	100.0
301-400	(172)	62.2	7.6	30.2	100.0
401	(150)	73.3	4.7	22.0	100.0
	(132)	51.5	16.7	31.8	100.0
	(373)	66.0	13.1	20.9	100.0
	(512)	71.7	5.3	23.0	100.0
()					
/	(38)	52.6	5.3	42.1	100.0
	(139)	71.2	6.5	22.3	100.0
	(179)	70.9	10.6	18.4	100.0
	(124)	63.7	14.5	21.8	100.0
	(106)	72.6	6.6	20.8	100.0
	(300)	69.0	7.7	23.3	100.0
	(49)	53.1	18.4	28.6	100.0
/	(82)	56.1	13.4	30.5	100.0
	(681)	100.0	.0	.0	100.0
	(98)	.0	100.0	.0	100.0
	(238)	.0	.0	100.0	100.0

< 4 >

4. (2) 가 , ?

		가							
		%	%	%	%	%	%	%	%
	(83)	43.4	16.9	24.1	2.4	6.0	4.8	2.4	100.0
/	(22)	59.1	9.1	18.2	.0	4.5	4.5	4.5	100.0
	(24)	33.3	12.5	41.7	4.2	.0	4.2	4.2	100.0
	(2)	50.0	.0	.0	.0	50.0	.0	.0	100.0
	(8)	75.0	.0	.0	.0	12.5	12.5	.0	100.0
	(5)	.0	60.0	40.0	.0	.0	.0	.0	100.0
/ /	(14)	35.7	28.6	21.4	.0	14.3	.0	.0	100.0
/	(8)	37.5	25.0	12.5	12.5	.0	12.5	.0	100.0
	(39)	51.3	15.4	20.5	.0	5.1	5.1	2.6	100.0
	(25)	36.0	12.0	36.0	.0	8.0	4.0	4.0	100.0
	(19)	36.8	26.3	15.8	10.5	5.3	5.3	.0	100.0
20	(17)	23.5	23.5	35.3	.0	5.9	.0	11.8	100.0
30	(16)	43.8	18.8	18.8	6.3	6.3	6.3	.0	100.0
40	(14)	64.3	7.1	21.4	.0	7.1	.0	.0	100.0
50	(36)	44.4	16.7	22.2	2.8	5.6	8.3	.0	100.0
	(46)	52.2	15.2	15.2	4.3	6.5	2.2	4.3	100.0
	(37)	32.4	18.9	35.1	.0	5.4	8.1	.0	100.0
100	(11)	18.2	36.4	18.2	9.1	.0	18.2	.0	100.0
101-200	(20)	60.0	10.0	25.0	.0	5.0	.0	.0	100.0
201-300	(29)	37.9	20.7	27.6	3.4	3.4	6.9	.0	100.0
301-400	(15)	53.3	6.7	26.7	.0	.0	.0	13.3	100.0
401	(7)	42.9	14.3	.0	.0	42.9	.0	.0	100.0
	(18)	33.3	27.8	22.2	5.6	.0	11.1	.0	100.0
	(25)	44.0	4.0	36.0	4.0	8.0	4.0	.0	100.0
	(40)	47.5	20.0	17.5	.0	7.5	2.5	5.0	100.0
()	(4)	75.0	.0	.0	.0	25.0	.0	.0	100.0
/	(9)	77.8	.0	22.2	.0	.0	.0	.0	100.0
	(15)	66.7	.0	13.3	6.7	13.3	.0	.0	100.0
	(6)	50.0	.0	33.3	.0	16.7	.0	.0	100.0
	(11)	.0	36.4	36.4	.0	9.1	.0	18.2	100.0
	(24)	37.5	25.0	29.2	.0	.0	8.3	.0	100.0
	(8)	25.0	25.0	25.0	.0	.0	25.0	.0	100.0
/	(6)	33.3	33.3	16.7	16.7	.0	.0	.0	100.0
	(36)	50.0	22.2	22.2	.0	.0	2.8	2.8	100.0
	(18)	22.2	5.6	38.9	11.1	11.1	5.6	5.6	100.0
	(29)	48.3	17.2	17.2	.0	10.3	6.9	.0	100.0

< 5 >

5. (2) 가 , ?

		%	%	%	%	%	%	%	%
	(310)	16.1	8.4	30.0	28.7	3.2	12.9	.6	100.0
/	(62)	21.0	11.3	30.6	22.6	4.8	9.7	.0	100.0
	(75)	21.3	8.0	28.0	28.0	2.7	12.0	.0	100.0
	(9)	11.1	.0	44.4	22.2	.0	22.2	.0	100.0
	(31)	12.9	9.7	41.9	12.9	.0	22.6	.0	100.0
	(44)	13.6	9.1	22.7	31.8	4.5	13.6	4.5	100.0
/ /	(62)	14.5	3.2	29.0	40.3	1.6	11.3	.0	100.0
/ /	(27)	3.7	14.8	29.6	33.3	7.4	11.1	.0	100.0
	(140)	20.7	7.9	29.3	28.6	2.9	10.7	.0	100.0
	(109)	13.8	9.2	32.1	28.4	4.6	10.1	1.8	100.0
	(61)	9.8	8.2	27.9	29.5	1.6	23.0	.0	100.0
20	(61)	8.2	3.3	32.8	39.3	3.3	11.5	1.6	100.0
30	(99)	13.1	12.1	23.2	31.3	5.1	15.2	.0	100.0
40	(77)	22.1	7.8	29.9	23.4	2.6	13.0	1.3	100.0
50	(73)	20.5	8.2	37.0	21.9	1.4	11.0	.0	100.0
	(170)	20.0	9.4	30.6	25.9	1.8	11.2	1.2	100.0
	(140)	11.4	7.1	29.3	32.1	5.0	15.0	.0	100.0
100	(35)	8.6	5.7	28.6	37.1	.0	20.0	.0	100.0
101-200	(77)	16.9	9.1	27.3	26.0	3.9	14.3	2.6	100.0
201-300	(93)	12.9	6.5	32.3	34.4	2.2	11.8	.0	100.0
301-400	(48)	25.0	10.4	27.1	14.6	6.3	16.7	.0	100.0
401	(49)	20.4	10.2	30.6	30.6	4.1	4.1	.0	100.0
	(35)	11.4	8.6	31.4	22.9	2.9	22.9	.0	100.0
	(127)	14.2	10.2	25.2	30.7	3.9	15.0	.8	100.0
	(148)	18.9	6.8	33.8	28.4	2.7	8.8	.7	100.0
()	(10)	10.0	.0	60.0	30.0	.0	.0	.0	100.0
/	(42)	19.0	4.8	23.8	28.6	9.5	14.3	.0	100.0
	(58)	22.4	20.7	29.3	17.2	3.4	5.2	1.7	100.0
	(44)	11.4	9.1	20.5	34.1	2.3	20.5	2.3	100.0
	(28)	10.7	.0	35.7	42.9	3.6	7.1	.0	100.0
	(84)	15.5	6.0	29.8	32.1	2.4	14.3	.0	100.0
	(14)	14.3	14.3	35.7	14.3	.0	21.4	.0	100.0
/	(30)	16.7	3.3	36.7	26.7	.0	16.7	.0	100.0
	(241)	18.7	8.7	32.0	29.5	2.1	9.1	.0	100.0
	(11)	.0	9.1	9.1	18.2	.0	54.5	9.1	100.0
	(58)	8.6	6.9	25.9	27.6	8.6	20.7	1.7	100.0

< 6 >

6.

?

		%	%	%
	1017	53.5	46.5	100.0
	(222)	52.3	47.7	100.0
/	(255)	52.9	47.1	100.0
	(31)	67.7	32.3	100.0
	(104)	51.0	49.0	100.0
	(117)	46.2	53.8	100.0
/ /	(175)	57.1	42.9	100.0
/	(113)	57.5	42.5	100.0
	(503)	52.9	47.1	100.0
	(325)	57.2	42.8	100.0
	(189)	48.7	51.3	100.0
20	(231)	58.4	41.6	100.0
30	(285)	49.5	50.5	100.0
40	(256)	52.0	48.0	100.0
50	(245)	55.1	44.9	100.0
	(510)	54.3	45.7	100.0
	(507)	52.7	47.3	100.0
100	(109)	47.7	52.3	100.0
101-200	(263)	54.4	45.6	100.0
201-300	(294)	55.8	44.2	100.0
301-400	(172)	52.9	47.1	100.0
401	(150)	53.3	46.7	100.0
	(132)	53.0	47.0	100.0
	(373)	51.2	48.8	100.0
	(512)	55.3	44.7	100.0
()				
/	(38)	52.6	47.4	100.0
	(139)	54.0	46.0	100.0
	(179)	52.5	47.5	100.0
	(124)	48.4	51.6	100.0
	(106)	61.3	38.7	100.0
	(300)	56.0	44.0	100.0
	(49)	49.0	51.0	100.0
/	(82)	46.3	53.7	100.0
	(681)	51.0	49.0	100.0
	(98)	62.2	37.8	100.0
	(238)	57.1	42.9	100.0

< 7 >

7. 가 ?

		%	%	%	%	%	%
	1017	44.5	22.3	11.6	20.6	.9	100.0
	(222)	39.2	26.1	10.4	24.3	.0	100.0
/	(255)	45.1	22.4	12.2	18.8	1.6	100.0
	(31)	41.9	22.6	12.9	22.6	.0	100.0
	(104)	46.2	18.3	10.6	25.0	.0	100.0
	(117)	41.9	26.5	13.7	16.2	1.7	100.0
/	(175)	48.0	20.0	10.9	20.6	.6	100.0
/	(113)	50.4	17.7	12.4	17.7	1.8	100.0
	(503)	42.7	26.2	8.9	21.3	.8	100.0
	(325)	44.9	19.4	14.5	20.0	1.2	100.0
	(189)	48.7	16.9	13.8	20.1	.5	100.0
20	(231)	51.1	23.4	12.6	12.6	.4	100.0
30	(285)	42.8	26.0	10.9	19.3	1.1	100.0
40	(256)	36.7	21.5	12.9	28.1	.8	100.0
50	(245)	48.6	18.0	10.2	22.0	1.2	100.0
	(510)	44.1	24.9	8.8	21.4	.8	100.0
	(507)	45.0	19.7	14.4	19.9	1.0	100.0
100	(109)	44.0	16.5	16.5	21.1	1.8	100.0
101-200	(263)	48.3	20.2	12.9	17.9	.8	100.0
201-300	(294)	43.2	24.5	11.9	19.0	1.4	100.0
301-400	(172)	41.3	24.4	9.9	24.4	.0	100.0
401	(150)	43.3	24.0	7.3	24.7	.7	100.0
	(132)	47.0	18.9	18.2	14.4	1.5	100.0
	(373)	44.5	19.8	10.2	24.7	.8	100.0
	(512)	43.9	25.0	10.9	19.3	.8	100.0
/ ()	(38)	47.4	10.5	7.9	34.2	.0	100.0
/	(139)	36.7	27.3	15.8	18.7	1.4	100.0
	(179)	39.1	22.9	10.6	26.3	1.1	100.0
	(124)	43.5	33.9	8.1	13.7	.8	100.0
	(106)	50.9	23.6	11.3	14.2	.0	100.0
	(300)	46.7	17.3	14.0	20.7	1.3	100.0
	(49)	55.1	10.2	6.1	28.6	.0	100.0
/	(82)	47.6	24.4	8.5	19.5	.0	100.0
	(681)	42.0	23.9	11.0	22.0	1.0	100.0
	(98)	58.2	15.3	12.2	12.2	2.0	100.0
	(238)	46.2	20.6	13.0	20.2	.0	100.0

8. 가

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		%	%	%	%	%	%	%
	1017	8.6	35.0	5.9	22.1	28.0	.4	100.0
	(222)	9.0	31.5	6.3	19.8	32.0	1.4	100.0
/	(255)	7.8	28.6	3.9	26.3	32.9	.4	100.0
	(31)	19.4	29.0	3.2	29.0	19.4	.0	100.0
	(104)	11.5	36.5	9.6	19.2	23.1	.0	100.0
	(117)	5.1	41.9	5.1	21.4	26.5	.0	100.0
/	(175)	8.0	38.9	6.3	18.3	28.6	.0	100.0
/	(113)	8.0	43.4	7.1	24.8	16.8	.0	100.0
	(503)	8.3	33.2	6.6	21.1	30.0	.8	100.0
	(325)	9.2	34.8	4.6	22.2	29.2	.0	100.0
	(189)	7.9	40.2	6.3	24.9	20.6	.0	100.0
20	(231)	9.1	38.1	7.4	22.5	22.9	.0	100.0
30	(285)	9.5	33.7	6.7	21.8	28.1	.4	100.0
40	(256)	7.4	31.3	3.9	21.1	35.9	.4	100.0
50	(245)	8.2	37.6	5.7	23.3	24.5	.8	100.0
	(510)	9.6	34.7	5.7	20.8	29.0	.2	100.0
	(507)	7.5	35.3	6.1	23.5	27.0	.6	100.0
100	(109)	6.4	42.2	6.4	25.7	18.3	.9	100.0
101-200	(263)	10.3	38.0	7.6	20.5	23.6	.0	100.0
201-300	(294)	7.1	35.7	4.4	22.4	29.9	.3	100.0
301-400	(172)	8.1	27.3	5.2	25.6	33.7	.0	100.0
401	(150)	10.0	32.7	6.0	18.0	32.0	1.3	100.0
	(132)	10.6	38.6	8.3	20.5	21.2	.8	100.0
	(373)	6.4	36.2	7.8	25.2	24.1	.3	100.0
	(512)	9.6	33.2	3.9	20.3	32.6	.4	100.0
()								
/	(38)	5.3	31.6	5.3	15.8	42.1	.0	100.0
	(139)	7.2	31.7	4.3	25.2	31.7	.0	100.0
	(179)	7.8	34.6	5.6	18.4	33.5	.0	100.0
	(124)	5.6	37.1	7.3	25.0	25.0	.0	100.0
	(106)	10.4	36.8	2.8	20.8	29.2	.0	100.0
	(300)	10.3	33.3	7.7	22.7	25.0	1.0	100.0
	(49)	6.1	46.9	6.1	14.3	26.5	.0	100.0
/	(82)	11.0	36.6	4.9	28.0	18.3	1.2	100.0
	(681)	7.3	33.0	4.8	22.6	31.7	.4	100.0
	(98)	11.2	41.8	13.3	21.4	12.2	.0	100.0
	(238)	10.9	37.8	5.9	21.0	23.9	.4	100.0

9.

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		%	%	%	%
	1017	76.8	19.1	4.1	100.0
	(222)	73.4	23.0	3.6	100.0
/	(255)	76.1	19.2	4.7	100.0
	(31)	77.4	19.4	3.2	100.0
	(104)	79.8	16.3	3.8	100.0
	(117)	81.2	15.4	3.4	100.0
/ /	(175)	78.3	14.3	7.4	100.0
/	(113)	75.2	24.8	.0	100.0
	(503)	76.9	19.1	4.0	100.0
	(325)	77.5	18.5	4.0	100.0
	(189)	75.1	20.1	4.8	100.0
20	(231)	74.0	22.1	3.9	100.0
30	(285)	80.4	16.1	3.5	100.0
40	(256)	79.3	16.0	4.7	100.0
50	(245)	72.7	22.9	4.5	100.0
	(510)	77.5	18.2	4.3	100.0
	(507)	76.1	19.9	3.9	100.0
100	(109)	70.6	26.6	2.8	100.0
101-200	(263)	76.4	16.7	6.8	100.0
201-300	(294)	77.2	20.1	2.7	100.0
301-400	(172)	78.5	16.9	4.7	100.0
401	(150)	80.0	18.0	2.0	100.0
	(132)	65.2	30.3	4.5	100.0
	(373)	81.0	15.5	3.5	100.0
	(512)	76.8	18.8	4.5	100.0
()					
/	(38)	78.9	21.1	.0	100.0
	(139)	75.5	18.7	5.8	100.0
	(179)	80.4	15.1	4.5	100.0
	(124)	79.0	19.4	1.6	100.0
	(106)	75.5	20.8	3.8	100.0
	(300)	77.7	19.0	3.3	100.0
	(49)	71.4	18.4	10.2	100.0
/	(82)	68.3	25.6	6.1	100.0
	(681)	80.5	15.6	4.0	100.0
	(98)	68.4	30.6	1.0	100.0
	(238)	69.7	24.4	5.9	100.0