건강 상태에 대한 인식과 관련 행동 (1)

- WWS(WIN World Survey) 다국가 비교 조사 -

세계 조사 개요
2018년 10월~2019년 1월 세계 40개국 성인 총 30,890명 조사
10개국 면접조사 / 3개국 전화조사 / 27개국 온라인조사

한국 조사 개요
2018년 11월 7~30일 전국(제주 제외) 만 19세 이상 남녀 1,500명 면접조사, 표본오차 ±2.5%포인트(95% 신뢰수준)
2단계 충화 집락 지역 무작위 추출 후 표본 지점 내 성·연령별 할당, 응답률: 26%(총 접촉 5,661명 중 1,500명 응답 완료)

조사 내용
- 건강 상태 인식(4점 척도): 전반적인 건강, 체력/체중/기분
- 일상 생활 속 건강 관련 11가지 행동 빈도:
  흡연, 음주, 운동, 스트레스 받음, 의사가 처방한 약 복용, 숙면/잘 잡, 다이어트 시도,
  명상 등 마음 수련, 다이어트·건강기능식품 구입, 비타민 보충제 복용,
  알레르기 반응을 일으키는 제품 피험

WIN(Worldwide Independent Network of Market Research)은 전 대륙에서 시장조사와 여론조사를 하는 글로벌 네트워크입니다.
WWS(WIN World Survey)는 회원사들이 공동 실시하는 조사로, 한국갤럽도 이에 참여하고 있습니다.
전반적인 건강 상태에 대한 인식 - 40개국 평균 vs 한국

<table>
<thead>
<tr>
<th>건강하다 (1)</th>
<th>건강하지 않다 (2)</th>
<th>Net Score (1)-(2)</th>
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<tr>
<td>16%</td>
<td>60%</td>
<td>19%</td>
</tr>
</tbody>
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성별
남성 | 18% | 59% | 18% | 4% | 55
여성 | 15% | 60% | 20% | 4% | 51

연령별
18~24세 | 26% | 59% | 13% | 2% | 70
25~34세 | 21% | 61% | 15% | 2% | 65
35~44세 | 15% | 62% | 18% | 3% | 56
45~54세 | 13% | 60% | 22% | 4% | 47
55~64세 | 10% | 59% | 24% | 6% | 39
65세 이상 | 10% | 57% | 25% | 7% | 35

한국 조사 결과 - 전체
18% | 69% | 13% | 1% | 73

성별
남성 | 21% | 67% | 12% | 1% | 75
여성 | 14% | 71% | 14% | 0% | 70

연령별
19~24세 | 48% | 49% | 3% | 95
25~34세 | 33% | 63% | 4% | 92
35~44세 | 20% | 75% | 4% | 91
45~54세 | 10% | 80% | 10% | 0% | 79
55~64세 | 7% | 73% | 20% | 60
65세 이상 | 3% | 56% | 37% | 4% | 19

*Net Score: ‘건강하다-건강하지 않다’ 응답 차이. 수치가 클수록 건강하다는 인식 우세
*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사
*한국은 2018년 11월 7~30일 전국 성인 1,500명 면접조사
전반적인 건강 상태 인식

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<th>net Score (2)</th>
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<td>남성 40대</td>
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<td>남성 50대</td>
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<td>무직/혼이끼/ 기타</td>
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<td>인천/경기</td>
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<td>대전/세종/충청</td>
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<td>13% 64% 77% 22% 1%</td>
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<td>광주/전라</td>
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<td>부산/울산/경남</td>
<td>235</td>
<td>16% 80% 95% 5%</td>
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</tbody>
</table>

*Net Score: '건강하다', '건강하지 않다' 응답 차이, 50세에서 마흔 다섯을 제외하고 응답 하지 않은 경우. 한국결합

![Image](691x4 to 770x29)

*4점 척도. Net Score('건강하다'-'건강하지 않다' 응답 차이) 내림차순. WIN World Survey
## 건강 관련 측면별 상태 인식: 체력 - 40개국 평균 vs 한국

### 0. 건강 관련 측면별 상태 인식: 체력 - 응답자 특성별 40개국 평균 vs 한국

<table>
<thead>
<tr>
<th></th>
<th>좋아 (1)</th>
<th>좋지 않다 (2)</th>
<th>Net Score (1)-(2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>40개국 전체 평균</td>
<td>15%</td>
<td>53%</td>
<td>25%</td>
</tr>
<tr>
<td>성별</td>
<td></td>
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</tr>
<tr>
<td>남성</td>
<td>17%</td>
<td>54%</td>
<td>23%</td>
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<td>13%</td>
<td>53%</td>
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<tr>
<td>연령별</td>
<td></td>
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</tr>
<tr>
<td>18-24세</td>
<td>24%</td>
<td>49%</td>
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<tr>
<td>25-34세</td>
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<td>35-44세</td>
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<td>55-64세</td>
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<td>56%</td>
<td>27%</td>
</tr>
<tr>
<td>65세 이상</td>
<td>8%</td>
<td>57%</td>
<td>28%</td>
</tr>
<tr>
<td>한국 조사 결과 - 전체</td>
<td>40개국 전체 평균</td>
<td>10%</td>
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<tr>
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<td>19-24세</td>
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<td>25-34세</td>
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*Net Score: ‘좋다-좋지 않다’ 응답 차이. 수치가 클수록 좋아하는 인식 우세*

*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사

*한국은 2018년 11월 7~30일 전국 성인 1,500명 면접조사*
건강 관련 측면별 상태 인식 - 체력

<table>
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<th>2018년 10월~ 2019년 1월 세계 조사</th>
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<th>총점 (1)</th>
<th>총점 (2)</th>
<th>Net Score (1)-(2)</th>
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<td>39%</td>
<td>47%</td>
<td>44%</td>
</tr>
<tr>
<td>MEXICO</td>
<td>7%</td>
<td>33%</td>
<td>40%</td>
<td>28%</td>
</tr>
</tbody>
</table>

*4점 척도. Net Score(‘ 좋다 ’- ‘ 좋지 않다 ’ 차이) 내림차순. WIN World Survey*
건강 관련 측면별 상태 인식: 총중 - 40개국 평균 vs 한국

<table>
<thead>
<tr>
<th>측면별</th>
<th>매우 좋다</th>
<th>좋은 편</th>
<th>좋지 않은 편</th>
<th>전혀 좋지 않다</th>
<th>Net Score (1)-(2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>40개국 전체 평균</td>
<td>17%</td>
<td>49%</td>
<td>25%</td>
<td>7%</td>
<td>34</td>
</tr>
<tr>
<td>성별 남성</td>
<td>18%</td>
<td>50%</td>
<td>24%</td>
<td>6%</td>
<td>39</td>
</tr>
<tr>
<td>여성</td>
<td>16%</td>
<td>49%</td>
<td>26%</td>
<td>8%</td>
<td>30</td>
</tr>
<tr>
<td>연령별 18~24세</td>
<td>26%</td>
<td>49%</td>
<td>18%</td>
<td>5%</td>
<td>52</td>
</tr>
<tr>
<td>25~34세</td>
<td>21%</td>
<td>48%</td>
<td>23%</td>
<td>6%</td>
<td>40</td>
</tr>
<tr>
<td>35~44세</td>
<td>15%</td>
<td>51%</td>
<td>25%</td>
<td>8%</td>
<td>33</td>
</tr>
<tr>
<td>45~54세</td>
<td>13%</td>
<td>49%</td>
<td>29%</td>
<td>7%</td>
<td>25</td>
</tr>
<tr>
<td>55~64세</td>
<td>12%</td>
<td>51%</td>
<td>28%</td>
<td>9%</td>
<td>26</td>
</tr>
<tr>
<td>65세 이상</td>
<td>13%</td>
<td>50%</td>
<td>29%</td>
<td>7%</td>
<td>28</td>
</tr>
<tr>
<td>한국 조사 결과 - 전체</td>
<td>9%</td>
<td>65%</td>
<td>24%</td>
<td>1%</td>
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<tr>
<td>성별 남성</td>
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<td>67%</td>
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<tr>
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<td>63%</td>
<td>28%</td>
<td>2%</td>
<td>40</td>
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<tr>
<td>연령별 19~24세</td>
<td>20%</td>
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<td>13%</td>
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<tr>
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<td>65%</td>
<td>16%</td>
<td>1%</td>
<td>64</td>
</tr>
<tr>
<td>35~44세</td>
<td>8%</td>
<td>71%</td>
<td>19%</td>
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</tr>
<tr>
<td>45~54세</td>
<td>7%</td>
<td>68%</td>
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</tr>
<tr>
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<td>63%</td>
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<td>4%</td>
<td>55%</td>
<td>39%</td>
<td>1%</td>
<td>19</td>
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</tbody>
</table>

*Net Score: ‘좋다-좋지 않다’ 응답 차이. 수치가 클수록 좋다는 인식 우세
*WIN World Survey. 2018년 10월~2019년 1월 40개국 30,890명 조사
*한국은 2018년 11월 7~30일 전국 성인 1,500명 면접조사
<table>
<thead>
<tr>
<th>연령대</th>
<th>성별</th>
<th>측면별 상태 인식</th>
<th>사례수 (명)</th>
<th>평균</th>
<th>변동 범위</th>
<th>매우 좋다</th>
<th>좋다 (1)</th>
<th>좋지 않다 (2)</th>
<th>모름</th>
<th>응답 거절</th>
<th>전히 응답</th>
<th>WHO 비만율 (2016)</th>
</tr>
</thead>
<tbody>
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<td>남성 60대 이상</td>
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<td>65%</td>
<td>70%</td>
<td>1%</td>
<td>32</td>
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<tr>
<td>남성 40대</td>
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<td>매우 좋다</td>
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<td>2%</td>
<td>38</td>
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<td>70%</td>
<td>1%</td>
<td>32</td>
<td>1%</td>
</tr>
<tr>
<td>남성 30대</td>
<td>50%</td>
<td>매우 좋다</td>
<td>152</td>
<td>4%</td>
<td>2%</td>
<td>38</td>
<td>6%</td>
<td>65%</td>
<td>70%</td>
<td>1%</td>
<td>32</td>
<td>1%</td>
</tr>
<tr>
<td>남성 21-29세</td>
<td>50%</td>
<td>매우 좋다</td>
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<td>4%</td>
<td>2%</td>
<td>38</td>
<td>6%</td>
<td>65%</td>
<td>70%</td>
<td>1%</td>
<td>32</td>
<td>1%</td>
</tr>
<tr>
<td>남성 19-29세</td>
<td>50%</td>
<td>매우 좋다</td>
<td>152</td>
<td>4%</td>
<td>2%</td>
<td>38</td>
<td>6%</td>
<td>65%</td>
<td>70%</td>
<td>1%</td>
<td>32</td>
<td>1%</td>
</tr>
</tbody>
</table>

Net Score: (좋다 - 좋지 않다) 응답 차이
모름/응답거절 1% 50%에 속한 수치를 제시하지 않음.
건강 관련 측면별 상태 인식: 기분 - 40개국 평균 vs 한국

<table>
<thead>
<tr>
<th>측면별</th>
<th>매우 좋다</th>
<th>좋은 편</th>
<th>좋지 않은 편</th>
<th>전혀 좋지 않다</th>
<th>Net Score (1)-(2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>40개국 전체 평균</td>
<td>23%</td>
<td>56%</td>
<td>15%</td>
<td>4%</td>
<td>59</td>
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<tr>
<td>성별</td>
<td>남성</td>
<td>24%</td>
<td>55%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>여성</td>
<td>21%</td>
<td>57%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>연령별</td>
<td>18-24세</td>
<td>30%</td>
<td>50%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td></td>
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<td>54%</td>
<td>16%</td>
<td>4%</td>
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<tr>
<td></td>
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<td>16%</td>
<td>4%</td>
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<tr>
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<td>45-54세</td>
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<td>58%</td>
<td>17%</td>
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<tr>
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<td>61%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>65세 이상</td>
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<td>58%</td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>한국 조사 결과 - 전체</td>
<td>9%</td>
<td>73%</td>
<td>16%</td>
<td>1%</td>
<td>66</td>
</tr>
<tr>
<td>성별</td>
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<td>1%</td>
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<tr>
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<td>8%</td>
<td>75%</td>
<td>16%</td>
<td>1%</td>
</tr>
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<td>연령별</td>
<td>19-24세</td>
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<td>0%</td>
</tr>
<tr>
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<td>25-34세</td>
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<tr>
<td></td>
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<tr>
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<td>71%</td>
<td>22%</td>
<td>1%</td>
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<tr>
<td></td>
<td>65세 이상</td>
<td>4%</td>
<td>64%</td>
<td>29%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Net Score: ‘좋다-좋지 않다’ 응답 차이. 수치가 클수록 좋다는 인식 우세
*WIN World Survey. 2018년 10월-2019년 1월 40개국 30,890명 조사
*한국은 2018년 11월 7~30일 전국 성인 1,500명 면접조사
### 건강 관련 측면별 상태 인식 - 기본

#### 2018년 10월~2019년 1월 세계 조사

<table>
<thead>
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<th>국가</th>
<th>성별</th>
<th>업무/안전</th>
<th>직업</th>
<th>연령대</th>
<th>성/연령대</th>
<th>건강 관련 측면별 상태 인식 - 기분</th>
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<td>POLAND</td>
<td>남성</td>
<td>학생</td>
<td>무직/은퇴/기타</td>
<td>20대</td>
<td>남성 20대</td>
<td>전히 좋아하는 사람 수 (명)</td>
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<td></td>
<td>여성</td>
<td>가정주부</td>
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<td>여성</td>
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#### 한국 조사

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<th>남성</th>
<th>여성</th>
<th>통계</th>
<th>성별</th>
<th>연령대</th>
<th>성/연령대</th>
<th>건강 관련 측면별 상태 인식 - 기본</th>
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<tr>
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<td>743</td>
<td>757</td>
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<td>19-29세</td>
<td>남성 19-29세</td>
<td>66</td>
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<td>137</td>
<td>134</td>
<td></td>
<td>여성</td>
<td>30-39세</td>
<td>여성 30-39세</td>
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<td>남성</td>
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<td>남성 60-69세</td>
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<td></td>
<td></td>
<td>여성</td>
<td>70세 이상</td>
<td>여성 70세 이상</td>
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</tbody>
</table>

*Net Score: 좋다-증감 보드의 응답 차이
모름/응답거절: 1% 50사례 미만은 수치를 제시하지 않음. 한국결과

사회조사 | 한국 조사 | 남성 | 여성 | 통계 | 성별 | 연령대 | 성/연령대 | 건강 관련 측면별 상태 인식 - 기본 |
<table>
<thead>
<tr>
<th></th>
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<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>743</td>
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<td></td>
<td></td>
<td></td>
<td>남성</td>
<td>19-29세</td>
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<td>137</td>
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<td>30-39세</td>
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<td></td>
<td>여성</td>
<td>70세 이상</td>
<td>여성 70세 이상</td>
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</tbody>
</table>

*Net Score: 좋다-증감 보드의 응답 차이
모름/응답거절: 1% 50사례 미만은 수치를 제시하지 않음. 한국결과
다국가 비교 조사

주요 분석 단위별 표본오차(95% 신뢰수준 기준)와 지역/성/연령/직업/생활수준 분포입니다. 2018년 7월 행정안전부 주민등록인구 기준 7개 권역/성/연령별 셀 가중 처리 결과

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<tr>
<th>응답자 특성표</th>
<th>조사완료</th>
<th>목표할당(가중 후)</th>
<th>가중값 배율</th>
<th>표본오차 95% 신뢰수준</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018년 11월 7~30일 면접조사</td>
<td>사례수 (명)(A) 비율</td>
<td>사례수 (명)(B) 비율</td>
<td>가중값 배율 (B/A)</td>
<td></td>
</tr>
<tr>
<td>전체</td>
<td>1,500 100%</td>
<td>1,500 100%</td>
<td>1.00</td>
<td>±2.5%P</td>
</tr>
<tr>
<td>성별</td>
<td>남성</td>
<td>749 50%</td>
<td>743 50%</td>
<td>0.99</td>
</tr>
<tr>
<td></td>
<td>여성</td>
<td>751 50%</td>
<td>757 50%</td>
<td>1.01</td>
</tr>
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<td>300 20%</td>
<td>261 17%</td>
<td>0.87</td>
</tr>
<tr>
<td></td>
<td>30대</td>
<td>300 20%</td>
<td>256 17%</td>
<td>0.85</td>
</tr>
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<td></td>
<td>40대</td>
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<tr>
<td></td>
<td>50대</td>
<td>301 20%</td>
<td>300 20%</td>
<td>1.00</td>
</tr>
<tr>
<td></td>
<td>60대 이상</td>
<td>300 20%</td>
<td>383 26%</td>
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<td></td>
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<td>460 31%</td>
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<td>50 3%</td>
<td>46 3%</td>
<td>0.92</td>
</tr>
<tr>
<td></td>
<td>대전/세종/충청</td>
<td>140 9%</td>
<td>160 11%</td>
<td>1.14</td>
</tr>
<tr>
<td></td>
<td>광주/전라</td>
<td>170 11%</td>
<td>151 10%</td>
<td>0.89</td>
</tr>
<tr>
<td></td>
<td>대구/경북</td>
<td>150 10%</td>
<td>152 10%</td>
<td>1.02</td>
</tr>
<tr>
<td></td>
<td>부산/울산/경남</td>
<td>240 16%</td>
<td>235 16%</td>
<td>0.98</td>
</tr>
<tr>
<td>직업별</td>
<td>대도시</td>
<td>668 45%</td>
<td>661 44%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>중소도시</td>
<td>694 46%</td>
<td>702 47%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>읍/면</td>
<td>138 9%</td>
<td>137 9%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>농/임/어업</td>
<td>27 2%</td>
<td>31 2%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>자영업</td>
<td>182 12%</td>
<td>192 13%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>블루칼라</td>
<td>525 35%</td>
<td>514 34%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>화이트칼라</td>
<td>318 21%</td>
<td>297 20%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>가정주부</td>
<td>278 19%</td>
<td>304 20%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>학생</td>
<td>100 7%</td>
<td>88 6%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>무직/은퇴/기타</td>
<td>70 5%</td>
<td>74 5%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>생활수준별</td>
<td>상/중상</td>
<td>70 5%</td>
<td>68 5%</td>
</tr>
<tr>
<td></td>
<td>중</td>
<td>820 55%</td>
<td>803 54%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>저</td>
<td>535 36%</td>
<td>544 36%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>하</td>
<td>74 5%</td>
<td>84 6%</td>
<td></td>
</tr>
</tbody>
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*표본오차는 조사완료 사례수 기준. 한국갤럽 www.gallup.co.kr

*목표할당 사례수는 2018년 7월 행안부 주민등록인구 기준 지역/성/연령별 셀 가중 처리 결과