한국인이 좋아하는
2004-2014

- (국내) 살고 싶은 도시
- (외국) 좋아하는 나라
- (외국) 가보고 싶은 도시
- 옷 색깔
- 보석
- 숫자
- 요일
- 월
- 일

그 밖의 것들

조사 역사를 41년
한국인이 가장 살고 싶은 국내 도시 (1)

2014년 10월 2~29일(4주간) • 전국(제주 제외) 만 13세 이상 남녀 1,700명 면접조사 • 표본오차 ±2.4%포인트(95% 신뢰수준) • 2단계 층화 집락 지역 무작위 추출-지점 내성/연령별 할당 표본 추출

[문] 우리나라 도시들 중에서 가장 살고 싶은 도시는 어디입니까?

도시 이름을 하나만 응답해 주십시오. (%, 자유응답)

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*2004년 상위 10위:
서울, 부산, 대전, 제주, 대구, 광주, 청주, 일산, 춘천, 분당

*2014년 10월 2~29일 전국 만 13세 이상 남녀 1,700명 면접조사
*상위 10위까지만 제시. 한국갤럽

*살고 싶은 도시는 6~17위(선호도 1% 이상) 상세 자료는 첨부 파일 3페이지 참조
*50세 이상만은 수치를 제시하지 않음. 한국갤럽
한국인이 살고 싶은 국내 도시 (2)

지문) 우리나라 도시들 중에서 가장 살고 싶은 도시는 어느니까요?

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직업 별

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*앞의 '살고 싶은 국내 도시' 상위 5위에 이은 표, '기타'에는 90여 지역 포함
*50사례 미만은 수치를 제시하지 않음. 한국갤럽
## 한국인이 좋아하는 외국 2004-2014 (%, 자유응답)

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*2004년 상위 10위: 미국, 호주, 스위스, 캐나다, 일본, 프랑스, 뉴질랜드, 영국, 중국, 네덜란드
*2014년 10월 2~29일 전국 만 13세 이상 남녀 1,700명 면접조사
*상위 10위까지만 제시, 한국갤럽
한국인이 좋아하는 | 외국 (2)

질문) 우리나라를 제외하고, 가장 좋아하시는 나라(외국)를 하나만 응답해 주십시오. (%, 자유응답)

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*앞의 ‘좋아하는 외국’ 상위 5위에 이은 표
*50사례 미만은 수치를 제시하지 않음. 한국갤럽
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*2014년 10월 2~29일 전국 만 13세 이상 남녀 1,700명 면접조사
*성/연령별 상위 5위까지만 제시. 한국갤럽
## 한국인의 가보고 싶은 외국 도시 (1)

전국 만 13세 이상 남녀 1,700명을 대상으로 2004년 5월 13~29일 10월 2~29일 총 2차례의면접조사를 실시하여 다음과 같이 조사내용을 발생하였습니다.

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*가보고 싶은 외국 도시' 6~13위(선호도 1% 이상)상세 자료는 첨부 파일 8페이지 참조

*50세미만은 수치를 제시하지 않음.

2004년 상위 10위: 파리, 시드니, 도쿄, 뉴욕, LA, 런던, 로마, 밴쿠버, 워싱턴, 베이징, 토론토

2014년 10월 2~29일 전국 만 13세 이상 남녀 1,700명 면접조사

*상위 10위까지만 제시. 한국갤럽
한국인의 가보고 싶은 외국 도시를 제외하고, 가장 가보고 싶은 외국 도시는 어디입니까? (%, 자유응답)

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*앞의 가보고 싶은 외국 도시 상위 5위에 이은 제외
*500에서 미만은 수치를 제시하지 않음. 한국갤럽
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*2004년 상위 10위:
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*2014년 10월 2~29일 전국 만 13세 이상 남녀 1,700명 면접조사

*상위 10위까지만 제시. 한국갤럽

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한국인이 좋아하는 옷 색깔 (2)

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*알의 '좋아하는 옷 색깔' 상위 5위에 이은 복* 50사례 미만은 수치를 제시하지 않음. 한국갤럽

한국갤럽 측정: 2004년 5월 13~29일, 2014년 10월 2~29일
## 한국인이 좋아하는 옷 색깔 – 성/연령별 상위 5위 (%, 자유응답)

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*2014년 10월 2~29일 전국 만 13세 이상 남녀 1,700명 면접조사
*성/연령별 상위 5위까지만 제시. 한국갤럽
한국인이 좋아하는 보석 - 상위 6위

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| *50세미만은 수치를 제시하지 않음, 한국갤럽

*2004년 1-7위: 다이아몬드, 진주, (금), 사파이어, 자수정, 루비, 에메랄드
*2004년/2014년 모두 질문지에 보석 종류 9개 보기 세시하고 '기타' 자유응답 허용
*2014년 10월 2~29일 전국 만 13세 이상 남녀 1,700명 면접조사
*기타 1%, 없음/응답거절 3%, 한국갤럽
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*2004년 4월 13~29일 전국 만 13세 이상 남녀 1,728명 면접조사

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*50시래 미만은 수치를 제시하지 않음. 한국갤럽

◎ 한국인이 좋아하는 월 2014 (%)

- 2014년 10월 2~29일 전국 만 13세 이상 남녀 1,700명 면접조사
- 한국갤럽
한국인이 좋아하는 요일

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*50세미만은 수치를 제시하지 않음. 한국갤럽*
응답자 특성표

주요 분석 단위별 표본오차(95% 신뢰수준 기준)와 성/연령/성*연령/직업/지역별 분포입니다. 2014년 3월 안전행정부 주민등록 인구통계 기준 8개 권역/성/연령별 가중 처리 결과.

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<th>응답자 특성표 2014년 10월 2~29일</th>
<th>조사완료 사례수 (명)(A) 비율</th>
<th>목표합당 사례수 (명)(B) 비율</th>
<th>가중값 배율 (B/A)</th>
<th>표본오차 95% 신뢰수준</th>
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<td>1,700 100%</td>
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<td>846  50%</td>
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<tr>
<td>13-18세</td>
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<td>286  17%</td>
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<td>301  18%</td>
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<td>±5.7%P</td>
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<tr>
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<td>305  18%</td>
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<td>144  8%</td>
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<tr>
<td>남성 60세 이상</td>
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<td>0.93</td>
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<td>여성 13-18세</td>
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*표본오차는 조사완료 사례수 기준, 목표합당 사례수는 주민등록인구 통계 기준
갤럽에게 금울로
1974-2015