

“ ”

, 27%가 ... 52.3%

2000 26.7%가 , 18.4%
 () , / 11
 1999-2000 ,
 34.4%, 11.2%, 6.6%, 26.5%, 18.6%, 12.7%, 가 11.6%
 (+) 31.9%, 13.7%, 6.7% 4.6% . . 3
 52.3%
 가 18.3%, TV, , , / 가 57.2%, ,
 가 14.6%

(: 100)

					(+)
1999	14,113	5,398	54,780	34,495	89,274
2000	17,527	8,636	65,510	46,832	112,342
가	24.2%	60.0%	19.6%	35.8%	25.8%

가 2000 24.2%, 60.0% 가 2000
 가 19.6%, 35.8%
 , 가 , / 가 , 가

(: 100)

	1999	2000	가
	270	287	6.1
	159	221	38.9
	249	281	13.1
	891	1,026	15.2
	81	89	10.1
	298	308	3.3
	3,904	4,787	22.6
	44	64	45.3
/	2,991	3,819	27.7
	10,357	14,957	44.4
	267	324	21.3
	19,511	26,163	34.1

가 3

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가

JQA(Japan Quality Assurance organization)

UL(Underwriters Laboratories),

2000 7

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