

ID Number	A1-2001-0029-Eng
Title	Survey on Attitude towards Trust

1. How strongly do you agree or disagree with following statements? For each statement, please fill in the ( ) with a score on a scale of 1 – 4 with “4” meaning strongly agree and “1” meaning strongly disagree.

	Strongly disagree	Disagree	Agree	Strongly agree
	-----	-----	-----	-----
1-1. Our leaders generally behave and act as role models to others in society	1	2	3	4
1-2. Successful people in our society have achieved their success through fair competition	1	2	3	4
1-3. I can trust the opinion of professionals only if I know them personally.	1	2	3	4
1-4. I think law and social order exist only for people who have power and wealth	1	2	3	4
1-5. In our society, the same criminal activity is punished differently depending on who committed them	1	2	3	4
1-6. I am careful not to overpay when I purchase a product	1	2	3	4
1-7. People prefer brand name products because they are higher quality products	1	2	3	4
1-8. In our society, economic activities are conducted through fair competition	1	2	3	4
1-9. I don't purchase a product if the price is cheap because the cheap price raises questions about its quality	1	2	3	4
1-10. I believe winners of sweepstakes and contests are determined by fair processes	1	2	3	4
1-11. It is possible to cooperate even if the parties don't trust each other	1	2	3	4
1-12. It is possible not to cooperate even if the parties trust each other	1	2	3	4
1-13. The ability of its members to unite on is the strength of a society	1	2	3	4
1-14. Whistle blowing of your co-worker's illegal or suspicious activity is not desirable because you are betraying your co-worker	1	2	3	4
1-15. I have endured losses because other people colluded against me	1	2	3	4

1-16. In general, long-term government policies can be trusted	1	2	3	4
1-17. Since government officials are not interested in the needs of average citizens, appealing to government agencies on local issues will be ineffective	1	2	3	4
1-18. Government statistics and information can be trusted	1	2	3	4
1-19. The corruption in our society is at a critical level	1	2	3	4
1-20. In our society, fundamental freedom necessary for everyday living is adequately guaranteed	1	2	3	4
1-21. In our society, rules and regulations are strictly enforced	1	2	3	4
1-22. One can never go too far when stressing the need for complying with laws and regulations	1	2	3	4
1-23. It is necessary to have an institutional mechanism to monitor and prevent deceitful activities whether people trust one another or not	1	2	3	4
1-24. It is unnecessary to implement various regulations and systems in a trust based society where people trust one another	1	2	3	4
1-25. It is unnecessary to try to prevent bullying because it exists in any human society	1	2	3	4

2. Do you think our society is a trust based society where everyone can live trusting one another? Please circle a number on a scale of 1 – 10 with “10” meaning very trusting society and “1” meaning very mistrusting society.

Very mistrusting society										Very trusting society
1	2	3	4	5	6	7	8	9	10	

3. How strong or weak do you think the trust level within our society is compared to other countries?

- 1) Very weak
- 2) Weak
- 3) Strong
- 4) Very Strong

4. How strong or weak do you think the punishments for crimes within our society are compared to other countries?

- 1) Very weak
- 2) Weak
- 3) Strong
- 4) Very strong

5. How much do you trust each of the following agencies and institutions? For each agency, please fill in the ( ) with a score on a scale of 1 – 4 with “4” meaning strongly trust and “1” meaning strongly mistrust.

	Strongly mistrust	Somewhat mistrust	Somewhat trust	Strongly trust
5-1. The Blue House	1	2	3	4
5-2. The National Assembly	1	2	3	4
5-3. The Local Government (Provincial Office, City Hall, County Office)	1	2	3	4
5-4. The Local Legislature (Provincial Assembly, City Council, County Assembly)	1	2	3	4
5-5. Political Parties	1	2	3	4
5-6. Government Agencies	1	2	3	4
5-7. The Armed Forces	1	2	3	4
5-8. The Police	1	2	3	4
5-9. The Prosecutor’s Office	1	2	3	4
5-10. The Courts	1	2	3	4
5-11. The Election Commission	1	2	3	4
5-12. Chaebol/Large corporations	1	2	3	4
5-13. Small and medium sized businesses	1	2	3	4
5-14. Labor unions	1	2	3	4
5-15. Financial institutions (Bank, securities firms)	1	2	3	4
5-16. Educational institutions	1	2	3	4
5-17. Media companies (newspapers, broadcasting companies)	1	2	3	4
5-18. Medical institutions	1	2	3	4
5-19. Religious organizations-	1	2	3	4
5-20. Civic organizations	1	2	3	4

6. How much do you trust each of following leaders in our society? The leaders listed below do not represent specific individuals. For each leader, please fill in the ( ) with a score on a scale of 1 – 4 with “4” meaning strongly trust and “1” meaning strongly mistrust.

	Strongly mistrust	Somewhat mistrust	Somewhat trust	Strongly trust
6-1. The President	1	2	3	4
6-2. National Assemblymen	1	2	3	4
6-3. Heads of local government (Governor, Mayor, County Mayor)	1	2	3	4
6-4. Local Legislators	1	2	3	4
6-5. Leaders of political parties	1	2	3	4
6-6. Government Officials	1	2	3	4
6-7. Officers of the Armed Forces	1	2	3	4
6-8. Police Officers	1	2	3	4
6-9. Prosecutors	1	2	3	4
6-10. Judges	1	2	3	4
6-11. Lawyers	1	2	3	4
6-12. Owners of business conglomerates/Large corporations	1	2	3	4
6-13. Businessmen (managers of large corporations, CEO of small and medium sized businesses)	1	2	3	4
6-14. Labor union leaders	1	2	3	4
6-15. Financiers (executives including bank branch managers)	1	2	3	4
6-16. Teachers	1	2	3	4
6-17. College Professors	1	2	3	4
6-18. Journalists (Reporters, Broadcasters)	1	2	3	4
6-19. Entertainers/Athletes	1	2	3	4
6-20. Doctors	1	2	3	4
6-21. Religious Leaders	1	2	3	4
6-22. Civic activists	1	2	3	4

7. Are any of your family members or relatives among the people listed above? Please fill in the number.

\_\_\_\_\_

8. Are any of your close friends or acquaintances among the people listed above?

\_\_\_\_\_

9. How much do you trust the groups of people listed below? For each group of people, please fill in the ( ) with a score on a scale of 1 – 4 with “4” meaning strongly trust and “1” meaning strongly mistrust.

	Strongly mistrust	Somewhat mistrust	Somewhat trust	Strongly trust
9-1. Parents	1	2	3	4
9-2. Siblings	1	2	3	4
9-3. Children	1	2	3	4
9-4. Relatives	1	2	3	4
9-5. Neighbors	1	2	3	4
9-6. Co-workers	1	2	3	4
9-7. Alumni	1	2	3	4
9-8. Hometown acquaintances	1	2	3	4
9-9. Business associates	1	2	3	4
9-10. Strangers you meet in your daily life (ex. pedestrians)	1	2	3	4

10. How much do you trust the following countries (citizens)? For each country (citizens), please fill in the ( ) with a score on a scale of 1 – 4 with “4” meaning strongly trust and “1” meaning strongly mistrust.

	Strongly mistrust	Somewhat mistrust	Somewhat trust	Strongly trust
10-1. Korean government	1	2	3	4
10-2. Koreans	1	2	3	4
10-3. North Korean government	1	2	3	4
10-4. North Koreans	1	2	3	4
10-5. U.S. government	1	2	3	4
10-6. Americans	1	2	3	4
10-7. Japanese government	1	2	3	4
10-8. Japanese	1	2	3	4
10-9. Chinese government	1	2	3	4
10-10. Chinese	1	2	3	4
10-11. Russian government	1	2	3	4
10-12. Russians	1	2	3	4
10-13. Taiwanese government	1	2	3	4
10-14. Taiwanese	1	2	3	4

11. Various groups in our society are listed below. How serious is the degree of mistrust between these groups in our society? For each group, please fill in the ( ) with a score on a score of 1 - 4 with "4" meaning very serious and "1" meaning not serious at all.

	Not at all serious	Not serious	Serious	Very Serious
11-1. Between regions (Youngnam vs. Honam etc.)	1	2	3	4
11-2. Between employer and employee	1	2	3	4
11-3. Between generations	1	2	3	4
11-4. Between ruling and opposition parties	1	2	3	4
11-5. Between civilian and military	1	2	3	4
11-6. Between men and women	1	2	3	4
11-7. Between classes (Rich vs. Poor)	1	2	3	4
11-8. Between conservatives and liberals (left vs. right)	1	2	3	4
11-9. Between city and rural areas	1	2	3	4
11-10. Between teachers and students	1	2	3	4
11-11. Between South and North Korea	1	2	3	4

12. How much do you trust the performance of the central government including various government ministries and agencies?

- 1) Strongly mistrust
- 2) Mistrust
- 3) Trust
- 4) Strongly trust

13. How much do you trust the performance of the local governments (Provincial office, City hall, county office)?

- 1) Strongly mistrust
- 2) Mistrust
- 3) Trust
- 4) Strongly trust

14. In your opinion, for whose benefit does the central government act?

- 1) For the government agencies themselves
- 2) For the ruling political party
- 3) For a few large corporations
- 4) For every citizen's benefit
- 5) Other (Please specify: \_\_\_\_\_ )

15. How competent or incompetent do you think the employees of the central government are?

- 1) Very incompetent
- 2) Incompetent
- 3) Competent
- 4) Very competent

16. How competent or incompetent do you think the employees of the local governments are?

- 1) Very incompetent
- 2) Incompetent
- 3) Competent
- 4) Very competent

17. Do you trust the honesty and integrity of central government employees?

- 1) Strongly mistrust
- 2) Mistrust
- 3) Trust
- 4) Strongly trust

18. Do you trust the honesty and integrity of local government employees?

- 1) Strongly mistrust
- 2) Mistrust
- 3) Trust
- 4) Strongly trust

19. From the list of sources below, how do you obtain the information you use in your daily life?

First: \_\_\_\_\_ Second: \_\_\_\_\_

- 1) Newspapers
- 2) Magazines
- 3) TV
- 4) Radio
- 5) Internet/PC communication (excluding newspaper, magazine, TV and magazine websites)
- 6) Conversations with friends and acquaintances (including telephone conversations and individual email)
- 7) Other (Please specify: \_\_\_\_\_ )

20. Which source of information do you trust the most? (Choose one)

- 1) Newspapers
- 2) Magazines
- 3) TV
- 4) Radio
- 5) Internet/PC communication (excluding newspaper, magazine, TV and magazine websites)
- 6) Conversations with friends and acquaintances (including telephone conversations and individual email)
- 7) Other (Please specify: \_\_\_\_\_ )

21. Please circle the daily newspapers you read on a regular basis.
- 1) The Kyunghyang Shinmun
  - 2) Kukminilbo
  - 3) Daehan Maeil (Seoul Shinmun)
  - 4) The Dong-A Ilbo
  - 5) The Munhwa Ilbo
  - 6) The Segye Ilbo
  - 7) The Chosunilbo
  - 8) The Joongang Ilbo
  - 9) The Hankyorye Shinmun
  - 10) The Hankook Ilbo
  - 11) Maeil Business Newspaper
  - 12) The Seoul Economy Shinmun
  - 13) The Korea Economic Daily
  - 14) Korea Herald
  - 15) Korea Times
  - 16) Other (Please specify: \_\_\_\_\_ )
  - 99) I don't read newspapers. ⇒ Go to question 23
22. On average, how many minutes a day do you spend on reading newspapers?
- 1) Less than 30 minutes
  - 2) More than 30 minutes but less than 1 hour
  - 3) More than 1 hour but less than 1 hour 30 minutes
  - 4) More than 1 hour 30 minutes but less than 2 hours
  - 5) More than 2 hours
23. Of the television news programs listed below, which channels do you frequently watch?  
Please circle all that apply.
- 1) KBS1
  - 2) KBS2
  - 3) MBC
  - 4) SBS
  - 5) EBS
  - 6) YTN
  - 7) CNN
  - 8) AFKN
  - 9) Other (Please specify: \_\_\_\_\_ )
  - 99) I don't watch television news programs. ⇒ Go to question 25
24. On average, how many minutes a day do you watch television news programs?
- 1) Less than 30 minutes
  - 2) More than 30 minutes but less than 1 hour
  - 3) More than 1 hour but less than 1hour 30 minutes
  - 4) More than 1 hour 30 minutes but less than 2 hours
  - 5) More than 2 hours



25. If the same news item is reported differently by the newspaper and television news programs, which would you trust more?

- 1) Newspaper
- 2) Television
- 3) Trust neither

26. Do you think the newspapers and television news programs are fair and unbiased in their reporting?

- 1) Very biased
- 2) Biased
- 3) Unbiased
- 4) Very unbiased

27. Which of the following statements most closely describes your own views?

Korean newspapers and broadcasts generally ...

- 1) Hide the truth and strongly defend the government
- 2) Curtail the truth and defend the government
- 3) Report the truth as is and are neither pro- nor anti-government
- 4) Exaggerate the truth and criticize the government
- 5) Distort the truth and strongly criticize the government

28-1. Which of the newspapers and broadcast channels are always government friendly in its reporting regardless of the administration? (Please fill in all of the numbers that apply.)

\_\_\_\_\_

28-2. Which of the newspapers and broadcast channels are critical of the government in its reporting regardless of the administration?

\_\_\_\_\_

28-3. Which newspapers or broadcasts have the most conservative viewpoints?

\_\_\_\_\_

28-4. Which newspapers or broadcasts have the most liberal viewpoints?

\_\_\_\_\_

<Examples for Q28>

- |                                 |                               |
|---------------------------------|-------------------------------|
| 1) The Kyunghyang Shinmun       | 11) Maeil Business Newspaper  |
| 2) Kukminilbo                   | 12) The Seoul Economy Shinmun |
| 3) Daehan Maeil (Seoul Shinmun) | 13) The Korea Economic Daily  |
| 4) The Dong-A Ilbo              | 14) Korea Herald              |
| 5) The Munhwa Ilbo              | 15) Korea Times               |
| 6) The Segye Ilbo               | 16) KBS                       |
| 7) The Chosunilbo               | 17) MBC                       |
| 8) The Joongang Ilbo            | 18) SBS                       |
| 9) The Hankyorye Shinmun        | 19) EBS                       |
| 10) The Hankook Ilbo            | 20) YTN                       |

29. Is the company you are thinking about a large corporation or a small company?

- 1) A large corporation
- 2) A small or medium sized company
- 3) None ⇒ Go to question 32

30. Do you have any personal connections to this company? (Multiple responses are allowed.)

- 1) I, or a family member, work for the company.
- 2) I, or a family member, is a customer of the company.
- 3) I, or a family member, is a stockholder of the company.
- 4) I don't have any personal connections to the company.

31. What is your opinion of this company? For each statement, please fill in the ( ) with a score on a scale of 1 - 4 with "4" meaning Strongly agree and "1" meaning Strongly disagree.

	Strongly Disagree	Disagree	Agree	Strongly Agree
	-----	-----	-----	-----
31-1. The company produces high quality products/services.	1	2	3	4
31-2. The company treats its employees like family.	1	2	3	4
31-3. The company manages transparently.	1	2	3	4
31-4. The company makes large donations and volunteers for social causes.	1	2	3	4
31-5. The owner manages the company arbitrarily.	1	2	3	4
31-6. The company operations are closely tied to politics.	1	2	3	4

32. Do you generally trust or distrust other people?

- 1) Strongly distrust
- 2) Somewhat distrust
- 3) Somewhat trust
- 4) Strongly trust

33. Do you think you are trusted by other people?

- 1) Strongly mistrusted
- 2) Mistrusted
- 3) Trusted
- 4) Strongly trusted

34. If you were to self-evaluate yourself, how many of the following personal characteristics do you think you possess?

	Strongly Disagree	Disagree	Agree	Strongly Agree
34-1. Open to new ideas	1	2	3	4
34-2. Consider allegiance and loyalty to be very important	1	2	3	4
34-3. Competent	1	2	3	4
34-4. Always keeps promises	1	2	3	4
34-5. Always works hard	1	2	3	4
34-6. My words and actions are consistent	1	2	3	4
34-7. Care for others	1	2	3	4
34-8. Act with candor and fairness	1	2	3	4
34-9. Do not lie	1	2	3	4
34-10. Help even those I cannot trust	1	2	3	4
34-11. Frequently tell others about myself	1	2	3	4
34-12. Frequently tell others stories I heard	1	2	3	4

35. If you had to choose a business partner or hire an employee, who would you choose from the choices below?

- 1) A relative or friend who you can trust even if the person is less qualified.
- 2) A highly qualified person even if you didn't know that person.

36. In your opinion, is there a difference between trusting a person who is close to you and trusting a stranger?

- 1) There is no difference at all.
- 2) There is no difference.
- 3) There is a little difference.
- 4) There is a big difference.

37. What is your opinion on the following statements? For each statement, please fill in the ( ) with a score on a scale of 1 - 4, 4 for Strongly Agree and 1 for Strongly Disagree.

	Strongly Disagree	Disagree	Agree	Strongly Agree
37-1. An honest and sincere person will be taken advantage of by others.	1	2	3	4
37-2. I worry about irritating other people when I am the only one acting sincerely and faithfully.	1	2	3	4
37-3. I think it's easy to label a sincere and honest person as incompetent.	1	2	3	4
37-4. A righteous person has many enemies and is subject to bullying by others.	1	2	3	4
37-5. A little white lie for the sake of others is acceptable.	1	2	3	4
37-6. It seems nearly impossible to establish a trusting society because mistrust runs too deep within the society.	1	2	3	4
37-7. Trust is a required element in my line of work.	1	2	3	4
37-8. I take relatively great interest in the happiness or suffering of others.	1	2	3	4
37-9. I can control and practice on my own issues like trust.	1	2	3	4
37-10. People don't like the good fortune of others.	1	2	3	4
37-11. Korean society is very predictable.	1	2	3	4
37-12. Trust is required in a society.	1	2	3	4
37-13. You can't trust a person without knowing them for a long time.	1	2	3	4
37-14. I put great importance on someone's reputation when choosing a person.	1	2	3	4
37-15. You must trust other people even if it sometimes leads to taking losses.	1	2	3	4
37-16. People can manipulate others whenever they want.	1	2	3	4
37-17. People try to manipulate and deceive others if it is beneficial to them.	1	2	3	4
37-18. It's more beneficial to deceive people than to deal with them honestly.	1	2	3	4
37-19. A person suffers great losses if deceived by others.	1	2	3	4
37-20. Mutual mistrust leads to mutual losses.	1	2	3	4

38. Which of the following opposing statements most closely reflects your personal views? 1, if you strongly agree with the statement on the left. 5, if you strongly agree with the statement on the right.

- |        |   |   |   |   |   |   |   |
|--------|---|---|---|---|---|---|---|
| 38-1.  | I trust men more than women   | 1 | 2 | 3 | 4 | 5 | I trust women more than men   |
| 38-2.  | I trust older people more than younger people   | 1 | 2 | 3 | 4 | 5 | I trust younger people more than older people   |
| 38-3.  | I trust poor people more than rich people   | 1 | 2 | 3 | 4 | 5 | I trust rich people more than poor people   |
| 38-4.  | I trust people from my hometown more than people from other areas   | 1 | 2 | 3 | 4 | 5 | I trust people from different areas more than people from my hometown   |
| 38-5.  | I trust a person with the same occupation more than a person with a different occupation                              | 1 | 2 | 3 | 4 | 5 | I trust a person with a different occupation more than a person with the same occupation                              |
| 38-6.  | I trust people from rural areas more than people from cities  | 1 | 2 | 3 | 4 | 5 | I trust people from cities more than people from rural areas  |
| 38-7.  | I trust a person with a stable occupation more than a person with an unstable occupation                              | 1 | 2 | 3 | 4 | 5 | I trust a person with an unstable occupation more than a person with a stable occupation                              |
| 38-8.  | I trust the opposition political party more than the ruling political party regardless of the administration in power | 1 | 2 | 3 | 4 | 5 | I trust the ruling political party more than the opposition political party regardless of the administration in power |
| 38-9.  | I trust a person with liberal views more than a person with conservative views  | 1 | 2 | 3 | 4 | 5 | I trust a person with conservative views more than a person with liberal views  |
| 38-10. | I trust people with little formal education more than people who are highly educated                                  | 1 | 2 | 3 | 4 | 5 | I trust people who are highly educated more than people with little formal education                                  |
| 38-11. | I trust graduates of non-prestigious schools more than graduates of prestigious schools                               | 1 | 2 | 3 | 4 | 5 | I trust graduates of prestigious schools more than graduates of non-prestigious schools                               |
| 38-12. | I trust a person without a good family background more than a person with a good family background                    | 1 | 2 | 3 | 4 | 5 | I trust a person with a good family background more than a person without a good family background                    |

39. Which of the following opposing statements most closely reflects your own views? 1 means you strongly agree with the statement on the left. 4 means you strongly agree with the statement on the right.

- |   |   |   |   |   |  |
|---|---|---|---|---|--|
| 39-1. In order to raise the trust level of our society, voluntary reform is more important than involuntary enforcement.  | 1 | 2 | 3 | 4 | In order to raise the trust level of our society, involuntary enforcement is more important than voluntary reform.   |
| 39-2. When there is a conflict between personal interests and the interests of a group, the interests of a group should be given priority.                                | 1 | 2 | 3 | 4 | When there is a conflict between personal interests and the interests of a group, personal interests should be given priority.   |
| 39-3. Personal loyalty can be sacrificed if it hurts social justice   | 1 | 2 | 3 | 4 | Personal loyalty should be honored even if it hurts social justice.  |
| 39-4. I don't like changes in life because I am afraid of the potential problems the changes may bring.   | 1 | 2 | 3 | 4 | I like changes in life because I view changes as a new source of energy in my life.  |
| 39-5. I am reluctant to accept things that are different from me.   | 1 | 2 | 3 | 4 | I am eager to accept things that are different from me.  |
| 39-6. I am more comfortable cooperating with others than doing things by myself.  | 1 | 2 | 3 | 4 | I am more comfortable doing things by myself than cooperating with others.   |
| 39-7. When there are conflicting viewpoints, you should never compromise.   | 1 | 2 | 3 | 4 | When there are conflicting viewpoints, you should listen to the views of others and compromise.  |
| 39-8. When there is a difference of opinion between a superior (elder) and a subordinate (junior), the subordinate (junior) should always listen to the superior (elder). | 1 | 2 | 3 | 4 | When there is a difference of opinion between a superior (elder) and a subordinate (junior), the subordinate's (junior's) opinion should also be respected and accepted. |
| 39-9. Human affairs should be handled based on rules and principles.  | 1 | 2 | 3 | 4 | Human affairs should be handled with flexibility.  |

40. In the past year, have you participated in the following associations or organizations as a member?

40-1. How active was your participation?

40-2. Please indicate the number of associations or organizations you were an active member of.

	40-1.				40-2.
	Registered as a member only	Sometimes attended meeting	Frequently attended meetings	Took leadership roles	Number of associations or organizations
1) Religious organization	1	2	3	4	_____
2) Political organizations such as political parties	1	2	3	4	_____
3) Clan gathering	1	2	3	4	_____
4) Townsmen gathering	1	2	3	4	_____
5) Alumni association	1	2	3	4	_____
6) Gye (traditional private fund organized among acquaintances)	1	2	3	4	_____
7) Hobby/Culture clubs	1	2	3	4	_____
8) Humanitarian or charitable organizations	1	2	3	4	_____
9) Civic associations	1	2	3	4	_____
10) Functional organizations (including educational society, labor unions)	1	2	3	4	_____
11) Internet communities	1	2	3	4	_____

41. Compared to two years ago, how is the economic situation in Korea?

- 1) Greatly deteriorated
- 2) Somewhat deteriorated
- 3) Somewhat improved
- 4) Greatly improved

42. Do you think the economic situations in Korea will improve or deteriorate in the future?

- 1) Greatly deteriorate
- 2) Somewhat deteriorate
- 3) Somewhat improve
- 4) Greatly improve

43. In your opinion, how serious are the problems caused by inflation in Korea?

- 1) Not at all serious
- 2) Not serious
- 3) Somewhat serious
- 4) Very serious

44. Compared to two years ago, how is your household's financial situation?
- 1) Greatly deteriorated
  - 2) Somewhat deteriorated
  - 3) Somewhat improved
  - 4) Greatly improved
45. Do you expect your household's financial situation to improve or deteriorate in the future?
- 1) Greatly deteriorate
  - 2) Somewhat deteriorate
  - 3) Somewhat improve
  - 4) Greatly improve
46. Have you ever been unemployed?
- 1) Yes
  - 2) No
47. Have you or a family member been a victim of fraud or theft?
- 1) Yes
  - 2) No
48. Have you ever been discriminated against due to your gender, age, disability, education, hometown or other reasons for employment, promotion or other competitive situations?
- 1) Yes       ⇒ Go to question 50
  - 2) No        ⇒ Go to question 49
49. For which reasons were you discriminated? Please circle all that apply.
- 1) Gender (male or female)
  - 2) Age
  - 3) Disability
  - 4) Education (school/alumni)
  - 5) Hometown
  - 6) Other (Please specify: \_\_\_\_\_ )
50. If the Korean society was divided into ten class levels, which level would you belong to based on your income level? And based on social standing (profession)? And based on cultural standing including education?

	Very Low										Very High
50-1. Income	1	2	3	4	5	6	7	8	9	10	
50-2. Social standing (profession)	1	2	3	4	5	6	7	8	9	10	
50-3. Cultural standing (education, culture)	1	2	3	4	5	6	7	8	9	10	



51. When viewing and solving social issues and problems, how conservative or liberal do you think you are?

- 1) Very conservative
- 2) Somewhat conservative
- 3) Somewhat liberal
- 4) Very liberal

52. In your opinion, are you pro-government or anti-government when reviewing your support or opposition of the past government policies?

- 1) Very pro-government
- 2) Somewhat pro-government
- 3) Somewhat anti-government
- 4) Very anti-government

Below is a list of various characteristics and values that are constructive for individuals and for society to possess. Although each value and characteristic is positive and beneficial to practice, in reality, it is difficult to practice all of them. As you respond to the following questions, please keep in mind the priority of each value.

[\* Please respond to either Q53-1, 53-2, 53-3 or 54-1, 54-2, 54-3.]

53-1. How important is each of the values listed below to you?

	Not at all important	Not important	Important	Very important
	-----	-----	-----	-----
53-1-1. Integrity	1	2	3	4
53-1-2. Consistency	1	2	3	4
53-1-3. Confidence	1	2	3	4
53-1-4. Transparency	1	2	3	4
53-1-5. Honesty	1	2	3	4
53-1-6. Thoughtfulness	1	2	3	4
53-1-7. Reliability	1	2	3	4
53-1-8. Responsibility	1	2	3	4

53-2. In your opinion, how necessary are these values to our society?

	Not at all necessary	Not necessary	Necessary	Very necessary
	-----	-----	-----	-----
53-2-1. Integrity	1	2	3	4
53-2-2. Consistency	1	2	3	4
53-2-3. Confidence	1	2	3	4
53-2-4. Transparency	1	2	3	4
53-2-5. Honesty	1	2	3	4

53-2-6. Thoughtfulness	1	2	3	4
53-2-7. Reliability	1	2	3	4
53-2-8. Responsibility	1	2	3	4

53-3. In your opinion, how difficult is it to practice each value?

	Not at all difficult	Not difficult	Difficult	Very difficult
	-----	-----	-----	-----
53-3-1. Integrity	1	2	3	4
53-3-2. Consistency	1	2	3	4
53-3-3. Confidence	1	2	3	4
53-3-4. Transparency	1	2	3	4
53-3-5. Honesty	1	2	3	4
53-3-6. Thoughtfulness	1	2	3	4
53-3-7. Reliability	1	2	3	4
53-3-8. Responsibility	1	2	3	4

54-1. How important is each of the values listed below to you?

	Not at all important	Not important	Important	Very important
	-----	-----	-----	-----
54-1-1. Faithfulness	1	2	3	4
54-1-2. Cooperation	1	2	3	4
54-1-3. Competency	1	2	3	4
54-1-4. Integrity	1	2	3	4
54-1-5. Expertise	1	2	3	4
54-1-6. Fairness	1	2	3	4
54-1-7. Commitment	1	2	3	4
54-1-8. Neutrality	1	2	3	4

54-2. In your opinion, how necessary are these values to our society?

	Not at all necessary	Not necessary	Necessary	Very necessary
	-----	-----	-----	-----
54-2-1. Faithfulness	1	2	3	4
54-2-2. Cooperation	1	2	3	4
54-2-3. Competency	1	2	3	4
54-2-4. Integrity	1	2	3	4
54-2-5. Expertise	1	2	3	4
54-2-6. Fairness	1	2	3	4
54-2-7. Commitment	1	2	3	4
54-2-8. Neutrality	1	2	3	4

54-3. In your opinion, how difficult is it to practice each value?

	Not at all difficult	Not difficult	Difficult	Very difficult
54-3-1. Faithfulness	1	2	3	4
54-3-2. Cooperation	1	2	3	4
54-3-3. Competency	1	2	3	4
54-3-4. Integrity	1	2	3	4
54-3-5. Expertise	1	2	3	4
54-3-6. Fairness	1	2	3	4
54-3-7. Commitment	1	2	3	4
54-3-8. Neutrality	1	2	3	4

55. If you heard the following messages as a part of a campaign to build a trusting society, which campaign message would you like the best? Please select one message with the content you like the most regardless of the format.

Message Number: \_\_\_\_\_ (Choose One )

Campaign message for a trusting society (1)	
Content	Suddenly I felt a warm hand touching my shoulder. I felt his glance filled with a serene smile which could not be refused. At this moment, he was my colleague, not my boss. I felt he was looking after me and proud of me. I realized my small accomplishment today was the trust he showed in me. A mutually trusting society...There is dream in that society.
Campaign message for a trusting society (2)	
Content	Who says the world is fair? Who says this world is a world worth living? Everyone is out to become richer and have more. Sampoong Department store, Seongsu Bridge, Daegu Subway Collapse...What caused all these? What can you gain in this corrupt and uncertain world? What can we accomplish in a world full of mistrust?
Campaign message for a trusting society (3)	
Content	I want to lead an honest, transparent, and sincere life. I believe that is having pride and valuing oneself. I believe you can't trust others if you are not satisfied with yourself. I believe building a better world starts with me. A mutually trusting society, it will begin with me.
Campaign message for a trusting society (4)	
Content	It's endless. Everyone blames each other and it's hard to know where to start. If I don't trust others, I can't be trusted. It's a vicious circle. It's a mistrusting world, because I didn't start trusting people. The world I am building today is our world and the world we will pass on to our children.

56. Please briefly describe your reasons for your choice of message.

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57. Would you be willing to participate in a movement to build a trusting society?

- 1) Not at all interested
- 2) Not interested
- 3) Somewhat interested
- 4) Very interested

58. What is your current marital status?

- 1) Single
- 2) Married
- 3) Divorced/Separated
- 4) Re-married
- 5) Widowed
- 6) Living together

59. What is your religious affiliation?

- 1) Buddhist
- 2) Won Buddhist
- 3) Protestant
- 4) Catholic
- 5) Muslim (Islam)
- 6) Other (Please specify:)
- 7) No Religion

60. Who is the chief income earner in your household?

- 1) Self
- 2) Spouse
- 3) Parents
- 4) Children
- 5) Other (Please specify: \_\_\_\_\_ )

61. What is your family's type of residence?

- 1) Own home
- 2) Lease/Monthly rent
- 3) Other

62. What is your household's average total monthly income, including bonus, interest and other income sources?

\_\_\_\_\_ won

63. What is your occupation?
- 1) Professional (Doctor, Attorney, Writer, Artist, Religious leaders, Pharmacist, Professor, Journalist, CPA, etc)
  - 2) Management (CEO of small and medium sized business, high ranking government official above grade 5, executive of large corporation/bank, etc.)
  - 3) Skilled and Technical (Teacher, Instructor, Architect, Researcher, Nurse etc.)
  - 4) Office worker (mid-level manager, office worker, public official (below grade 6), etc.)
  - 5) Sales (owner of wholesale and retail store, owner of small retail outlet, salesman of large distribution company)
  - 6) Service (owner of restaurant and dry cleaner, other service worker)
  - 7) Manufacturing (factory supervisor, factory worker, laborer, taxi driver)
  - 8) Farmer/Fisherman
  - 9) Student
  - 10) Homemaker
  - 11) Unemployed
  - 12) Other (Please specify: \_\_\_\_\_ )

64. (Please respond only if your response to Q63 was 1-8 or 12.) What is your current employment status?
- 1) Self-employment
  - 2) Full-time employment
  - 3) Temporary employment (including day-laborer)

65. What is the highest education level you completed? (If student) What is your current school level?
- 1) No formal education
  - 2) Elementary school (including drop-out)
  - 3) Middle school (including drop-out)
  - 4) High school (including drop-out)
  - 5) Junior College (including current student/drop-out)
  - 6) University or College (including current student/drop-out)
  - 7) Graduate School

66. When is your birthday?

19\_\_\_\_\_ (year) \_\_\_\_\_(month) \_\_\_\_\_(day)

(1. Solar calendar 2. Lunar calendar)

67. Where is your paternal grandfather's birthplace?

67-1. Administrative district

- 1) Seoul
- 2) Incheon/Gyeonggi-do
- 3) Gangwon-do
- 4) Chungcheongbuk-do
- 5) Daejeon/Chungcheongnam-do
- 6) Jeollabuk-do
- 7) Gwangju/Jeollanam-do
- 8) Daegu/Gyeongsangbuk-do
- 9) Busan/Ulsan/Gyeongsangnam-do
- 10) Jeju
- 11) North Korea
- 12) In another country

67-2. Size of region

- 1) Large city (metropolitan city)
- 2) Small or medium sized city
- 3) Eup or Myeon