

ID Number	A1-2003-0086-Eng
Title	Survey on Cultural Enjoyment, 2003

**Leisure**

Q1. [Present Show Card 1] How do you usually spend your free time?

Q1-1. Weekdays: (    ), (    ), (    )

(Please select three leisure activities from the examples listed in the <Show Card> below.)

Q1-2. Weekends/holidays: (    ), (    ), (    )

(Please select three leisure activities from the examples listed in the <Show Card> below.)

<Show Card 1>

- (1) Stroll/Sporting activities
- (2) Watching sports games
- (3) Going to see arts/cultural products (performing arts, exhibitions, movies, etc.)
- (4) Artistic creation activities (creative writing, painting/drawing, doing calligraphy, making photography, playing a musical instrument, acting, etc.)
- (5) Religious practices
- (6) Resting at home/Napping
- (7) Music listening
- (8) Listening to radio
- (9) Watching television
- (10) Watching video tapes/DVDs
- (11) (Book) Reading
- (12) Reading newspapers/magazines
- (13) Studying
- (14) Browsing the Internet/Playing games
- (15) Drinking alcohol
- (16) Going to *Noraebang* [Karaoke], game-rooms, or game arcades
- (17) Playing board games, card games, *Baduk* [Go game], etc.
- (18) Hobby club, attending social gatherings, meeting friends
- (19) Mountain climbing/ fishing
- (20) Travelling
- (21) Going out or eating out with family
- (22) Shopping
- (23) Other(Specify:\_\_\_\_\_)

Q2. How many hours of free time do you usually have in a day? (Free time refers to time that you can spend away from working, sleeping, eating, commuting, school, and domestic chores.)

Q2-1. Weekdays: Approximately \_\_\_\_\_(hours) \_\_\_\_\_(minutes)

Q2-2. Weekends/holidays: Approximately \_\_\_\_\_(hours) \_\_\_\_\_(minutes)

Q3. How much money does your family usually spend on leisure activities in a month?

Approximately \_\_\_\_\_0,000 won

Q4. [Present Show Card 1] If you had more time and money that you could spend freely, what would you like to do during your free time?

Q4-1. Weekdays: ( ), ( ), ( )

(Please select three leisure activities from the examples listed in the <Show Card> under Question 2 above.)

Q4-2. Weekends/holidays: ( ), ( ), ( )

(Please select three leisure activities from the examples listed in the <Show Card> under Question 2 above.)

Q5. What is the biggest difficulty you experience when you try to spend your leisure time doing the activities you like? (Please select only two in order of priority.)

Q5-1. Weekdays First:\_\_\_\_\_ Second:\_\_\_\_\_

Q5-2. Weekends/holidays First:\_\_\_\_\_ Second:\_\_\_\_\_

- (1) It is financially burdensome
- (2) I have no time for enjoying leisure because I have to work
- (3) Leisure facilities and programs are not enough
- (4) It is hard to get information about leisure activities
- (5) I have no one to do with
- (6) I am too tired to enjoy leisure time

### Arts Participation via Attendance

Q6. In the past 1 year (July 1<sup>st</sup>, 2002—June 30<sup>th</sup>, 2003), how many times have you been to the following arts and cultural events? (Interviewer Instruction: Read aloud the options (1)—(8) in Show Card 2 to Respondent.) (If you have never been to any cultural event in the past 1 year, please answer “zero (0) times.”)

- (1) Have been to... ( \_\_\_ times)      ⇒ Go to Question 6-1.  
 (2) Never been to... ( 0 times)      ⇒ Go to Question 7.

※ Interviewer Instruction: Using Show Card 2, read aloud the options (1)—(8) to Respondent. If Respondent has ever been to any of the events listed in (1), continue to Q6-1 through Q6-5. Otherwise, skip to (2). Repeat the same for the options (2)—(8) in the show card.

<Show Card 2>

- (1) Literary events  
 (2) Art (including photography/calligraphy/architecture/design) exhibitions  
 (3) Classical music/operas  
 (4) Traditional arts events (Korean traditional music, folk plays)  
 (5) Theatrical plays (including musicals)  
 (6) Dance performances  
 (7) Movies in theaters  
 (8) Entertainment performances/shows

	Q6. Number of Attenda- -nce	Q6-1. Location of Events	Q6-2. Method of Attenda- -nce	Q6-3. Attendan- ce Compan- -ions	Q6-4. Attendan- ce Decision- -maker	Q6-5. What should be done
(1) Literary events						
(2) Art (including photography/calligraphy/architecture/design) exhibitions						
(3) Classical music/operas						
(4) Traditional arts events (Korean traditional music, folk plays)						
(5) Theatrical plays (including musicals)						
(6) Dance performances						
(7) Movies in theaters						
(8) Popular music concerts, entertainment shows						

Q6-1. Where did the event(s) take place? (Please mark all that apply.)

- (1) City/Province where I live  
 (2) City/Province where I don't live  
 (3) Foreign country

Q6-2. How did you go to the event(s)? (Please mark all that apply.)

- (1) I bought tickets.
- (2) I had complementary tickets.
- (3) It was a free event.

Q6-3. With whom did you mainly go to the events? (Please select only one.)

- (1) Alone
- (2) Family member(s)
- (3) Friends
- (4) Hobby club members
- (5) Other (Specify: \_\_\_\_\_ )

Q6-4. Who is the person that usually decides to go to the events? (Please select only one.)

- (1) Myself
- (2) Spouse
- (3) Children
- (4) Friends
- (5) Other (Specify: \_\_\_\_\_ )

Q6-5. What do you think should be done before anything else to improve the arts event you attended?

- (1) Quality of the work should be better than that.
- (2) Ticket price should be less expensive.
- (3) It should be held more often.
- (4) It should be held somewhere close.
- (5) It should provide more information.
- (6) There should be more easy-to-understand events.
- (7) Other (Specify: \_\_\_\_\_ )

Q7. Are you interested in attending arts events in the future?

- (1) Yes       ⇒ Go to Question 7-1.
- (2) No        ⇒ Go to Question 8.

Q7-1. [Present Show Card 2] Which of the following types of art events are you interested in attending? Please select from arts events (1)–(8) listed under Question 6.

( \_\_\_\_\_ )

※ Interviewer Instruction: Using Show Card 2, read aloud the options (1)–(8) to Respondent.

Q7-2. Which of the following is the most important thing that you consider when you think about going to an arts event?

- (1) Content and quality of the event
- (2) Whether the cost is reasonable
- (3) Name value of the artists(/performers/writers)
- (4) Name value of the event venue
- (5) Transportation convenience
- (6) Amenities
- (7) Other (Specify: \_\_\_\_\_ )

Q8. Where do you mainly get information and news about arts events?

- (1) Newspapers, magazines
- (2) TV, radio
- (3) Signage (placard, signboards, banners, subway ads)
- (4) Internet
- (5) Public facilities/educational facilities
- (6) Acquaintances
- (7) Hobby club
- (8) Other (Specify: \_\_\_\_\_ )

Q9. What is the biggest difficulty when you try to attend arts events?

- (1) It is costly
- (2) I don't have time for this
- (3) There is no program that suits my interest
- (4) Inconvenient transportation
- (5) Inconvenient amenities
- (6) Lack of relevant information
- (7) I have no one to go with
- (8) Other (Specify: \_\_\_\_\_ )

Q10. [Present Show Card 3] On which of the following items do you spend the most?

( )

Q11. [Present Show Card 3] If you had more time and money that you could spend freely, on which of the following items would you like to increase spending?

( )

<Show Card 3>

- (1) Buying and renting books/magazines
- (2) Buying records, tapes, CDs
- (3) Buying video tapes, DVDs
- (4) Going to exhibitions
- (5) Going to classical music concerts and recitals
- (6) Going to traditional arts (Korean traditional music, folk plays) performances
- (7) Going to dance performances
- (8) Going to theatrical plays (including musicals)
- (9) Going to see films
- (10) Going to see entertainment performances/shows
- (11) Taking arts-related lessons or classes (tuition)
- (12) Other (Specify: \_\_\_\_\_ )
- (13) Not applicable

**Cultural Facility Use**

Q12. In the past 1 year (July 1<sup>st</sup>, 2002—June 30<sup>th</sup>, 2003), how many times have you visited the following cultural facilities? If so, how many times? (Interviewer Instruction: Read aloud the options (1)–(9) in Show Card 4 to Respondent.)? (If you have never visited any cultural facility in the past 1 year, please answer “zero (0) times.”)

- (1) Have visited... ( \_\_\_times) ⇒ Go to Question 12-1.  
 (2) Never visited... ( 0 times) ⇒ Go to Question 13.

<Show Card 4>

- (1) Civic (or County/Neighborhood) centers  
 (2) Cultural arts centers  
 (3) Community welfare centers  
 (4) Youth centers  
 (5) Cultural centers  
 (6) Libraries (excluding school libraries)  
 (7) Museums  
 (8) Continuing education or extension programs run by universities  
 (9) Private cultural centers (run by department stores, newspaper companies, etc.)

※ Interviewer Instruction: Using Show Card 4, read aloud the options (1)–(9) to Respondent. If Respondent has ever visited (1), continue to Q12-1. through Q12-3. Otherwise, skip to (2). Repeat the same for the options (2)–(9) in the show card.

	Q12. Number of Visits	Q12-1. Number of Attendance to Cultural Events	Q12-2. Level of Satisfaction with Programs	Q12-3. Level of Satisfaction with Facility
(1) Civic (or County/Neighborhood) centers				
(2) Cultural arts centers				
(3) Community welfare centers				
(4) Youth centers				
(5) Cultural centers				
(6) Libraries (excluding school libraries)				
(7) Museums				
(8) Continuing education or extension programs run by universities				
(9) Private cultural centers (run by department stores, newspaper companies, etc.)				

Q12-1. In the past 1 year (July 1<sup>st</sup>, 2002—June 30<sup>th</sup>, 2003), how many times have you been to cultural events (performances, exhibitions, culture/arts courses) at ((1)–(9))?  
 ( \_\_\_\_\_ ) times

Q12-2. How satisfied were you with the cultural event at ((1)—(9)) that you participated in?

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q12-3. How satisfied were you with the amenities and facility conditions of ((1)—(9)) when you participated in a cultural event there?

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q13. Are you interested in participating in any cultural events (performances, exhibitions, culture/arts courses) at your local cultural facilities in the future?

- (1) Yes ⇒ Go to Question 13-1.
- (2) No ⇒ Go to Question 14.

Q13-1. If yes, which of the following programs are you interested in participating in?

- (1) Literature courses
- (2) Attending performances (music, theatrical play, dance, etc.)
- (3) Attending art exhibitions
- (4) Film
- (5) Taking arts-related classes
- (6) Participating in arts creation programs
- (7) Other (Specify: \_\_\_\_\_ )

Q13-2. Which of the following is the most important thing that you consider when you think about participating in a program?

- (1) Whether the cost is reasonable
- (2) Quality of the program (content)
- (3) Whether the cultural event fits with my schedule
- (4) Name value of lecturers or sponsoring organization(s)
- (5) Transportation convenience
- (6) Amenities
- (7) Other (Specify: \_\_\_\_\_ )

Q14. What is the biggest difficulty when you try to participate in cultural events at your local cultural facilities?

- (1) It is costly.
- (2) I don't have time for this
- (3) There is no program that suits my interest
- (4) Inconvenient transportation
- (5) Inconvenient amenities
- (6) Lack of relevant information
- (7) I have no one to go with
- (8) Other (Specify: \_\_\_\_\_ )

## Cultural Activities

Q15. Have you ever participated in any volunteer activities related to cultural organizations, local cultural facilities, or conserving cultural heritage?

- (1) Yes, in the past. ⇒ Go to Question 15-1.
- (2) Yes, currently. ⇒ Go to Question 15-1.
- (3) Never ⇒ Go to Question 16.

Q15-1. How many times have you usually participated in culture-related volunteer activities per month?

Approximately \_\_\_\_\_ times per month

Q16. [Present Show Card 5] Are you currently participating in the following hobby clubs?  
(Please mark all that apply.)

<Show Card 5>

- (1) Literature (including book clubs, Korean language clubs)
- (2) Art (including photography/calligraphy/architecture/design)
- (3) Western Music
- (4) Traditional arts events
- (5) Dance
- (6) Theatrical plays
- (7) Movies (including videos)
- (8) Popular music/entertainment
- (9) Cartoon (including characters, animations)
- (10) Historic and cultural heritage

Q17. Are you interested in participating in the following hobby clubs in the future?

- (1) Yes ⇒ Go to Question 17-1.
- (2) No ⇒ Go to Question 18.

Q17-1. [Present Show Card 5] In which of the following hobby clubs are you interested in participating? (Please select all you are interested in.)

( \_\_\_\_\_ )

Q18. What is the biggest difficulty when you try to join a hobby club?

- (1) It is costly
- (2) I don't have time for this
- (3) There is no hobby club nearby
- (4) There is no one else to go with me
- (5) There is no hobby club that suits my interest
- (6) I don't have enough information
- (7) Other (Specify: \_\_\_\_\_ )

### Visit to Historic-Cultural Sites

Q19. In the past 1 year (July 1<sup>st</sup>, 2002—June 30<sup>th</sup>, 2003), how many times have you visited historic and cultural heritage sites (old palaces, royal tombs, temples with historic monuments, birth places of historical figures, etc.)?

- (1) Have visited... ( \_\_\_\_\_ times)      ⇒ Go to Question 19-1.
- (2) Never visited      ⇒ Go to Question 20.

Q19-1. How satisfied were you with the conservation condition of the historic-cultural site that you visited?

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q19-2. How satisfied were you with the amenities (historical markers, signs, transportation, restroom cleanliness, hospitality of nearby stores, etc.) of the historic-cultural site that you visited?

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q20. Are you interested in visiting any historic and cultural sites within the next 1 year?

- (1) Yes      ⇒ Go to Question 20-1.
- (2) No      ⇒ Go to Question 21.

Q20-1 Which of the following is the most important thing that you consider when you think about visiting an historic-cultural heritage site?

- (1) Whether the cost is reasonable
- (2) Quality and variety of things to see there
- (3) Beauty of the surrounding natural environment
- (4) Convenience in transportation
- (5) Convenience of nearby facilities
- (6) Other (Specify: \_\_\_\_\_ )

Q21. What is the biggest difficulty when you try to visit historic and cultural heritage sites? (Please select only two in order of priority.)

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

- (1) It is costly
- (2) I don't have time for this
- (3) Inconvenient amenities
- (4) Transportation is not convenient
- (5) Information about historic-cultural heritage sites is insufficient

- (6) I have no one to go with
- (7) Lack of relevant information
- (8) Other (Specify: \_\_\_\_\_ )

**Local Festivals**

Q22. In the past 1 year (July 1<sup>st</sup>, 2002—June 30<sup>th</sup>, 2003), have you ever visited local festivals and street fairs? If so, how many times?

- (1) Yes (\_\_\_\_times)                   ⇒ Go to Question 22-1.
- (2) No                                    ⇒ Go to Question 23.

Q22-1. Where were the locations of the local festivals (street fairs) that you visited? (Please mark all that apply.)

- (1) Metropolitan city/Province where I live
- (2) Metropolitan city/Province where I don't live

Q22-2. How satisfied were you with the program contents of the local festival (street fair) that you visited?

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q22-3. How satisfied were you with the amenities (signs, transportation, restroom cleanliness, hospitality of nearby stores, etc.) of the local festival (street fair) that you visited?

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q22-4. What do you think should be done before anything else to improve the local festival (including street fair) you visited?

- (1) It should demonstrate the locality
- (2) It should avoid excessive commercialism
- (3) It should be advertised extensively
- (4) It should provide more amenities
- (5) Inconvenience in transportation must be resolved
- (6) It should encourage participation of local residents
- (7) Other (Specify: \_\_\_\_\_ )

Q23. Are you interested in visiting any local festivals (street fairs) in the future?

- (1) Yes                                 ⇒ Go to Question 23-1.
- (2) No                                 ⇒ Go to Question 24.

Q23-1. Which of the following is the most important thing that you consider when you think about visiting local festivals (street fairs)?

- (1) Whether the cost is reasonable
- (2) Quality and diversity of things to see (festival contents)
- (3) Richness of nearby surroundings (natural environment, historic heritage, etc.)
- (4) Transportation convenience
- (5) Convenience of nearby facilities and amenities
- (6) Other (Specify: \_\_\_\_\_ )

Q24. What is the biggest difficulty when you try to visit local festivals (street fairs)?

- (1) It is costly
- (2) I don't have time for this
- (3) There is no festival that suits my interest
- (4) Inconvenient transportation
- (5) Inconvenient amenities
- (6) Lack of relevant information
- (7) I have no one to go with
- (8) Other (Specify: \_\_\_\_\_ )

#### Cultural Activities in Cyberspace and Media Use

Q25. Do you use the Internet?

- (1) Yes ⇒ Go to Question 26.
- (2) No ⇒ Go to Question 27

Q26. Have you ever visited the following websites on the Internet?

(Interviewer instruction: Read aloud the options (1)–(8) in Show Card 6 to Respondent.)

- (1) Yes ⇒ Go to Question 26-1.
- (2) No ⇒ Go to Question 27.

※ Interviewer instruction: Using Show Card 6, read aloud the options (1)–(8) to Respondent. If Respondent has visited (1), continue to Q26-1. through Q26-2. Otherwise, skip to (2). Repeat the same for the options (2)–(8) in the show card.

<Show Card 6>

- (1) Literature
- (2) Performing arts (music, theatrical plays, dance)
- (3) Art (including photography/calligraphy/architecture/design)
- (4) Movies (including Videos)
- (5) Broadcasts/popular songs/entertainment
- (6) Cartoon (including characters, animations)
- (7) Historic and cultural heritage
- (8) Cultural facilities, cultural institutions

	Q26. Visited or Not	Q26-1. Level of Satisfaction	Q26-2. Using Paid Service
(1) Literature			
(2) Performing arts (music, theatrical plays, dance)			
(3) Art (including photography/calligraphy/architecture/design)			
(4) Movies (including Videos)			
(5) Broadcasts/popular songs/entertainment			
(6) Cartoon (including characters, animations)			
(7) Historic and cultural heritage			
(8) Cultural facilities, cultural institutions			

Q26-1. Are you satisfied with the contents of the websites in (1)–(8) that you have visited?

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q26-2. Have you ever used any paid services while visiting websites in ((1)–(8))?

- (1) Yes
- (2) No

### Arts and Cultural Education

Q27. [Present Show Card 5] Besides school education, have you ever taken any classes or courses on the following types of arts and culture (including the one you are currently receiving, if applicable)

- (1) Yes ⇒ Go to Question 27-1.
- (2) No ⇒ Go to Question 28.

Q27-1. [Present Show Card 5] What was the class/course that you took about? (Please mark all that apply.)

( )

<Show Card 5>

- (1) Literature
- (2) Art (including photography/calligraphy/architecture/design)
- (3) Western Music
- (4) Traditional arts events
- (5) Dance
- (6) Theatrical plays
- (7) Movies (including videos)

- (8) Popular music/entertainment
- (9) Cartoon (including characters, animations)
- (10) Historic and cultural heritage

Q27-2. Where did you take the classes or courses that you listed above? (including the one you are currently receiving, if applicable) (Please mark all that apply.)

- (1) At a university's socio-cultural continuing education program
- (2) At a public institute (natural history museum, art museum, library, arts and culture center, welfare center, etc.)
- (3) At a private cultural center (run by department store, newspaper company, etc.)
- (4) At a private institute/academy/studio
- (5) Private tutoring/being taught by someone I know
- (6) At a hobby club
- (7) In a foreign country
- (8) Other (Specify: \_\_\_\_\_ )

Q27-3. How satisfied were you with the arts and cultural education that you received? (including the one you are currently receiving, if applicable)

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q27-4. What do you think should be done before anything else to improve arts and cultural education? (including the one you are currently receiving, if applicable)

- (1) Tuition should be less expensive
- (2) The content should be more substantial
- (3) Lecturers/Instructors should be more professional
- (4) It should be practice-experience oriented
- (5) Class size should be smaller
- (6) Educational facilities and environment should be improved
- (7) There should be variety in programs
- (8) Other (Specify: \_\_\_\_\_ )

Q28. Besides school education, are you interested in receiving any education related to arts and culture within the next 1 year?

- (1) Yes ⇒ Go to Question 28-1.
- (2) No ⇒ Go to Question 29.

Q28-1. Which of the following types of arts and cultural education are you interested in? (Please mark all that apply.)

(

<Show Card 5>

- (1) Literature
- (2) Art (including photography/calligraphy/architecture/design)
- (3) Western Music
- (4) Traditional arts events

- (5) Dance
- (6) Theatrical plays
- (7) Movies (including videos)
- (8) Popular music/entertainment
- (9) Cartoon (including characters, animations)
- (10) Historic and cultural heritage

Q29. What is the biggest difficulty when you try to take arts and culture-related courses or classes outside school?

- (1) It is costly
- (2) I don't have time for this
- (3) There is no class/course that suits my interest
- (4) Inconvenient transportation
- (5) Inconvenient amenities
- (6) Lack of relevant information
- (7) I have no one to take a class/course with me
- (8) Other (Specify: \_\_\_\_\_ )

**※ Lastly, for survey data management and statistical analysis, I am going to ask you several questions about individual characteristics.**

DQ1. What is your education level?

- (1) Elementary school graduated or below
- (2) Currently attending middle school
- (3) Middle school graduate/dropout
- (4) Currently attending high school
- (5) High school graduate/dropout
- (6) Currently attending college
- (7) College graduate/dropout
- (8) Currently attending graduate school or above
- (9) Other (Specify: \_\_\_\_\_ )

DQ2. How many members are in your family? (Including yourself)  
 \_\_\_\_\_ persons

DQ3. Which of the following best describes your job?

- (1) Senior management occupations (business proprietors, chief executives, senior government officials, senior social organization officials)
- (2) Professional occupations (medical doctors, lawyers, professors, teachers, journalists, artists, programmers)
- (3) Semi-professional occupations (architectural drafters, computer assistants, clinical laboratory technicians, assistant teachers, athletes, etc.)
- (4) Office and clerical occupations (company employees, bank employees, telephone operators, etc.)
- (5) Service/Sales occupations
- (6) Agriculture, forestry, fishing
- (7) Skilled technical occupations (miners, construction-related technicians, mechanics,

- metalworkers/artisans, etc.)
- (8) Machine and equipment related occupations (equipment operators, machine operators, drivers, etc.)
  - (9) Simple manual laborers (street cleaners, janitors, laborers, etc.)
  - (10) Homemakers
  - (11) Students
  - (12) Retirees/pensioners
  - (13) Unemployed
  - (14) Other (Specify: \_\_\_\_\_ )

DQ4. What is the amount of total monthly income of your family?

- (1) 500,000 won or less
- (2) 510,000—1,000,000 won
- (3) 1,010,000—1,500,000 won
- (4) 1,510,000—2,000,000 won
- (5) 2,010,000—3,000,000 won
- (6) 3,010,000—4,000,000 won
- (7) 4,010,000—5,000,000 won
- (8) 5,010,000 won or more