

ID Number	A1-2000-0056-Eng
Title	Survey on Cultural Enjoyment, 2000

Leisure

Q1. What is the first thing that comes to your mind when you hear the word “culture”? (Please select only one.)

- (1) Historic-cultural heritage sites/artifacts (*Seokguram, Bulguksa, Namdaemun*, etc.)
- (2) Traditional arts (Korean traditional music, *Samulnori* [Traditional percussion performance], folk plays, etc.)
- (3) Contemporary arts (literature, fine art, theatrical plays, music performances/recitals, etc.)
- (4) Popular culture (TV, popular songs, cartoons, movies, etc.)
- (5) Travel (tourism)
- (6) Leisure (leisure activities, hobbies)
- (7) Being well educated and knowledgeable in general
- (8) All behaviors and ways of life of human being
- (9) Culture-related industries (film industry, design industry, game industry, novelty industry, etc.)
- (10) Other _____

Q2. [Present Show Card 1] How do you usually spend your free time?

Q2-1. Weekdays: (), (), ()

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

Q2-2. Weekends/holidays: (), (), ()

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

<Show Card 1>

- (1) Stroll, working out/exercises
- (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) Home & hobby activities (gardening, flower arranging, home decorating, *Baduk* [Go game], *Janggi* [Asian chess], etc.)
- (7) Resting at home/Napping
- (8) Listening to radio
- (9) Music listening
- (10) Watching television
- (11) Watching video tapes

- (12) (Book) Reading
- (13) Reading newspapers/magazines
- (14) Learning (English speaking, computer, etc.)
- (15) Surfing the Internet or playing video games at home
- (16) Drinking alcohol
- (17) Going to *Noraebang* [Karaoke], game-rooms, or game arcades
- (18) Playing board games, card games, Billards, etc.
- (19) Meeting friends, attending social gatherings,
- (20) Mountain climbing/ fishing
- (21) Traveling (domestically/abroad)
- (22) Going out or eating out with family
- (23) Shopping
- (24) Other (Specify: _____)

Q3. 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.)

Q3-1. Weekdays: Approximately _____(hours) _____(minutes)

Q3-2. Weekends/holidays: Approximately _____(hours) _____(minutes)

Q4. How much money does your family usually spend on leisure activities in a month?

Approximately _____0,000 won

Q5. [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?

Q5-1. Weekdays: (), (), ()

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

Q5-2. Weekends/holidays: (), (), ()

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

Q6. 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.)

Q6-1. Weekdays First:_____ Second:_____

Q6-2. 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

Q7. In the past 1 year (July 1st, 1999—June 30th, 2000), 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 7-1.
(2) Never been to... (0 times) ⇒ Go to Question 8.

※ 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 Q7-1 through Q7-8. Otherwise, skip to (2). Repeat the same for the options (2)—(8) in the show card.

<Show Card>

- (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

	Q7. Number of Attenda- nce	Q7-1. Location of Events	Q7-2. Method of Attenda- nce	Q7-3. Attenda nce Compan- ions	Q7-4. Attenda nce Decision- maker	Q7-5. Reason for Attenda nce	Q7-6. What should be done
(1) Literary events							
(2) Art (including photography/calligraphy/architecture/desi- gn) 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							

Q7-1. 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

Q7-2. 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.

Q7-3. 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: _____)

Q7-4. 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: _____)

Q7-5. Which of the following was the biggest reason why you went to the events? (Please select only one.)

- (1) To broaden my artistic and cultural experience and knowledge
- (2) For my children's education
- (3) My acquaintance(s) asked me to go together
- (4) My acquaintance(s) gave me a complementary ticket.

Q7-6. What do you think should be done before anything else to improve the arts event you attended? (Please select only one.)

- (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 more often somewhere close to the area that I live.
- (5) Information about the event should be widely advertised.
- (6) There should be more easy-to-understand events.
- (7) Other (Specify: _____)

Q8. Are you interested in attending arts events in the future?

- (1) Yes ⇒ Go to Question 8-1.
- (2) No ⇒ Go to Question 9.

Q8-1. [Present Show Card 2] Which of the following arts events are you most interested in going? (Please select two in order from arts events (1)–(8) listed under Question 7 above.) (), ()

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

Q8-2. Which of the following is the most important thing that you consider when you think about going to an arts event? (Please select only one.)

- (1) Content and quality of the event
- (2) Whether the cost is reasonable
- (3) How famous the performers (artists, casts) are
- (4) How well-known the place where the event will be held is
- (5) Convenience in transportation (including travel time)
- (6) Other (Specify: _____)

Q9. Where do you mainly get information and news about arts events? (Please select two.)

- (), ()
- (1) Newspapers, magazines
 - (2) TV, radio
 - (3) Flyers (including posters, leaflets)
 - (4) Telephone ads/online service/Internet
 - (5) Public facilities/educational facilities
 - (6) Friends/acquaintances
 - (7) Hobby club
 - (8) Other (Specify: _____)

Q10. What is the biggest difficulty when you try to attend arts events? (Please select only two in order of priority.)

First:_____ Second:_____

- (1) It is costly
- (2) I don't have time for this
- (3) It is hard to get tickets
- (4) Interesting arts events are rare to find
- (5) There is no performance held where I live
- (6) Transportation, such as parking, is not convenient
- (7) I have no one to go with me
- (8) The content of arts events are hard to understand
- (9) Information about arts events are not enough
- (10) Other (Specify: _____)

Q11. [Present Show Card 3] On which of the following items do you spend the most? (Please select two in order of priority)

First:_____ Second:_____

- (1) Buying and renting books/magazines
- (2) Buying records, tapes, CD, downloadables
- (3) Buying and renting video tapes
- (4) Going to exhibitions
- (5) Going to (Western) classical music performances (concerts/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

Q12. [Present Show Card 3] If you had more time and money that you could spend freely, on which of the following would you want to increase your spending? (Please select two in order of priority)

First:_____ Second:_____

- (1) Buying and renting books/magazines
- (2) Buying records, tapes, CD, downloadables
- (3) Buying and renting video tapes
- (4) Going to exhibitions
- (5) Going to (Western) classical music performances (concerts/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

Q13. In the past 1 year (July 1st, 1999—June 30th, 2000), have you used ____ (Interviewer Instruction: Read aloud the options (1)—(8) in Show Card 2 to Respondent.)? If so, how many times? (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 13-1.
 (2) Never visited... (0 times) ⇒ Go to Question 14.

<Show Card >

- (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 participated in a culture/arts course, record the 1st day of participation as 1 time, 2nd day of participation as 2 times, and so on. If Respondent has ever visited (1), continue to Q13-1 through Q13-4. Otherwise, skip to (2). Repeat the same for the options (2)—(9) in the show card.

	Q13. Number of Visits	Q13-1. Number of Attendance to Cultural Events	Q13-2. Level of Satisfaction with Programs	Q13-3. Level of Satisfaction with Facility	Q13-4. Reason for Participation
(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.)					

Q13-1. In the past 1 year (July 1st, 1999—June 30th, 2000), how many times have you been to cultural events (performances, exhibitions, culture/arts courses) at ((1)—(9))?

Q13-2. 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

Q13-3. 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

Q13-4. What was the biggest reason why you participated in cultural events at ((1)—(9))?

(Please select only one.)

- (1) To broaden my artistic and cultural experience and knowledge
- (2) I was interested
- (3) My acquaintance(s) asked me to go together
- (4) The cost was reasonable
- (5) To increase chances of getting a job/side job
- (6) Other (Specify: _____)

Q14. 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 14-1.
- (2) No ⇒ Go to Question 15.

Q14-1. If yes, which of the following programs are you interested in participating in? (Please select only one.)

- (1) Arts (literature, fine art, music, dance, or traditional arts) appreciation/education program
- (2) Arts (literature, fine art, music, dance, or traditional arts) creation program (creative writings (poems/essays), pottery, musical instrument, *Pungmul* [traditional percussion], etc.)
- (3) Film/video watching program
- (4) Photographs/video making program
- (5) Cartoon/animation making program
- (6) Home & hobby program (flower arrangement, bonsai, etc.)
- (7) Other (Specify: _____)

Q14-2. Which of the following is the most important thing that you consider when you think about participating in a program? (Please select only one.)

- (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) Convenience in transportation (including distance to facilities)
- (6) Whether the facility has enough amenities, such as child care/watching service
- (7) Whether the program would fulfill my wish for cultural experience and knowledge
- (8) Whether it will increase my chances of getting a job/side job
- (9) Other (Specify: _____)

Q15. What is the biggest difficulty when you try to participate in cultural events at your local cultural facilities? (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) Poor quality of events
- (5) Transportation is not convenient (including "It is too far away.")
- (6) Information about cultural events is insufficient.
- (7) I have no one to go with.
- (8) Other (Specify: _____)

Cultural Activities

Q16. 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 16-1.
- (2) Yes, currently. ⇒ Go to Question 16-1.
- (3) Never ⇒ Go to Question 17.

Q16-1. How many times have you usually participated in culture-related volunteer activities per month?

Approximately _____ times per month

Q16-2. How long have you participated in culture-related volunteer activities? (If you are currently participating, please count the length of period up to now.)

_____years and _____months

Q17. [Present Show Card 5] Are you currently participating in the following hobby clubs?

(Please mark all that apply. However, please exclude online (Commercial online services/Internet) clubs.)

- (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) Broadcasts/entertainment
- (9) Cartoon (including characters, animations)
- (10) Entertainment/playing games
- (11) Surfing the internet, computer
- (12) Home & hobby activities (gardening, *Baduk* [Go game], *Janggi* [Asian chess], etc.)
- (13) Travelling
- (14) Historic heritage sites tour
- (15) Working out/exercises (sports)
- (16) Mountain climbing
- (17) Fishing
- (18) Other (Specify: _____)
- (19) Not applicable

Q18. Are you interested in participating in the following hobby clubs in the future?

- (1) Yes ⇒ Go to Question 18-1.
- (2) No ⇒ Go to Question 19.

Q18-1. [Present Show Card 5] In which of the following hobby clubs are you interested in participating? (Please select all you are interested in. However, please exclude online (Commercial online services/Internet) clubs.)

- (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) Broadcasts/entertainment
- (9) Cartoon (including characters, animations)
- (10) Entertainment/playing games
- (11) Surfing the internet, computer
- (12) Home & hobby activities (gardening, *Baduk* [Go game], *Janggi* [Asian chess], etc.)
- (13) Travelling
- (14) Historic heritage sites tour
- (15) Working out/exercises (sports)
- (16) Mountain climbing
- (17) Fishing
- (18) Other (Specify: _____)
- (19) Not applicable

Q19. 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) Information about hobby clubs is insufficient.
- (7) Other (Specify: _____)

Traditional Culture

Q20. What is the first thing that comes to your mind when you hear the words "traditional culture"? (Please select only one.)

- (1) Tangible cultural heritage assets (*Bulguksa*, *Gyeongbokgung*, Tripitaka Koreana, etc.)
- (2) Intangible cultural heritage assets/traditional arts (traditional Korean music, *Pansori*, *Samulnori*, etc.)
- (3) Traditional rituals and ceremonies (four ceremonial occasions (of coming-of-age, marriage, funeral, and ancestor worship), etc.)
- (4) Traditional food, shelters, clothing (*Hanbok* [traditional costumes], *Hansik* [traditional cuisine], *Hanok* [traditional housing], etc.)
- (5) Traditional crafts (masks, pottery and porcelain, lacquer, etc.)
- (6) Folklife and seasonal customs
- (7) Other (Specify: _____)

Q21. How well do you think the traditional cultures are preserved and maintained currently in our country?

- (1) Very well
- (2) Well
- (3) Moderately well
- (4) Poorly
- (5) Very poorly

Q22. In the past 1 year (July 1st, 1999—June 30th, 2000), 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.)? (If you have never visited any historic and cultural heritage sites in the past 1 year, please answer "zero (0) times.")

- (1) Have visited... (_____ times) ⇒ Go to Question 22-1.
- (2) Never visited ⇒ Go to Question 23.

Q22-1. 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

Q22-2. 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

Q22-3. What was the biggest reason why you visited the historic-cultural heritage site? (Please select only one.)

- (1) To broaden my cultural experience and knowledge
- (2) To take a stroll/walk
- (3) For my children's education
- (4) Just wanted to stop by when I was traveling
- (5) Other (Specify: _____)

Q23. Are you interested in visiting any historic and cultural sites within the next 1 year?

- (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 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 (including travel time)
- (5) Convenience of nearby facilities (amenities)
- (6) Other (Specify: _____)

Q24. 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 (including "It is too far away.")
- (5) Information about historic-cultural heritage sites is insufficient.
- (6) I have no one to go with.
- (7) Other (Specify: _____)

Q25. How influential do you think the traditional culture is on building our cultural identity?

- (1) Very influential ⇒ Go to Question 25-1.
- (2) Influential ⇒ Go to Question 25-1.
- (3) Moderately influential
- (4) Not very influential ⇒ Go to Question 26.
- (5) Not influential at all ⇒ Go to Question 26.

Q25-1. Which of the following forms of the traditional culture do you think plays the most important role in building our cultural identity?

- (1) Tangible cultural heritage assets (*Bulguksa*, *Gyeongbokgung*, Tripitaka Koreana, etc.)
- (2) Intangible cultural heritage assets/traditional arts (traditional Korean music, *Pansori*, *Samulnori*, etc.)
- (3) Traditional rituals and ceremonies (four ceremonial occasions (of coming-of-age, marriage, funeral, and ancestor worship), etc.)
- (4) Traditional food, shelters, clothing (*Hanbok* [traditional costumes], *Hansik* [traditional cuisine], *Hanok* [traditional housing], etc.)
- (5) Traditional crafts (masks, pottery and porcelain, lacquer, etc.)
- (6) Folklife and seasonal customs
- (7) Other (Specify: _____)

Local Festivals

Q26. Currently, many cities, counties, and districts are hosting cultural events such as local festivals and street fairs. In the past 1 year (July 1st, 1999—June 30th, 2000), have you ever been to any of these festivals?

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

Q26-1. Where were the locations of the local festivals and 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

Q26-2. 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

Q26-3. 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

Q26-4. What do you think should be done before anything else to improve the local festival, street fair) you visited? (Please select only one.)

- (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: _____)

Q27. Are you interested in visiting any local festivals,street fairs) in the future?

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

Q27-1. Which of the following is the most important thing that you consider when you think about visiting local festivals? (Please select only one.)

- (1) Whether the cost is reasonable
- (2) Quality and diversity of things to see
- (3) Richness of nearby natural environment, tourist attractions, etc.
- (4) Convenience in transportation (including travel time)
- (5) Convenience of nearby facilities (amenities)
- (6) Other (Specify: _____)

Q28. What is the biggest difficulty when you try to visit local festivals?

- (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) Information about local festivals is insufficient.
- (7) I have no one to go with.
- (8) Other (Specify: _____)

Cultural Activities in Cyberspace

Q29. Are you currently using the Internet (including commercial online services)?

- (1) Yes ⇒ Go to Question 30.
- (2) No ⇒ Go to Question 32.

Q30. How many hours do you usually use the Internet (including commercial online services) in a week?

_____ hours _____ minutes (per week)

Q31. Have you ever visited the following websites on the Internet?

(Interviewer ⇒ Read aloud the options (1)–(12) in Show Card 6 to Respondent.)

(1) Yes ⇒ Go to Question 31-1.

(2) No ⇒ Go to Question 32.

*Interviewer Instruction: Using Show Card 6, read aloud the options (1)–(12) to Respondent. If Respondent has visited (1), continue to Q31-1 through Q31-3. Otherwise, skip to (2). Repeat the same for the options (2)–(12) in the show card.

<Show Card>

- (1) Newspaper
- (2) Broadcasts/popular songs/entertainment
- (3) Literature
- (4) Performing arts (music, theatrical plays, dance)
- (5) Movies (Videos)
- (6) Cartoons (including characters, animations)
- (7) Games
- (8) Traditional culture, traditional arts, historic and cultural heritage
- (9) Travelling, Tourism
- (10) Sports, leisure
- (11) Home and hobby
- (12) Cultural facilities, cultural institutions

	Q31. Using Internet or Not	Q31- 1. Level of Satisfaction	Q31-2. Used Paid Services/Onli ne Shopping or Not	Q32. Interested in Visiting the Website	Q32-1. Interested in Using Paid Services/Onli ne Shopping
(1) Newspaper					
(2) Broadcasts/popular songs/entertainment					
(3) Literature					
(4) Performing arts (music, theatrical plays, dance)					
(5) Movies (Videos)					
(6) Cartoon (including characters, animations)					
(7) Games					
(8) Traditional culture, traditional arts, historic and cultural heritage					
(9) Travelling, Tourism					
(10) Sports, leisure					
(11) Home and hobby					
(12) Cultural facilities, cultural institutions					

Q31-1. Are you satisfied with the contents of the websites in (1)—(12) that you have visited?

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

Q31-2. Have you ever used any paid services at the ((1)—(12)) websites, or have you ever purchased anything from the ((1)—(12)) websites that you visited?

- (1) Yes
- (2) No

Q32. Are you interested in visiting ((1)—(12)) websites in the future?

- (1) Yes ⇒ Go to Question 32-1.
- (2) No ⇒ Go to Question 33.

Q32-1. Are you interested in using any paid services or purchasing anything from ((1)—(12)) websites?

- (1) Yes
- (2) No

Q33. [Present Show Card 5] Are you participating in the following online hobby clubs? (Please mark all that apply.)

- (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) Broadcasts/entertainment
- (9) Cartoon (including characters, animations)
- (10) Entertainment/playing games
- (11) Surfing the internet, computer
- (12) Home & hobby activities (gardening, *Baduk* [Go game], *Janggi* [Asian chess], etc.)
- (13) Travelling
- (14) Historic heritage sites tour
- (15) Working out/exercises (sports)
- (16) Mountain climbing
- (17) Fishing
- (18) Other (Specify: _____)
- (19) Not applicable

Q34. Are you interested in participating in any cultural hobby club in the future?

- (1) Yes Go to Question 34-1.
- (2) No Go to Question 35.

- Q34-1. [Present Show Card 5] In which of the following hobby clubs are you interested in participating in the future? (Please select all you are interested in. However, please exclude online (Commercial online services/Internet) clubs.)
- (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/Videos
 - (8) Broadcasts/entertainment
 - (9) Cartoon (including characters, animations)
 - (10) Entertainment/playing games
 - (11) Surfing the internet, computer
 - (12) Home & hobby activities (gardening, *Baduk* [Go game], *Janggi* [Asian chess], etc.)
 - (13) Travelling
 - (14) Historic heritage sites tour
 - (15) Working out/exercises (sports)
 - (16) Mountain climbing
 - (17) Fishing
 - (18) Other (Specify: _____)
 - (19) I am not interested in participating.

Arts and Cultural Education

- Q35. [Present Show Card 7] Besides regular 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 35-1.
 - (2) No ⇒ Go to Question 36.
- Q35-1. What was the class/course that you took about? (Please mark all that apply.)
- (1) Literature
 - (2) Art (including photography/calligraphy/architecture/design)
 - (3) Western Music
 - (4) Traditional arts events (Korean traditional music, folk plays)
 - (5) Dance
 - (6) Theatrical plays (including musicals)
 - (7) Movies (including videos)
 - (8) Entertainment(Acting, singing)
 - (9) Cartoon (including characters, animations)
 - (10) Home & hobby
 - (11) Historic and cultural heritage
 - (12) Other (Specify: _____)

Q35-2. What was the biggest reason why you received the education outside of school (including the one you are currently receiving, if applicable)? (Please select only one.)

- (1) To build knowledge and expertise in my specialty area (major).
- (2) To broaden my cultural experience and knowledge
- (3) I was interested.
- (4) To relieve stress
- (5) To be better prepared for entrance exams or to improve academic performance
- (6) To develop cultural sensitivity and to cultivate emotional intelligence

Q35-3. 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, 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: _____)

Q35-4. 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

Q35-5. 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) (Please select only one.)

- (1) Tuition should be less expensive
- (2) The content should be more substantial (Classes should be well prepared)
- (3) Lecturers/Instructors should be more professional
- (4) It should go beyond theory-oriented education (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: _____)

Q36. Besides school education, are you interested in receiving any education related to arts and culture in the future?

- (1) Yes ⇒ Go to Question 36-1.
- (2) No ⇒ Go to Question 37.

Q36-1. [Present Show Card 7] Which of the following types of arts and cultural education are you interested in? (Please mark all that apply.)

- (1) Literature
- (2) Art (including photography/calligraphy/architecture/design)
- (3) Western Music
- (4) Traditional arts events (Korean traditional music, folk plays)
- (5) Dance
- (6) Theatrical plays (including musicals)
- (7) Movies (including videos)
- (8) Entertainment(Acting, singing)
- (9) Cartoon (including characters, animations)
- (10) Home & hobby
- (11) Historic and cultural heritage
- (12) Other (Specify: _____)

Q37. What is the biggest difficulty when you try to take arts and culture-related courses or classes outside school? (Please select only two in order of priority.)

First: _____ Second: _____

- (1) It is costly.
- (2) I don't have time for this.
- (3) Contents are not substantial.
- (4) There is no class/course offered that suits my interest.
- (5) There is no facility offering arts/cultural education close to my residence.
- (6) Inconvenient transportation
- (7) I have no one to take a class/course with me.
- (8) I don't have enough information.
- (9) Other (Specify: _____)

Q38. Do you think the arts and cultural education that you received from school has been helpful to your cultural life?

- (1) Very helpful
- (2) Helpful
- (3) Moderately helpful
- (4) Not very helpful
- (5) Not helpful at all

Cultural Policies

Q39. How would you rate the culture of our country compared to those of other countries in the world?

- (1) Very high
- (2) Somewhat high
- (3) Neither high or low
- (4) Somewhat low
- (5) Very low

Q40. Which of the following government cultural policy programs do you think should be most emphasized in the future? (Please select only one.)

- (1) Developing cultural infrastructure to expand opportunities for more people to enjoy culture
- (2) Promoting the arts by improving conditions for artistic creation, etc.
- (3) Promoting popular arts and culture/cultural industries such as film industry
- (4) Promoting the culture and tourism industry
- (5) Preserving and inheriting cultural heritage assets and traditional cultures
- (6) Exploring and developing unique and original local cultures
- (7) Expanding cultural exchanges between the South and the North, and between Korea and other countries
- (8) Providing diverse programs that would develop people's cultural sensitivity
- (9) Promoting informatization of culture
- (10) Other (Specify: _____)

Q41. If there is a plan to build or expand cultural facilities in the area that you live to improve the quality of living, which of the following facilities do you think is most needed? (Please select one.)

- (1) Performing arts center
- (2) Movie theatre
- (3) Library
- (4) Museum
- (5) Art Museum
- (6) Civic (or County/Neighborhood) centers
- (7) Cultural arts centers
- (8) Community welfare centers
- (9) Youth centers
- (10) Cultural centers
- (11) Private cultural centers
- (12) Continuing education or extension programs run by universities
- (13) Other (Specify: _____)

Q42. Which of the following do you think the government should place most emphasis on for the prosperity of arts? (Please select only one.)

- (1) Financial supports for artists (artist organizations)
- (2) Expanding functions of government agencies which specialize in arts
- (3) Guaranteeing full freedom of artistic creation activities
- (4) Providing/expanding facilities and spaces for artists' activities
- (5) Fostering arts professionals
- (6) Expanding arts education opportunities to the general public
- (7) Expanding arts exchanges with other countries
- (8) Providing diverse arts events
- (9) Other (Specify: _____)

Q43. Which of the following fields of arts and culture do you think is the most advanced field in our country? (Please select only one.)

- (1) Literature
- (2) Art (including photography/calligraphy/architecture/design)
- (3) Western classical music
- (4) Traditional arts events (Korean traditional music, folk plays)
- (5) Dance
- (6) Theatrical plays (including musicals)
- (7) Film making
- (8) Entertainment
- (9) Other (Specify: _____)

Q44. Which of the following fields of arts and culture do you think is the least advanced field in our country? (Please select only one.)

- (1) Literature
- (2) Art (including photography/calligraphy/architecture/design)
- (3) Western classical music
- (4) Traditional arts events (Korean traditional music, folk plays)
- (5) Dance
- (6) Theatrical plays (including musicals)
- (7) Film making
- (8) Entertainment
- (9) Other (Specify: _____)

Q45. On which of the following do you think the government should place most emphasis for the prosperity of the cultural industries? (Please select only one.)

- (1) Establishing a quasi-governmental agency exclusively in charge of supporting the cultural industries
- (2) Providing more opportunities for enjoying arts and culture to general public to enhance creativity
- (3) Designating and supporting cultural industry complex
- (4) Proving proper systems to encourage investment in cultural industries
- (5) Fostering cultural industry professionals
- (6) Developing motifs related to our cultural tradition and heritage
- (7) Other (Specify: _____)

Q46. Which of the following do you think the government should place most emphasis on for the prosperity of the culture and tourism industry? (Please select only one.)

- (1) Developing/exploring resources for tourism such as things to eat, things to see, things to enjoy, etc.
- (2) Providing tourism infrastructure such as transportation, site markers, etc.
- (3) Developing unique programs for historic-cultural experience
- (4) Improving conditions that promote tourism such as encouraging people to take vacations in different months of the year
- (5) Financial supports and tax incentives for tourism business
- (6) Fostering tourism professionals
- (7) Reducing regulations on developing large-scale tourist complex
- (8) Other (Specify: _____)

- Q47. What do you think is the first thing the government should do to preserve and inherit the historic-cultural heritage and the traditional culture? (Please select only one.)
- (1) Increasing the budget for the historic-cultural heritage and the traditional culture
 - (2) Fostering historic-cultural heritage and traditional culture professionals
 - (3) Designating more sites as historic and cultural heritage preservation sites
 - (4) Providing more opportunities for historic-cultural heritage and traditional culture education
 - (5) Expanding government agencies that are in charge of the historic-cultural heritage and the traditional culture
 - (6) Providing more supports for social organizations related the historic-cultural heritage and the traditional culture
 - (7) Other (Specify: _____)

- Q48. Which of the following do you think the government should place most emphasis on in order to revitalize cultural activities in the area that you live? (Please select only one.)
- (1) Building/expanding more cultural facilities
 - (2) Providing diverse cultural events continuously
 - (3) Support for cultural organizations and hobby clubs
 - (4) Providing more opportunities for cultural education to the residents
 - (5) Fostering cultural professionals
 - (6) Introducing the responsible care management system on cultural facilities
 - (7) 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—1000,000 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