

ID Number	A1-1997-0017-Eng
Title	Survey on Cultural Enjoyment, 1997

※ The following questions are about 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. During weekdays (excluding holidays or weekends), 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.)

Approximately \_\_\_\_\_(hours) \_\_\_\_\_(minutes)

Q3. How do you usually spend your free time? (Interviewer instruction: Present Show Card 1.)

Q3-1. Weekdays: ( ), ( ), ( )

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

Q3-2. Weekends/holidays: ( ), ( ), ( )

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

<Show Card>

- (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 (including napping/sleeping)
- (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) Browsing online service/playing electronic games
- (16) Drinking alcohol
- (17) Going to *Noraebang* [Karaoke]
- (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) Other (Specify: \_\_\_\_\_ )

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

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

Q5. 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 3 above.)

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

(Please select three leisure activities from the examples listed in the <Show Card> under Question 3 above.)

Q6. What is the biggest obstacle you experience when you try to spend your leisure time doing the activities you like? (Please select only one.)

- (1) It is financially burdensome.
- (2) I have no time to enjoy leisure.
- (3) Relevant facilities and programs are not enough.
- (4) I have no one to do with
- (5) Getting relevant information is hard.
- (6) I am too tired.
- (7) Other ( \_\_\_\_\_ )

※ The following questions are about participation in arts

Q7. In the past 1 year (July 1<sup>st</sup>, 1996—June 30<sup>th</sup>, 1997), how many times have you been to (attended) each of the following types of arts events? (If you have never been to any cultural event in the past 1 year, please answer “zero (0) times.”)

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

(If you have ever been to any of the events in each category, even once, please continue to Question 7-1. If you have never been to any, please skip to Question 8.)

Q7-1. 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 ( )

Q7-2. What do you think should be done before anything else to improve arts events? (Please select two.)

- ( ), ( )
- (1) Quality of the work should be better than that.
  - (2) Attendance (participation) should cost less.
  - (3) It should be held more often.
  - (4) It should be held more often somewhere close to the area that I live.
  - (5) Events should be more widely and actively advertised.
  - (6) There should be more easy-to-understand events.
  - (7) Other ( )

Q8. What are the biggest obstacles that you have to overcome to attend arts events? (Please select two.)

- ( ), ( )
- (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 ( )

(11) I am not very interested in arts events

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
- (5) Public facilities/educational facilities
- (6) Friends/acquaintances
- (7) Hobby club
- (8) Other ( )
- (9) I am not interested

Q10. On which of the following items are you currently spending the most? (Please select two in order of priority from the examples listed in the <Show Card> below.)

Interviewer Instruction: Present <Show Card 2>.

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

Q10-1. If you had more time and money that you could spend freely, on which of the following items would you like to increase spending? (Please select two in order of priority from the examples listed in the <Show Card> below.)

Interviewer Instruction: Present <Show Card 2>.

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

<Show Card>

- (1) Buying and renting books/magazines
- (2) Buying records, tapes, CDs
- (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 ( )
- (13) Not applicable

Q11. Which of the following fields of arts and culture do you think is the most advanced field in our country? (Please select only one from the examples listed in the <Show Card> below.) Interviewer Instruction: Present <Show Card 3>.

Q11-1. Which of the following fields of arts and culture do you think is the least advanced field in our country? (Please select only one from the examples listed in the <Show Card> below.) Interviewer Instruction: Present <Show Card 3>.

<Show Card>

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

※ The following questions are about cultural heritage.

Q12. In the past 1 year (July 1<sup>st</sup>, 1996—June 30<sup>th</sup>, 1997), how many times have you visited each of the following sites? If you have ever visited any, how satisfied were you with your visits? (If you have never visited any, please skip to Question 13)

	Number of Visits	Q12-1. Level of Satisfaction				
		Strongly satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Strongly dissatisfied
1) Old palaces, historic and cultural monuments/sites	(    ) times	1	2	3	4	5
2) Museums	(    ) times	1	2	3	4	5
3) Folk villages	(    ) times	1	2	3	4	5

Q12-2. What do you think should be done before anything else to improve the sites you have visited? (Please select two.)

(    ), (    )

- (1) Collections and things to see should be more diversely provided.
- (2) Admission and other costs should be less pricey.
- (3) There should be more special events, such as special exhibitions.
- (4) They should have more site markers and more professional tour guides.
- (5) They should have more volunteers.
- (6) Transportation should be more conveniently provided.
- (7) They should have more amenities in and around the sites.
- (8) Other (            )

Q13. Have you ever taken any cultural heritage tours to experience cultural heritage assets or historic-cultural monuments/sites?

(1) Yes

(2) No

(If you have taken any cultural heritage tour, please continue to Question 13-1. If not, please skip to Question 14.)

Q13-1. How many times do you usually take cultural heritage tours in 1 year?

Approximately \_\_\_\_\_ times (per year)

Q13-2. How satisfied were you with the cultural heritage tours that you experienced?

(1) Strongly satisfied

(2) Somewhat satisfied

(3) Neither satisfied nor dissatisfied

(4) Somewhat dissatisfied

(5) Strongly dissatisfied

※ The following questions are about mass media such as newspapers, TV, etc.

Q14. In which of the following sections of the newspaper are you most interested in? (Please select two in order.)

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

(1) Politics

(2) Business

(3) Society

(4) Culture

(5) Sports/Leisure

(6) World/International

(7) Life

(8) Other ( )

(9) I hardly read newspapers

Q15. Where do you usually listen to the radio? (Please select only one.)

(1) At home

(2) At work

(3) In a car

(4) Carry it with me and listen almost always

(5) I hardly listen to the radio.

(6) Other ( )

Q16. How many hours do you usually watch television in a day? (If you do not watch television, please answer "0".)

Q16-1. Weekday \_\_\_\_\_hours \_\_\_\_\_minutes (per day)

Q16-2. Weekend/holiday \_\_\_\_\_hours \_\_\_\_\_minutes (per day)

(If you watch television, even for a short time in a day, please continue to Question 16-3. If you do not watch television at all, please skip to Question 17.)

Q16-3. What types of television programs do you mostly watch? (Please select two in order.)

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

- (1) News and report programs
- (2) Drama (e.g. drama series, drama special, etc.)
- (3) Entertainment
- (4) Live sports
- (5) Movie
- (6) Education/Culture (documentaries, etc.)
- (7) Learning/Study (foreign languages, entrance exam prep courses, etc.)
- (8) Other ( )

Q17. Are you able to watch cable TV or satellite TV at your home?

	Yes -----	No -----
1) Cable TV	1	2
2) Satellite TV	1	2

Q18. How many books have you read in the past 1 year (July 1<sup>st</sup>, 1996—June 30<sup>th</sup>, 1997)?  
(Please do not count magazines, periodicals, textbooks, or study aids.) (If you have not read a book, please answer “0” books.)

Approximately \_\_\_\_\_ books

(If you have read any books, even one, please continue to Question 18-1. If not, please skip to Question 19.)

Q18-1. What were the books you read mostly about? (Please select two.)

( ), ( )

- 1) Philosophy/Religion/Humanities
- (2) Literature/Arts
- (3) History
- (4) Social science
- (5) Science (Natural science/Technology/Computer)
- (6) Life/Health
- (7) Other ( )

Q18-2. How do you mainly get books to read? (Please select only one.)

- (1) Purchase
- (2) Loan from libraries
- (3) Borrow from friends/acquaintances
- (4) Rent from book rental stores
- (5) Other ( )

Q19. How many comic books or magazines do you usually read in a month? (If you have not read a comic book, please answer '0' comic books.)

Approximately \_\_\_\_\_ comic books/magazines (per month)

(If you have ever read any comic books or magazines, even one, please continue to Question 18-1. If not, please skip to Question 20.)

Q19-1. How do you mainly get comic books/magazines to read? (Please select only one.)

- (1) Purchase from a bookstore
- (2) Rent from book rental stores
- (3) Read in comics reading rooms
- (4) Borrow from friends/acquaintances
- (5) Read those that are displayed in other places
- (6) Other (                    )

Q20. How many movies on video tapes do you usually watch in a month?

(If you have not watched movies on video tapes, please answer '0' comic books.)

Approximately \_\_\_\_\_ movies (per month)

(If you have ever watched any movies using VHS players, even once, please continue to Question 20-1. If not, please skip to Question 21.)

Q20-1. What are the movies that you watch mostly about? (Please select two.)

- (1) Romance
- (2) Softcore pornography (erotic)
- (3) Horror/SF
- (4) Action (adventure, heroes, western, detectives, violence)
- (5) Family/Religion
- (6) Animation
- (7) Non-fiction (historic figures, history, documentaries)
- (8) Arts/Culture (culture, music, arts in general)
- (9) Sports
- (10) Study aids (foreign languages, entrance exam prep courses)
- (11) Other (                    )

Q21. Do you have a personal computer at home?

- (1) Yes
- (2) No

(If you have a personal computer at home, please continue to Question 21-1. If not, please skip to Question 22.)

Q21-1. During weekdays (excluding holidays or weekends), how many hours do you usually use computers at home? (If you do not use a computer, please answer "0".)

Approximately \_\_\_\_\_hours \_\_\_\_\_minutes (per day)

Q21-2. For what purpose do you mainly use the computer at home? (Please select only one.)

- (1) Entertainment/playing games
- (2) Learning/study (foreign language/schoolwork)
- (3) Office work (documentation/revenue management/customer management)
- (4) Obtaining and exchanging information (PC Communication/Internet)
- (5) Professional practice (computer graphics/programming)
- (6) Other ( )

Q22. Are you currently using the following media at home?

(If you are using PC Communication or the Internet, please continue to Question 22-1. If not, please skip to Q23.)

	Yes -----	No -----
1) PC Communication	1	2
2) Internet	1	1

Q22-1. During weekdays (excluding holidays or weekends), how many hours do you usually spend on PC Communication or the Internet at home in a day?

Approximately \_\_\_\_hours \_\_\_\_minutes (per day)

Q22-2. Which of the following online services (PC Communications/Internet) do you mainly use at home? (Please select two in order.)

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

- (1) Work-related services such as e-mail, fax, etc.
- (2) Entertainment services such as chatting, games, etc.
- (3) Information for everyday life such as home, travel, etc.
- (4) Specialized information such as banking, financial, etc.
- (5) Hobby activities such as hobby clubs
- (6) Internet services
- (7) Other ( )

※ The following questions are about cultural facilities.

Q23. The following are cultural facilities in the area that you live. How many times have you used or visited each of the facilities listed below in the past 1 year (July 1<sup>st</sup>, 1996—June 30<sup>th</sup>, 1997)? (If you have never used or visited, please answer “0” times.)

- 1) Civic (or County/Neighborhood) centers ( ) times
- 2) Community welfare centers ( ) times
- 3) Youth centers ( ) times
- 4) Cultural centers ( ) times
- 5) Libraries ( ) times
- 6) Continuing education or extension programs run by universities ( ) times

7) Private cultural centers (run by department stores, newspaper companies, etc.) (\_\_\_\_\_) times

(If you have used or visited any of the facilities listed above, please continue to Q23-1. If you have never visited any of those, please skip to Q24.)

Q23-1. How satisfied were you with amenities and conditions in each of the following facilities that you used or visited?

	Strongly satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Strongly dissatisfied
1) Civic (or County/ Neighborhood) centers	1	2	3	4	5
2) Community welfare centers	1	2	3	4	5
3) Youth centers	1	2	3	4	5
4) Cultural centers	1	2	3	4	5
5) Libraries	1	2	3	4	5
6) Continuing education or extension programs run by universities	1	2	3	4	5
7) Private cultural centers (run by department stores, newspaper companies, etc.)	1	2	3	4	5

Q23-2. How satisfied were you with the programs offered by each of the following facilities that you used or visited?

	Strongly satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Strongly dissatisfied
1) Civic (or County/ Neighborhood) centers	1	2	3	4	5
2) Community welfare centers	1	2	3	4	5
3) Youth centers	1	2	3	4	5
4) Cultural centers	1	2	3	4	5
5) Libraries	1	2	3	4	5
6) Continuing education or extension programs run by universities	1	2	3	4	5
7) Private cultural centers (run by department stores, newspaper companies, etc.)	1	2	3	4	5

Q24. Currently, many cities, counties, and districts are hosting cultural events such as local festivals and street fairs. Have you ever participated(visited) cultural events such as local festivals and street fairs in the area that you live?  
(1) Yes  
(2) No  
(If you have been to any of these festivals, please continue to Question 24-1. If not, please skip to Question 25.)

Q24-1. How satisfied were you with the cultural events (local festivals, street fairs) in the area that you live when you participated?  
(1) Strongly satisfied  
(2) Somewhat satisfied  
(3) Neither satisfied nor dissatisfied  
(4) Somewhat dissatisfied  
(5) Strongly dissatisfied

Q24-2. What do you think should be done before anything else to improve the local festival (street fair) in the area that you live? (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 (                    )

Q25. Where do you mainly get information about cultural events (local festivals, street fairs) held in the city/county (district) that you live?  
(1) Newspapers, magazines  
(2) TV, radio  
(3) Flyers (including posters, leaflets)  
(4) Telephone service/PC Communication  
(5) Public facilities/educational facilities  
(6) Friends/acquaintances  
(7) Other (                    )

Q26. Have you ever participated in any volunteer activities related to cultural organizations, local cultural facilities, or conserving cultural heritage?  
(1) Yes, in the past.  
(2) Yes, currently.  
(3) Never  
(If you have participated or currently participating, please continue to Question 26-1. If not, please skip to Question 27.)

Q26-1. How many times have you usually participated in culture-related volunteer activities per month?

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

Q26-2. 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

Q27. Are you currently participating in the following 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 Korean Music
- (5) Dance
- (6) Theatrical plays
- (7) Movies
- (8) Video related
- (9) Broadcasts
- (10) Electronic games
- (11) Home & hobby activities (gardening, *Baduk* [Go game], *Janggi* [Asian chess], etc.)
- (12) Traveling
- (13) Historic heritage tour
- (14) Working out/exercises (sports)
- (15) Mountain climbing
- (16) Fishing
- (17) Other (                    )
- (18) Not applicable

**※ The following questions are about arts education.**

Q28. Besides school education (standard curricula/extracurricular activities), have you ever received any arts-related education? (Please include any types of arts education that you are currently learning, if applicable.)

- (1) Yes
- (2) No

(If you have received any arts-related education, please continue to Question 28-1. If not, please skip to Question 29.)

Q28-1. Which of the following types of arts education have you received?

- (1) Literature
- (2) Art (including photography/calligraphy/architecture/design)
- (3) Western Classical Music
- (4) Traditional Korean Music
- (5) Dance
- (6) Theatrical plays
- (7) Film/movie (including video making)
- (8) Entertainment
- (9) Other (                    )

- Q28-2. What was the biggest reason why you received the arts education outside of school? (excluding standard curricula/extracurricular activities in school) (including the one you are currently receiving, if applicable) (Please select mark all that apply.)
- (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) Other (                    )
- Q28-3. Where did you take the classes or courses that you listed above? (including the one you are currently receiving, if applicable) (Please select 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 (                    )
- Q28-4. How satisfied were you with the arts 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
- Q28-5. What do you think should be done before anything else to improve arts 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
  - (5) Class size should be smaller
  - (6) Educational facilities and environment should be improved
  - (7) Other (                    )
- Q29. If you had more time and money that you could spend freely, and if there are arts courses or classes offered nearby, which of the following types of arts do you want to learn? (Please select mark all that apply.)
- (1) Literature
  - (2) Art (including photography/calligraphy/architecture/design)
  - (3) Western Classical Music
  - (4) Traditional Korean Music
  - (5) Dance
  - (6) Theatrical plays
  - (7) Film/movie (including video making)

- (8) Entertainment
- (9) Other (                    )
- (10) I am not interested

**※ The following questions are about culture-related policies.**

30. How would you rate arts and culture in our country compared to those in other countries?

- (1) Very high
- (2) Somewhat high
- (3) Neither high nor low
- (4) Somewhat low
- (5) Very low

Q31. Which of the following government cultural policy programs do you think should be most emphasized in the future? (Please select only one.)

- (1) Helping all people in the country to be able to enjoy culture
- (2) Promoting the development of industries which contain culture contents
- (3) Passing on the traditional cultural heritage in modern, creative ways
- (4) Restoring cultural homogeneity between South Korean and North Korea
- (5) Actively introducing our cultures to other countries
- (6) Promoting development of original local cultures
- (7) Supporting artistic creation activities
- (8) Other (                    )

Q32. Which of the following do you think the government should place most emphasis on for the prosperity of arts ? (Please select two in order of priority.)

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

- (1) Financial support 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 national arts education and improving education system
- (7) Expanding arts and cultural exchanges with other countries
- (8) Providing diverse arts events
- (9) Other (                    )

Q33. 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 two in order of priority.)

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

- (1) Performing arts center
- (2) Movie theatre
- (3) Library
- (4) Museum

- (5) Art Museum
- (6) Civic (or County/Neighborhood) centers
- (7) Community welfare centers
- (8) Youth centers
- (9) Cultural centers
- (10) Private cultural centers
- (11) Continuing education or extension programs run by universities
- (12) Other ( )

Q34. 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 two in order of priority.)

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

- (1) Building/expanding more cultural facilities
- (2) Providing diverse cultural events
- (3) Support for cultural organizations and hobby clubs
- (4) Providing more opportunities for cultural education to the residents
- (5) Fostering cultural professionals
- (6) Promoting cultural exchanges with other regions and with other countries
- (7) Broad advertising of cultural events and facilities
- (8) Other ( )

Q35. Which of the following do you think the government should do before anything else to preserve and maintain our cultural heritage? (Please select only one.)

- (1) Increase the budget for preserving the cultural heritage
- (2) Foster cultural heritage specialists
- (3) Designate more sites as cultural heritage preservation sites
- (4) Provide more educational opportunities to learn about cultural heritage
- (5) Provide more supports for cultural heritage-related clubs
- (6) Other ( )

Q36. Please tell us what you feel about each of the following statements.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1) In the future, cultural affluence will become more important than economic affluence.	1	2	3	4	5
2) Under any circumstances, the government should not intervene or interfere with artists' creation activities.	1	2	3	4	5
3) It is desirable to preserve historic monuments/sites and cultural heritage assets in their original conditions, even if it may cause inconvenience.	1	2	3	4	5
4) In the future, the cultural industry will become our major export rather than factory-manufactured goods.	1	2	3	4	5

5) Environmental protection is more important than tourism site development.	1	2	3	4	5
6) In order to restore homogeneity between South Korea and North Korea, cultural exchange is more important than any other type of exchange.	1	2	3	4	5
7) Print media, such as books and newspapers, will gradually change into visual media.	1	2	3	4	5
8) In order to globalize Korean culture, introducing our traditional cultures abroad is more necessary than receiving foreign cultures.	1	2	3	4	5
9) A job that ensures more free time is desirable, even if you earn less money.	1	2	3	4	5
10) The budget for cultural expenditures should be drastically increased relative to other spending plans.	1	2	3	4	5

**※ 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 (                    )

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.)

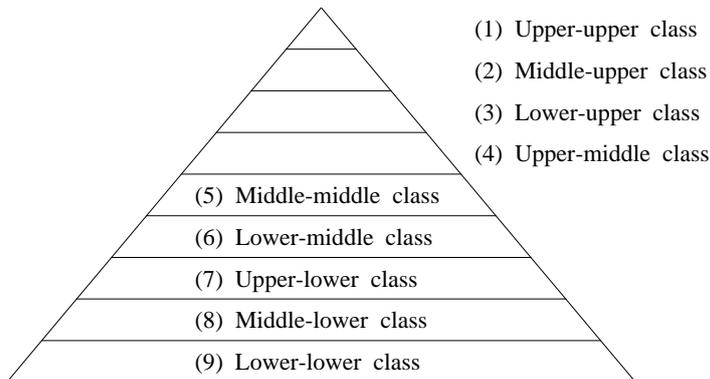
- (8) Machine and equipment related occupations (equipment operators, machine operators, drivers, etc.)
- (9) Simple manual laborers (street cleaners, janitors, laborers, etc.)
- (10) Homemakers
- (11) Students
- (12) Retirees/pensioners
- (13) Unemployed
- (14) Other ( )

DQ4. Where did you mainly grow up?

- (1) Large city (Seoul/metropolitan city)
- (2) Small to medium sized city
- (3) *Eup* [township] or *Myeon* [village] area

DQ5. Which class do you think you belong to in the picture of a ladder shown below?

Interviewer instruction: Present <Show Card 4>.



DQ6. 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

<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 (including napping/sleeping)
- (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) Browsing online service/playing electronic games
- (16) Drinking alcohol
- (17) Going to *Noraebang* [Karaoke]
- (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) Other (Specify: \_\_\_\_\_ )

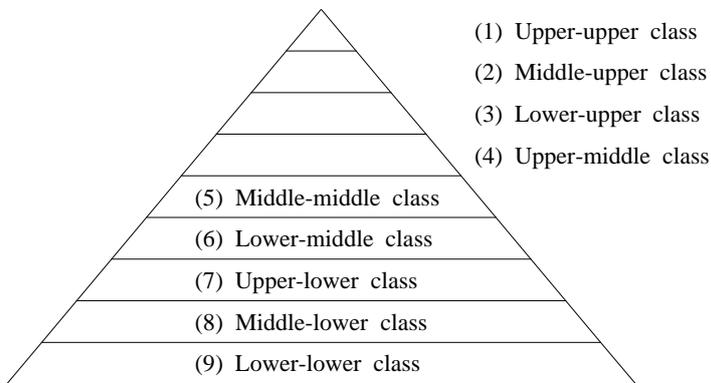
<Show Card 2>

- (1) Buying and renting books/magazines
- (2) Buying records, tapes, CDs
- (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

<Show Card 3>

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

<Show Card 4>



<Show Card 5>

- (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