

ID Number	A1-1998-0022-Eng
Title	Survey on Cultural Enjoyment, 1998 [Special Survey]

※ Leisure

Q1. 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)

Q2. 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) 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 ()

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

Approximately _____0,000 won

Q4. 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 ()

※ Participation in arts and expenditure related cultural items

Q5. In the past 1 year (Nov. 11th, 1997—Oct. 31st, 1998), 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 6.
If you have never been to any, please skip to Question 7.)

Q6. 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

Q7. 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.)

First:_____ Second:_____

Q7-1. 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.)

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

Q8. In the past 1 year (Nov. 11th, 1997—Oct. 31st, 1998), 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)

		Q8-1. 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
4) Cultural heritage tours	() times	1	2	3	4	5

Q8-1. 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 ()

※ Mass Media

Q9. 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

Q10. How many hours do you usually watch television in a day? (If you do not watch television, please answer “0”.)

Q10-1. Weekday ____hours ____minutes (per day)

Q10-2. Weekend/holiday ____hours ____minutes (per day)

(If you watch television, even for a short time in a day, please continue to Question 10-3. If you do not watch television at all, please skip to Question 11.)

Q10-3. 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 ()

Q11. How many books have you read in the past 1 year (Nov. 11th, 1997—Oct. 31st, 1998)?
(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 11-1. If not, please skip to Question 12.)

Q11-1. 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 ()

Q11-2. 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 ()

Q12. 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 12-1. If not, please skip to Question 13.)

Q12-1. 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 ()

※ Cultural facilities

Q13. 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 (Nov. 11th, 1997—Oct. 31st, 1998)? (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 |

Q13-1. 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

Q13-2. 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

※ Culture-related policies

Q14. 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 ()

Q15. 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 ()

Q16. 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 ()

Q17. 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) In the future, the cultural industry will become our major export rather than factory-manufactured goods.	1	2	3	4	5
3) A job that ensures more free time is desirable, even if you earn less money.	1	2	3	4	5
4) The budget for cultural expenditures should be drastically increased relative to other spending plans.	1	2	3	4	5

Background Questions

DQ1. Age

- (1) 10s
- (2) 20s
- (3) 30s
- (4) 40s
- (5) 50s
- (6) 60 and above

DQ2. Sex

- (1) Male
- (2) Female

DQ3. Residential place

- (1) Seoul
- (2) Busan
- (3) Daegu
- (4) Incheon
- (5) Gwangju
- (6) Daejeon
- (7) Ulsan
- (8) *Si* [City] area of Gyeonggi-do
- (9) *Gun* [County] area of Gyeonggi-do

- (10) *Si* [City] area of Gangwon-do
- (11) *Gun* [County] area of Gangwon-do
- (12) *Si* [City] area of Chungcheongbuk-do
- (13) *Gun* [County] area of Chungcheongbuk-do
- (14) *Si* [City] area of Chungcheongnam-do
- (15) *Gun* [County] area of Chungcheongnam-do
- (16) *Si* [City] area of Jeollabuk-do
- (17) *Gun* [County] area of Jeollabuk-do
- (18) *Si* [City] area of Jeollanam-do
- (19) *Gun* [County] area of Jeollanam-do
- (20) *Si* [City] area of Gyeongsangbuk-do
- (21) *Gun* [County] area of Gyeongsangbuk-do
- (22) *Si* [City] area of Gyeongsangnam-do
- (23) *Gun* [County] area of Gyeongsangnam-do

DQ4. Educational attainment

- (1) Middle school graduate or below
- (2) High school graduate
- (3) Currently attending college or above

DQ5. Occupation

- (1) Professional/managerial occupations
- (2) Office/clerical occupations
- (3) Service/sales occupations
- (4) Production workers
- (5) Homemakers
- (6) Students
- (7) Unemployed/other

DQ6. Average monthly income

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

DQ7. Change in income level after the economic crisis

- (1) Increased
- (2) No change
- (3) Decreased ⇒ Go to Q7-1.

DQ7-1. If decreased in Q7, please write the amount.

- (0) Not applicable
- (1) Decreased by 10% or less
- (2) Decreased by 11-30%,

- (3) Decreased by 30-50%
- (4) Decreased by 51% or more