

ID Number	A1-2008-0017-Eng
Title	Survey on Cultural and Artistic Activities : Suppliers

■ Sex

1. Male
2. Female

■ Name of the Business: \_\_\_\_\_

■ Age: \_\_\_\_\_ years old

1. 20~29
2. 30~39
3. 40~49
4. 50~59
5. 60 or older

SQ1. What type of cultural organization are you affiliated with?

<b>Production Agency</b>	<ol style="list-style-type: none"> <li>1. Theatrical play</li> <li>2. Musical</li> <li>3. Traditional music</li> <li>4. Classical music</li> <li>5. Dance</li> <li>6. Fine arts</li> <li>7. Writers</li> </ol>
<b>Distribution Agency</b>	<ol style="list-style-type: none"> <li>8. Performing art centers/theaters</li> <li>9. Performance management/marketing/promoting</li> <li>10. Art galleries/museum</li> <li>11. Publishing company</li> </ol>
<b>Support &amp; Sponsors</b>	<ol style="list-style-type: none"> <li>12. Support and sponsor</li> </ol>

SQ2. [If Cultural production or Distribution agency] In your company, is your position a lead of a team that in charge of planning arts and cultural events or higher?

[If support & sponsors] In your company, are you in charge of providing support and sponsorship to arts and cultural events and production?

1. Yes → [Continue to Q1]
2. No → [Stop the survey. Thank the respondent.]

Q1. How does your (or your agency's) current financial situation compare to the past financial crisis, so-called IMF bailout period?

1. Much worse than what it was during IMF bailout period
2. Slightly worse than what it was during IMF bailout period
3. About the same as what it was during IMF bailout period
4. Slightly better than what it was during IMF bailout period
5. Much better than what it was during IMF bailout period

Q2. This year, is there any proposal regarding arts and cultural planning, producing/creating, distributing, or support/sponsorship that you (or your agency) had to drop or reduce the scope due to the recent economic conditions?

1. Had a proposal, but had to (or will) drop/reduce the scope → [Go to Q2-1]
2. The proposal was executed (or will be executed) as planned
3. Had no proposal in the first place

Q2-1. (If you (or your agency) dropped/reduced the scope of an art/cultural proposal) What was the biggest reason why you did so?

1. Skyrocketing (currency) exchange rates
2. To reduce the total cost
3. There seems no demand for it
4. Rising cost on the supply side (vendor, materials and supplies)
5. Unilateral cancellation from the side of suppliers (or distributors)
6. Depleted motivation due to the economic hardship

Q3. Let's set your (or your agency's) spending on each of the following items in the year 2008 to be 100(%). How would you set the next year's (2009) budget on each item compared to your spending in 2008?

Compared to 2008 spending [set to 100]	
A. Purchasing supplies and materials (including support & sponsor)	Year 2008 100% vs Year 2009 _____%
B. (Employees) Professional development (including support & sponsor)	Year 2008 100% vs Year 2009 _____%
C. Performance/presentation—Domestic (including support & sponsor)	Year 2008 100% vs Year 2009 _____%
D. Performance/presentation—International (including support & sponsor)	Year 2008 100% vs Year 2009 _____%
E. Hosting or importing foreign artists/artifacts' performance/presentation (including support & sponsor)	Year 2008 100% vs Year 2009 _____%
F. [Agencies & organizations only] Organization maintenance	Year 2008 100% vs Year 2009 _____%
G. [Agencies & organizations only] Staffing/human resources	Year 2008 100% vs Year 2009 _____%
H. [Agencies & organizations only] Ordinary operating expenses	Year 2008 100% vs Year 2009 _____%

- Q4. Have you ever participated (or sponsored if companies/local governments) in the following arts and cultural programs? (Mark all that apply.)
1. Arts and cultural programs applicable to Culture Voucher or Tickets for Love program (including support & sponsor)
  2. Cultural center's continuing education programs for seniors (including support & sponsor)
  3. Free arts and cultural events at community cultural facilities (including support & sponsor)
  4. "Culture on the Go", travelling performances or exhibitions (including support & sponsor)
  5. Participating in (and/or sponsoring) arts and culture related clubs
  6. Participating in (and/or sponsoring) local community festivals
  7. Free cultural events for the underprivileged people (including support & sponsor)

Q4-1. (If ever participated in at least one of the above) How satisfied were you with the program in which you participated?

1. Very satisfied
2. Somewhat satisfied
3. Neutral
4. Somewhat dissatisfied
5. Very dissatisfied

Q4-2. (If ever participated in at least one of the above) If the economic downturn continues, what would you do with those programs in the future?

1. Massive cut
2. Cut a little bit
3. Maintain the current level
4. Expand a little
5. Massive expansion

Q5. Since Lee Myung-Bak government took the office, do you think the opportunities for ordinary people to access to culture and the arts have been increased or decreased?

1. Significantly increased than before
2. Somewhat increased than before
3. About the same as before
4. Somewhat decreased than before
5. Significantly decreased than before

Q6. How serious do you think is the polarization of arts and cultural engagement among Korean people? (0=There is no such polarization to 10=very serious polarization)

0	1	2	3	4	5	6	7	8	9	10
There's no such polarization				At the moderate level				Very serious Polarization		

Q7. How do you expect the level of polarization of arts and cultural engagement among Korean people in the future? (0=There will be no such polarization to 10=Will be very much serious)

0	1	2	3	4	5	6	7	8	9	10
There will be no such polarization				At the moderate level				Polarization will become very serious		

Q8. If the economic downturn continues, what will be the most important thing that the government should focus on in order to enhance the arts and cultural engagement?

1. Expanding free admission at public cultural facilities (e.g., National/Public Museum, etc.)
2. Having the public sectors take responsibilities of school age children's arts and cultural education
3. Providing full/generous support to amateurs' arts and cultural activities
4. Expanding opportunities to arts and cultural participation for the underprivileged (e.g., low-income, seniors, disabled, rural area, etc.)
5. Promoting arts and cultural engagement in easy-to-access, local facilities and space
6. Expanding travelling performances/activities of renowned artists (organizations)

Q9. Since the Lee Myung-Bak government took the office, do you think the things has gotten better for you to do your business of arts and cultural planning, producing/creating, distributing, or support/sponsoring? Or has it gotten worse?

1. Much better than before
2. Slightly better than before
3. Not seen any difference
4. Slightly worse than before
5. Much worse than before

Q10. How serious do you think is the polarization of artistic production-distribution-planning-supporting depending on artists' name value or size of art and cultural organizations or agencies? (0=There is no such polarization to 10=very serious)

0	1	2	3	4	5	6	7	8	9	10
There's no such polarization				At the moderate level				Very serious Polarization		

Q11. How do you expect the level of polarization of artistic production/distribution/planning/supporting depending on artists' name value or size of art and cultural organizations or agencies? (0=There will be no such polarization to 10=Will be very serious)

0	1	2	3	4	5	6	7	8	9	10
There will be no such polarization				At the moderate level				Will be very serious		

Q12. If the economic downturn continues, what would be the most important thing that the government should focus on in order to promote the art and cultural production/creation/distribution/planning efforts?

1. Financial programs (such as low-interest loans) for artists/organizations/businesses
2. Direct financial supports for artists/organizations/businesses
3. Tax credits for artists/organizations/businesses
4. Strengthening the arts and cultural infrastructure
5. Expanding free admission to public arts and cultural facilities by offering subsidy programs
6. Fostering potential consumers through public arts and cultural education
7. Supports for young, promising or small-scale artist/organizations/businesses

Q13. If the economic downturn continues, what would be the most important thing that the government's arts and cultural policy should primarily focus on?

1. Aggressive efforts to export *Hallyu* (the Korean Wave)-based arts and cultural programs
2. Refraining from throwing showy/display-oriented arts and cultural events
3. Expanding free admission opportunities to public cultural facilities
4. Financial supports and tax benefits for arts and cultural organizations
5. Expanding opportunities to cultural appreciation for the vulnerable, underprivileged population

Q14. If the economic downturn continues, what type/field of arts do you think will suffer the most? Please list two in order.

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

1. Literature
2. Fine arts
3. Photograph
4. Architecture
5. Western classical music
6. Traditional music
7. Theatrical play
8. Musical
9. Dance
10. Other: \_\_\_\_\_

Q15. If the economic downturn continues, what do you think the biggest source of difficulties would be that the art world will face?

1. Difficulties of international cultural exchange due to Korean Won-depreciation
2. Financial difficulties such as financing or circulation of funds
3. Structural difficulties due to poor management
4. Managerial difficulties due to the abrupt decline in consumer spending
5. Managerial difficulties due to massive cuts in supports both from the public and the private sectors
6. Polarization between small businesses and large-scale businesses

- Q16. If the economic downturn continues, how effective do you think the post-hoc support system would be, compared to previous pre-support system, in order to promote self-sustainability of the art world?
1. It will have very positive effects compared to the previous system
  2. It will have slightly positive effects compared to the previous system
  3. There will be no significant difference
  4. It will have slightly negative effects compared to the previous system
  5. It will have very negative effects compared to the previous system
- Q17. When the economic downturn continues, how effective do you think the support system based on the principle of “selection and concentration” would be?
1. It will have very positive effects
  2. It will have slightly positive effects
  3. Magnitude of its positive will about the same as its negative effects
  4. It will have slightly negative effects
  5. It will have very negative effects
- Q18. If the economic downturn continues, what would be the most desirable direction for managing a national/public arts and cultural organization?
1. More efforts should be given to strengthen its public responsibilities rather than to strengthen its financial soundness
  2. More efforts should be given to strengthen its financial soundness rather than its public responsibilities
  3. Efforts should be given to strengthen both public responsibilities and financial soundness at the same rate.
- Q19. If the economic downturn continues, what do you think the most determining factor would be for audience’s decision to go and see an arts/cultural event or performance?
1. Content and quality of the event (performance)
  2. Reasonable ticket price
  3. How famous the performers/artists/starring casts are
  4. How famous the place (e.g., performing center) is
  5. Ease of transportation
  6. Amenities
  7. Other \_\_\_\_\_
- Q20. When the economic downturn continues, what the field of your specialization should most focus on in order to ensure self-sustainability of the field?
- \_\_\_\_\_
- Q21. If the economic downturn continues, what do you think the government should work the most on in order to fostering the field of your specialty?
- \_\_\_\_\_

Q22. **[To agency/organizational respondents]** Where do you think the size of your organization, in terms of revenue and human resources, is placed among the art world that your organization belongs to?

**[To individual respondents]** Where do you think your income level is placed among other artists in your specialized field?

1. Large (Top)
2. Mid-size (Middle)
3. Small (Bottom)