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| ID Number | A1-2008-0018-Eng |
| Title | Survey on Cultural and Artistic Activities : Consumers |

■ Sex

1. Male
2. Female

■ Age: _____ years old (*Should be at or over 15 years old to be eligible*)

1. 10~19
2. 20~29
3. 30~39
4. 40~49
5. 50~59
6. 60 or older

SQ. Where do you currently live?

- | | | |
|------------|----------------------------|-----------------------------|
| 1. Seoul | 8. Gyeonggi - Si[city] | 16. Jeonbuk - Si[city] |
| 2. Busan | 9. Gyeonggi - Gun[county] | 17. Jeonbuk - Gun[county] |
| 3. Daegu | 10. Gangwon - Si[city] | 18. Jeonnam - Si[city] |
| 4. Incheon | 11. Gangwon - Gun[county] | 19. Jeonnam - Gun[county] |
| 5. Gwangju | 12. Chungbuk - Si[city] | 20. Gyeongbuk - Si[city] |
| 6. Daejeon | 13. Chungbuk - Gun[county] | 21. Gyeongbuk - Gun[county] |
| 7. Ulsan | 14. Chungnam- Si[city] | 22. Gyeongnam - Si[city] |
| | 15. Chungnam - Gun[county] | 23. Gyeongnam - Gun[county] |

Q1. How does your 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. In this year, have you (or your family) canceled or cut any arts or cultural spending plan because of the recent economic condition? Or is there any cultural spending plan that you are going to cancel or cut soon?

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 have canceled or cut any cultural spending) Which of the following have you canceled or cut (or going to cancel or cut)? Please mark all that apply.

1. Book purchase
2. Performance (recitals, opera, musical, theatrical play, etc.) going
3. Museum going
4. Movie or pop music concerts going
5. Community cultural facility going
6. Historic landmarks going
7. Participating local festivals
8. Taking arts/culture related classes (yourself or your children)
9. Arts or culture related materials and artifacts purchase

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. Book purchase | Year 2008 100% vs Year 2009 _____% |
| B. Performance (recitals, opera, musical, theatrical play, etc.) going | Year 2008 100% vs Year 2009 _____% |
| C. Museum going | Year 2008 100% vs Year 2009 _____% |
| D. Movie or pop music concerts going | Year 2008 100% vs Year 2009 _____% |
| E. Community cultural facility going | Year 2008 100% vs Year 2009 _____% |
| F. Historic landmarks going | Year 2008 100% vs Year 2009 _____% |
| G. Participating local festivals | Year 2008 100% vs Year 2009 _____% |
| H. Taking arts/culture related classes (yourself or your children) | Year 2008 100% vs Year 2009 _____% |
| I. Arts or culture related materials and artifacts purchase | Year 2008 100% vs Year 2009 _____% |

Q4. In the year 2008, have you ever participated in any of the following arts and cultural events? Please mark all that apply.

1. Going to an arts/cultural event through Culture Voucher or Tickets for Love program
2. Cultural center's continuing education programs for seniors
3. Free performances and/or exhibitions at community cultural facilities
4. Travelling performances of major (renowned) art companies and organizations
5. Participating in arts and culture related clubs
6. Participating in local community festivals
7. Free admission to national or public museums

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 you ever participated at least one,) If the economic downturn continues, what would happen to these programs listed above?

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 to access to arts and culture in everyday life 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. What do you think will be the most important thing that the government should focus on in order to enhance the arts and cultural engagement of the public?

1. Expanding free admission at public cultural facilities (e.g., National/Public Museum, etc.)
2. Public education system, not private education sectors, takes the 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)

Q7. How serious do you think is the polarization of arts and cultural engagement among Korean people? (0=there is no such polarization to 10=polarization is 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 | | | |

Q8. How serious do you think will the polarization of arts and cultural engagement among Korean people in the future? (0=there will be no such polarization to 10=polarization will become very 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 | | | |

Q9. If the economic downturn continues in the next year, what do you think should the government primarily focus on in its arts and cultural policy?

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 to arts and cultural organizations
5. Expanding opportunities to cultural appreciation for the vulnerable, underprivileged population

Q10. If the economic downturn continues, what would be the biggest obstacle that keeps you from going to any arts and cultural events or performances?

1. Burden of cost
2. Having no time to do so
3. No program that I might be interested
4. Transportation inconvenience
5. Lack of amenities
6. Not enough information
7. Having no one to go together
8. Other _____

Q11. If the economic downturn continues, what would be the most determining factor for your 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 _____

Q12. If the economic downturn continues, which of the following would you have to stop or cut the expenses? Please write two in order.

First: _____ Second: _____

1. Clothing (Clothes, shoes, etc.)
2. Food expenses (Grocery, eating out, etc.)
3. Housing expenses (Housing, utilities, etc.)

4. Household supply purchase
5. Medical/health expenses
6. Arts and culture related expenses
7. Education expenses
8. Transportation and communication expenses
9. Other _____

Q13. In the past 12 months period [2007.12.1~2008.11.31], have you ever been to any of the following art events or programs? Please mark your answer.

| | Yes | No |
|--|-----|----|
| A. Literary events (exhibitions of poetry and pictures, book fairs) | | |
| B. Arts (including photography, calligraphies, architecture, design exhibitions) | | |
| C. Classical music performances, opera | | |
| D. Traditional performing arts (traditional music, folk dances) | | |
| E. Theatre, musicals | | |
| F. Dance performance | | |
| G. Movies | | |
| H. Popular music concerts, entertainment shows | | |

<Respondent Characteristics>

D1. How far did you go in school?

1. Middle school graduate or below
2. High school graduate
3. Currently in college
4. College graduate or above

D2. What is your occupation?

1. Executive/managerial occupations (board director or higher)
2. Professional occupations (doctors, lawyers, professors, etc.)
3. Bank or financial occupations
4. Office or clerical occupations
5. Technical occupations
6. Manufacturing occupations
7. Sales/service occupations
8. Independent/freelancing occupations
9. Self-employed
10. Homemakers/staying-at-home moms or dads
11. Teaching occupations
12. Public services/administrations
13. Students
14. Other (_____)

D3. Which of the following is the closest to your total monthly household income? Please include all monthly income of your household, such as or income from the second job, etc.

1. Less than 1,000,000 Won
2. 1,000,000 ~ 1,990,000 Won
3. 2,000,000 ~ 2,990,000 Won
4. 3,000,000 ~ 3,990,000 Won
5. 4,000,000 ~ 4,990,000 Won
6. 5,000,000 ~ 5,990,000 Won
7. 6,000,000 ~ 6,990,000 Won
8. 7,000,000 ~ 7,990,000 Won
9. 8,000,000 ~ 8,990,000 Won
10. 9,000,000 ~ 9,990,000 Won
11. 10,000,000 or above