



Survey on Cultural and Artistic Activities :

Consumers

**CODE BOOK**

Korea Social Science Data Archive

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**SURVEY ON CULTURAL AND ARTISTIC ACTIVITIES : CONSUMERS CODE BOOK**

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## Study Description

<i>Study Title:</i>	Survey on Cultural and Artistic Activities : Consumers
<i>Fieldwork Dates:</i>	25 November, 2008 ~ 7 December, 2008
<i>Principal Investigator:</i>	Cho, Hyun-sung
<i>Producers:</i>	Korea Culture and Tourism Institute
<i>Sample Type:</i>	Stratified quota sampling
<i>Fieldwork Institute:</i>	World Research Co., Ltd.
<i>Fieldwork Methods:</i>	Telephone interview
<i>Number of Cases:</i>	1,051 (valid)
<i>Geographic Coverage:</i>	South Korea including Jeju
<i>Universe:</i>	Persons aged 15 and over
<i>Distributor:</i>	Korea Social Science Data Archive (KOSSDA)

## Please note

In the codebook, each frequency table consists of a variable name, question, and frequency table. The first column, RESPONSE, indicates response categories and the second column, PUNCH, is a value for each response category. The third and fourth columns, FREQ and PERCENT, show the number of individuals and percentage of individuals belonging to a specific response category. The last column VALID % is the percentage of individuals who are assigned to a specific response category without missing data, such as DK (Don't know), NA (No answer), and NAP (Not applicable).

**SEX Respondent: Sex**

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Male	1	379	36.1	36.1
Female	2	672	63.9	63.9
Total		1,051	100.0	100.0

**AAGE Respondent: Age**

Age: \_\_\_\_\_ years old (Should be at or over 15 years old to be eligible)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
15~19 years old	1	80	7.6	7.6
20~29 years old	2	200	19.0	19.0
30~39 years old	3	200	19.0	19.0
40~49 years old	4	200	19.0	19.0
50~59 years old	5	171	16.3	16.3
60 years old or older	6	200	19.0	19.0
Total		1,051	100.0	100.0

**LOC Where does R currently live**

SQ. Where do you currently live?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Seoul	1	200	19.0	19.0
Busan	2	70	6.7	6.7
Daegu	3	50	4.8	4.8
Incheon	4	50	4.8	4.8
Gwangju	5	30	2.9	2.9
Daejeon	6	30	2.9	2.9
Ulsan	7	20	1.9	1.9
Gyeonggi - Si[city]	8	170	16.2	16.2
Gyeonggi - Gun[county]	9	20	1.9	1.9
Gangwon - Si[city]	10	20	1.9	1.9
Gangwon - Gun[county]	11	20	1.9	1.9
Chungbuk - Si[city]	12	20	1.9	1.9
Chungbuk - Gun[county]	13	30	2.9	2.9
Chungnam- Si[city]	14	20	1.9	1.9

Chungnam - Gun[county]	15	30	2.9	2.9
Jeonbuk - Si[city]	16	30	2.9	2.9
Jeonbuk - Gun[county]	17	40	3.8	3.8
Jeonnam - Si[city]	18	30	2.9	2.9
Jeonnam - Gun[county]	19	35	3.3	3.3
Gyeongbuk - Si[city]	20	30	2.9	2.9
Gyeongbuk - Gun[county]	21	35	3.3	3.3
Gyeongnam - Si[city]	22	31	2.9	2.9
Gyeongnam - Gun[county]	23	40	3.8	3.8
Total		1,051	100.0	100.0

### Q01 Current financial situation compared to IMF bailout period

Q1. How does your current financial situation compare to the past financial crisis, so-called IMF bailout period?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Much worse than what it was during IMF bailout period	1	346	32.9	32.9
Slightly worse than what it was during IMF bailout period	2	335	31.9	31.9
About the same as what it was during IMF bailout period	3	310	29.5	29.5
Slightly better than what it was during IMF bailout period	4	53	5.0	5.0
Much better than what it was during IMF bailout period	5	7	0.7	0.7
Total		1,051	100.0	100.0

### Q02 There is any cultural spending plan that should be dropped/reduced

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Had a proposal, but had to (or will) drop/reduce the scope	1	203	19.3	19.3
The proposal was executed (or will be executed) as planned	2	201	19.1	19.1
Had no proposal in the first place	3	647	61.6	61.6
Total		1,051	100.0	100.0

**Q021 R has cut spending on book purchase**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	144	13.7	70.9
Yes	1	59	5.6	29.1
Never dropped/reduced	8	848	80.7	
Total		1,051	100.0	100.0

**Q022 R has cut spending on performance going**

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.

2) Performance (recitals, opera, musical, theatrical play, etc.) going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	95	9.0	46.8
Yes	1	108	10.3	53.2
Never dropped/reduced	8	848	80.7	
Total		1,051	100.0	100.0

**Q023 R has cut spending on museum going**

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.

3) Museum going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	167	15.9	82.3
Yes	1	36	3.4	17.7
Never dropped/reduced	8	848	80.7	
Total		1,051	100.0	100.0

**Q024 R has cut spending on movie/pop music concerts going**

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.

4) Movie or pop music concerts going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	59	5.6	29.1

Yes	1	144	13.7	70.9
Never dropped/reduced	8	848	80.7	
Total		1,051	100.0	100.0

**Q025 R has cut spending on community cultural facility going**

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.

5) Community cultural facility going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	182	17.3	89.7
Yes	1	21	2.0	10.3
Never dropped/reduced	8	848	80.7	
Total		1,051	100.0	100.0

**Q026 R has cut spending on historic landmarks going**

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.

6) Historic landmarks going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	177	16.8	87.2
Yes	1	26	2.5	12.8
Never dropped/reduced	8	848	80.7	
Total		1,051	100.0	100.0

**Q027 R has cut spending on participating local festivals**

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.

7) Participating local festivals

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	192	18.3	94.6
Yes	1	11	1.0	5.4
Never dropped/reduced	8	848	80.7	
Total		1,051	100.0	100.0

**Q028 R has cut spending on taking culture related classes**

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.

8) Taking arts/culture related classes (yourself or your children)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	185	17.6	91.1
Yes	1	18	1.7	8.9
Never dropped/reduced	8	848	80.7	
Total		1,051	100.0	100.0

**Q029 R has cut spending on culture related materials/artifacts purchase**

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.

9) Arts or culture related materials and artifacts purchase

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	185	17.6	91.1
Yes	1	18	1.7	8.9
Never dropped/reduced	8	848	80.7	
Total		1,051	100.0	100.0

**Q0311 Had spending on book purchase in 2008**

Q3. Let's set your (or your agency's) spending on each of the following items in the year 2008 to be 100(%). Had any spending on this item in 2008?

1) Book purchase

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	458	43.6	43.6
Yes	100	593	56.4	56.4
Total		1,051	100.0	100.0



**Q0312 Had spending on performance going in 2008**

Q3. Let's set your (or your agency's) spending on each of the following items in the year 2008 to be 100(%). Had any spending on this item in 2008?  
 2) Performance (recitals, opera, musical, theatrical play, etc.) going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	742	70.6	70.6
Yes	100	309	29.4	29.4
Total		1,051	100.0	100.0

**Q0313 Had spending on museum going in 2008**

Q3. Let's set your (or your agency's) spending on each of the following items in the year 2008 to be 100(%). Had any spending on this item in 2008?  
 3) Museum going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	825	78.5	78.5
Yes	100	226	21.5	21.5
Total		1,051	100.0	100.0

**Q0314 Had spending on movie/pop music concerts going in 2008**

Q3. Let's set your (or your agency's) spending on each of the following items in the year 2008 to be 100(%). Had any spending on this item in 2008?  
 4) Movie or pop music concerts going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	454	43.2	43.2
Yes	100	597	56.8	56.8
Total		1,051	100.0	100.0

**Q0315 Had spending on community cultural facility going in 2008**

Q3. Let's set your (or your agency's) spending on each of the following items in the year 2008 to be 100(%). Had any spending on this item in 2008?  
 5) Community cultural facility going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	853	81.2	81.2
Yes	100	198	18.8	18.8
Total		1,051	100.0	100.0

**Q0316 Had spending on historic landmarks going in 2008**

Q3. Let's set your (or your agency's) spending on each of the following items in the year 2008 to be 100(%). Had any spending on this item in 2008?  
 6) Historic landmarks going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	837	79.6	79.6
Yes	100	214	20.4	20.4
Total		1,051	100.0	100.0

**Q0317 Had spending on participating local festivals in 2008**

Q3. Let's set your (or your agency's) spending on each of the following items in the year 2008 to be 100(%). Had any spending on this item in 2008?  
 7) Participating local festivals

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	826	78.6	78.6
Yes	100	225	21.4	21.4
Total		1,051	100.0	100.0

**Q0318 Had spending on taking culture related classes in 2008**

Q3. Let's set your (or your agency's) spending on each of the following items in the year 2008 to be 100(%). Had any spending on this item in 2008?  
 8) Taking arts/culture related classes (yourself or your children)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	927	88.2	88.2
Yes	100	124	11.8	11.8
Total		1,051	100.0	100.0

**Q0319 Had spending on culture related materials/artifacts purchase in 2008**

Q3. Let's set your (or your agency's) spending on each of the following items in the year 2008 to be 100(%). Had any spending on this item in 2008?  
 9) Arts or culture related materials and artifacts purchase

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	955	90.9	90.9
Yes	100	96	9.1	9.1
Total		1,051	100.0	100.0

**Q0321 [Compared to 2008] Spending on book purchase in 2009**

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?

1) Book purchase

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0 %	0	458	43.6	43.6
10 %	10	12	1.1	1.1
20 %	20	3	0.3	0.3
30 %	30	7	0.7	0.7
40 %	40	1	0.1	0.1
50 %	50	44	4.2	4.2
70 %	70	10	1.0	1.0
80 %	80	25	2.4	2.4
90 %	90	9	0.9	0.9
100 %	100	389	37.0	37.0
110 %	110	5	0.5	0.5
120 %	120	9	0.9	0.9
130 %	130	3	0.3	0.3
150 %	150	15	1.4	1.4
180 %	180	1	0.1	0.1
200 %	200	40	3.8	3.8
300 %	300	15	1.4	1.4
400 %	400	3	0.3	0.3
500 %	500	1	0.1	0.1
1000 %	1000	1	0.1	0.1
Total		1,051	100.0	100.0

**Q0322 [Compared to 2008] Spending on performance going in 2009**

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?

2) Performance (recitals, opera, musical, theatrical play, etc.) going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0 %	0	742	70.6	70.6
10 %	10	7	0.7	0.7

20 %	20	8	0.8	0.8
30 %	30	8	0.8	0.8
40 %	40	1	0.1	0.1
50 %	50	39	3.7	3.7
70 %	70	6	0.6	0.6
80 %	80	15	1.4	1.4
90 %	90	2	0.2	0.2
95 %	95	1	0.1	0.1
100 %	100	185	17.6	17.6
105 %	105	1	0.1	0.1
110 %	110	3	0.3	0.3
120 %	120	3	0.3	0.3
130 %	130	2	0.2	0.2
150 %	150	1	0.1	0.1
200 %	200	14	1.3	1.3
300 %	300	3	0.3	0.3
400 %	400	1	0.1	0.1
500 %	500	1	0.1	0.1
NA	999	8	0.8	0.8
Total		1,051	100.0	100.0

**Q0323 [Compared to 2008] Spending on museum going in 2009**

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?

3) Museum going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0 %	0	825	78.5	78.5
5 %	5	1	0.1	0.1
10 %	10	6	0.6	0.6
20 %	20	6	0.6	0.6
25 %	25	1	0.1	0.1
30 %	30	5	0.5	0.5
50 %	50	32	3.0	3.0
70 %	70	5	0.5	0.5
80 %	80	7	0.7	0.7
90 %	90	3	0.3	0.3

100 %	100	143	13.6	13.6
110 %	110	2	0.2	0.2
120 %	120	2	0.2	0.2
130 %	130	1	0.1	0.1
150 %	150	1	0.1	0.1
200 %	200	11	1.0	1.0
<b>Total</b>		<b>1,051</b>	<b>100.0</b>	<b>100.0</b>

**Q0324 [Compared to 2008] Spending on movie/pop music concerts going in 2009**

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?

4) Movie or pop music concerts going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0 %	0	454	43.2	43.2
5 %	5	1	0.1	0.1
10 %	10	9	0.9	0.9
20 %	20	7	0.7	0.7
30 %	30	6	0.6	0.6
40 %	40	1	0.1	0.1
50 %	50	71	6.8	6.8
60 %	60	3	0.3	0.3
70 %	70	12	1.1	1.1
80 %	80	20	1.9	1.9
90 %	90	4	0.4	0.4
100 %	100	361	34.3	34.3
110 %	110	6	0.6	0.6
120 %	120	5	0.5	0.5
125 %	125	1	0.1	0.1
130 %	130	2	0.2	0.2
150 %	150	14	1.3	1.3
170 %	170	1	0.1	0.1
180 %	180	1	0.1	0.1
200 %	200	37	3.5	3.5
300 %	300	16	1.5	1.5
400 %	400	4	0.4	0.4
500 %	500	4	0.4	0.4

NA	999	11	1.0	1.0
Total		1,051	100.0	100.0

**Q0325 [Compared to 2008] Spending on community cultural facility going in 2009**

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?

5) Community cultural facility going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0 %	0	853	81.2	81.2
10 %	10	7	0.7	0.7
20 %	20	5	0.5	0.5
30 %	30	5	0.5	0.5
50 %	50	13	1.2	1.2
70 %	70	4	0.4	0.4
80 %	80	4	0.4	0.4
100 %	100	141	13.4	13.4
110 %	110	1	0.1	0.1
130 %	130	2	0.2	0.2
150 %	150	5	0.5	0.5
180 %	180	1	0.1	0.1
200 %	200	10	1.0	1.0
Total		1,051	100.0	100.0

**Q0326 [Compared to 2008] Spending on historic landmarks going in 2009**

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?

6) Historic landmarks going

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0 %	0	837	79.6	79.6
10 %	10	11	1.0	1.0
20 %	20	6	0.6	0.6
25 %	25	1	0.1	0.1
30 %	30	4	0.4	0.4
50 %	50	24	2.3	2.3
60 %	60	1	0.1	0.1

70 %	70	1	0.1	0.1
80 %	80	2	0.2	0.2
100 %	100	157	14.9	14.9
150 %	150	4	0.4	0.4
200 %	200	3	0.3	0.3
<b>Total</b>		<b>1,051</b>	<b>100.0</b>	<b>100.0</b>

**Q0327 [Compared to 2008] Spending on participating local festivals in 2009**

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?

7) Participating local festivals

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0 %	0	826	78.6	78.6
10 %	10	5	0.5	0.5
20 %	20	4	0.4	0.4
30 %	30	3	0.3	0.3
50 %	50	18	1.7	1.7
60 %	60	1	0.1	0.1
70 %	70	2	0.2	0.2
75 %	75	1	0.1	0.1
80 %	80	3	0.3	0.3
90 %	90	1	0.1	0.1
100 %	100	158	15.0	15.0
120 %	120	1	0.1	0.1
150 %	150	4	0.4	0.4
200 %	200	16	1.5	1.5
300 %	300	4	0.4	0.4
NA	999	4	0.4	0.4
<b>Total</b>		<b>1,051</b>	<b>100.0</b>	<b>100.0</b>

**Q0328 [Compared to 2008] Spending on taking culture related classes in 2009**

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?

8) Taking arts/culture related classes (yourself or your children)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0 %	0	927	88.2	88.2
20 %	20	3	0.3	0.3
30 %	30	3	0.3	0.3
50 %	50	14	1.3	1.3
60 %	60	3	0.3	0.3
70 %	70	4	0.4	0.4
90 %	90	1	0.1	0.1
100 %	100	85	8.1	8.1
110 %	110	1	0.1	0.1
130 %	130	1	0.1	0.1
150 %	150	4	0.4	0.4
200 %	200	3	0.3	0.3
NA	999	2	0.2	0.2
<b>Total</b>		<b>1,051</b>	<b>100.0</b>	<b>100.0</b>

**Q0329 [Compared to 2008] Spending on culture related materials/artifacts purchase in 2009**

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?

9) Arts or culture related materials and artifacts purchase

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0 %	0	955	90.9	90.9
10 %	10	3	0.3	0.3
20 %	20	3	0.3	0.3
50 %	50	9	0.9	0.9
60 %	60	1	0.1	0.1
70 %	70	1	0.1	0.1
80 %	80	2	0.2	0.2
100 %	100	68	6.5	6.5
150 %	150	1	0.1	0.1



180 %	180	1	0.1	0.1
200 %	200	3	0.3	0.3
500 %	500	1	0.1	0.1
NA	999	3	0.3	0.3
Total		1,051	100.0	100.0

**Q0401 R has participated in cultural events through Culture Voucher in 2008**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	418	39.8	88.9
Yes	1	52	4.9	11.1
None	8	581	55.3	
Total		1,051	100.0	100.0

**Q0402 R has participated in cultural center's continuing education for seniors in 2008**

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

2) Cultural center's continuing education programs for seniors

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	455	43.3	96.8
Yes	1	15	1.4	3.2
None	8	581	55.3	
Total		1,051	100.0	100.0

**Q0403 R has participated in free performances at community cultural facilities in 2008**

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

3) Free performances and/or exhibitions at community cultural facilities

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	280	26.6	59.6
Yes	1	190	18.1	40.4
None	8	581	55.3	
Total		1,051	100.0	100.0

**Q0404 R has participated in travelling performances or exhibitions in 2008**

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

4) Travelling performances of major (renowned) art companies and organizations

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	414	39.4	88.1
Yes	1	56	5.3	11.9
None	8	581	55.3	
Total		1,051	100.0	100.0

**Q0405 R has participated in arts/culture related clubs in 2008**

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

5) Participating in arts and culture related clubs

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	397	37.8	84.5
Yes	1	73	6.9	15.5
None	8	581	55.3	
Total		1,051	100.0	100.0

**Q0406 R has participated in local community festivals in 2008**

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

6) Participating in local community festivals

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	238	22.6	50.6
Yes	1	232	22.1	49.4
None	8	581	55.3	
Total		1,051	100.0	100.0

**Q0407 R has participated in free admission to national/public museums in 2008**

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

7) Free admission to national or public museums

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	298	28.4	63.4

Yes	1	172	16.4	36.6
None	8	581	55.3	
Total		1,051	100.0	100.0

**Q041 How satisfied with cultural programs in which R participated**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very satisfied	1	76	7.2	16.2
Somewhat satisfied	2	201	19.1	42.8
Neutral	3	179	17.0	38.1
Somewhat dissatisfied	4	13	1.2	2.8
Very dissatisfied	5	1	0.1	0.2
NAP	8	581	55.3	
Total		1,051	100.0	100.0

**Q042 Future prospect of arts/cultural programs**

Q4-2. (If you ever participated at least one,) If the economic downturn continues, what would happen to these programs listed above?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Massive cut	1	28	2.7	6.0
Cut a little bit	2	233	22.2	49.6
Maintain the current level	3	184	17.5	39.1
Expand a little	4	24	2.3	5.1
Massive expansion	5	1	0.1	0.2
NAP	8	581	55.3	
Total		1,051	100.0	100.0

**Q05 Opportunities to access to arts/culture since inauguration of current government**

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Significantly increased than before	1	12	1.1	1.1
Somewhat increased than before	2	97	9.2	9.2
About the same as before	3	771	73.4	73.4

Somewhat decreased than before	4	156	14.8	14.8
Significantly decreased than before	5	9	0.9	0.9
DK/NA	9	6	0.6	0.6
Total		1,051	100.0	100.0

**Q06 Important thing that government should focus on to enhance arts/cultural engagement**

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Expanding free admission at public cultural facilities (e.g., National/Public Museum, etc.)	1	242	23.0	23.0
Public education system takes the responsibilities of school age children's arts and cultural education	2	184	17.5	17.5
Providing full/generous support to amateurs' arts and cultural activities	3	62	5.9	5.9
Expanding opportunities to cultural participation for the underprivileged (e.g., low-income, seniors, disabled, etc.)	4	335	31.9	31.9
Promoting arts and cultural engagement in easy-to-access, local facilities and space	5	194	18.5	18.5
Expanding travelling performances/activities of renowned artists (organizations)	6	29	2.8	2.8
DK/NA	9	5	0.5	0.5
Total		1,051	100.0	100.0

**Q07 How serious is polarization of arts/cultural engagement among people**

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)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0 There's no such polarization	0	1	0.1	0.1
2	2	2	0.2	0.2
3	3	10	1.0	1.0
4	4	16	1.5	1.5
5 At the moderate level	5	221	21.0	21.0
6	6	118	11.2	11.2
7	7	227	21.6	21.6
8	8	240	22.8	22.8

9	9	101	9.6	9.6
10 Very serious polarization	10	115	10.9	10.9
Total		1,051	100.0	100.0

**Q08 How serious will polarization of arts/cultural engagement among people be**

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)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1	1	1	0.1	0.1
2	2	1	0.1	0.1
3	3	14	1.3	1.3
4	4	10	1.0	1.0
5 At the moderate level	5	140	13.3	13.3
6	6	77	7.3	7.3
7	7	205	19.5	19.5
8	8	227	21.6	21.6
9	9	191	18.2	18.2
10 Polarization will become very serious	10	184	17.5	17.5
DK/NA	99	1	0.1	0.1
Total		1,051	100.0	100.0

**Q09 Cultural policy that government should focus on in recession**

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Aggressive efforts to export Hallyu (the Korean Wave)-based arts and cultural programs	1	90	8.6	8.6
Refraining from throwing showy/display-oriented arts and cultural events	2	99	9.4	9.4
Expanding free admission opportunities to public cultural facilities	3	378	36.0	36.0
Financial supports and tax benefits to arts and cultural organizations	4	112	10.7	10.7
Expanding opportunities to cultural appreciation for the vulnerable, underprivileged population	5	369	35.1	35.1
DK/NA	9	3	0.3	0.3
Total		1,051	100.0	100.0

**Q10 Obstacle that keeps people from going to cultural events in recession**

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Burden of cost	1	704	67.0	67.0
Having no time to do so	2	160	15.2	15.2
No program that I might be interested	3	58	5.5	5.5
Transportation inconvenience	4	38	3.6	3.6
Lack of amenities	5	26	2.5	2.5
Not enough information	6	55	5.2	5.2
Having no one to go together	7	9	0.9	0.9
DK/NA	99	1	0.1	0.1
Total		1,051	100.0	100.0

**Q11 Determining factor for audience's decision to go cultural events in recession**

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Content and quality of the event (performance)	1	219	20.8	20.8
Reasonable ticket price	2	653	62.1	62.1
How famous the performers/artists/starring casts are	3	43	4.1	4.1
How famous the place (e.g., performing center) is	4	32	3.0	3.0
Ease of transportation	5	67	6.4	6.4
Amenities	6	21	2.0	2.0
Time	7	6	0.6	0.6
DK/NA	9	10	1.0	1.0
Total		1,051	100.0	100.0

**Q121 Thing that R has to stop/cut expenses: 1st**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Clothing (Clothes, shoes, etc.)	1	454	43.2	43.2
Food expenses (Grocery, eating out, etc.)	2	126	12.0	12.0

Housing expenses (Housing, utilities, etc.)	3	47	4.5	4.5
Household supply purchase	4	189	18.0	18.0
Medical/health expenses	5	24	2.3	2.3
Arts and culture related expenses	6	137	13.0	13.0
Education expenses	7	23	2.2	2.2
Transportation and communication expenses	8	51	4.9	4.9
<b>Total</b>		<b>1,051</b>	<b>100.0</b>	<b>100.0</b>

**Q122 Thing that R has to stop/cut expenses: 2nd**

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

: Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Clothing (Clothes, shoes, etc.)	1	194	18.5	18.5
Food expenses (Grocery, eating out, etc.)	2	147	14.0	14.0
Housing expenses (Housing, utilities, etc.)	3	108	10.3	10.3
Household supply purchase	4	201	19.1	19.1
Medical/health expenses	5	40	3.8	3.8
Arts and culture related expenses	6	240	22.8	22.8
Education expenses	7	27	2.6	2.6
Transportation and communication expenses	8	92	8.8	8.8
DK/NA	99	2	0.2	0.2
<b>Total</b>		<b>1,051</b>	<b>100.0</b>	<b>100.0</b>

**Q131 R has been to literary events in the past year**

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.

1) Literary events (exhibitions of poetry and pictures, book fairs)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	109	10.4	10.4
No	2	942	89.6	89.6
<b>Total</b>		<b>1,051</b>	<b>100.0</b>	<b>100.0</b>

**Q132 R has been to arts exhibitions in the past year**

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.

2) Arts (including photography, calligraphies, architecture, design exhibitions)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	188	17.9	17.9
No	2	863	82.1	82.1
Total		1,051	100.0	100.0

**Q133 R has been to classical music performances in the past year**

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.

3) Classical music performances, opera

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	122	11.6	11.6
No	2	929	88.4	88.4
Total		1,051	100.0	100.0

**Q134 R has been to traditional performing arts in the past year**

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.

4) Traditional performing arts (traditional music, folk dances)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	135	12.8	12.8
No	2	916	87.2	87.2
Total		1,051	100.0	100.0

**Q135 R has been to theatre/musicals in the past year**

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.

5) Theatre, musicals

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	223	21.2	21.2
No	2	828	78.8	78.8
Total		1,051	100.0	100.0



**Q136 R has been to dance performances in the past year**

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.

6) Dance performance

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	41	3.9	3.9
No	2	1,010	96.1	96.1
Total		1,051	100.0	100.0

**Q137 R has been to movies in the past year**

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.

7) Movies

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	584	55.6	55.6
No	2	467	44.4	44.4
Total		1,051	100.0	100.0

**Q138 R has been to popular music concerts in the past year**

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.

8) Popular music concerts, entertainment shows

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	155	14.7	14.7
No	2	896	85.3	85.3
Total		1,051	100.0	100.0

**EDU Respondent: Highest level of education**

D1. How far did you go in school?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Middle school graduate or below	1	218	20.7	20.7
High school graduate	2	361	34.3	34.3
Currently in college	3	133	12.7	12.7
College graduate or above	4	339	32.3	32.3
Total		1,051	100.0	100.0

**JOB Respondent: Occupation**

D2. What is your occupation?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Executive/managerial occupations (board director or higher)	1	6	0.6	0.6
Professional occupations (doctors, lawyers, professors, etc.)	2	9	0.9	0.9
Bank or financial occupations	3	5	0.5	0.5
Office or clerical occupations	4	88	8.4	8.4
Technical occupations	5	30	2.9	2.9
Manufacturing occupations	6	28	2.7	2.7
Sales/service occupations	7	55	5.2	5.2
Independent/freelancing occupations	8	37	3.5	3.5
Self-employed	9	106	10.1	10.1
Homemakers/staying-at-home moms or dads	10	355	33.8	33.8
Teaching occupations	11	12	1.1	1.1
Public services/administrations	12	8	0.8	0.8
Students	13	195	18.6	18.6
Other	14	6	0.6	0.6
Agriculture/Forestry/Stockbreeding	15	49	4.7	4.7
Unemployed	16	62	5.9	5.9
Total		1,051	100.0	100.0

**INC Average monthly household income**

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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Less than 1,000,000 Won	1	145	13.8	13.8
1,000,000 ~ 1,990,000 Won	2	305	29.0	29.0
2,000,000 ~ 2,990,000 Won	3	175	16.7	16.7
3,000,000 ~ 3,990,000 Won	4	175	16.7	16.7
4,000,000 ~ 4,990,000 Won	5	81	7.7	7.7
5,000,000 ~ 5,990,000 Won	6	88	8.4	8.4
6,000,000 ~ 6,990,000 Won	7	24	2.3	2.3
7,000,000 ~ 7,990,000 Won	8	15	1.4	1.4

8,000,000 ~ 8,990,000 Won	9	10	1.0	1.0
9,000,000 ~ 9,990,000 Won	10	4	0.4	0.4
10,000,000 or above	11	29	2.8	2.8
Total		1,051	100.0	100.0