

ID Number	A1-2010-0009-Eng
Title	Survey on Cultural Enjoyment, 2010

BQ1. Respondent's Region

- (1) Seoul
- (2) Busan
- (3) Daegu
- (4) Incheon
- (5) Gwangju
- (6) Daejeon
- (7) Ulsan
- (8) Gyeonggi-do
- (9) Gangwon-do
- (10) Chungcheongbuk-do
- (11) Chungcheongnam-do
- (12) Jeollabuk-do
- (13) Jeollanam-do
- (14) Gyeongsangbuk-do
- (15) Gyeongsangnam-do
- (16) Jeju

BQ2. Size of the Region

- (1) Seoul/Metropolitan city
- (2) City area (*Dong* [neighborhood])
- (3) City area (*Eup* [township], *Myeon* [village])
- (4) Country area

BQ3. Respondent's Sex

- (1) Male
- (2) Female

BQ4. Respondent's Age

Age: \_\_\_\_\_ (in years)      ⇒ Respondent should be 15 years old or older to be interviewed

- (1) 15-19 years old
- (2) 20-29 years old
- (3) 30-39 years old
- (4) 40-49 years old
- (5) 50-59 years old
- (6) 60 years old and over

**Participation in Arts and Artistic Creation Activities**

Q1. [Present Show Card 1] In the past 1 year (March 1<sup>st</sup>, 2009—Feb. 28<sup>th</sup>, 2010), how many times have you been to the following arts and cultural events? (If you have never been to any cultural event in the past 1 year, please answer “zero (0) times.”)

(Interviewer ⇒ Read aloud the options (1)–(8) in Show Card 1 to Respondent.)

- (1) Have been to... ( \_\_\_times) ⇒ Go to Question 1-1.  
 (2) Never been to... ( 0 times) ⇒ Go to Question 2.

※ Interviewer ⇒ If Respondent has ever been to any of the events listed in (1), continue to Q1-1 through Q1-6. Otherwise, skip to (2). Repeat the same for the options (2)–(8) in the show card.

<Show Card 1>

- (1) Literary events (illustrated poems exhibitions, book fairs, “Meet the author” events)  
 (2) Art (including photography/calligraphy/architecture/design) exhibitions  
 (3) Classical music concerts/recitals/operas  
 (4) Traditional arts events (Korean traditional music, *Pungmul*, folk dramas)  
 (5) Theatrical plays (including musicals)  
 (6) Dance (Western dance, Korean traditional dance, contemporary dance)  
 (7) Films  
 (8) Popular music concerts, entertainment shows (TV programs, etc.)

<Q1–Q1-6 Answer Sheet>

	Q1. Number of Attenda- nce	Q1-1. Locatio n of Events	Q1-2. Method of Attenda -nce	Q1-3. Attenda nce Compan -ions	Q1-3-1. Attenda nce Compan -ions among family members	Q1-4. Attenda nce Decision -maker	Q1-5. Level of satisfact -ion	Q1-6. What should be done
(1) Literary events (illustrated poems exhibitions, book fairs, “Meet the author” events)								
(2) Art (including photography/calligraphy/architecture/design) exhibitions								
(3) Classical music concerts/recitals/operas								
(4) Traditional arts events (Korean traditional music, <i>Pungmul</i> , folk dramas)								
(5) Theatrical plays (including musicals)								
(6) Dance (Western dance, Korean traditional dance, contemporary dance)								
(7) Films								
(8) Popular music concerts, entertainment shows (TV programs, etc.)								

Q1-1. Where did the event(s) take place? (Please mark all that apply.)

- (1) City/Province where I live
- (2) City/Province where I don't live
- (3) Foreign country

Q1-2. How did you go to the event(s)? (Please mark all that apply.)

- (1) I bought tickets
- (2) I had complementary tickets
- (3) It was a free event

Q1-3. With whom did you mainly go to the events?

- (1) Alone
- (2) Family member(s)           ⇒ Go to Question 1-3-1.
- (3) Friends (same sex friends)
- (4) Friends (opposite sex friends, dates)
- (5) Hobby club members
- (6) Other (Specify: \_\_\_\_\_ )

Q1-3-1. With which family members did you mainly go to the events?

- (1) Parent
- (2) Spouse
- (3) Children
- (4) Brothers/Sisters
- (5) Other (Specify: \_\_\_\_\_ )

Q1-4. Who is the person that usually decides to go to the events?

- (1) Myself
- (2) Spouse
- (3) Children
- (4) Parent
- (5) Brothers/Sisters
- (6) Friends (same sex friends)
- (7) Friends (opposite sex friends, dates)
- (8) Hobby club
- (9) Other (Specify: \_\_\_\_\_ )

Q1-5. How satisfied were you with the arts event you attended? (If you attended two or more events, please answer based on the most recent event you attended.)

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q1-6. What do you think should be done before anything else to improve the arts event you attended? (If you attended two or more events, please answer based on the most recent event you attended.)

- (1) Quality of the work should be better than that
- (2) Ticket price should be less expensive
- (3) It should be held more often
- (4) It should be held somewhere close
- (5) It should provide more information
- (6) There should be more easy-to-understand events
- (7) Other (Specify: \_\_\_\_\_ )

Q2. Are you interested in going to arts events within the next 1 year?

- (1) Yes ⇒ Go to Question 2-1.
- (2) No ⇒ Go to Question 3.

Q2-1. [Present Show Card 1] Which of the following types of art events are you interested in attending? (Please select all you are interested in.)

- (1) Literary events (illustrated poems exhibitions, book fairs, “Meet the author” events)
- (2) Art (including photography/calligraphy/architecture/design) exhibitions
- (3) Classical music concerts/recitals/operas
- (4) Traditional arts events (Korean traditional music, *Pungmul*, folk dramas)
- (5) Theatrical plays (including musicals)
- (6) Dance (Western dance, Korean traditional dance, contemporary dance)
- (7) Films
- (8) Popular music concerts, entertainment shows (TV programs, etc.)

Q2-2. Which of the following is the most important thing that you consider when you think about going to an arts event?

- (1) Content and quality of the event
- (2) Whether the cost is reasonable
- (3) Name value of the artists(/performers/writers)
- (4) Name value of the event venue
- (5) Transportation convenience
- (6) Amenities
- (7) Opinions of experts about the arts event, reviews on mass media
- (8) Opinion of people I know about the arts event, netizen’s reviews
- (9) Other (Specify: \_\_\_\_\_ )

Q3. Where do you mainly get information and news about arts events? (Please select only one.)

- (1) Newspapers, magazines
- (2) TV, radio
- (3) Signage (placard, signboards, banners, subway ads)
- (4) Internet
- (5) Public facilities/educational facilities
- (6) Acquaintances
- (7) Hobby club
- (8) Other (Specify: \_\_\_\_\_ )

Q4. What is the biggest difficulty when you try to attend arts events? (Please select only one.)

- (1) It is costly
- (2) I don't have time for this
- (3) There is no program that suits my interest
- (4) Inconvenient transportation
- (5) Inconvenient amenities
- (6) Lack of relevant information
- (7) I have no one to go with
- (8) Other (Specify: \_\_\_\_\_ )

Q5. In the past 1 year (March 1<sup>st</sup>, 2009—Feb. 28<sup>th</sup>, 2010), have you done the following artistic creation or presentation activities?

(Interviewer ⇒ Read aloud the options (1)—(8) in Show Card 1 to Respondent.)

- (1) I did artistic creation/presentation activities
- (2) I didn't do artistic creation/presentation activities

※ Creation/presentation activities include participating in literary composition contests/art exhibitions/various competitions, performing in music recitals/theatrical plays/films, or producing plays/films/entertainment programs. However, artistic activities done as a part of standard school curriculum (painting in an art class, playing instruments in music class) or of preparation for higher schools (colleges, art high schools, etc.) should not be included as artistic creation/presentation activities.

	Q5. Artistic Creation/ Presentation Experience
(1) Literary events (illustrated poems exhibitions, book fairs, "Meet the author" events)	
(2) Art (including photography/calligraphy/architecture/design) exhibitions	
(3) Classical music concerts/recitals/operas	
(4) Traditional arts events (Korean traditional music, <i>Pungmul</i> , folk dramas)	
(5) Theatrical plays (including musicals)	
(6) Dance (Western dance, Korean traditional dance, contemporary dance)	
(7) Films	
(8) Popular music concerts, entertainment shows (TV programs, etc.)	

Q6. Are you interested in doing some artistic creation/presentation activities within the next 1 year?

- (1) Yes ⇒ Go to Question 6-1.
- (2) No ⇒ Go to Question 7.

Q6-1. [Present Show Card 1] Which of the following fields of arts are you interested in doing some creation/presentation activities in? (Please select all you are interested in.)

- (1) Literary events (illustrated poems exhibitions, book fairs, "Meet the author" events)
- (2) Art (including photography/calligraphy/architecture/design) exhibitions
- (3) Classical music concerts/recitals/operas
- (4) Traditional arts events (Korean traditional music, *Pungmul*, folk dramas)
- (5) Theatrical plays (including musicals)
- (6) Dance (Western dance, Korean traditional dance, contemporary dance)
- (7) Films
- (8) Popular music concerts, entertainment shows (TV programs, etc.)

Q7. [Present Show Card 2] On which of the following items do you spend the most? Please select two in order of priority from the <Show Card> below.

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

Q8. [Present Show Card 2] If you had more time and money that you could spend freely, on which of the following items would you like to increase spending?

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

<Show Card 2>

- (1) Buying and renting literary books (magazines)
- (2) Buying and renting non-literary books (magazines)
- (3) Going to exhibitions (Exhibitions in museums and art galleries)
- (4) Buying and renting art-related books, DVDs, contents
- (5) Going to classical music concerts and recitals
- (6) Buying and renting classical music-related books, records, tapes, CDs, downloadables, contents
- (7) Going to traditional arts (Korean traditional music, *Pungmul*, folk drama) performances
- (8) Buying and renting traditional arts-related books, records, tapes, CDs, downloadables, contents
- (9) Going to theatrical plays (musicals)
- (10) Buying and renting theatrical plays (musicals)-related books, DVD, contents
- (11) Going to dance (western dance, Korean traditional dance, contemporary dance) performances
- (12) Buying and renting dance-related books, DVD, contents
- (13) Going to entertainment shows (TV/radio programs)/popular music concerts
- (14) Popular arts (music) related books, records, tapes, downloadables, contents
- (15) Taking arts-related lessons or classes (tuition)
- (16) Buying materials/equipment that are needed in art creation activities
- (17) Going to see films
- (18) Buying and renting films-related books, DVD, contents
- (19) Other (Specify: \_\_\_\_\_ )
- (20) Not applicable

**Cultural Facility Use**

Q9. In the past 1 year (March 1<sup>st</sup>, 2009—Feb. 28<sup>th</sup>, 2010), how many times have you visited the following cultural facilities? (If you have never visited any cultural facility in the past 1 year, please answer “zero (0) times.”)

(Interviewer ⇒ Read aloud the options (1)–(9) in Show Card 3 to Respondent.)

(1) Have visited... ( \_\_\_ times) ⇒ Go to Question 9-1.

(2) Never visited... ( 0 times) ⇒ Go to Question 10.

<Show Card 3>

- (1) Civic (or County/Neighborhood) centers
- (2) Cultural arts centers
- (3) Community welfare centers
- (4) Youth centers
- (5) Cultural centers
- (6) Libraries (excluding school libraries)
- (7) Museums (including art museums)
- (8) House(s) of culture
- (9) Continuing education or extension programs run by universities
- (10) Private cultural centers (run by department stores, newspaper or broadcasting companies, etc.)

※ Interviewer ⇒ If Respondent has ever participated in a culture/arts course, record the 1<sup>st</sup> day of participation as 1 time, 2<sup>nd</sup> day of participation as 2 times, and so on.

⇒ If Respondent has ever visited (1), continue to Q9-1 through Q9-4. Otherwise, skip to (2). Repeat the same for the options (2)–(10) in the show card.

<Q9—Q9-4 Answer Sheet>

	Q9. Number of Visits	Q9-1. Location of Facility	Q9-2. Number of Attendance to Cultural Events	Q9-3. Level of Satisfaction with Programs	Q9-4. Level of Satisfaction with Facility
(1) Civic (or County/Neighborhood) centers					
(2) Cultural arts centers					
(3) Community welfare centers					
(4) Youth centers					
(5) Cultural centers					
(6) Libraries (excluding school libraries)					
(7) Museums (including art museums)					
(8) House(s) of culture					
(9) Continuing education or extension programs run by universities					
(10) Private cultural centers (run by department stores, newspaper or broadcasting companies, etc.)					

Q9-1. Where was the facility you visited located? (If you have visited two or more facilities, please answer based on the one you visited most recently.)

- (1) Metropolitan city/Province where I live
- (2) Metropolitan city/Province where I don't live

Q9-2. In the past 1 year (March 1<sup>st</sup>, 2009—Feb. 28<sup>th</sup>, 2010), how many times have you been to cultural events (performances, exhibitions, culture/arts courses) at ((1)—(10))? (If you have never been to any cultural event in the past 1 year, please answer “zero (0) times.”)

- (1) ( \_\_\_ times)     ⇒ Go to Question 9-3.
- (2) ( 0 times)     ⇒ Go to Question 10.

Q9-3. How satisfied were you with the cultural event at ((1)—(10)) that you participated in? (If you attended two or more events at ((1)—(10)), please answer based on the most recent one you attended.)

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q9-4. How satisfied were you with the amenities and facility conditions of ((1)—(10)) when you participated in a cultural event there? (If you attended two or more events at ((1)—(10)), please answer based on the most recent one you attended.)

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q10. Are you interested in participating in any cultural events (performances, exhibitions, culture/arts courses) at your local cultural facilities within the next 1 year?

- (1) Yes     ⇒ Go to Question 10-1.
- (2) No     ⇒ Go to Question 11.

Q10-1. If yes, in which of the following are you most interested in participating?

- (1) Literature courses
- (2) Attending performances (music, theatrical play, dance, etc.)
- (3) Attending art exhibitions
- (4) Film
- (5) Taking arts-related classes (art appreciation, art theories, etc.)
- (6) Participating in arts creation (creation not appreciation) programs
- (7) Other (Specify: \_\_\_\_\_ )

Q10-2. Which of the following is the most important thing that you consider when you think about participating in a program?

- (1) Whether the cost is reasonable
- (2) Quality of the program (content)
- (3) Whether the cultural event fits with my schedule
- (4) Name value of lecturers or sponsoring organization(s)
- (5) Transportation convenience
- (6) Amenities
- (7) Opinions of experts about the cultural event, reviews on mass media
- (8) Opinion of people I know about the cultural event, netizen's reviews
- (9) Other (Specify: \_\_\_\_\_ )

Q11. What is the biggest difficulty when you try to participate in cultural events at your local cultural facilities?

- (1) It is costly.
- (2) I don't have time for this.
- (3) There is no program that suits my interest.
- (4) Inconvenient transportation
- (5) Inconvenient amenities
- (6) Lack of relevant information
- (7) I have no one to go with.
- (8) Other (Specify: \_\_\_\_\_ )

#### **Culture-related Volunteer and Hobby Club Activities**

Q12. Have you ever participated in any volunteer activities related to cultural organizations, local cultural facilities, or conserving cultural heritage?

- (1) Yes, in the past. ⇒ Go to Question 12-1.
- (2) Yes, currently. ⇒ Go to Question 12-1.
- (3) Never ⇒ Go to Question 13.

Q12-1. In the past 1 year (March 1<sup>st</sup>, 2009—Feb. 28<sup>th</sup>, 2010), have you participated in volunteer activities related to cultural organizations, local cultural facilities, or conserving cultural heritage? If so, how many times?

- (1) Yes ( \_\_\_\_\_ times)
- (2) No

Q13. [Present Show Card 4] Are you currently participating in the following hobby clubs?

(Interviewer ⇒ Read aloud the options (1)–(9) in Show Card 4 to Respondent.)

- (1) Yes ⇒ Go to Question 13-1.
- (2) No ⇒ Go to Question 14.

<Show Card 4>

- (1) Literature (including book clubs)
- (2) Art (including photography/calligraphy/architecture/design)
- (3) Western Music (classical music, Western instruments)
- (4) Traditional arts events (Korean traditional music, *Pungmul*, folk dramas)
- (5) Dance (Western dance, Korean traditional dance, contemporary dance)
- (6) Theatrical plays (including musicals)
- (7) Movies (including videos)
- (8) Popular music/entertainment (TV/radio programs, etc.)
- (9) Historic and cultural heritage

※ Interviewer ⇒ If Respondent is participating in (1), continue to Q13-1 through Q13-4. Otherwise, skip to (2). Repeat the same for the options (2)–(9) in the showcard.

<Q13–Q13-4 Answer Sheet>

	Q13. Participating or not	Q13-1. Type of Club	Q13-2. Online or Offline	Q13-3. Number of participation	Q13-4. Level of Satisfaction
(1) Literature (including book clubs)					
(2) Art (including photography/calligraphy/architecture/ design)					
(3) Western Music (classical music, Western instruments)					
(4) Traditional arts events (Korean traditional music, <i>Pungmul</i> , folk dramas)					
(5) Dance (Western dance, Korean traditional dance, contemporary dance)					
(6) Theatrical plays (including musicals)					
(7) Movies (including videos)					
(8) Popular music/entertainment (TV/radio programs, etc.)					
(9) Historic and cultural heritage					

※ If you are participating in two or more hobby clubs in the same category (listed in the Show Card 4: (1)–(9)), please think about the one you spend the most time for when you answer questions Q13-1 through Q13-4.

Q13-1. Hobby clubs can be divided into two types: one is more focused on its members' arts creation activities (performance, recitals), while the other is more focused on appreciation (attending/watching, studying). What type of hobby club are you participating in?

- (1) Creativity (performance, recitals) oriented hobby club
- (2) Appreciation (attending/watching, discussion) oriented hobby club

Q13-2. Is this an online hobby club, where most activities take place on the Internet? Or, is this an offline club?

- (1) Online club
- (2) Offline club

Q13-3. How often are you participating in the club activities (periodic meetings, presentations, recitals, performances, appreciation, discussion, etc.)?

- (1) 2 or more times a week
- (2) Once a week (weekly)
- (3) Once every 2 weeks (bi-weekly)
- (4) Once a month (monthly)
- (5) Once every 2 months (bi-monthly)
- (6) Once every 3 months (quarterly)
- (7) Twice a year (semi-annually)
- (8) Once a year (yearly)
- (9) Other (Specify: \_\_\_\_\_ )

Q13-4. How satisfied are you with your hobby club activities? (If you are participating in two or more clubs, please answer based on the one you spend more time **on** than **on** the other.)

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q14. [Present Show Card 4] Are you interested in participating in the following hobby clubs within the next 1 year?

(Interviewer ⇒ Read aloud the options (1)–(9) in Show Card 4 to Respondent.)

- (1) Yes ⇒ Go to Question 14-1.
- (2) No ⇒ Go to Question 15.

Q14-1. [Present Show Card 4] In which of the following hobby clubs are you interested in participating? (Please select all you are interested in.)

- (1) Literature (including book clubs)
- (2) Art (including photography/calligraphy/architecture/design)
- (3) Western Music (classical music, Western instruments)
- (4) Traditional arts events (Korean traditional music, *Pungmul*, folk dramas)
- (5) Dance (Western dance, Korean traditional dance, contemporary dance)
- (6) Theatrical plays (including musicals)
- (7) Movies (including videos)
- (8) Popular music/entertainment (TV/radio programs, etc.)
- (9) Historic and cultural heritage

Q15. What is the biggest difficulty when you try to join a hobby club?

- (1) It is costly.
- (2) I don't have time for this.
- (3) There is no hobby club nearby.
- (4) There is no one else to go with me.
- (5) There is no hobby club that suits my interest.
- (6) I don't have enough information
- (7) Other (Specify: \_\_\_\_\_ )

### Historic and Cultural Heritage (Traditional Culture)

Q16. In the past 1 year (March 1<sup>st</sup>, 2009—Feb. 28<sup>th</sup>, 2010), how many times have you visited historic and cultural heritage sites (old palaces, royal tombs, temples with historic monuments, birth places of historical figures, etc.)?

- (1) Have visited... ( \_\_\_\_\_ times)      ⇒ Go to Question 16-1.
- (2) Never visited      ⇒ Go to Question 17.

Q16-1. How satisfied were you with the conservation condition of the historic-cultural site that you visited? (If you attended two or more historic-cultural sites, please answer based on the one that you visited most recently.)

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q16-2. How satisfied were you with the amenities (historical markers, signs, transportation, restroom cleanliness, hospitality of nearby stores, etc.) of the historic-cultural site that you visited? (If you attended two or more historic-cultural sites, please answer based on the one that you visited most recently.)

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q17. Are you interested in visiting any historic and cultural sites within the next 1 year?

- (1) Yes      ⇒ Go to Question 17-1.
- (2) No      ⇒ Go to Question 18.

Q17-1. Which of the following is the most important thing that you consider when you think about visiting an historic-cultural heritage site?

- (1) Whether the cost is reasonable
- (2) Quality and variety of things to see there
- (3) Beauty of the surrounding natural environment
- (4) Transportation convenience
- (5) Convenience of nearby facilities and amenities
- (6) Name value of the historic-cultural site
- (7) Opinions of experts about the historic-cultural site, reviews on mass media
- (8) Opinion of people I know about the historic-cultural site, netizen's reviews
- (9) Other (Specify: \_\_\_\_\_ )

Q18. What is the biggest difficulty when you try to visit historic and cultural heritage sites?

- (1) It is costly.
- (2) I don't have time for this.
- (3) There is no historic-cultural heritage site that suits my interest.
- (4) Inconvenient transportation
- (5) Inconvenient amenities
- (6) Lack of relevant information
- (7) I have no one to go with.
- (8) Other (Specify: \_\_\_\_\_ )

### Local Festivals

Q19. In the past 1 year (March 1<sup>st</sup>, 2009—Feb. 28<sup>th</sup>, 2010), have you ever visited local festivals (including street fairs)? If so, how many times?

- (1) Yes (\_\_\_\_times) ⇒ Go to Question 19-1.
- (2) No ⇒ Go to Question 20.

Q19-1. Where were the locations of the local festivals (including street fairs) that you visited? (Please mark all that apply.)

- (1) Metropolitan city/Province where I live
- (2) Metropolitan city/Province where I don't live

Q19-2. Which of the following types of festivals (including street fairs) was the one you visited? (If you have visited 2 or more local festivals, please answer based on the one that you visited most recently.)

- (1) Eco festival
- (2) Arts and cultural festival
- (3) Historical/traditional cultural festival
- (4) Local specialties festival
- (5) Sports festival
- (6) Industrial (processed) products festival (e.g., Kimchi, local beverages, automobiles, etc.)

Q19-3. How satisfied were you with the program contents of the local festival (including street fair) that you visited? (If you have visited 2 or more local festivals, please answer based on the one that you visited most recently.)

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q19-4. How satisfied were you with the amenities (signs, transportation, restroom cleanliness, hospitality of nearby stores, etc.) of the local festival (including street fair) that you visited? (If you have visited 2 or more local festivals, please answer based on the one that you visited most recently.)

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q19-5. What do you think should be done before anything else to improve the local festival (including street fair) you visited? (If you have visited 2 or more local festivals, please answer based on the one that you visited most recently.)

- (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 (Specify: \_\_\_\_\_ )

Q20. Are you interested in visiting any local festivals (including street fairs) within the next 1 year?

- (1) Yes     ⇒ Go to Question 20-1.
- (2) No      ⇒ Go to Question 21.

Q20-1. Which of the following is the most important thing that you consider when you think about visiting local festivals?

- (1) Whether the cost is reasonable
- (2) Quality and diversity of things to see (festival contents)
- (3) Richness of nearby surroundings (natural environment, tourist attractions, etc.)
- (4) Transportation convenience
- (5) Convenience of nearby facilities and amenities
- (6) Name value of festivals
- (7) Opinions of experts about the festival, reviews on mass media
- (8) Opinion of people I know about the festival, netizen's reviews
- (9) Other (Specify: \_\_\_\_\_ )

Q21. What is the biggest difficulty when you try to visit local festivals?

- (1) It is costly.
- (2) I don't have time for this.
- (3) There is no festival that suits my interest.
- (4) Inconvenient transportation
- (5) Inconvenient amenities
- (6) Lack of relevant information
- (7) I have no one to go with.
- (8) Other (Specify: \_\_\_\_\_ )

**Cultural Activities in Cyberspace and Media Use**

Q22. Do you usually use the Internet at least once in a month?

- (1) Yes ⇒ Go to Question 23.
- (2) No ⇒ Go to Question 24.

Q23. Have you ever visited the following websites on the Internet?

(Interviewer ⇒ Read aloud the options (1)–(9) in Show Card 4 to Respondent.)

- (1) Yes ⇒ Go to Question 23-1.
- (2) No ⇒ Go to Question 24.

※ Interviewer ⇒ If Respondent has visited (1), continue to Q23-1 through Q23-3. Otherwise, skip to (2). Repeat the same for the options (2)–(9) in the show card.

<Q23–Q23-3 Answer Sheet>

	Q23. Visited or Not	Q23- 1. Visited in the Past 1 Year	Q23-2. Level of Satisfaction	Q23-3. Using Paid Service or Not
(1) Literature (including book clubs)				
(2) Art (including photography/calligraphy/architecture/design)				
(3) Western Music (classical music, Western instruments)				
(4) Traditional arts events (Korean traditional music, <i>Pungmul</i> , folk dramas)				
(5) Dance (Western dance, Korean traditional dance, contemporary dance)				
(6) Theatrical plays (including musicals)				
(7) Movies (including videos)				
(8) Popular music/entertainment (TV/radio programs, etc.)				
(9) Historic and cultural heritage				

Q23-1. [Present Show Card 4] In the past 1 year (March 1<sup>st</sup>, 2009—Feb. 28<sup>th</sup>, 2010), have you ever visited the following websites?

(Interviewer ⇒ Read aloud the options (1)–(8) in Show Card 4 to Respondent.)

- (1) Yes ⇒ Go to Question 23-2.
- (2) No ⇒ Go to Question 24.

Q23-2. Overall, how satisfied were you with the contents of the website (in (1)–(9)) that you visited? (If you have browsed two or more websites, please answer based on the one that you most frequently visited.)

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q23-3. In the past 1 year, have you ever used any paid services while visiting websites in ((1)–(9))?

- (1) Yes
- (2) No

Q24. [Present Show Card 1] In the past 1 year (March 1<sup>st</sup>, 2009—Feb. 28<sup>th</sup>, 2010), have you ever watched the following arts programs on television (terrestrial TV, cable TV)? (Interviewer ⇒ Read aloud the options (1)–(8) in Show Card 1 to Respondent.)

- (1) Yes
- (2) No

Q25. [Present Show Card 1] In the past 1 year (March 1<sup>st</sup>, 2009—Feb. 28<sup>th</sup>, 2010), have you ever watched/listened to the following arts programs using video tapes, DVDs, or CDs? (Interviewer ⇒ Read aloud the options (1)–(8) in Show Card 1 to Respondent.)

- (1) Yes
- (2) No

Q26. [Present Show Card 1] In the past 1 year (March 1<sup>st</sup>, 2009—Feb. 28<sup>th</sup>, 2010), have you ever watched/listened to the following arts programs on devices other than televisions, such as computers or multi-media players (PMP, DMB, mobile phone, MP3, etc.)? (Interviewer ⇒ Read aloud the options (1)–(8) in Show Card 1 to Respondent.)

- (1) Yes
- (2) No

<Q24—Q26 Answer Sheet>

	Q24. Watching Arts Programs on TV	Q25. Watching/Listening Arts Programs using Videos/DVDs/CDs	Q26. Watching/Listening Arts Programs on computer or multi-media devices (PMP, DMB, mobile phone, MP3, etc.)
(1) Literary events (illustrated poems exhibitions, book fairs, “Meet the author” events)			
(2) Art (including photography/calligraphy/architecture/design) exhibitions			
(3) Classical music concerts/recitals/operas			
(4) Traditional arts events (Korean traditional music, <i>Pungmul</i> , folk dramas)			
(5) Theatrical plays (including musicals)			
(6) Dance (Western dance, Korean traditional dance, contemporary dance)			
(7) Films			
(8) Popular music concerts, entertainment shows (TV programs, etc.)			

### Arts and Cultural Education

- Q27. [Present Show Card 4] Besides regular school education, have you ever taken any classes or courses on the following types of arts and culture (including online education, remote education)? If you are currently taking any, please include this in your answer as well. (Interviewer ⇒ Read aloud the options (1)–(9) in Show Card 4 to Respondent.)
- (1) Yes ⇒ Go to Question 27-1.  
 (2) No ⇒ Go to Question 28.

- Q27-1. Besides school education, have you ever taken any classes or courses on the following types of arts and culture in the past 1 year (March 1<sup>st</sup>, 2009—Feb. 28<sup>th</sup>, 2010)?  
 ※ Including online education, remote education
- (1) Yes ⇒ Go to Question 27-2.  
 (2) No ⇒ Go to Question 28.

<Show Card 4>

- (1) Literature (including book clubs)
- (2) Art (including photography/calligraphy/architecture/design)
- (3) Western Music (classical music, Western instruments)
- (4) Traditional arts events (Korean traditional music, *Pungmul*, folk dramas)
- (5) Dance (Western dance, Korean traditional dance, contemporary dance)
- (6) Theatrical plays (including musicals)
- (7) Movies (including videos)
- (8) Popular music/entertainment (TV/radio programs, etc.)
- (9) Historic and cultural heritage

<Q27—Q27-1 Answer Sheet>

	Q27. Received Arts and Cultural Education or Not	Q27-1. Received Arts and Cultural Education in the Past 1 Year
(1) Literature (including book clubs)		
(2) Art (including photography/calligraphy/architecture/design)		
(3) Western Music (classical music, Western instruments)		
(4) Traditional arts events (Korean traditional music, <i>Pungmul</i> , folk dramas)		
(5) Dance (Western dance, Korean traditional dance, contemporary dance)		
(6) Theatrical plays (including musicals)		
(7) Movies (including videos)		
(8) Popular music/entertainment (TV/radio programs, etc.)		
(9) Historic and cultural heritage		

Q27-2. Where did you take the classes or courses that you listed above? (Please mark all that apply.)

- (1) At a university's socio-cultural continuing education program
- (2) At a public institute (natural history museum, art museum, library, arts and culture center, welfare center, etc.)
- (3) At a private cultural center (run by department store, newspaper or broadcasting 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) Internet website
- (9) Education broadcasts (television, radio)
- (10) Other (Specify: \_\_\_\_\_ )

Q27-3. How satisfied were you with the arts and cultural education that you received? (If you have taken two or more classes/courses, please answer based on the one that you have taken most recently.)

- (1) Strongly satisfied
- (2) Somewhat satisfied
- (3) Neither satisfied nor dissatisfied
- (4) Somewhat dissatisfied
- (5) Strongly dissatisfied

Q27-4. What do you think should be done before anything else to improve arts and cultural education? (If you have taken two or more classes/courses, please answer based on the one that you have taken most recently.)

- (1) Tuition should be less expensive.
- (2) The content should be more substantial.
- (3) Lecturers/Instructors should be more professional.
- (4) It should be practice-experience oriented.
- (5) Class size should be smaller.
- (6) Educational facilities and environment should be improved.
- (7) There should be variety in programs.
- (8) Other (Specify: \_\_\_\_\_ )

Q28. Besides school education, are you interested in receiving any education related to arts and culture within the next 1 year?

※ Including online education, remote education

- (1) Yes ⇒ Go to Question 28-1.
- (2) No ⇒ Go to Question 29.

Q28-1. [Present Show Card 4] Which of the following types of arts and cultural education are you interested in? (Please mark all that apply.)

- (1) Literature (including book clubs)
- (2) Art (including photography/calligraphy/architecture/design)
- (3) Western Music (classical music, Western instruments)
- (4) Traditional arts events (Korean traditional music, Pungmul, folk dramas)
- (5) Dance (Western dance, Korean traditional dance, contemporary dance)
- (6) Theatrical plays (including musicals)
- (7) Movies (including videos)
- (8) Popular music/entertainment (TV/radio programs, etc.)
- (9) Historic and cultural heritage

Q28-2. Which of the following modes of education do you prefer the most?

- (1) Taking a course at a university's socio-cultural continuing education program
- (2) Taking a course at a public institute (natural history museum, art museum, library, arts and culture center, welfare center, etc.)
- (3) Taking a course at a private cultural center (run by department store, newspaper or broadcasting company, etc.)
- (4) Taking a course 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) Internet website
- (9) Education broadcasts (television, radio)
- (10) Other (Specify: \_\_\_\_\_ )

Q29. What is the biggest difficulty when you try to take arts and culture-related courses or classes outside school?

- (1) It is costly.
- (2) I don't have time for this.
- (3) There is no class/course that suits my interest.
- (4) Inconvenient transportation
- (5) Inconvenient amenities
- (6) Lack of relevant information
- (7) I have no one to take a class/course with me.
- (8) Other (Specify: \_\_\_\_\_ )

**※ 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 (Specify: \_\_\_\_\_ )

DQ2. What is your marital status?

- (1) Never married
- (2) Married (including cohabiting)
- (3) Other (separated/divorced/widowed)

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 (Specify: \_\_\_\_\_ )

DQ4. What is the amount of total monthly income of your family?

- (1) 490,000 won or less
- (2) 500,000—990,000 won
- (3) 1,000,000—1,490,000 won
- (4) 1,500,000—1,990,000 won
- (5) 2,000,000—2,990,000 won
- (6) 3,000,000—3,990,000 won
- (7) 4,000,000—4,990,000 won
- (8) 5,000,000 won or more

<Show Card 1> — <Show Card 4>

<Show Card 1>

- (1) Literary events (illustrated poems exhibitions, book fairs, “Meet the author” events)
- (2) Art (including photography/calligraphy/architecture/design) exhibitions
- (3) Classical music concerts/recitals/operas
- (4) Traditional arts events (Korean traditional music, *Pungmul*, folk dramas)
- (5) Theatrical plays (including musicals)
- (6) Dance (Western dance, Korean traditional dance, contemporary dance)
- (7) Films
- (8) Popular music concerts, entertainment shows (TV programs, etc.)

<Show Card 2>

- (1) Buying and renting literary books (magazines)
- (2) Buying and renting non-literary books (magazines)
- (3) Going to exhibitions (Exhibitions in museums and art galleries)
- (4) Buying and renting art-related books, DVDs, contents
- (5) Going to classical music concerts and recitals
- (6) Buying and renting classical music-related books, records, tapes, downloadables, contents
- (7) Going to traditional arts (Korean traditional music, *Pungmul*, folk drama) performances
- (8) Buying and renting traditional arts-related books, records, tapes, downloadables, contents
- (9) Going to theatrical plays (musicals)
- (10) Buying and renting theatrical plays (musicals)-related books, DVD, contents
- (11) Going to dance (western dance, Korean traditional dance, contemporary dance) performances
- (12) Buying and renting dance-related books, DVD, contents
- (13) Going to entertainment shows (TV/radio programs)/popular music concerts
- (14) Popular arts (music) related books, records, tapes, downloadables, contents
- (15) Taking arts-related lessons or classes (tuition)
- (16) Buying materials/equipment that are needed in art creation activities
- (17) Going to see films
- (18) Buying and renting films-related books, DVD, contents
- (19) Other (Specify: \_\_\_\_\_ )
- (20) Not applicable

<Show Card 3>

- (1) Civic (or County/Neighborhood) centers
- (2) Cultural arts centers
- (3) Community welfare centers
- (4) Youth centers
- (5) Cultural centers
- (6) Libraries (excluding school libraries)
- (7) Museums (including art museums)
- (8) House(s) of culture
- (9) Continuing education or extension programs run by universities
- (10) Private cultural centers (run by department stores, newspaper or broadcasting companies, etc.)

<Show Card 4>

- (1) Literature (including book clubs)
- (2) Art (including photography/calligraphy/architecture/design)
- (3) Western Music (classical music, Western instruments)
- (4) Traditional arts events (Korean traditional music, *Pungmul*, folk dramas)
- (5) Dance (Western dance, Korean traditional dance, contemporary dance)
- (6) Theatrical plays (including musicals)
- (7) Movies (including videos)
- (8) Popular music/entertainment (TV/radio programs, etc.)
- (9) Historic and cultural heritage