

1.Can we ask your name, what country you are from, and how long you have been in Korea?

2.What made you come to Korea? - (Business, Work, Travel, Other)

3.Can we ask what your occupation is please?

4.Are you interested in finding more about Korean culture? Yes/No-

If yes, do you have any specific interest? For example, Korean museums, Historic Sights, Food/Drink/Language, Traditional Performances, Korean Wave, Others.

5.Have you heard about the “Korean Wave?” (also known as 'Hallyu' 할류) -1)Yes 2) No -
If yes, how did you first hear about it?

1)TV 2) Internet 3) Magazine 4) Newspaper 5) Word of Mouth 6)others

6.Do you know that the Worldexpo 2012 is being held in Korea this year? Y/N

7.Do you know where it's being held? Do you intend to visit the expo?

8.Can you name any of the other festivals that are held annually in Korea?

9.Can we ask what sights you have visited and intend to visit during your stay?

10.Which part of Korean culture (either pop culture or traditional) are you interested in?
(can choose more than 1 answer)

1)TV Dramas 2) Movies 3) K-pop 4) Stars/Idols 5) Gaming

6) Traditional Performances 7) Martial Arts (Taekwondo) 8) Language

9) Food 10)History 11) Others

11.Are you more interested in Korea after discovering the Korean Wave?

1)Yes (more interested) 2) Same as before 3) No (less interested) 4) Don't know

11. Would you like to guess how many hits Korean music videos had on Youtube (according to a survey by the Chosun Ilbo Jan 16th 2011)?

(answer: 793,574,005)

12. Do you think that the Korean Wave will continue to develop, grow, and become more internationally renowned?

1) Yes, it will continue to rise 2) It may have reached its peak 3) It's on the decline right now 4) Don't know

13. Do you think that Korea tries to promote itself well to overseas countries? For example, the promotion of Korean food, Korean electrical products, cars, entertainment etc?

Is there a reaction to any of this in your country? What do people know about Korea in your home country?

14. Can you name 3 things that come to mind when you hear the word "Korea"?