|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | [NAME OF THE GALLERY] | | | |  | **VISITOR**  **QUESTIONNAIRES** | | | | | |  | |
| Thank you for kindly visiting our gallery booth. We would like to ask you a few questions about your experience of our gallery booth. Your responses are confidential and you will not be identified in the survey results. Your answers and feedback will help us with our research and future planning on promotion of Korean contemporary art. | | | | | | | | | | | | | |
| **Ⅰ. Visitor Profile** | | | | | | | | | | | | | |
| **A. Are you generally interested in Korean art?** | | | | | □ Yes □ No | | | | | | | | |
| **B. Have you been to a Korean art exhibition before?** | | | | | □ Yes □ No | | | | | | | | |
| **C. How knowledgeable are you about Korean art?** | | | | | Very Knowledgeable | | | | | Not Knowledgeable | | | |
| 5 | | 4 | | 3 | | 2 | | 1 |
|  | | | | | | | | | | | | | |
| **Ⅱ. Visitor Feedback** | | | | | | | | | | | | | |
| **D. Please rate your level of satisfaction with each of the**  **following statements regarding the booth visit today.** | | | | | Strongly Like  / Satisfied | | Like / Satisfied | | Neither /  Unsure | | Dislike / Dissatisfied | | Strongly  Dislike / Dissatisfied |
| D-1. How would you rate the booth exhibition overall? | | | | | 5 | | 4 | | 3 | | 2 | | 1 |
| D-2. I liked the artists and their works in the booth. | | | | | 5 | | 4 | | 3 | | 2 | | 1 |
| D-3. I liked the booth display. | | | | | 5 | | 4 | | 3 | | 2 | | 1 |
| D-4. It made me develop interest in Korean Art. | | | | | 5 | | 4 | | 3 | | 2 | | 1 |
| **E. Would you be interested in visiting Korean art exhibitions or events in the future?** | | | | | □ Yes □ No | | | | | | | | |
| **G. Please write any additional comments you may have. (About Korean art, genre, artists, booth display, exhibitor info, etc.)** | | | | |  | | | | | | | | |
|  | | | | | | | | | | | | | |
| **Ⅲ. Personal Data** | | | | | | | | | | | | | |
| **Why did you visit our gallery booth?**  **Select all that apply.** | | □ For networking  □ Interest in Korean art  □ For acquiring knowledge  □ Recommendation from people | | | **Occupation**  □ Art-related  □ Not art-related | | | □ Working in museum  □ Working in art gallery  □ Working in auction house  □ Working in art fair  □ Working in any other art institution | | | | □ Art collector  □ Artist  □ Professor  □ Student  □ Other occupation  Specify:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| **Age Group** | | □ 20s | □ 30s | □ 40s |
| □ 50s | □ 60s | □ Over 70s |

***Thank you for participating in this questionnaire! This questionnaire is conducted by the Korean Ministry of Culture, Sports, and Tourism (MCST) and Korea Arts Management Service (KAMS).***