

Article 33 of the Statistics Act (Protection of Confidentiality, etc.)

Matters learned in the process of compiling statistics that pertain to the secrets of an individual, corporation, or organization shall be protected.

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Hello.

This survey is conducted under the auspices of the Seoul Sports Council as a “questionnaire on citizens’ perceptions related to the Seoul International Marathon.” The survey targets Seoul citizens and aims to collect their overall perceptions of the Seoul International Marathon to be used as basic data for formulating sports policies.

This questionnaire has been prepared and approved under the supervision of the Ministry of Culture, Sports and Tourism. In accordance with Article 33 of the Statistics Act (revised in December 1996), your responses will never be used for purposes other than research, and all personal information will be kept strictly confidential. Participants may withdraw from or discontinue their participation at any time without having to provide any reason, and they will not incur any disadvantage as a result of such withdrawal. There are no right or wrong answers in this survey. For the accuracy of the study, we kindly ask you to take a moment to respond honestly.

I have read and understood all of the above information, and I voluntarily agree to participate in this study.            Agree  / Do not agree

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## Part I. Basic information about the respondent

### 1. Residential area

- ① Jongno-gu ② Jung-gu ③ Yongsan-gu ④ Seongdong-gu ⑤ Gwangjin-gu  
⑥ Dongdaemun-gu ⑦ Jungnang-gu ⑧ Seongbuk-gu ⑨ Gangbuk-g ⑩ Dobong-gu  
⑪ Nowon-gu ⑫ Eunpyeong-gu ⑬ Seodaemun-gu ⑭ Mapo-gu  
⑮ Yangcheon-gu ⑯ Gangseo-gu ⑰ Guro-gu ⑱ Geumcheon-gu ⑲ Dongjak-gu  
⑳ Yeongdeungpo-gu ㉑ Gwanak-gu ㉒ Seocho-gu ㉓ Gangnam-gu  
㉔ Songpa-gu ㉕ Gangdong-gu

### 2. Gender

- ① Male ② Female

### 3. Age

Age in full years: \_\_\_\_\_ years

- ① 20s ② 30s ③ 40s ④ 50s ⑤ 60s

**[As of June 2021, interviews are discontinued for those under 20 years of age.]**

## Part II. Questions on the intangible benefits of the Seoul International Marathon

※ This survey is conducted to estimate the social value of the Seoul International Marathon, which has been selected by World Athletics as one of the world's three great marathon heritage events.

In Seoul, around 100 marathon events of various types are held annually. Among them, the Seoul International Marathon hosted by the Seoul Metropolitan Government is a Gold Label race, the highest grade recognized by World Athletics. In addition, various international marathon events such as the Seoul International Wheelchair Marathon are also held.

Q1. Were you aware that an international marathon event is held in Seoul every year?

- ① I knew about it accurately.
- ② I did not know the exact name, but I knew that there is such an event.
- ③ I did not know at all.

Q2. What is your overall opinion of the Seoul International Marathon held in Seoul?

- ① Very negative
- ② Negative
- ③ Neutral
- ④ Positive
- ⑤ Very positive

Q3. What do you think is the most positive aspect of the Seoul International Marathon? (Please choose two.)

- ① It enhances the image of Seoul and contributes to the city's competitiveness.
- ② It can contribute to the development of the local industrial economy and tourism.
- ③ It contributes to activating sports infrastructure and expanding the base of sport for all in Seoul.
- ④ It enhances citizens' pride and serves as an opportunity for socio-cultural advancement.
- ⑤ Other (            )

Q4. What do you think is the most negative aspect of the Seoul International Marathon? (Please choose two.)

- ① It will lead to economic losses, such as tax expenditures associated with hosting the event.
- ② Public opinion is not sufficiently collected, and the event will be used for the political purposes of a few, such as local government heads.
- ③ The effects gained from holding the event will not be significant.
- ④ There will be many inconveniences, such as control of urban roads for the event.
- ⑤ Other (            )

Q5. In your opinion, in which direction should the Seoul International Marathon be developed?

- ① Course design that can promote Seoul internationally.
- ② Maximizing tourism effects through the event.
- ③ Enhancing the status of the event by inviting elite athletes.
- ④ Turning the event into a festival through the empathy and participation of Seoul citizens.
- ⑤ Other (            )

### Part III. Questions on the tangible benefits of the Seoul International Marathon

※ This survey is conducted to estimate the economic value of the Seoul International Marathon, which has been selected by World Athletics as one of the world's three great marathon heritage events.

The hosting of the Seoul International Marathon generates various effects and values. First, as the capital of the Republic of Korea, Seoul can enhance its brand image and promote the national image, which in turn is expected to increase domestic companies' sales. In addition, during the event period, domestic and international leisure, sports, and tourism activities are invigorated, thereby contributing to the growth of related industries. The event also has various effects such as boosting the pride and morale of Seoul citizens.

Suppose that the Seoul Metropolitan Government can raise additional financial resources to enhance the value of the Seoul International Marathon by creating a fund through voluntary donations from citizens. Considering both the benefits and costs, please answer the following questions.

Q1. If a fund were created through donations for the successful hosting of the Seoul International Marathon, would you be willing to contribute?

- ① Yes (    ) → Go to Q2
- ② No (    ) → Go to Q5

Q2. How much would you be willing to pay as a donation into such a fund for the successful hosting of the Seoul International Marathon?

Amount you are willing to pay: \_\_\_\_\_ KRW

Q3. What is the most important reason you would not be willing to pay (e.g., in the form of additional income tax) for the successful hosting of the Seoul International Marathon?

- ① I do not have sufficient economic resources to pay.
- ② It should be financed by taxes that have already been collected.
- ③ I do not trust that the local government will implement the plan as stated.
- ④ The Seoul International Marathon is not of interest to me.
- ⑤ I doubt that the expected effects will be realized.
- ⑥ I have not been given sufficient information to make a judgment.
- ⑦ Other (                    )

Q4. What is the most important reason you would be willing to pay (e.g., in the form of additional income tax) for the successful hosting of the Seoul International Marathon?

- ① As a citizen of Seoul, to increase my pride in the event.
- ② To strengthen city promotion through the successful hosting of the event.
- ③ To promote the activation of the domestic economy through related industries and tourism in Seoul.
- ④ To promote the activation of marathon as a sport for all.
- ⑤ Because I trust the policies of the local government.
- ⑥ Other (                    )

## Part V. Demographic questions

Q1. What is your highest level of education?

- ① No formal schooling
- ② Elementary school graduate
- ③ Middle school graduate
- ④ High school graduate
- ⑤ Currently enrolled in university
- ⑥ University graduate
- ⑦ Currently enrolled in graduate school
- ⑧ Graduate school graduate

Q2. What is the approximate total monthly household income of all members combined?

- ① Less than 1 million KRW
- ② 1 million – less than 2 million KRW
- ③ 2 million – less than 3 million KRW
- ④ 3 million – less than 4 million KRW
- ⑤ 4 million – less than 5 million KRW
- ⑥ 5 million – less than 6 million KRW
- ⑦ 6 million – less than 7 million KRW
- ⑧ 7 million – less than 8 million KRW
- ⑨ 8 million – less than 9 million KRW
- ⑩ 9 million – less than 10 million KRW
- ⑪ 10 million KRW or more ( \_\_\_\_\_ KRW)

Q3. Do you currently have a full-time occupation?

- ① Unemployed
- ② Office/administrative worker
- ③ Homemaker
- ④ University student
- ⑤ Self-employed
- ⑥ Professional
- ⑦ Research/technical worker
- ⑧ Sales/service worker
- ⑨ Production/technical worker
- ⑩ Public servant (including teachers)
- ⑪ Agriculture, livestock, forestry, or fishery
- ⑫ Other ( \_\_\_\_\_ )

**Thank you very much for taking the time to complete this survey.**