



# LE FRENCH MAY ARTS FESTIVAL MARKETING SURVEY

Complete the questionnaire below and return by fax to 3752 9908, you will have an opportunity to win a special limited edition Le French May gift.

Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

- Hong Kong     Kowloon     New Territories     I am a tourist

**Age:**

- 6-10     11-20     21-30     31-40     41-50     51-60     61 or above

**Profession:**

- Owner     Professional/Executive     Blue-Collar  
 Student (University/Secondary/Primary)     Retired/Unemployed

**Salary:**

- HK\$10,000 or below     HK\$10,001 - \$20,000     HK\$20,001 - \$30,000     HK\$30,001 or above

**Education:**

- Master degree or above     University graduatee     Higher education institutes  
 Secondary school     Primary school

**Gender:**

- Female     Male

**French-speaking:**

- Yes     No

**How did you learn about Le French May?**

- Le French May website     Outdoor advertisements     Word-of-mouth  
 Le French May brochure and leaflets     Magazines/Newspaper     Big screen trailer  
 Le French May posters     MTR panels     Facebook  
 Le French May e-newsletter     TV/Radio     Others  
 Hong Kong Cultural Centre panels     School    (Please specific: \_\_\_\_\_)

Most read magazines: \_\_\_\_\_

Most read newspapers: \_\_\_\_\_

Most visited websites: \_\_\_\_\_

Most watched TV stations: \_\_\_\_\_

Most listened radio stations: \_\_\_\_\_

**Do you collect Le French May souvenirs/memorabilia?**

- Yes     No

**What souvenirs/memorabilia would you like to see?**

\_\_\_\_\_

