

## Readership (Preference & Demographic) Survey

The two main purposes of this questionnaire are:

- 1) to improve our content & quality to best suit your needs,
- 2) to best accommodate the promo needs of our advertising clients.

### **Part A: Circulation, Content & Outlook Aspect of CULTaMAP**

A1. Where do you normally get copies of CULTaMAP?

- a) Handover by friends / relatives    b) Cultural Institute    c) Cafe / Restaurant    d) Gallery / Alternate Spaces  
e) Bookstores    f) Government Venue    g) Academic Spots    h) Others \_\_\_\_\_

A2. Besides CULTaMAP, do you regularly read other cultural magazines / periodicals?

a) Yes, please kindly specify \_\_\_\_\_

b) No

A3. What piece(s) of info / section(s) would you like us to cover in CULTaMAP?

- a) Education    b) Food / Restaurants    c) Community Groups    d) Movies    e) (Cultural) Performing Arts  
f) Sight Seeing / Exploring    g) Personnel Interviews    h) Others, please specify: \_\_\_\_\_

A4. What element(s) entice(s) you to read CULTaMAP (may choose more than one)?

- a) Contents    b) Appealing Cover    c) Free of Charge    d) Words of Mouth    e) Others \_\_\_\_\_

A5. Which piece(s) of content in CULTaMAP do(es) you like the most?

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A6. Please kindly rate the following features of CULTaMAP (5 points being the best)?

Topics Chosen	a) 1	b) 2	c) 3	d) 4	e) 5
Content Relevance	a) 1	b) 2	c) 3	d) 4	e) 5
Content In-depth	a) 1	b) 2	c) 3	d) 4	e) 5
Layout & Design	a) 1	b) 2	c) 3	d) 4	e) 5
Relevance to Your Cultural Interest	a) 1	b) 2	c) 3	d) 4	e) 5

A7. How would you rate CULTaMAP overall (i.e., 5 points being the best)?

- a) 1            b) 2            c) 3            d) 4            e) 5

A8. Any final thoughts that can help improve the content and / or quality of CULTaMAP?

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## Part B: Demographic Details

B1. Are you...

- a) Male                      b) Female

B2. Which education level are you currently working on (OR the highest education level you have attained if you are not currently studying)?

- a) Post-Graduate      b) University / College      c) Secondary School      d) Other, \_\_\_\_\_

B3. What is your estimated monthly household income?

- a) <20,000              b) 20,000 – 34,999              c) 35,000 – 49,999              d) 50,000 or above

B4. Which magazine(s), newspaper(s) & publication(s) do you read regularly?

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B5. Which major of study / occupation specialty are you in?

- a) Business      b) Law      c) Culture / Arts      d) Medical      e) Engineering      f) Literature      g) I.T.  
h) Science      i) Others, please specify \_\_\_\_\_

B6. Please kindly rank your top seven interests (from 1 to 7, while 1 being the best).

- a) Reading \_\_\_      b) Movie \_\_\_      c) Dining \_\_\_      d) Fashion \_\_\_      e) Design \_\_\_      f) Music \_\_\_  
g) Sports / Gym / Yoga \_\_\_      h) Photography \_\_\_      i) Travelling \_\_\_      j) cooking \_\_\_      k) collecting \_\_\_  
l) socialing \_\_\_      m) Shoppinig      n) Others, please specify \_\_\_\_\_

B7. Which item(s) below have you bought / subscribed in the past 12 months (can check more than once).

- a) Watch      b) Mobile Phone      c) Jewellery      d) Travelling      e) Entertainment      f) Interest Lessons /  
Courses      g) Dine-out      h) Other luxury items \_\_\_\_\_

B8. Would it be OK for us to contact you with further questions?

- a) Yes              b) No

WE HEREBY THANK YOU FOR YOUR KINDEST FEEDBACK, AND FINALLY WE APPRECIATE IF YOU CAN LEAVE US YOUR BASIC CONTACT INFO:

Salut: Dr. / Ir. / Prof. / Mr. / Mrs. / Ms. / Mdm.      Name:

Telephone / Mobile:

E-mail:

Would you like to receive correspondence (by e-mail) from us?

- a) Yes                      b) No