

Thinking about your clients within the last 5 years:

1. What is the approximate age group of your clients?
A: 20-35 B: 35-55 C: 55+
2. Who seems to be making the purchase decision for private collectors?
A: Lady of the house B: Man of the house C: Family decision ___ Not sure
3. Where do you most often make sales?
A: art show/fair B: gallery C: studio
D: Internet (blog/facebook/etsy/website/online gallery) E: _____
4. How do people hear about you?
A: show/gallery advertising & promotion B: social media C: word of mouth
D: referral E: invitation through event guest list F: Roadside banner/signs
G: _____
5. Where do your clients live?
A: City of Montreal B: West Island and west of the Island
C: Greater Montreal area (South Shore, Laval) D: Tourists E: _____
6. General occupation of your clients:
A: Professionals (Doctors, Lawyers, Engineers, CEOs etc) B: White collar professions
C: Blue collar jobs D: Home makers E: Corporations
F: _____ ___ Not sure

Part II – Thinking about event advertising. Please include as much information as you can.

1. Where have you previously posted LAA posters or left postcards?
2. Where do you generally find out about community events?
___ Newspapers Which _____
___ Magazines Which _____
___ Radio stations Which _____
___ TV stations Which _____
___ Facebook ___ Tablet ___ Smart Phone ___ Word of mouth ___ Roadside banners
___ Library ___ Billboards ___ Mail flyers ___ Community news bulletins
___ Others Which _____
3. Is there something you would like to suggest for our Fall Show, or Spring show?
4. Are there any guest speakers, or types of demonstrations you would like to see?
5. Do you have a web presence of any kind? Please indicate all sources.
Web site Blog Facebook page Instagram Pinterest Etsy Store Others:
6. Would you like to learn more about social media to market your artwork? Y/N
7. Would you like to take part in a LAA Studio Tour for Summer 2017? Y/N
8. Would you like to help participate in organizing any way? Y/N