

Bay Area National Dance Week 2008 Audience Survey *(est. time only 2 minutes!)*

Please return this form to your event presenter or mail or fax to BANDW by Monday, May 12th.
You may also go to: www.bayareandw.org to print out a survey and return it via mail to BANDW.



By Mail: BANDW c/o Dancers' Group
1360 Mission Street, #200
San Francisco, CA 94103

By Fax: 415-920-9173
Attn: BANDW

1. Is this your first year attending a Bay Area National Dance Week event? **Yes No**

2. How did you hear about BANDW?

(please check ALL that apply)

- TV/Radio What program/station? _____
- Online. Which website(s)? _____
- Newspaper. Which one(s)? _____
- E-mail. From whom? _____
- Event Guide
- Word of Mouth
- Other: _____

3. Which one attribute most influenced your decision to attend this event? (circle ONE)

Location Time/Day Artist/Organization
Dance Style Event Type (e.g., class, performance, etc)

4. Is this your first year attending an event presented by this artist/company/studio? **Yes No**

5. How many children, if any did you bring to the event: ___ 0-5 years old ___ 6-11 ___ 12-17

6. Did you use this year's Event Guide? **Yes No**

6a. If yes, from where did you get your copy?

6b. Did you find the guide easy to use? **Yes No**

7. How many BANDW events did/will you attend?

1 - 3 3 - 6 6 - 9 10 or more

8. How often do you attend dance classes?

Daily Weekly Monthly Sometimes Never

9. How often do you attend dance performances?

Weekly Monthly Sometimes Never

10. Did you attend the BANDW Conga Line Kick-off in Union Square? **Yes No**

11. Did you visit the website (www.bayareandw.org) to get information about events? **Yes No**

11a. If yes, did you find it easy to use? **Yes No**

The following questions are used for granting purposes and to help us better identify which communities we are and are not reaching.

12. How would you classify yourself (circle ONE):

Dance Instructor Retired Dancer Professional Dancer

Emerging Dancer Recreational Dancer

Novice Dancer Non-Dancer

13. What is your...

Zip Code: _____ Gender: F M Other

Race/ethnicity: _____

Age: under 17 18-24 25-34 35-49 50+

Average Household Income (circle one):

up to \$19k \$20 - \$39k \$40 - \$74k \$75k +

What did you enjoy most about this event? About BANDW? Do you have any suggestions?

Feel free to use the back for any additional comments.

Do you think you will attend any Bay Area National Dance Week events next year? **Yes No**

**Join the BANDW E-mail List
SIGN ME UP!**

Name: _____

Email: _____