

We recently sent you a postcard to inform you that a survey was on the way. Here it is! Please give us a few minutes of your time. We'd like you to tell us about some of the articles and advertising that appear in the APRIL issue of *Dance Spirit*. Your answers will help determine what you read about and see advertised in future issues!

Your response is very important because only a small number of readers are being asked for their opinions. Once you complete this survey, use the enclosed postage-paid envelope to send it to Lewis & Clark Research, who will be tabulating the results.

Thanks again for your help!



Mary-Evelyn Holder  
Publisher

1. Are you . . .  Female  Male
2. How old are you?  
 Under 12  12 - 14  15 - 17  18 - 20  21 - 24  25 or older
3. How much time do you spend reading a typical issue of *Dance Spirit*?  
 Less than 30 minutes  At least 90 minutes, but less than 2 hours  
 At least 30 minutes, but less than 1 hour  At least 2 hours, but less than 3 hours  
 At least 1 hour, but less than 90 minutes  3 hours or more
4. How many other people read your copy of *Dance Spirit*?  
 None  1 - 2  3 - 5  6 - 10  11 or more: \_\_\_\_\_

5. **From the following list of publications, please indicate:**

- a. those you receive (please ✓ all that apply):  
 b. those you read regularly (either your copy or someone else's) (please ✓ all that apply):  
 c. those whose current issue you have read (please ✓ all that apply):  
 d. the single publication that you find most interesting or valuable (please ✓ ONE only):

	A. Receive (✓ all)	B. Read Regularly (✓ all)	C. Have read current issue (✓ all)	D. Most interesting or valuable (✓ ONE)
Dance Magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dance Retailer News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dance Spirit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dance Teacher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dancer Magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
European Dance News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pointe Magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Young Dancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. What other publications do you subscribe to or regularly read?

\_\_\_\_\_

\_\_\_\_\_

**7. Which of the following have you done after reading an ad in *Dance Spirit* magazine? (Please ✓ all that apply.)**

- Called an advertiser
- Looked for a product in a store or online
- Purchased a product
- Told a friend about a product
- Visited an advertiser's web site
- Other (specify): \_\_\_\_\_

**8a. Which of the following products, services, and programs will you consider purchasing, using, or participating in over the next twelve months? (Please ✓ all that apply.)**

- Camps and summer dance programs
- Competitions and conventions
- Costumes
- Dance floors
- Dance organizations and foundations
- Dance programs – college-level
- Dance programs – high school and conservatory
- Dance shoes and accessories
- Dance studios
- Dance-related accessories and gifts
- Dance-related books/CDs/videos
- Dancewear
- Festivals
- Health and exercise equipment
- Health resources
- Performing companies and opportunities
- Props
- Talent agents

**b. Approximately how much are you (or your family) likely to spend on these products, services, and programs in the next twelve months? \$ \_\_\_\_\_**

**9. What topics are you most interested in reading about in *Dance Spirit*?**

Please refer to your April issue of **Dance Spirit** while answering the remaining questions:

**10. For each of the following ARTICLES in the APRIL issue of *Dance Spirit*, please indicate:**

- a. whether you recall seeing it (please ✓ all that apply):**
- b. whether you recall reading it (please ✓ all that apply):**
- c. how interesting or valuable you found the article (please ✓ only ONE column for each article):**

SAMPLE

	A. Recall Seeing	B. Recall Reading	C. Very Interesting or Valuable	Somewhat Interesting or Valuable	Not at all Interesting or Valuable
Your Turn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Datebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Happenings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dear DS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bring It On	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do The Twist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L.A. Confidential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot on Their Heels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleveland Rocks!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Center Court Campwear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Onstage Disasters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Back in Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soaring Past Setbacks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dancing Overseas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stage of the Union	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expert Advice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ballet and Beyond	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Livin' La Vida Lyrical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legally Yours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pull up a Chair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Becoming a Sixer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Core Control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beauty by the Bite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Whole Package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The DS Camp Guide 2004	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. For each of the following ADVERTISEMENTS in the APRIL issue of *Dance Spirit*, please indicate:

- whether you recall seeing it (please ✓ all that apply):
- whether you recall reading it (please ✓ all that apply):
- what your attitude towards the product, service, or program being advertised was after reading the ad (please ✓ only ONE column for each advertisement):

<u>Page</u>	<u>Advertiser</u>	<b>A.</b> Recall <u>Seeing</u>	<b>B.</b> Recall <u>Reading</u>	Ad gave me a favorable <u>Attitude</u>	<b>C.</b> Ad gave me a neutral <u>Attitude</u>	Ad gave me an unfavorable <u>Attitude</u>
inside cover – 1	<b>Leo's</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 – 3	<b>Bodywrappers</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 – 5	<b>Break the Floor</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<b>Grishko</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	<b>Frontline Dancewear</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	<b>american harlequin</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	<b>Horizon Designs</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	<b>bloch</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	<b>Danskin</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 – 17	<b>Discount Dance</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	<b>Mirella</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32 – 33	<b>Just for Kix</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34	<b>Curtain Call</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41	<b>Hall of Fame</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
52	<b>Hollywood Vibe</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
63	<b>Liberts</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
71	<b>Natalie</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
72	<b>Spotlight Events</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
76	<b>Chef-Co</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
79	<b>Liberts</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
84	<b>Ameridance</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
91	<b>Star Systems</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
100	<b>BGA</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
108	<b>Loshin's</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
110	<b>Trienawear</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
112	<b>US Performing Arts</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
118	<b>Pom Express</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
119	<b>Satin Stitches</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
inside back cover	<b>Dansco</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
back cover	<b>Capezio</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SAMPLE

12. Please read the following ads now, even if you have already seen or read them, and then:
- tell us if the ad gives you a favorable, neutral, or unfavorable attitude towards the product, service, or program being advertised whether you recall seeing it:
  - write in the reason why you feel that way:

➤ Ad on page: \_\_\_\_\_  Favorable attitude  Neutral  Unfavorable attitude

Reason: \_\_\_\_\_  
\_\_\_\_\_

➤ Ad on page: \_\_\_\_\_  Favorable attitude  Neutral  Unfavorable attitude

Reason: \_\_\_\_\_  
\_\_\_\_\_

➤ Ad on page: \_\_\_\_\_  Favorable attitude  Neutral  Unfavorable attitude

Reason: \_\_\_\_\_  
\_\_\_\_\_

➤ Ad on page: \_\_\_\_\_  Favorable attitude  Neutral  Unfavorable attitude

Reason: \_\_\_\_\_  
\_\_\_\_\_

**SAMPLE**

➤ Ad on page: \_\_\_\_\_  Favorable attitude  Neutral  Unfavorable attitude

Reason: \_\_\_\_\_  
\_\_\_\_\_

➤ Ad on page: \_\_\_\_\_  Favorable attitude  Neutral  Unfavorable attitude

Reason: \_\_\_\_\_  
\_\_\_\_\_

➤ Ad on page: \_\_\_\_\_  Favorable attitude  Neutral  Unfavorable attitude

Reason: \_\_\_\_\_  
\_\_\_\_\_

➤ Ad on page: \_\_\_\_\_  Favorable attitude  Neutral  Unfavorable attitude

Reason: \_\_\_\_\_  
\_\_\_\_\_

**THANK YOU FOR YOUR HELP**

Please return in the postage-paid envelope to Lewis & Clark Research, PO Box 31027, Raleigh 27622