

# ASK ARTS

(By Del Reed) 4/13/2005

Dear ARTS,

I completed an ARTS survey at a singles convention recently in Texas, but found the questions to be very intrusive. How will non-dancers possibly benefit from knowing how much money I make or what kind of PC I use? The survey even asked what make of automobile I drive. You won't receive dancer support by asking these types of questions.

I'm waiting to see the TV ads and the billboards advertising square dancing - - -, isn't that what ARTS is supposed to be all about?

TURNUED OFF in Texas

Dear TURNUED OFF,

There is a legitimate reason for what at first glance seems to be an intrusive line of questioning on the dancer surveys.

Corporate America will need this information when we approach them for corporate sponsorships and grants. Data from the 53rd National Square Dance Convention (NSDC) in Denver last year shows the square dancers who completed the survey to be very intelligent, computer savvy and with above average income.

Be assured that your privacy will be preserved. Filling out a survey does not identify who you are but only asks for demographic information that sponsors or government agencies would be interested in. Telling them square dancers are wonderful people, and they are, is simply not enough.

Surveys will also be distributed at the 54th NSDC in Portland, OR, in June of this year and at the 55th NSDC in San Antonio, TX next year. Other international and state conventions, and regional festivals will be collecting data as well. Even though you have already filled out one survey, we ask you to fill out another one at any event where they are available. Please fill out only one survey per person/per event.

Thank you,

ARTS-DANCE

If you have a question for "Ask ARTS" please send to:  
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