APPENDIX C

RESULTS OF MARKET SURVEY

TABLES

- Appendices B and C (Results of Market Survey, Graphs and Results of Market Survey, Tables) refer to Appendix A (Market Survey).

TABLE 1

Distribution of Questionnaires

- Choreographers were very highly motivated to complete the survey with 83% responding. Dancers and artists also were very interested at over 50% response rate. About a third of academics and administrators replied, which though showing lesser interest, is still a large amount. The overall response rate of nearly 50% is very high.

Group	**Distributed**	**Returned**	**% Returned**
Choreographer	30	25	83%
Dancer	19	10	53%
Artist	14	8	57%
Academic	45	16	36%
Administrator	37	12	32%
Other/Unidentified	5	3	60%
Total	**150**	**74**	**49%**

TABLE 2

- Number of respondents to each question

Ques.	Chore.	Dancer	Artist	Acad.	Admin.	Other	All
3	25	10	8	16	10	3	72
4	25	10	8	16	12	3	74
5	24	10	8	16	12	3	73
6	23	10	8	15	12	3	71
7	24	10	8	13	11	3	69
8	25	10	8	14	12	3	72
9	24	10	7	12	11	3	67
11	24	10	8	15	12	3	72
12	25	10	8	15	11	3	72
13	25	10	8	15	12	3	73
14	25	10	8	14	12	3	72
15	25	10	8	15	12	3	73
19	24	9	8	14	10	3	68
20	25	9	6	12	8	3	63
21	21	9					30
22	19	9					28
23	24	9					33
24	24	9					33
25	24	9					33
26	24	9					33

TABLE 3

10. Through which media would you like to see dances documented?

video video documentary painting sculpture

photographs sketches illustrations drawings

caricature other _____

QUESTION 10

Media	Chore.	Dancer	Artist	Acad.	Admin.	Other	All
Video	84%	70%	88%	88%	92%	33%	82%
Docum.	88%	80%	62%	88%	83%	33%	81%
Paint.	28%	50%	12%	31%	33%	0%	30%
Sculpt	32%	60%	12%	31%	42%	0%	34%
Photo	76%	60%	63%	62%	92%	33%	69%
Draw	44%	50%	38%	38%	58%	0%	43%

- Other answers written in included dance scores and notation, film, text, discussion, poetry, musical scores and recordings (for better audio quality reproduction than videotape), and even holograms. Use of digital storage media such as CD-ROM and DVD were also suggested.

TABLE 4

16. Approximately how many times per year do you use dance research facilities?

QUESTION 16

Chore.	**Dancer**	**Artist**	**Acad.**	**Admin.**
2	0-1	4-5	50	1

TABLE 5

17. Which facilities do you use?

QUESTION 17

Media	**Chore.**	**Dancer**	**Artist**	**Acad.**	**Admin.**
NYPL	84%	60%	100%	94%	50%
Internet	4%	0%	25%	12%	0%
Other	4%	20%	12%	69%	42%

TABLE 6

18. What types of documentation do you view?

video/film books articles drawings

manuscript collections other _____

QUESTION 18

Media	Chore.	Dancer	Artist	Acad.	Admin.	All
Video	92%	80%	75%	94%	67%	82%
Books	68%	20%	72%	88%	50%	62%
Articles	76%	60%	38%	81%	42%	65%
Draw	4%	20%	12%	38%	25%	18%
MSS.	12%	0%	0%	38%	33%	18%

TABLE 7

- Questions 19-22 (see Appendix B) are scored as percentage responding "Yes"; others are average response from 1 (lowest interest) to 5 (highest interest).

Ques.	Chore.	Dancer	Artist	Acad.	Admin.	Other	All
3	4.92	4.90	4.12	4.62	4.50	4.33	4.68
4	4.56	5.00	3.75	4.44	4.42	4.33	4.47
5	4.75	4.30	4.75	4.25	3.92	4.33	4.43
6	4.61	4.40	4.38	4.47	3.75	3.67	4.34
7	4.21	4.70	4.88	4.23	3.91	5.00	4.35
8	4.60	4.60	4.88	4.07	4.17	3.67	4.42
9	3.96	3.80	3.43	3.33	2.91	2.67	3.54
11	4.38	4.40	4.00	4.07	3.75	3.00	4.11
12	4.04	4.10	4.25	4.07	3.64	4.67	4.04
13	4.12	4.10	4.50	4.13	3.83	3.33	4.08
14	4.48	4.70	4.50	4.50	3.83	3.67	4.37
15	4.32	4.60	4.25	4.13	3.92	4.00	4.23
19	71%	78%	75%	71%	50%	33%	68%
20	96%	78%	67%	79%	31%	33%	76%
21	57%	67%					60%
22	63%	78%					68%
23	2.58	2.56					2.57
24	4.46	4.11					4.36
25	3.88	4.22					3.97
26	4.71	4.56					4.67