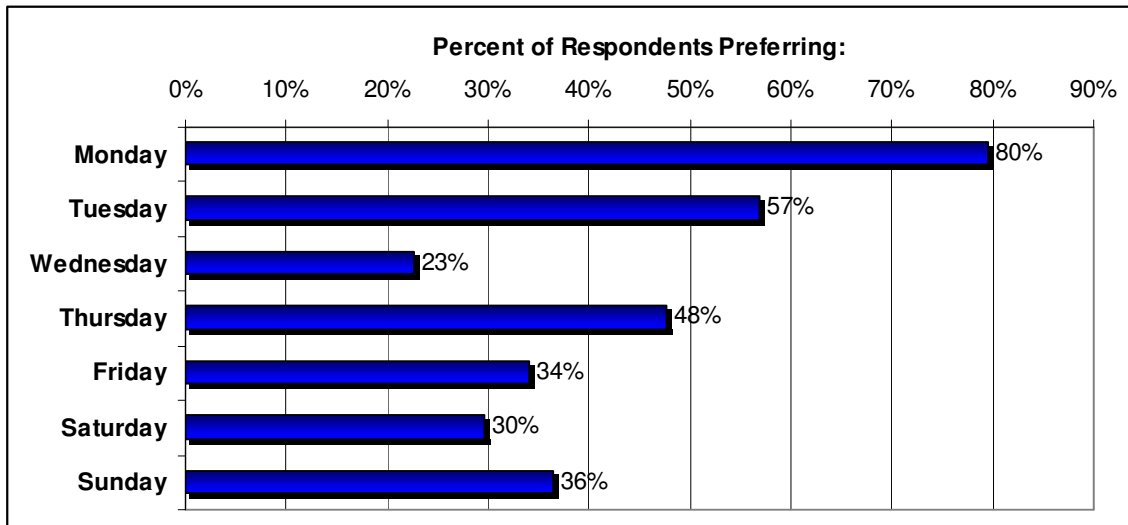
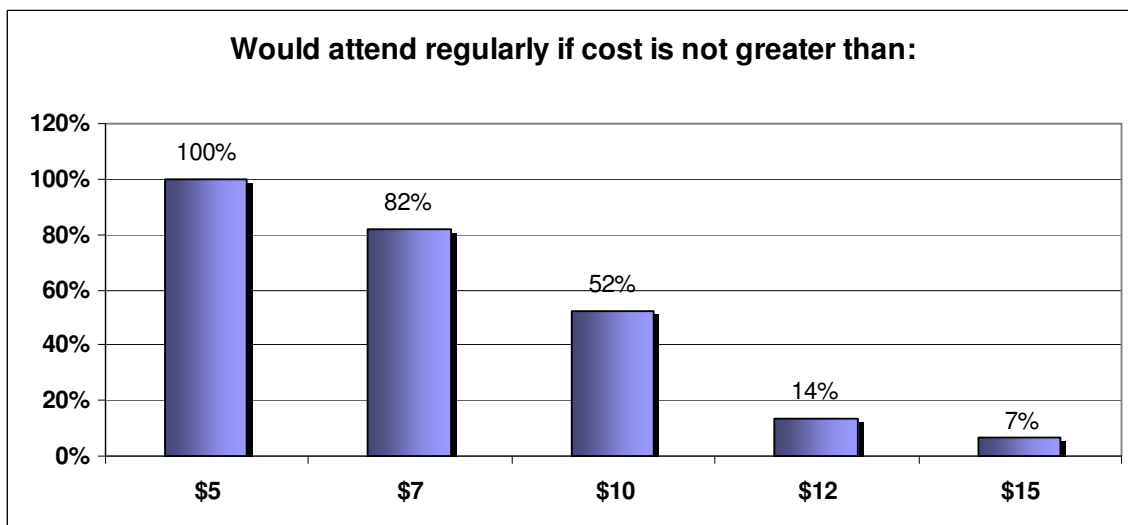


**RESULTS OF THE SURVEY:
“PREFERENCES FOR NORTH STAR-LIKE TANGO”
COMPILED 5 OCTOBER 2010**

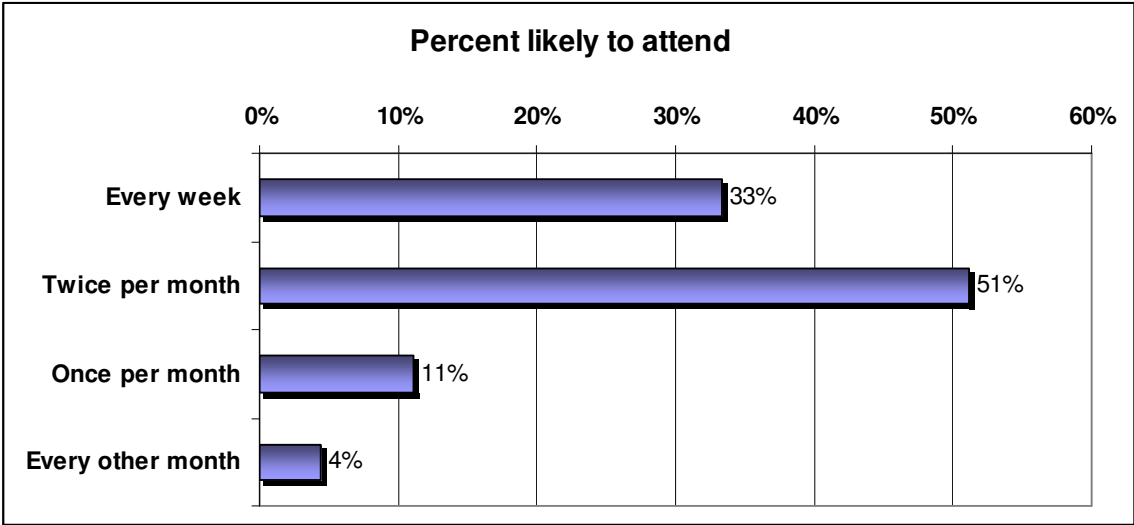
1. What night(s) of the week would you prefer for "NorthStar"-like dancing (that is, distinct from more formal milongas). Multiple responses permitted. [44 answered question; 1 skipped]



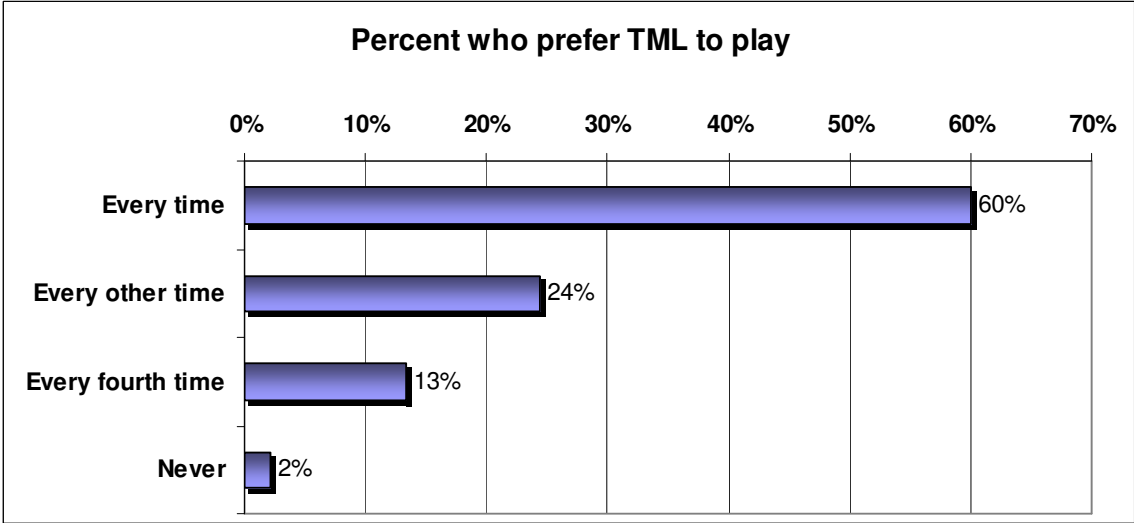
2. All other things equal, I would be less likely to come regularly if a NorthStar-like event cost more than: [44 answered question; 1 skipped].



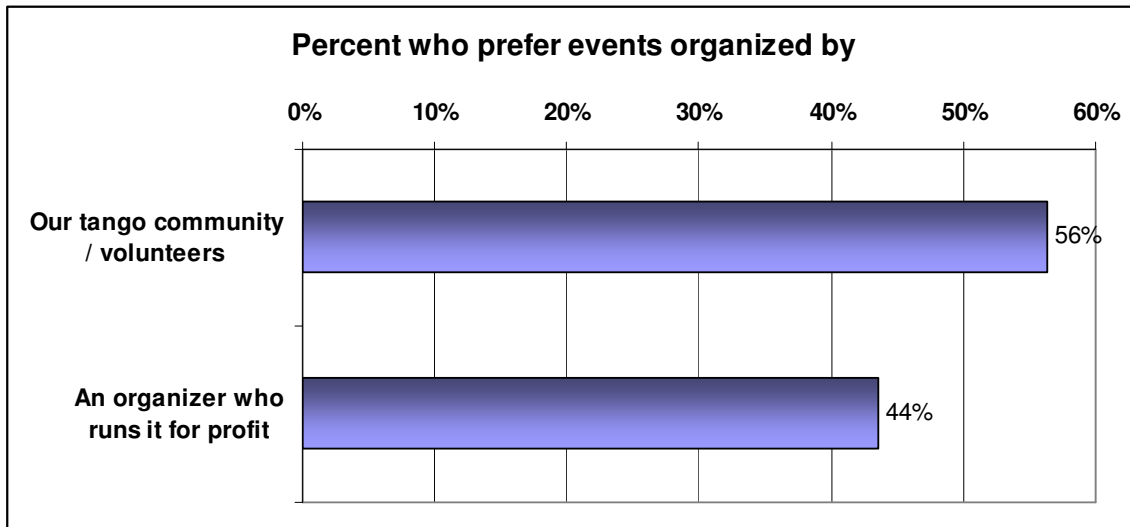
3. Assuming that dancing is on a night of the week that works for me, I would be likely to attend: [45 answered question; 0 skipped].



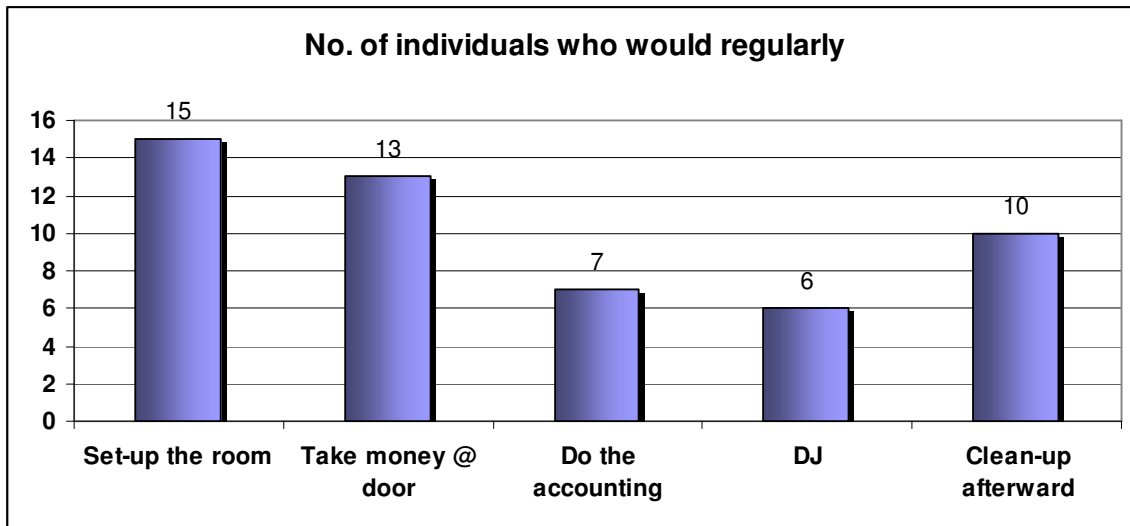
4. If our local tango band, Tango Mucha Labia, and a skilled DJ were equally available, I would prefer to have TML play at least part of the evening: [45 answered question; 0 skipped].



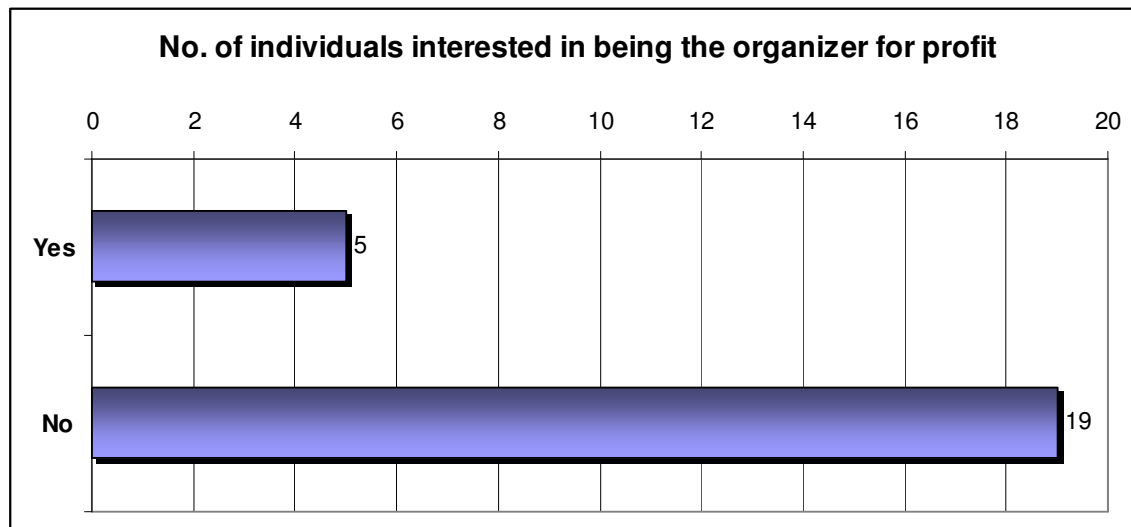
5. I think a NorthStar-like event should be organized and run by: [39 answered question; 6 skipped]



6. Of those who prefer community/volunteer organized events, the following would volunteer to do the following on a regular basis. Multiple responses permitted. [20 answered question; 25 skipped].



7. Of those expressing a preference for events organized for profit, the following would be interested in being that organizer: [24 answered question; 21 skipped]



8. The best thing(s) about NorthStar have been: [41 gave at least one response; 4 skipped]

	<u>No of respondents</u>
Relaxed / intimate / friendly atmosphere	23
Food & / or drink	19
Location / ease of access / parking	14
Open/visible to broader community & non/new dancers	13
TML playing / live music / the music	13
Community / folks who attend/ socializing	9
Physical space: dance floor and restaurant; socializing space; stage for band	5
Affordability	3
Pleasantness of the staff	2
Meeting dancers from other communities	1
Something like a milonga in Portland	1
Occasionally excellent DJ'ing	1
Monday night activity	1
Neighborhood business	1
Cleanup by them	1
Quaint through back to the 60's	1
Seeing different people have a chance at deejaying, teach, etc.	1

9. Things about NorthStar that could be improved upon are: [37 gave at least one response; 8 skipped];

	<u>No. of Respondents</u>
Floor: Layout/ Too small / flow for dancing / quality/ cleanliness	29
Sound quality / acoustics / low volume, sound technician	8
Seating space	5
Quality / selection of some DJ'ed music	5
Better involvement and organization of community /everyone should have a chance at being involved / transparency about \$	4
Later close time / Time for band members to dance after they play	3
Tango etiquette, skill level, and culture	2
Lengthy sound checks; band tuning	2
Heat, a.c., vedntilation	2
Food quality	2
Behavior of certain men	2
Dancing of most men	2
Dancing of most women	1
Would prefer a venue more suitable for dancing, like the Empire	1
Wine is way overpriced for the serving	1
Visibility	1
Too much TML	1
Staff washes hands & uses plastic when handling food	1
Parking	1
No intro class	1
Loud	1
Lighting -- not more, but more interesting	1
Lesson before dancing - would pay extra for this	1
Informed ungrumpy (thinking of Bar of Choc) staff	1
High quality but not necessarily vegetarian	1
Fresh ready-made sandwiches/etc mean less time waiting for food	1
Availability on other days	1
Free beer and wine	1

10. Please rate the importance of the following:

	Very Important	Important	Doesn't matter much either way	Dealbreaker if so	Rating Average	Response Count
Food and non-alcoholic drinks are sold	9% (4)	36% (16)	56% (25)	0% (0)	2.47	45
We can bring our own food and non-alcoholic drinks	2% (1)	30% (13)	68% (30)	0% (0)	2.66	44
Alcoholic drinks are sold	5% (2)	16% (7)	80% (35)	0% (0)	2.75	44
We can bring our own alcoholic drinks	2% (1)	9% (4)	89% (39)	0% (0)	2.86	44