

Survey form completed by new dancers province-wide – Fall, 2015



Survey by SQUAREUPB.C.

A marketing initiative of the B.C. Square & Round Dance Federation

Questionnaire for New Dancers

Please help us learn how our advertising & promotion efforts have influenced you to come join the dance fun.

ONE FORM PER PERSON - USE CHECK MARK AND PRINT IN CAPITALS WHERE NECESSARY

Date: _____ Club hosting your new dancer session: _____ City: _____

Your age range: Younger than 21 21-34 35-50 51-69 70-80 81 +

Check what applies: Male Female Attending solo Brought a partner/spouse

Please check any elements that you recall as influencing you to attend:

Ad on Facebook where I clicked to learn more

Ad seen while searching Google where I clicked to learn more

Did my own web search to find new dancer information

Promotional brochure or single page flyer - explain which: _____

Community calendar annct. in newspaper, on radio, cable tv, etc.

Ad in local newspaper, possibly including a photo

Poster on display in a venue (grocery, library, etc.)

Tweet seen on Twitter

Display of dancing in the community

Friend, relative or another person recommended it to me

Other, please state: _____

What do you think has been the most influential element that prompted you to attend the new dancer session? Please state: _____

Thank you for your help. Have loads of fun on the dance floor!

Club representatives: please extract information of interest to your group then mail all completed surveys to:
Brian Elmer, SQUAREUPB.C., 3377 Tarragon Court, West Kelowna, B.C. V4T 1B3 – brian@squaredance.bc.ca
Alternatively, tally all information and e-mail your findings to brian@squaredance.bc.ca

Volunteer Recognition

Sincerest thanks to
Gail Davis of the Westsyde Squares
in West Kelowna

She devoted many hours to data entry
and computations relative to the
New Dancer Survey

This is her first year in square dancing
with her partner, Ross.

SQUAREUPB.C. New Dancer Survey

Fall 2015

Anomalies:

A few forms were completed as a couple, so age range and selections were assumed the same for each of the two

Some survey participants appeared not to know their sex or whether they came solo or with a partner. Regardless, the rest of their information was tallied.

Some clubs tallied their results instead of submitting the original forms. Admittedly, that option was allowed but later regretted because it prevented unique analysis and cross-reference of all segments. The information was utilized where possible.

Entries submitted for the last survey question: “what’s been the MOST INFLUENTIAL element that prompted you to attend” were supposed to be a choice from the earlier list of promotional approaches. Instead, those surveyed interpreted it as a query regarding what they were seeking in an activity, such as fun or exercise. The question lacked clarity.

SQUAREUPB.C. New Dancer Survey

Fall 2015

Calculations made March, 2016

Province-wide

Note: Primarily square dancers. A few new round dancers are included.

220 – New dancers surveyed on their first dance occasion (over 27 squares)

Breakdown regarding solo dancers:

92 – Those identifying as solo (about 42%)

44 – Those identifying as solo of 111 Baby Boomers surveyed (about 40%)

Age breakdown:

15 – 20 years or under (Generation Z or “iGeneration” – “i” for internet)

18 – 21 to 34 years (Generation Y or “Millennial Generation”)

20 – 35 to 50 years (Generation X)

111 – 51 to 69 years (Baby Boomers)

52 – 70 to 80 years (“Silent Generation/Traditionalists”)

2 – 81+ years (“Silent Generation/Traditionalists”)

Participation of new dancers by generation as a percentage of all attending:

50 % approx. – Baby Boomers - 51 to 69 years (111 of 220)

24 % approx. – Silent Generation/Traditionalists - 70 to 80 years (52 of 220)

9 % approx. – Generation X - 35 to 50 years (20 of 220)

8 % approx. – Generation Y – 21 to 34 years

7 % approx. – Generation Z – 20 years or under

1 % approx. – 81+ years

Promotional elements – paid or free - influencing new dancer session attendance:

2 – Advertisement on Facebook

6 – Advertisement on Google when searching

19 – Own search of the internet

5 – Promotional brochure or single page flyer

- 19 – Community calendar announcement in the media
- 27 – Advertisement in local newspaper
- 12 – Poster on display
- 0 – Twitter message (tweet)
- 21 – Display of dancing in the community (particularly the Saanich Fair, Victoria)
- 124 – Friend, relative or other person recommended the dancing

Note that some persons wrote comments on their forms next to the promotional elements. Some stated that they would have taken interest in Facebook ads if they have seen them on their computer. Due to budget limitations, our Facebook ads were not seen all the time during the campaign.

“Other” influences:

Many entries were written on the form under this category. Some clarified the exact type of influence. Some were simply interesting.

Specifically promotional elements – free or paid – or marketing-related:

- 3 – Ad seen at the Seniors’ Centre (Regions 1 & 3)
- 2 – Banner at the recreation centre and... **dessert** (Region 9)
- 1 – Local ad on Facebook (Region 3)
- 1 – Did a Facebook search under “dancing” for my community (female – Region 5)
- 1 – Parade demonstration – danced 65 years ago (Region 8)
- 1 – Grocery store poster (Region 8)
- 2 – A feature article made it look fun (newspaper, online? – Region 8)
- 1 – Demo at the Fall Fair – danced as a kid at church socials (Region 8)
- 1 – Influenced by a well-designed, eye-catching poster (Region 8)
- 1 – Saw advertisement promoting free lesson, fun & exercise (Region 8)
- 1 – Poster in the library was most influential (Region 5)
- 1 – Saw a poster in a community hall – enjoyed square dancing in school (Region 1)
- 1 – Saw a promotional sign on a building (Region 1)
- 1 – Encouraged after speaking to a club publicity person (Region 3)
- 3 – Well-worded ad in the Recreation Centre brochure (Region 3)

- 1 – Saw it promoted in Rec.Centre calendar – **new to city** & want to meet people (Region 3)
- 1 – Saw a promotional banner on Westsyde Road in Kamloops (Region 9)
- 5 – Saw an article in the newspaper (Region 9)
- 1 – A brochure was brought by a square dancer to a Contra dance (Region 1)
- 1 – **The timing was most influential: Sunday night is good for me** (Region 1)
- 17 – Promotion booth at Saanich Fair, Van. Island (Region 1)
- 1 – Promotion booth at Saanich Fair and a **new resident** in the area (Region 1)
- 1 – Promotion booth at Saanich Fair and member of a **Meetup Group** (Region 1)
- 1 – Promotion booth at Saanich Fair & enjoyed chatting there with rep.'s (Reg.1)
- 1 – Promotion booth at Saanich Fair & looking for fun opportunities with family (Reg.1)
- 1 – Promotion booth at Saanich Fair & looking for a **“date night” with spouse** (Reg.1)

Social elements or dance skill-related:

- 2 – Looking for a chance to dance with partner – **together time** (Region 8)
- 2 – **“Wife made me come”** or “wife persuaded me” (Region 8)
- 1 – **Forced date for husband** – together time for us (Region 8)
- 1 – Influenced by family encouragement... **and threats** (Region 1)
- 1 – Coaxed by a family member (Region 8)
- 1 – Husband was most influential (Region 8)
- 1 – Relative’s enthusiasm convinced me (Region 8)
- 1 – Neighbour twisted my arm and I wanted to get out of the house (Region 8)
- 1 – Friend talked me into it (Region 1)
- 7 – Looking to try something new & different (Regions 1, 3, 5 & 8)
- 2 – Want to square dance at a Music Festival in Nashville (Region 3)
- 1 – Former Contra Dancer (Region 8)
- 2 – Want to improve dancing (Region 8)
- 2 – Wish to learn more dance steps (Region 8)
- 1 – Want to learn a higher level of dance (Region 8)
- 1 – **Influenced by how the lessons are easy to understand** (Region 8)
- 6 – **Home-schooled students** looking for socialization & dance fun (Region 5)
- 1 – Knows the caller-couple & thinks they’re great (Region 8)

- 1 – Looking for excitement (Region 1)
- 1 – Participating again to see old friends (Region 1)
- 2 – Returning to lessons (Region 5)
- 1 – Encouraged by the friendliness of the group and the great teaching (Region 2)
- 1 – It looks like fun (Region 1)
- 1 – I need some activity (Region 2)
- 1 – Returning to dance after 25 years (Region 3)
- 1 – Always wanted to learn to square dance (Region 3)
- 1 – My husband wants to lead when dancing (possibly round dance instruction - Region 9)
- 1 – Want to learn to round dance confidently (Region 9)
- 1 – Foreign exchange student invited to dance by host mother (Region 8)

Elements considered the most influential that prompted attendance at lessons, as entered by hand on the form:

- 38 – Friend was a strong influence
- 32 – Seeking fun
- 27 – Love to dance
- 26 – A former dancer wanting to re-join the activity
- 21 – Seeking new friendships
- 20 – Exercise opportunity
- 18 – Curiosity about the dance form
- 18 – Partner was a strong influence
- 8 – Family member was a strong influence
- 4 – Enjoy music
- 4 – Local advertising was a strong influence
- 3 – Display or demonstration dancing in the community
- 3 – Free introductory lesson(s) was a strong influence
- 2 – Won one or more free lessons

Results for a club that purchased advertising starting late August and sought free media publicity wherever possible.

WESTSYDE SQUARES
Central Okanagan

- First free night attracted almost 3 squares.
- Resulted in 12 paid-up newcomers for 12 sessions in the West Coast Program.
- Note that the new dancers were agreeable to a \$10/person/night fee (\$120/person or \$240/couple). Also note that the lesson day and time was Wednesday from 6 to 7:30 (the regular club dancers came for 7:30)

This club purchased display ads in one their free local newspapers that had wide distribution. The ad was sized 3 columns across (about 5 inches) by 7 inches tall.



Discover a great dance experience.

FREE SESSION
WED., SEPT 9 • 6pm

Introduction to...

**Today's
Square
Dancing**

with modern music

- Fun, laughter, fitness
- Great social activity
- Easy as walking
- Lively, young instructor
- Singles welcome
- Casual attire

**Westbank United
Church Hall • 3672 Brown Rd.**

FREE PARKING!

12 exciting sessions follow every Wednesday
by registration

Call to say "I'm joining the fun!"

Ron & Jerry 250-769-5546 • ron_mcmullen@telus.net
Lynda 250-763-0084 • lyndabj@shaw.ca

**Video: www.DancingKeepsYouYoung.ca
www.WestsideDanceFun.info**

Hosted by: **The Westsyde Squares**

Survey results specific to the Westsyde Squares:

Age breakdown:

- 1 – 35 to 50 years (Generation X)
- 15 – 51 to 69 years (Baby Boomers)
- 4 – 70 to 80 years (“Silent Generation”)
- 2 – 81+ years

Influential elements given for attending:

- 2 – Searched the internet for information
- 2 – Read a brochure or flyer
- 5 – Saw a community calendar event announcement in the media
- 12 – Saw an advertisement in the newspaper
- 1 – Saw a poster displayed
- 7 – Recommended by a friend or relative
- 2 – Heard about the lessons through club members

Most influential elements given for attending:

- Fun with partner/spouse
- Looking for fun
- Love dancing & music
- Square danced in earlier years
- Socializing, fun, exercising
- Was away from dancing and missed it
- Social aspect
- To meet people
- No crinolines necessary

UPDATE – MARCH, 2016:

In promotion of their next new dancer start-up in January, 2016, the club purchased newspaper advertising once again but added paid ads on Facebook.

Apart from the paid strategy, press releases with photos were sent to the media and every opportunity was exercised to place a community calendar event announcement on radio, tv, newspaper and online websites

As newcomers came through the door on the first free night, some said they saw it in the paper, some said it was advertised on their Facebook page and one woman went so far as to exclaim that “it was everywhere!”

Result:

17 dancers paid their registrations for a 12-session run of the West Coast Program

In total, 29 new dancers paid to take new square dancer sessions during the dance year. It appears that most all plan to return to dance in the Fall.