



Dance/USA's Engaging Dance Audiences Field-Wide Research Study

The purpose of the EDA field research is to assist the dance field in understanding how audience members like to **engage** with the art form. **It is the first large-scale study of its kind.** Participating in the study is simple and will yield incredible learning for your organization and the dance field. Please join the study as a partner today!

Information about study partner registration, survey methodology, and providing feedback on the preliminary draft of the survey protocol follows. For further details about the study, visit www.danceusa.org/edaresearch.

Study partner registration

Registration takes place May 17th-July 2nd, 2010. As a partner, you will be participating in the first large-scale study of how audiences want to engage with dance. In addition to a copy of the national report, you will receive a summary of your organization's results if your organization is able to meet a minimum of 100 completed surveys. To register, go to www.surveymonkey.com/s/edafieldreg. There is no cost to participate in the study.

Methodology

WolfBrown (www.wolfbrown.com) is Dance/USA's research partner for this study and Jennifer Novak-Leonard, Senior Consultant for WolfBrown, will be at this year's Dance/USA Conference to answer your questions. Meet with her at Friday morning's SmART Bar or visit the registration desk to find her.

- **Who is surveyed?** Your dance audience members – 500 minimum. You must be able to send two emails to these audience members.
- **How are they surveyed?** Online. A separate version of the online survey will be launched for each study partner, so that responses can be tracked for each study partner.
- **What about the emails I have to send?** Each partner will receive a link to the online survey and language for two email blasts: 1) an initial email invitation that requests their audiences' cooperation with the survey, and 2) a follow-up reminder/thank you email.
- **When do I have to send the emails?** #1 should be sent during the week of July 26; #2 should be sent 7 days later, during the week of August 2. Further details will be provided to you.
- **Can I see the survey before my audience members take it?** Yes! Keep reading...

Protocol Draft & Submitting Your Feedback

The following pages contain a **preliminary draft** of the protocol that we will be using for the survey. We invite you to submit your questions and feedback about the protocol **before July 12th** to research@danceusa.org. The draft is available online at www.danceusa.org/edaresearch, where you'll also be able to submit your feedback.

Dance/USA's Engaging Dance Audiences Field Research Survey Protocol (preliminary draft)

Thank you for participating in the national study of dance audiences. Your responses are confidential and anonymous. The survey takes about 10 minutes to complete.

At the end of the survey, you may elect to receive a free electronic copy of the survey report when it is released in early 2011.

Let's get started...

0.1 First, please type in your email address in the box below. This must be the same email address at which you received the invitation to take the survey. We ask this only to verify that you are an eligible respondent. [One line comments box]

1.1 About how many [dance company or presenter] [dance] performances did you attend in the last 12 months? (choose from the drop-down list)

Drop-Down List: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 or more

1.2 In total, about how many dance performances did you attend in the last 12 months (at any venue)? (choose from the drop-down list)

Drop-Down List: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 or more

1.3 In the future, would you like to attend fewer, the same, or more dance performances than you did in the last 12 months? (choose one)

- 1 = Fewer
- 2 = The same number
- 3 = More
- 4 = Don't Know

Forms of Dance Participation

2.1 What is your level of involvement in... ? (select a number for each item)

Response Choices:

- 1 = Not interested
- 2 = Haven't, but would like to try
- 3 = Used to, but don't any longer
- 4 = Enjoy it occasionally
- 5 = A vital activity for me

- Choreographing dances, or making up your own dance steps
- Taking dance lessons or classes
- Dancing in front of audiences
- Dancing socially at clubs or parties

Playing dance video games (e.g. Dance Dance Revolution)
Watch DVDs or videotapes of dance performances at home
Watching dance programs or dance competitions on television
Watching dance programs or dance videos on the Internet
Attending live dance performances as an observer
Attending live dance performances at which audience members themselves actually dance or move around

2.2 Are there any other ways that you are involved in dance? [Comments Box]

2.3 With whom do you most often attend dance performances? *(select all that apply)*

My spouse or partner
My children or grandchildren
My parents
Other family
Friends
Visitors
Co-workers
Alone

2.4 People go to dance performances for many reasons. From the list that follows, please choose the three most important reasons why you attend [dance company or presenter's] [dance] performances. *(choose three only)*

To relax and have fun
To discover new choreographers and companies that you've never seen before
To see great works by the masters
To spend quality time with family or friends
To expose others to the arts
To have an intense emotional experience
To be inspired or uplifted
To engage intellectually with the art
To celebrate or observe your cultural heritage
To learn about cultures other than your own
To become a better appreciator of dance
To energize your own creativity

2.5 In your own words, what do you hope to gain from attending [dance company or presenter's] dance performances? [Comment Box]

Engagement Activities: Before Performances

Please answer the following questions in reference to your attendance at [dance company or presenter's] [dance] performances.

3.1 Generally how much preparation do you like to do before attending a dance performance? (For example, some people like to seek out information about the artist or works to be performed, attend a rehearsal or discussion about the program, etc.)

Scale:

1 = No preparation

2

3 = A moderate amount of preparation

4

5 = A lot of preparation

3.2 How often do you do the following activities before going to dance performances?

Response options: Never, Occasionally, Regularly, Always

Seek out information on the web about the choreographer, company or pieces to be performed

Watch a video of the company or artist in advance of attending

Read a preview or review by a professional writer or critic

Read comments about the artists or program by other audience members

Talk about the performance with others who are familiar with the company or program

Attend a pre-performance talk about the program

Listen to the choreographer or artistic director talk about an upcoming program

Watch a rehearsal

Learn a few dance steps from a visiting choreographer or dancer

Read program notes before curtain time

Interact with the company or choreographer via Facebook, MySpace, Twitter, or a blog

3.3 How often would you like to do the following preparatory activities, if they were offered or available on a regular basis?

Response options: Never, Occasionally, Regularly, Always

[repeat activity list from 3.2]

3.4 What else, if anything, could dance presenters and dance companies do to help you prepare for dance performances? [Comments box]

Engagement Activities: During or At Performances

4.1 How often do you do the following activities at or during dance performances?

Response options: Never, Occasionally, Regularly, Always

Hear short introductions of each work from the stage

Take pictures or videos with your cell phone camera during performances, if allowed

Listen to a live audio description of the performance on a wireless headset

Get real-time commentary about the performance on your cell phone or wireless device, either via text messages, Twitter or a Mobile App.

View kiosk videos of works by the company or another one

Play an interactive role during the performance of the work (e.g., move around or join the performers in some way)

4.2 How often would you like to do these activities, if they were offered or available on a regular basis?

Response options: Never, Occasionally, Regularly, Always

[repeat activity list from above]

4.3 Are there any other things you'd like to do during dance performances, that would enhance the experience for you? [Comments box]

Engagement Activities: After Performances

5.1 Some people enjoy vigorously discussing the program immediately after the performance, while others prefer to reflect quietly on their own. In general, where are you on this continuum? (choose one)

1 = Reflect Privately

2

3 = Casual Conversation

4

5 = Discuss Vigorously

5.2 How often do you do the following activities after dance performances?

Response options: Never, Occasionally, Regularly, Always

Stay afterwards for a facilitated Q&A session with the artistic director or dancers

Stay afterwards to discuss the performance informally in small groups, with a knowledgeable person

Discuss the performance with friends or family members on the way home

Read a review of the performance by a professional critic

Express your opinions about the performance in an online blog or forum

Watch a video recording of the dancers or one of the pieces on the Internet

Interact with the company or choreographer via Facebook, MySpace, Twitter, or a blog

5.3 How often would you like to do these activities, if they were offered or available on a regular basis?

Response options: Never, Occasionally, Regularly, Always
[repeat activity list from above]

5.4 Are there any other things you'd like to see dance presenters or dance companies do to help audiences reflect on their experiences? [Comments box]

Engagement Activities: Not Associated with Specific Performances

6.1 How interested are you in doing each of the following activities that are not directly tied to a specific dance performance?

Scale: 1=No Interest, 2=Low Interest, 3=Moderate interest, 4=High Interest

Attend a one-day "Dance 101" workshop or seminar
Attend a dance appreciation course at a local college or university
Attend master classes given by visiting dance artists
Learn dance moves associated with different styles of dance
Vote online for which artists or works might be performed
Follow the creative process of a choreographer/dance company online
Participate in the creation of a new work
Attend social events with professional dancers and dance companies
Watch or listen to video podcasts about dance
Receive information about upcoming dance performances on your cell phone

6.2 Are there other ways that you've interacted with, or would like to interact with, dance companies? [Comments box]

6.3 Which of the following things are you most interested in doing, if any? (select up to three)

Using social networking sites (e.g. Facebook, MySpace) to learn about upcoming performances or follow the dancers or company
Receiving information about upcoming performances on your cell phone
Being able to text your reactions to, and questions about, the performance to the artists
Watching video or podcasts of dance performances on a cell phone, iPod or computer
Watching free video recordings of live performances online
Subscribing to a pay-per-view website where you can view high-quality video presentations of recent dance performances by companies from around the world

6.4 How else would you like to engage with dance via technology? [Comments box]

Attitudes Associated with Engagement

7.1 How much do you agree with each of the following statements? (select a number for each)

Response Options:

1=Strongly Disagree

2=Disagree

3=No opinion

4=Agree

5=Strongly Agree

Audience members should watch attentively and remain quiet during performances.

Audience members should be allowed to operate cell phones, cameras and other devices during performances, so long as they don't make noise or disrupt the dancers.

As an audience member, sometimes I am more interested in the creative process than I am in the final performance.

Dance can only be truly appreciated by experiencing live performance.

I would enjoy watching more dance performances on my cell phone, iPod or computer.

Demographics

The following questions are for statistical purposes only. Your answers are confidential.

Do you earn a portion of your income from teaching or performing dance?

Yes / No

Do you earn a portion of your income from other performing arts disciplines, such as music, costuming or design?

Yes / No

Do you earn a portion of your income from visual arts or crafts?

Yes / No

Your gender?

Female / Male

In what year were you born?

[Drop-down list of birth years from 1900 to 1999]

Your marital status?

Married or partnered

Previously married or partnered

Single, never married

Are there any children under 18 years of age living in your household?

Yes / No

Please indicate your occupational status: (select all that apply)

Working full-time

Working part-time
In school full-time or part-time
Not working
Full-time Family Caregiver
Retired