CALLERLAB COMPLETES COMPREHENSIVE DEMOGRAPHIC SURVEY OF SQUARE DANCERS

About the Project

Terry Wheeler, Chairman of the Research and Development (R&D) Committee, is pleased to announce that CALLERLAB recently completed a comprehensive demographic survey of square dancers. Terry explained, "This is the first controlled survey of this magnitude ever made of square-dancer demographics. We expect the results to help us gain corporate or foundation support in promoting the activity." The committee conducted a demographic survey of square dancers; with the support of the Board of Governors. The survey’s purpose was to obtain industry and foundation support for our efforts to promote square dancing.

This is more than just a casual study. The committee took great care to assure us of real, meaningful results. Because of this care, the survey results are statistically valid. This means we can draw real conclusions. Professional surveyors helped design the survey, supervised the data collection, and continue to advise us on how to analyze and interpret the results. Committee members worked closely with survey professionals including market research company StarWorks to design, run, and tabulate the survey. Their advisor, Marty Mayo of StarWorks, said, "This survey is designed to give real, valid numbers you can use with confidence."

These Results are Still Preliminary

Analysis continues, with results going to CALLERLAB's Marketing, Recruit-Promote-Maintain, and Grant-Writing Committees. The research report will also be made available to other organizations. We expect these results - and their validity - to help us generate financial support for promoting the activity. The results are preliminary, but we are investigating how best to use them to gain support.

Additional information may be obtained by contact the CALLERLAB office:
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We thank you for the coverage you have given us in the past and for your continued support in the future.

THE CALLERLAB BOARD OF GOVERNORS