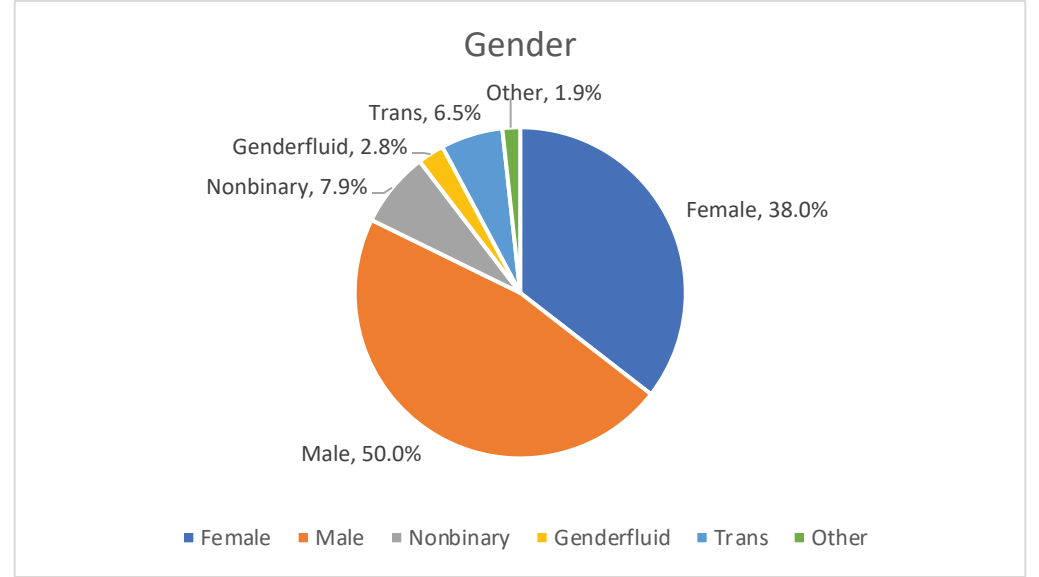
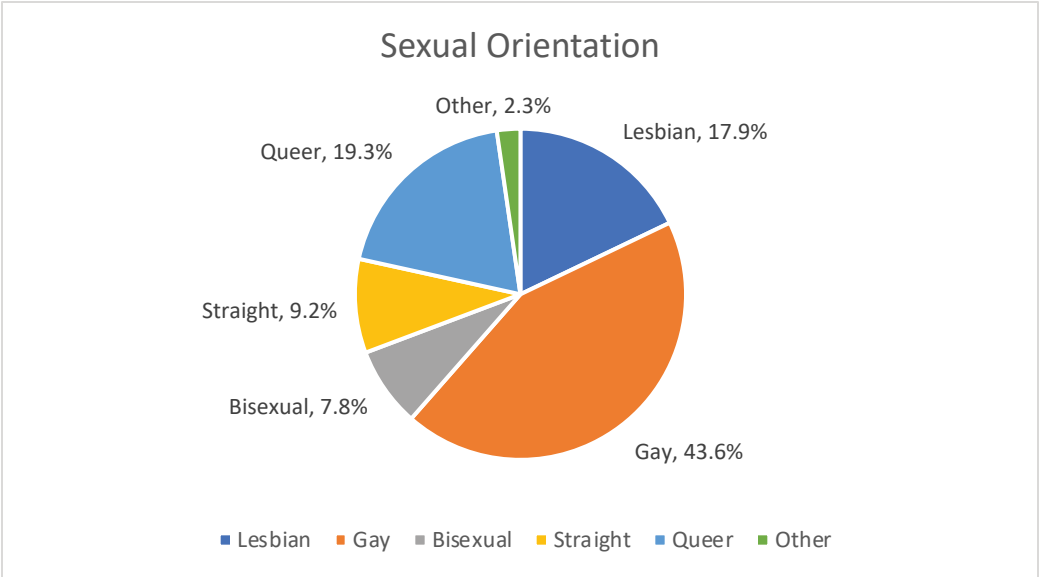
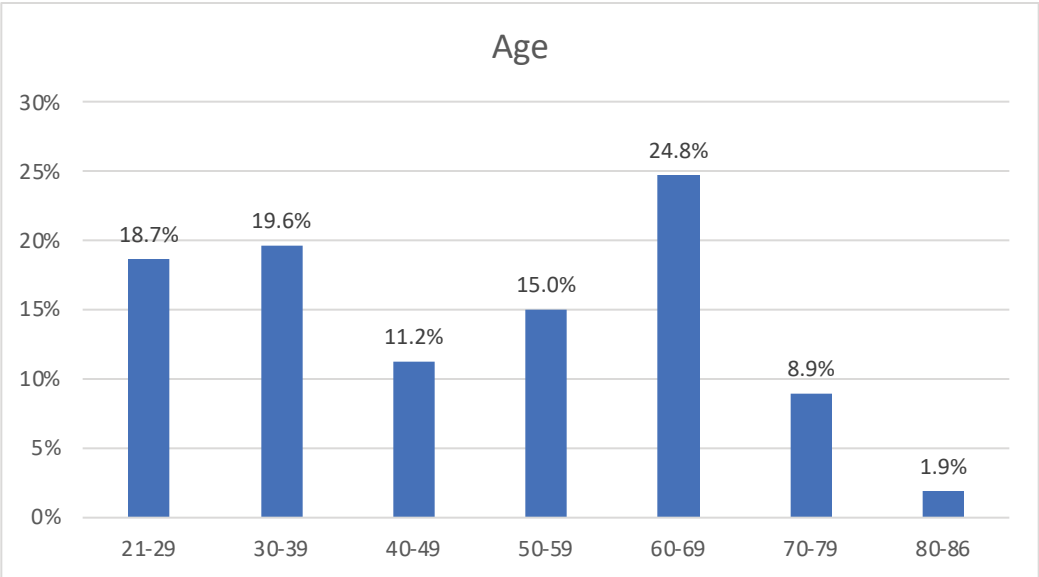
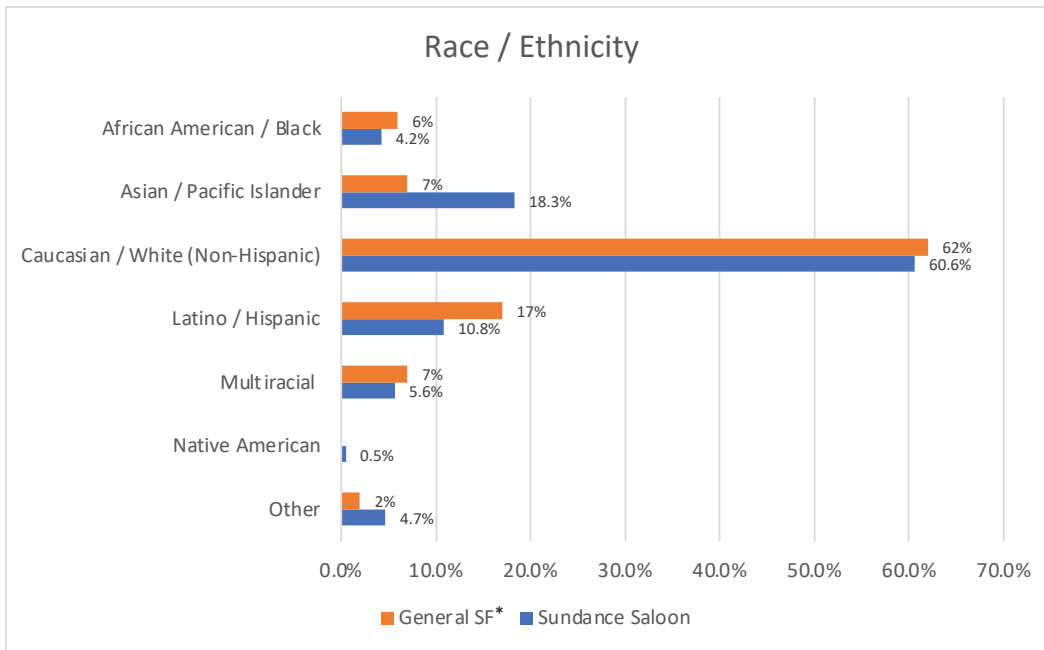


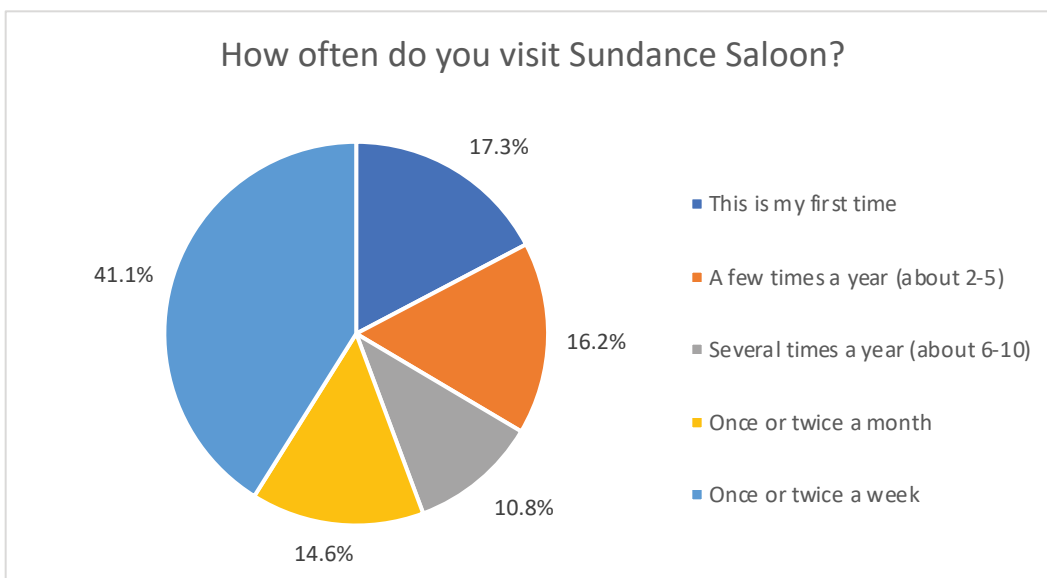
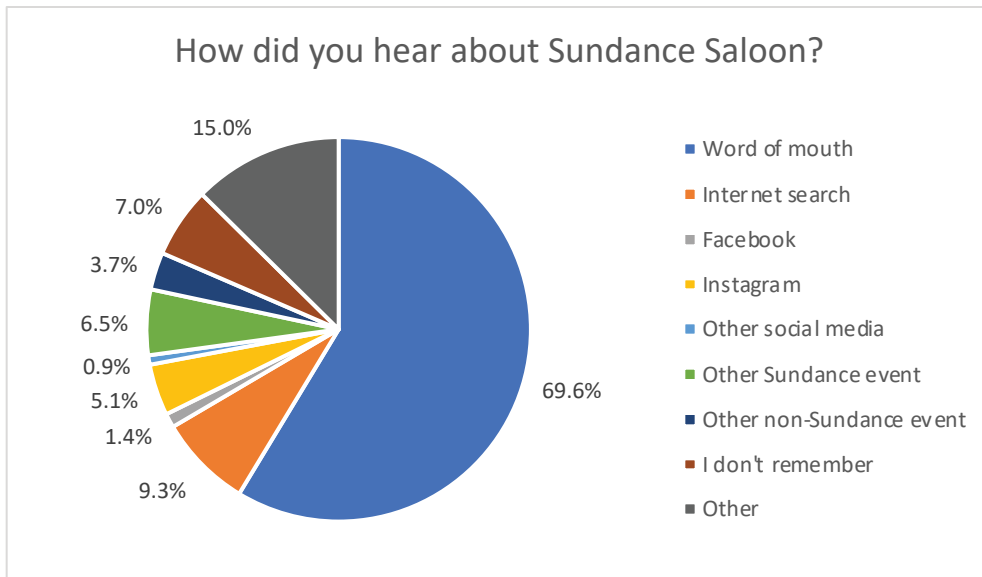
**SUNDANCE ASSOCIATION
FOR COUNTRY-WESTERN DANCING**

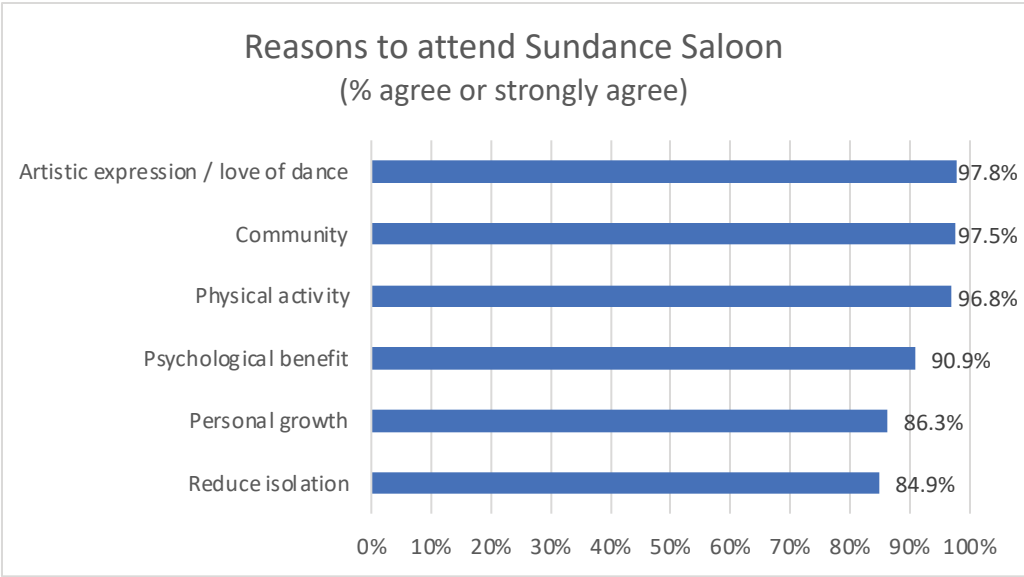
**ANNUAL SURVEY RESULTS
SUNDANCE SALOON
APRIL 13, 2025**





*General SF = racial/ethnic proportion in the general LGBTQ population in the San Francisco-Oakland-Fremont area
 source = https://williamsinstitute.law.ucla.edu/wp-content/uploads/MSA_California_San-Francisco.pdf, March, 2021





One word to describe Sundance Saloon (unprompted) (received 3 or more responses)

	instances
fun	29
community	18
welcoming	15
joy / joyful / joyous	14
awesome	5
fabulous	4
friendly	4
family	3
inclusive	3
love	3

AGE

age range	#	%
21-29	40	18.7%
30-39	42	19.6%
40-49	24	11.2%
50-59	32	15.0%
60-69	53	24.8%
70-79	19	8.9%
80-86	4	1.9%

SEXUAL ORIENTATION

Lesbian	39	17.9%
Gay	95	43.6%
Bisexual	17	7.8%
Straight	20	9.2%
Queer	42	19.3%
Other	5	2.3%

GENDER

Female	82	38.0%
Male	108	50.0%
Nonbinary	17	7.9%
Genderfluid	6	2.8%
Trans	14	6.5%
Other	4	1.9%

percentages add up to more than 100% due to multiple responses allowed

RACE/ETHNICITY

Compare to overall
LGBTQ in San Francisco*

		Sundance Saloon	General SF
Other	10	4.7%	2%
Native American	1	0.5%	
Multiracial	12	5.6%	7%
Latino / Hispanic	23	10.8%	17%
Caucasian / White (Non-Hispanic)	129	60.6%	62%
Asian / Pacific Islander	39	18.3%	7%
African American / Black	9	4.2%	6%

percentages add up to more than 100% due to multiple responses allowed

*source = https://williamsinstitute.law.ucla.edu/wp-content/uploads/MSA_California_San-Francisco.pdf, March, 2021

HOW DID YOU HEAR ABOUT SUNDANCE SALOON?

Word of mouth	149	69.6%
Internet search	20	9.3%
Facebook	3	1.4%
Instagram	11	5.1%
Other social media	2	0.9%
Other Sundance event	14	6.5%
Other non-Sundance event	8	3.7%
I don't remember	15	7.0%
Other	32	15.0%

HOW OFTEN DO YOU VISIT SUNDANCE SALOON?

This is my first time	32	17.3%
A few times a year (about 2-5)	30	16.2%
Several times a year (about 6-10)	20	10.8%
Once or twice a month	27	14.6%
Once or twice a week	76	41.1%

REASONS TO ATTEND SUNDANCE SALOON (prompted)

	% agree or strongly agree
Artistic expression / love of dance	97.8%
Community	97.5%
Physical activity	96.8%
Psychological benefit	90.9%
Personal growth	86.3%
Reduce isolation	84.9%

SUNDANCE INVOLVEMENT

Volunteered in the past year	68.8%
Donated in the past year	65.6%

ONE WORD TO DESCRIBE SUNDANCE SALOON (unprompted)

	instances
fun	29
community	18
welcoming	15
joy / joyful / joyous	14
awesome	5
fabulous	4
friendly	4
family	3
inclusive	3
love	3
amazing	2
fantastic	2
great	2
happy	2
Magical	2
queer	2
uplifting	2
yeehaw	2
beautiful	1
beloved	1
celebration	1
cool	1
delight`	1
diversity	1
exceptional	1
exciting	1
fierce	1
friendship	1
home	1
important	1
It defies description - it's the best for all these reasons	1
legacy	1
life-enhancing	1
magnificent	1
my church	1
necessary	1
old school	1
perfect	1
sensational	1
the best	1
unique	1
wholesome	1
wonderful	1
yay	1