

# Report 2014

## Tango Attributes and Preferences

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Tang  Tecnia

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Buenos Aires  
República Argentina

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# Letter from TangoTecnia

*Milongueras y Milongueros:*

*With great pleasure we present the **2014 Report Attributes and Preferences in Tango**.*

*For the first time, the tango has a complete picture about the tastes, habits and preferences of the dancers.*

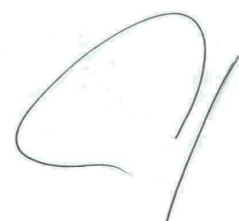
***TangoTecnia** (responsible for this report) is an Argentine organization that collects and analyzes information from tango and this time dedicated to the world of dancers.*

*Thanks to the massive participation of nearly **1,300** dancers from around the world we have analyzed in detail all aspects related to the dance.*

*You will find in this report a variety of information that will allow you to learn more about this global phenomenon that brings together thousands of people of all nationalities.*

*But the mystery of the passion that turns out from tango can´t and mustn´t be measured statistically.*

*Tango is a polytheistic religion.*



Jorge Arellano  
CEO TangoTecnia

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# Technical details of the survey

**Scope:** International.

**Target:** Tango dancers, “salón” and “escenario”. Different levels and ages.

**Sample Size:** 1,282 responses.

**Sampling point facebook:** <https://www.facebook.com/tangotecnia>

**Sampling point link:** <https://es.surveymonkey.com/s/WD3M93R>

**Date:** April 22, 2014 to May 26, 2014

**Produced by:** TangoTecnica

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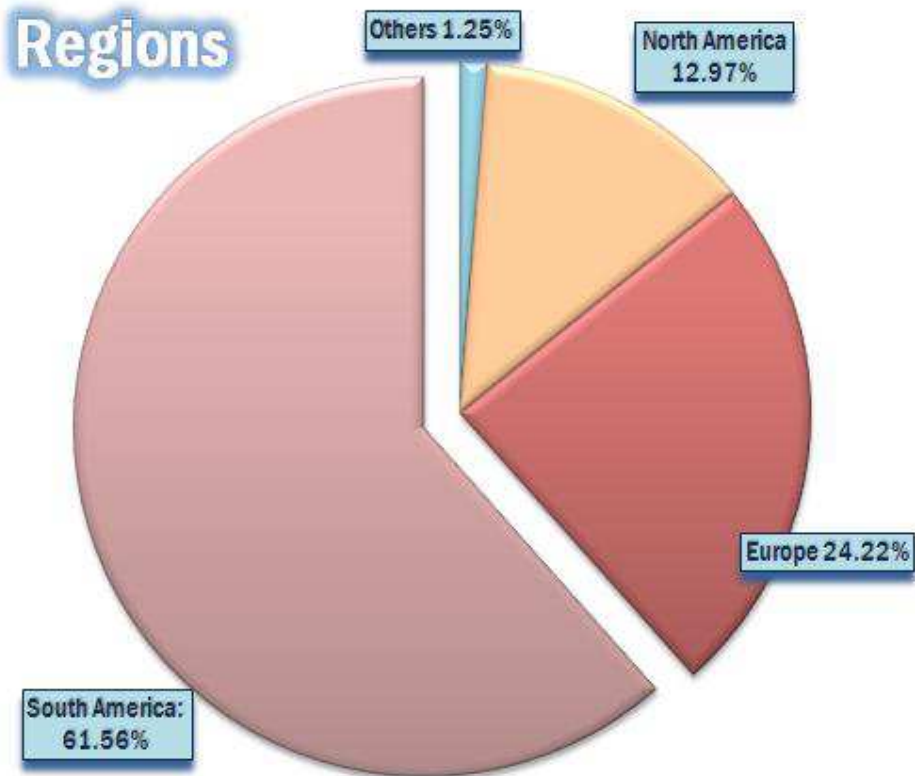
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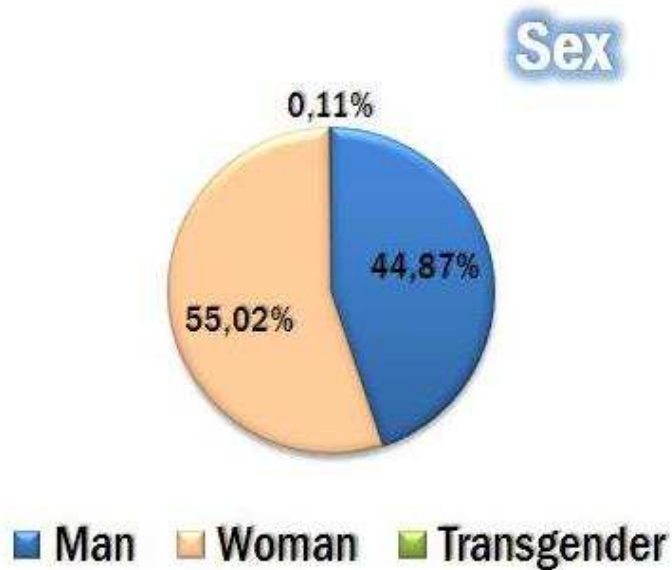
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# DEMOGRAPHIC INFORMATION

## Regions participating in the survey



## Answers by sex



## Responses by country:

North America	Canada	8	Total Central America		7	
	Mexico	145	Europe	Germany	24	
	The USA	13		Austria	1	
Total North America		166		Belgium	6	
South America	Argentina	555		Denmark	1	
	Bolivia	2		Spain	123	
	Brazil	18		Estonia	1	
	Chile	36		Finland	3	
	Colombia	24		France	53	
	Ecuador	8		Greece	3	
	Paraguay	1		Holland	3	
	Perú	19		Italy	51	
	Uruguay	66		Malta	1	
	Venezuela	59		Poland	1	
	Total South America			788	Portugal	9
Antilles	Haiti	1		United Kingdom	3	
	Total Antilles		1	Romania	1	
Asia	Japan	1	Sweden	13		
	Russia	2	Switzerland	12		
	Total Asia		3	Total Europe		309
Caribbean	Puerto Rico	3	Oceania	Australia	1	
Total Caribbean			3	Total Oceania		1
Central America	Costa Rica	3	Middle East	Israel	1	
	Guatemala	1	Total Middle East			1
	Nicaragua	3	Total general			1.282

## Responses by age:

AGE GROUP	PERCENTAGE OF RESPONSES
From 18 to 30 years	28.87%
From 31 to 40 years	23.19%
From 41 to 50 years	18.62%
From 51 to 60 years	19.51%
From 61 to 70 years	9.03%
Over 70 years	0.78%



## Responses by dance level:

In one of the survey questions the respondent was asked to define their dance level, considering the following definitions as references:

**PROFESSIONAL LEVEL:** The person for whom tango is their sole profession and means of income.

**ADVANCED LEVEL:** They have the ability to help others improve their level of dance (and eventually teach classes). Usually participate in tournaments and exhibitions.

**INTERMEDIATE LEVEL:** Regularly attends milongas, dance without difficulties. Often take classes to improve their level.

**BEGINNER LEVEL:** In learning stage, still relies on classes. Attends milongas or practices but avoids dancing with people outside their environment.

PAÍS/REGIÓN	ADVANCED	INTERMEDIATE	BEGINNER	PROFESSIONAL
Germany	35.00%	50.00%	0.00%	15.00%
North America	16.67%	77.78%	0.00%	5.56%
South America	45.45%	38.64%	11.36%	4.55%
Argentina	31.17%	53.85%	5.67%	9.31%
Chile	27.27%	63.64%	6.06%	3.03%
Colombia	15.00%	70.00%	0.00%	15.00%
Spain	24.76%	66.67%	2.86%	5.71%
Europe	25.00%	64.58%	4.17%	6.25%
France	32.56%	58.14%	2.33%	6.98%
Italy	21.74%	52.17%	10.87%	15.22%
Mexico	29.03%	53.23%	10.48%	7.26%
Uruguay	26.98%	63.49%	9.52%	0.00%
Venezuela	25.00%	50.00%	15.38%	9.62%

It should be taken into account that the definition of dance level depends on each person who answered the survey, being this a subjective data.

# ATTRIBUTES OF MILONGAS

The attributes of "**milongas**" are those characteristics of the physical place where the dancer will dance tango.

These attributes are often those that decide preferring one place over another. We have divided them (in the survey) in three groups:

- **PEOPLE**
- **INFRASTRUCTURE**
- **SERVICES**

With "**People**" we mean the public who attends certain milonga, "**Infrastructure**" refers to the physical qualities of the place and "**Services**" refers to benefits received for attending the milonga..

## People

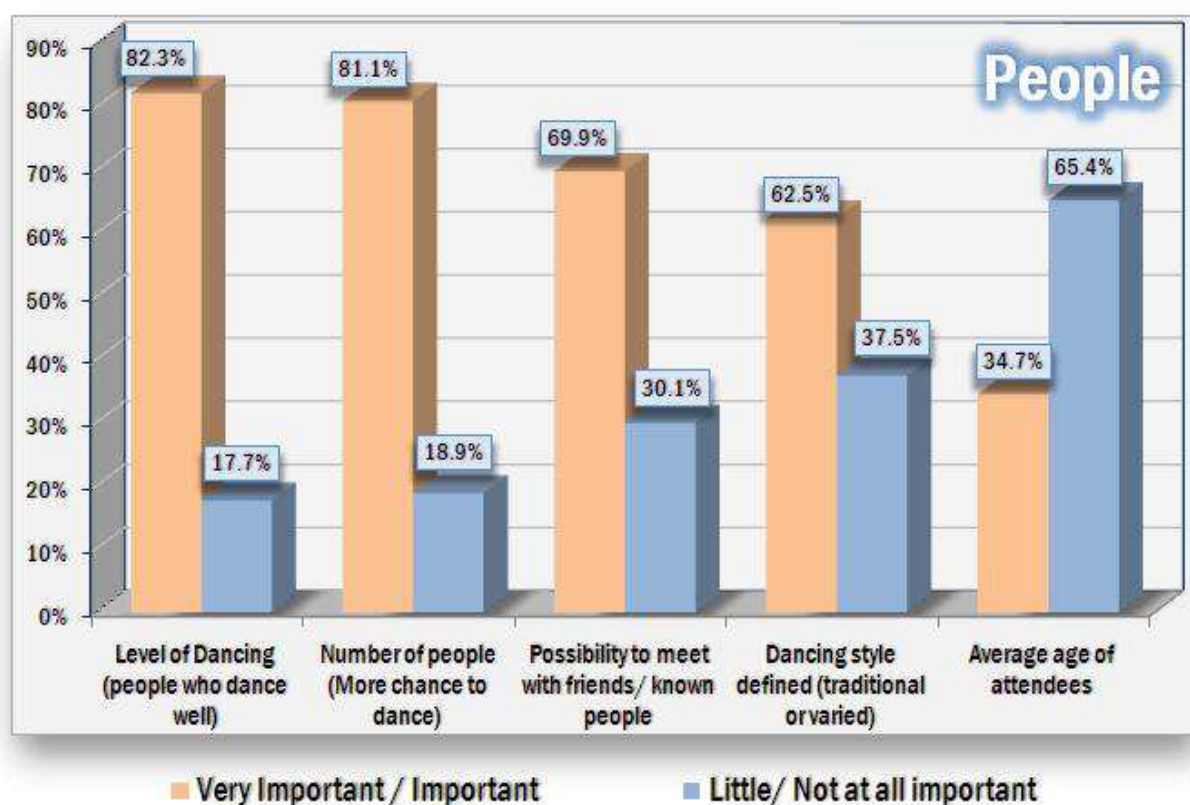


Figure 1: Milonga's attributes - People

The **Level of Dancing** (people who dance well) and **Number of People** have similar percentage ratings as "**Very Important**" and "**Important**" (82.3% and 81.1%) respectively

But the Level of Dancing is an attribute that is only considered outstanding for those who define their level of dance as **Advanced** or **Intermediate**, as seen in **Figure 2**:

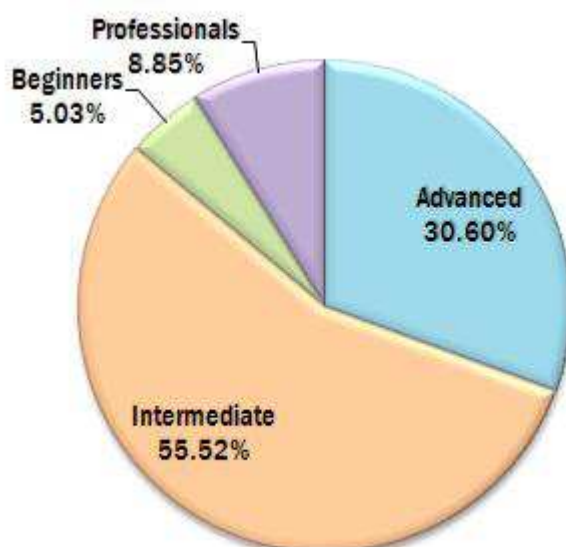


Figure 2: Level of Dance “Very Important” & “Important” – Conformation of 82.3%

The **Advanced** and **Intermediate** levels in the milonga look for people with a similar level of dance that allows them to enjoy it. **Professionals** dance in general with their peers and **beginners** do not go with expectations in this regard.

The percentage resulting from "**possibility to meet with friends/ known people**" clearly defines the social aspect of dancing tango.

As Traditional Dancing **Style** we mean the “salón” style or “milonguero”, and as varied dancing style we refer to the one that besides the traditional style also includes newer styles.

Finally, the "**Average age of attendees**" attribute receives a low rating of importance, being clear that what is sought after is a good partner dance and not a par in terms of age.

From the analysis of the percentage considered "**Very Important / Important**" to "**Average age of attendees**" (34.7%) no decisive conclusion that reflects behavior of a particular group can be obtained (age, sex, by country or level of dance). Then it would be a personal and circumstantial account.

## Infrastructure

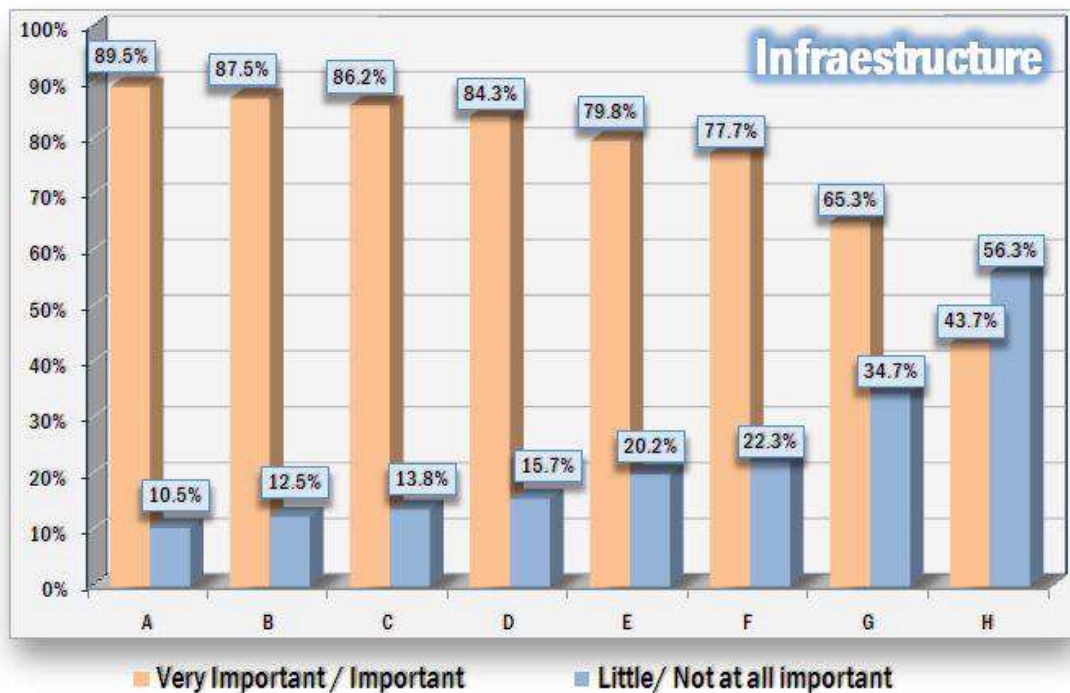


Figure 3 - Milonga's infrastructure

- A - Good dimension of the dance floor    B - Good refrigeration in summer    C - Bathrooms Hygiene/comfort  
D - Security of the area    E - Nice style of decoration    F - Facilities of access  
G - Good heating in winter    H - Proximity to your home

The information in the graph above is particularly useful for the **milongas's organizers** and require no further explanation. As **organizer**, we refer to that person- or associate group- who group people around dancing tango, selecting the music and a place suitable for the occasion.

However, consideration of the attribute "**Security of the area**" varies depending on the country of the respondent:

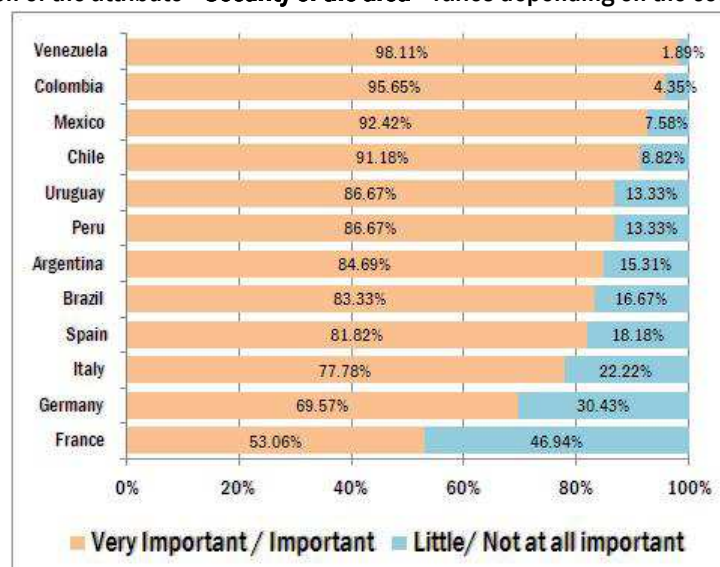
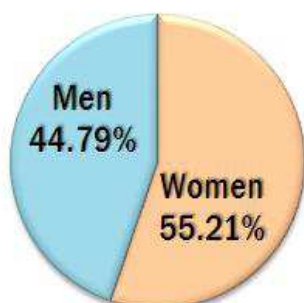


Figure 4 - Variation of the attribute "Security of the area"

Curiously (**or not**) the order of the graph above is broadly consistent with the terms of documents generated by international agencies related to crime rates per country.

Both in "**Heating**" and "**Refrigeration**" women are the most demanding group:

Refrigeration: Very Important / Important



Heating: Very Important / Important

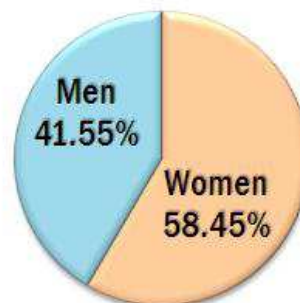


Figure 5: "Heating" and "Refrigeration" Atributtes

## Infrastructure – Dance floor

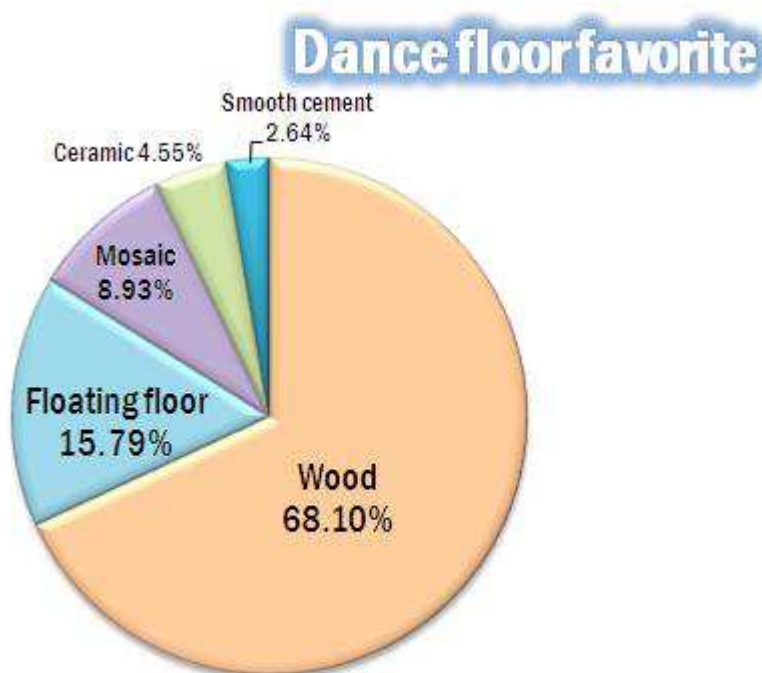


Figure 6 – Dance floor

## Services

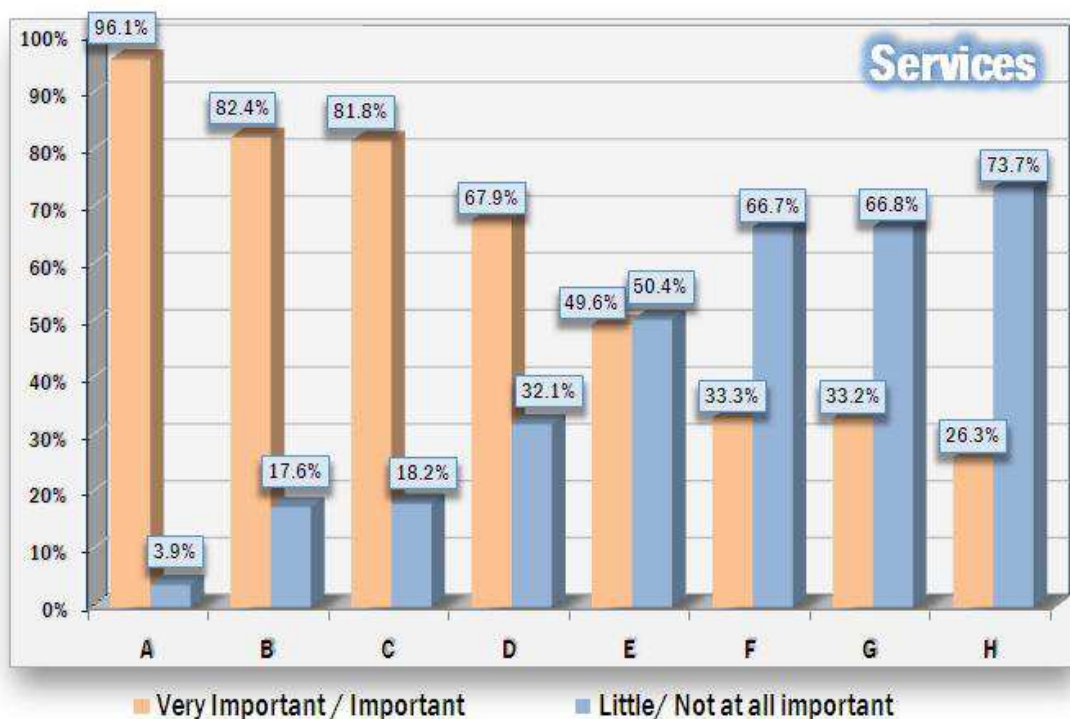


Figure 7 - Milonga's Services

A - "Musicalizador"    B - Customer services    C - Prices    D - Finding table facilities  
 E - Live Orchestras    F - Previous classes    G - Gastronomic variety    H - Couples exhibition

The importance assigned to "musicalizador" does not need any analysis and is a clear message to the milonga's organizers. We refer to **Musicalizador** as the person in charge of choosing the music. Being an amateur preparing tracks previously on a computer, or a professional DJ.

With respect to the attribute "**Price**", its consideration also varies according to the country of the respondent:

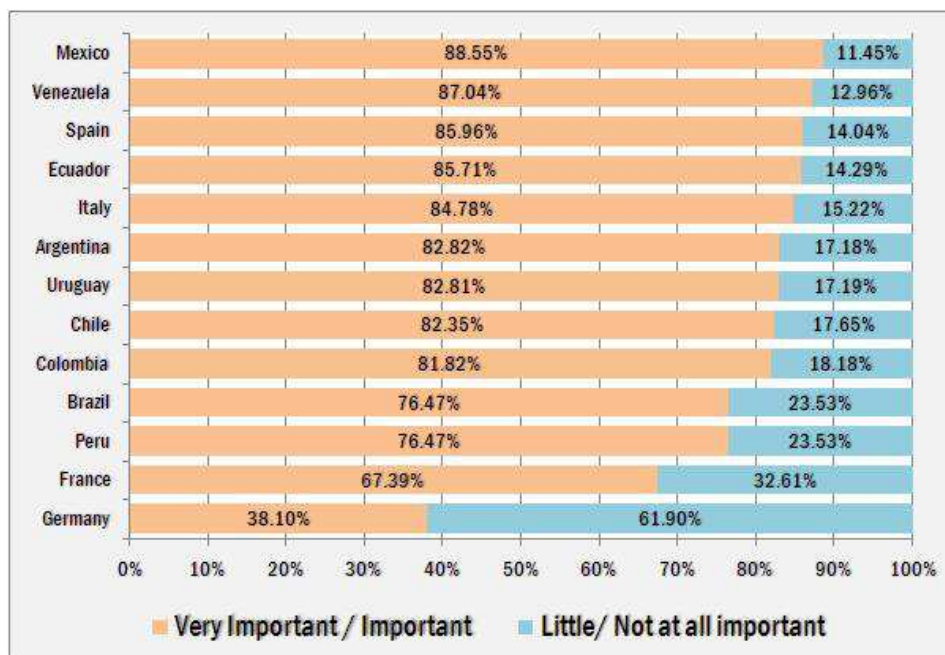


Figure 8 - Consideration of prices by country



The position of **Spain** in the list above is striking, and it can be considered as the result of the recent economic crisis that has hit the country, still having a high unemployment rate and low current consumption level in process of recovery.

## Live Orchestras... yes or no?

It is a dilemma for organizers hiring or not live orchestras, since opinions are almost equally divided (**49.6%** and **50.4%**, "Very Important/ Important and Little/ Not at all important, respectively) and usually means a significant cost.

The following information will help the organizer decide on this question:

## Age analysis

	Very Important/Important	Little/Not at all important
From 18 to 30 years	50.39%	49.61%
From 31 to 40 years	52.40%	47.60%
From 41 to 50 years	50.30%	49.70%
From 51 to 60 years	40.94%	<b>59.06%</b>
From 61 to 70 years	41.25%	<b>58.75%</b>

It is in the age group of **51 or more years** when live orchestras lose more interest. Anyway in other age ranges considerations are distributed evenly.

## Analysis by sex

	Very Important/Important	Little/Not at all important
Hombres	46.68%	53.32%
Mujeres	49.39%	50.61%

## Analysis by Level Dance

	Very Important/Important	Little/Not at all important
Beginner	46.77%	53.23%
Intermediate	49.10%	50.90%
Advanced	43.43%	56.57%
Professional	<b>60.29%</b>	39.71%

It is within **Professional** level that presentation of live bands are best considered, perhaps because the orchestral arrangements allow them a greater challenge when dancing..

It should also be considered at the same time reputation, experience and renown of the hired orchestra

## Previous classes: Analysis by dance Level of the respondent

	Very Important/Important	Little/Not at all important
Beginner	51.61%	48.39%
Intermediate	31.19%	68.81%
Advanced	25.40%	74.60%
Professional	23.19%	76.81%

As expected, **Beginners** and **Intermediate** are the ones who consider best the availability of pre-milonga classes. In addition, a previous class often serves as a way to meet other people of the same level of dance and agree to subsequently dance at the start of the milonga.

## Couples exhibition

Within the **low importance** assigned to this attribute, **Beginners** and **Professionals** are those who assigned greater relative importance:

	Very Important/Important	Little/Not at all important
Beginner	33.87%	66.13%
Intermediate	21.80%	78.20%
Advanced	22.44%	77.56%
Professional	34.78%	65.22%

For Professionals, exhibition can be a source of income or a marketing tool. But clearly, couple exhibition **is not service convening mass audience**.

By this **service analysis** by country/region results striking how little importance is assigned to service in European countries:

	Very Important/Important	Little/Not at all important
Venezuela	39.62%	60.38%
Chile	35.29%	64.71%
South America	29.85%	70.15%
Mexico	29.55%	70.45%
Argentina	28.76%	71.24%
Uruguay	26.56%	73.44%
North America	25.00%	75.00%
Europe	18.06%	81.94%
Spain	17.54%	82.46%
France	10.87%	89.13%
Italy	8.70%	91.30%

This information can help the milonga organizer to effectively address investment on areas that generate an effective return of it. For example, hiring additional staff for customer service or training them, as it is an attribute highly considered by assistants to the milonga (**82.4%**). It is considered as follows by country/region:



## Quality of customer service: The “milonguero” is also a customer!

"Very Important / Important" grade assignment to the attribute, separated by country::

País/Región	Perc.
Venezuela	94.44%
North America	89.47%
Uruguay	85.94%
Italy	84.78%
Argentina	84.07%
Chile	82.35%
Mexico	79.70%
South America	79.10%
Europe	78.38%
Spain	77.39%
France	71.74%

Why is so much importance given to this attribute in **Venezuela**? Maybe because it is in this country where the habit of dining at the same milonga is most widespread, as it will be detailed in this report on the following pages.

# CONSUMPTION IN THE MILONGA

We refer here to foods and beverages consumed during the time the assistant is in the milonga.

## Consumption in the milonga per person (average by age)

	18 to 30 years	31 to 40 years	41 to 50 years	51 to 60 years	61 to 70 years
Sodas / Flavored Water	<b>0.84</b>	0.63	0.73	0.72	0.53
Mineral water	0.79	<b>0.85</b>	0.73	0.76	0.79
Coffee / tea	0.28	0.31	0.40	<b>0.47</b>	0.35
Beer (bottle)	<b>0.85</b>	0.56	0.39	0.33	0.48
Wine (bottle)	0.38	<b>0.44</b>	0.21	0.26	0.23
Champagne (bottle)	0.09	<b>0.13</b>	<b>0.13</b>	0.10	0.09
Whisky (bottle)	<b>0.05</b>	0.02	0.02	0.01	0.02
Empanadas (units)	<b>1.31</b>	1.07	1.02	0.98	0.90
Pizza (lots)	<b>0.96</b>	0.58	0.36	0.26	0.44
Onsite Menu	<b>0.24</b>	0.18	0.20	0.22	0.14
Sweets / Desserts	<b>0.32</b>	0.18	0.16	0.20	0.14

**Note:** in Bold are higher values of the horizontal series.

In almost all items analyzed above the age group of **18-30 years** is the largest consumer of food and beverages, and can be specifically attributed to biology aspect.

## Averages by country

	Argentina	Chile	Colombia	Spain	France	Italy	Mexico	Uruguay	Venezuela
Sodas / Flavored Water	0.76	<b>1.54</b>	0.72	0.47	0.29	0.27	0.99	0.88	0.62
Mineral water	0.59	0.85	0.83	0.67	1.00	1.22	0.66	0.75	<b>1.60</b>
Coffee / tea	0.39	<b>0.81</b>	0.67	0.10	0.26	0.46	0.32	0.18	0.19
Beer (bottle)	0.54	0.69	0.78	0.75	0.39	0.41	0.49	0.45	<b>1.60</b>
Wine (bottle)	0.30	0.27	0.39	0.17	0.24	0.24	<b>0.60</b>	0.29	0.52
Champagne (bottle)	0.14	0.15	0.11	0.06	<b>0.18</b>	0.15	0.04	0.04	0.02
Whisky (bottle)	0.02	0.04	0.00	0.04	0.00	0.02	0.04	<b>0.10</b>	0.00
Empanadas (units)	1.44	<b>1.73</b>	1.11	0.35	0.71	0.41	1.05	0.90	0.79
Pizza (lots)	0.83	0.81	0.28	0.11	0.13	0.12	0.59	<b>0.84</b>	0.57
Onsite Menu	0.19	0.31	0.22	0.07	0.08	0.22	0.35	0.18	<b>0.48</b>
Sweets / Desserts	0.20	0.35	<b>0.50</b>	0.07	0.16	0.20	0.41	0.14	0.31

**Note:** in Bold are higher values of the horizontal series.

Do not draw attention to beer consumption in **Venezuela**, because it is country with the highest consumption per capita in the region. The table above may also serve as a reference for a potential organizer of a milonga, in order to anticipate which could be the consumptions of the assistants.

## Monthly Average per person (\*)

	Argentina	Chile	Colombia	Spain	France	Italy	Mexico	Uruguay	Venezuela
Sodas / Flavored Water	6.47	<b>13.50</b>	5.92	3.85	2.92	2.43	7.71	7.78	4.37
Mineral water	5.02	7.45	6.82	5.49	10.05	10.98	5.14	6.63	<b>11.28</b>
Coffee / tea	3.32	<b>7.10</b>	5.51	0.82	2.61	4.14	2.49	1.59	1.34
Beer (bottle)	4.60	6.05	6.41	6.14	3.92	3.69	3.81	3.98	<b>11.28</b>
Wine (bottle)	2.55	2.37	3.21	1.39	2.41	2.16	<b>4.67</b>	2.56	3.67
Champagne (bottle)	1.19	1.32	0.90	0.49	<b>1.81</b>	1.35	0.31	0.35	0.14
Whisky (bottle)	0.17	0.35	0.00	0.33	0.00	0.18	0.31	<b>0.88</b>	0.00
Empanadas (units)	12.26	<b>15.17</b>	9.13	2.87	7.14	3.69	8.17	7.96	5.57
Pizza (lots)	7.07	7.10	2.30	0.90	1.31	1.08	4.59	<b>7.43</b>	4.02
Onsite Menu	1.62	2.72	1.81	0.57	0.80	1.98	2.72	1.59	<b>3.38</b>
Sweets / Desserts	1.70	3.07	<b>4.11</b>	0.57	1.61	1.80	3.19	1.24	2.19

**Note:** Bold higher values of the horizontal series.

(\*) Obtained by multiplying the average consumption per person by the average number of days per month attending the milonga.

The table above can serve as a personal reference, to estimate monthly expenses associated with attendance to the milonga, to which it should be added the price of admission to the milonga, allowances, extra for classes if any, etc. for greater accuracy.

# HABITS OF ASSISTANCE TO MILONGA

## Days of attendance per month

No doubt the days of attendance to milonga per month speak clearly of the passion for the dance. However, there are factors that make it difficult to dance as often as it is desired, such as obligations, work, exhaustion, family or couple and no doubt the costs associated with going to the milonga, too.

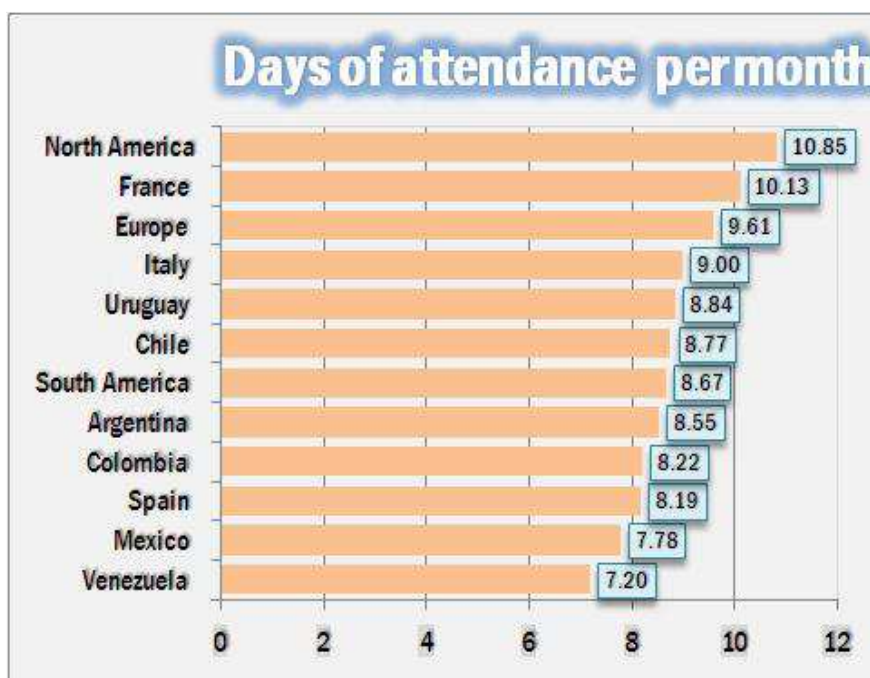


Figure 9 - Average days of dancing by country / region

**Note:** North America includes the USA and Canada. Europe excluding Italy, Spain and France. South America excludes countries that are listed in the figure.

The “**sentimental factor**” also affects the average number of days per month dance:

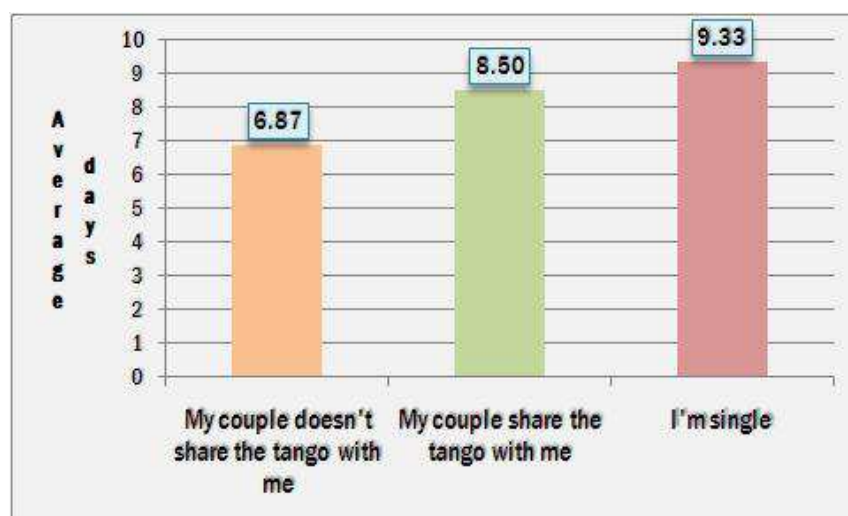


Figure 10 - Average days of dance by relationship status

The ones who are not in couple dance (per year) nearly 30 more days in contrast to the person whose partner does not share the dance.

Clear differences are also observed in the number of days according to the **dance level** and the **age** of the person:

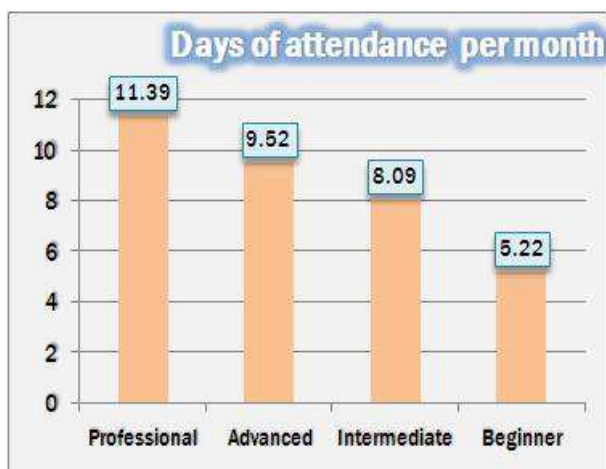


Figure 11 – By dance level

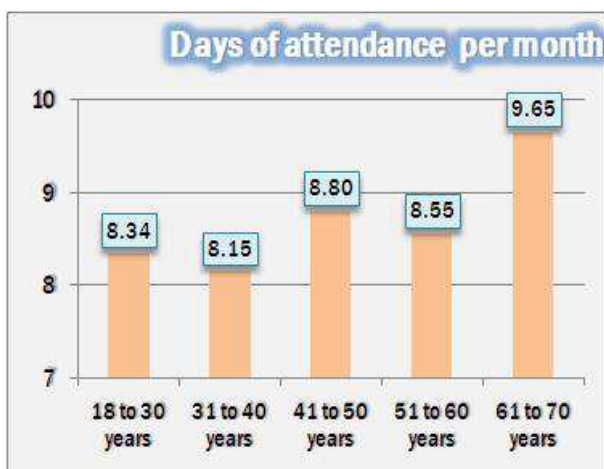


Figure 10 – By age

## Days of the week preference by country/ region

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
North America	<b>44.44%</b>	33.33%	44.44%	44.44%	72.22%	55.56%	38.89%
South America	20.45%	27.27%	31.82%	36.36%	52.27%	59.09%	54.55%
Argentina	17.76%	26.15%	34.93%	32.93%	58.08%	58.08%	47.90%
Chile	9.09%	48.48%	21.21%	48.48%	60.61%	66.67%	<b>18.18%</b>
Colombia	<b>4.76%</b>	19.05%	<b>14.29%</b>	<b>57.14%</b>	52.38%	<b>90.48%</b>	42.86%
Spain	8.41%	<b>10.28%</b>	20.56%	28.04%	60.75%	60.75%	66.36%
Europe	19.72%	26.76%	32.39%	29.58%	71.83%	73.24%	57.75%
France	24.44%	<b>51.11%</b>	42.22%	44.44%	57.78%	64.44%	71.11%
Italy	8.70%	30.43%	17.39%	<b>10.87%</b>	54.35%	84.78%	<b>80.43%</b>
Mexico	12.90%	17.74%	23.39%	41.13%	50.00%	72.58%	45.16%
Uruguay	29.23%	23.08%	35.38%	49.23%	<b>75.38%</b>	<b>41.54%</b>	23.08%
Venezuela	16.98%	15.09%	<b>45.28%</b>	22.64%	<b>49.06%</b>	64.15%	28.30%

**Note:** In green are the highest values of the vertical series, the lowest are in orange.

The following table shows the preferences of weekdays by age:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
18 to 30 years	15.83%	23.94%	32.43%	37.84%	57.53%	66.41%	44.79%
31 to 40 years	16.83%	27.88%	35.10%	37.98%	55.29%	57.21%	43.75%
41 to 50 years	16.27%	26.51%	32.53%	34.94%	61.45%	58.43%	51.20%
51 to 60 years	16.00%	20.00%	27.43%	29.14%	60.57%	67.43%	52.57%
61 to 70 years	17.24%	26.44%	35.63%	34.48%	66.67%	59.77%	58.62%

**Note:** In green are the highest values of the vertical series, the lowest are in orange.

Finally, below preferences Dancing Days by Level of respondent::

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Beginner	12.70%	26.98%	28.57%	31.75%	41.27%	38.10%	23.81%
Intermediate	15.11%	23.06%	33.60%	33.60%	58.65%	63.22%	44.53%
Advanced	16.15%	26.15%	30.00%	40.00%	61.92%	65.77%	58.08%
Professional	28.57%	31.43%	35.71%	32.86%	70.00%	64.29%	64.29%

**Note:** In green are the highest values of the vertical series, the lowest are in orange.

## Assistance habit by country / region

Attendance to the milonga is the way people usually attend dance. While there are circumstances which often determine with whom we attend, there are countries or regions where you typically attend in company with a group of people, very common practice in **Argentina, Uruguay and Venezuela**. **Spain** stands out as a usual practice to attend with a dance partner established, while in **North America** (the USA and Canada) is common to attend alone to the milonga.

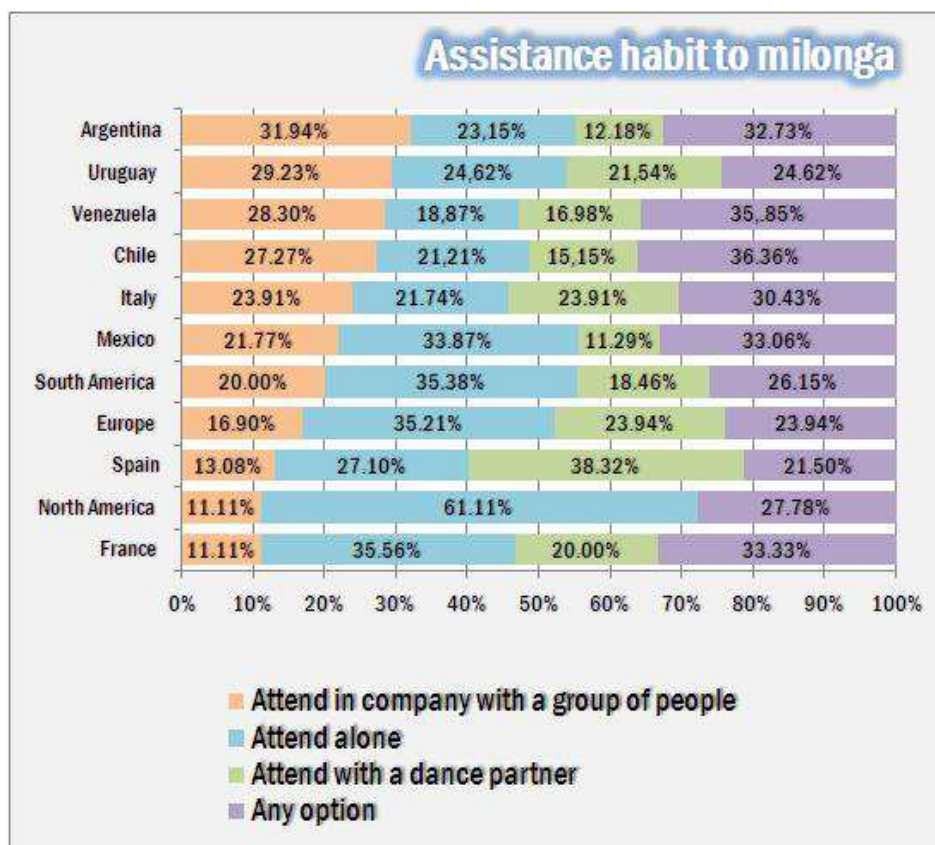


Figure 13 – Assistance habit by country/region

## Attendance habits by age

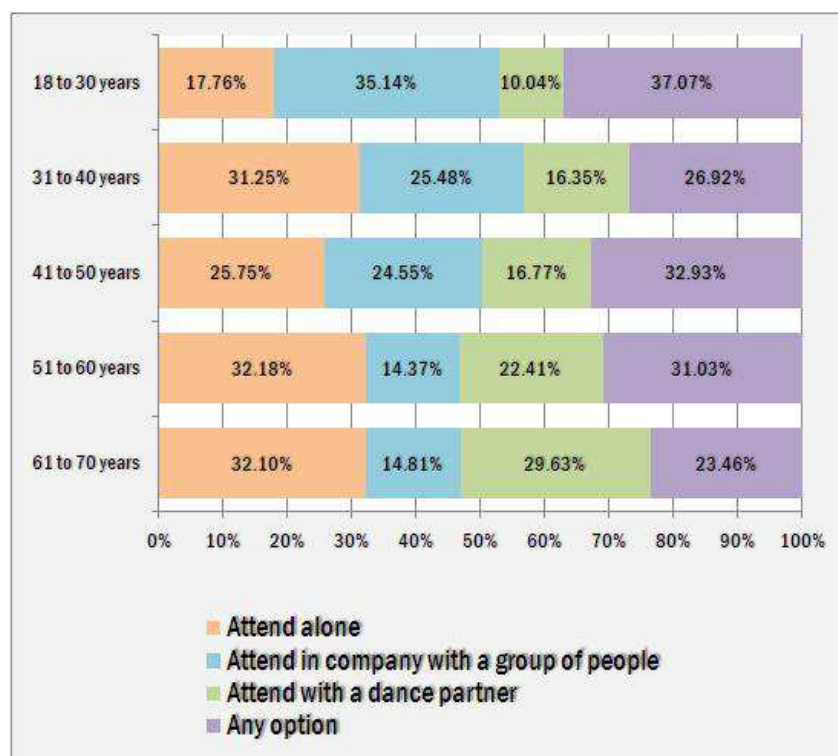


Figure 14 – Assistance Habit by Age



Age also influences the habit of assistance. Note in the upper graph how as you increase average age of the wizard it decreases the percentage of people who attend in group.

Assistance habit by level of dance

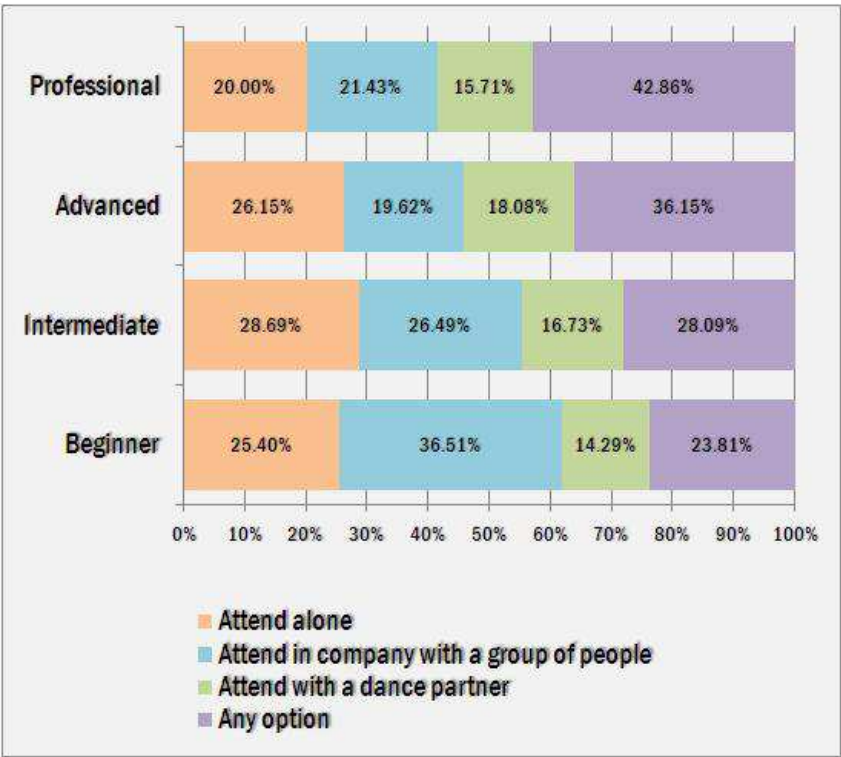


Figure 15 – Assistance Habit by Level of dance

Accompanied by a dance partner - Evolution by age

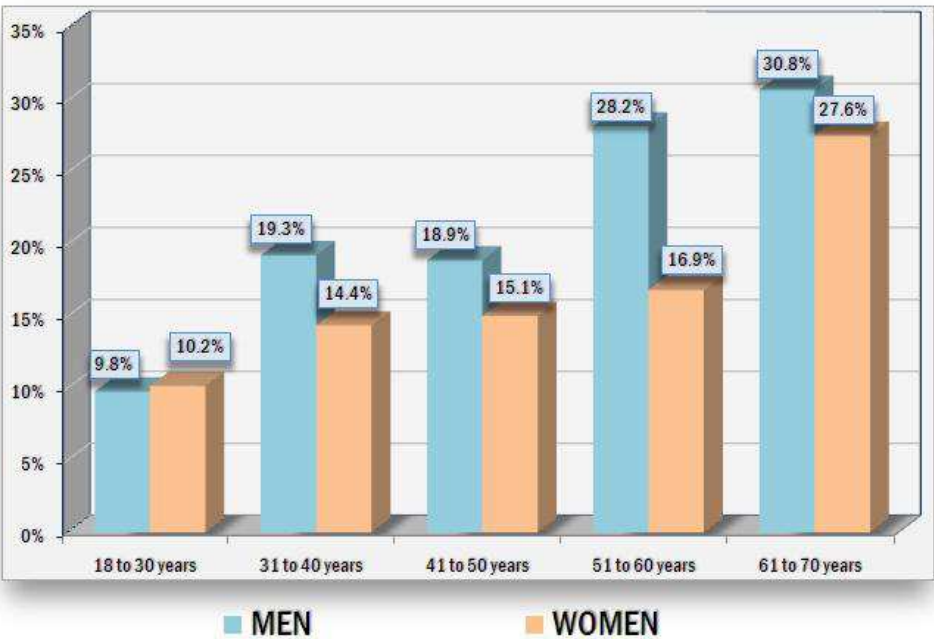


Figure 16 – Assistance Evolution by Age



## Accompanied by a dancing partner - Behavior

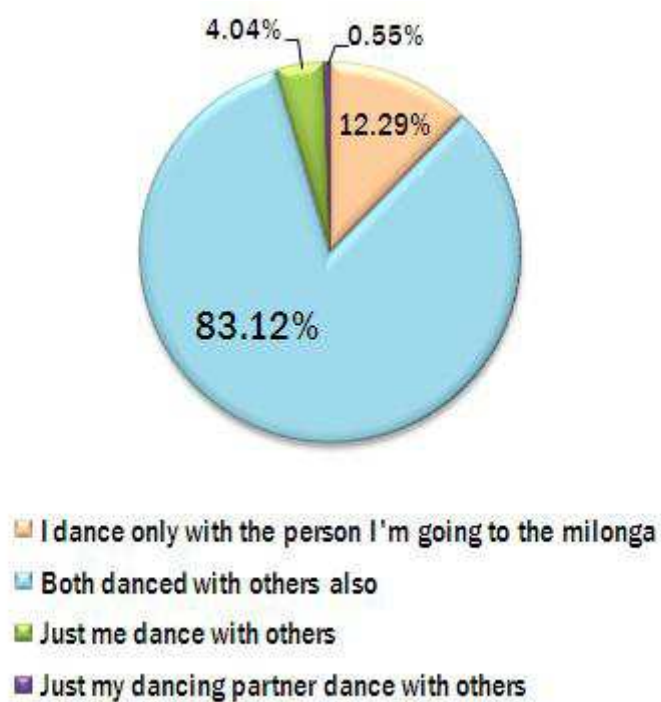


Figure 16 – Accompanied by dancing partner - Behavior

The **65.45%** of people who only dance with the person they are visiting the milonga with, are couples and also share the dance.

# LEVEL of DANCE

## Years of dancing by country/region

Country/ Region	Beginner		Intermediate		Advanced		Professional		Prom. finales	
	Average years		Average years		Average years		Average years		Average years	
	Dance	Age	Dance	Age	Dance	Age	Dance	Age	Dance	Age
North America	-	-	5.95	52.20	-	-	-	-	5.95	52.20
South America	2.13	52.25	6.17	43.04	7.47	41.74	11.50	32.25	6.72	42.46
Argentina	2.02	39.61	6.38	42.51	10.61	43.18	15.51	36.43	8.26	41.96
Chile	1.25	45.50	4.70	39.13	9.13	33.88	6.00	35.00	5.85	37.85
Spain	4.33	51.67	7.18	48.81	11.30	45.20	14.60	41.00	8.49	47.60
Europe	2.50	53.00	6.63	45.93	8.06	39.29	12.33	45.33	7.31	43.88
France	2.00	30.00	5.91	39.09	9.54	46.54	20.50	36.00	7.82	41.24
Italy	1.75	42.50	6.39	49.86	10.44	49.22	15.83	43.67	8.21	48.10
Mexico	1.17	37.22	3.92	34.58	6.43	31.63	15.83	37.83	5.18	34.11
Uruguay	1.33	35.67	5.03	41.15	9.00	37.08	-	-	5.53	39.55
Venezuela	1.36	32.29	3.33	32.05	6.17	30.33	6.25	25.50	4.06	31.02

**Important Note:** The symbol "-" means that there is not enough statistical information to assume the representation of a group analysis in particular.

From the information above, analysis suggests the following:

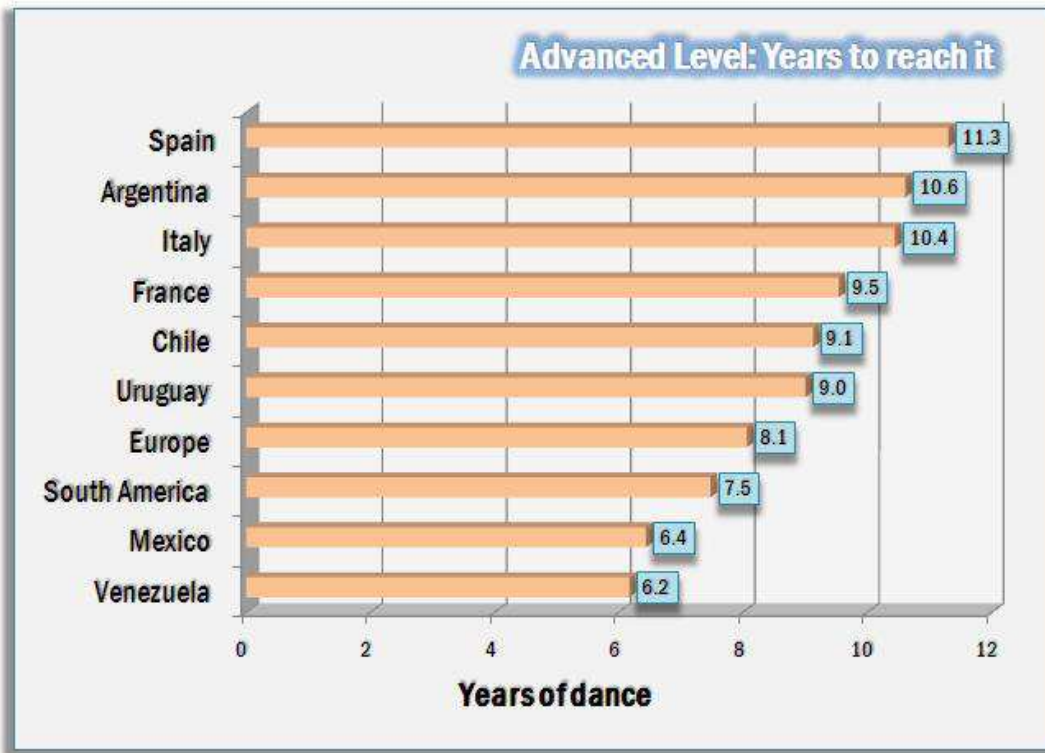


Figure 17 – Advanced Level: years to reach it

The learning curve of the countries of **South America** (except Argentina and Uruguay) is considerably shorter than the average for the other countries. (Learning Curve: the degree of success in learning during a specific time period).

A logical explanation could be the combination of high mensual averages of days of assistance to the milonga with a large number of classes taken monthly.

But particularly **Venezuela** and **Mexico** are the countries with the lowest average of attendance to the milonga, **7.20** and **7.78** days per month respectively.

Regarding the number of **hours of classes taken per month** (another factor that could help reduce the learning curve) the analysis by country/region yields these results:

COUNTRY/REGIÓN	AVERAGE
Venezuela	8.77 hours per month
South America	8.11 hours per month
Italy	7.74 hours per month
Argentina	7.64 hours per month
Mexico	7.48 hours per month
Uruguay	6.89 hours per month
Chile	6.85 hours per month
North America	5.18 hours per month
France	5.17 hours per month
Europe	4.82 hours per month
Spain	4.68 hours per month

In fact, both **Venezuela** and **Mexico** are in first place in terms of hours of classes per month, but also are **Argentina** and **Italy**. However, these two countries have learning curves (to reach the **Advanced** level) larger (**10.6** and **10.4** years, respectively.)

It becomes even more striking for **Venezuela** if other learning curves are analyzed:

**Beginner:** 1.36 years of dance → **Intermediate:** 3.33 years of dance → **Advanced:** 6.17 years of dance → **Professional:** 6.25 years of dance

In comparison to **Argentina**, as a reference:

**Beginner:** 2.02 years of dance → **Intermediate:** 6.38 years of dance → **Advanced:** 10.61 years of dance → **Professional:** 15.51 years of dance

The time a dancer in **Argentina** spends in order to consider himself an **Intermediate** dancer, exceeds one of **Venezuela** to reach a **Professional** level.

But there is a significant fact in both **Venezuela** and **Mexico**: their "**milongueras**" are the youngest populations in the countries and regions analyzed in this report: **31.02** and **34.11** years respectively.

This offers two readings:

- On one side, the tango will enjoy "good health" in these countries as long as young people continue joining the dance.
- It could also be assumed that short learning curves are related to the natural ease in a young person to incorporate techniques and movements in contrast to older people.

Regarding professional status, the slogan of the survey was to consider "**Professional**" as "*The person for whom tango is your sole profession and source of income*".

Therefore the existence of these two conditions is understood as part of being a Professional:

- To possess the knowledge, experience and expertise for teaching tango to others.
- The existence of an (internal or external) market that requires services related to dance, such as those connected to the show and generally found in capital cities or in a certain number of inhabitants.

**Uruguay**, a country of excellence concerning tango, has a population of 3.2 million inhabitants, and its capital Montevideo, with 1.3 million inhabitants (excluding the metropolitan area). In relative terms it is a "small" market which difficults "**Professional**" conditions to outstanding dancers of the country, naturally forcing them to emigrate to develop their careers abroad.

A different situation constitutes a metropolis like **Mexico City**, whose greater metropolitan area totals more than 21 million people.

**IMPORTANT:** Remember that in this report the **level of dancing** has been defined by each person, without an established process of general common assessment. Therefore it will be colored by the subjective elements of each individual and also the contextual conditions. There will be cases of over-evaluating the own level, as well as under – evaluating oneself.

## Hours of dance classes by dance level

On the previous page we analyzed the average hours of classes per country, on the following comes the same analysis by **Dance level** of respondent:

DANCE LEVEL	AVERAGE
Beginner	9.09 hours per month
Intermediate	7.21 hours per month
Advanced	6.01 hours per month
Professional	7.78 hours per month

---

## ¿WHY DO YOU DANCE TANGO?

What drives a person to learn to dance tango? Most respondents were unable to find in the options of the question "What was the main reason you decided to dance tango?" the reason or motive that led them to embrace it.

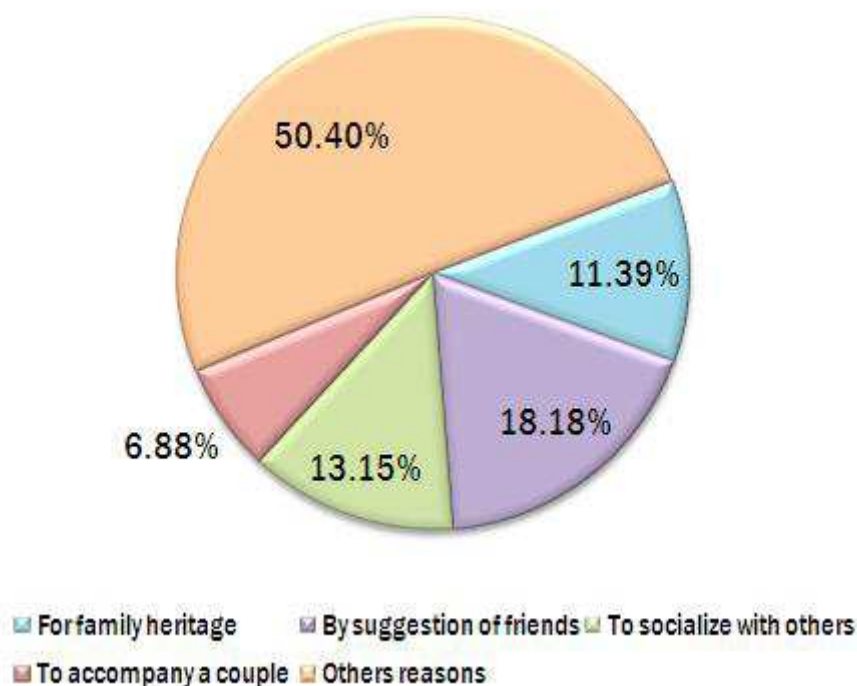


Figure 18 - Reasons for tango

### The other reasons ...

We have registered more than **600 comments** regarding to the reasons that led to tango, making it impossible to include them in this analysis. But we can summarize much of it with the following:

- Because of curiosity
- By chance
- To seduce someone
- For the sensuality of the dance
- Because of the mystery of the embracement
- For the Music
- For medical prescription
- For therapeutic recommendations
- For constituting a personal challenge
- For listening to tango since childhood
- For being a dancer of other dances
- Because of Love
- Because of passion
- Because of necessity
- Because of the energy

## The beginnings

All those dancing tango necessarily overcome, with more or less difficulty, Beginner stage. It is at this point where the character of the future milonga dancer is shaped, to the extent that he or she can overcome what Beginners define as greater difficulties in this stage:

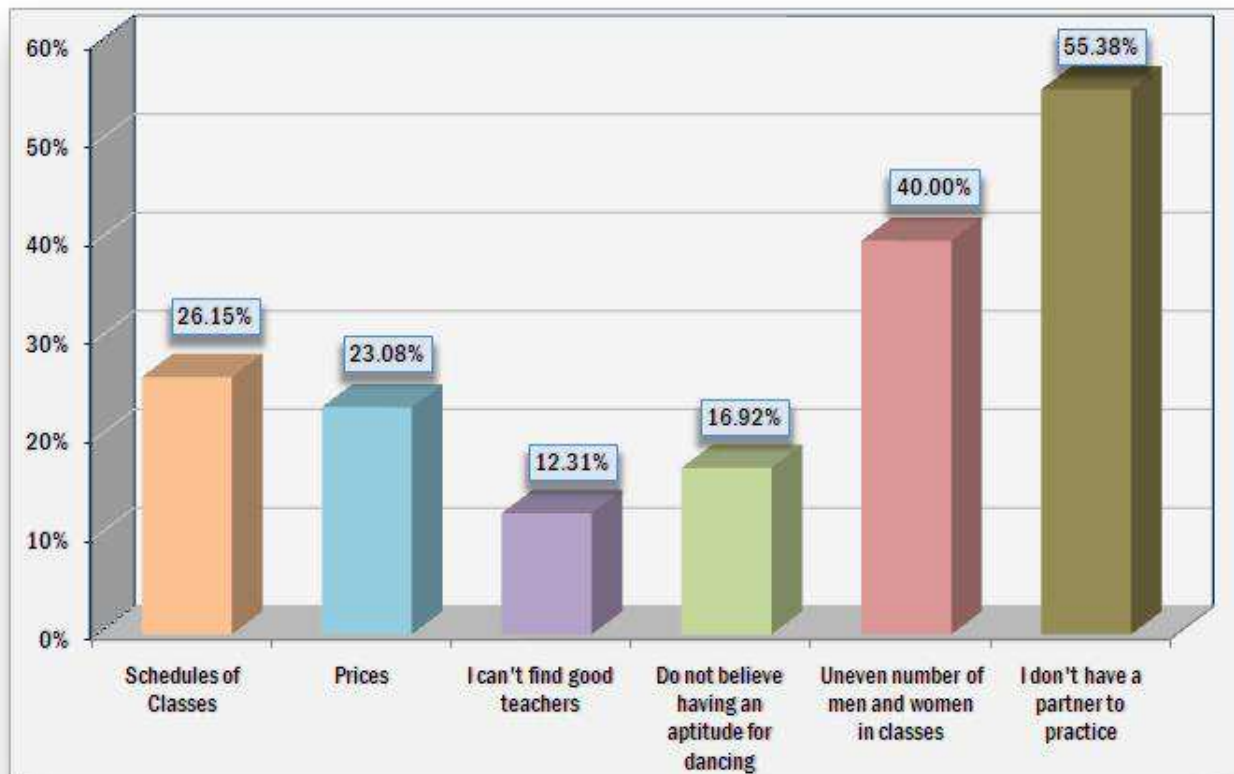


Figure 19 –Beginners Difficulties

No doubt tango is a dance that requires continual practice to aim for improvement. And the lack of a partner to practice constitutes a practical impediment and has a detrimental effect to the learning process. From **55.38%** saying not having a partner to practice with, **62.07%** are women and **37.93%** are men.

Regarding the uneven number of men and women in classes (which forces the teacher to repeat exercises that can be considered boring for Beginners), **40%** expressing this difficulty is made up of **87.50%** of women and only **12,50%** of men.

Those who say they "**do not believe having an aptitude for dancing**" are mostly men (**90%**).

# DANCING TEACHERS

Much time has passed since tango was learned on the basis of trial and error, and when it was taught by parents, older siblings and friends. Since the global spread of tango, a fundamental role in the development of the dance has appeared: **the teachers**.

The graph below shows the general result to the question **"Who are the teachers or references that have most contributed to improving your dancing?"**. (Only 100 teachers with the highest number of mentions included).

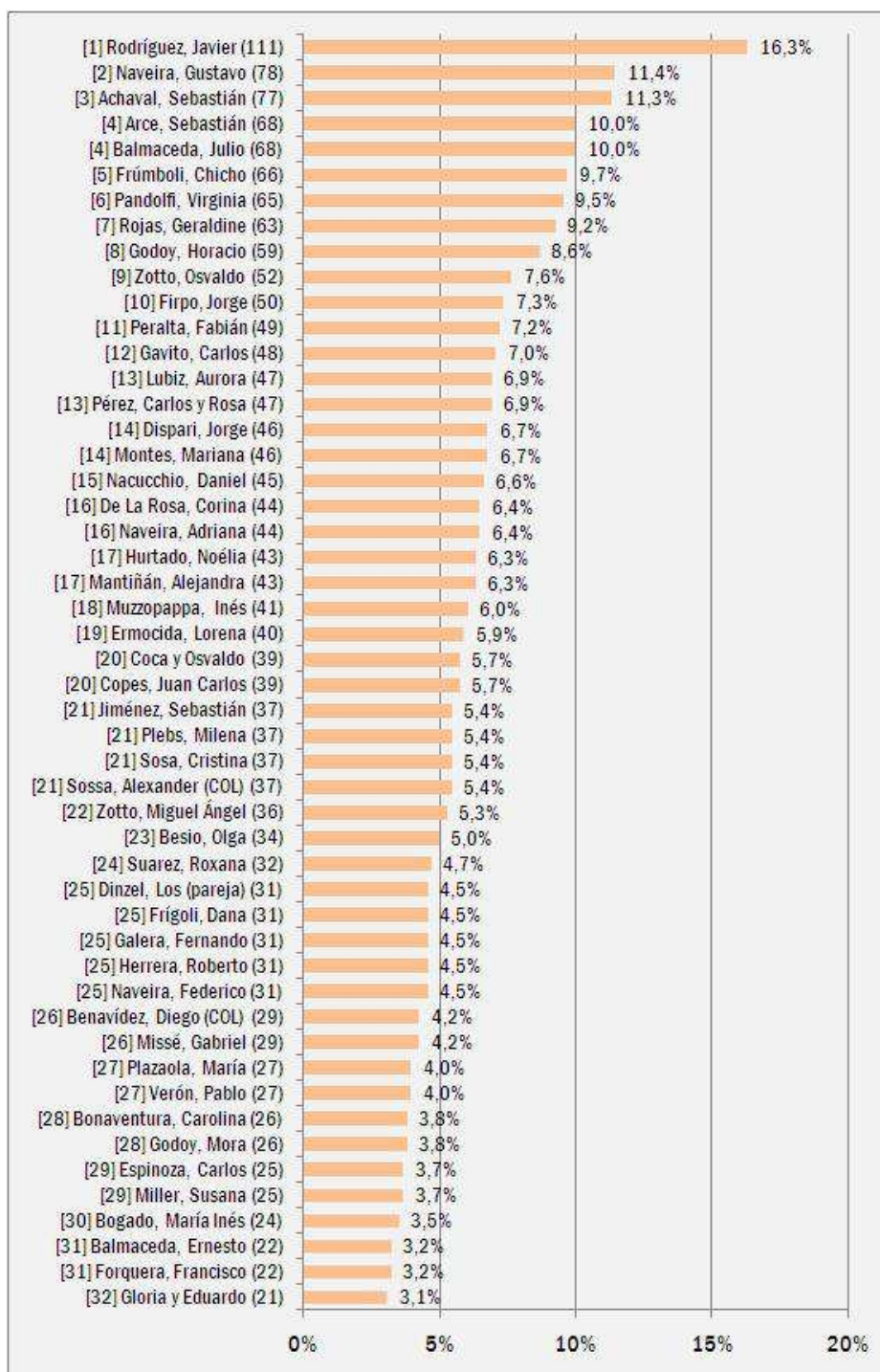


Figure 20 – The Teachers (1 a 50)

**Note:** Parentheses indicate their position in the count, brackets the number of "votes" received.



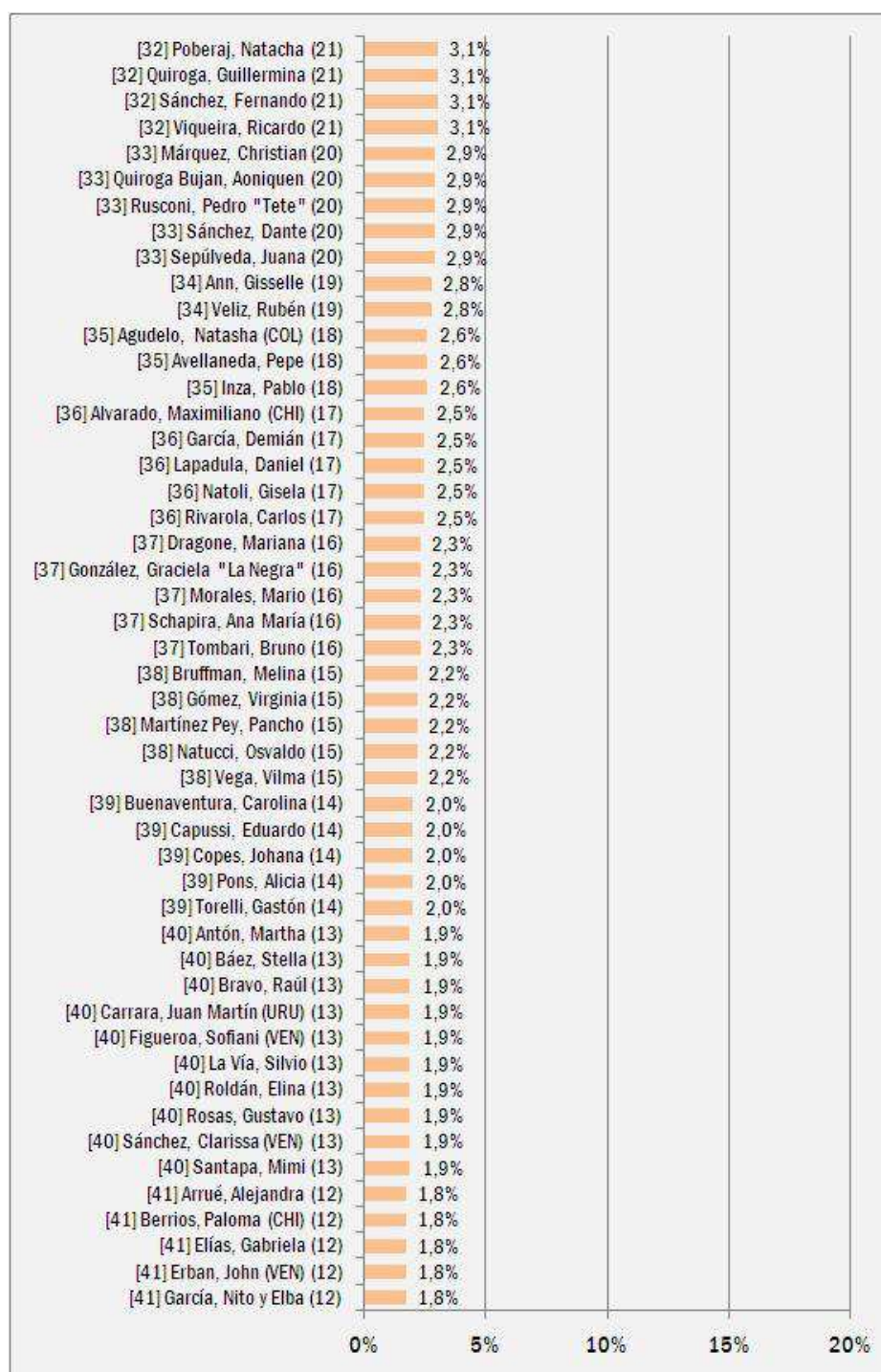


Figure 11 – The Teachers (51 a 100)

**Note:** They have received (at least one vote) 579 teachers or references.

Tango Globalization also created the opportunity for Professionals to disseminate their knowledge on a global scale. The following four graphs show the composition of the "votes" received by each of the teachers according to the country of the respondent (ordered alphabetically):



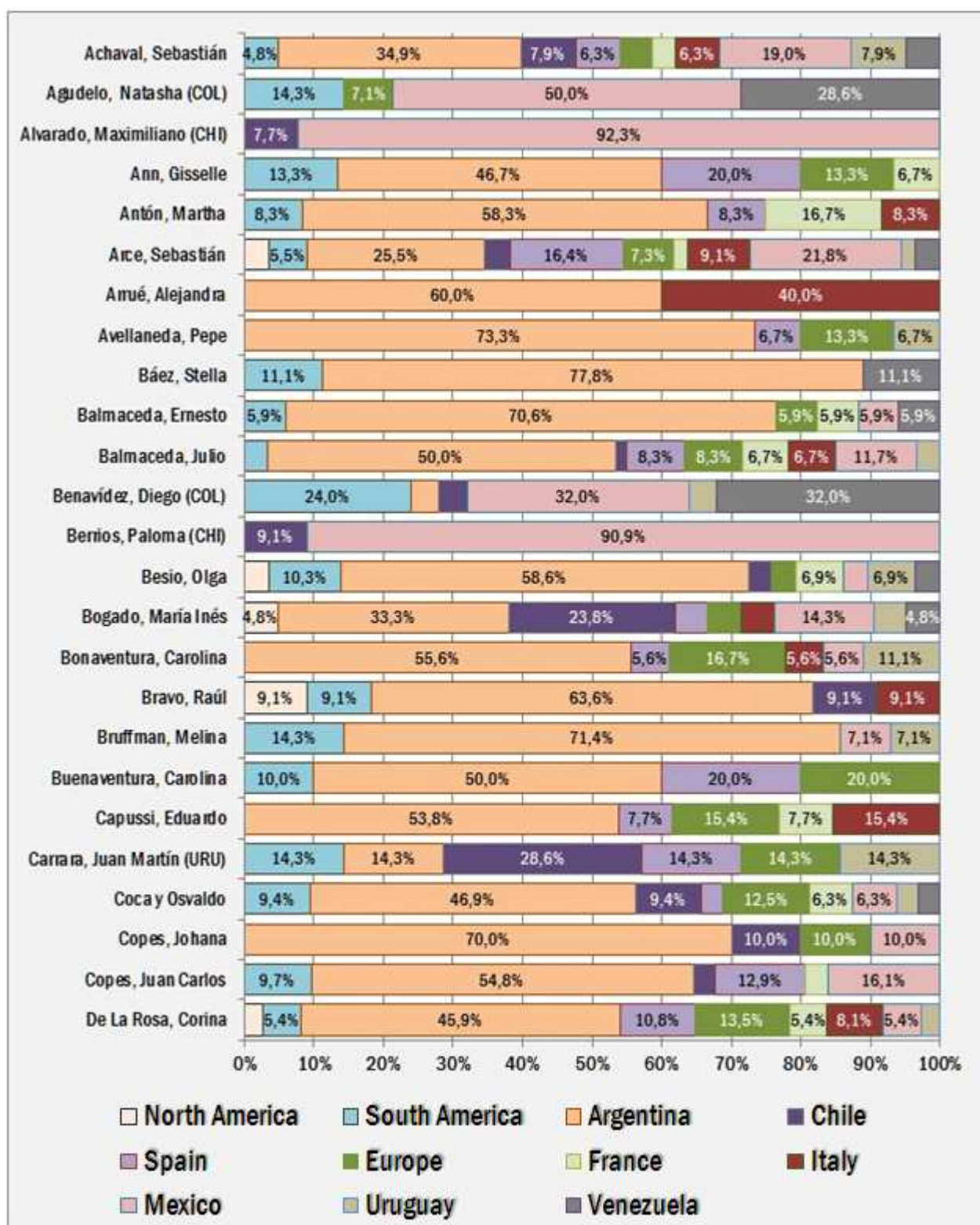


Figure 12 – Votes Composition (1 a 25)

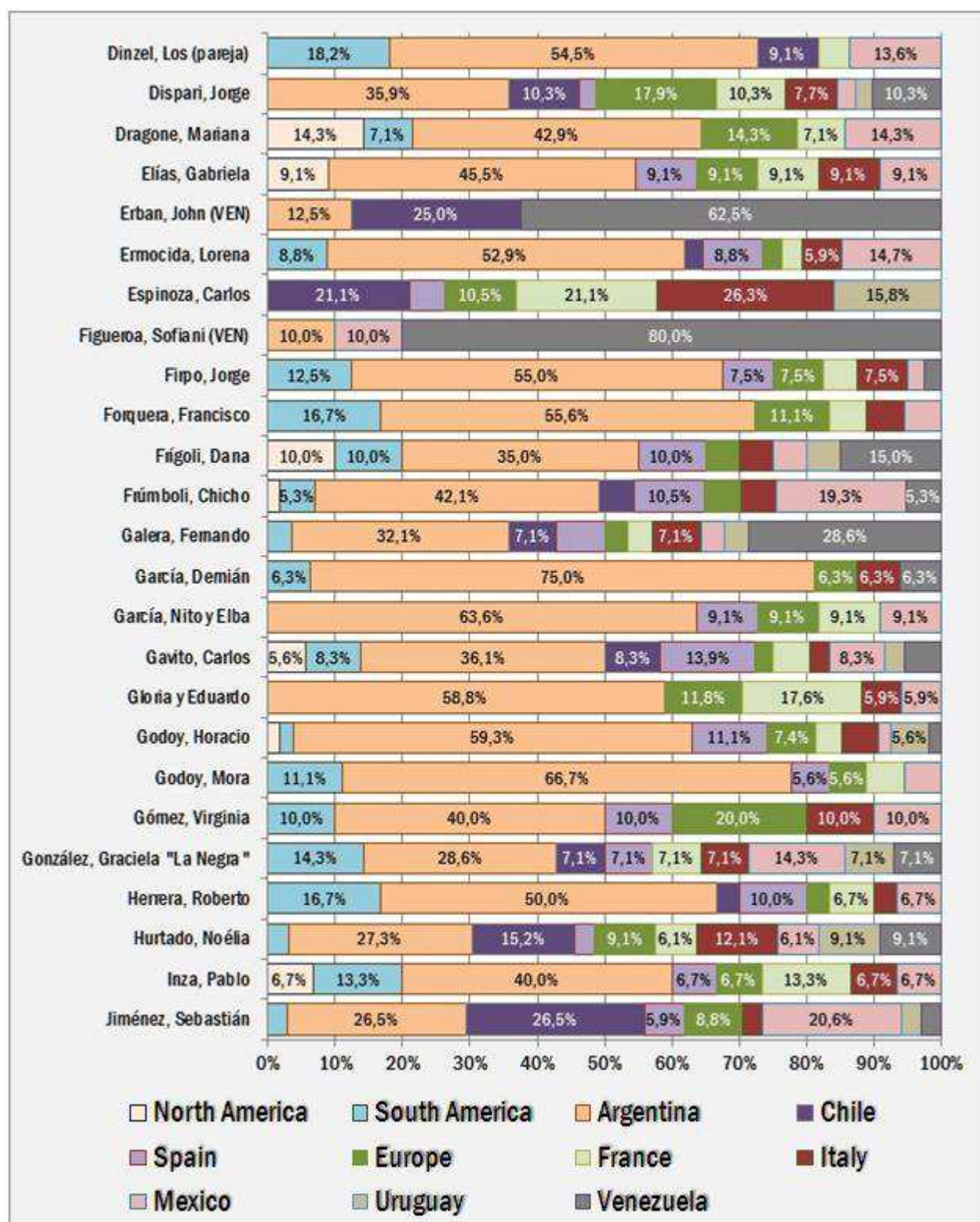


Figure 13 – Votes Composition (26 a 50)



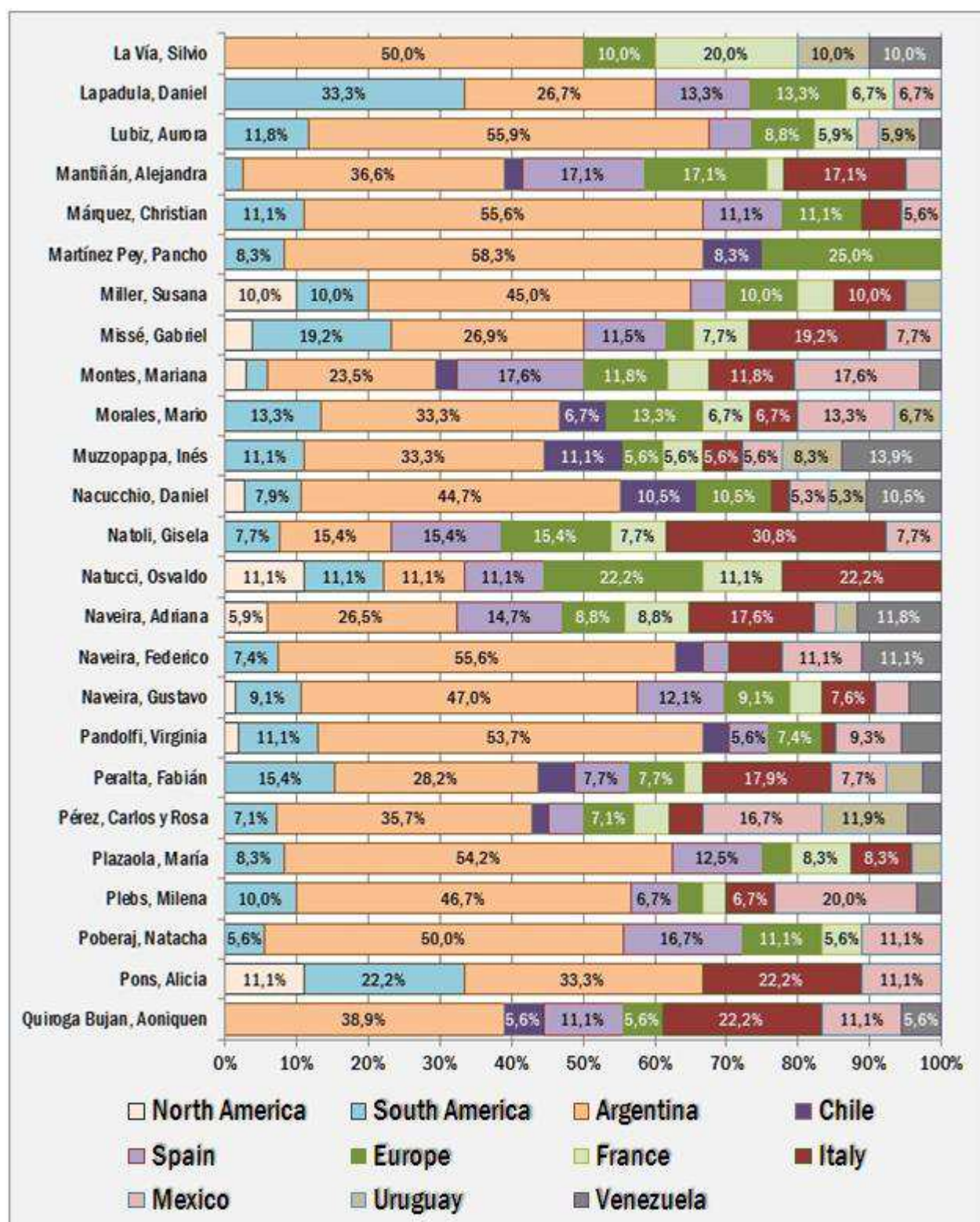


Figure 14 - Votes Composition (51 a 75)

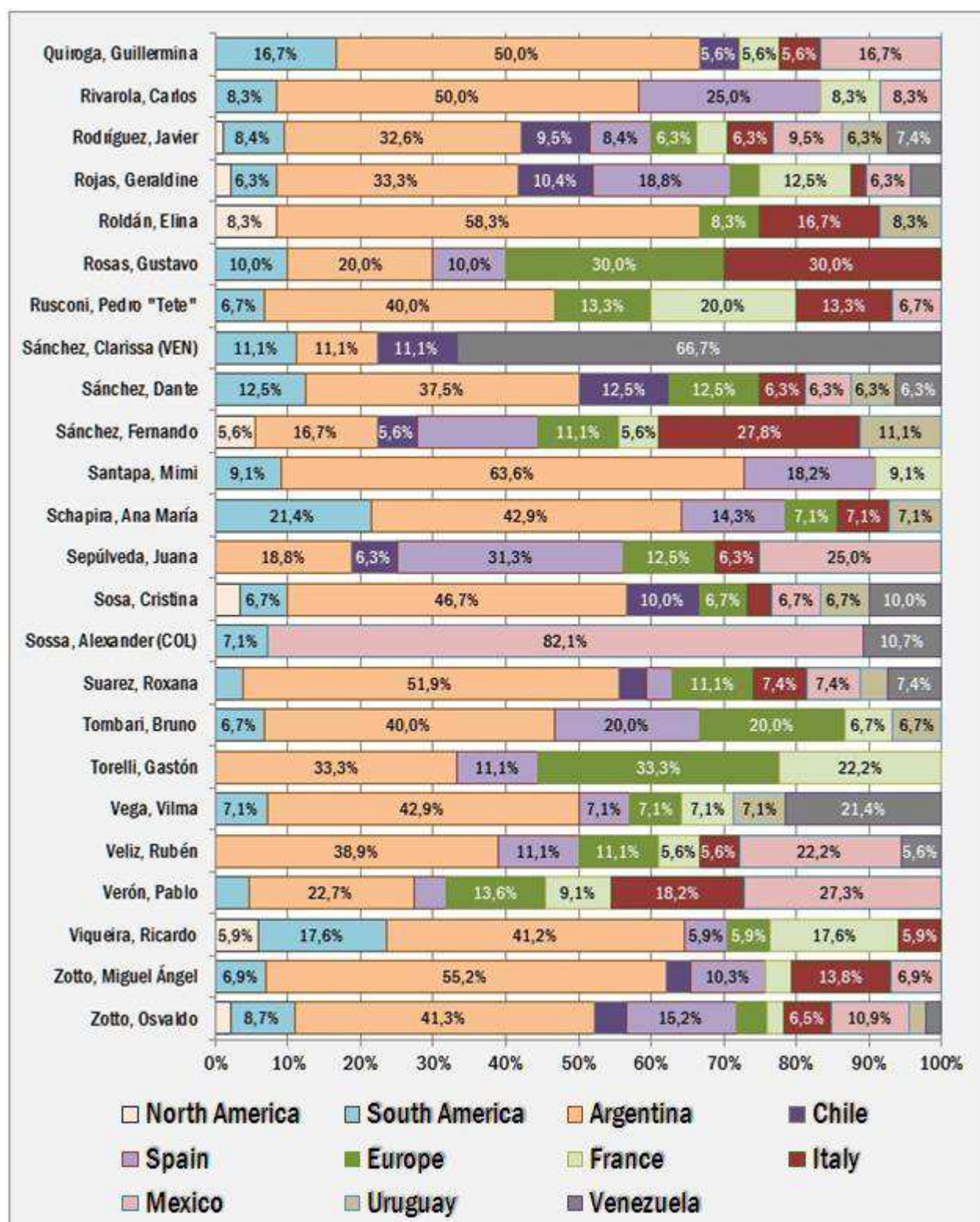


Figure 15 -Votes Composition (76 a 100)



In the following figures the "votes" by Dance Level of the respondent:

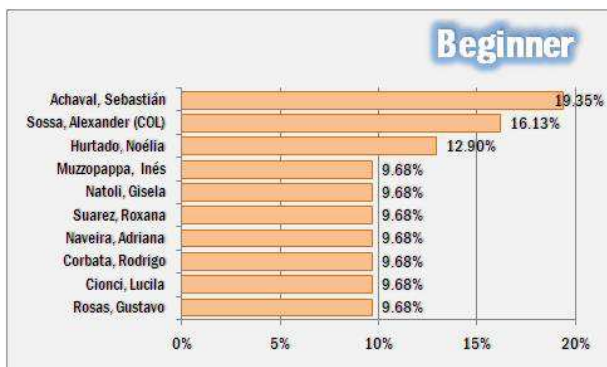


Figure 16 – Beginners votes

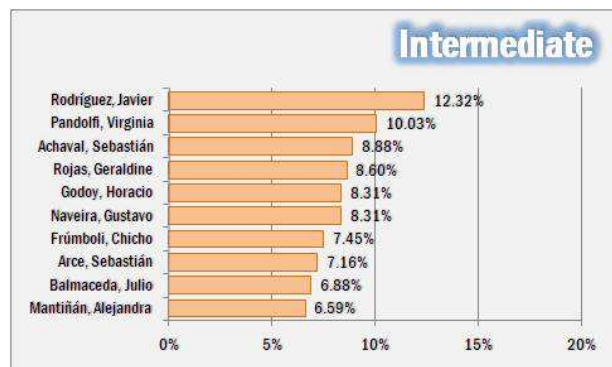


Figure 17 – Intermediate votes

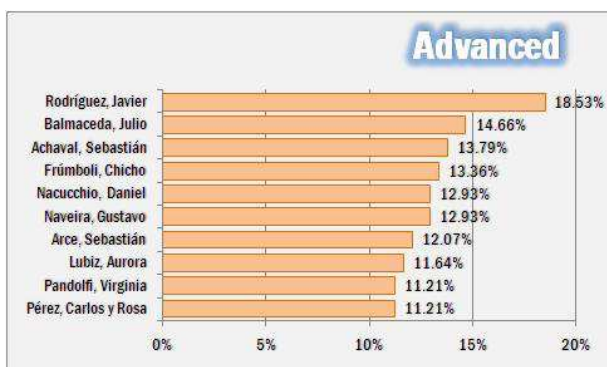


Figure 18 – Advanced votes

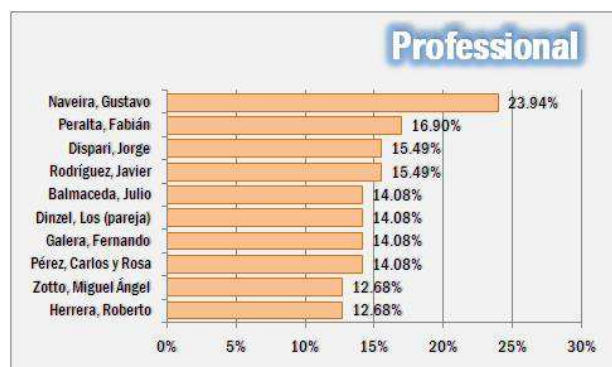


Figure 19 – Professionals votes

# INVESTMENT IN MILONGA

It is said that tango is not an expensive activity. On the whole, the entrance to the milonga is economical and consumption prices (food/ drinks) are similar to those in other social activities.

But where there may be a considerable investment is in clothing and footwear which each milonga dancer wants to acquire to devote exclusively to tango. The following graph shows the average:

- Pair of shoes/ slippers and dance clothing, today.
- Purchases of shoes/ slippers and clothes (pants, skirts, dresses, etc.) acquired in the past twelve months.

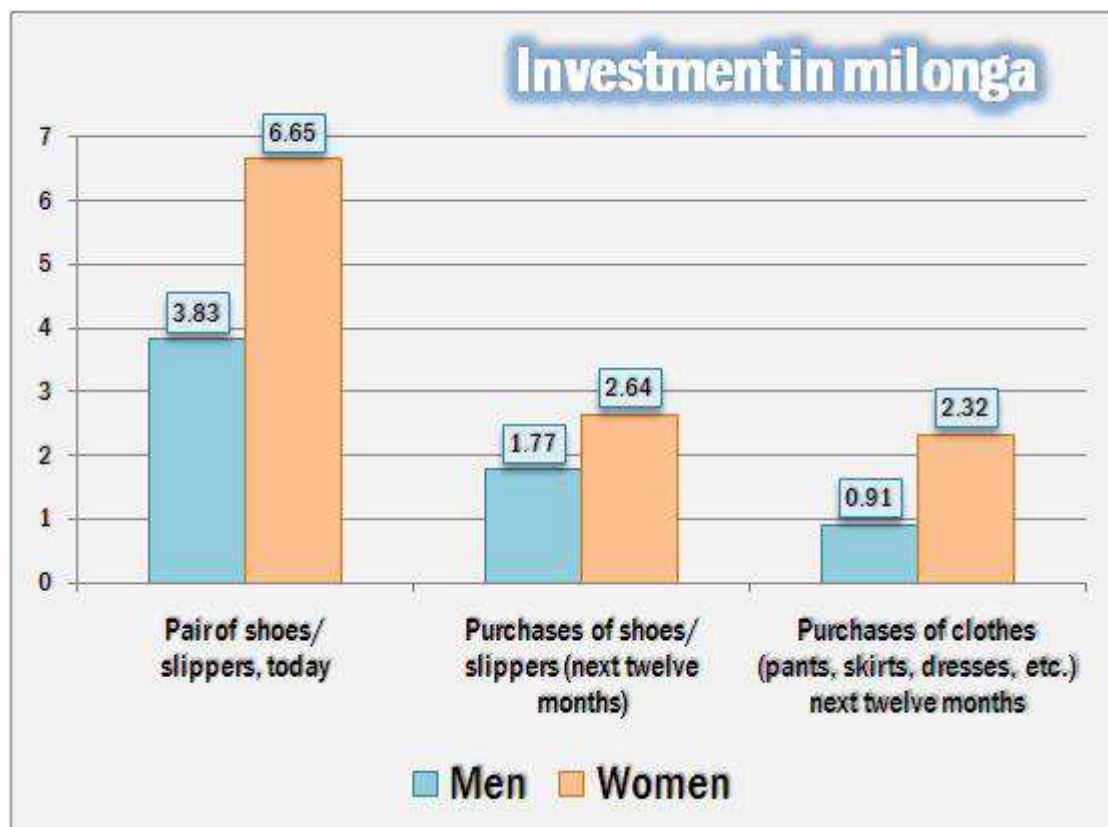


Figure 20 – Investment by gender

The same information is presented in the following graph but grouped by **Dancing Level**:

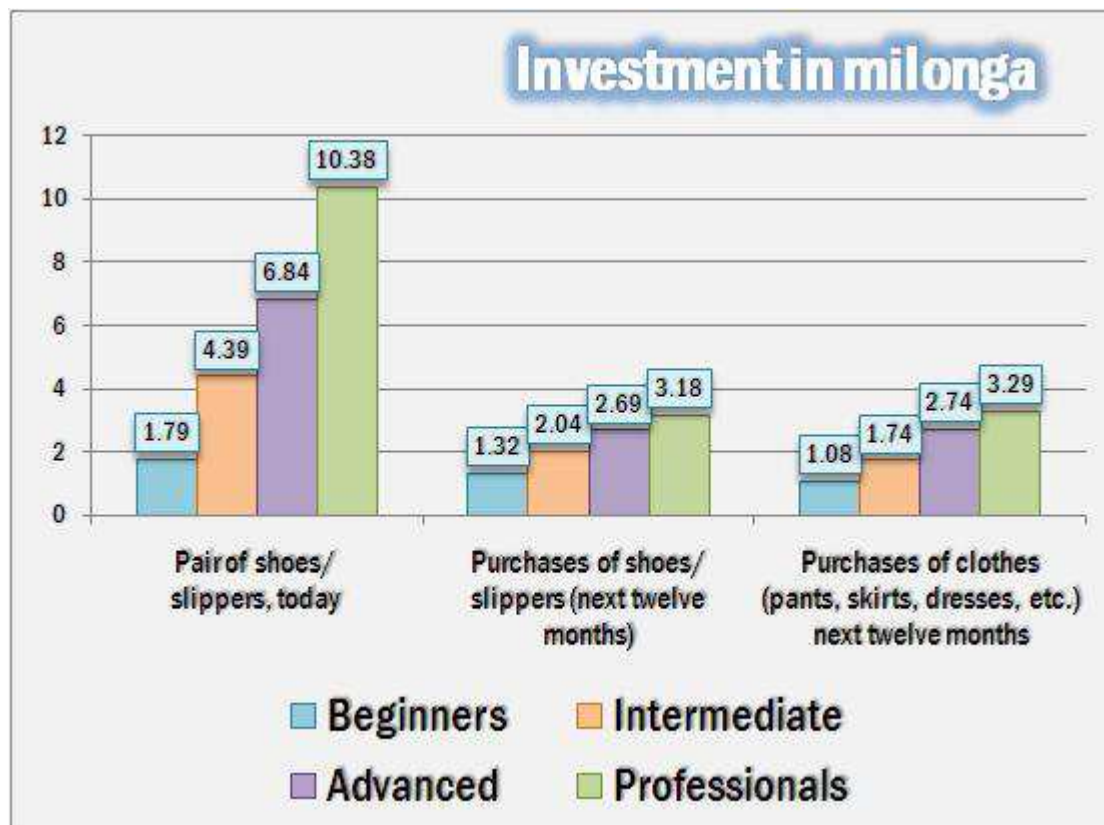


Figure 21 – Investment by Dance Level

As might be expected, **Professionals** are those who make more investment in tango.

Finally, the following chart shows the average investment in a year of dance supplies by country / region:

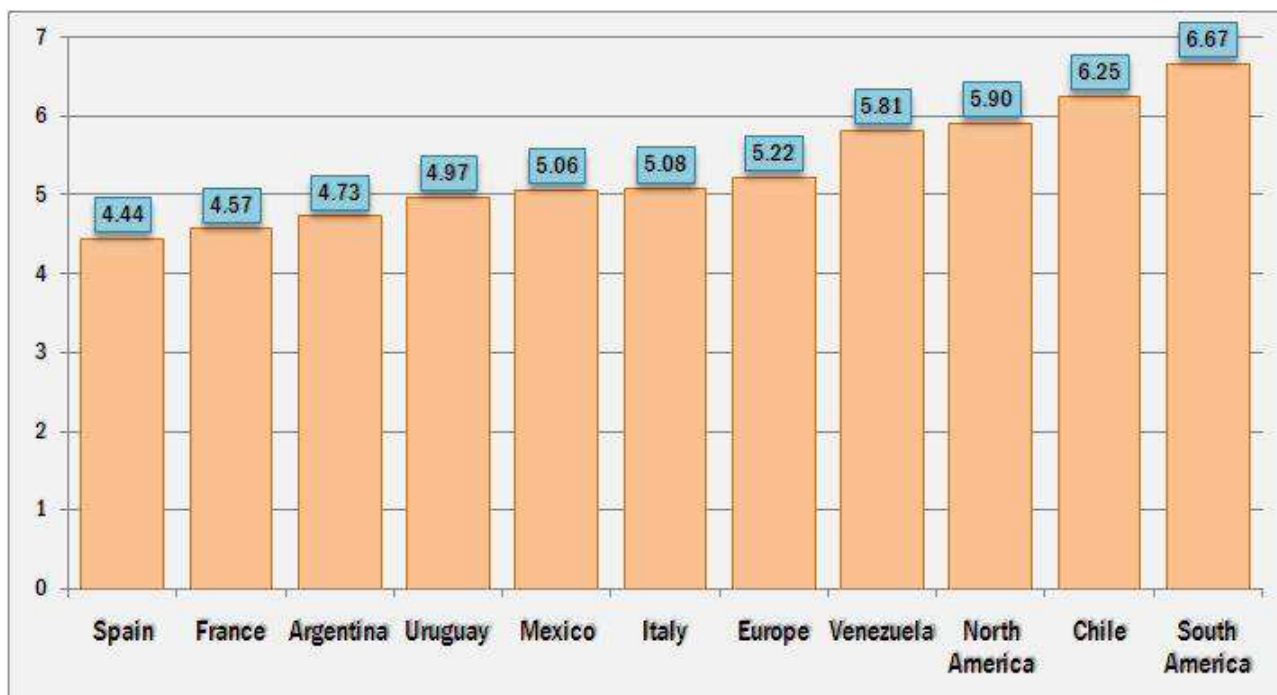


Figure 22 – Country/ Region Investment

# YOUR MUSICAL TASTES

The tango, milonga and vals are the primary genres taken into account by each musicalizador planning "**tandas**" of dance. Some even dare to include batches of "alternative tango" (electronic tango, fusion, etc..).

The truth is that each individual has its own tastes and preferences, developing a predilection for dancing, for example, more rounds of tango, milongas, or vice versa. Each genre has its own variety of climates, energies and intensities.

The key to "**success**" for each musicalizador would be to achieve the correct proportions of each gender to obtain a final product that meets the expectations of dancers..

And if expectations are concerned, you must first pay attention to the average age of the dance-floor:

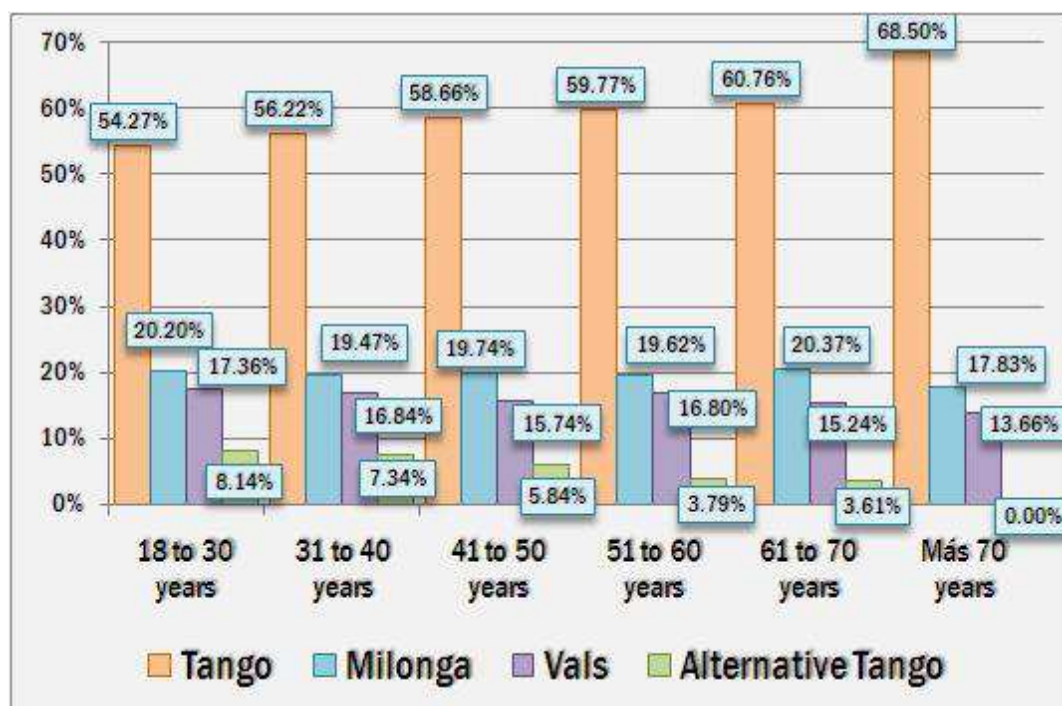


Figure 23 – Musical Genre preferences by Age

Note that, in regards to **tango**, the older the respondent, the greater the preference for it at the expense of the other genres. Naturally age brings some limitations and especially vals and milonga require greater mobility and speed of the dancing couple.



As shown in the graph below, there are no differences in the dance genres between people of different dance level:

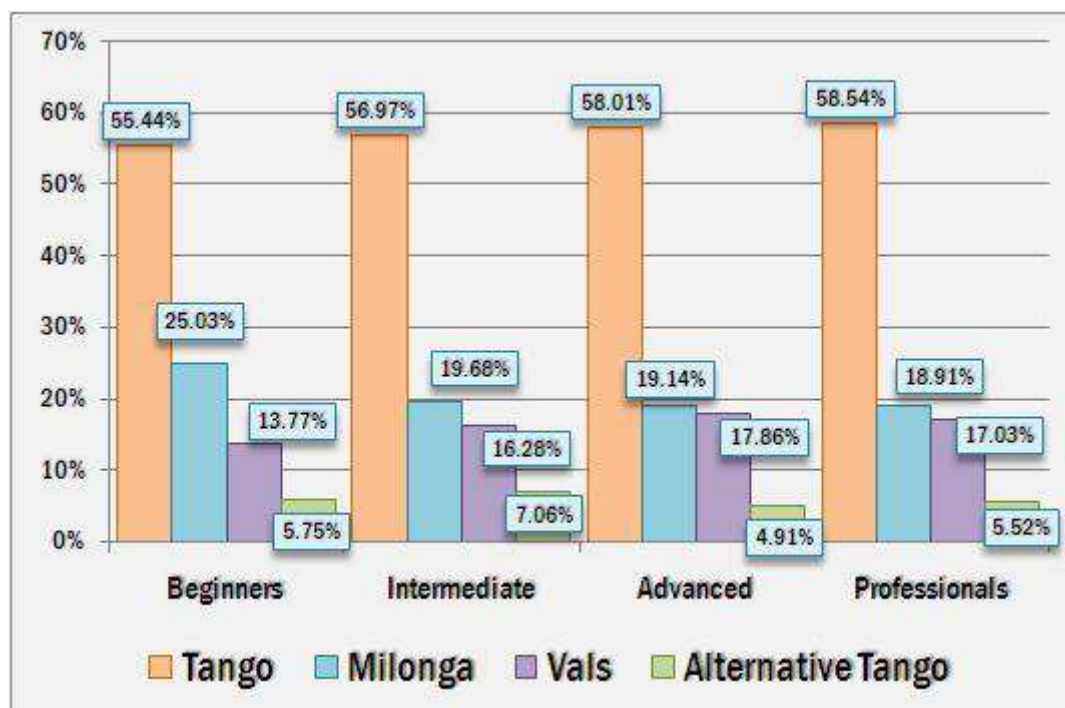


Figure 24 – Genre Preferences by dance level

Finally, you must also respect the regional tastes of the attendees:

	Tango	Milonga	Vals	Alternative Tango
North America	58.42%	<b>15.17%</b>	18.50%	7.92%
South America	58.15%	19.77%	16.25%	5.83%
Argentina	59.27%	19.61%	15.45%	5.67%
Chile	<b>60.96%</b>	22.50%	<b>13.85%</b>	<b>2.69%</b>
Spain	58.58%	17.93%	16.94%	6.56%
Europe	58.12%	17.92%	19.16%	4.80%
France	55.11%	18.59%	19.00%	7.30%
Italy	57.13%	18.33%	<b>20.08%</b>	4.46%
Mexico	50.60%	21.73%	18.63%	8.83%
Uruguay	58.96%	20.74%	14.30%	6.00%
Venezuela	<b>50.00%</b>	<b>23.20%</b>	17.43%	<b>9.36%</b>

**Note:** In green the highest values of the vertical series, the lowest in orange.

**Mexico** and **Venezuela** are the two countries where alternative tango is more popular. Recall that both have populations of younger tango dancers.

It is also the responsibility of musicalizador the “cortina” (**Cortina**: Piece of music of 20 to 40 seconds separating musical “tandas”).

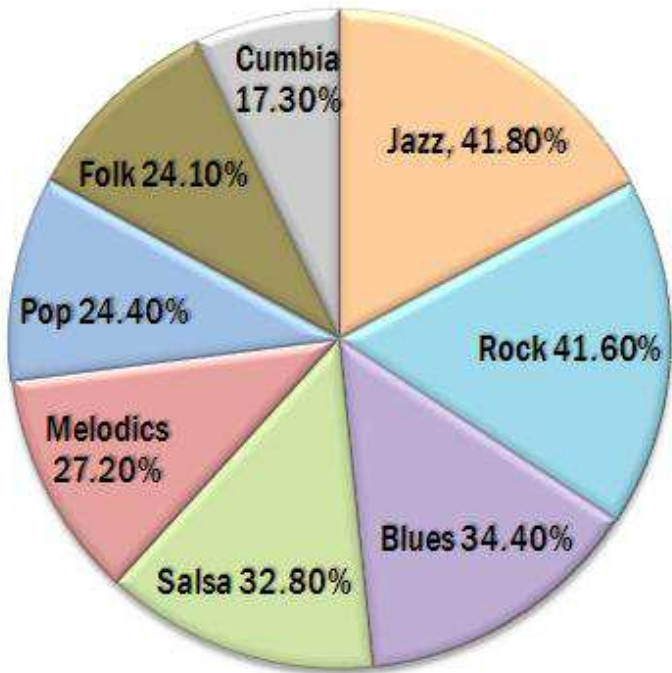


Figure 25 – Preferred “cortinas” between batches (“tandas”)

**Preferred duration of the “tanda” (general result)**

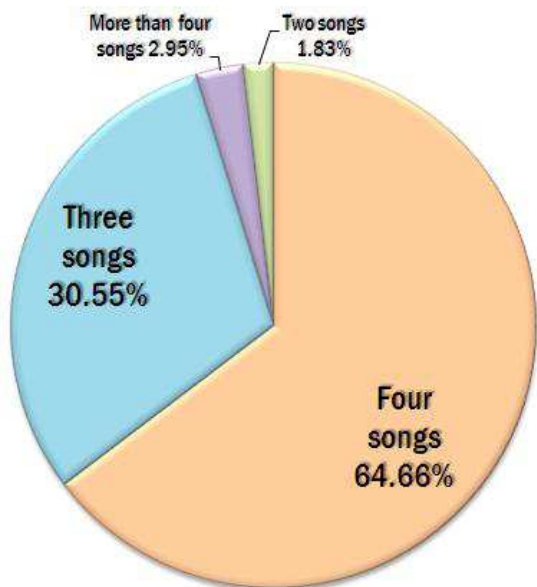


Figure 26 – Preferred Duration of the “Tanda”

It is not an insignificant percentage **30.55%** who prefer a “**tanda**” of 3 songs. This percentage is made up by **57.62%** women and **42.38%** men.

The preference of the “**tanda**” of 3 themes varies considerably when viewed from country / region:

	2 themes	3 themes	4 themes	More tan 4
South America	<b>0.00%</b>	27.78%	72.22%	<b>0.00%</b>
Argentina	1.57%	21.78%	72.44%	4.20%
Chile	<b>3.85%</b>	<b>11.54%</b>	<b>84.62%</b>	<b>0.00%</b>
Spain	3.57%	44.05%	51.19%	1.19%
Europe	2.08%	25.00%	70.83%	2.08%
France	2.63%	31.58%	60.53%	<b>5.26%</b>
Italy	2.50%	27.50%	67.50%	2.50%
Mexico	2.06%	54.64%	42.27%	1.03%
Uruguay	<b>0.00%</b>	27.45%	72.55%	<b>0.00%</b>
Venezuela	2.27%	<b>56.82%</b>	<b>38.64%</b>	2.27%

**Note:** In green the highest values of the vertical series, the lowest orange.

Again **Mexico** and **Venezuela** stand out for having the highest percentages of preference “tandas” of 3 songs.

# PREFERRED ORCHESTRAS for DANCING

## Overall results

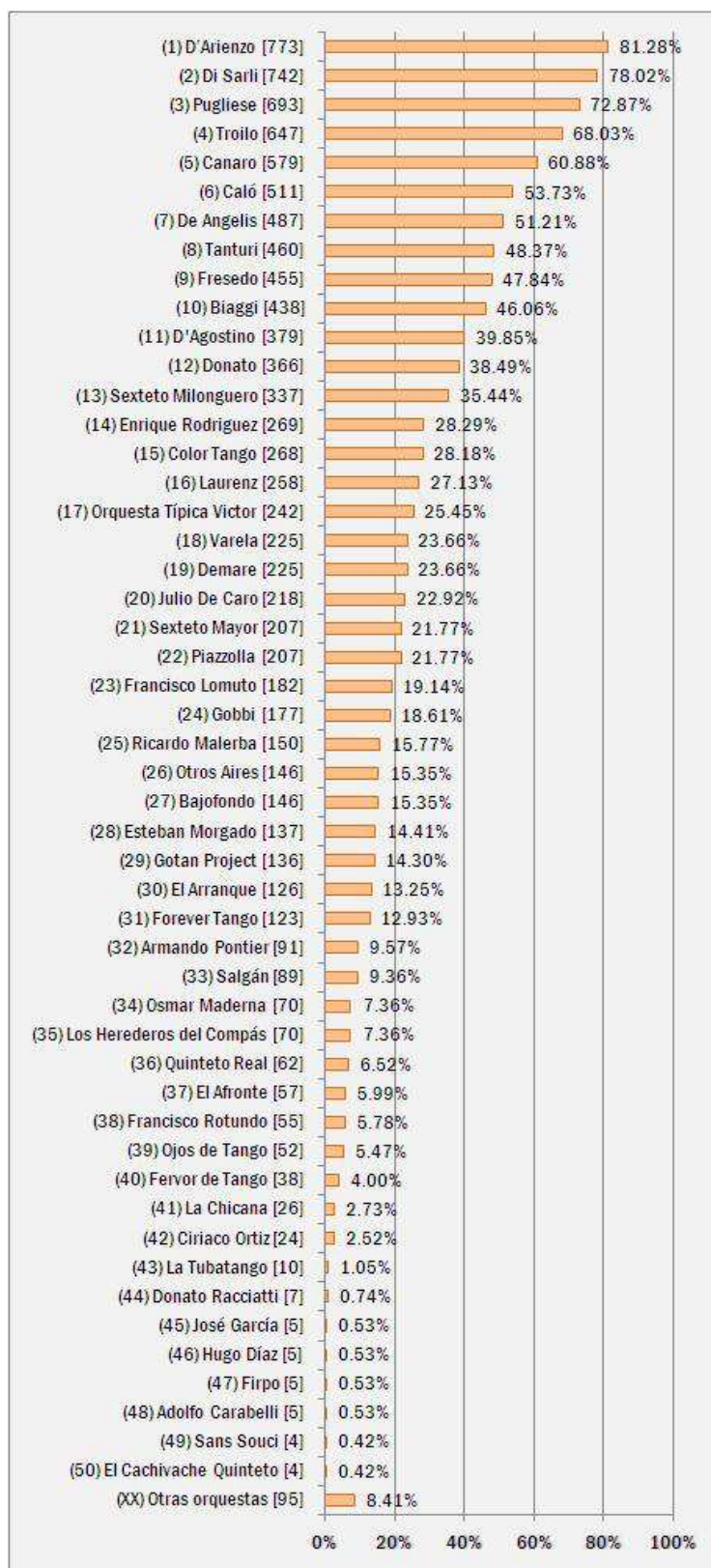


Figure 27 – Preferred Orchestras for Dancing

In the next graphs the results of the top 20 orchestras in the chart above will be analyzed.

## Composition of preferences by region (ordered from highest to lowest preference in South America)

The following chart shows how the votes received are made by each of the top 20 orchestras in the overall result.

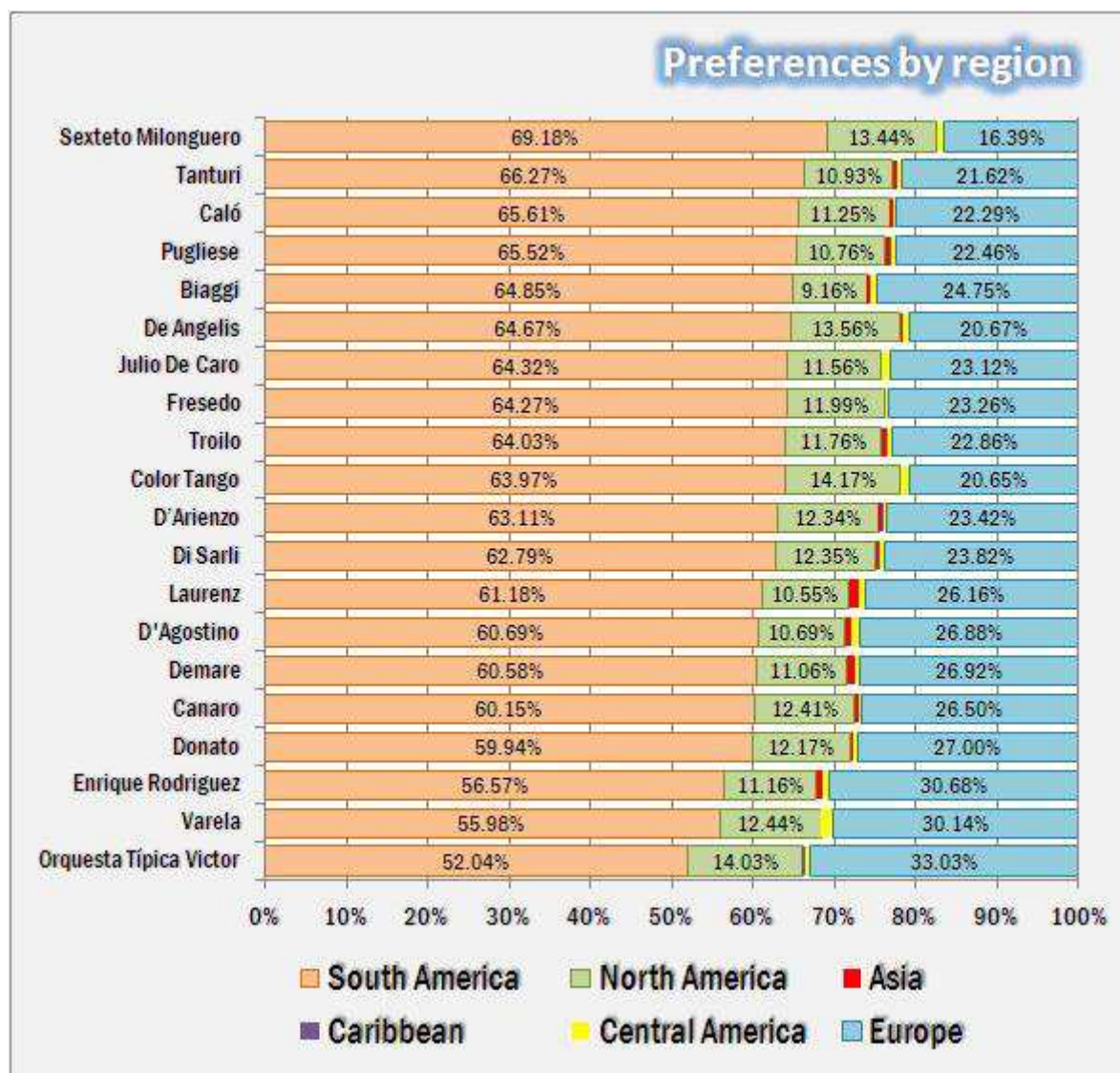


Figure 28 – Preferences by region



## Composition of preferences by age (ordered from lowest to highest age range)

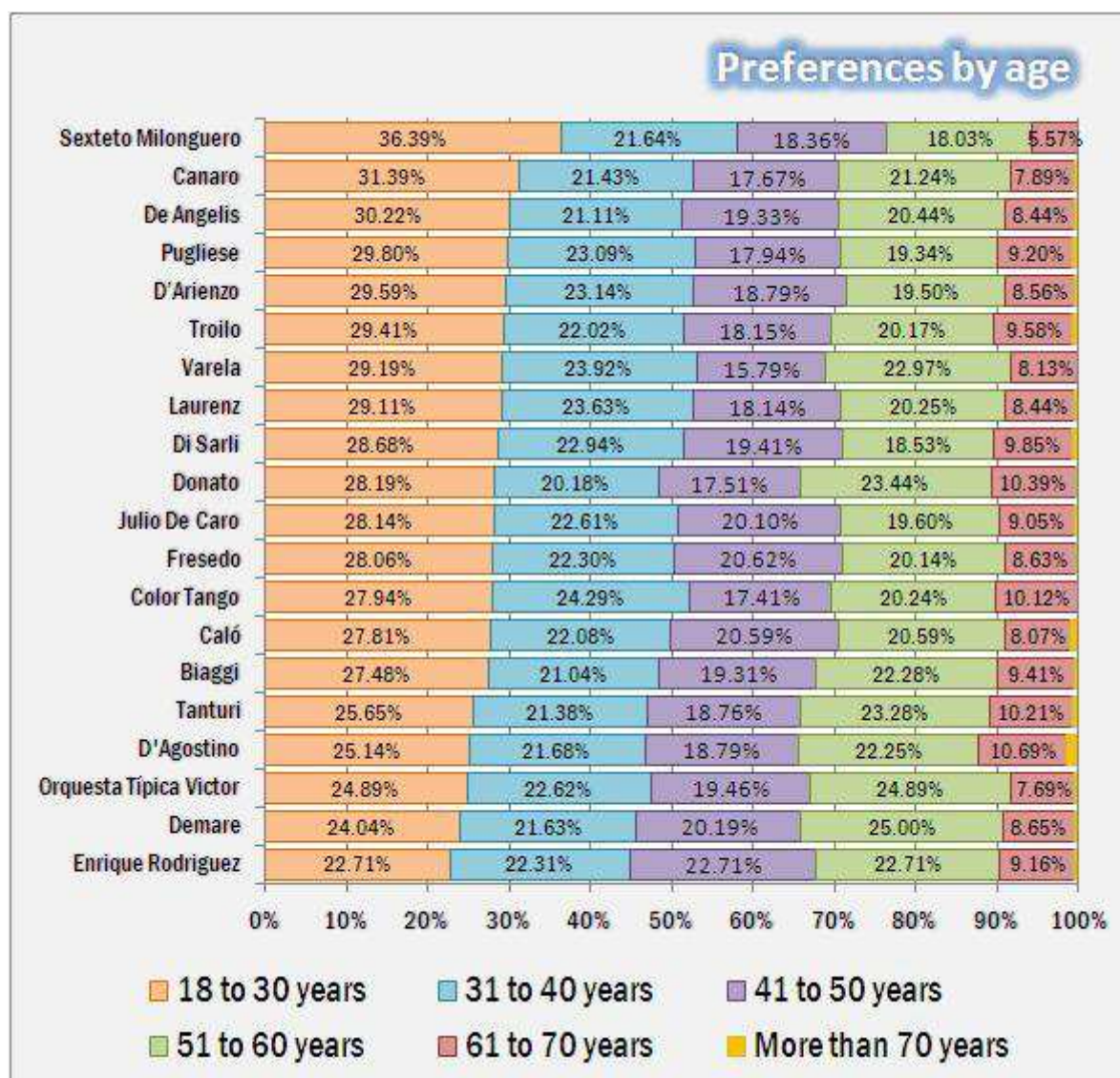


Figure 29 - Orchestras Preferences by age

## Composition of preferences by gender

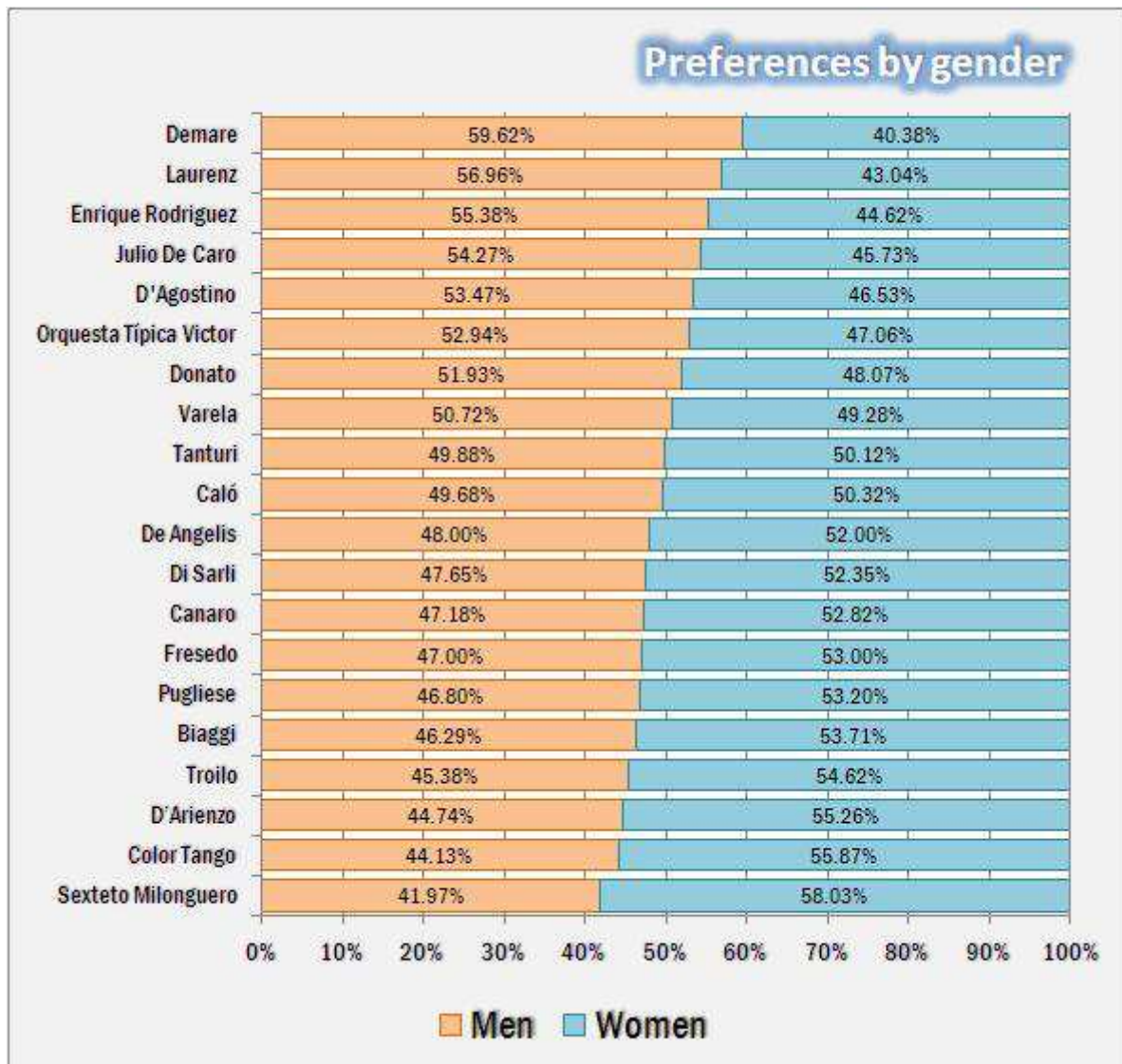


Figure 30 – Orchestras Preferences by gender

# PREFERRED TANGOS FOR DANCING

## Overall result

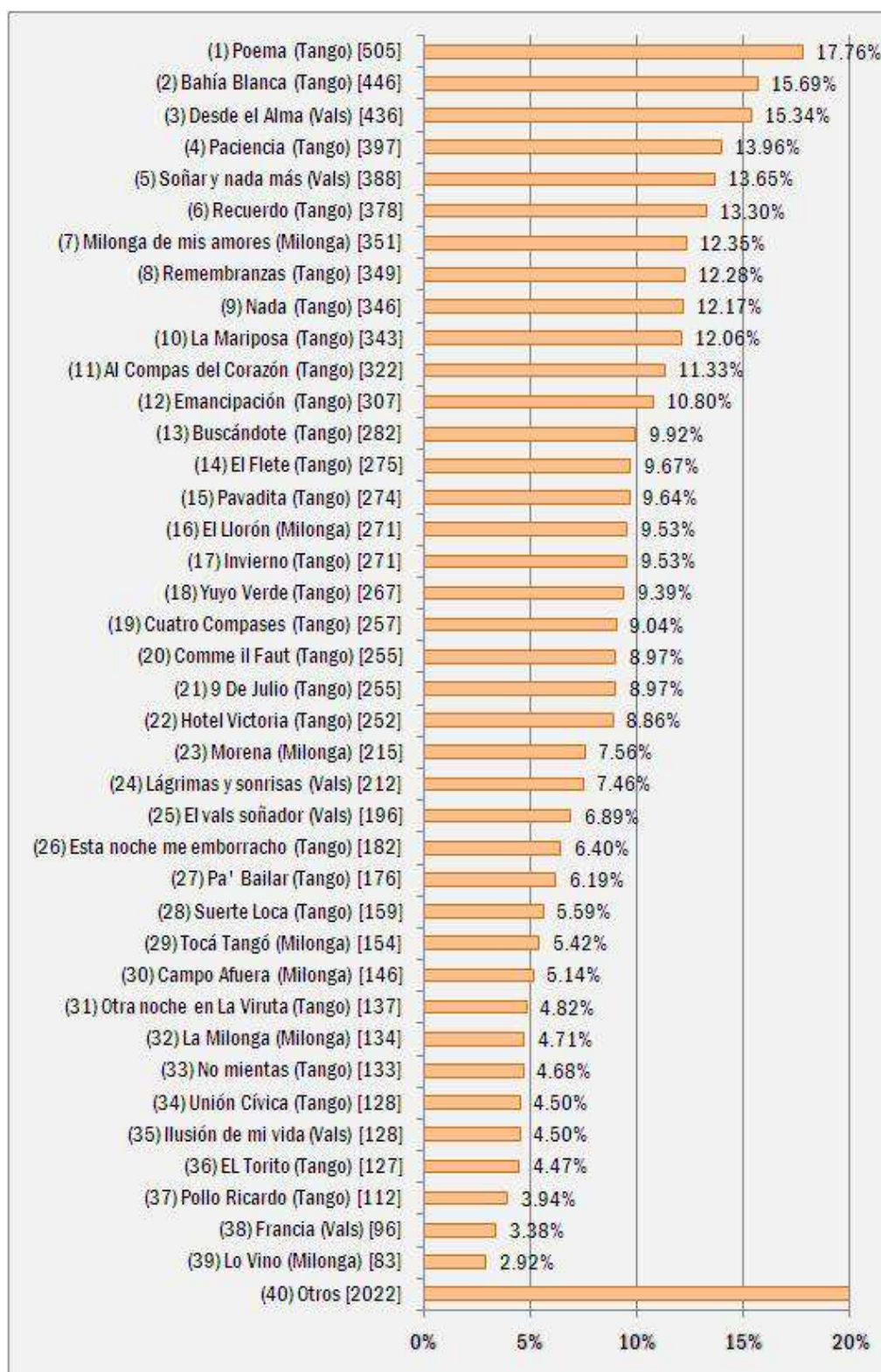


Figure 31 – Preferred Tangos for Dancing



## Chart of preferences by region (ordered from highest to lowest preference in South America)

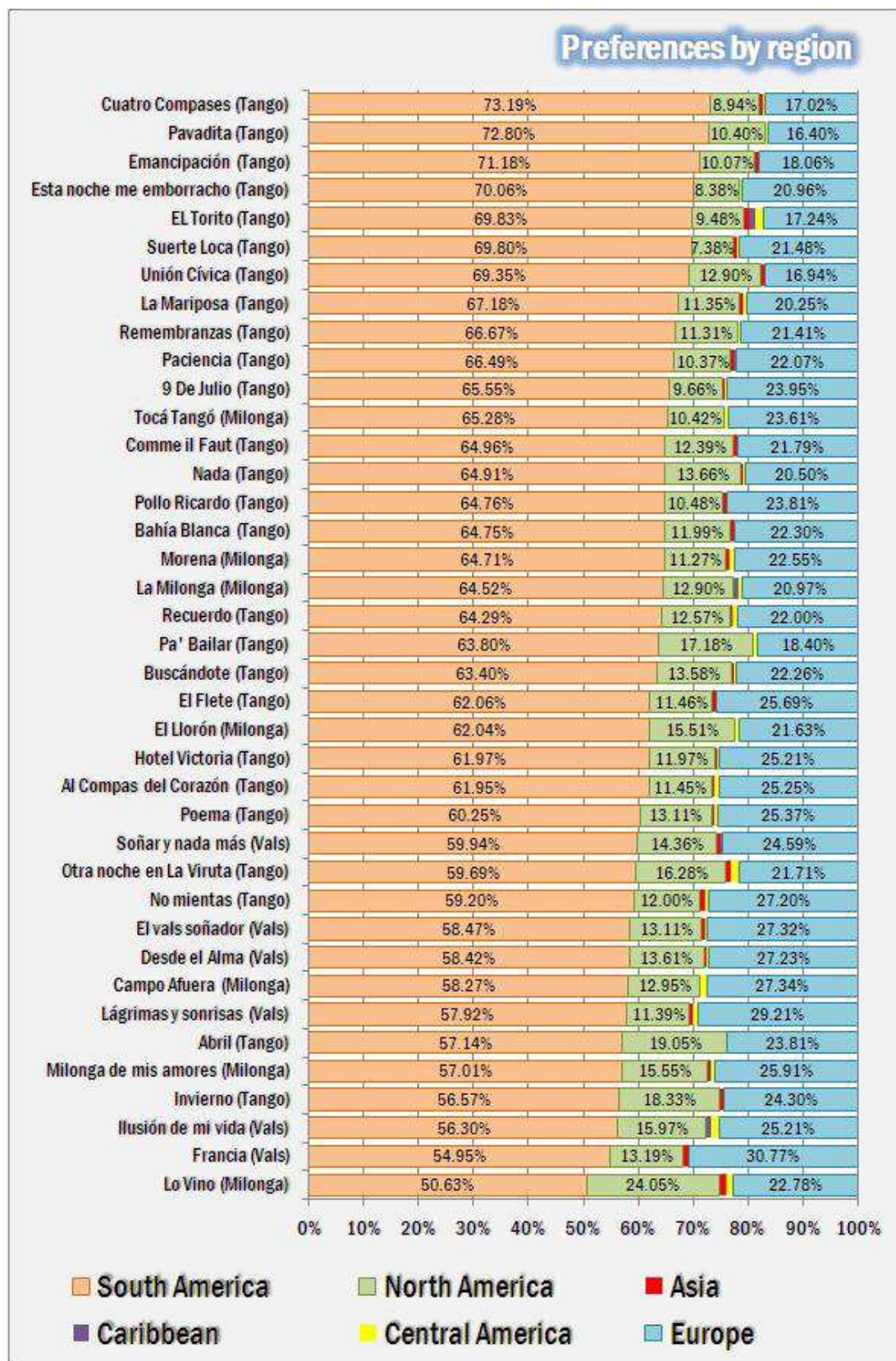


Figure 32 – Preferred Tangos by region



## Chart of preferences by age (ordered from lowest to highest age range)

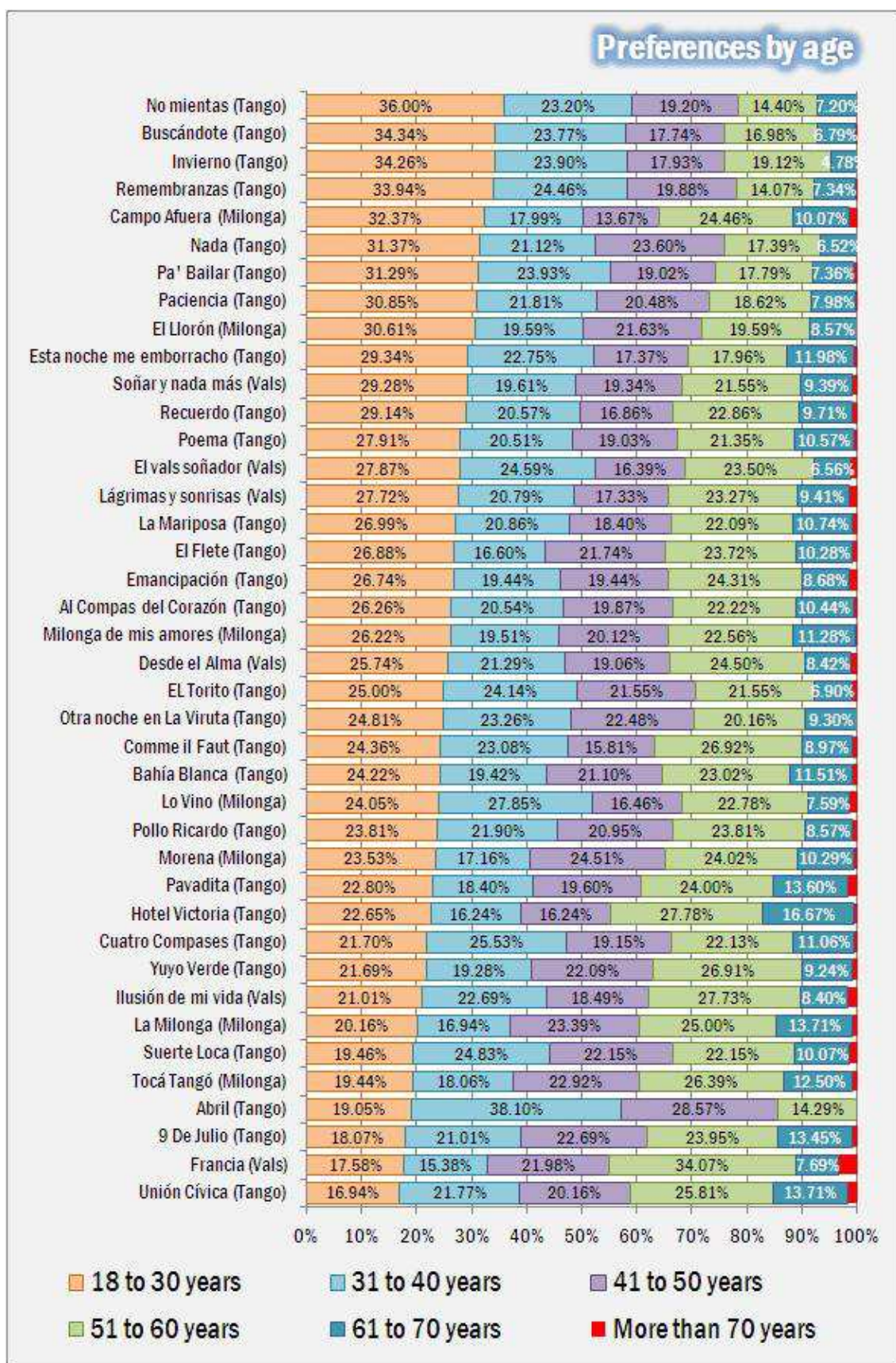


Figure 33 – Preferred Tangos by Age



## Chart of preferences by gender

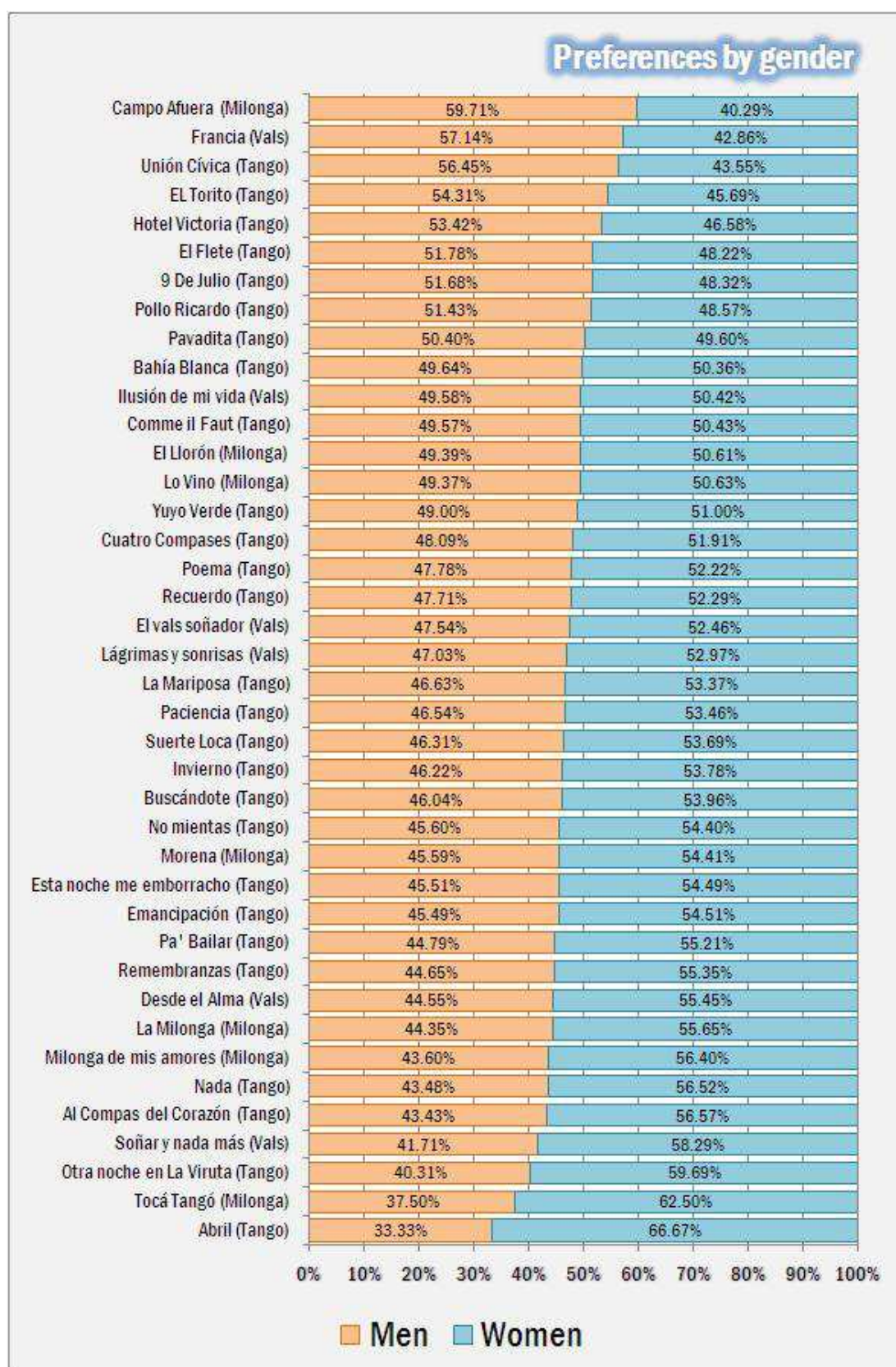


Figure 34 – Preferred Tangos by Gender

# Preferred attributes in the occasional dance partner

What is the importance given to personal and dance attributes for someone who invites us to dance or who we invite?

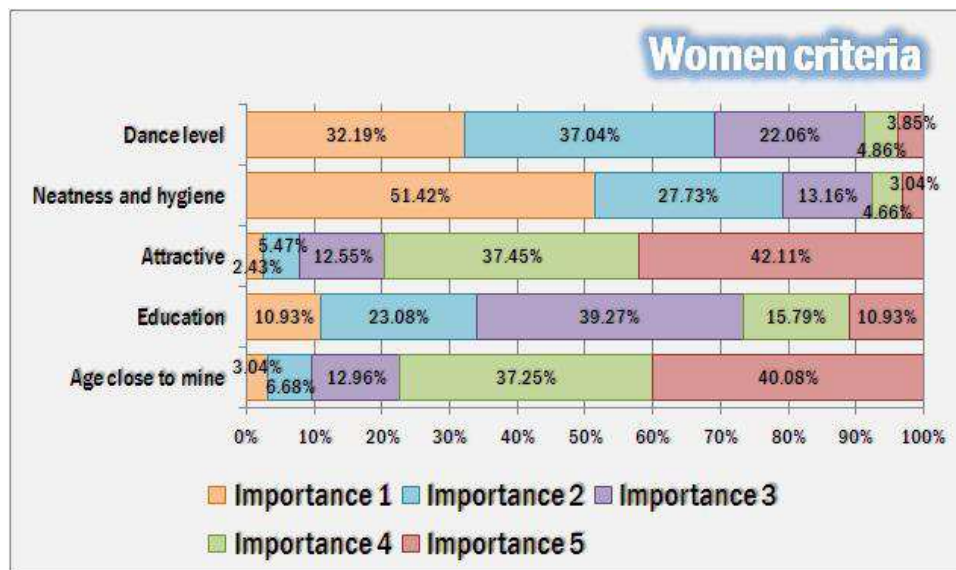


Figure 35 - Women Criteria

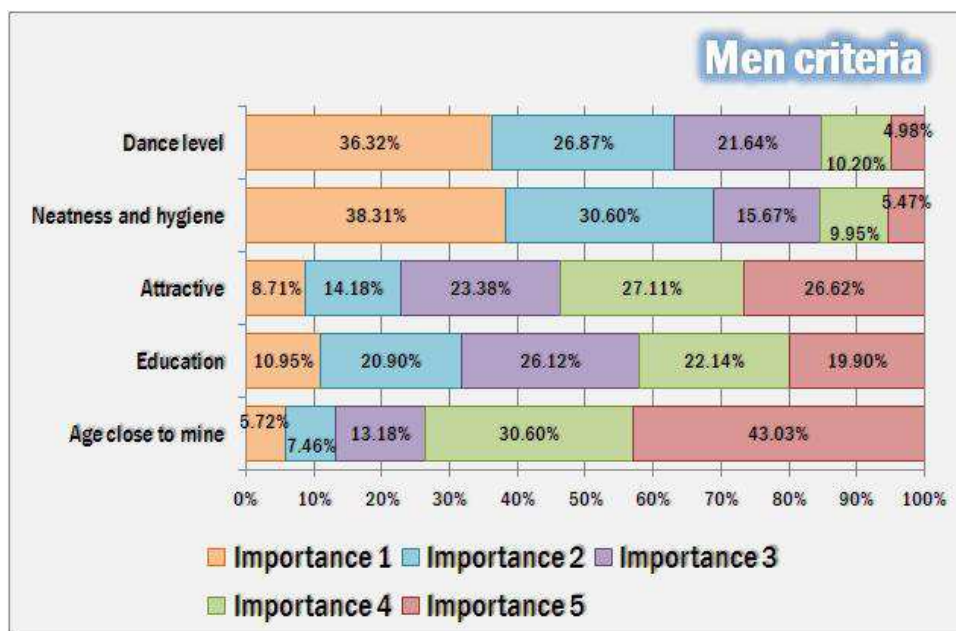


Figure 36 - Men Criteria

Given that **1** is the most important and **5** the least, both sexes are characterized by prioritizing "**Neatness and hygiene**" and "**dance level**".

# Dancing is a pleasure, but ...

Few dances have the characteristic of dancing with the highest number of casual partners as tango. During a night you can dance milonga with over 10 different people. This high interaction often makes individuals live different situations, some pleasant and some not so. The following tables show unfavorable situations most often occurring in a milonga.

## By age

### 18 TO 30 YEARS

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	57.30%
[2]	Poor personal hygiene	47.60%
[3]	Tries to correct my dance	46.60%
[4]	Speaks during the songs	40.80%
[5]	The person has a low level of dance	37.90%
[6]	Sings during the songs	23.30%
[7]	Sweat a lot	18.40%
[8]	Is drunk	17.50%
[9]	Makes insinuations outside the context of dance	15.50%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	65.60%
[2]	Poor personal hygiene	58.00%
[3]	Tries to correct my dance	56.70%
[4]	Makes insinuations outside the context of dance	42.70%
[5]	Sweats a lot	42.70%
[6]	Speaks during the songs	39.50%
[7]	The person has a low level of dance	33.80%
[8]	Is drunk	29.90%
[9]	Sings during the songs	21.00%

### 31 TO 40 YEARS

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Speaks during the songs	50.60%
[2]	His/her dance is uncomfortable to me	49.40%
[3]	Poor personal hygiene	47.00%
[4]	Tries to correct my dance	39.80%
[5]	The person has a low level of dance	30.10%
[6]	Sings during the songs	25.30%
[7]	Is drunk	21.70%
[8]	Sweats a lot	18.10%
[9]	Makes insinuations outside the context of dance	12.00%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	56.00%
[2]	Tries to correct my dance	53.60%
[3]	Poor personal hygiene	50.40%
[4]	Makes insinuations outside the context of dance	39.20%
[5]	The person has a low level of dance	38.40%
[6]	Speaks during the songs	38.40%
[7]	Sweats a lot	35.20%
[8]	Sings during the songs	24.00%
[9]	Is drunk	23.20%

**41 TO 50 YEARS**

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	58.10%
[2]	Poor personal hygiene	43.20%
[3]	The person has a low level of dance	41.90%
[4]	Speaks during the songs	35.10%
[5]	Tries to correct my dance	33.80%
[6]	Sings during the songs	20.30%
[7]	Sweats a lot	17.60%
[8]	Is drunk	13.50%
[9]	Makes insinuations outside the context of dance	12.20%

WOMAN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	58.10%
[2]	Tries to correct my dance	50.50%
[3]	Poor personal hygiene	48.40%
[4]	Sweats a lot	47.30%
[5]	The person has a low level of dance	43.00%
[6]	Speaks during the songs	38.70%
[7]	Makes insinuations outside the context of dance	31.20%
[8]	Is drunk	19.40%
[9]	Sings during the songs	17.20%

**51 TO 60 YEARS**

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Poor personal hygiene	49.40%
[2]	His/her dance is uncomfortable to me	48.20%
[3]	Tries to correct my dance	47.10%
[4]	The person has a low level of dance	45.90%
[5]	Speaks during the songs	45.90%
[6]	Sings during the songs	34.10%
[7]	Sweats a lot	27.10%
[8]	Is drunk	22.40%
[9]	Makes insinuations outside the context of dance	12.90%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Poor personal hygiene	56.20%
[2]	Tries to correct my dance	52.80%
[3]	The person has a low level of dance	50.60%
[4]	His/her dance is uncomfortable to me	49.40%
[5]	Speaks during the songs	48.30%
[6]	Sweats a lot	42.70%
[7]	Is drunk	37.10%
[8]	Makes insinuations outside the context of dance	29.20%
[9]	Sings during the songs	24.70%

**61 TO 70 YEARS**

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	53.80%
[2]	Speaks during the songs	53.80%
[3]	Tries to correct my dance	50.00%
[4]	Poor personal hygiene	48.10%
[5]	The person has a low level of dance	46.20%
[6]	Sings during the songs	32.70%
[7]	Sweats a lot	26.90%
[8]	Is drunk	23.10%
[9]	Makes insinuations outside the context of dance	15.40%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Tries to correct my dance	62.10%
[2]	Speaks during the songs	58.60%
[3]	Poor personal hygiene	58.60%
[4]	His/her dance is uncomfortable to me	44.80%
[5]	Is drunk	41.40%
[6]	Sweats a lot	37.90%
[7]	Sings during the songs	34.50%
[8]	Makes insinuations outside the context of dance	31.00%
[9]	The person has a low level of dance	27.60%

## By level dance

### BEGINNERS

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Tries to correct my dance	64.00%
[2]	Poor personal hygiene	48.00%
[3]	His/her dance is uncomfortable to me	36.00%
[4]	Speaks during the songs	36.00%
[5]	Sweats a lot	24.00%
[6]	Makes insinuations outside the context of dance	20.00%
[7]	The person has a low level of dance	16.00%
[8]	Sings during the songs	12.00%
[9]	Is drunk	12.00%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Tries to correct my dance	62.86%
[2]	Poor personal hygiene	62.86%
[3]	His/her dance is uncomfortable to me	57.14%
[4]	Is drunk	48.57%
[5]	Makes insinuations outside the context of dance	42.86%
[6]	Sweats a lot	42.86%
[7]	Speaks during the songs	28.57%
[8]	The person has a low level of dance	17.14%
[9]	Sings during the songs	11.43%

### INTERMEDIATE

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	54.00%
[2]	Tries to correct my dance	46.00%
[3]	Speaks during the songs	46.00%
[4]	Poor personal hygiene	44.50%
[5]	The person has a low level of dance	39.00%
[6]	Sweats a lot	24.50%
[7]	Sings during the songs	24.00%
[8]	Is drunk	18.00%
[9]	Makes insinuations outside the context of dance	12.00%

WOMAN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Tries to correct my dance	60.41%
[2]	His/her dance is uncomfortable to me	57.00%
[3]	Poor personal hygiene	55.63%
[4]	Speaks during the songs	43.34%
[5]	Sweats a lot	41.64%
[6]	Makes insinuations outside the context of dance	39.25%
[7]	The person has a low level of dance	38.23%
[8]	Is drunk	25.94%
[9]	Sings during the songs	23.55%

### ADVANCED

MEN'S COMPLAINTS		
Pos.	Situactons	Perc.
[1]	His/her dance is uncomfortable to me	59.69%
[2]	Speaks during the songs	51.94%
[3]	The person has a low level of dance	49.61%
[4]	Poor personal hygiene	49.61%
[5]	Tries to correct my dance	41.09%
[6]	Sings during the songs	32.56%
[7]	Is drunk	24.03%
[8]	Makes insinuations outside the context of dance	14.73%
[9]	Sweats a lot	14.73%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	62.81%
[2]	The person has a low level of dance	52.07%
[3]	Poor personal hygiene	51.24%
[4]	Speaks during the songs	48.76%
[5]	Tries to correct my dance	47.11%
[6]	Sweats a lot	45.45%
[7]	Makes insinuations outside the context of dance	33.88%
[8]	Is drunk	30.58%
[9]	Sings during the songs	28.10%



## PROFESSIONALS

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	57.89%
[2]	Poor personal hygiene	57.89%
[3]	The person has a low level of dance	42.11%
[4]	Sings during the songs	36.84%
[5]	Tries to correct my dance	28.95%
[6]	Speaks during the songs	28.95%
[7]	Sweats a lot	28.95%
[8]	Is drunk	21.05%
[9]	Makes insinuations outside the context of dance	15.79%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	70.00%
[2]	Poor personal hygiene	63.33%
[3]	The person has a low level of dance	43.33%
[4]	Tries to correct my dance	40.00%
[5]	Sweats a lot	40.00%
[6]	Speaks during the songs	33.33%
[7]	Makes insinuations outside the context of dance	30.00%
[8]	Is drunk	30.00%
[9]	Sings during the songs	13.33%

## By country / region

### NORTH AMERICA

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	83.33%
[2]	The person has a low level of dance	66.67%
[3]	Poor personal hygiene	66.67%
[4]	Tries to correct my dance	50.00%
[5]	Speaks during the songs	33.33%
[6]	Is drunk	33.33%
[7]	Sweats a lot	16.67%
[8]	Sings during the songs	0.00%
[9]	Makes insinuations outside the context of dance	0.00%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	The person has a low level of dance	57.14%
[2]	Speaks during the songs	57.14%
[3]	Sweats a lot	28.57%
[4]	His/her dance is uncomfortable to me	28.57%
[5]	Tries to correct my dance	28.57%
[6]	Sings during the songs	14.29%
[7]	Makes insinuations outside the context of dance	14.29%
[8]	Poor personal hygiene	0.00%
[9]	Is drunk	0.00%

### SOUTH AMERICA

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	64.00%
[2]	Tries to correct my dance	52.00%
[3]	Poor personal hygiene	48.00%
[4]	Is drunk	44.00%
[5]	The person has a low level of dance	36.00%
[6]	Speaks during the songs	36.00%
[7]	Sings during the songs	24.00%
[8]	Sweats a lot	8.00%
[9]	Makes insinuations outside the context of dance	8.00%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Poor personal hygiene	68.97%
[2]	His/her dance is uncomfortable to me	68.97%
[3]	The person has a low level of dance	58.62%
[4]	Sweats a lot	51.72%
[5]	Tries to correct my dance	48.28%
[6]	Speaks during the songs	27.59%
[7]	Makes insinuations outside the context of dance	27.59%
[8]	Is drunk	24.14%
[9]	Sings during the songs	20.69%



## ARGENTINA

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	50.60%
[2]	Poor personal hygiene	50.00%
[3]	Speaks during the songs	45.78%
[4]	The person has a low level of dance	45.18%
[5]	Tries to correct my dance	44.58%
[6]	Sings during the songs	31.33%
[7]	Sweats a lot	20.48%
[8]	Is drunk	15.66%
[9]	Makes insinuations outside the context of dance	14.46%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Try to correct my dance	59.71%
[2]	His/her dance is uncomfortable to me	57.28%
[3]	Poor personal hygiene	56.31%
[4]	Makes insinuations outside the context of dance	45.63%
[5]	Speaks during the songs	45.15%
[6]	The person has a low level of dance	41.26%
[7]	Sweats a lot	40.29%
[8]	Is drunk	31.55%
[9]	Sings during the songs	26.70%

## CHILE

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	69.23%
[2]	The person has a low level of dance	53.85%
[3]	Is drunk	53.85%
[4]	Speaks during the songs	46.15%
[5]	Tries to correct my dance	46.15%
[6]	Poor personal hygiene	38.46%
[7]	Sweats a lot	23.08%
[8]	Sings during the songs	15.38%
[9]	Makes insinuations outside the context of dance	15.38%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	The person has a low level of dance	53.85%
[2]	Tries to correct my dance	46.15%
[3]	Sweats a lot	38.46%
[4]	Poor personal hygiene	38.46%
[5]	His/her dance is uncomfortable to me	38.46%
[6]	Is drunk	30.77%
[7]	Speaks during the songs	23.08%
[8]	Makes insinuations outside the context of dance	23.08%
[9]	Sings during the songs	15.38%

## SPAIN

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Speaks during the songs	51.16%
[2]	His/her dance is uncomfortable to me	46.51%
[3]	The person has a low level of dance	37.21%
[4]	Poor personal hygiene	37.21%
[5]	Sings during the songs	37.21%
[6]	Tries to correct my dance	34.88%
[7]	Sweats a lot	27.91%
[8]	Makes insinuations outside the context of dance	11.63%
[9]	Is drunk	11.63%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	68.42%
[2]	Tries to correct my dance	57.89%
[3]	Poor personal hygiene	47.37%
[4]	Speaks during the songs	44.74%
[5]	Sweats a lot	42.11%
[6]	Makes insinuations outside the context of dance	34.21%
[7]	The person has a low level of dance	31.58%
[8]	Sings during the songs	31.58%
[9]	Is drunk	21.05%

## EUROPE

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Tries to correct my dance	64.71%
[2]	Speaks during the songs	58.82%
[3]	His/her dance is uncomfortable to me	52.94%
[4]	Poor personal hygiene	47.06%
[5]	Is drunk	35.29%
[6]	The person has a low level of dance	23.53%
[7]	Sweats a lot	17.65%
[8]	Sings during the songs	17.65%
[9]	Makes insinuations outside the context of dance	5.88%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	72.41%
[2]	Poor personal hygiene	51.72%
[3]	Tries to correct my dance	51.72%
[4]	Speaks during the songs	37.93%
[5]	Makes insinuations outside the context of dance	37.93%
[6]	The person has a low level of dance	34.48%
[7]	Sweats a lot	34.48%
[8]	Is drunk	31.03%
[9]	Sings during the songs	17.24%

## FRANCE

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	64.29%
[2]	Tries to correct my dance	64.29%
[3]	Poor personal hygiene	50.00%
[4]	Speaks during the songs	50.00%
[5]	Sings during the songs	28.57%
[6]	The person has a low level of dance	21.43%
[7]	Sweats a lot	21.43%
[8]	Makes insinuations outside the context of dance	14.29%
[9]	Is drunk	14.29%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	66.67%
[2]	Speaks during the songs	58.33%
[3]	Tries to correct my dance	58.33%
[4]	Poor personal hygiene	54.17%
[5]	The person has a low level of dance	37.50%
[6]	Sweats a lot	33.33%
[7]	Makes insinuations outside the context of dance	33.33%
[8]	Sings during the songs	25.00%
[9]	Is drunk	25.00%

## ITALY

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	69.23%
[2]	The person has a low level of dance	42.31%
[3]	Poor personal hygiene	42.31%
[4]	Speaks during the songs	34.62%
[5]	Sweats a lot	30.77%
[6]	Tries to correct my dance	23.08%
[7]	Sings during the songs	15.38%
[8]	Makes insinuations outside the context of dance	15.38%
[9]	Is drunk	15.38%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	69.23%
[2]	Speaks during the songs	61.54%
[3]	Sweats a lot	53.85%
[4]	Poor personal hygiene	46.15%
[5]	Tries to correct my dance	46.15%
[6]	The person has a low level of dance	15.38%
[7]	Sings during the songs	15.38%
[8]	Makes insinuations outside the context of dance	15.38%
[9]	Is drunk	15.38%

## MEXICO

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	52.27%
[2]	Speaks during the songs	52.27%
[3]	Poor personal hygiene	45.45%
[4]	The person has a low level of dance	43.18%
[5]	Tries to correct my dance	38.64%
[6]	Sings during the songs	29.55%
[7]	Sweats a lot	20.45%
[8]	Makes insinuations outside the context of dance	18.18%
[9]	Is drunk	15.91%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Tries to correct my dance	60.38%
[2]	Poor personal hygiene	56.60%
[3]	His/her dance is uncomfortable to me	54.72%
[4]	Sweats a lot	43.40%
[5]	The person has a low level of dance	41.51%
[6]	Speaks during the songs	37.74%
[7]	Makes insinuations outside the context of dance	30.19%
[8]	Is drunk	26.42%
[9]	Sings during the songs	16.98%

## URUGUAY

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	70.00%
[2]	Poor personal hygiene	55.00%
[3]	Tries to correct my dance	50.00%
[4]	Speaks during the songs	45.00%
[5]	The person has a low level of dance	40.00%
[6]	Sings during the songs	30.00%
[7]	Sweats a lot	25.00%
[8]	Is drunk	20.00%
[9]	Makes insinuations outside the context of dance	15.00%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	His/her dance is uncomfortable to me	61.29%
[2]	Speaks during the songs	61.29%
[3]	Sweats a lot	54.84%
[4]	Poor personal hygiene	54.84%
[5]	Tries to correct my dance	51.61%
[6]	The person has a low level of dance	35.48%
[7]	Makes insinuations outside the context of dance	32.26%
[8]	Sings during the songs	29.03%
[9]	Is drunk	29.03%

## VENEZUELA

MEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Sings during the songs	6.25%
[2]	Makes insinuations outside the context of dance	18.75%
[3]	The person has a low level of dance	25.00%
[4]	Sweats a lot	25.00%
[5]	Is drunk	25.00%
[6]	Speaks during the songs	37.50%
[7]	His/her dance is uncomfortable to me	50.00%
[8]	Tries to correct my dance	50.00%
[9]	Poor personal hygiene	56.25%

WOMEN'S COMPLAINTS		
Pos.	Situations	Perc.
[1]	Poor personal hygiene	70.37%
[2]	Sweats a lot	51.85%
[3]	Tries to correct my dance	48.15%
[4]	Is drunk	44.44%
[5]	The person has a low level of dance	40.74%
[6]	His/her dance is uncomfortable to me	40.74%
[7]	Makes insinuations outside the context of dance	37.04%
[8]	Speaks during the songs	25.93%
[9]	Sings during the songs	14.81%

## Comments from respondents

Sex	Age	Level	Country	Other situations that bother
Man	23	Intermediate	Chile	<i>Carelessness while dancing (little attention to what is happening)</i>
Man	24	Intermediate	Argentina	<i>Respect and education among dancers. Criticism does not help, it is not a competition, this helps to promote what we love.</i>
Man	24	Intermediate	Mexico	<i>She questions a lot her dancing</i>
Man	26	Intermediate	Chile	<i>She loads her weight on me. It makes me lose balance.</i>
Man	28	Professional	Italy	<i>She takes advantage on my public situation and she invites me</i>
Man	28	Intermediate	Uruguay	<i>Exaggerated movements threatening other people on the dance floor</i>
Man	31	Intermediate	Argentina	<i>Chews gum during dancing</i>
Man	31	Intermediate	Colombia	<i>Try to keep a conversation with me or with someone else during the dance</i>
Man	34	Intermediate	Argentina	<i>She doesn't embrace as she should.</i>
Man	34	Advanced	Perú	<i>She dances alone, she loads herself on me.</i>
Man	36	Intermediate	Argentina	<i>She dances alone</i>
Man	39	Advanced	Venezuela	<i>Marked size difference</i>
Man	40	Intermediate	Argentina	<i>Bad breath</i>
Man	41	Advanced	Mexico	<i>She doesn't enjoy dancing or dances mechanically</i>
Man	45	Professional	Argentina	<i>She greets people while dancing</i>
Man	52	Intermediate	Germany	<i>She dances alone, too many dance figures</i>
Man	53	Intermediate	Argentina	<i>She is distracted, looking at what is happening off the dance floor</i>
Man	55	Advanced	Argentina	<i>She avoids contact and connection. She dances distracted watching the surroundings.</i>
Man	57	Advanced	Argentina	<i>Bad breath</i>
Man	59	Intermediate	Argentina	<i>She can't dance but thinks she is a genius dancing</i>
Man	62	Intermediate	Colombia	<i>Cigarette breath</i>
Man	62	Intermediate	Mexico	<i>Despotism and arrogance</i>
Man	65	Intermediate	Argentina	<i>She is not listening to music and does not dance with it.</i>
Man	66	Beginner	Perú	<i>Inattentive and hostile to harmonize dance</i>
Man	68	Intermediate	Germany	<i>She can not follow my signals.</i>
Woman	21	Advanced	Argentina	<i>Her figures do not correspond to a milonga. (Hooks and high volleys, for example).</i>
Woman	22	Intermediate	Argentina	<i>He plants himself in the middle of the dance floor.</i>
Woman	23	Intermediate	Mexico	<i>They do not respect the codes of the dance floor, they are abrupt to mark steps</i>
Woman	24	Intermediate	Argentina	<i>He does not listen to music and does not go on time.</i>
Woman	24	Intermediate	Venezuela	<i>Bad Breath D:</i>
Woman	25	Professional	Argentina	<i>Critical and whining</i>
Woman	27	Advanced	Chile	<i>He crashes all the time on the dance floor. does not know how to circulate/ dance milonga</i>
Woman	29	Advanced	Argentina	<i>The most common situation is that the partner goes completely out of time and tries to correct the dancing</i>
Woman	30	Advanced	Uruguay	<i>The person greets others between one song and the next.</i>
Woman	32	Intermediate	Colombia	<i>1. Bad breath 2. No connection during the dance, and he dances alone (tends to show off as a "Dancer") 3. Does not have an ear for music 4. Abrupt when dancing</i>
Woman	38	Intermediate	Argentina	<i>Invites to dance coming directly to the table without previous consent.</i>
Woman	38	Professional	Costa Rica	<i>Bad posture unstabilizes myself. Strong embracement or marking with strong arms because of low dance level. Or very weak and dubious marking.</i>
Woman	38	Intermediate	Perú	<i>That he steps on me. He lays his head weighing on me!</i>
Woman	39	Beginner	Argentina	<i>He stops dancing if I he thinks I'm not doing what he indicates and begins with a theoretical explanation.</i>
Woman	39	Intermediate	Suiza	<i>Little respect on the track. He makes me hit other couples.</i>
Woman	41	Intermediate	Argentina	<i>He whistles in my ear</i>
Woman	41	Intermediate	Mexico	<i>He looks everywhere while dancing and forgets the essence of couple dancing.</i>

Sexo	Edad	Nivel	País	Other situations that bother
Woman	41	Advanced	Uruguay	<i>All these situations have already happened to me.</i>
Woman	42	Intermediate	Chile	<i>Chewing gum</i>
Woman	43	Intermediate	Argentina	<i>Gets advantage of the dance with inappropriate postures</i>
Woman	44	Advanced	Argentina	<i>Halitosis</i>
Woman	44	Advanced	Colombia	<i>Runs into those who come forward. Overtakes the other couples.</i>
Woman	45	Intermediate	Germany	<i>I feel like being the worst tango dancer in the world,</i>
Woman	46	Intermediate	Argentina	<i>Bad breath</i>
Woman	46	Intermediate	Mexico	<i>If I do not have his level, he does not bother to show my level; he does not go back to basics, he does not challenge himself with me.</i>
Woman	46	Advanced	Perú	<i>Dressing codes, low level of musicality.</i>
Woman	47	Professional	Germany	<i>Invites her table and does not invite by looking or nodding head "cabeceo"</i>
Woman	49	Advanced	Argentina	<i>It seems like we were listening to different music.</i>
Woman	50	Professional	Argentina	<i>Smelling like garlic or others ....</i>
Woman	52	Intermediate	Argentina	<i>IF HE CAN 'T MARK AND GUIDE WOMEN, IT MAKES ME UNCOMFORTABLE WHEN HE ATTEMPTS TO CORRECT MY DANCING ... HE MUST LEAD, GUIDE ME, KNOW HOW TO MARK THE COMPASS, HAVE A MUSICAL EAR, IF NOT HE IS OUT OF TIME ...</i>
Woman	53	Intermediate	Uruguay	<i>He steps on me</i>
Woman	54	Intermediate	Mexico	<i>Arrogance, lack of connection</i>
Woman	55	Intermediate	Mexico	<i>He tries to show off becoming "Dancing Directors" forgetting that they are dancing with a partner, so there is no real connection.</i>
Woman	56	Intermediate	Mexico	<i>Chew s gum near my ear, it is heard disgusting</i>
Woman	58	Advanced	Argentina	<i>The only thing that could happen is the physical discomfort.</i>
Woman	58	Advanced	Ecuador	<i>Bad breath control, pants. A lawful milonga dancer observes rules, I do not complain.</i>
Woman	59	Intermediate	Argentina	<i>Bad breath</i>
Woman	60	Intermediate	Argentina	<i>BAD breath.</i>
Woman	60	Advanced	Brazil	<i>Let me clarify: 1 sometimes it is not poor hygiene, but I do not like his smelling. 2 he has low level of dance, although he has danced for a long time, and believes he dances well... if he is just beginning to learn I do not mind dancing. He sweats and does not dry between tango and tango, and sometimes also between round and round!</i>
Woman	64	Intermediate	Colombia	<i>Out of music, undefined codes, runs into other couples</i>
Woman	68	Intermediate	Argentina	<i>HE DOES NOT CONCENTRATE ON THE DANCE</i>
Woman	70	Intermediate	USA	<i>Halitosis</i>

# MILONGA'S CODES

## Are we ready for a change?

The "**códigos**" of the milongas are a set of unwritten social behaviours as old as the same tango. Some are of a regulatory format, such as counter-clockwise circulating the dance floor (the tango is a dance of movement, imagine a floor filled with couples who are circulating without a definite direction...).

But other codes have been produced by the own social customs of the time and have remained unchanged over the years. This means when entering a milonga, we become time travelers going **100 years** back.

## Do you want to dance, Sir?

Since the beginning of tango man has been the one with the responsibility to initiate the ritual dance, inviting the lady to the dance floor. But being a pure social dancing, which basically seeks to share the about 15 minutes batch with a dance partner, why could not the woman make the invitation?

The responses regarding the survey question on this possibility have been:

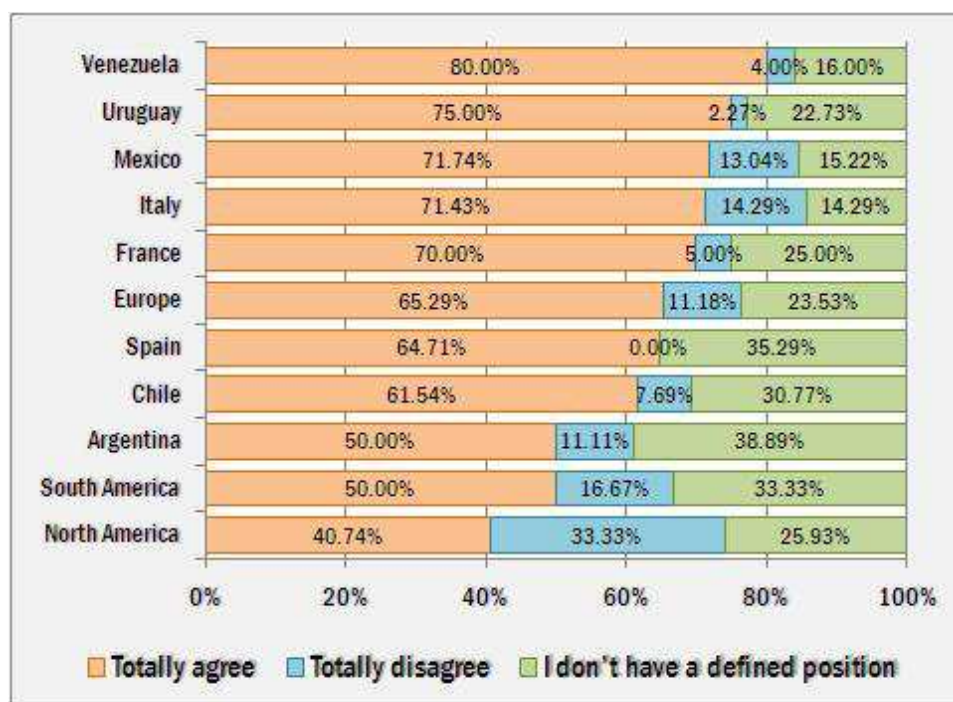


Figure 37 - What is your opinion about women inviting to dance?

**Venezuela** occupies the first position of this list (remember that the average age of the "milonguera" population is **31.02** years). **Uruguay** is a country with an advanced social legislation. **Mexico** also has a young "milonguera" population (**34.11** years).

It is interesting how a third of the population of the USA and Canada (**North America**) does not agree with the woman proposing the invitation. May tango be the refuge to show the pressure of so much gender equality in other areas of life?



## Who are those who strongly agree?

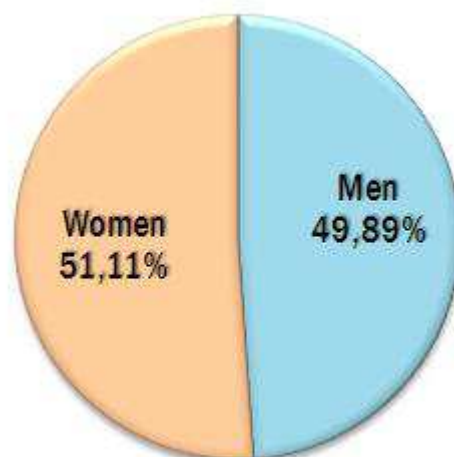


Figure 38 – Those who agree by gender

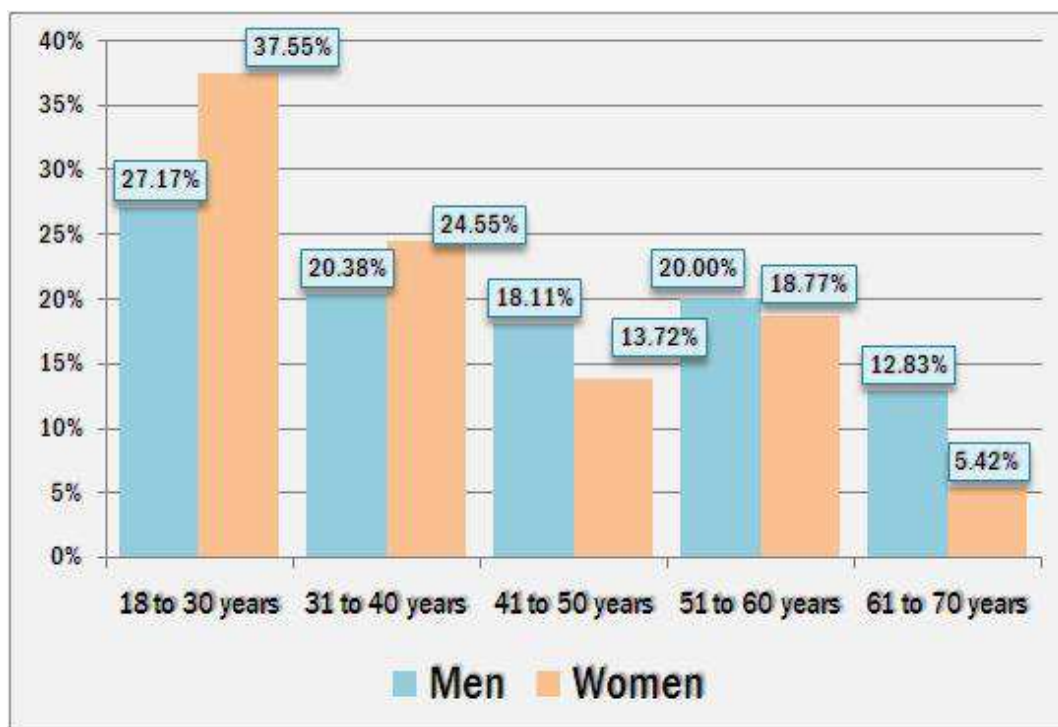


Figure 39 – Those who agree (by age)

Note that, while age range increases, it decreases the acceptance of the possibility that the woman is who invites to dance.

For the sake of space, we can not include the more than 400 comments that originated this question in the survey. But we can synthesize a concept mentioned: it is **the woman who actually invites to dance when she holds a man's gaze**.

It was also mentioned that in case it is the woman who invites the man, it should do so through the "**cabeceo**" (nod of the head) anyway.

## How do you invite to dance or how would you like to be invited?

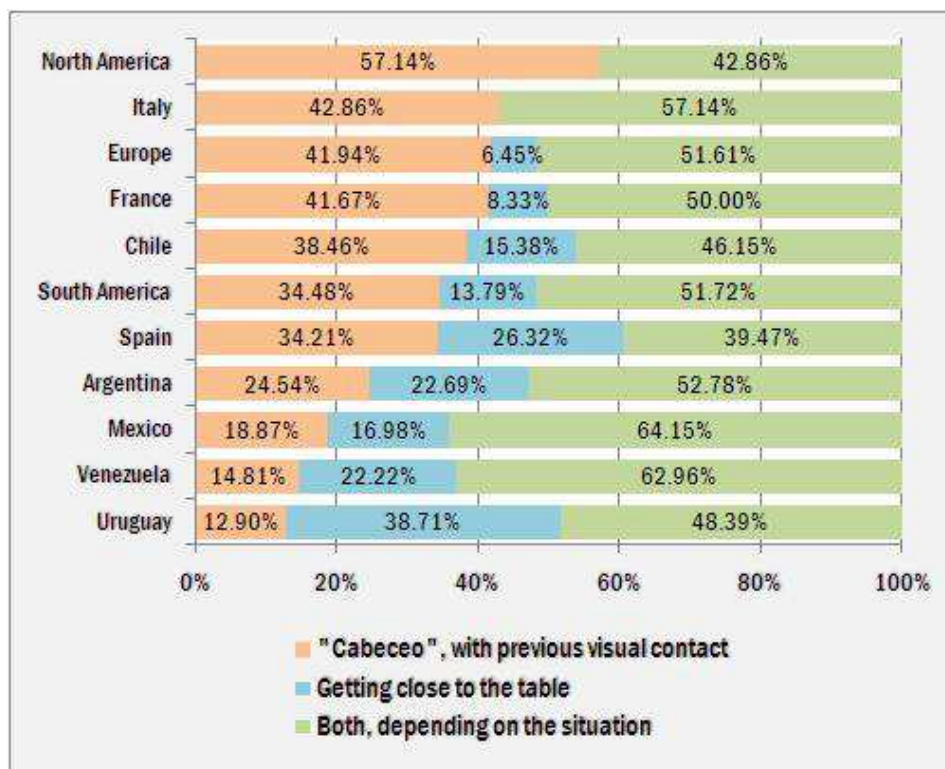


Figure 40 – How do you invite to dance or how would you like to be invited

Although in most cases the **"Both, ..."** option was imposed, getting close to the table only appears as majority option in **Uruguay** and **Venezuela**.

## You invite or accept an invitation to dance when...

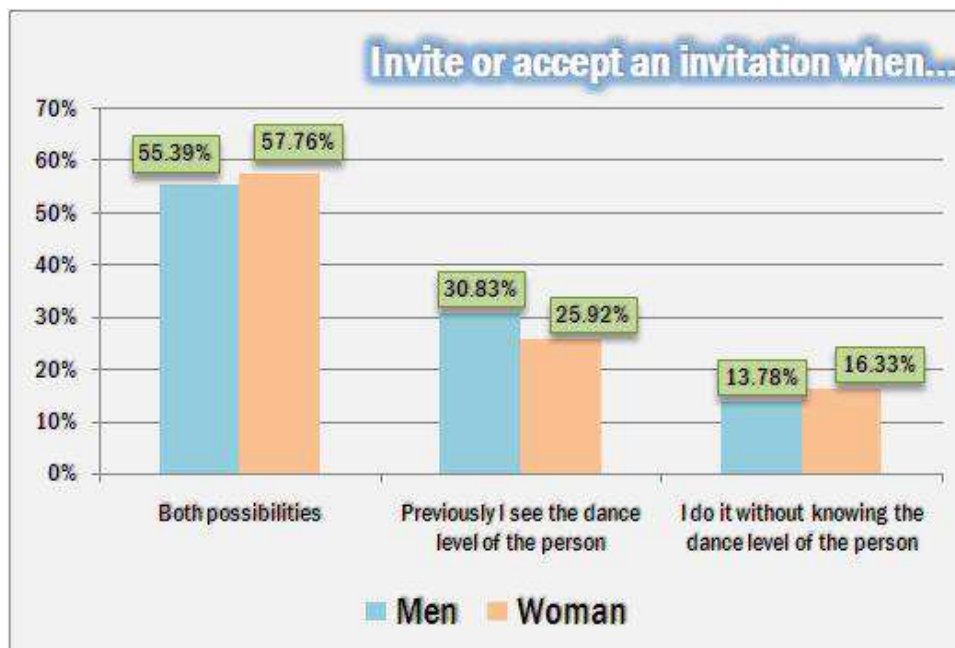


Figure 41 – To dance with or without knowing the other



## Study case

In this report we have analyzed that even couples who go to the milonga dance (mostly) with others. But you can not always "guess" the real intention of a couple sitting at the table.

We have proposed the following scenario in the survey:

*"Imagine this situation: A couple sitting at their table. It is not clear what kind of relationship they have. They have danced together. A third person (unknown to them) approaches the table with the intention of inviting the woman. Your point of view on this is ... "*

The answers were:

## By country / region

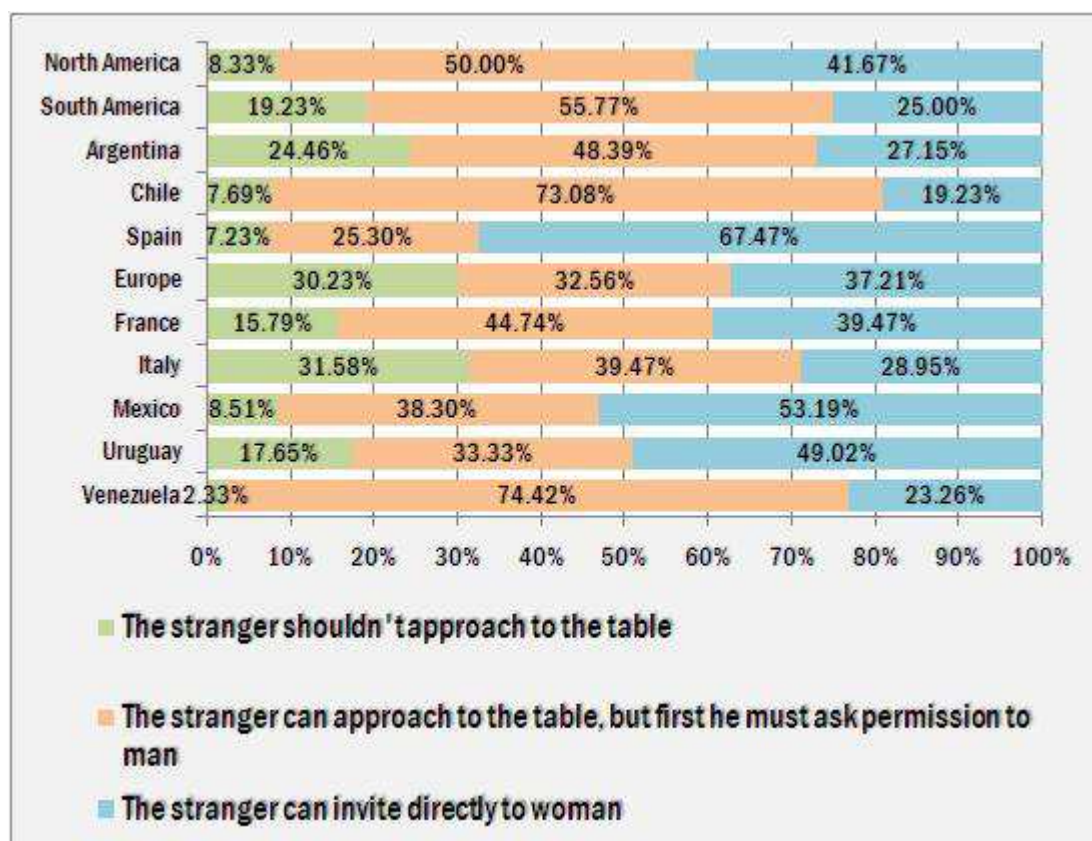


Figure 42 – Scenario at the Milonga (by country / region)

Taking an average of the results the option "you can come ..." is the majority. But surely here social behaviors of each country or region are applied. **Mexico** and **Venezuela** (both countries with young populations dancers) show different behaviors. **Spain** (dancers with an average age of **47.6** years) shows the most "liberal" behavior in this scenario. **Italy** (average age **48.1**) and the rest of **Europe** are the strictest.

### By sex: Men's opinion

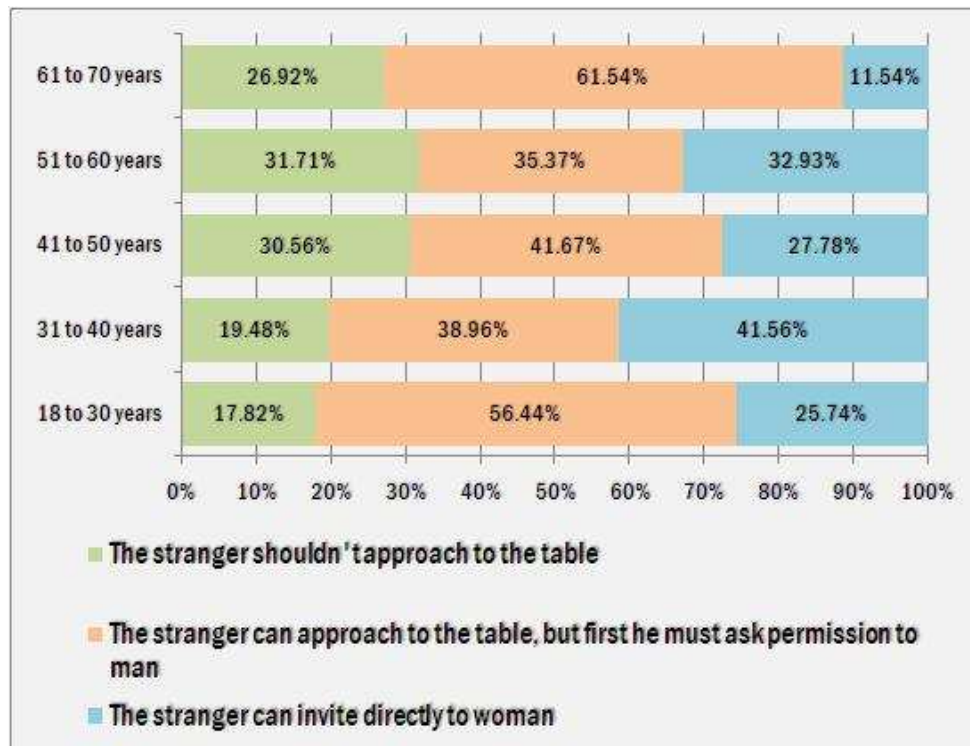


Figure 43- Scenario at the Milonga (men)

### By sex: Women's opinion

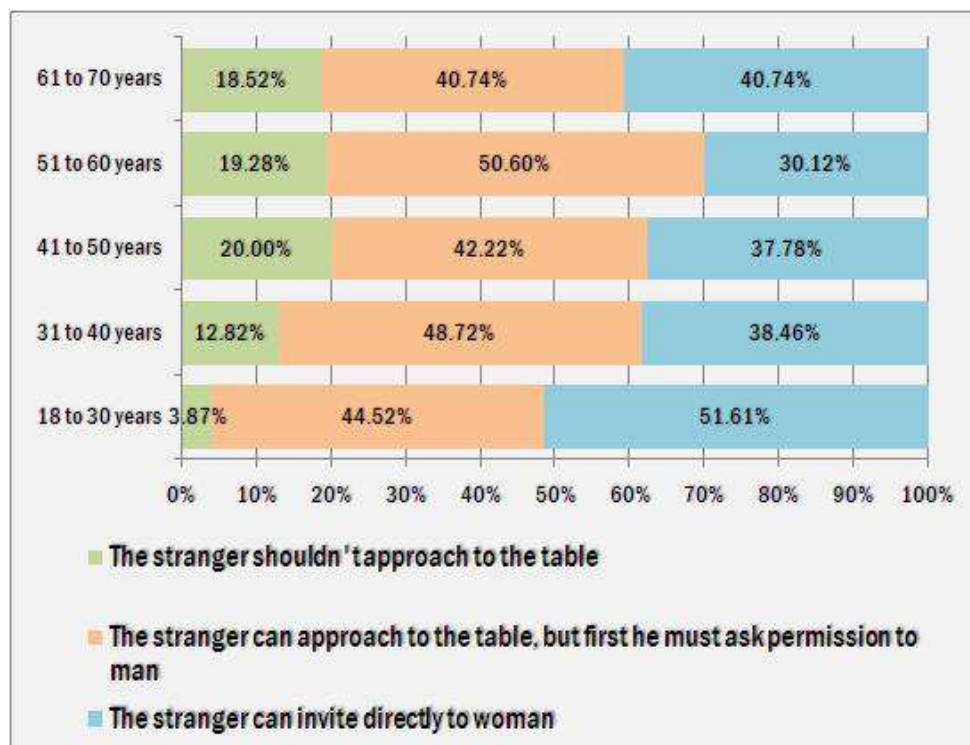


Figure 44- Scenario at the Milonga (women)

# Tango in your life

## Sentimental situation of milonga attendants

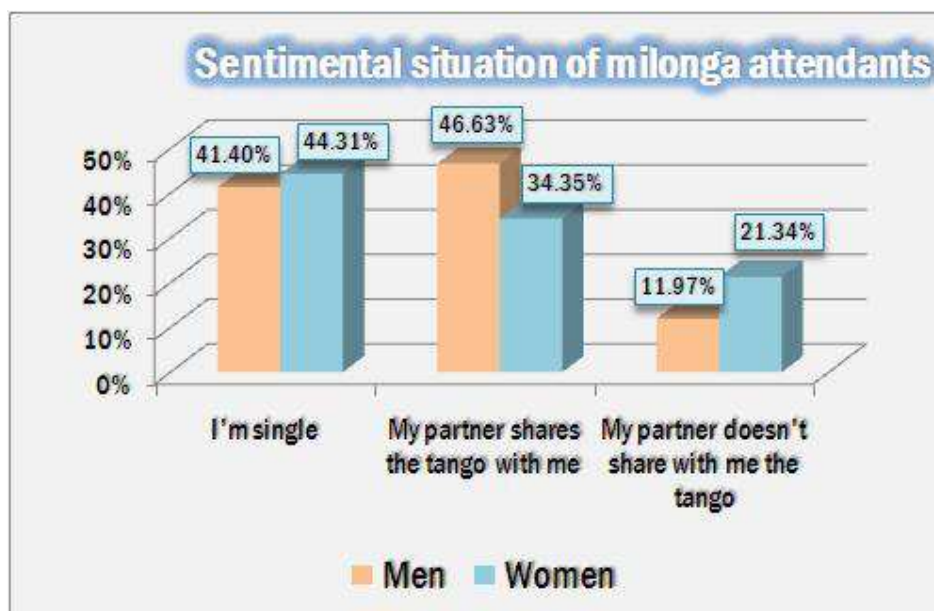


Figure 45 – sentimental situation of milonga attendants

## If your life partner does NOT share tango with you, what is generally their attitude?

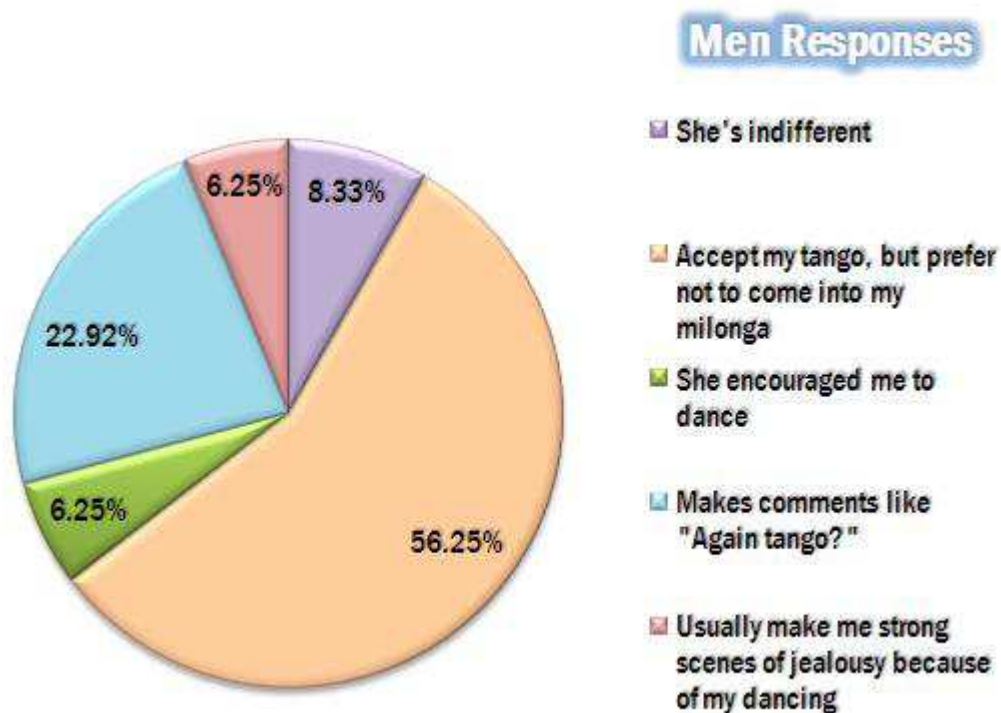


Figure 46 – Men Responses

## Women Responses

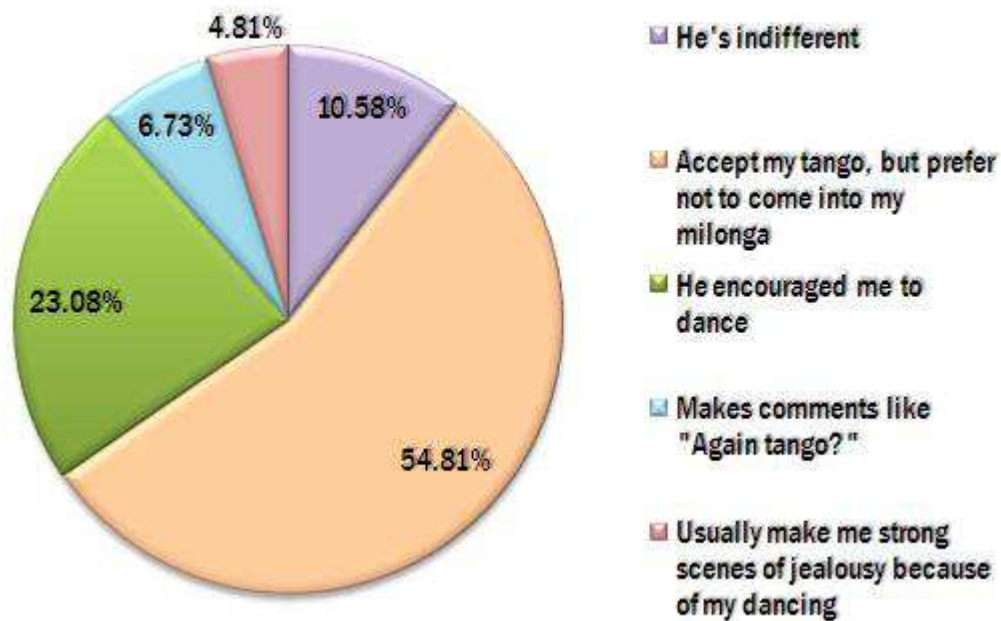


Figure 47 - Women Responses

The analysis of the statistics of both graphs allows us to determine that it is the **man** (in couples who do not share the tango) who has a **more accepting attitude** about the passion for tango of his companion.

# What's dancing tango?

Asking each respondent to describe in their own words their feelings when dancing tango would have generated a huge amount of information impossible to process. We have preferred to select 15 words and give the respondent the possibility to order them (from more to less meaningful) according to their own feelings.

## By age

### 18 TO 30 YEARS

MEN			WOMEN		
Pos.	WORDS	Perc.	Pos.	WORDS	Perc.
[1]	Music	65.69%	[1]	Embracement	71.34%
[2]	Embracement	64.71%	[2]	Elegance	56.69%
[3]	Elegance	59.80%	[3]	Expressivity	52.87%
[4]	Creativity	51.96%	[4]	Music	45.22%
[5]	Interpretation	49.02%	[5]	Sensuality	44.59%
[6]	Expressivity	44.12%	[6]	Interpretation	43.95%
[7]	Sensuality	34.31%	[7]	Creativity	41.40%
[8]	Beauty	31.37%	[8]	Art	35.67%
[9]	Art	23.53%	[9]	Beauty	25.48%
[10]	Coordination	21.57%	[10]	Technique	24.20%
[11]	Technique	19.61%	[11]	Dance	22.93%
[12]	Dance	16.67%	[12]	Coordination	19.11%
[13]	Friendship	8.82%	[13]	Friendship	9.55%
[14]	Eroticism	4.90%	[14]	Eroticism	5.73%
[15]	Sexual	3.92%	[15]	Sexual	1.27%

### 31 TO 40 YEARS

MEN			WOMEN		
Pos.	WORDS	Perc.	Pos.	WORDS	Perc.
[1]	Embracement	78.31%	[1]	Embracement	71.20%
[2]	Music	63.86%	[2]	Music	56.80%
[3]	Expressivity	51.81%	[3]	Interpretation	53.60%
[4]	Interpretation	48.19%	[4]	Elegance	53.60%
[5]	Sensuality	43.37%	[5]	Sensuality	52.00%
[6]	Creativity	42.17%	[6]	Expressivity	51.20%
[7]	Elegance	42.17%	[7]	Creativity	34.40%
[8]	Technique	26.51%	[8]	Beauty	26.40%
[9]	Dance	19.28%	[9]	Dance	24.80%
[10]	Beauty	18.07%	[10]	Coordination	24.80%
[11]	Friendship	16.87%	[11]	Art	22.40%
[12]	Art	16.87%	[12]	Technique	19.20%
[13]	Coordination	15.66%	[13]	Friendship	4.80%
[14]	Sexual	8.43%	[14]	Eroticism	4.80%
[15]	Eroticism	8.43%	[15]	Sexual	0.00%

### 41 TO 50 YEARS

MEN			WOMEN		
Pos.	WORDS	Perc.	Pos.	WORDS	Perc.
[1]	Embracement	74.32%	[1]	Embracement	74.19%
[2]	Music	58.11%	[2]	Music	60.22%
[3]	Elegance	52.70%	[3]	Interpretation	54.84%
[4]	Sensuality	45.95%	[4]	Expressivity	54.84%
[5]	Expressivity	45.95%	[5]	Sensuality	52.69%
[6]	Interpretation	40.54%	[6]	Elegance	47.31%
[7]	Creativity	40.54%	[7]	Creativity	37.63%
[8]	Coordination	31.08%	[8]	Dance	29.03%
[9]	Beauty	22.97%	[9]	Beauty	22.58%
[10]	Technique	20.27%	[10]	Technique	21.51%
[11]	Friendship	18.92%	[11]	Coordination	19.35%
[12]	Dance	17.57%	[12]	Art	13.98%
[13]	Art	16.22%	[13]	Friendship	7.53%
[14]	Eroticism	9.46%	[14]	Eroticism	4.30%
[15]	Sexual	5.41%	[15]	Sexual	0.00%

### 51 TO 60 YEARS

MEN			WOMEN		
Pos.	WORDS	Perc.	Pos.	WORDS	Perc.
[1]	Embracement	76.47%	[1]	Embracement	76.40%
[2]	Sensuality	55.29%	[2]	Interpretation	56.18%
[3]	Music	52.94%	[3]	Elegance	52.81%
[4]	Interpretation	51.76%	[4]	Music	51.69%
[5]	Elegance	51.76%	[5]	Sensuality	49.44%
[6]	Creativity	45.88%	[6]	Expressivity	47.19%
[7]	Expressivity	38.82%	[7]	Coordination	44.94%
[8]	Coordination	34.12%	[8]	Creativity	33.71%
[9]	Technique	24.71%	[9]	Dance	32.58%
[10]	Dance	21.18%	[10]	Technique	20.22%
[11]	Beauty	14.12%	[11]	Beauty	15.73%
[12]	Art	11.76%	[12]	Art	13.48%
[13]	Friendship	9.41%	[13]	Friendship	3.37%
[14]	Eroticism	9.41%	[14]	Sexual	1.12%
[15]	Sexual	2.35%	[15]	Eroticism	1.12%



## 61 TO 70 YEARS

MEN			WOMEN		
Pos.	WORDS	Perc.	Pos.	WORDS	Perc.
[1]	Embracement	76.92%	[1]	Embracement	72.41%
[2]	Music	59.62%	[2]	Elegance	72.41%
[3]	Elegance	59.62%	[3]	Music	58.62%
[4]	Interpretation	53.85%	[4]	Coordination	55.17%
[5]	Sensuality	48.08%	[5]	Interpretation	51.72%
[6]	Creativity	38.46%	[6]	Technique	34.48%
[7]	Coordination	36.54%	[7]	Expressivity	34.48%
[8]	Expressivity	28.85%	[8]	Creativity	34.48%
[9]	Dance	26.92%	[9]	Sensuality	31.03%
[10]	Technique	19.23%	[10]	Dance	27.59%
[11]	Friendship	15.38%	[11]	Art	13.79%
[12]	Art	15.38%	[12]	Beauty	10.34%
[13]	Beauty	11.54%	[13]	Friendship	3.45%
[14]	Sexual	5.77%	[14]	Sexual	0.00%
[15]	Eroticism	3.85%	[15]	Eroticism	0.00%

## By dance level

Beginner			Intermediate			Advanced			Professional		
Pos.	WORDS	Perc.	Pos.	WORDS	Perc.	Pos.	WORDS	Perc.	Pos.	WORDS	Perc.
[1]	Elegance	58.50%	[1]	Embracement	75.00%	[1]	Embracement	74.10%	[1]	Embracement	69.40%
[2]	Embracement	56.90%	[2]	Elegance	58.30%	[2]	Music	56.60%	[2]	Music	65.30%
[3]	Sensuality	52.30%	[3]	Music	55.70%	[3]	Interpretation	54.40%	[3]	Elegance	51.40%
[4]	Music	47.70%	[4]	Interpretation	49.20%	[4]	Expressivity	47.80%	[4]	Interpretation	50.00%
[5]	Expressivity	43.10%	[5]	Sensuality	47.30%	[5]	Elegance	47.10%	[5]	Sensuality	47.20%
[6]	Interpretation	36.90%	[6]	Expressivity	47.10%	[6]	Creativity	44.50%	[6]	Creativity	44.40%
[7]	Coordination	33.80%	[7]	Creativity	38.90%	[7]	Sensuality	40.50%	[7]	Expressivity	41.70%
[8]	Creativity	33.80%	[8]	Coordination	28.50%	[8]	Dance	25.20%	[8]	Technique	30.60%
[9]	Technique	27.70%	[9]	Dance	24.20%	[9]	Coordination	24.10%	[9]	Art	23.60%
[10]	Art	27.70%	[10]	Beauty	22.50%	[10]	Technique	23.70%	[10]	Coordination	19.40%
[11]	Dance	24.60%	[11]	Technique	20.70%	[11]	Art	23.70%	[11]	Dance	19.40%
[12]	Beauty	24.60%	[12]	Art	16.80%	[12]	Beauty	19.00%	[12]	Beauty	19.40%
[13]	Friendship	23.10%	[13]	Friendship	9.10%	[13]	Friendship	9.50%	[13]	Eroticism	9.70%
[14]	Eroticism	7.70%	[14]	Eroticism	4.10%	[14]	Eroticism	7.30%	[14]	Sexual	9.70%
[15]	Sexual	1.50%	[15]	Sexual	2.60%	[15]	Sexual	2.60%	[15]	Friendship	5.60%



## By country/region

North America			South America			Argentina			Chile		
Pos.	WORDS	Perc.	Pos.	WORDS	Perc.	Pos.	WORDS	Perc.	Pos.	WORDS	Perc.
[1]	Music	92.31%	[1]	Embracement	81.82%	[1]	Embracement	73.11%	[1]	Elegance	88.89%
[2]	Elegance	69.23%	[2]	Interpretation	67.27%	[2]	Expressivity	50.12%	[2]	Embracement	74.07%
[3]	Embracement	53.85%	[3]	Music	60.00%	[3]	Music	49.88%	[3]	Sensuality	59.26%
[4]	Sensuality	53.85%	[4]	Creativity	47.27%	[4]	Elegance	49.88%	[4]	Interpretation	55.56%
[5]	Interpretation	38.46%	[5]	Expressivity	38.18%	[5]	Interpretation	46.21%	[5]	Expressivity	51.85%
[6]	Expressivity	38.46%	[6]	Elegance	36.36%	[6]	Sensuality	45.23%	[6]	Music	33.33%
[7]	Beauty	38.46%	[7]	Sensuality	34.55%	[7]	Creativity	43.28%	[7]	Creativity	25.93%
[8]	Creativity	23.08%	[8]	Coordination	30.91%	[8]	Dance	28.36%	[8]	Art	25.93%
[9]	Coordination	23.08%	[9]	Technique	27.27%	[9]	Coordination	27.63%	[9]	Beauty	22.22%
[10]	Sexual	15.38%	[10]	Dance	23.64%	[10]	Technique	21.76%	[10]	Technique	18.52%
[11]	Dance	15.38%	[11]	Beauty	21.82%	[11]	Beauty	21.27%	[11]	Dance	14.81%
[12]	Friendship	15.38%	[12]	Art	18.18%	[12]	Art	21.03%	[12]	Coordination	14.81%
[13]	Art	15.38%	[13]	Friendship	9.09%	[13]	Friendship	10.76%	[13]	Friendship	7.41%
[14]	Technique	7.69%	[14]	Eroticism	3.64%	[14]	Eroticism	7.09%	[14]	Eroticism	3.70%
[15]	Eroticism	0.00%	[15]	Sexual	0.00%	[15]	Sexual	4.40%	[15]	Sexual	3.70%

Spain			Europe			France			Italy		
Pos.	WORDS	Perc.	Pos.	WORDS	Perc.	Pos.	WORDS	Perc.	Pos.	WORDS	Perc.
[1]	Embracement	75.27%	[1]	Embracement	81.82%	[1]	Embracement	69.23%	[1]	Embracement	76.19%
[2]	Music	69.89%	[2]	Music	72.73%	[2]	Interpretation	64.10%	[2]	Music	73.81%
[3]	Elegance	52.69%	[3]	Sensuality	58.18%	[3]	Music	58.97%	[3]	Interpretation	73.81%
[4]	Sensuality	44.09%	[4]	Interpretation	56.36%	[4]	Expressivity	56.41%	[4]	Elegance	66.67%
[5]	Creativity	43.01%	[5]	Elegance	50.91%	[5]	Sensuality	53.85%	[5]	Expressivity	42.86%
[6]	Coordination	43.01%	[6]	Expressivity	45.45%	[6]	Elegance	51.28%	[6]	Creativity	35.71%
[7]	Interpretation	41.94%	[7]	Dance	32.73%	[7]	Creativity	43.59%	[7]	Sensuality	30.95%
[8]	Expressivity	41.94%	[8]	Creativity	27.27%	[8]	Coordination	25.64%	[8]	Technique	28.57%
[9]	Technique	22.58%	[9]	Coordination	18.18%	[9]	Technique	20.51%	[9]	Coordination	19.05%
[10]	Dance	19.35%	[10]	Art	18.18%	[10]	Dance	17.95%	[10]	Dance	14.29%
[11]	Beauty	19.35%	[11]	Beauty	16.36%	[11]	Beauty	12.82%	[11]	Beauty	11.90%
[12]	Art	13.98%	[12]	Friendship	10.91%	[12]	Art	10.26%	[12]	Friendship	9.52%
[13]	Friendship	7.53%	[13]	Technique	9.09%	[13]	Friendship	7.69%	[13]	Art	9.52%
[14]	Eroticism	5.38%	[14]	Sexual	1.82%	[14]	Eroticism	5.13%	[14]	Eroticism	4.76%
[15]	Sexual	0.00%	[15]	Eroticism	0.00%	[15]	Sexual	2.56%	[15]	Sexual	2.38%

Mexico		
Pos.	WORDS	Perc.
[1]	Embracement	71.29%
[2]	Elegance	66.34%
[3]	Music	49.50%
[4]	Interpretation	47.52%
[5]	Sensuality	43.56%
[6]	Expressivity	40.59%
[7]	Creativity	39.60%
[8]	Technique	32.67%
[9]	Art	32.67%
[10]	Beauty	29.70%
[11]	Dance	17.82%
[12]	Coordination	17.82%
[13]	Friendship	6.93%
[14]	Eroticism	2.97%
[15]	Sexual	0.99%

Uruguay		
Pos.	WORDS	Perc.
[1]	Embracement	66.07%
[2]	Elegance	58.93%
[3]	Sensuality	55.36%
[4]	Music	51.79%
[5]	Expressivity	50.00%
[6]	Interpretation	48.21%
[7]	Creativity	39.29%
[8]	Technique	28.57%
[9]	Dance	28.57%
[10]	Coordination	19.64%
[11]	Beauty	19.64%
[12]	Friendship	14.29%
[13]	Art	10.71%
[14]	Eroticism	5.36%
[15]	Sexual	3.57%

Venezuela		
Pos.	WORDS	Perc.
[1]	Elegance	66.67%
[2]	Embracement	62.22%
[3]	Music	57.78%
[4]	Creativity	42.22%
[5]	Interpretation	40.00%
[6]	Expressivity	40.00%
[7]	Sensuality	37.78%
[8]	Coordination	35.56%
[9]	Art	31.11%
[10]	Beauty	28.89%
[11]	Technique	20.00%
[12]	Dance	15.56%
[13]	Eroticism	11.11%
[14]	Friendship	8.89%
[15]	Sexual	2.22%

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