

CT Cultural Fund Operating Support Grants: Collecting Visitation and Audience Data

Data collection is important for CT Humanities to continue to advocate for future funding to support the state's cultural, humanities, and arts community. That said, we know that this is an area where many organizations are uncomfortable or would like assistance. Over the coming weeks and months, CTH will work to create and roll out a series of tools, templates, and trainings to help CT Cultural Fund grantees start to better collect data from their respective audiences.

The following are a first list of tips and recommendations shared from CT Humanities' evaluation consultant, [Wilkening Consulting](#).

The CT Cultural Fund Operating Support Grant final report will include a follow up survey that asks questions similar to the survey questions you answered at the time of contract. To review the questions asked in the initial survey, [click here](#).

For visitation and audience, we asked for the following categories of data:

- Geographic (i.e., where visitors are from)
- Age
- Race and ethnicity

If you sell tickets virtually or use online registration for your organization's events, you can gather this data through the online ticketing or registration process.

For walk in visitation, you can have your admissions desk staff collect this information at the time of visitation.

For busy events/events where online registration is not required/guests aren't admitted at a single entry point, please estimate the number of visitors and demographic information to the best of your ability.

Sample Data Collection Language:

Preface demographic questions with text that explains why you are collecting this data, such as:

We want [your organization] to be enjoyed by all. The following demographic questions will be used to understand who we are currently serving effectively, and those we could do a better job serving. Your responses will be kept confidential, and none of the questions are required.

Note: All demographic questions should be optional!

Demographic questions could use the following wording:

Which of the following best describes you and those visiting with you? (Choose all that apply.)

The options for the three categories of data we will be asking about in the final report survey are:

Geographic:

- Connecticut Resident
- Out-of-state/international

Age:

- Children (age 17 and younger)
- Adults 18 - 64
- Adults 65 or older

Race and Ethnicity:

Answers should be randomized, if possible.

- African American or Black
- Asian or Asian American
- Hispanic or Latino/Latina
- Middle Eastern or North African
- Native American/American Indian or Alaska Native
- Native Hawaiian or Pacific Islander
- White
- Two or more races or ethnicities
- I identify as: _____