

Reason for asking:

As an organization that received and distributes funding from the State of Connecticut, we want to understand how our funds benefit Connecticut residents as well as attracts tourists from out of state. By collecting demographic data, we can understand if we are reaching a variety of ages and where we need to do better in creating access to cultural organizations and programs in Connecticut.

What CT Humanities and the CT Office of the Arts will ask of you:

Each year, we want to know the percentage of your visitors that are from Connecticut and out-of-state as well as the breakdown by age and race and ethnicity. Asking in this format will provide the approximate percentages. Please aggregate this data by year.

Ethical issues in asking demographic questions:

Some individuals may be concerned that providing demographic information may either be used against them or to reinforce inequities. While we know we are not using the data in this way, we want to be proactive in sharing with the public why we are collecting this information. We strongly encourage you to use the statement provided to the right with the two questions to help alleviate concerns, and these questions should always be optional for visitors.

Note:

The data you collect on these questions will not affect any grants awarded by CT Humanities or the CT Office of the Arts. No organization will be penalized for being too small, having small data sets, or for the data they provide.

Using a template:

The third page of this PDF can be used as a template for asking visitors these questions. You can simply copy/print the page as is and offer it to your visitors to respond to at your site. You can also drop in your logo or organizational name (optional).

Programming note for online data collection:

Age: For online data collection, it is easier for the respondent to check off the ages instead of entering in numbers. In this case, ask “What are the ages of everyone visiting our organization with you?” and use a “checkbox” to allow more than one answer. This isn’t as accurate, but OK.

Race and ethnicity: This should also be a “checkbox” question where more than one answer is allowed (and your total percentage at the end of the year will add up to more than 100%). You can list the answer choices in alphabetical order (as to the right) or randomize the first 7 choices (“two or more races or ethnicities” and “I identify as: _____” should be pinned/fixed at the bottom).

Geography: Although it seems counter-intuitive, this should be a “checkbox” question where more than one answer is allowed (and your total percentage at the end of the year will add up to more than 100%). Why? If a Connecticut family is hosting out-of-town guests, then both answers may be appropriate. This is OK.

How to ask visitors:

We want [insert name of your organization] to be enjoyed by all. The following 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.

Please indicate the number of people in each age group visiting with you today.

- Children 17 or younger: _____
- Adults 18 to 64: _____
- Adults 65 or older: _____

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

- ☐ 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: _____

Where do you live?

- ☐ Connecticut
- ☐ Out-of-state or international

Note: If it is helpful to you, feel free to ask different questions such as what state people are from, what county in Connecticut, zip code, etc. So long as you are able to break it down into CT/out of CT in your reporting to CT Humanities, that is fine!



cThumanities

Thank you for visiting us today! We are so glad you are here.

As a cultural organization in Connecticut, we participate in state-wide research to better understand our visitors. Please answer these three questions and contribute to this research.

1

Please indicate the number of people in each age group visiting with you today.

- Children 17 or younger: _____
- Adults 18 to 64: _____
- Adults 65 or older: _____

2

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

- ☐ 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: _____

3

Where do you live?

- ☐ Connecticut
- ☐ Out-of-state or international