Collecting Demographics Virtually

Overview

Using Zoom is a popular way to conduct virtual face-to-face training, meetings, and other events. To report your zoom contacts you need the demographics of your meeting participants. This tipsheet provides a few options for collecting demographics with zoom events.

Ways to Collect Demographics Virtually

1) **Use EventBrite and have your participants register for your event.** In the EventBrite event registration setup, include questions to request the demographics of your participants. After your meeting check off your attendees and use the Eventbrite Educational Activity Reporting Tool to download your data.

2) **Estimate participant demographics through observation.** If people are using cameras, estimate the demographic information during the session by observation. It is often helpful if you have a co-facilitator visually estimates the demographic breakdown during the meeting.

3) **Estimate participant demographics from zoom usage report.** In situations where there is prior interaction/knowledge of demographics of your participants, estimate the demographics by reviewing the Zoom usage report. A list of individual participants can be obtained from the Usage Report. Run the report and under the participants column click on the number of participants hyperlink to obtain a list of participant names.

4) **Estimate demographics** based on a typical/similar program delivered traditionally in the past or use the demographic breakdown of the county to represent the demographics of the participants. This method is the least preferable and should only be used as a last resort.

For more information:

EventBrite Tool	https://www.ces.ncsu.edu/eventbrite/contacts/
NCSU Zoom	https://ncsu.zoom.us/
Zoom Support	https://support.zoom.us/
Extension IT	https://eit.ces.ncsu.edu/ or ces_help@ncsu.edu
Eval & Accountability	https://evaluation.ces.ncsu.edu/ or Meredith_Weinstein@ncsu.edu