

Tracking quantitative and qualitative data



ASSESS



LOCATE



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TRACK

Tracking data for reports

TELUS Fund requires projects to provide audience data in order to understand how content reaches and impacts audiences. Reporting also helps projects reveal ongoing best practices.

Various data points are used to measure a project's reach and engagement, and to get an indication of the real-world impact a project is having on its viewers.

Audience data may be split into two broad groups.

Quantitative data

Data that has a numerical value

- Video views
- Average Minute Audiences (AMAs)
- Sales/rentals of physical and digital copies
- Website or app streams and downloads
- Social media followers, engagements

Qualitative data

Data that doesn't have a numerical value

- Festival nominations and awards
- Earned media
- Viewer comments and feedback
- Other feedback that cannot be reduced to a number

The importance of data

Both quantitative and qualitative data are important when it comes to assessing which audience development tactics are working, and which may need tweaking. Quantitative data allows for a statistical analysis of a project's performance; qualitative data allows a bigger picture to emerge.