

# The COVID-19 Pandemic has dramatically affected Connecticut cultural organizations.



To understand the full impact, the 2021 Nonprofit Connecticut Cultural Census collected public engagement data from both 2019 and 2021.

#### **IN-PERSON VISITATION**

8.5 million

2021:

4.6 million

1/2

Attendance at CT cultural organizations has plummeted to about half of 2019 levels.

### **PreK-12 IN-PERSON VISITATION**

Similarly, PreK-12 field trip attendance has dropped dramatically: declining by 75% to a mere quarter of 2019 levels.

1.0 million

2021:

260,000



#### ONLINE ENGAGEMENT

1.2 million

2021:

2.1 million

But virtual engagement through programs, classes, and even camps has **increased by 75%**.



#### **PreK-12 ONLINE ENGAGEMENT**

While virtual engagement of schoolchildren hasn't made up for the in-person field trips, 2021 engagement was an incredible 15 times higher than in 2019!

... 23,100

2021:

351,000



Connecticut's nonprofit cultural organizations have been nimble to adapt to a drastically changed environment, but our net public engagement is down a third from 2019 ... largely due to devastating in-person visitation decreases.

## **TOTAL ENGAGEMENT**

10.7 million

2021:

7.3 million





These engagement losses have, fortunately, been mitigated by increases in virtual engagement. As the pandemic continues, we'll continue to track the impact on our state's cultural sector.



"In a pandemic, we notice what really matters, and human contact and relationships has come out a clear leader. Children and adults alike need places to go that bring them together and broaden their minds. Museums, the performing arts, and humanities are needed now more than ever, and should always be included as a priority in our communities as a whole."

– Merredith Christos, EverWonder Children's Museum

#### Source:

Nonprofit Connecticut Cultural Census, fielded December 2021/January 2022 by Wilkening Consulting on behalf of CT Humanities.



**c**thumanities

