



CONNECTICUT RESIDENTS AND THE ARTS, CULTURE, AND HUMANITIES

Spring 2022

cThumanities

Connecticut

Department of Economic and
Community Development

Office Of The Arts



WilkeningConsulting

audience research | knowledge curation

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“Spring 2022 Survey of Connecticut Residents about Arts, Humanities, and Culture” was conducted by Wilkening Consulting with support from CT Humanities and CT Office of the Arts.

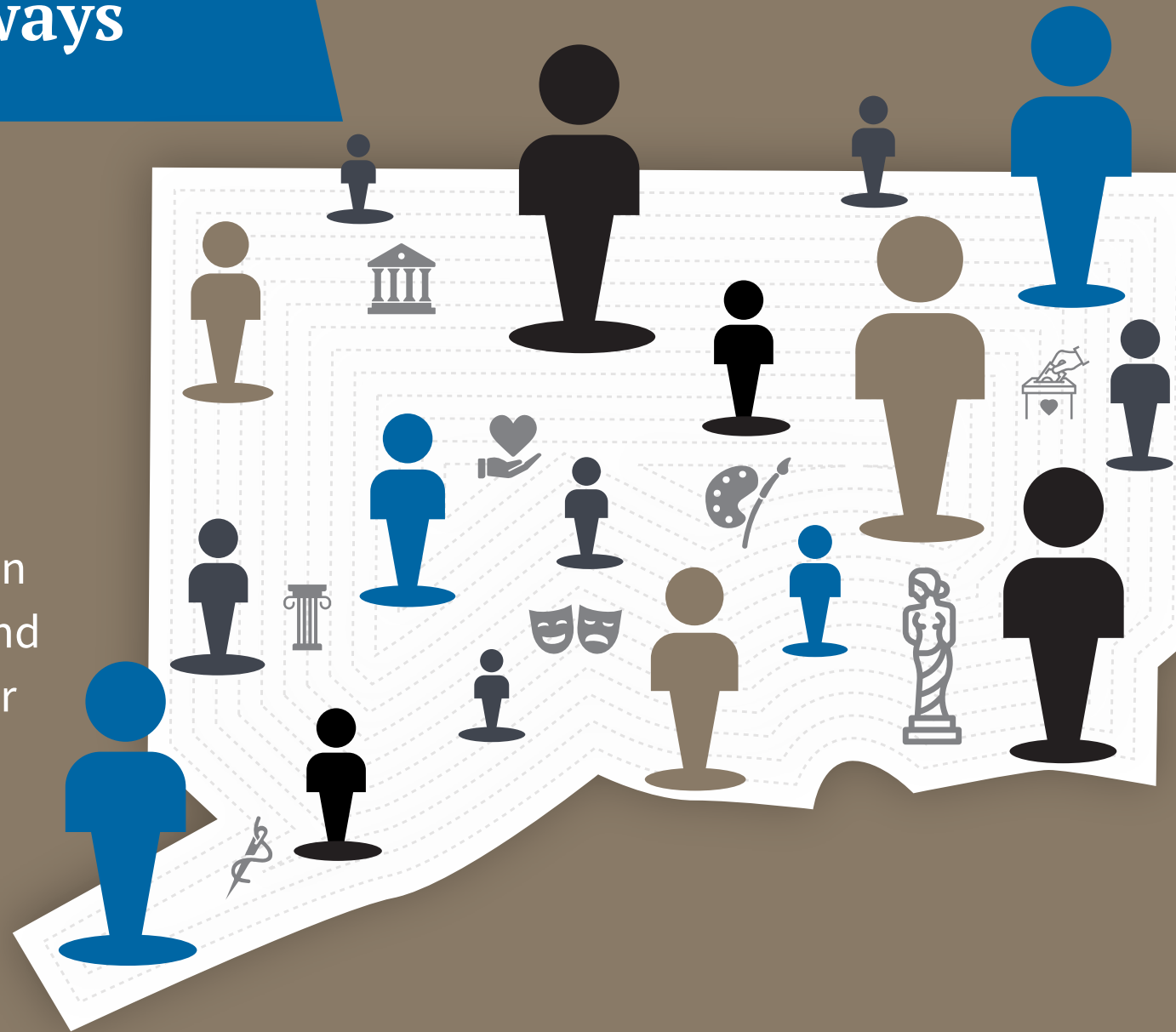
In April 2022, Wilkening Consulting surveyed a sample of more than 1,000 Connecticut adult residents that generally represent the population by educational attainment and age, race, and ethnicity. The survey was designed to help us learn more about who in Connecticut engages with the arts, culture, and humanities, what motivates them to do so, and the perceived impact and value Connecticut residents place on the arts, culture, and humanities in our state.

CT Humanities and CT Office of the Arts will utilize the data to help cultural organizations make decisions about how best to engage with residents, inform funding scenarios, and in advocacy efforts to strengthen the sector.

Two Takeaways

1

Virtually all
Connecticut
residents engage in
the arts, culture, and
humanities, either
formally and/or
informally



Cultural Activities (past two years)

91%

of Connecticut
residents participated
in cultural activities



90%

participated in
informal cultural
activities



Average # of
activities
selected:

3.8

and 41%

participated in formal cultural
activities by visiting museums
or attending performing arts

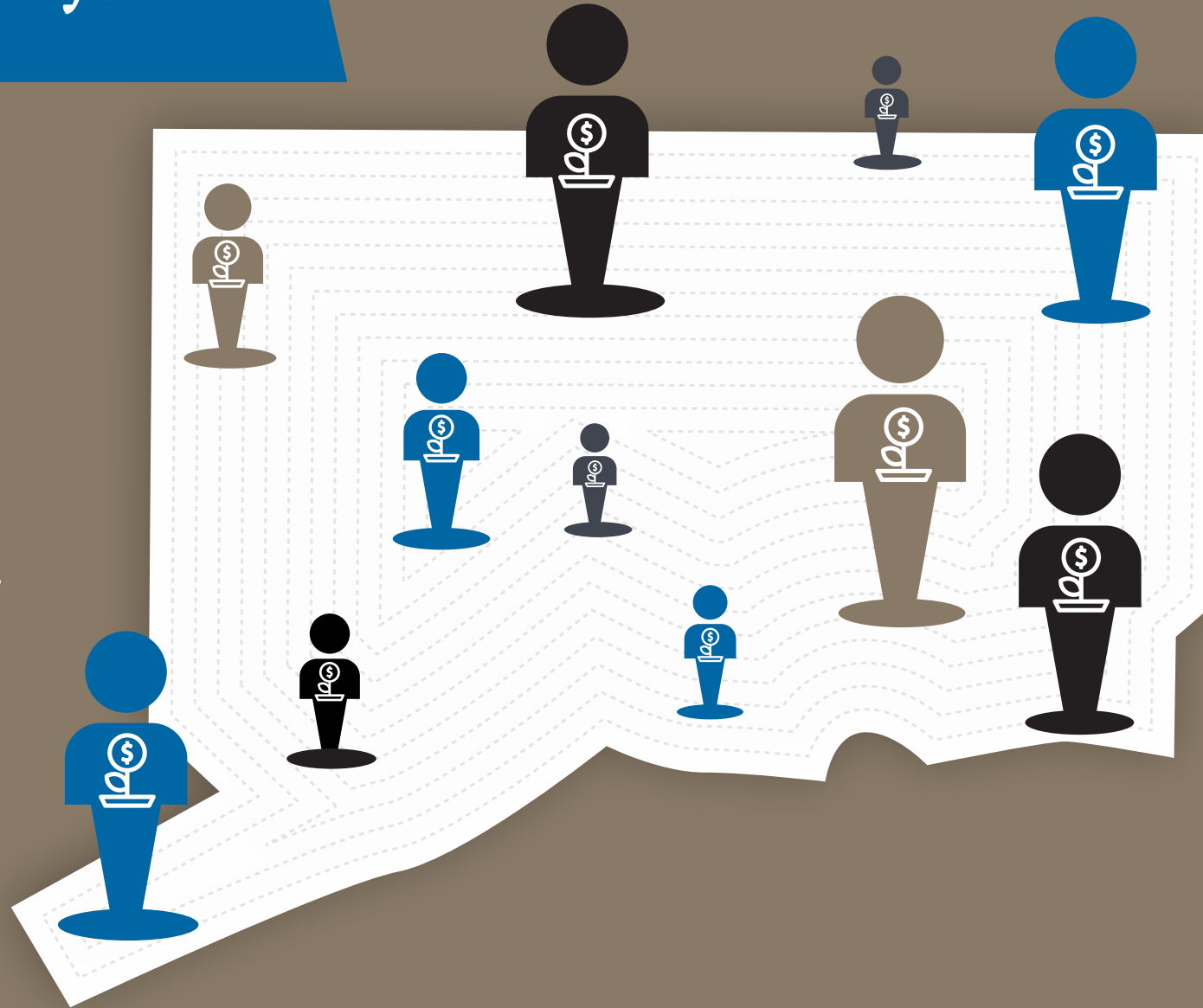


And CTH supported **632** organizations that helped
people to participate informally or formally!

Two Takeaways

2

Most Connecticut residents think the arts, culture, and humanities deliver important impacts in Connecticut ... and support the state's investment in the sector



Polling Questions About Connecticut Cultural Organizations

Do Cultural Organizations Contribute to Their Communities' Economies?

Yes

81%



Affect Opinion of Elected Officials Taking Legislative Action Supporting Cultural Organizations in Community?

Positive

89%



Agree/Disagree: "The Connecticut legislature should work to support our state's cultural organizations."

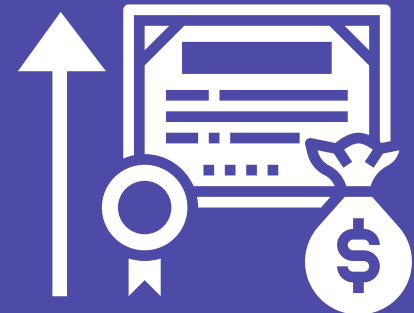
Agree

88%



Largest Connecticut Program for Grants to Cultural Organizations Costs <\$4.50/CT Resident. Should this be:

92% Increased or maintained



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For more information, please visit

cthumanities.org
wilkeningconsulting.com