

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.

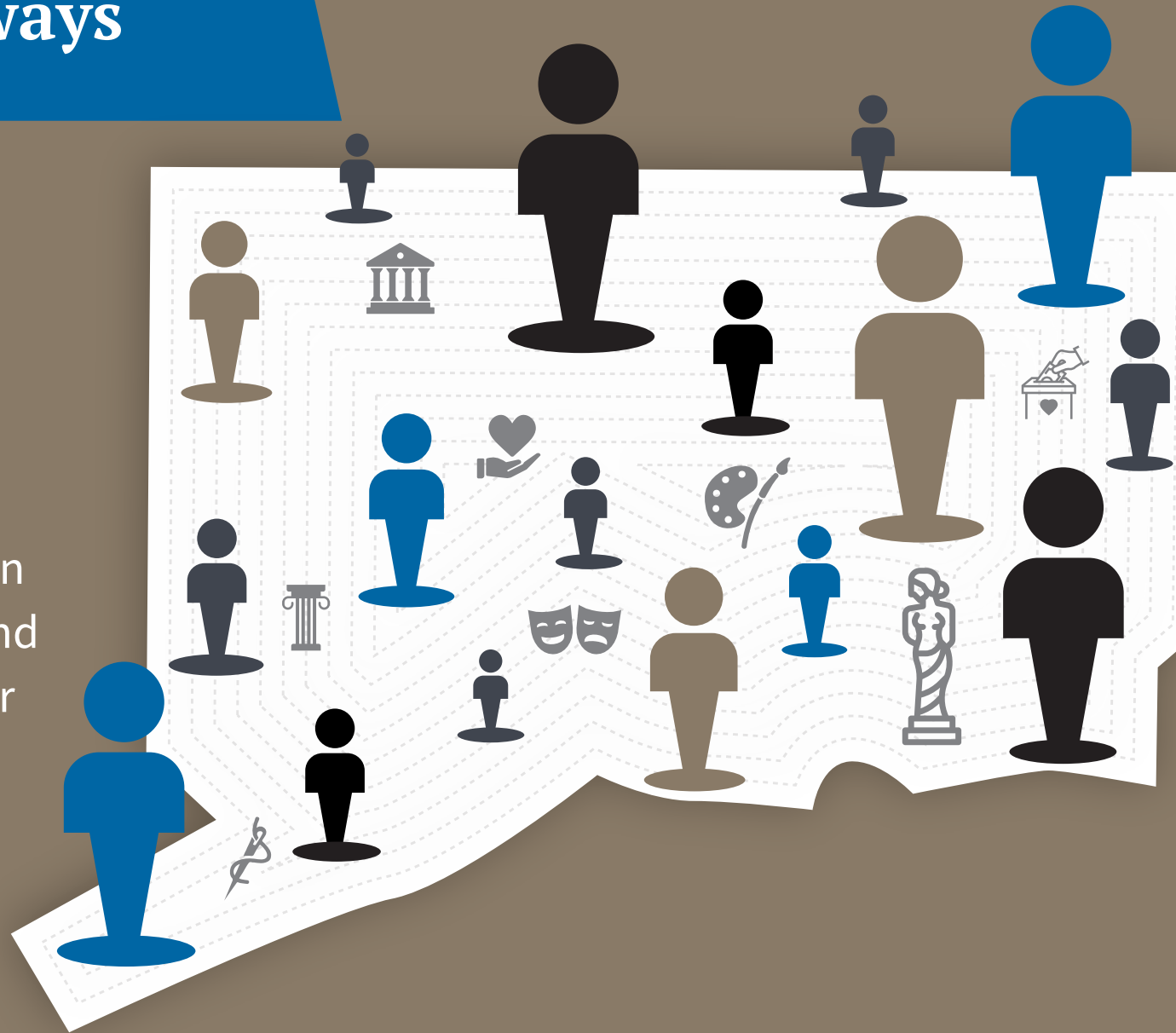
In April 2022, Wilkening Consulting surveyed a sample of more than 1,000 Connecticut adult residents that generally represent the population by educational attainment and age, race, and ethnicity. The survey was designed to help us learn more about who in Connecticut engages with the arts, culture, and 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

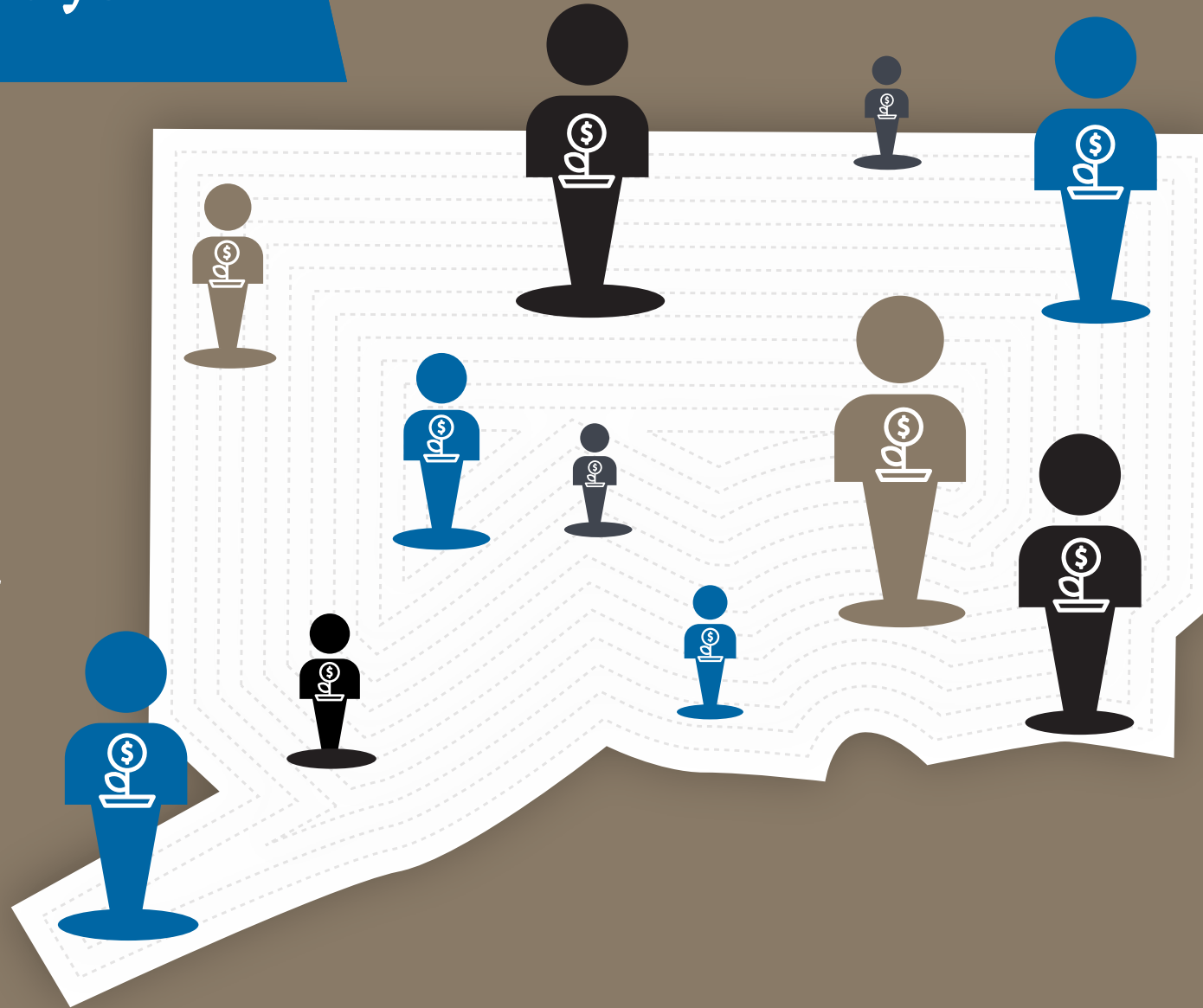


And CTH supported **632** organizations that helped people to participate informally or formally!

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

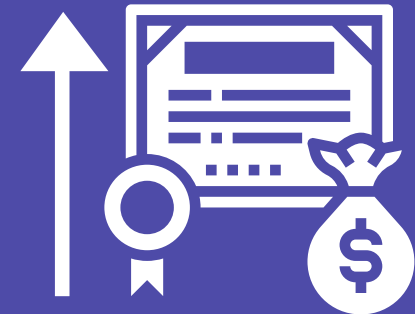
88%

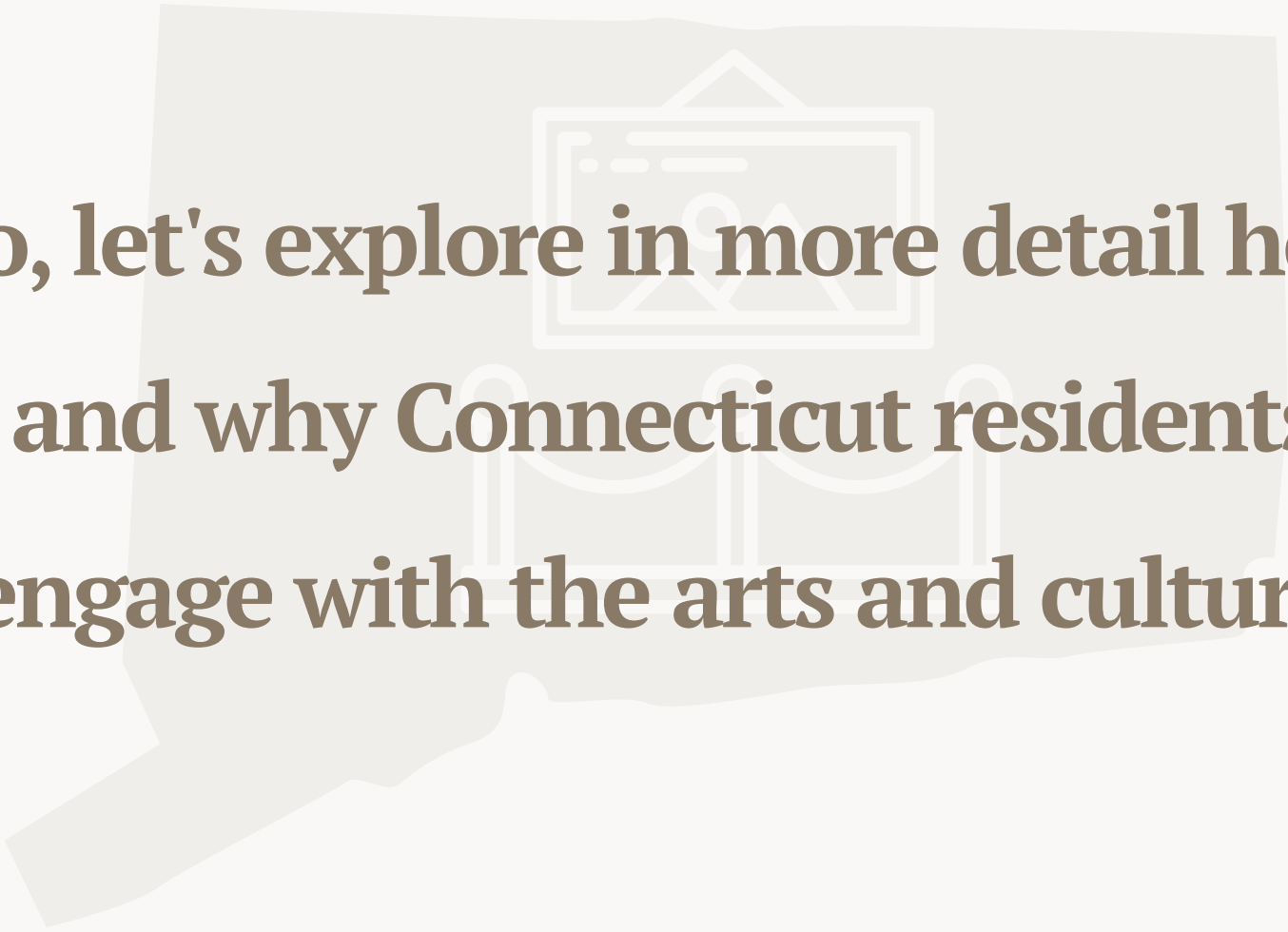


Largest Connecticut Program for Grants to Cultural Organizations Costs <\$4.50/CT Resident. Should this be:

92%

Increased or maintained



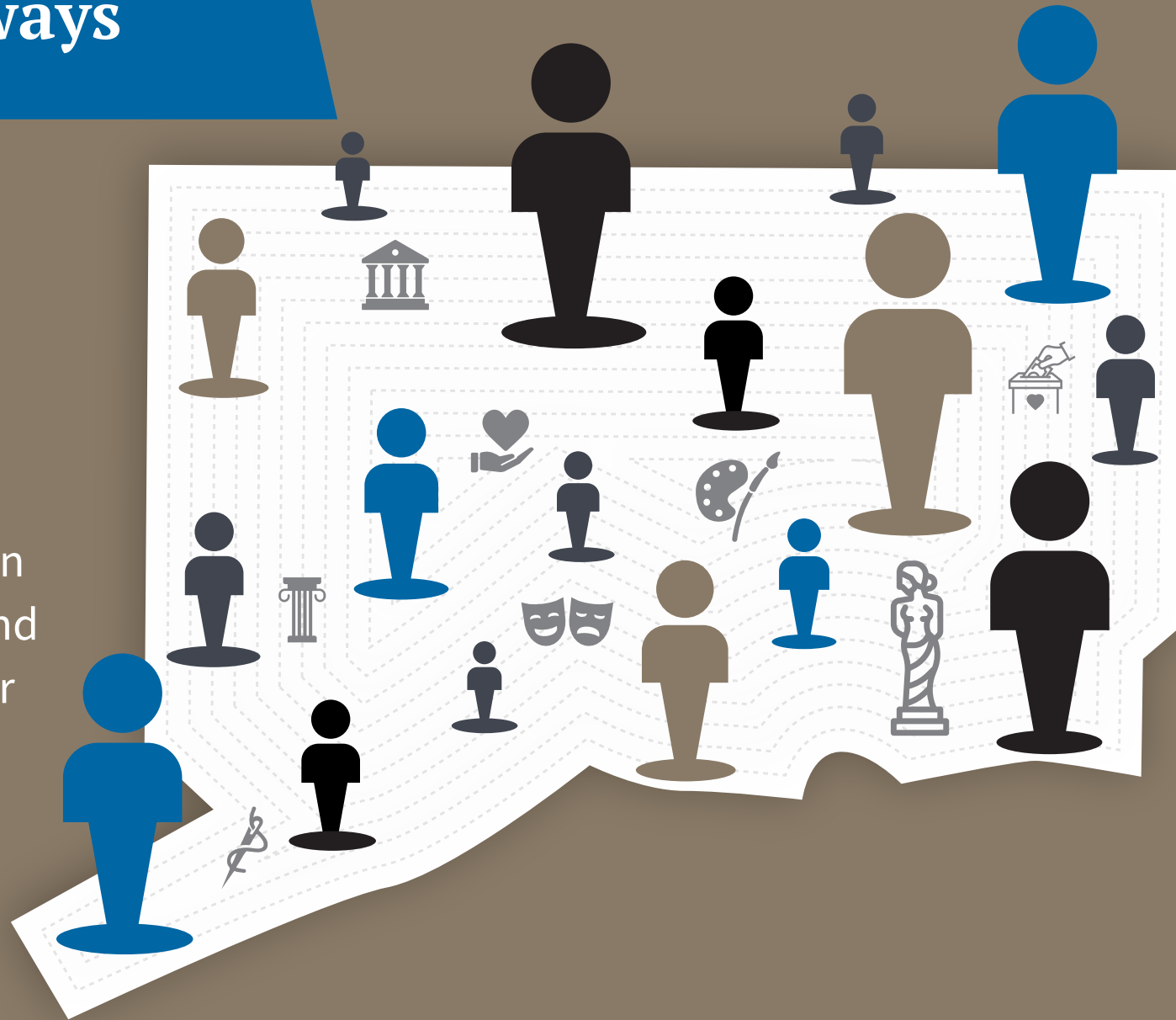


**So, let's explore in more detail how
and why Connecticut residents
engage with the arts and culture.**

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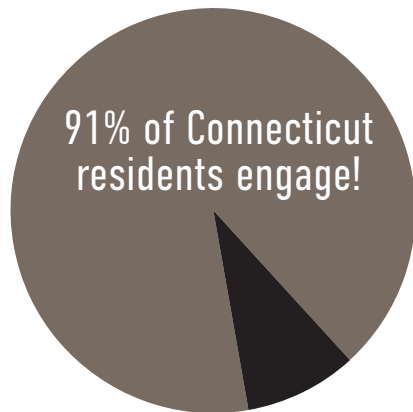
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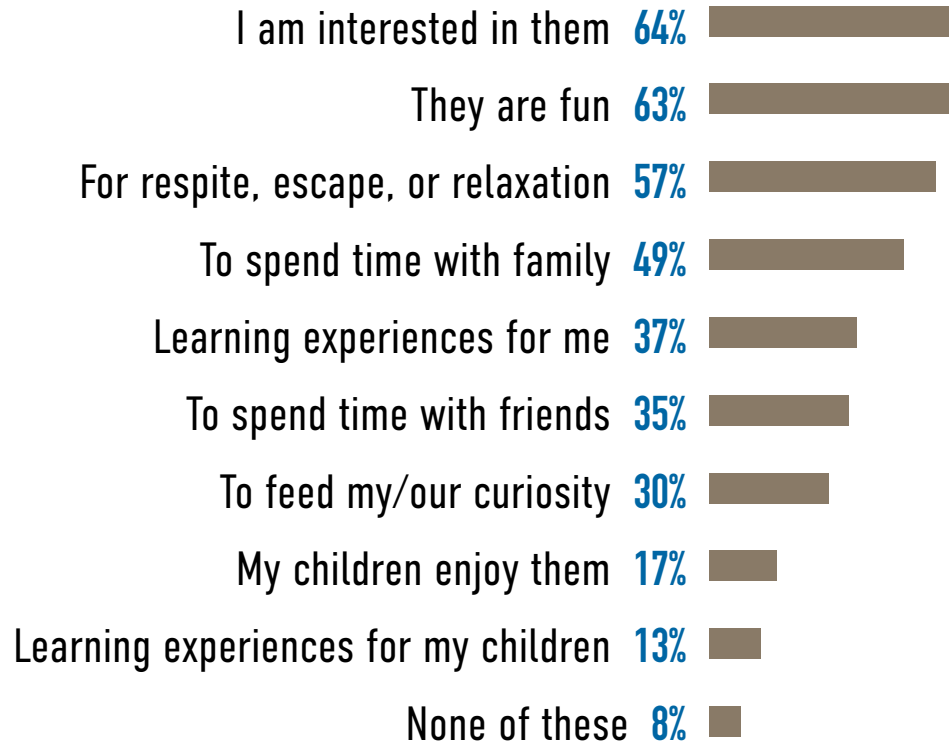
Cultural Activities (past two years)



Average # of activities selected: 3.8



Cultural Participation Motivations



How They Hear About Community Events



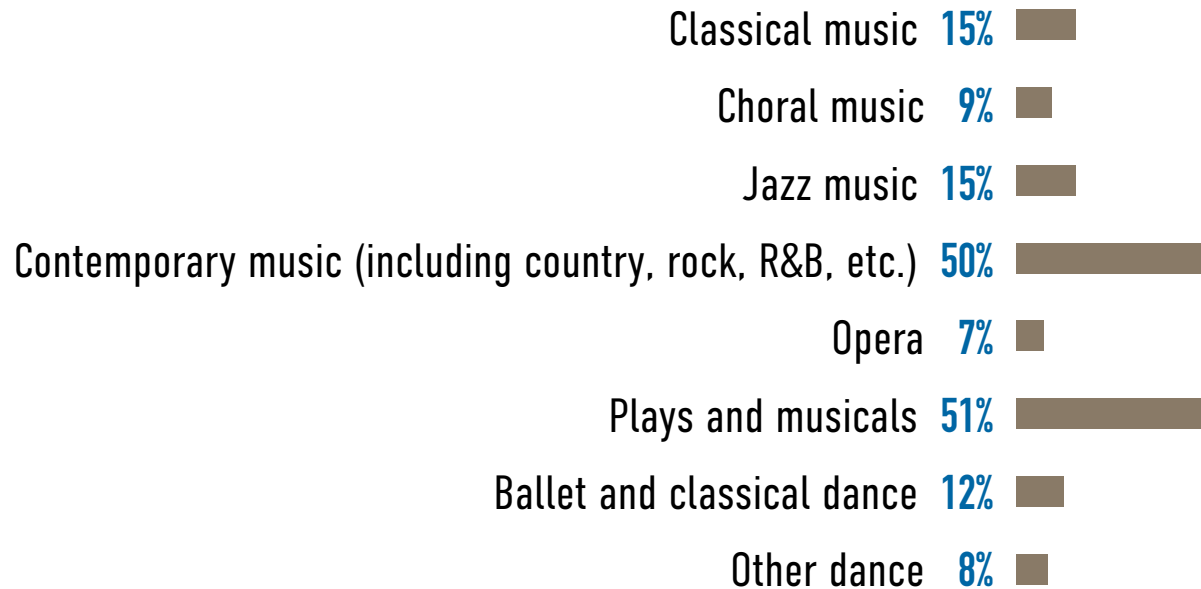
Types of Museums They Would Visit



Respondents who indicated they go to museums at least occasionally (i.e., not "never") were asked what types of museums they would visit. The average number of museums selected was 2.9.

Keep in mind that some museums have narrower audiences (e.g., children's museums attracting primarily families with young children) than others that have broader appeal (e.g., zoos and aquariums).

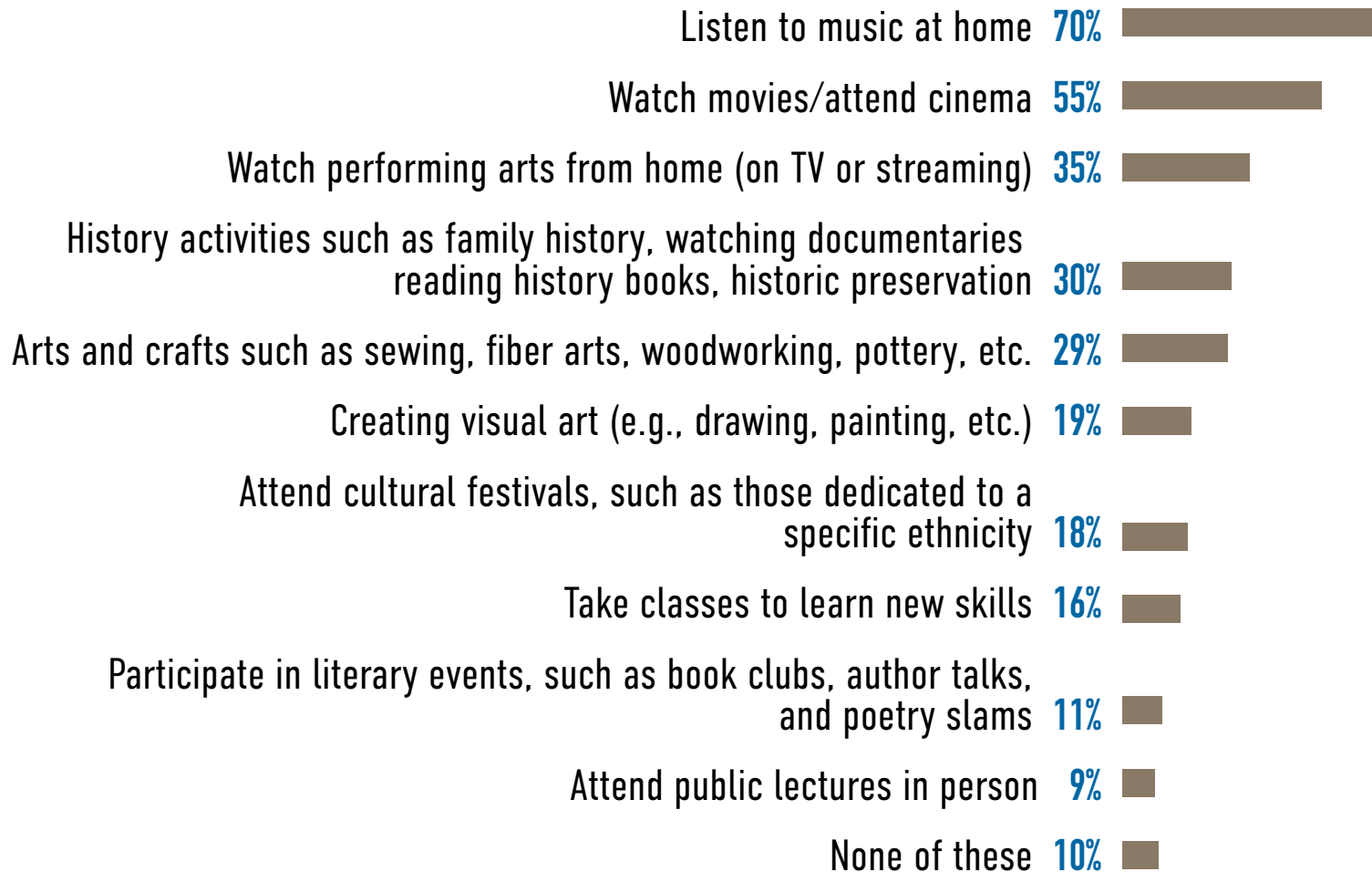
Types of Performing Arts They Would Attend



Respondents who indicated they go to performing arts at least occasionally (i.e., not "never") were asked what types of performing arts they would attend. The average number of types selected was 1.7.

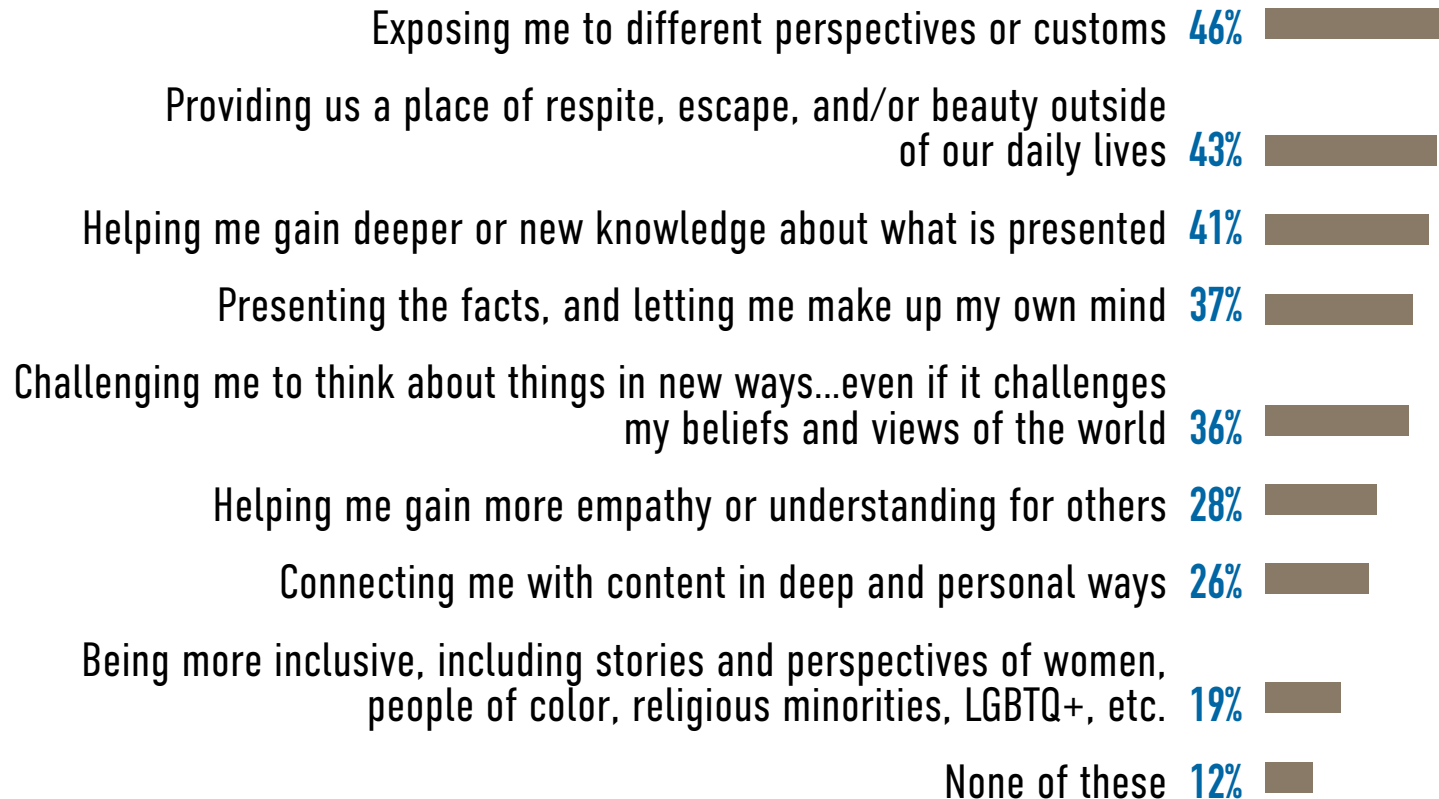
Keep in mind that some forms of the performing arts (e.g., contemporary music, plays/musicals) have broader appeal than others.

Other Arts, Cultural, and Humanities Activities (at least yearly)



Average # of activities selected: 2.9

How Should Arts, Culture, and Humanities Organizations Share and Engage You with Their Content?

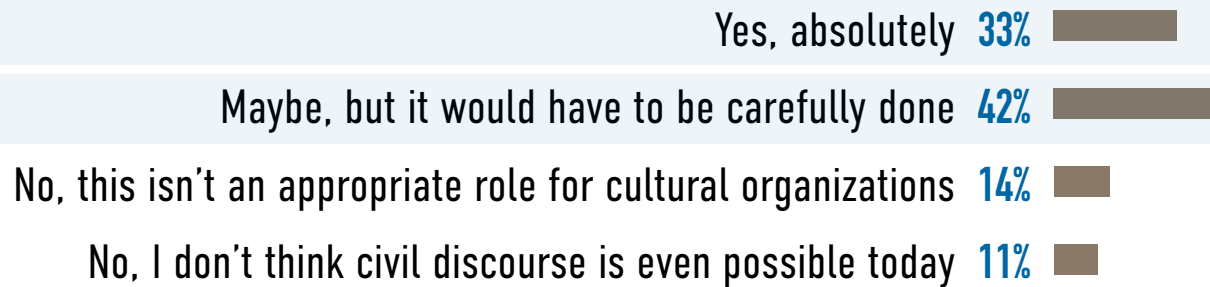


Impact of Cultural Organizations in Community

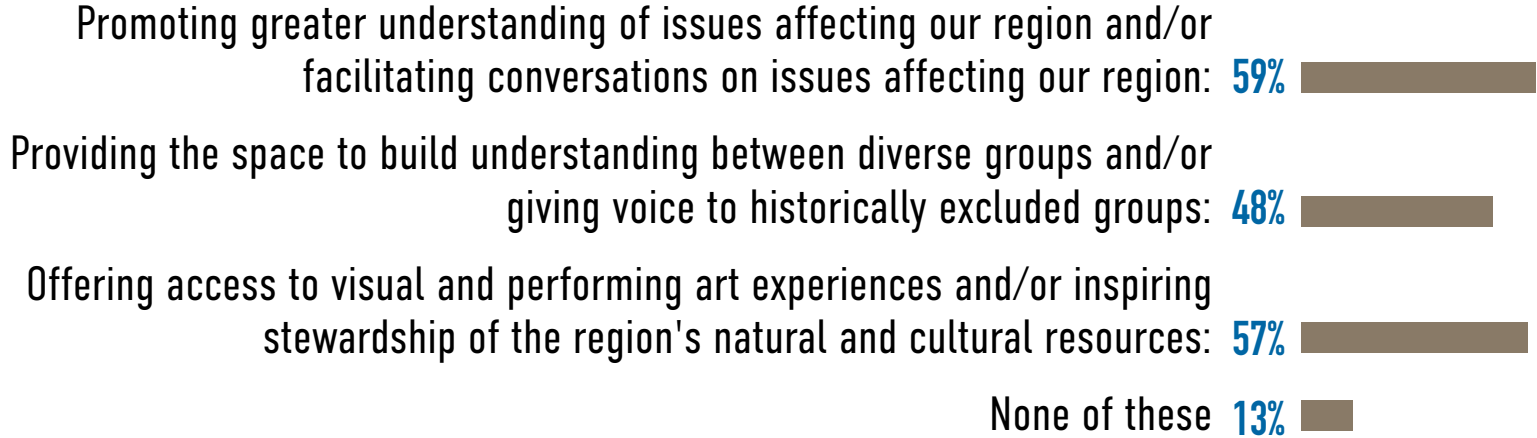


Average # of impacts selected: 3.1

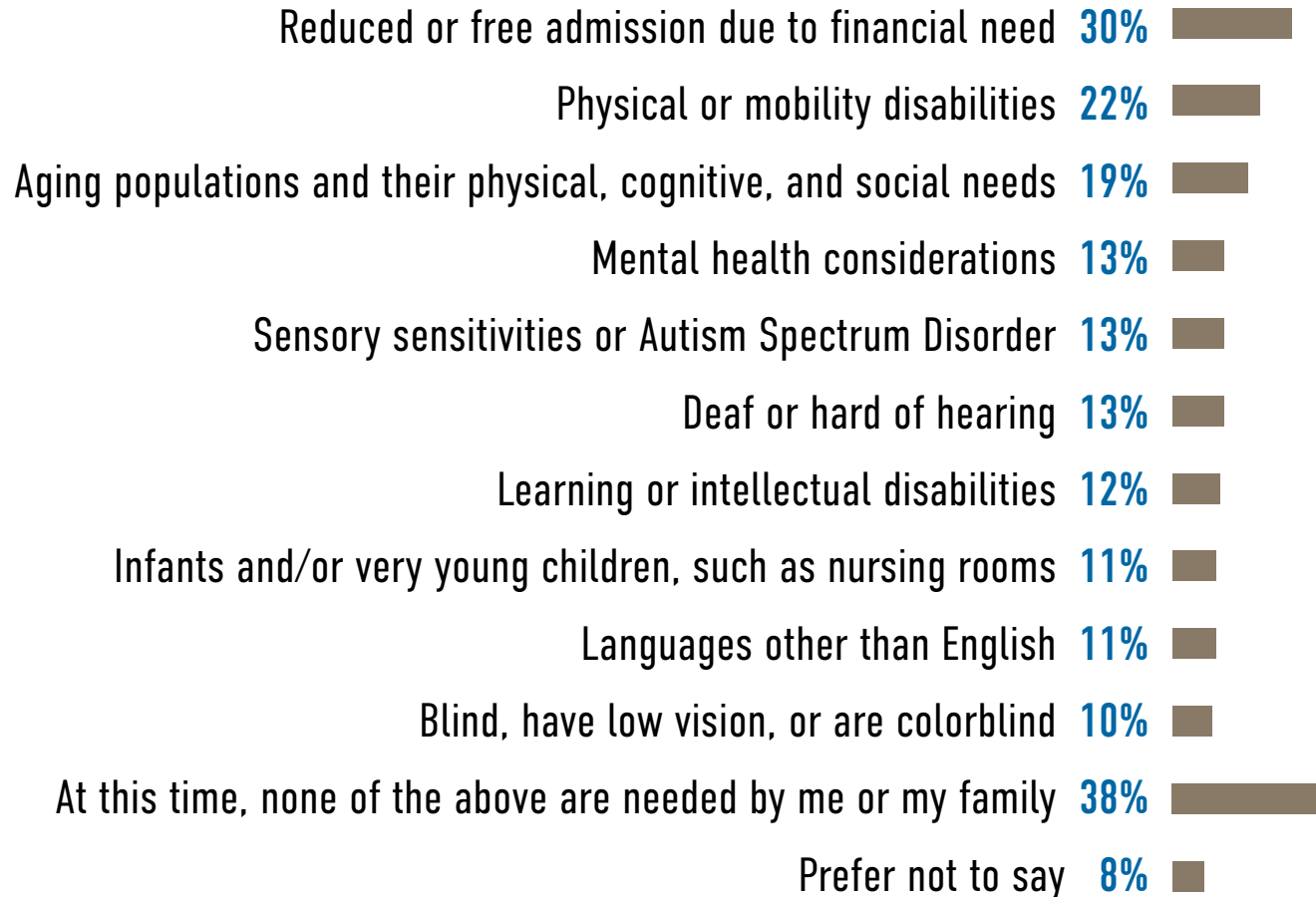
Cultural Organizations as Forums for Civil Discourse?



Most Important Ways Cultural Organizations Should Serve Connecticut Communities



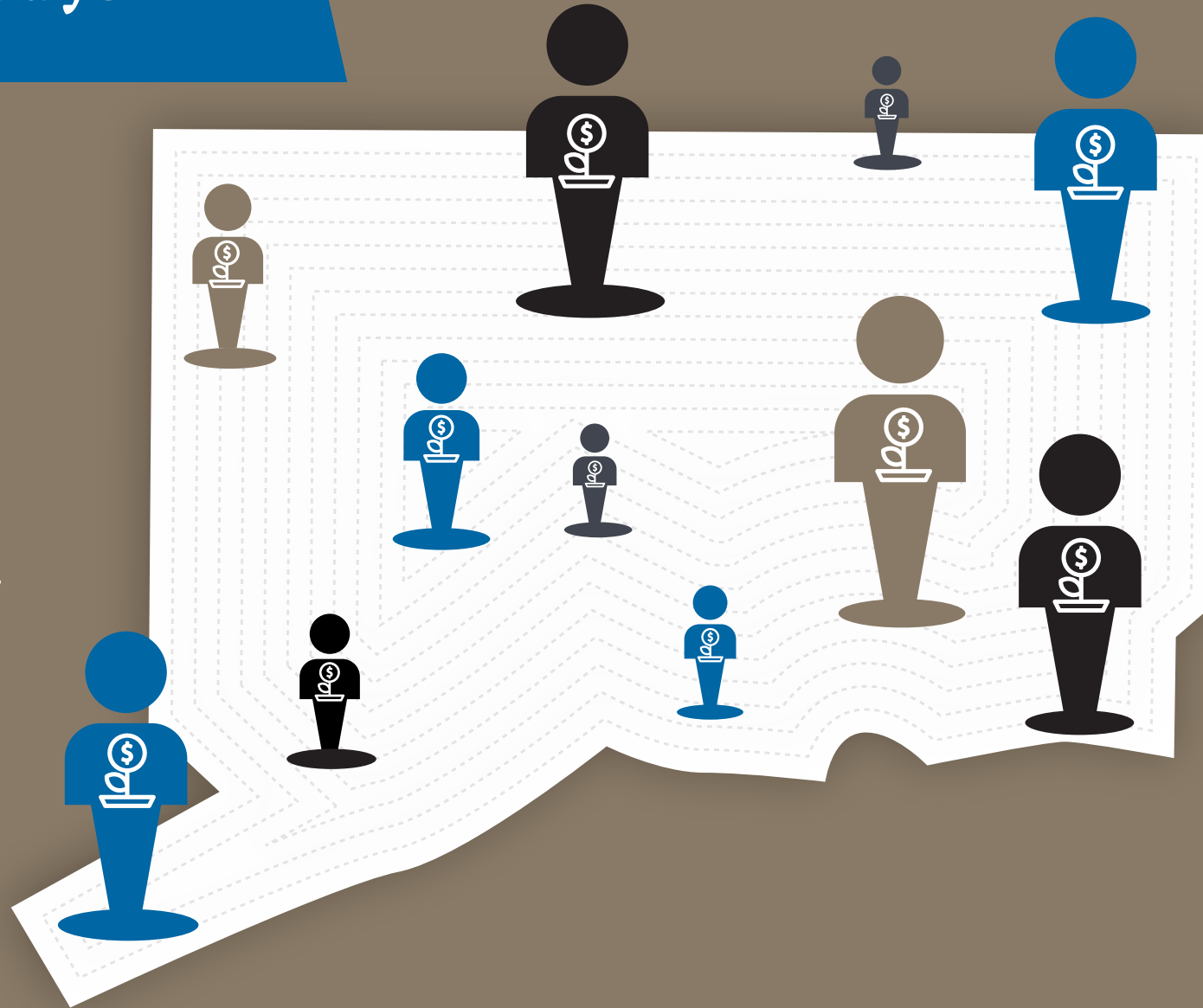
What types of access and support could you and your family use during a museum visit or virtual program?



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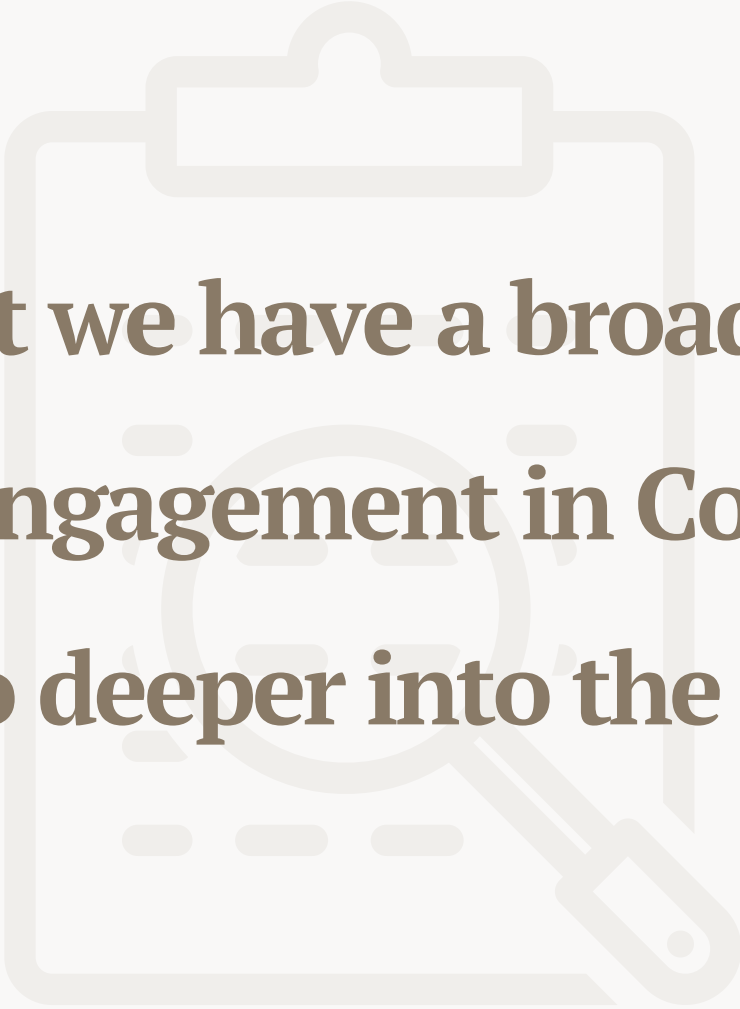


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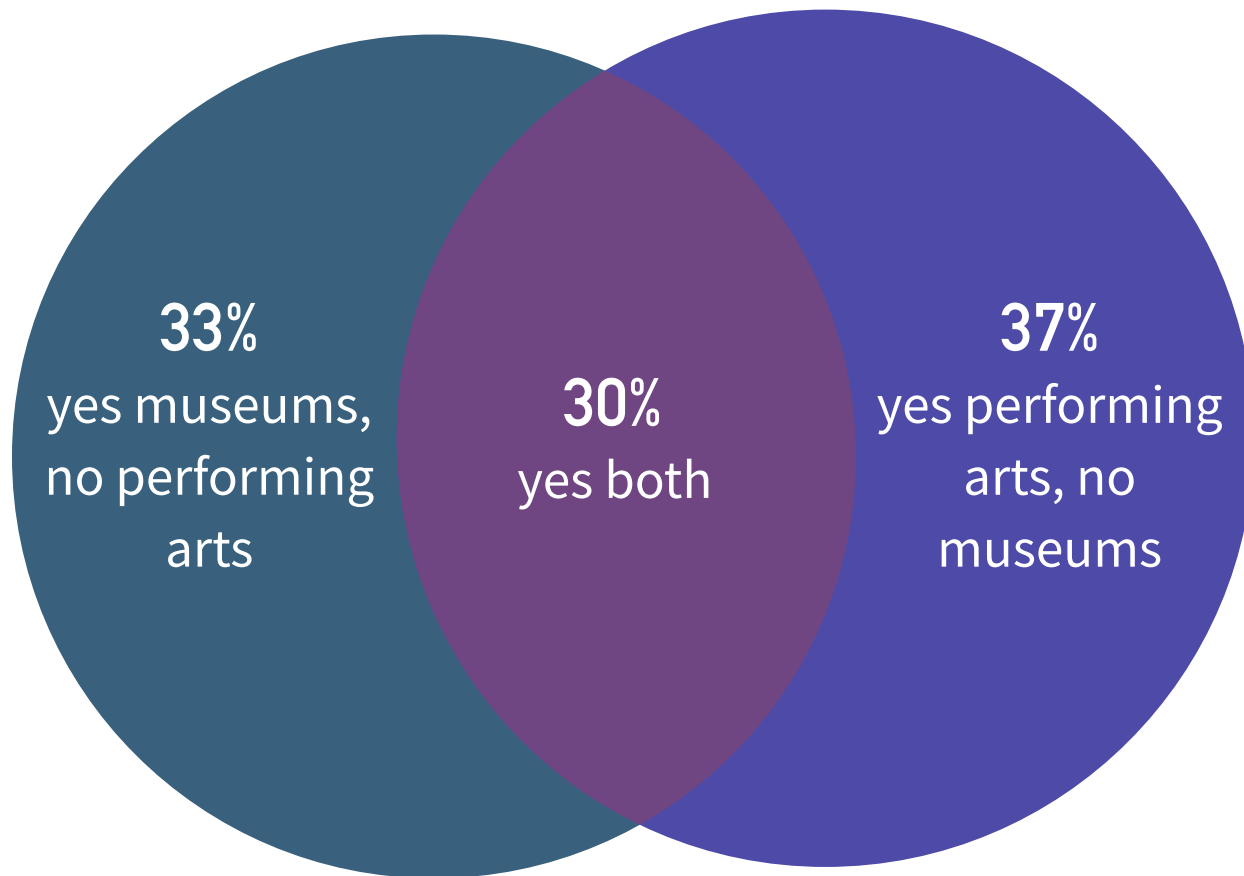


**Now that we have a broad sense of
cultural engagement in Connecticut,
let's go deeper into the details.**

First, let's look at museum and performing arts audiences. Because while much of this audience overlaps, there are also key differences.

MUSEUMS AND PERFORMING ARTS: AUDIENCES

41% of survey respondents attended one or both museums and performing arts; of those:



MUSEUMS AND PERFORMING ARTS: AUDIENCE DIFFERENCES

Note: For this slide, we are comparing the museum-only audience vs. the performing arts-only audience

LEISURE TIME

Museums are more interested in outdoor/nature activities

Performing Arts are more interested in sporting events and reading

IMPACT

Museums are more likely to say diversity/cultural awareness and cognitive health

Performing Arts are more likely to say access to art, brings community together

MOTIVATIONS

Museums are more motivated by learning and children's needs

Performing Arts are more motivated by time with friends, their interests, and fun

CIVIL DISCOURSE – SHOULD CULTURAL ORGANIZATIONS ENCOURAGE?

Museums are more likely to say yes

Performing Arts are more likely to say no

MUSEUMS AND PERFORMING ARTS: AUDIENCE DIFFERENCES

Note: For this slide, we are comparing the museum-only audience vs. the performing arts-only audience

HOW CULTURAL ORGANIZATIONS CAN SERVE THEIR COMMUNITY

Museums are more likely to say conversations on critical issues and giving voice to excluded groups

Performing Arts are more likely to say providing access to visual and performing art experiences

MUSEUMS

Younger: median age is about 42

Nearly 2x more likely to be a parent or guardian of minor children

And if a parent or guardian:

Their children are primarily 10 and younger

41% of audiences have a college degree

Also 50% more likely to identify as Ally to the LGBTQ+ community

PERFORMING ARTS

Median age is about 52

And if a parent or guardian:

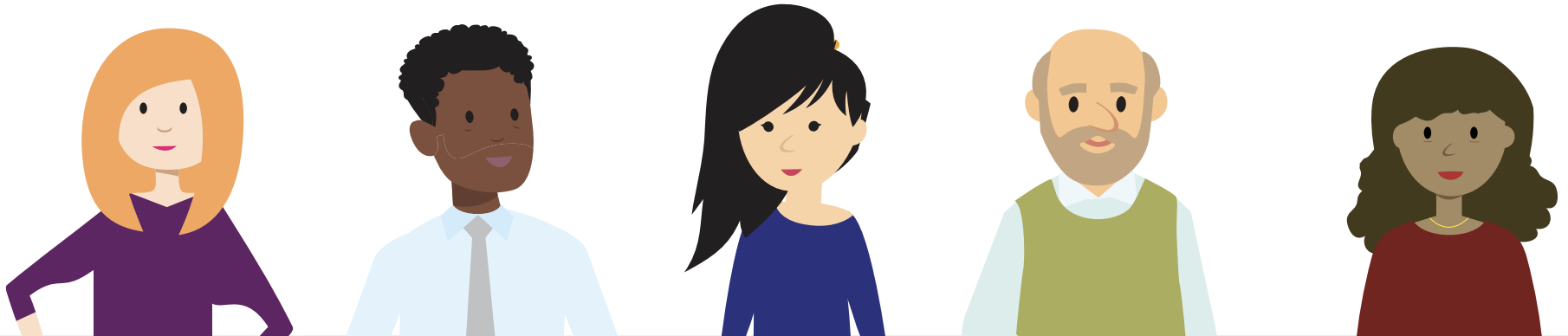
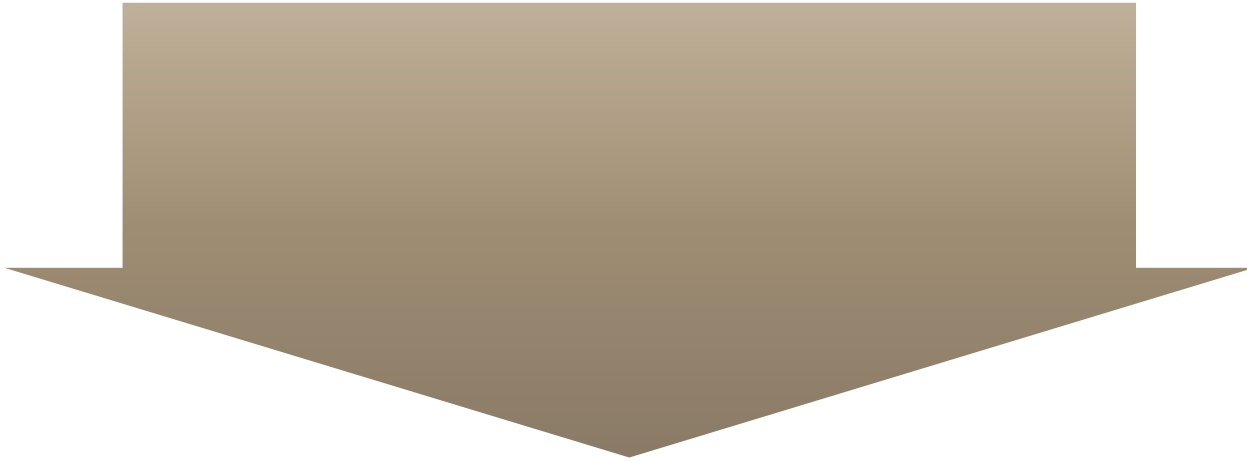
Their children are primarily teens

Majority have a college degree – 54%

Significantly whiter, 90% vs 83% of museum-only audiences

WHAT ABOUT THOSE WHO DO ACTIVITIES *OTHER* THAN MUSEUMS, PERFORMING ARTS?

They were generally lower across the board on all other forms of activities, engagement, inclusion ... everything



But they generally matched the overall results on the public polling questions about the cultural sector, indicating support is high for cultural organizations **even among people who don't visit them**

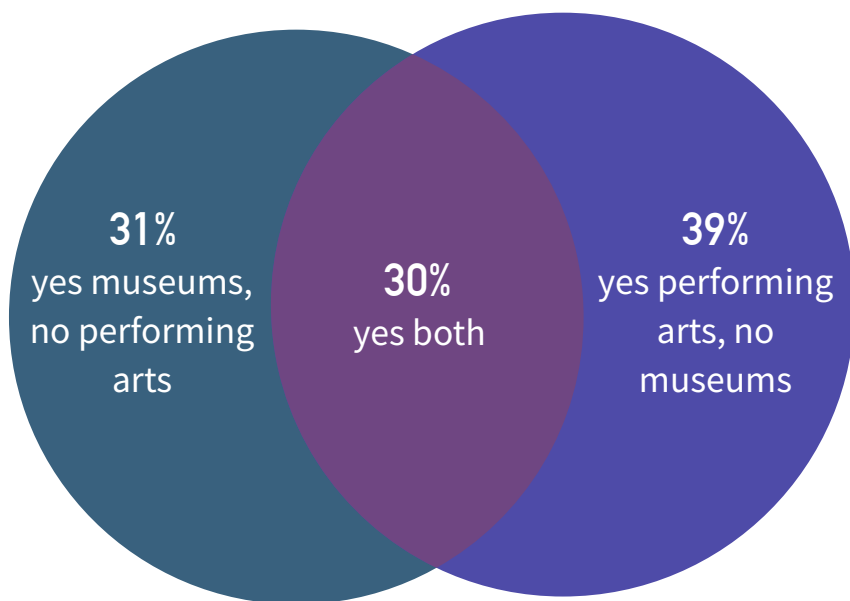
Demographics and Life Stage



MUSEUMS AND PERFORMING ARTS: AUDIENCES

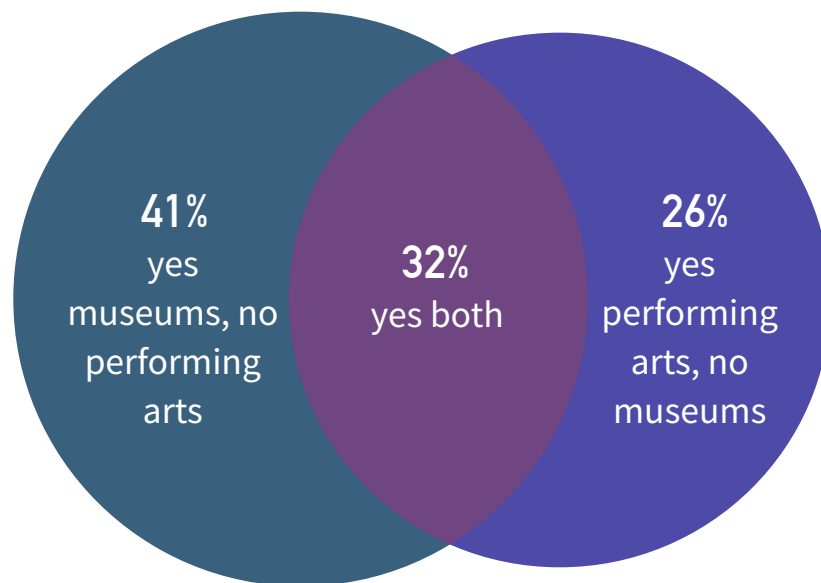
WHITE, NOT MULTI-ETHNIC/
MULTI-RACIAL

**42% attended one/both
museums and/or performing
arts; of those:**



PEOPLE OF COLOR

**36% attended one/both
museums and/or
performing arts; of those:**



FOUR LIFE STAGES - DEMOGRAPHICS

YOUNG ADULTS UNDER 40, NO MINOR CHILDREN

- Slightly less educational attainment (some likely still in school)
- More diverse
- Over 2x more likely to identify as part of the LGBTQ+ community
- Less conservative; more likely to “not care” about politics

PARENTS OR GUARDIANS OF MINOR CHILDREN

- More diverse
- More likely to identify as an Ally of LGBTQ+ community
- More likely to identify as politically moderate

ADULTS 40 – 59, NO MINOR CHILDREN

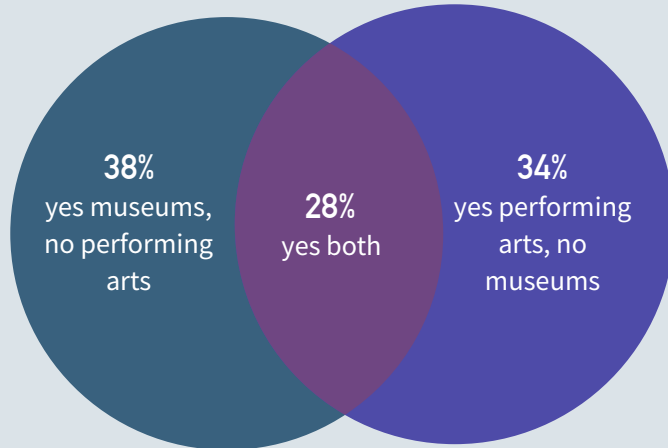
- Lowest levels of educational attainment
- Slightly less diverse
- Slightly more conservative

ADULTS 60 OR OLDER, NO MINOR CHILDREN

- Most likely to have a graduate degree
- Least diverse
- Least likely to identify as part of LGBTQ+ community or as an Ally
- Slightly more conservative

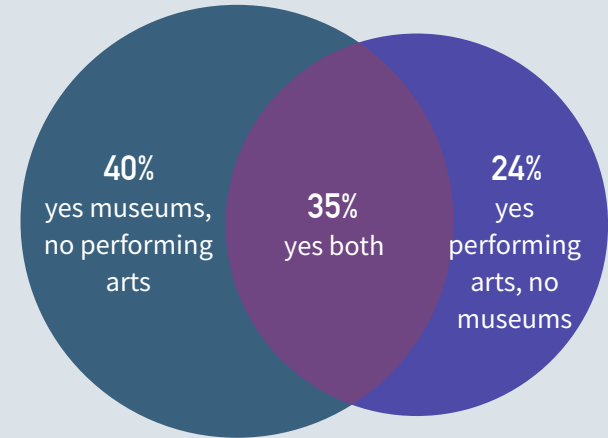
YOUNG ADULTS UNDER 40, NO MINOR CHILDREN

47% attended one/both museums and/or performing arts; of those:



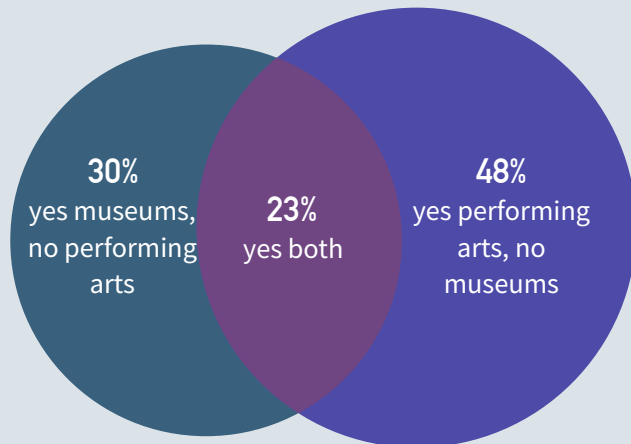
PARENTS OR GUARDIANS OF MINOR CHILDREN

53% attended one/both museums and/or performing arts; of those:



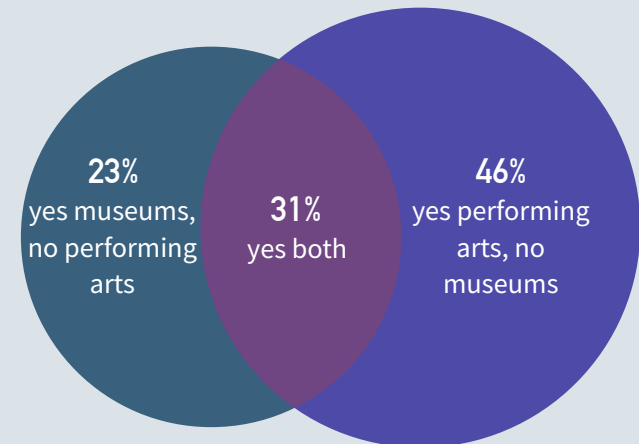
ADULTS 40 – 59, NO MINOR CHILDREN

34% attended one/both museums and/or performing arts; of those:



ADULTS 60 OR OLDER, NO MINOR CHILDREN

33% attended one/both museums and/or performing arts; of those:



FOUR LIFE STAGES - ACTIVITIES & MOTIVATIONS

YOUNG ADULTS UNDER 40, NO MINOR CHILDREN

- Average # of leisure-time activities: 4.4
- More motivated by:
 - Own learning
 - Time with friends
 - Feeding their curiosity (highest of all – 40%!)
 - Fun
- More inclusive, want organizations to tackle societal challenges
- More positive on polling questions

PARENTS OR GUARDIANS OF MINOR CHILDREN

- Average # of leisure-time activities: 4.5
- More motivated by:
 - Child learning
 - Time with family
 - “My child loves these activities”
- More inclusive, want organizations to tackle societal challenges
- More positive on polling questions

ADULTS 40 – 59, NO MINOR CHILDREN

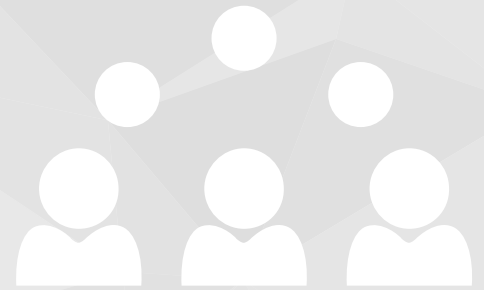
- Average # of leisure-time activities: 3.4
- Lower on most motivations
 - *Least* likely to say curiosity – 24%
- Generally less engaged with arts and culture ... and thus less likely to think as positively about them

ADULTS 60 OR OLDER, NO MINOR CHILDREN

- Average # of leisure-time activities: 3.6
- Significantly less likely to choose child-friendly motivations
 - Also significantly lower on spending time with family or friends
- Most likely to value arts and culture organizations for their educational experiences

Overall average: 3.8 leisure-time activities

Culture Connects Communities



Culture Connects Communities

WHAT DO WE MEAN BY THIS?

- Generally, the more that someone is involved with their community, current events, arts/culture/humanities, and other things ... the more they are involved with all of the above
 - And the impacts of those activities snowball, both personally and to society
 - These individuals also are more likely to see the impacts of activities on their community/lives of others, so they support them more, which, again, snowballs

So, the more someone does, the more engaged and supportive they become, and the more they do

Culture Connects Communities

THE AVERAGE NUMBER OF CULTURAL ACTIVITIES THAT RESPONDENTS CHOSE WAS 3.8

But the average for cultural consumers was 6.4

AND THOSE WHO DO MORE CULTURAL ACTIVITIES ARE MORE LIKELY TO:

- Credit cultural organizations with more social impact in their community
- Think cultural organizations have improved their own lives, including their health
- Be a current or lapsed member/donor of a cultural organization
- Poll consistently higher on behalf of cultural organizations ... and are more likely to vote
- Hold inclusive attitudes

THERE ARE TWO PRIMARY CATEGORIES OF MORE CULTURALLY CONNECTED PEOPLE:

- Parents and guardians of young children
- People who self-identify as curious

To Encourage More Engagement



Continue to expand access to families with young children



Young adults without children need more explicit on-ramps to community engagement



Spark curiosity in broader audiences, so it is easier to be courageous and try new things



Remember the constraints that exist in many people's lives ... their complexity prevents attendance

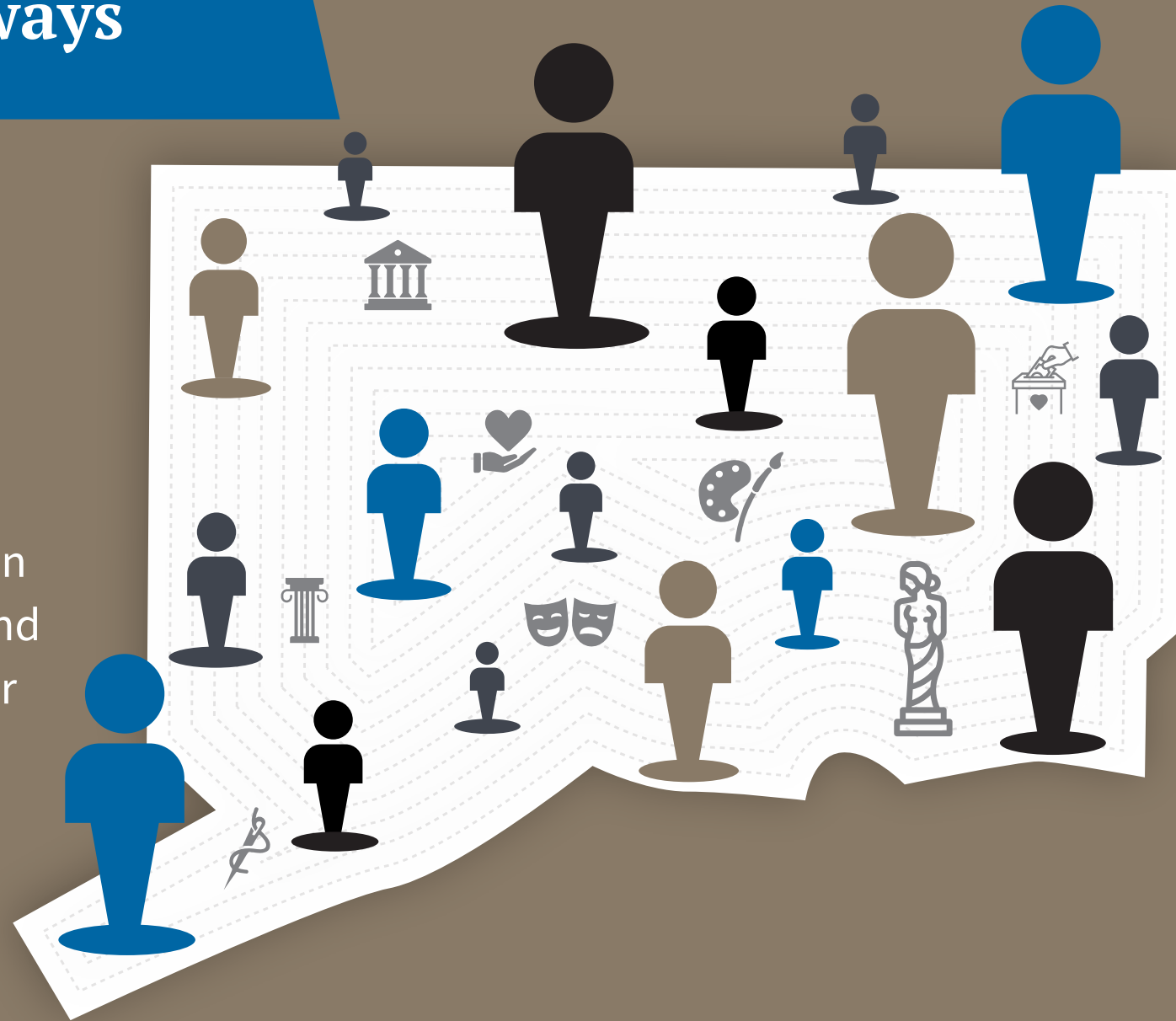


Consider ways that cultural engagement could be made easier for those with greater constraints

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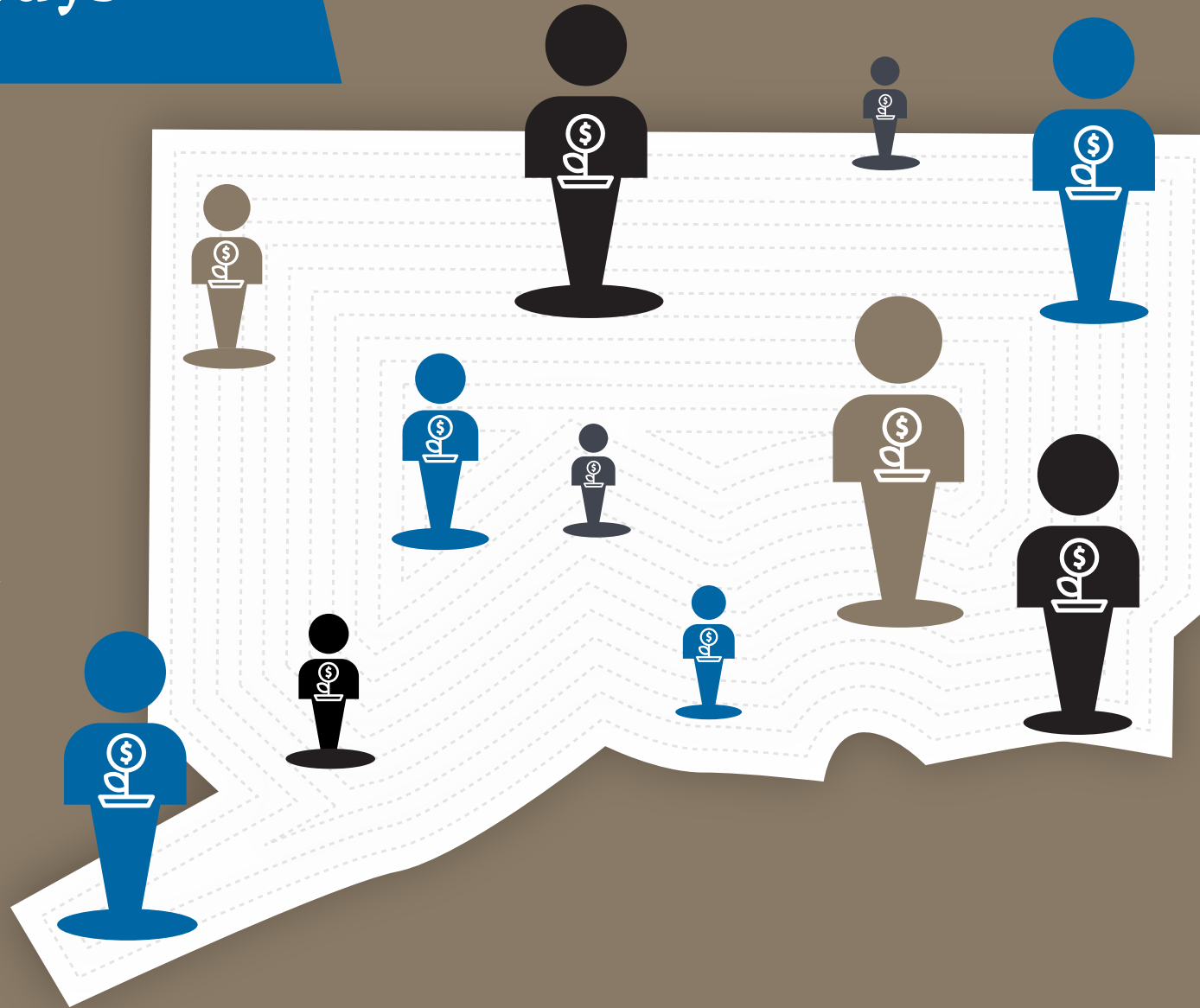
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