“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 activities.

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

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:**
- Increased or maintained: 92%
So, let's explore in more detail how and why Connecticut residents engage with the arts and culture.
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!
Cultural Activities (past two years)

91% of Connecticut residents engage!

- Read a book for pleasure: 62%
- Pursued hobbies and crafts: 49%
- Traveled for leisure: 47%
- Participated in outdoor nature experiences (hiking, etc.): 47%
- Visited a public library: 38%
- Visited a State Park, Monument, or Historical Park: 33%
- Saw a movie at a movie theater: 32%
- Attended performing arts in person (including concerts, plays, dance, and other performances): 28%
- Visited a museum in person (including art, history, science centers, zoos and aquaria, etc.): 26%
- Attended a sporting event in person: 21%
- None of the above: 9%

Average # of activities selected: 3.8
Virtually all Connecticut residents engage in the arts, culture, and humanities, either formally and/or informally

- 12% both
- 13% museums
- 15% performing arts

41% did one or both

50% of CT adults participated in culture by reading, pursuing hobbies/crafts, visiting parks, watching movies, or other activities (but didn't attend a museum or performing arts)

9% said none of these activities

I am interested in them 64%  
They are fun 63%  
For respite, escape, or relaxation 57%  
To spend time with family 49%  
Learning experiences for me 37%  
To spend time with friends 35%  
To feed my/our curiosity 30%  
My children enjoy them 17%  
Learning experiences for my children 13%  
None of these 8%
Cultural Participation Motivations

- I am interested in them: 64%
- They are fun: 63%
- For respite, escape, or relaxation: 57%
- To spend time with family: 49%
- Learning experiences for me: 37%
- To spend time with friends: 35%
- To feed my/our curiosity: 30%
- My children enjoy them: 17%
- Learning experiences for my children: 13%
- None of these: 8%
How They Hear About Community Events

- Word-of-mouth: 56%
- Facebook: 48%
- Other social media: 34%
- Emails from the organization or company sponsoring the event: 32%
- Newspaper articles: 31%
- Online calendars of events: 27%
- Mailings from the organization or company sponsoring the event: 25%
- Newspaper calendar: 17%
- Radio ads or underwriting: 16%
- Billboards or other signage: 14%
- Regional magazines: 10%
- Podcasts: 6%
- None of these: 5%
## Types of Museums They Would Visit

<table>
<thead>
<tr>
<th>Type of Museum</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art museums and centers</td>
<td>40%</td>
</tr>
<tr>
<td>Botanical gardens and arboretums</td>
<td>30%</td>
</tr>
<tr>
<td>Children’s museums</td>
<td>21%</td>
</tr>
<tr>
<td>Historic sites (including historic houses, forts, battlefields, mills, etc.)</td>
<td>37%</td>
</tr>
<tr>
<td>History museums</td>
<td>34%</td>
</tr>
<tr>
<td>Natural history museums</td>
<td>34%</td>
</tr>
<tr>
<td>Science centers or planetariums</td>
<td>38%</td>
</tr>
<tr>
<td>Zoos and aquariums</td>
<td>58%</td>
</tr>
</tbody>
</table>

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

- Classical music: 15%
- Choral music: 9%
- Jazz music: 15%
- Contemporary music (including country, rock, R&B, etc.): 50%
- Opera: 7%
- Plays and musicals: 51%
- Ballet and classical dance: 12%
- Other dance: 8%

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)

- Listen to music at home: 70%
- Watch movies/attend cinema: 55%
- Watch performing arts from home (on TV or streaming): 35%
- History activities such as family history, watching documentaries, reading history books, historic preservation: 30%
- Arts and crafts such as sewing, fiber arts, woodworking, pottery, etc.: 29%
- Creating visual art (e.g., drawing, painting, etc.): 19%
- Attend cultural festivals, such as those dedicated to a specific ethnicity: 18%
- Take classes to learn new skills: 16%
- Participate in literary events, such as book clubs, author talks, and poetry slams: 11%
- Attend public lectures in person: 9%
- None of these: 10%

Average # of activities selected: 2.9
## How Should Arts, Culture, and Humanities Organizations Share and Engage You with Their Content?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposing me to different perspectives or customs</td>
<td>46%</td>
</tr>
<tr>
<td>Providing us a place of respite, escape, and/or beauty outside</td>
<td>43%</td>
</tr>
<tr>
<td>of our daily lives</td>
<td></td>
</tr>
<tr>
<td>Helping me gain deeper or new knowledge about what is presented</td>
<td>41%</td>
</tr>
<tr>
<td>Presenting the facts, and letting me make up my own mind</td>
<td>37%</td>
</tr>
<tr>
<td>Challenging me to think about things in new ways...even if it challenges</td>
<td>36%</td>
</tr>
<tr>
<td>my beliefs and views of the world</td>
<td></td>
</tr>
<tr>
<td>Helping me gain more empathy or understanding for others</td>
<td>28%</td>
</tr>
<tr>
<td>Connecting me with content in deep and personal ways</td>
<td>26%</td>
</tr>
<tr>
<td>Being more inclusive, including stories and perspectives of women,</td>
<td>19%</td>
</tr>
<tr>
<td>people of color, religious minorities, LGBTQ+, etc.</td>
<td></td>
</tr>
<tr>
<td>None of these</td>
<td>12%</td>
</tr>
</tbody>
</table>
Impact of Cultural Organizations in Community

<table>
<thead>
<tr>
<th>Impact</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides access to art, culture, and history to local residents</td>
<td>48%</td>
</tr>
<tr>
<td>Provides educational experiences to residents</td>
<td>45%</td>
</tr>
<tr>
<td>It brings the community together</td>
<td>43%</td>
</tr>
<tr>
<td>Promotes diversity and cultural awareness</td>
<td>39%</td>
</tr>
<tr>
<td>Improves emotional/mental health</td>
<td>33%</td>
</tr>
<tr>
<td>Tells the story of our community</td>
<td>31%</td>
</tr>
<tr>
<td>Improves cognitive/brain health</td>
<td>28%</td>
</tr>
<tr>
<td>Engages the public on critical issues facing our communities</td>
<td>27%</td>
</tr>
<tr>
<td>Attracts tourists</td>
<td>21%</td>
</tr>
<tr>
<td>None of these</td>
<td>11%</td>
</tr>
</tbody>
</table>

Average # of impacts selected: 3.1
### Cultural Organizations as Forums for Civil Discourse?

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, absolutely</td>
<td>33%</td>
</tr>
<tr>
<td>Maybe, but it would have to be carefully done</td>
<td>42%</td>
</tr>
<tr>
<td>No, this isn’t an appropriate role for cultural organizations</td>
<td>14%</td>
</tr>
<tr>
<td>No, I don’t think civil discourse is even possible today</td>
<td>11%</td>
</tr>
</tbody>
</table>
Most Important Ways Cultural Organizations Should Serve Connecticut Communities

- Promoting greater understanding of issues affecting our region and/or facilitating conversations on issues affecting our region: 59%
- Providing the space to build understanding between diverse groups and/or giving voice to historically excluded groups: 46%
- Offering access to visual and performing art experiences and/or inspiring stewardship of the region's natural and cultural resources: 57%
- None of these: 13%
<table>
<thead>
<tr>
<th>Access and Support</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduced or free admission due to financial need</td>
<td>30%</td>
</tr>
<tr>
<td>Physical or mobility disabilities</td>
<td>22%</td>
</tr>
<tr>
<td>Aging populations and their physical, cognitive, and social needs</td>
<td>19%</td>
</tr>
<tr>
<td>Mental health considerations</td>
<td>13%</td>
</tr>
<tr>
<td>Sensory sensitivities or Autism Spectrum Disorder</td>
<td>13%</td>
</tr>
<tr>
<td>Deaf or hard of hearing</td>
<td>13%</td>
</tr>
<tr>
<td>Learning or intellectual disabilities</td>
<td>12%</td>
</tr>
<tr>
<td>Infants and/or very young children, such as nursing rooms</td>
<td>11%</td>
</tr>
<tr>
<td>Languages other than English</td>
<td>11%</td>
</tr>
<tr>
<td>Blind, have low vision, or are colorblind</td>
<td>10%</td>
</tr>
<tr>
<td>At this time, none of the above are needed by me or my family</td>
<td>38%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>8%</td>
</tr>
</tbody>
</table>
Two Takeaways

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:

- Increased or maintained 92%
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:

- 33% yes museums, no performing arts
- 30% yes both
- 37% yes performing arts, no museums
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

### DEMOGRAPHICS

<table>
<thead>
<tr>
<th><strong>MUSEUMS</strong></th>
<th><strong>PERFORMING ARTS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Younger: median age is about 42</td>
<td>Median age is about 52</td>
</tr>
<tr>
<td>Nearly 2x more likely to be a parent or guardian of minor children</td>
<td>And if a parent or guardian: Their children are primarily teens</td>
</tr>
<tr>
<td>And if a parent or guardian: Their children are primarily 10 and younger</td>
<td>Majority have a college degree – 54%</td>
</tr>
<tr>
<td>41% of audiences have a college degree</td>
<td>Significantly whiter, 90% vs 83% of museum-only audiences</td>
</tr>
<tr>
<td>Also 50% more likely to identify as Ally to the LGBTQ+ community</td>
<td></td>
</tr>
</tbody>
</table>


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:

- 31% yes museums, no performing arts
- 30% yes both
- 39% yes performing arts, no museums

PEOPLE OF COLOR

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

- 41% yes museums, no performing arts
- 32% yes both
- 26% yes performing arts, no museums
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

**ADULTS 40 – 59, NO MINOR CHILDREN**

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

**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 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:
- 38% yes museums, no performing arts
- 28% yes both
- 34% yes performing arts, no museums

PARENTS OR GUARDIANS OF MINOR CHILDREN
53% attended one/both museums and/or performing arts; of those:
- 40% yes museums, no performing arts
- 35% yes both
- 24% yes performing arts, no museums

ADULTS 40 – 59, NO MINOR CHILDREN
34% attended one/both museums and/or performing arts; of those:
- 30% yes museums, no performing arts
- 23% yes both
- 48% yes performing arts, no museums

ADULTS 60 OR OLDER, NO MINOR CHILDREN
33% attended one/both museums and/or performing arts; of those:
- 23% yes museums, no performing arts
- 31% yes both
- 46% yes performing arts, no museums
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

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

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 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 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
Two Takeaways

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

Most Connecticut residents think the arts, culture, and humanities deliver important impacts in Connecticut ... and support the state’s investment in the sector.
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For more information, please visit

cthumanities.org
wilkeningconsulting.com