

THE CULTURAL SECTOR IN CONNECTICUT: NEW GROWTH AND OPPORTUNITIES

Connecticut, and its residents, value arts, culture, and tourism. Because of that, the cultural sector is employing more people and expanding their reach in Connecticut.
Let's take a look.



Economic Impact

Employment has soared 39% from 2021 to 2024, with the addition of **4,800** full-time, part-time, and contract jobs.

CULTURAL SECTOR EMPLOYMENT:

2021: 12,300
2024: 17,600



Education Impact

PreK-12 field trips have returned to pre-pandemic norms. In 2024, cultural organizations reached nearly **1 million** children, similar to 2019.

This means more children are able to explore, engage with, and learn from Connecticut's history, art, culture, and natural environment!



Social Impact

Volunteerism at cultural institutions continues to grow, reaching new heights of engagement ... benefitting both our cultural institutions and those who donate their time.

In 2024, nearly **37,000** volunteers donated nearly **1.5 MILLION** hours of time!

VOLUNTEERS:

2021: 35,000
2024: 37,000



VOLUNTEER HOURS:

2021: 1.25 MILLION
2024: 1.5 MILLION



There is much to celebrate here, as this growth indicates the relevance and importance of the cultural sector to Connecticut residents.

But we also need to recognize that many performing arts organizations (as well as a few others) are not yet back to pre-pandemic engagement norms. Those challenges are explored in our "Ongoing Challenges and Pressures" infographic.

Source:
Nonprofit Connecticut Cultural Data Collection, fielded January 2025 by Wilkening Consulting on behalf of CT Humanities, n = 421.
Margin of error of +/- 4.2% at 99% confidence.