

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in

# Northeastern Connecticut Region

## TRAVEL PARTY AND DEMOGRAPHIC CHARACTERISTICS

Table 12: Travel Party and Demographic Characteristics of Arts Audiences in the Northeastern Connecticut Region		
	Local Attendees	Nonlocal Attendees
<b>Travel Party Size</b>		
Average number of adults (18 years of age or older)	2.2	2.3
Average number of children (younger than 18)	0.4	0.2
Average travel party size	2.6	2.5
<b>Age Range</b>		
18 to 25 years of age (i.e., Generation Z)	5.3%	10.0%
26 to 41 years of age (i.e., Millennials, Generation Y)	14.8%	16.7%
42 to 57 years of age (i.e., Generation X)	19.6%	27.5%
58 to 76 years of age (i.e., Baby Boomers)	49.7%	39.4%
77 years of age or older (i.e., Greatest Generation, Silent Generation)	10.6%	6.4%
<b>Educational Attainment</b>		
Less than high school	0.5%	0.0%
High school degree	16.6%	12.0%
Technical or associates degree	20.3%	10.8%
Bachelor's degree	26.7%	35.5%
Master's degree	27.3%	30.7%
Doctoral degree	8.6%	11.2%
<b>Annual Household Income</b>		
Less than \$30,000	11.0%	7.4%
\$30,000 to \$59,999	15.1%	16.2%
\$60,000 to \$99,999	28.5%	26.2%
\$100,000 to \$149,999	20.9%	25.8%
\$150,000 to \$199,999	12.8%	15.7%
\$200,000 or more	11.6%	8.7%
<b>Identify with a Disability</b>		
Yes	5.9%	7.6%

**Research Notes:**

*For the purpose of this study, local attendees live within Windham County; nonlocals live elsewhere.*

**Source:** Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the Northeastern Connecticut Region. (Full Report p. 23-24)



**Table 12 (continued):  
Travel Party and Demographic Characteristics of Arts Audiences in the Northeastern Connecticut Region**

	<b>All Attendees</b>
<b>Race/Ethnicity*</b>	
American Indian or Alaska Native or Indigenous or First Nations	0.9%
Arab or Middle Eastern or Northern African	0.7%
Asian or Asian American	2.8%
Black or African American	2.1%
Hispanic or Latino/Latina/Latinx or Spanish origin	4.2%
Native Hawaiian or Pacific Islander	0.0%
White or Caucasian or European American	93.4%
I prefer to self-identify	2.8%
Any BIPOC or ALAANA	10.1%
White Only	89.9%

\* The audience-intercept survey instrument allowed respondents to choose multiple racial/ethnic categories. Therefore, the sum of the results for the individual categories may exceed 100%.

**Source:** *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the Northeastern Connecticut Region.* (Full Report p. 23-24)

### Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event.

In the Northeastern Connecticut Region, a total of 457 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.

### Thank you to the following partners in Northeast CT for their participation in conducting the Audience Intercept Surveys at their venue/event:

Chaplin Public Library; Coventry Arts Guild – Arts on Main Festival; Killingly Public Library; UConn – Connecticut Repertory Theatre; UConn – Jorgensen Center for the Arts; UConn – William Benton Museum of Art; Windham Regional Arts Council at Mansfield Public Library; Pomfret Library; Art Guild Northeast at Putnam Public Library; Bradley Playhouse – Theatre of Northeastern Connecticut; Putnam Business Association – Fire and Ice Festival; Mansfield Downtown Partnership – Winter Welcome; Bread Box Theater – Spring Music Series; Burton Leavitt Theatre – Windham Theatre Guild; Eastern CT State University – The Theater & Performance Media Program; Windham Textile & History Museum; EC-CHAP – Dye & Bleach House Community Gallery; Loos Center for the Arts at Woodstock Academy.

For more information about this study or about other arts & cultural initiatives in Eastern Connecticut, contact the Cultural Coalition [www.CultureSECT.org](http://www.CultureSECT.org)

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