

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

Southeastern Connecticut Region

TRAVEL PARTY AND DEMOGRAPHIC CHARACTERISTICS

Table 12: Travel Party and Demographic Characteristics of Arts Audiences in Southeastern Connecticut		
	Local Attendees	Nonlocal Attendees
Travel Party Size		
Average number of adults (18 years of age or older)	2.2	2.4
Average number of children (younger than 18)	0.2	0.5
Average travel party size	2.4	2.9
Age Range		
18 to 25 years of age (i.e., Generation Z)	5.3%	5.9%
26 to 41 years of age (i.e., Millennials, Generation Y)	13.7%	16.5%
42 to 57 years of age (i.e., Generation X)	18.6%	26.4%
58 to 76 years of age (i.e., Baby Boomers)	47.6%	46.1%
77 years of age or older (i.e., Greatest Generation, Silent Generation)	14.8%	5.1%
Educational Attainment		
Less than high school	0.2%	0.0%
High school degree	13.8%	15.6%
Technical or associates degree	10.3%	11.1%
Bachelor's degree	32.0%	31.7%
Master's degree	33.2%	34.0%
Doctoral degree	10.5%	7.6%
Annual Household Income		
Less than \$30,000	7.6%	5.2%
\$30,000 to \$59,999	16.5%	14.0%
\$60,000 to \$99,999	29.6%	25.3%
\$100,000 to \$149,999	22.7%	26.6%
\$150,000 to \$199,999	12.6%	14.0%
\$200,000 or more	11.1%	14.8%
Identify with a Disability		
Yes	9.6%	8.0%

Research Notes:

For the purpose of this study, local attendees live within New London 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 Southeastern Connecticut Region. (Full Report p. 23-24)



Table 12 (continued): Travel Party and Demographic Characteristics of Arts Audiences in Southeastern Connecticut	
	All Attendees
Race/Ethnicity*	
American Indian or Alaska Native or Indigenous or First Nations	2.3%
Arab or Middle Eastern or Northern African	0.3%
Asian or Asian American	3.9%
Black or African American	7.4%
Hispanic or Latino/Latina/Latinx or Spanish origin	6.3%
Native Hawaiian or Pacific Islander	0.9%
White or Caucasian or European American	85.3%
I prefer to self-identify	2.8%
Any BIPOC or ALAANA	19.1%
White Only	80.9%

* 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 Southeastern 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 Southeastern Connecticut Region, a total of 738 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 Southeast CT for their participation in conducting the Audience Intercept Surveys at their venue/event:

Slater Library (Griswold); Sangam of Connecticut – Dussehra Diwali Dhamaka event; Lebanon Historical Society; Mashantucket Pequot Museum & Research Center; Connecticut College-onStage; Eastern Connecticut Symphony Orchestra at the Garde Arts Center; Expressiones – Art Opening Reception; Garde Arts Center; Lyman Allyn Art Museum; New London Youth Talent Show at the Garde Arts Center; Southeastern Connecticut Community Orchestra at Evans Concert Hall, Connecticut College; Taino Productions – Spring Salsa Social at the Garde Arts Center; Artreach – Music Heals at Chestnut Street Playhouse; Blooming into Greatness presents ‘The Awakening’ at Norwich Arts Center; Chestnut Street Playhouse; Miss Lottie’s Cafe at Norwich Arts Center; Norwich Arts Center – Gallery & Theater; Norwich Historical Society/Visitors Center; Rotary Clubs of Norwich – Celebrate Cultural Diversity event; Sikh Art Gallery; Florence Griswold Museum; Musical Masterworks at The Lyme Academy of Fine Arts; Greater Mystic Chamber – 100th Anniversary Mystic River Bascule Bridge; Greater Mystic Chamber – Mystic Outdoor Arts Festival; International Ocean Film Festival at Mystic Aquarium; La Grua Center – Music Matters; Mystic Aquarium – Earth Day Celebration; Mystic Seaport; Stonington Historical Society.

For more information about this study or about other arts & cultural initiatives in Eastern Connecticut, contact the Cultural Coalition www.CultureSECT.org

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