

# CENTRAL INDIANA

UNDERSTANDING THE REGION AND IDENTIFYING CHOICES

CENTER FOR URBAN POLICY AND THE ENVIRONMENT

MAY 2001

## Arts and Cultural Facilities Draw Central Indiana Residents



According to the Central Indiana Household Survey 2000, the arts and cultural facilities visited most often by survey respondents were:

- 1.Children's Museum of Indianapolis (13.1 percent)
- 2.Deer Creek, now Verizon Wireless Music Center (8.4 percent)
- 3.Indianapolis Museum of Art (6.6 percent)
- 4.Indiana University Bloomington (5.5 percent)
- 5.Indianapolis Symphony Orchestra/Hilbert Circle Theater (5.2 percent).

These five facilities represent nearly 40 percent of all responses.

During the summer of 2000, the Center for Urban Policy and the Environment surveyed over 6,400 people from Central Indiana households regarding perceptions of quality of life indicators such as the economy,



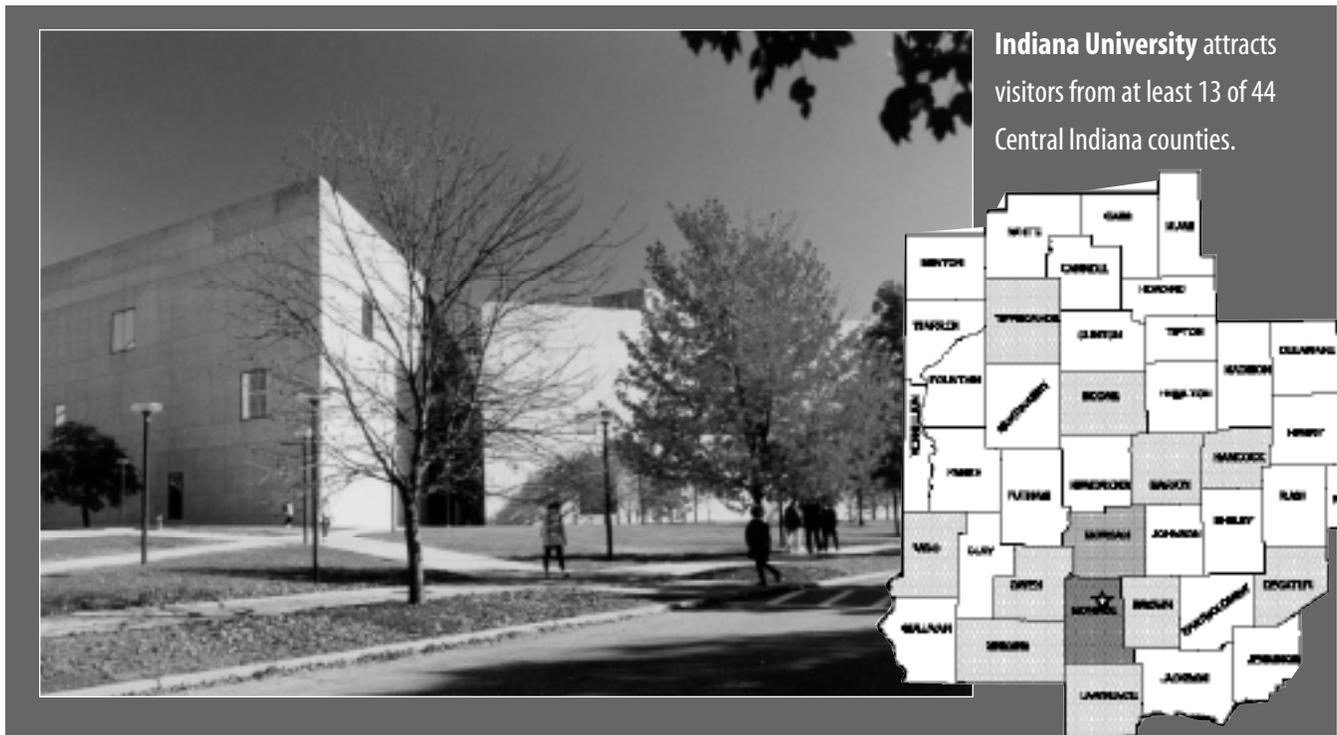
☆ The Children's Museum of Indianapolis

**Geographic Distribution of Respondents Visiting the Children's Museum**

None .01-5% 5.1-10% 10.1-17%

the environment, public safety issues, and accessibility to recreational and cultural amenities. In general, survey respondents indicated that quality arts and cultural facilities attract people across Central Indiana. Although four of the top five responses are located within the Indianapolis Metropolitan Statistical Area (MSA), survey respondents are drawn from many counties throughout the region. Survey respondents value these facilities enough that they are willing to travel from distant counties to visit them. When looking closer at the MSA level, however, it also is clear that universities play a major role in providing arts and cultural events to Central Indiana residents.

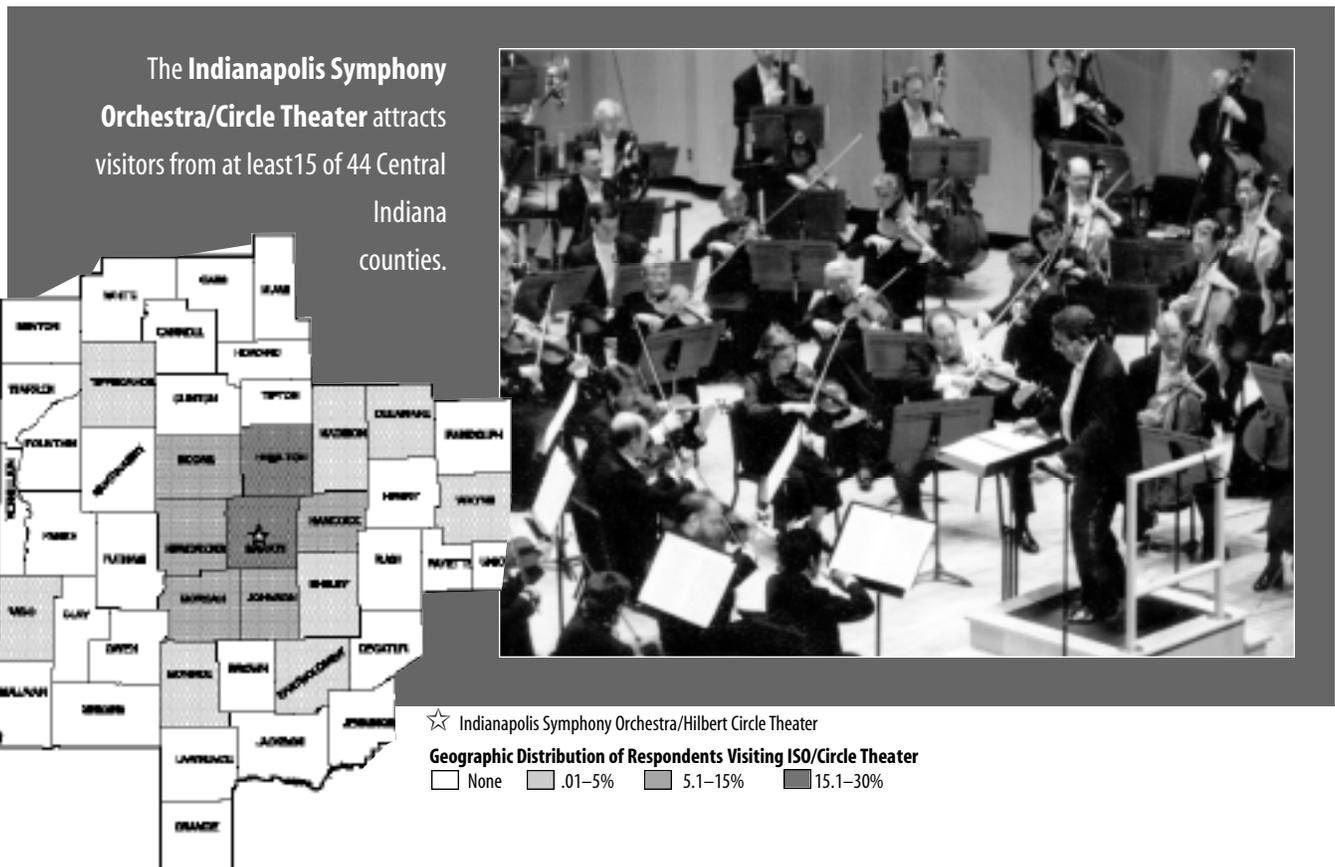




☆ Indiana University Bloomington

**Geographic Distribution of Respondents Visiting IU**

None .01–5% 5.1–10% 10.1–80%



☆ Indianapolis Symphony Orchestra/Hilbert Circle Theater

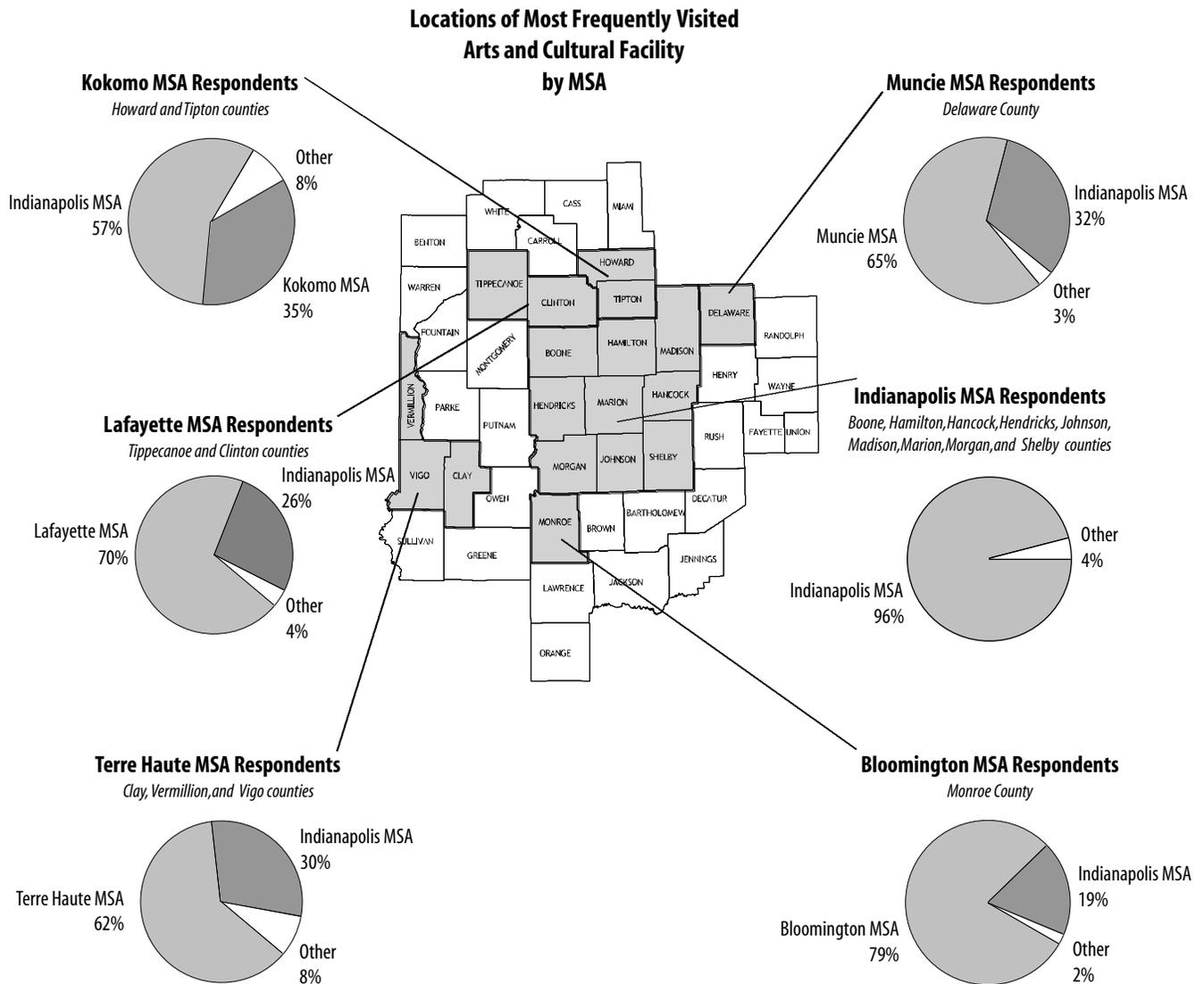
**Geographic Distribution of Respondents Visiting ISO/Circle Theater**

None .01–5% 5.1–15% 15.1–30%



## Most Survey Respondents Residing Within the Boundaries of a Central Indiana MSA Remain Within Their Resident MSA for Arts and Cultural Events

Nearly all the Indianapolis MSA respondents (96 percent) remain within the Indianapolis MSA for arts and cultural events. The Kokomo MSA is the exception where 57 percent of survey respondents travel to the Indianapolis MSA.



An MSA describes a geographic area consisting of a central city with a population of at least 50,000 surrounded by a densely populated area that is socially and economically integrated. The Central Indiana region includes six MSAs that consist of a total of 18 counties. The other 26 counties in Central Indiana are non-MSA counties.



## Central Indiana MSAs Rely Heavily on Universities for Arts and Cultural Events

Survey respondents residing within an MSA identified major universities within their resident MSA as the arts and cultural facility visited most frequently in the past 12 months. The exceptions are the Kokomo MSA, which does not have a major university located within its boundaries, and the Indianapolis MSA, which offers a greater variety of non-university–related arts and cultural activities.

Most Frequently Visited Arts and Cultural Facilities by MSA

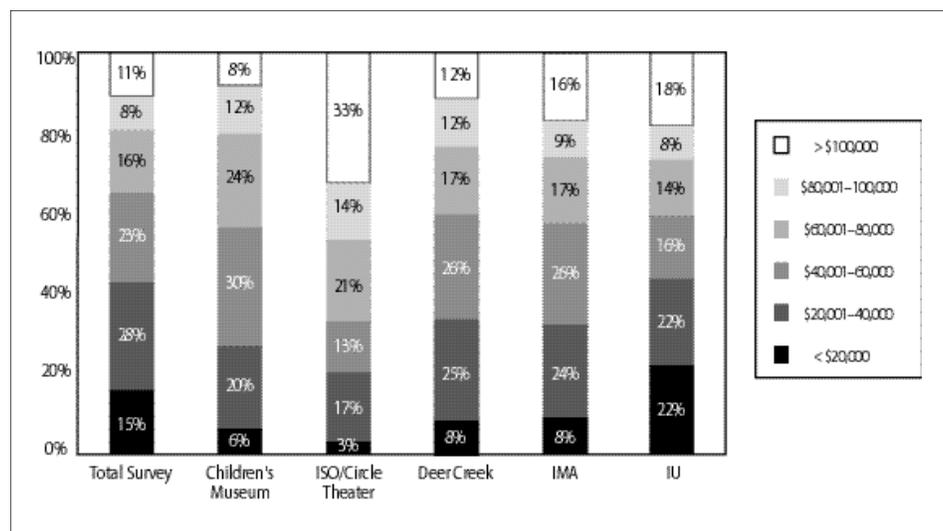
MSA	Bloomington	Indianapolis	Kokomo	Lafayette	Muncie	Terre Haute
Arts/ Cultural Facility	Indiana University	Children's Museum	Deer Creek	Purdue University	Ball State University	Indiana State University

## Visitors to Most of the Popular Facilities Represent a Range of Income Levels

The income distribution of survey respondents frequenting the Indianapolis Museum of Art and Deer Creek are similar to the income distribution of all Central Indiana Household Survey respondents.

While there is no dominant income class among survey respondents frequenting Indiana University, there is a higher proportion of low income respondents (22 percent) than in the total of all respondents (15 percent). One reason for this could be the large student population attending IU arts and cultural events.

Art and Cultural Patrons by Income Classification (Central Indiana Household Survey 2000)



The income distribution among survey respondents frequenting the Children's Museum of Indianapolis (54 percent) is a higher proportion of middle to upper-middle income (\$40,000–80,000) than that of the total survey respondents (39 percent).

Respondents frequenting the Indianapolis Symphony Orchestra/Hilbert Circle Theater have a much higher proportion of high-income respondents (33 percent) than that of the total survey respondents (11 percent).



## Central Indiana's Future: Understanding the Region and Identifying Choices

The Center for Urban Policy and the Environment has launched a new research project—Central Indiana's Future: Understanding the Region and Identifying Choices—funded by an award of general support from the Lilly Endowment. The aim of the project is to increase understanding of the region and to inform decision-makers about the array of options for improving the quality of life for Central Indiana residents. Researchers from several universities are working to understand how the broad range of investments made by households, governments, businesses, and nonprofit organizations within the Central Indiana Region contribute to quality of life. The geographic scope of the project includes 44 counties in an integrated economic region identified by the U.S. Bureau of Economic Analysis.

During the summer of 2000, the center surveyed over 6,400 people from Central Indiana households regarding perceptions of quality of life indicators such as the economy, the environment, public safety issues, and accessibility to recreational and cultural amenities. This issue brief summarizes how survey respondents view arts and cultural amenities both in their communities and throughout the Central Indiana region. (For more information on survey methodology, refer to Central Indiana Household Survey 2000: An Overview.)

The Center for Urban Policy and the Environment is part of the School of Public and Environmental Affairs at Indiana University—Purdue University Indianapolis. For more information about the Central Indiana Project or the research reported here, contact the center at 317-261-3000 or visit the center's Web site at [www.urbancenter.iupui.edu](http://www.urbancenter.iupui.edu).

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