

Education, Income, Location Affect Indiana Arts Participation



The 2003 Indiana Household Survey shows that most Hoosiers attend some type of arts and cultural activity ranging from attending plays to visiting zoos or botanical gardens.¹ Two-thirds responded “yes” when asked, *In the last 12 months, with the exception of elementary, middle or high school performances, have you attended any kind of art or cultural event?* (See Figure 1, page 2). Hoosier responses are consistent with national attendance numbers reported in the 2002 Survey of Public Participation in the Arts conducted by the National Endowment for the Arts (NEA).

This report summarizes survey findings regarding Hoosier participation in arts and cultural events. It is the second in a series

of reports analyzing survey responses in relation to socioeconomic characteristics. For comparison with national trends, we also include a summary of arts participation according to the national NEA survey.

Analysts at the Center for Urban Policy and the Environment performed this analysis using data from both the Indiana Household Survey and ACORN, an acronym for A Classification of Residential Neighborhoods. ACORN is a lifestyle segmentation analysis system that predicts consumer lifestyle and behavior.² By using the ACORN data, we assigned participants to a descriptive socioeconomic group. The ACORN system uses summary group descriptions such as *Affluent Families and Retirement Styles*.



Within each summary group are subgroups such as *prosperous baby boomers* and *upper income empty nesters*. See the Technical Note on page 8 for more information.

Our analysis shows that the percentage of Indiana residents who attend arts and cultural events varies by location and socioeconomic type (see Table 1). Those residing in areas in the *affluent families* and *upper and middle income* summary groups (all urban or suburban groups) are most likely to attend, with the highest participation reported by *urban professional couples* (97 percent). Residents who are least likely to attend are located in the *low income urban dwellers* and *factory and farm communities* summary groups. The lowest attendance rates are in the subgroups of *rural industrial workers* (51 percent), *urban working families* (54 percent), and *college campuses* (54 percent).

National arts participation at a glance

Nearly two-thirds of the U.S. adult population attended some type of arts and cultural event in 2002, according to the 2002 Survey of Public Participation in the Arts conducted by the National Endowment for the Arts. The NEA surveyed adults about attendance at events and venues in the categories of performing arts, visual arts, and historic sites during the 12 months ending August 2002.³ The survey also found that the percentage of adults who participated in these events remained steady between 1992 and 2002.

Figure 1: In the last 12 months, with the exception of elementary, middle or high school performances, have you attended any kind of art or cultural event?

(Indiana Household Survey responses)

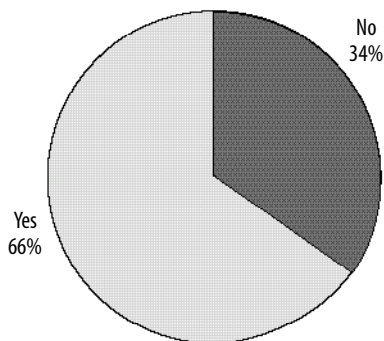


Table 1: In the last 12 months, with the exception of elementary, middle or high school performances, have you attended any kind of art or cultural event?

(Indiana Household Survey results categorized by ACORN dominant neighborhood types)

ACORN Dominant Neighborhood Type	No	Yes
Affluent Families		
Prosperous Baby Boomers	20%	80%
Semirural Lifestyle	29%	71%
Successful Suburbanites	13%	87%
Upper Income Empty-Nesters	40%	60%
Upper and Middle Income (Urban-Suburban)		
Baby Boomers with Children	26%	74%
Enterprising Young Singles	25%	75%
Older Settled Married Couples	14%	86%
Urban Professional Couples	3%	97%
Retirement Styles		
Prosperous Older Couples	16%	84%
Retirement Communities	32%	68%
Young Mobile Adults		
College Campuses	46%	54%
Twentysomethings	23%	77%
Low Income Urban Dwellers		
Hardtimes	27%	73%
Low Income - Young and Old	33%	67%
Newly Formed Households	34%	66%
Urban Working Families	46%	54%
Factory and Farm Communities		
Heartland Communities	44%	56%
Middle America	42%	58%
Rural Industrial Workers	49%	51%
Rustbelt Neighborhoods	36%	64%
Small Town Working Families	37%	63%
Young Frequent Movers	38%	62%
Non-Classified*	31%	69%

*Indicates predominantly non-residential or unpopulated areas

Sources: 2003 Indiana Household Survey, and ESRI BIS Sourcebook America 2003.



Table 2 shows the percentage of respondents participating in the arts by type of event or venue, both nationally and regionally. At the national level, the largest percentage of respondents visit art/craft fairs and festivals (33 percent) and historic sites (32 percent). Arts attendance in the East North Central region (including the states of Illinois, Indiana, Michigan, and Wisconsin) closely resembles national attendance, with the largest percentage visiting art/craft fairs and festivals (36 percent) and historic sites (29 percent). In the performing arts category, more people attend musical plays than any other type of event, both nationally and in the East North Central region.

The NEA survey also asked respondents about their preferences for attending different types of arts and cultural events. Respondents were asked, *If you could go to any of these events as often as you wanted, which ones would you go to more often than you do now?* The largest percentage said they prefer art museums (37 percent) and musical plays (30 percent) (see Table 3).



Indiana State Museum

Table 2: Percentage of adults participating in the arts at least once in the 12-month period ending August 2002

(NEA national survey responses)

Type of Event	National	East North Central*
Music		
Jazz	11%	10%
Classical music	12%	12%
Opera	3%	2%
Plays		
Musical plays	17%	18%
Non-musical plays	12%	14%
Dance		
Ballet	4%	3%
Other dance	6%	7%
Visual Arts		
Art museums/galleries	27%	24%
Art/craft fairs and festivals	33%	36%
Historic sites	32%	29%
Literature		
Plays/poetry/novels/short stories	47%	46%

Note: Figures may vary slightly from other reports due to rounding.

*East North Central Region, as defined in the 2002 SPPA, includes the states of Illinois, Indiana, Michigan, and Wisconsin.

Source: Extracted from the 2002 Survey of Public Participation in the Arts, Report #45, National Endowment for the Arts, March 2004

Table 3: If you could go to any of these events as often as you wanted, which ones would you go to more often than you do now?

(NEA national survey responses—percentage of U.S. adults desiring to attend more arts performances)

Type of Event	Percentage
Art museums	37%
Musical play	30%
Non-musical play	27%
Jazz	24%
Classical music	23%
Other dance	20%
Ballet	14%
Opera	12%

Note: Figures may vary slightly from other reports due to rounding.

Source: Extracted from the 2002 Survey of Public Participation in the Arts, Report #45, National Endowment for the Arts, March 2004



Indianapolis Zoo, Children’s Museum of Indianapolis, and the Murat Centre are the arts and cultural venues most often visited by Hoosiers

Indiana Household Survey respondents visit a variety of arts and cultural venues ranging from well-known facilities in larger cities to small-town theaters and churches (see Table 4). The largest percentage identified the Indianapolis Zoo and Botanical Gardens (8 percent), the Children’s Museum of Indianapolis (7 percent), and the Murat Centre (6 percent) as the arts and cultural venue they visit most frequently. However, more than half most often visit a wide variety of mostly lesser-known local facilities, each of which represents one percent or less of total survey responses.

Indiana residents identify Indianapolis as top arts and cultural destination

One-third of the participants in the Indiana Household Survey identified Indianapolis as the city they visit most frequently when asked, *Where have you attended these sorts of events most often in the last 12 months?* (See Table 5.) A large percentage also identified Fort Wayne (10 percent) and Chicago (5 percent). More than one-third identified a variety of mostly small communities throughout Indiana, each representing one percent or less of total survey responses, as the city where they most frequently attend arts and cultural events.

Concerts and plays are the arts and cultural events most often attended by Hoosiers

Nearly half identified either concerts (25 percent) or plays (24 percent) as the type of arts or cultural event they attend most often (see Figure 2, page 5). Large percentages also visit museums (16 percent), arts and crafts festivals (14 percent), and zoos or botanical gardens (13 percent).

The type of event attended most often varies by ACORN neighborhood type (see Table 6, page 6). When asked, *What type of art or cultural event did you attend most often in the last 12 months?* all neighborhood types in the *upper and middle income (urban-suburban)* summary group most often mentioned concerts. A large percentage of *rural industrial workers* (65 percent) and *college campuses* (43 percent) said they attend plays most often.

Table 4: Where (facility) have you attended these sorts of events most often in the last 12 months?

(Indiana Household Survey responses)

Facility	Percentage
Indianapolis Zoo	8%
Children’s Museum of Indianapolis	7%
Murat Centre	6%
Verizon Wireless Music Center	4%
Indianapolis Museum of Art/Civic Theater	3%
Embassy Theater	3%
Art Institute of Chicago	2%
Fort Wayne Zoo	2%
IU Auditorium	2%
School	2%
Hilbert Circle Theater	2%
Conner Prairie	2%
Church	2%
Indiana Repertory Theatre	2%
Other*	54%

**Combined category representing all facilities listed by one percent or less of total survey respondents*

Source: 2003 Indiana Household Survey.

Table 5: Where (city) have you attended these sorts of events most often in the last 12 months?

(Indiana Household Survey responses)

City	Percentage
Indianapolis IN	33%
Fort Wayne IN	10%
Chicago IL	5%
Evansville IN	4%
Louisville KY	3%
Noblesville IN	3%
South Bend IN	3%
Bloomington IN	2%
Muncie IN	2%
Other*	35%

**Combined category representing all cities or towns listed by one percent or less of total survey respondents*

Source: 2003 Indiana Household Survey.



More than one-third say the availability of arts and cultural events is a problem in their community

When asked, *Is the availability of arts and cultural events a problem in your community?* most Indiana residents say that it is not a problem (see Figure 3). Responses, however, vary by ACORN neighborhood type (see Table 7, page 7). Survey respondents residing in dominant neighborhood types assigned to the *low income urban dwellers* and *factory and farm communities* summary groups are more likely to say that the availability of arts and cultural events is a problem in their communities. More than half of those who reside in areas designated as *heartland communities* (70 percent) and *rural industrial workers* (57 percent) say this issue is a problem.

Figure 2: What type of art or cultural event did you attend most often in the last 12 months?

(Indiana Household Survey responses)

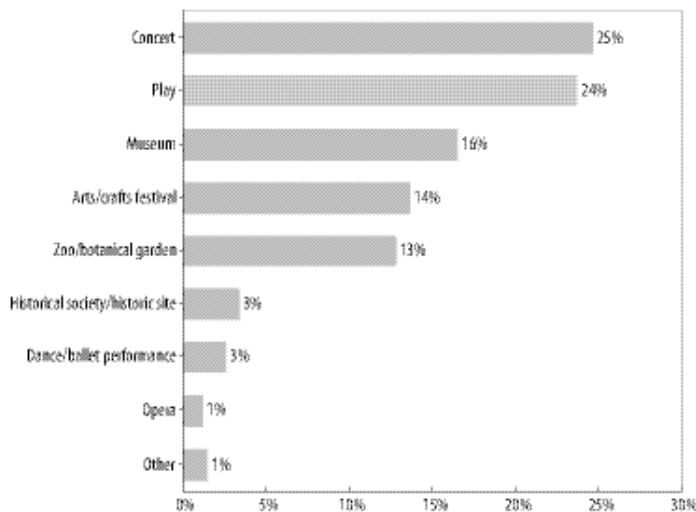
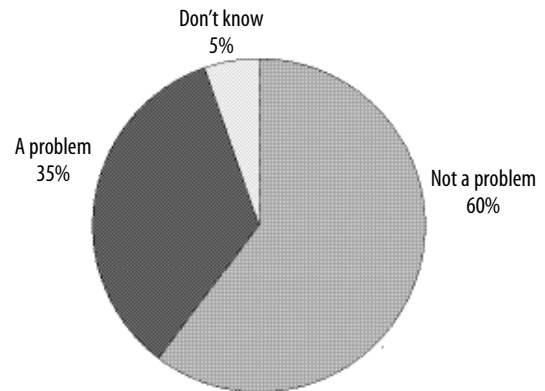


Figure 3: Is the availability of arts and cultural events a problem in your community?

(Indiana Household Survey responses)



Policy implications

As observed in this report, income and education are key determinants in Indiana arts and cultural participation. The Indiana Household Survey shows that Hoosiers residing in more affluent and educated neighborhoods are more likely to attend these events. Again, this is consistent with national attendance numbers reported in the 2002 Survey of Public Participation in the Arts.

Another key factor in arts and cultural participation is proximity to urbanized areas. Indiana residents residing in rural areas not only report lower attendance at arts and cultural events, but also are the most likely to say that the availability of such events is a problem in their communities.

Arts and culture leaders and policymakers, at both state and local levels, will need to consider these issues as they work to meet goals of attracting and retaining investments and improving the quality of life of *all* Hoosiers.

End notes

¹ Thelin, R. (2004). *Indiana Household Survey 2003: An Overview*. Indiana University–Purdue University Indianapolis, School of Public and Environmental Affairs, Center for Urban Policy and the Environment.

² ESRI BIS Sourcebook America 2003.

³ The total participation figure also includes respondent participation in reading literature.



Table 6: What type of art or cultural event did you attend most often in the last 12 months?

(Indiana Household Survey responses categorized by dominant neighborhood type)

Dominant Neighborhood Type	Play	Opera	Concert	Dance/Ballet performance	Arts/crafts festival	Museum	Historical society/ Historical site	Zoo or botanical garden	Other
Affluent Families									
Prosperous Baby Boomers	31%	0%	20%	4%	6%	22%	7%	11%	0%
Semirural Lifestyle	28%	0%	22%	1%	15%	20%	1%	11%	1%
Successful Suburbanites	17%	3%	34%	2%	5%	28%	2%	9%	0%
Upper Income Empty-Nesters	0%	0%	33%	33%	0%	0%	0%	33%	0%
Upper and Middle Income (Urban-Suburban)									
Baby Boomers with Children	14%	0%	40%	0%	13%	9%	3%	19%	1%
Enterprising Young Singles	17%	3%	23%	4%	7%	17%	5%	23%	0%
Older Settled Married Couples	15%	0%	28%	0%	13%	15%	2%	28%	0%
Urban Professional Couples	28%	3%	34%	0%	3%	28%	0%	3%	0%
Retirement Styles									
Prosperous Older Couples	4%	10%	22%	10%	1%	24%	0%	29%	0%
Retirement Communities	23%	0%	20%	0%	9%	23%	5%	18%	2%
Young Mobile Adults									
College Campuses	43%	0%	29%	0%	0%	14%	14%	0%	0%
Twentysomethings	20%	0%	21%	0%	21%	37%	0%	0%	0%
Low Income Urban Dwellers									
Hardtimes	24%	6%	29%	0%	6%	29%	0%	6%	0%
Low Income - Young and Old	10%	0%	23%	6%	21%	25%	1%	9%	6%
Newly Formed Households	28%	5%	24%	0%	8%	9%	2%	17%	6%
Urban Working Families	39%	0%	3%	0%	0%	8%	8%	37%	5%
Factory and Farm Communities									
Heartland Communities	19%	0%	52%	0%	7%	2%	0%	19%	0%
Middle America	25%	1%	22%	2%	19%	10%	6%	11%	2%
Rural Industrial Workers	65%	0%	0%	16%	0%	16%	0%	2%	0%
Rustbelt Neighborhoods	21%	0%	36%	0%	14%	23%	0%	5%	0%
Small Town Working Families	22%	0%	19%	4%	22%	22%	0%	10%	0%
Young Frequent Movers	26%	0%	26%	2%	2%	15%	4%	25%	0%
Non-Classified									
<i>Total</i>	21%	0%	36%	0%	20%	3%	9%	11%	0%
<i>Total</i>	24%	1%	25%	3%	14%	16%	3%	13%	1%

Bold-faced numbers indicate top-ranked type of arts or cultural event attended in the past 12 months.

Source: 2003 Indiana Household Survey, Center for Urban Policy and the Environment
ESRI BIS Sourcebook America



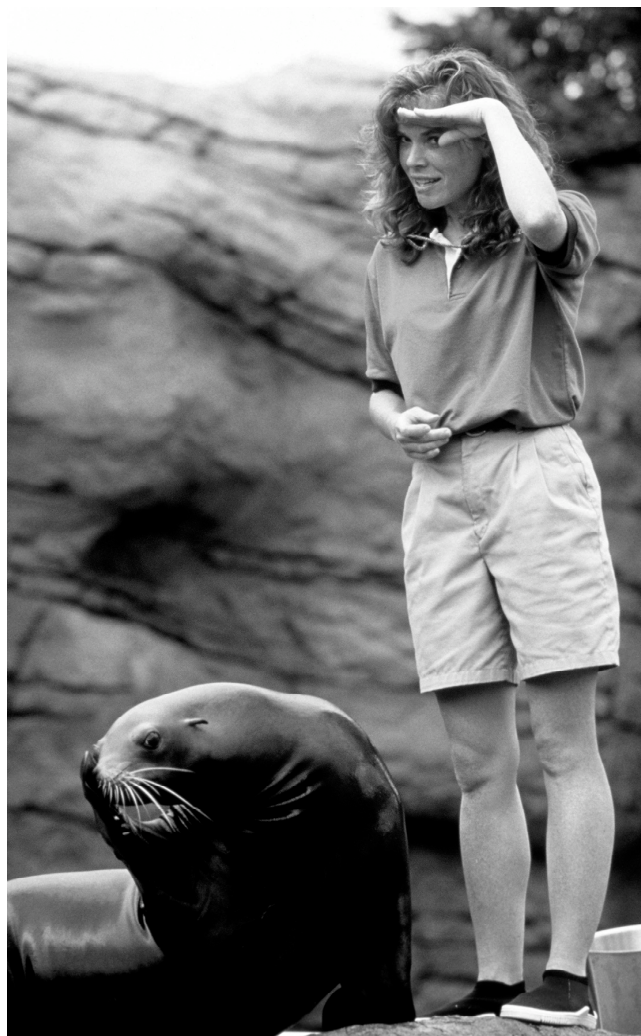
Table 7: Is the availability of arts and cultural events a problem in your community?

(Indiana Household Survey responses categorized by dominant neighborhood type)

Dominant Neighborhood Type	Percentage of Respondents		
	Not a problem	A problem	Don't know
Affluent Families			
Prosperous Baby Boomers	73%	24%	3%
Semirural Lifestyle	75%	22%	2%
Successful Suburbanites	81%	18%	1%
Upper Income Empty-Nesters	80%	20%	0%
Upper and Middle Income (Urban-Suburban)			
Baby Boomers with Children	56%	36%	8%
Enterprising Young Singles	78%	18%	4%
Older Settled Married Coupl	71%	29%	0%
Urban Professional Couples	77%	23%	0%
Retirement Styles			
Prosperous Older Couples	75%	24%	1%
Retirement Communities	78%	16%	6%
Young Mobile Adults			
College Campuses	84%	16%	0%
Twentysomethings	92%	8%	0%
Low Income Urban Dwellers			
Hardtimes	52%	48%	0%
Low Income - Young and Old	59%	39%	2%
Newly Formed Households	71%	27%	1%
Urban Working Families	69%	31%	0%
Factory and Farm Communities			
Heartland Communities	29%	70%	1%
Middle America	48%	41%	10%
Rural Industrial Workers	34%	57%	8%
Rustbelt Neighborhoods	62%	29%	9%
Small Town Working Families	49%	48%	3%
Young Frequent Movers	59%	37%	3%
Non-Classified			
	41%	57%	2%
<i>Total</i>	60%	35%	5%

Note: Percentages may not add to 100 because of rounding.

Source: 2003 Indiana Household Survey, Center for Urban Policy and the Environment
ESRI BIS Sourcebook America



Indianapolis Zoo



A Technical Note:

Explanation of Methodology

Indiana Household Survey

During 2003, the Center for Urban Policy and the Environment (Center) designed a survey to measure the perceptions of Indiana residents on a wide range of quality of life issues. Center researchers designed the 2003 survey as a follow-up to an earlier survey on the same issues (Thelin, 2001, *Central Indiana Household Survey 2000: An Overview*, available at www.urbancenter.iupui.edu).

The Center then commissioned the Indiana University Public Opinion Laboratory (POL) to conduct telephone interviews with nearly 4,000 households made up of random samples of households located throughout Indiana and in each county in the Indianapolis Metropolitan Statistical Area (based on both old and new MSA definitions).

The 2003 Indiana Household Survey (accessible via the Center Web site at www.urbancenter.iupui.edu) incorporated 13 separate sampling strata, including 300 interviews for each of the 12 selected Central Indiana counties and 400 interviews for the remainder of Indiana.

Because the proportion of the total sample that resides in each of the selected counties does not coincide with the actual population living in those counties, POL used weights to correct for imbalances and to allow analysis at both the selected county and statewide levels of geography. This issue brief uses survey data weighted by POL for analysis of Indiana as a whole. The margin of error on this analysis is +/- 2 percent.

ACORN Neighborhood Classifications

The ACORN classification system uses consumer survey data, Census 2000 data, and current-year ESRI BIS Demographic Update projections to group neighborhoods and consumer groups utilizing the statistical technique of cluster analysis.

The ACORN neighborhood types discussed in this report refer to specific populations residing within a ZIP code geographic boundary. These populations are assigned to one of the dominant neighborhood types and aggregated by the Center to represent the percentage of households by neighborhood type for the entire state. These neighborhood types characterize the dominant population and should not be interpreted to represent the entire population residing within a specific ZIP code area or group of ZIP code areas.

The Center-defined summary groups described in this report are based on similar groupings identified in the ACORN classification system, but they have been adjusted slightly to better reflect the Indiana population.

Neighborhood classifications add insights to survey data

Using the ACORN system and ZIP code data collected in the household survey, Center staff identified the dominant neighborhood types of survey respondents. Table 8 shows the differences in the ACORN neighborhood types by eight variables such as median household income and median home value. These numbers represent national 2003 ACORN estimates by neighborhood type. The neighborhood types within the *factory and farm communities* summary group, which represent nearly half of the Indiana Household Survey population, tend to be predominantly married and/or family households. While the median household income of these individuals is lower (ranging from \$27,000 to \$40,400), a large percentage own their homes (ranging from 62 percent to 76 percent). Most live in single family or mobile homes and reside in small towns or rural areas.

The dominant neighborhood types belonging to the *affluent families* summary group make up 17 percent of Indiana Household Survey respondents. They tend to be married and most have children. The median household income of this group exceeds that of other summary groups, ranging from \$60,100 to \$87,200. A large majority own their homes, and they tend to live in suburban and semirural areas. The median home value for these individuals ranges from \$124,700 to \$210,500. The *young mobile adults* and *low income urban dwellers* summary groups, representing 5 percent and 13 percent of the survey population, respectively, have the lowest median household incomes and are least likely to own their homes.

Table 9 (see page 10) shows the percentage of households by dominant neighborhood type for the 2003 Indiana Household Survey population, the total U.S. population, and total households in the state of Indiana. This table also provides a consumer profile illustrating some of the preferences and behaviors of individuals residing in such neighborhoods. The largest percentage of the survey population (30 percent) resides in areas designated as *middle America*. This number is representative of the Indiana population where 29 percent of households reside in areas designated as *middle America*, but it differs greatly from the total U.S. population where only 8 percent of households reside in *middle America* areas. Other neighborhood types representing greater than 5 percent of the survey population include *semirural lifestyle* (9 percent); *rustbelt neighborhoods* (7 percent); *small town working families* (6 percent); and *newly formed households* (6 percent).



Table 8: Characteristics of Dominant Neighborhood Types by Summary Group

Dominant Neighborhood Type	Median Age	Average Family Size	Household Type	Median Household Income	Housing Type	Urbanization Level	Median Home Value	Owner Occup Rate
Affluent Families								
Prosperous Baby Boomers	31.1	3.2	Married w/Children	\$60,100	Single Family	Suburban	\$124,700	74%
Semirural Lifestyle	36.8	3.2	Married w/Children	\$61,500	Single Family	Semirural	\$131,500	84%
Successful Suburbanites	37.1	3.3	Married w/Children	\$87,200	Single Family	Suburban	\$210,500	87%
Upper Income Empty-Nesters	42.4	3.0	Married, No Children	\$68,400	Single Family	Suburban	\$157,300	87%
Upper and Middle Income (Urban-Suburban)								
Baby Boomers with Children	31.2	3.3	Married w/Children	\$48,000	Single Family	Town/Rural	\$95,700	69%
Enterprising Young Singles	30.1	2.9	Single Person/Shared	\$40,200	Multi-Units	Urbanized Area	\$113,200	24%
Older Settled Married Couples	37.2	3.1	Married Couples	\$49,200	Single Family	Suburban	\$95,100	81%
Urban Professional Couples	37.8	3.0	Married Couples	\$49,700	Single Family	Urbanized Area	\$142,700	61%
Retirement Styles								
Prosperous Older Couples	43.2	2.9	Married, No Children	\$45,200	Single Family	Urbanized Area	\$99,000	81%
Retirement Communities	40.0	3.0	Single Person/Married	\$42,600	Single/High Rise	Urbanized Area	\$124,400	49%
Young Mobile Adults								
College Campuses	21.7	2.7	Single Person/Shared	\$21,000	Multi-Units	Urbanized Area	\$100,900	17%
Twentysomethings	30.0	2.8	Single Person/Shared	\$26,700	Multi-Units	Central City	\$88,800	22%
Low Income Urban Dwellers								
Hardtimes	34.4	3.4	Sgl Pers/Sgl Parent	\$16,800	Single/Multi-Units	Central City	\$39,800	43%
Low Income—Young and Old	31.8	3.1	Mixed Types	\$22,500	Single/Duplex/Quads	Urbanized Area	\$44,500	39%
Newly Formed Households	33.9	3.0	Family Households	\$35,300	Single Family	Urbanized Area	\$73,500	53%
Urban Working Families	29.4	3.4	Mixed Types	\$28,500	Single/Multi-Units	Central City	\$55,900	41%
Factory and Farm Communities								
Heartland Communities	41.0	3.0	Family Households	\$27,000	Single Family	Town/Rural	\$54,900	62%
Middle America	36.8	3.1	Married Couples	\$40,400	Single Family	Rural	\$82,700	76%
Rural Industrial Workers	36.6	3.1	Married Couples	\$27,600	Single/Mobile Homes	Rural	\$52,800	71%
Rustbelt Neighborhoods	39.6	3.0	Married Couples	\$33,100	Single Family	Urbanized Area	\$61,600	68%
Small Town Working Families	36.1	3.1	Family Households	\$35,000	Single Family	Town/Rural	\$71,800	66%
Young Frequent Movers	33.0	3.1	Married w/Children	\$35,900	Mobile Homes	Rural	\$86,600	72%

Note: Table reflects national estimates by neighborhood type

Source: A Classification of Residential Neighborhoods Sourcebook, ESRI BIS 2003



Table 9: Consumer Profiles of Indiana Households by Dominant Neighborhood Type

Dominant Neighborhood Type	Indiana Household Survey Population	U.S.	Indiana	Consumer Profile
Affluent Families	17%	15%	15%	
Prosperous Baby Boomers	5%	4%	4%	Tends to be well-educated homeowners living in new suburban housing developments and sets the pace for working women, both wives and mothers. Buys electronics, sports equipment, and home furnishings. Not big savers or investors in proportion to their high incomes, but they are heavily insured.
Semirural Lifestyle	9%	6%	8%	Largest, but not wealthiest, segment in the <i>Affluent</i> summary group. Income comes from interest, dividends, or self-employment such as farming. Some have children living at home. Spend much time working on home projects, gardening, or surfing the Internet. Often join political/civic groups, play golf, read, and go to the movies.
Successful Suburbanites	2%	3%	2%	Upwardly mobile, tends to live in suburban single-family homes built from 1980-1990. Earnings are from dual incomes and investments. Drive minivans and luxury cars, use PCs frequently, play golf and tennis, and splurge on home furnishings/improvements, clothing, and electronics. Use credit cards and loans to fund purchases.
Upper Income Empty-Nesters	1%	2%	1%	Slightly older than other segments in the <i>Affluent</i> summary group. Typically married couples. Income sources are diverse. Most own or manage businesses, but many retire early. These suburban neighborhoods are scattered throughout the U.S. Active and tend to vacation in the U.S. and overseas, visit museums and attend concerts.
Upper and Middle Income (Urban-Suburban)	9%	15%	11%	
Baby Boomers with Children	3%	4%	3%	Young, mobile, working, dual-income families. Many will move to find better jobs, and most have not finished college or graduate school. Tend to live in older single-family homes built during the '70s and enjoy doing home projects, camping, fishing, and hunting. Like to own several vehicles, including minivans, and sports utility vehicles.
Enterprising Young Singles	3%	3%	5%	Single and mobile, and despite their youth, their median household income is slightly above the U.S. median. Likely to rent in newer urban apartment complexes. Fitness is a priority. Like to play computer games and visit nightclubs, museums, theme parks, and zoos.
Older Settled Married Couples	2%	5%	2%	Comfortably settled in single family homes in older neighborhoods with school-aged and adult children. Many are working couples, but some receive retirement income. Invest and have savings accounts, but also credit card debt and loans. Spend money on home improvement projects and outdoor equipment, enjoy reading, watching TV, and listening to jazz/golden oldies.
Urban Professional Couples	1%	4%	1%	Hold college degrees. Most are married, although some households are single-person and shared. Live in high-density urban neighborhoods, own their single-family houses or condominiums. Concentrated mostly on the East and West Coasts. Listen to classical music, drink imported wine, vacation in the U.S. and overseas, and visit museums. Bike, jog, golf, and play tennis.
Retirement Styles	4%	4%	4%	
Prosperous Older Couples	2%	3%	3%	Lives comfortably, and plans for retirement by investing and saving. Live in single-family homes in older suburban established neighborhoods. Own luxury cars and have diverse leisure interests ranging from golf to needlework. Use coupons, donate to charities, and recycle.
Retirement Communities	2%	1%	2%	Older, but not elderly. Prosperous with varied sources of income including pensions, Social Security, interest, dividends, and salaries. Active lifestyles; and spending habits are as diverse as their neighborhoods. Play golf, lift weights, and go biking and camping.
Young Mobile Adults	5%	3%	4%	
College Campuses	2%	2%	2%	Nearly 75 percent attends college and lives in dormitories or off-campus apartment buildings. Over half work part-time in low paying, service-sector jobs. Spend money on college expenses or active lifestyle. Call long-distance, buy takeout food, and are the top market for watching sports on TV. Price is the determining factor in purchase decisions.
Twentysomethings	2%	2%	2%	Transitional group finishing college or starting careers. View education as key to future. Young, active, and urban. Live in single-person or shared households in city apartments with below-average rents. Enjoy team sports, hiking, and weight training. Frequent museums, movies, clubs, and concerts. Enjoy watching sports and late-night TV.



Dominant Neighborhood Type	Indiana Household Survey Population	U.S.	Indiana	Consumer Profile
Low Income Urban Dwellers	13%	11%	16%	
Hardtimes	1%	2%	1%	Very young and old in single-parent or multi-generational shared households. Live in central cities in single-family homes or multi-unit dwellings, and half rent their homes. Buy only the basics, but rank high for reading books and parenting, baby, and women's magazines. Watch cable TV, rent videos, and go to movies. Participate in school and church activities. Tend to be liberal and civic-minded.
Low Income - Young and Old	5%	2%	6%	Young and elderly supported by a relatively young work force. Most rent and live in single-family units, duplexes, and quad housing. Urban neighborhoods highly concentrated in the Midwest, but also found in metropolitan areas and smaller cities across the U.S. Tend to purchase a variety of health and household products, watch TV, and read soap opera magazines.
Newly Formed Households	6%	5%	7%	Half work in manufacturing and service jobs. Live in older, single-family homes and duplexes in smaller, urban areas of New England and the Midwest. Listen to rock radio stations, read baby and parenting magazines, go camping, and visit zoos.
Urban Working Families	2%	2%	2%	High percentage of single-parent households under the age of 20. Live in pre-war residential town house developments and small, multi-unit buildings. Buy takeout food, baby products, children's clothing, video games, and electronics. Play football or basketball and read fitness, music, or baby magazines. Own desktop PCs and use the Internet to search for job opportunities.
Factory and Farm Communities	49%	25%	48%	
Heartland Communities	2%	3%	2%	Families dominate this segment, but married couples with no children at home and singles also common. High unemployment, and many retired. Live in rural communities and towns outside metro areas. Active investors and savers but also carry loans. Own pets, and go camping, hunting, and fishing. Listen to country music and prefer to "buy American" for big-ticket items like cars, campers, outboard motors, and tools.
Middle America	30%	8%	29%	Largest consumer market with 23 million consumers—eight percent of the total U.S. population. Live in single-family and mobile homes in non-farm, rural neighborhoods concentrated in the South and Midwest. Busy, centering their activities on home and the outdoors. Own pets, enjoy hunting and fishing, do needlework, grow vegetables, listen to country music, and read magazines about those interests. Many own powerboats, satellite dishes, and campers.
Rural Industrial Workers	2%	6%	2%	Employed in manufacturing or farming. Tends to be older families living in single-family or mobile homes in rural areas. Because reluctant to move closer to jobs, often have long commutes to work. Enjoy watching TV and urban conveniences like fast food and renting videos. Own pets, satellite dishes, and powerboats.
Rustbelt Neighborhoods	7%	3%	8%	Older, industrialized centers of the U.S. concentrated around the Great Lakes. Households are older married couples, some with adult children still living at home. Because the economic vitality of these areas has declined, many have retired. Employment opportunities below average, with manufacturing as the only industry. Invest conservatively in savings accounts and U.S. savings bonds. Enjoy doing needlework, watching TV, and reading.
Small Town Working Families	6%	2%	5%	Grandparents aged 75 and older combined with families with school-aged children. Usually live in modest, single-family, older neighborhoods. Love small-town family life, and drive four-wheel vehicles and pickups. Hunt and fish, watch cable TV, rent videos, and listen to country music.
Young Frequent Movers	2%	3%	2%	Young families dominate with 30 percent of this population being children. Move frequently, and most work in farming, manufacturing, mining, or construction jobs. Usually have loans instead of investments or savings.
Non-Classified*	3%	n/a	2%	
<i>Number of households</i>	<i>3,842</i>	<i>109,361,681</i>	<i>2,373,172</i>	

*Indicates predominantly non-residential or unpopulated areas

Source: Extracted from ACORN Sourcebook, ESRI BIS 2003 and depicts only those neighborhood types found in Indiana



Indiana's Future: Identifying Choices and Supporting Action to Improve Communities

This project, funded by an award of general support from Lilly Endowment, Inc., builds on the Center's research to increase understanding of the Central Indiana region. The Center's faculty and staff work to identify choices that can be made by households, governments, businesses, and nonprofit organizations to improve our quality of life. Our goal is to understand the people, economics, problems, and opportunities in Indiana, and to help decision makers understand the impacts of policy decisions. The Center also works to mobilize energy to accomplish these goals.

In 2003, the Center surveyed nearly 4,000 Indiana households to measure perceptions of quality of life issues in local communities. Since the arts are an important component in quality of life, this issue brief reports analysis of the survey results regarding arts participation in Indiana. For more in-depth analysis, the author has analyzed the survey responses in the framework of socioeconomic groups.

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.

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Photography: Page 1: courtesy of Children's Museum of Indianapolis; page 3, courtesy Indiana State Museum; page 7, courtesy of Indianapolis Zoo.



Central Indiana Region



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