

# Abstract

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## **Discovering the Arts and Culture Audiences in Central Indiana**

**Track:** Census and Geo-Demographics

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In response to Indianapolis Mayor Bart Peterson's "Indianapolis Cultural Development Initiative," the Center for Urban Policy and the Environment, in collaboration with the Indianapolis Consortium of Arts Administrators, began a regional study of arts participation. The Center collected membership and attendee data by ZIP Code and then used GIS technology, along with Census 2000 and Sourcebook America 2002 data, to analyze the geographic and socioeconomic characteristics of arts participants at both the regional and local levels. This study identifies where arts and culture audiences live, the socioeconomic backgrounds of arts participants, and the distance participants will travel to Indianapolis arts and cultural activities.

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