

One State, Many Intangibles

Indiana Diversity on Full Display in Coming Issue

In just over one year from now, Indiana will begin a one-year celebration of its bicentennial – 200 years of statehood. Our state, of course, is one of 50 that comprises one nation.

Why the fascination with one? While states hopefully cooperate as one, each is comprised of a large number of distinct attributes. Indiana is no exception. Whether it's local landmarks or regional economies, "one" is not possible without "many" coming together.

Indiana Vision 2025 is the Indiana Chamber of Commerce's economic development action plan seeking opportunities and prosperity for all who are part of our one big state. The January-February issue of *BizVoice*® will highlight success stories and focus on challenges that arise as a result of our economic diversity.

Strong diversity exists in where each of us call home. While more than 900,000 people live in Marion County, just over

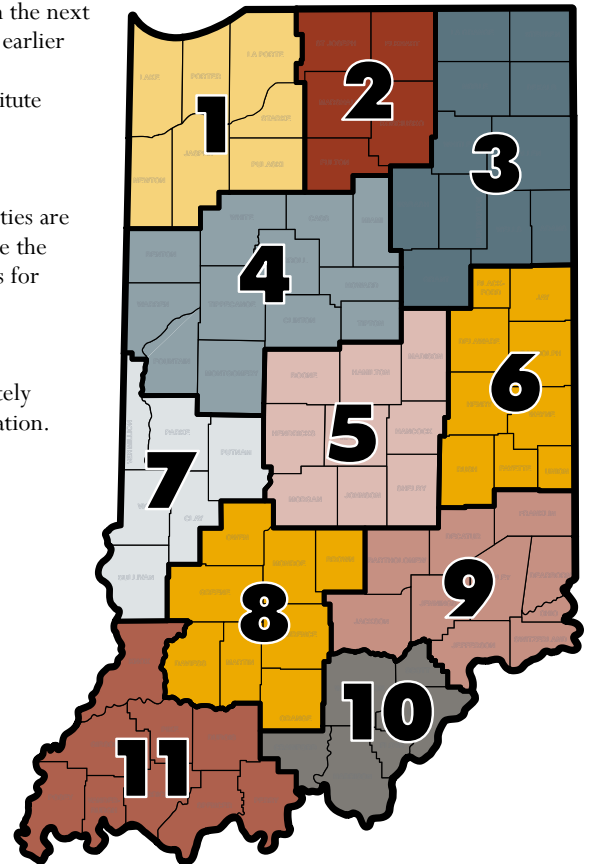
6,000 reside in Ohio County. Fort Wayne, South Bend, Evansville and more are included in metro areas; the vast majority of state lands, however, are part of rural communities.

The metro-rural dynamic will be one factor examined in the next issue. This Found Elsewhere offering provides a preview, with the numbers below and the chart on the next page derived from work completed earlier this year by the Rural-Urban Entrepreneurship Development Institute (RUEDI) at Indiana State University.

According to *Rural Indiana: A Demographic and Economic Overview*:

- Seventy-two of Indiana's 92 counties are predominantly rural in nature (see the copy following these bullet points for that definition).
- More than a third of the state's population resides in these rural counties compared to approximately 15% for overall U.S. rural population.

- Researchers project a potential rural working labor force of 1.25 million in Indiana in 2020. The estimated 860,000 jobs at that time would require 69% of the working-age population to participate in the workforce. In May of this year, the labor participation rate was at a 35-year low of 62.8%.



"The January-February 2015 edition of *BizVoice*® will be the most in depth and most important ever published. This special issue, which will focus on our *Indiana Vision 2025* economic development blueprint, will be a comprehensive analysis of businesses across Indiana – what's working well and the challenges we need to address to keep Indiana the economic leader in the Midwest and make our state globally competitive."

Kevin Brinegar
Indiana Chamber of Commerce

Change in Population in Indiana's Economic Growth Regions (EGR)

EGR	2001 Population			2011 Population			2021 Population		
	Rural	All	Rural % of All	Rural	All	Rural % of All	Rural	All	Rural % of All
1	81,619	824,533	9.90%	84,140	856,616	9.80%	84,755	874,545	9.70%
2	140,801	591,019	23.80%	145,261	610,912	23.80%	147,413	621,546	23.70%
3	394,205	729,175	54.10%	396,534	754,877	52.50%	398,161	772,267	51.60%
4	246,713	539,037	45.80%	242,000	572,211	42.30%	239,801	593,187	40.40%
5	147,512	1,613,810	9.10%	172,356	1,825,680	9.40%	185,100	1,959,934	9.40%
6	232,469	352,739	65.90%	227,008	344,642	65.90%	224,652	343,021	65.50%
7	118,598	224,074	52.90%	119,634	227,805	52.50%	118,902	229,693	51.80%
8	175,755	297,411	59.10%	177,975	317,702	56.00%	179,163	331,175	54.10%
9	237,019	309,131	76.70%	247,909	325,784	76.10%	253,162	335,039	75.60%
10	168,044	265,274	63.30%	177,124	288,698	61.40%	182,091	302,966	60.10%
11	243,606	416,055	58.60%	253,248	433,550	58.40%	257,976	443,121	58.20%

Rural Population to Trail State, National Growth

Region	Population by Year					Change by Percentage			
	2001	2006	2011	2016	2021	2001-06	2006-11	2011-16	2016-21
Rural Indiana	2,187,601	2,223,593	2,253,915	2,262,192	2,271,175	1.65%	1.36%	0.37%	0.40%
State of Indiana	6,127,754	6,332,673	6,516,929	6,677,512	6,759,643	3.34%	2.91%	2.46%	1.23%
United States	284,968,955	298,379,912	311,591,917	323,383,957	329,523,763	4.71%	4.43%	3.78%	1.90%

RUEDI uses the Office of Management and Budget definition that classifies counties with a largest urban center of less than 50,000 people as rural. That totals half of Indiana's 92 counties. Another 26 are added by RUEDI as it includes counties that are part of metropolitan statistical areas (MSAs) but with a largest community that is less than the 50,000 threshold.

Add the numbers together and 72 counties are considered predominantly rural. The 20 outside of that classification are: Allen, Bartholomew, Clark, Delaware, Elkhart, Hamilton, Hendricks, Howard, Johnson, LaPorte, Lake, Madison, Marion, Monroe, Morgan, Porter, St. Joseph, Tippecanoe, Vigo and Vanderburgh.

(A few exceptions exist in the classifications for counties with higher overall populations and a more urban or metro feel. These include Clark, Hendricks, LaPorte and Porter with total populations in excess of 110,000. Columbus (Bartholomew County) is its own MSA and is just below the 50,000 mark, and Morgan County is excluded from the rural list due to its population total and proximity to Indianapolis).

The differences in the metro-rural makeup of Indiana's economic growth regions are also significant. While Region 1 (Northwest Indiana) and Region 5 (Central Indiana) have less than 10% of their populations in rural counties, those numbers are more than 76% in Region 9 (Southeast Indiana) and 65% in Region 6 (East Central Indiana). Five additional regions have rural populations that range from 52% to 61%.

Population shifts to metros are increasing. It's seen in recent Census Bureau estimates for cities in Indiana and beyond. The RUEDI numbers point to Indiana's rural population growing by more than 66,000 people between 2001 and 2011. That growth, however, is projected at only 17,000 between 2011 and 2021. A likely result is that rural counties adjacent to urban areas will see some slight population increases, but most rural counties will experience population losses.

Dive into these numbers now. There will be plenty more to consume, along with analysis and perspective, in the January-February issue.

CREATE GREATNESS.

Two days.
\$150.
Radically change everything.

Innovation Immersion.

Call Rob @ 574.647.6953 to register.

Special thanks to the Pfeil Innovation Center and Beacon Health System.



WAKEUPANDSMELL
THEINNOVATION.COM