



# **Community Prosperity Chart Book**

**Sullivan County  
Wabash Valley Community Foundation**

**July 2019**

## About Your Community's Chart Book

**Taking Stock – The Power of Information.** Whether a community or a region is successful over time – or not – depends upon the commitment and choices of its leaders and people, and the investments they make in their development. As Deepak Chopra says, “When you make a choice, you change the future.” Making the right development choices is a prerequisite for achieving community and regional prosperity. The best way to make the right development decisions is to commit to a thoughtful and robust assessment of your region’s opportunities. By taking the time to discover and better understand your region’s genuine development opportunities, you will make smarter investments and enhance your region’s potential for greater prosperity.

**Your Community Prosperity Chart Book** is a start on a pathway to prosperity. But it is only a start. It reflects one view of your community, based on secondary data. We challenge you to build on this work, draw on your own knowledge of the region and its assets, and create a deeper understanding of your unique development opportunities. Then use this understanding to craft and implement a smart development game plan. We hope this Community Prosperity Chart Book is helpful and contributes to your future development success.

**Asking the Right Questions.** To be successful and achieve sustainable prosperity, every community needs to achieve two things, at a minimum – economic renewal and demographic renewal. These two things are intimately connected. New residents are attracted to and put down roots in places that offer diverse economic opportunities. And, a healthy population supports a more robust quality of life and the amenities that go with it – schools, health care, shopping, arts and recreation, for example. Your **Community Prosperity Chart Book** helps you begin to answer strategically important questions about your community:

1. Who lives in your community?
2. How are your community’s residents doing?
3. How is your economy doing?
4. How is your community doing?
5. What are your community’s assets that can support development?

Your Chart Book is organized around these five questions. The first question begs another question – “How are you defining your community?” The last question regarding development assets is one that you need to address. e2’s **Community**

### Online Library

Research collected and analysis completed in support of this Chart Book is available online:

<http://bit.ly/2XzYIXT>

**Prosperity Framework** can help you smartly explore your community, engage community residents in conversations and evolve your community's strategic vision.



## Who Lives in Your Community?

At first you may wonder a bit about this question. Of course, you have a pretty good idea of who lives in your community. However, we find in our work across America that taking some time to dig a bit deeper helps us better understand our community. This question also raises a second question about how we define our community. Is our community the municipality, the zip code area including our community, our county, our school district or some other geographic configuration? Defining your community can help you better explore all the community indicators associated with the other questions.

**Table 1: Total Population & Households**

Summary	Census 2010	2018	2023	Annual Change 2018-2023
Population	21,475	21,361	21,182	-0.17%
Households	7,823	7,770	7,677	-0.24%

Source: Esri Executive Summary

### Tapestry Segmentation

The top tapestry segments for the community are shown below. Tapestry segments incorporate psychographics into other traditional measures to give a detailed portrait of consumer behavior. Additional details on each segment's profile can be found by clicking on the segment name.

**Table 2: Top 5 Tapestry Segments**

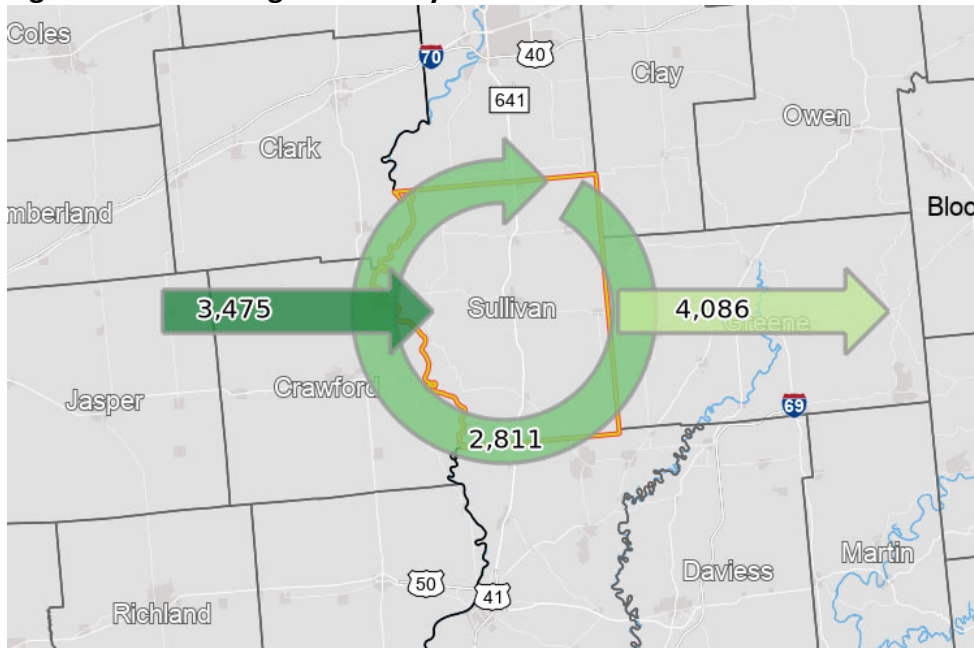
Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	<a href="#">Salt of the Earth (6B)</a>	25.7%	25.7%	2.9%	2.9%	896
2	<a href="#">Heartland Communities (6F)</a>	20.3%	46.0%	2.3%	5.2%	886
3	<a href="#">Diners &amp; Miners (10C)</a>	14.5%	60.5%	0.7%	5.9%	2,200
4	<a href="#">Southern Satellites (10A)</a>	9.3%	69.8%	3.1%	9.0%	298
5	<a href="#">Prairie Living (6D)</a>	7.2%	77.0%	1.1%	10.1%	671
	<b>Subtotal</b>	<b>77.0%</b>		<b>10.1%</b>		

Source: Esri Tapestry Segmentation Area Profile

### Commuting Patterns

Within any community, there are residents who stay in the community for work and some who travel to other communities. Similarly, there are residents who travel in from other communities for work. These commuting patterns give a very broad view who resides in the community versus who works in the community. Workplace commuting also affects when and how residents will interact with goods and service providers.

**Figure 1: Commuting Patterns by Place of Residence**



Source: OnTheMap, Center for Economic Studies, U.S. Census Bureau

### How Are Your Community’s Residents Doing?

The whole point of development is to create a community and economy that opens opportunities to our community’s residents. For most, we seek a development strategy that creates opportunities for all. This question can help your community explore how “all” of your residents are doing.

**Table 3: Quality of Life Measures**

Life Expectancy	75.5
% Poor or Fair Health	18.2
% Low Birthweight	7.3
% Children in Poverty	19.0
% Own Home	72.7

Source: 2019 County Health Rankings (Robert Wood Johnson Foundation & University of Wisconsin Population Health Institute)

**Table 4: 2018 Households by Disposable Income**

	<b>Number</b>	<b>Percent</b>
Total	7,770	100.0%
<\$15,000	1195	15.40%
\$15,000-\$24,999	1185	15.30%
\$25,000-\$34,999	950	12.20%
\$35,000-\$49,999	1389	17.90%
\$50,000-\$74,999	1671	21.50%
\$75,000-\$99,999	650	8.40%
\$100,000-\$149,999	528	6.80%
\$150,000-\$199,999	125	1.60%
\$200,000+	77	1.00%
Median Disposable Income	\$39,737	
Average Disposable Income	\$50,368	

Source: Esri Disposable Income Profile

**Table 5: Potentially Vulnerable Households**

	<b>Households</b>	<b>% of Total</b>
Total Occupied Households, 2017	7,601	
People > 65 years & living alone	280	3.68%
Single female households	816	10.74%
with children < 18 years	477	6.28%
Households with no car	376	4.95%

Source: Headwaters Economics

**Table 6: Potentially Vulnerable Populations**

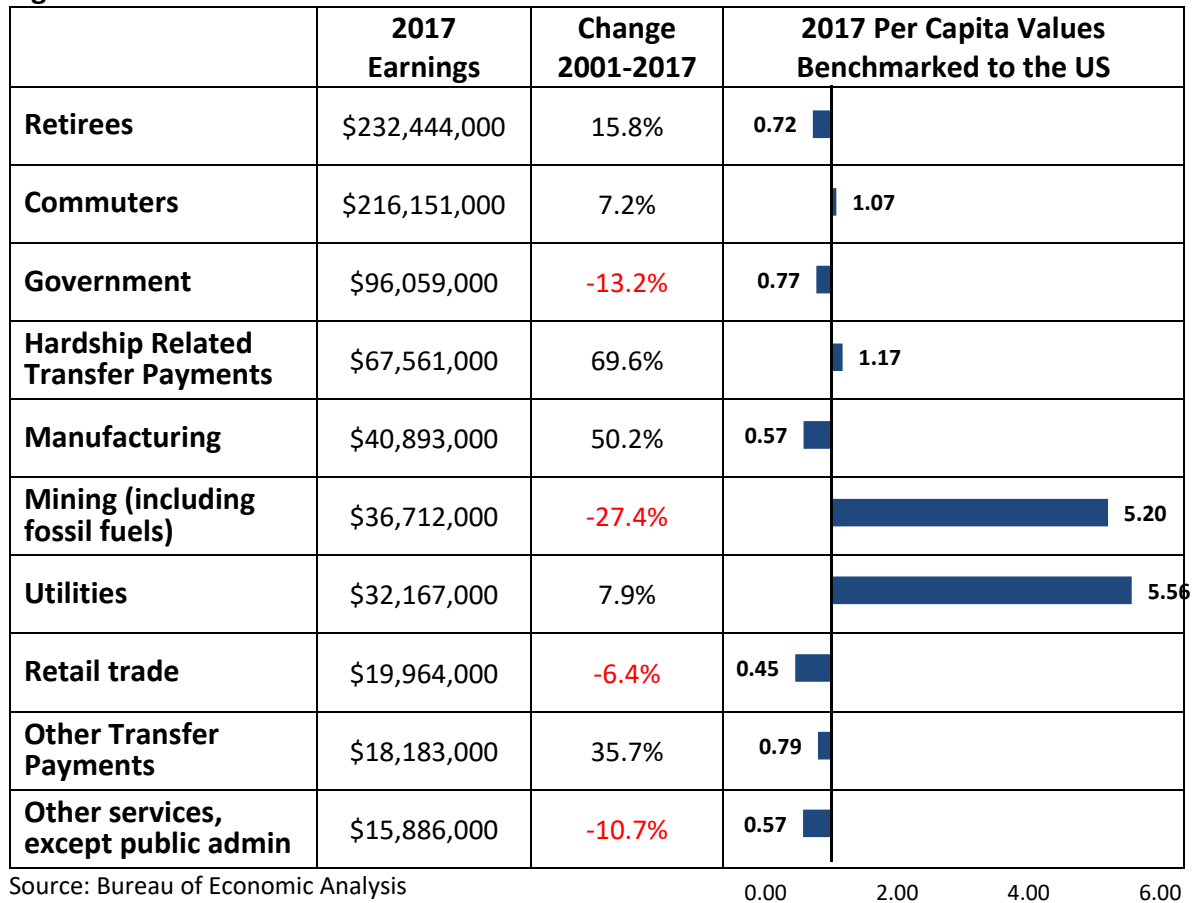
	<b>Population</b>	<b>% of Total</b>
Total civilian noninstitutionalized population, 2017	18,838	
People w/ disabilities	3,602	19.1%
People w/o health insurance	2,297	12.2%

Source: Headwaters Economics

## How Is Your Economy Doing?

A strong and diverse economy is foundational to community prosperity. The following indicators are a start in understanding your community's economic performance. In our free-market global economy every community is responsible for its own economic development.

**Figure 2: Income Drivers**



**Figure 3: Employment Drivers**

	<b>2017 Employment</b>	<b>Change 2001-2017</b>	<b>2017 Per Capita Values Benchmarked to the US</b>	
<b>Government</b>	1,873	-14.8%		1.20
<b>Retail trade</b>	823	-21.4%	0.67	
<b>Manufacturing</b>	719	31.4%	0.85	
<b>Other services, except public admin</b>	552	-3.5%	0.78	
<b>Farm</b>	473	-19.0%		2.82
<b>Mining (including fossil fuels)</b>	415	1.2%		4.31
<b>Health care and social assistance</b>	411	19.5%	0.29	
<b>Utilities</b>	269	1.5%		6.37
<b>Construction</b>	265	-24.3%	0.39	
<b>Transportation and warehousing</b>	233	-22.8%	0.48	

Source: Bureau of Economic Analysis

0.00 2.00 4.00 6.00 8.00





**Table 7: Businesses & Employment by Industry (NAICS)**

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	19	3.4%	62	1.1%
Mining	7	1.2%	57	1.0%
Utilities	9	1.6%	361	6.6%
Construction	25	4.4%	88	1.6%
Manufacturing	20	3.5%	615	11.2%
Wholesale Trade	17	3.0%	96	1.8%
Retail Trade	83	14.7%	650	11.9%
Motor Vehicle & Parts Dealers	10	1.8%	40	0.7%
Furniture & Home Furnishings Stores	4	0.7%	15	0.3%
Electronics & Appliance Stores	4	0.7%	9	0.2%
Bldg Material, Garden Equipment, Supplies Dealers	6	1.1%	20	0.4%
Food & Beverage Stores	13	2.3%	152	2.8%
Health & Personal Care Stores	4	0.7%	75	1.4%
Gasoline Stations	13	2.3%	110	2.0%
Clothing & Clothing Accessories Stores	2	0.4%	9	0.2%
Sport Goods, Hobby, Book, & Music Stores	2	0.4%	4	0.1%
General Merchandise Stores	7	1.2%	142	2.6%
Miscellaneous Store Retailers	17	3.0%	71	1.3%
Nonstore Retailers	1	0.2%	3	0.1%
Transportation & Warehousing	28	4.9%	153	2.8%
Information	19	3.4%	370	6.8%
Finance & Insurance	17	3.0%	113	2.1%
Central Bank/Credit Intermediation	9	1.6%	78	1.4%
Securities, Commodity Contracts & Other Financial	2	0.4%	3	0.1%
Insurance Carriers; Funds, Trusts	6	1.1%	32	0.6%
Real Estate, Rental & Leasing	24	4.2%	63	1.1%
Professional, Scientific & Tech Services	28	4.9%	92	1.7%
Legal Services	7	1.2%	19	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Admin. & Support & Waste Mgmt. & Remediation	9	1.6%	32	0.6%
Educational Services	20	3.5%	520	9.5%
Health Care & Social Assistance	35	6.2%	790	14.4%
Arts, Entertainment & Recreation	6	1.1%	91	1.7%
Accommodation & Food Services	39	6.9%	476	8.7%
Accommodation	4	0.7%	24	0.4%
Food Services & Drinking Places	35	6.2%	452	8.2%
Other Services (except Public Administration)	97	17.1%	389	7.1%
Automotive Repair & Maintenance	11	1.9%	63	1.1%
Public Administration	56	9.9%	460	8.4%
Unclassified Establishments	8	1.4%	1	0.0%
<b>Total</b>	<b>566</b>	<b>100.0%</b>	<b>5,479</b>	<b>100.0%</b>

Source: Esri Business Summary



### **Retail Market Potential**

The Retail Market Potential report describes many aspects of consumer and household purchasing behavior. The market potential for the community is indexed to the market potential nationally. These detailed behaviors and corresponding indices can be used to identify additional potential entrepreneurship opportunities to serve the community. The full report is included in the following pages.





# Retail Market Potential

Sullivan County, IN  
 Sullivan County, IN (18153)  
 Geography: County

Prepared by Esri

Demographic Summary	2018	2023
Population	21,361	21,182
Population 18+	17,208	17,078
Households	7,770	7,677
Median Household Income	\$49,730	\$57,954

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	8,115	47.2%	100
Bought any women's clothing in last 12 months	7,526	43.7%	101
Bought clothing for child <13 years in last 6 months	4,131	24.0%	89
Bought any shoes in last 12 months	8,863	51.5%	96
Bought costume jewelry in last 12 months	2,693	15.6%	86
Bought any fine jewelry in last 12 months	2,838	16.5%	92
Bought a watch in last 12 months	2,581	15.0%	95
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	6,895	88.7%	104
HH bought/leased new vehicle last 12 mo	736	9.5%	98
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	15,369	89.3%	105
Bought/changed motor oil in last 12 months	9,907	57.6%	121
Had tune-up in last 12 months	3,993	23.2%	90
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	11,213	65.2%	94
Drank regular cola in last 6 months	8,642	50.2%	113
Drank beer/ale in last 6 months	6,456	37.5%	89
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,862	10.8%	93
Own digital SLR camera/camcorder	1,047	6.1%	78
Printed digital photos in last 12 months	3,765	21.9%	94
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	6,040	35.1%	97
Have a smartphone	11,688	67.9%	85
Have a smartphone: Android phone (any brand)	6,425	37.3%	96
Have a smartphone: Apple iPhone	4,586	26.7%	70
Number of cell phones in household: 1	2,623	33.8%	110
Number of cell phones in household: 2	3,129	40.3%	105
Number of cell phones in household: 3+	1,625	20.9%	76
HH has cell phone only (no landline telephone)	3,725	47.9%	91
<b>Computers (Households)</b>			
HH owns a computer	5,129	66.0%	89
HH owns desktop computer	2,852	36.7%	96
HH owns laptop/notebook	3,751	48.3%	85
HH owns any Apple/Mac brand computer	717	9.2%	52
HH owns any PC/non-Apple brand computer	4,721	60.8%	97
HH purchased most recent computer in a store	2,739	35.3%	95
HH purchased most recent computer online	812	10.5%	78
Spent <\$500 on most recent home computer	1,476	19.0%	125
Spent \$500-\$999 on most recent home computer	1,192	15.3%	87
Spent \$1,000-\$1,499 on most recent home computer	574	7.4%	78
Spent \$1,500-\$1,999 on most recent home computer	242	3.1%	67
Spent \$2,000+ on most recent home computer	153	2.0%	49

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

June 19, 2019



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	11,273	65.5%	105
Bought brewed coffee at convenience store in last 30 days	2,405	14.0%	103
Bought cigarettes at convenience store in last 30 days	2,219	12.9%	118
Bought gas at convenience store in last 30 days	7,915	46.0%	125
Spent at convenience store in last 30 days: <\$20	1,004	5.8%	81
Spent at convenience store in last 30 days: \$20-\$39	1,718	10.0%	104
Spent at convenience store in last 30 days: \$40-\$50	1,548	9.0%	109
Spent at convenience store in last 30 days: \$51-\$99	1,035	6.0%	108
Spent at convenience store in last 30 days: \$100+	4,653	27.0%	122
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	7,996	46.5%	78
Went to live theater in last 12 months	1,189	6.9%	60
Went to a bar/night club in last 12 months	2,496	14.5%	83
Dined out in last 12 months	8,072	46.9%	92
Gambled at a casino in last 12 months	1,919	11.2%	86
Visited a theme park in last 12 months	1,923	11.2%	59
Viewed movie (video-on-demand) in last 30 days	1,922	11.2%	61
Viewed TV show (video-on-demand) in last 30 days	1,411	8.2%	59
Watched any pay-per-view TV in last 12 months	1,367	7.9%	72
Downloaded a movie over the Internet in last 30 days	882	5.1%	57
Downloaded any individual song in last 6 months	2,457	14.3%	71
Watched a movie online in the last 30 days	2,348	13.6%	57
Watched a TV program online in last 30 days	1,788	10.4%	58
Played a video/electronic game (console) in last 12 months	1,401	8.1%	89
Played a video/electronic game (portable) in last 12 months	657	3.8%	74
<b>Financial (Adults)</b>			
Have home mortgage (1st)	4,893	28.4%	90
Used ATM/cash machine in last 12 months	7,651	44.5%	83
Own any stock	881	5.1%	71
Own U.S. savings bond	716	4.2%	86
Own shares in mutual fund (stock)	802	4.7%	68
Own shares in mutual fund (bonds)	504	2.9%	61
Have interest checking account	4,824	28.0%	95
Have non-interest checking account	5,725	33.3%	113
Have savings account	9,299	54.0%	93
Have 401K retirement savings plan	2,202	12.8%	83
Own/used any credit/debit card in last 12 months	12,872	74.8%	94
Avg monthly credit card expenditures: <\$111	2,252	13.1%	109
Avg monthly credit card expenditures: \$111-\$225	1,280	7.4%	104
Avg monthly credit card expenditures: \$226-\$450	997	5.8%	86
Avg monthly credit card expenditures: \$451-\$700	809	4.7%	76
Avg monthly credit card expenditures: \$701-\$1,000	689	4.0%	69
Avg monthly credit card expenditures: \$1,001+	1,209	7.0%	64
Did banking online in last 12 months	5,224	30.4%	77
Did banking on mobile device in last 12 months	3,061	17.8%	76
Paid bills online in last 12 months	6,754	39.2%	80

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	5,754	74.1%	108
Used bread in last 6 months	7,337	94.4%	101
Used chicken (fresh or frozen) in last 6 months	5,305	68.3%	99
Used turkey (fresh or frozen) in last 6 months	1,261	16.2%	106
Used fish/seafood (fresh or frozen) in last 6 months	3,999	51.5%	94
Used fresh fruit/vegetables in last 6 months	6,738	86.7%	100
Used fresh milk in last 6 months	6,859	88.3%	103
Used organic food in last 6 months	1,043	13.4%	57
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,964	23.0%	82
Exercise at club 2+ times per week	1,458	8.5%	59
Visited a doctor in last 12 months	13,554	78.8%	102
Used vitamin/dietary supplement in last 6 months	9,014	52.4%	97
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,328	30.0%	108
Used housekeeper/maid/professional HH cleaning service in last 12	713	9.2%	66
Purchased low ticket HH furnishings in last 12 months	1,105	14.2%	85
Purchased big ticket HH furnishings in last 12 months	1,458	18.8%	86
Bought any small kitchen appliance in last 12 months	1,831	23.6%	105
Bought any large kitchen appliance in last 12 months	1,115	14.4%	102
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	8,329	48.4%	109
Carry medical/hospital/accident insurance	13,085	76.0%	102
Carry homeowner insurance	9,396	54.6%	115
Carry renter's insurance	1,040	6.0%	70
Have auto insurance: 1 vehicle in household covered	2,204	28.4%	93
Have auto insurance: 2 vehicles in household covered	2,298	29.6%	103
Have auto insurance: 3+ vehicles in household covered	2,120	27.3%	120
<b>Pets (Households)</b>			
Household owns any pet	4,899	63.1%	116
Household owns any cat	2,393	30.8%	134
Household owns any dog	3,946	50.8%	122
<b>Psychographics (Adults)</b>			
Buying American is important to me	9,032	52.5%	129
Usually buy items on credit rather than wait	1,810	10.5%	80
Usually buy based on quality - not price	3,327	19.3%	100
Price is usually more important than brand name	5,332	31.0%	111
Usually use coupons for brands I buy often	3,503	20.4%	114
Am interested in how to help the environment	2,490	14.5%	79
Usually pay more for environ safe product	2,080	12.1%	85
Usually value green products over convenience	1,705	9.9%	87
Likely to buy a brand that supports a charity	6,024	35.0%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,548	9.0%	68
Bought hardcover book in last 12 months	2,851	16.6%	83
Bought paperback book in last 12 month	4,333	25.2%	87
Read any daily newspaper (paper version)	3,994	23.2%	113
Read any digital newspaper in last 30 days	4,588	26.7%	71
Read any magazine (paper/electronic version) in last 6 months	15,170	88.2%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	12,953	75.3%	100
Went to family restaurant/steak house: 4+ times a month	4,246	24.7%	92
Went to fast food/drive-in restaurant in last 6 months	15,739	91.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	6,514	37.9%	96
Fast food/drive-in last 6 months: eat in	6,969	40.5%	110
Fast food/drive-in last 6 months: home delivery	1,055	6.1%	73
Fast food/drive-in last 6 months: take-out/drive-thru	8,729	50.7%	107
Fast food/drive-in last 6 months: take-out/walk-in	2,966	17.2%	82
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	6,553	38.1%	83
Own any e-reader	923	5.4%	72
Own e-reader/tablet: iPad	3,129	18.2%	68
HH has Internet connectable TV	1,681	21.6%	84
Own any portable MP3 player	2,892	16.8%	78
HH owns 1 TV	1,515	19.5%	93
HH owns 2 TVs	2,131	27.4%	102
HH owns 3 TVs	1,794	23.1%	110
HH owns 4+ TVs	1,372	17.7%	99
HH subscribes to cable TV	2,458	31.6%	71
HH subscribes to fiber optic	180	2.3%	29
HH owns portable GPS navigation device	2,084	26.8%	108
HH purchased video game system in last 12 mos	445	5.7%	67
HH owns any Internet video device for TV	1,004	12.9%	63
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	7,688	44.7%	86
Took 3+ domestic non-business trips in last 12 months	1,630	9.5%	80
Spent on domestic vacations in last 12 months: <\$1,000	1,996	11.6%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	896	5.2%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	489	2.8%	72
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	450	2.6%	69
Spent on domestic vacations in last 12 months: \$3,000+	611	3.6%	57
Domestic travel in the 12 months: used general travel website	641	3.7%	54
Foreign travel in last 3 years	2,316	13.5%	51
Took 3+ foreign trips by plane in last 3 years	290	1.7%	35
Spent on foreign vacations in last 12 months: <\$1,000	481	2.8%	60
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	272	1.6%	42
Spent on foreign vacations in last 12 months: \$3,000+	420	2.4%	41
Foreign travel in last 3 years: used general travel website	436	2.5%	42
Nights spent in hotel/motel in last 12 months: any	6,309	36.7%	84
Took cruise of more than one day in last 3 years	939	5.5%	64
Member of any frequent flyer program	1,307	7.6%	44
Member of any hotel rewards program	2,153	12.5%	75

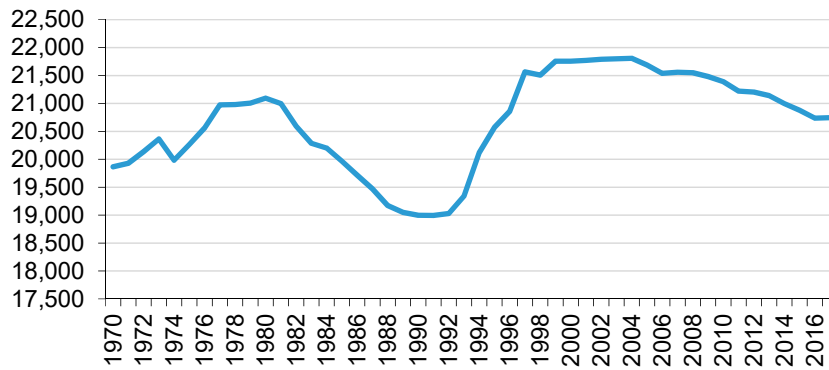
**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

## How Is Your Community Doing?

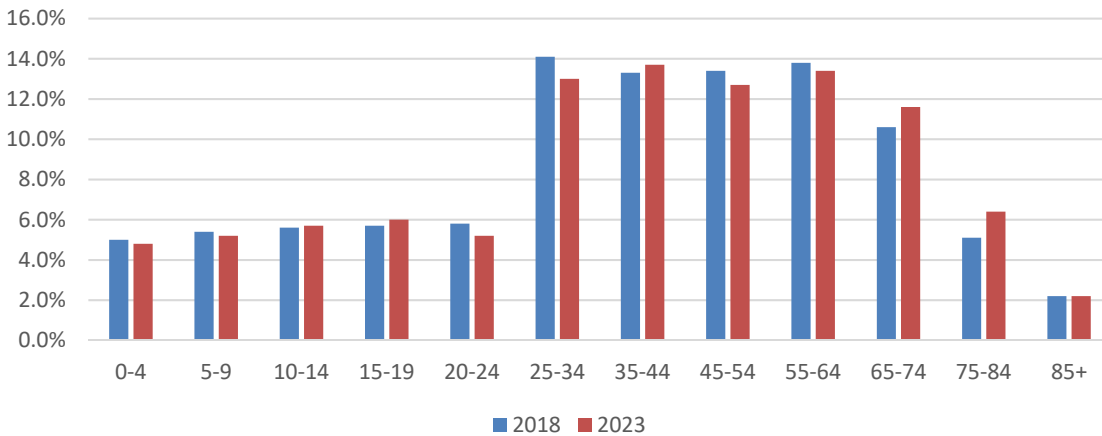
e2 is located in Lincoln, Nebraska. Lincoln’s economy is booming. Yet about 40% of Lincoln’s school children are food insecure, indicating that prosperity is not shared equally. This prosperity question and our Chart Book indicators provide insight on how your community is doing. Ultimately, you want a community that provides all residents economic opportunity and increased economic well-being.

**Figure 4: Historical Population Trends**



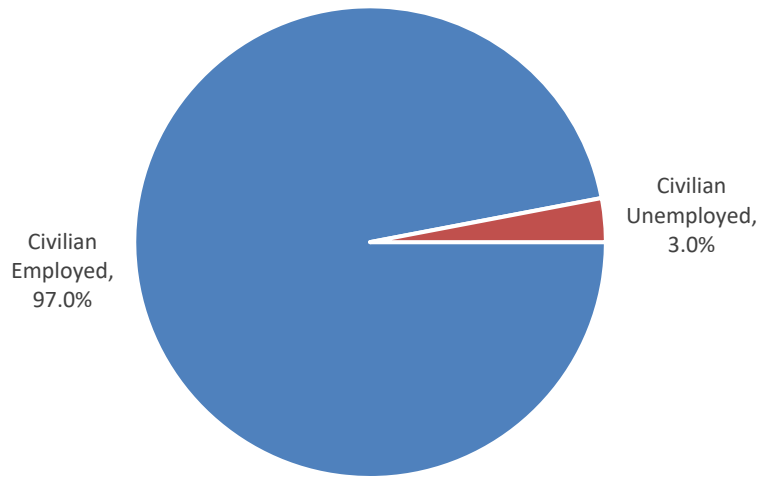
Source: Headwaters Economics, Socioeconomic Measures

**Figure 5: Population by Age**



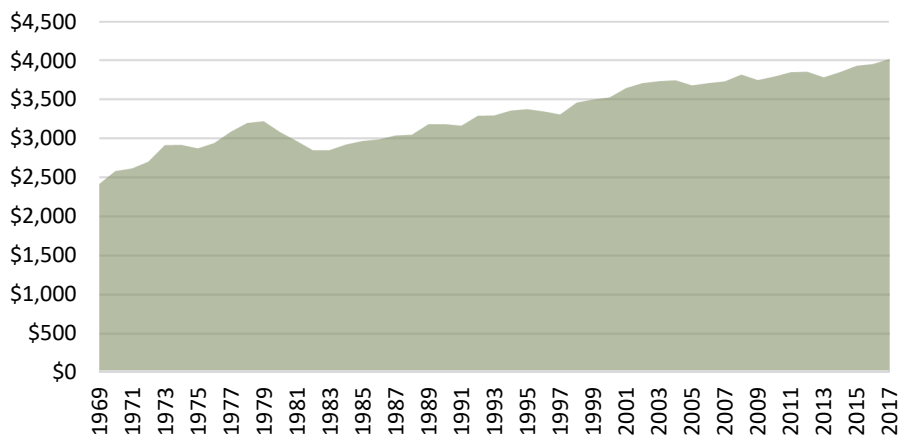
Source: Esri Demographic & Income Profile

**Figure 6: Labor Force**



Source: Esri Market Profile

**Figure 7: Personal Income (Millions of 2017\$)**



Source: Bureau of Economic Analysis



## What Are Your Community's Assets That Can Support Development?

The following data on net worth and philanthropic capacity identified in a previous Transfer of Wealth study begin to answer this question.

**Table 8: 2018 Household Net Worth**

	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	217	1,004	1,172	1,326	1,598	1,387	1,066
<\$15,000	123	438	337	336	305	246	151
\$15,000-\$34,999	32	125	123	118	92	95	43
\$35,000-\$49,999	17	52	64	58	77	54	19
\$50,000-\$99,999	29	185	179	135	149	137	123
\$100,000-\$149,999	6	90	126	112	157	117	85
\$150,000-\$249,999	5	55	163	197	223	217	157
\$250,000+	5	59	180	370	595	521	488
Median Net Worth	\$13,232	\$22,544	\$62,032	\$105,510	\$155,765	\$164,330	\$212,709
Average Net Worth	\$44,988	\$95,710	\$207,004	\$453,993	\$735,015	\$667,073	\$791,172

Source: Esri Net Worth Profile

**Table 9: 2010 Transfer of Wealth (TOW)**

	2010 Net Worth (B)	10-Year TOW			50-Year TOW		
		Value (M)	5% Capture (M)	5% Payout (M)	Value (M)	5% Capture (M)	5% Payout (M)
Sullivan	\$0.73	\$190.53	\$9.53	\$0.48	\$612.91	\$30.65	\$1.53
Wabash Valley	\$5.85	\$1,752.44	\$87.62	\$4.38	\$5,951.16	\$297.56	\$14.88
Indiana	\$298.28	\$104,278.14	\$5,213.91	\$260.70	\$368,087.54	\$18,404.38	\$920.22

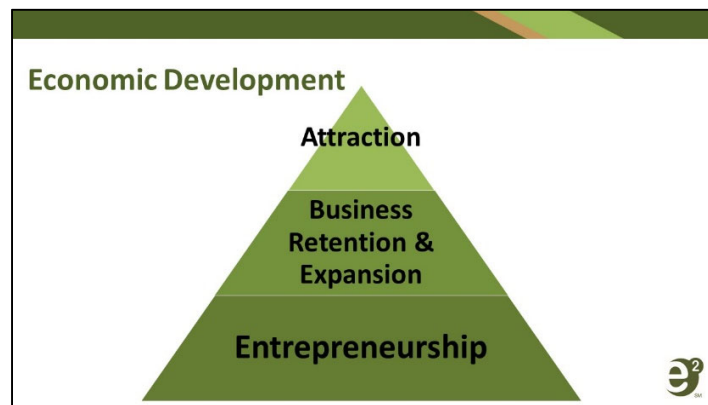
Source: Center for Rural Entrepreneurship

While this data provides a starting point, this Chart Book does not fully answer this question. You need to find answers that will help you mobilize the resources necessary to support desired and robust development. We suggest you consider two frameworks as you map your development assets:

**Community Capitals Framework.** Some of America's leading community developers created the **Community Capitals Framework**. This [article](#) provides a good oversight of this framework. The framework organizes a community's assets into seven categories that can guide community asset exploration and mapping:

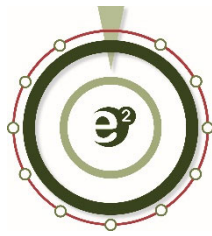
***Built Capital – Financial Capital – Political Capital – Social Capital  
Natural Capital – Cultural Capital – Human Capital***

Brian Dabson, formerly with the Corporation of Enterprise Development and a leading community economic development thought leader builds on the community capitals framework by suggesting communities begin with development investments into first people, then community and finally economy. Brian argues that entrepreneur-led development is foundational to all economic development enabling business retention and expansion and finally business attraction.



**Asset Based Community Development (ABCD).** ABCD or Asset Based Community Development was developed by John McKnight in Chicago. We have used asset-based development for years in our practice. Too often communities focus initially on challenges, issues and problems. This starting point can deflate community energy. Conversely, ABCD embraces that idea that every community, even the most challenged, have development assets. Focusing on your community’s assets and opportunities as your starting point creates hope, vision and energy. Eventually you will deal with your challenges and problems, but we encourage you to explore the ABCD framework as you investigate your development assets. Check out the ABCD Institute website for additional background at <https://resources.depaul.edu/abdc-institute>.





## How e2 Can Help

**e2 Entrepreneurial Ecosystems** can help communities increase prosperity through entrepreneur-focused economic development and ecosystem building through:

- **Mentoring.** We mentor and coach new practitioners seeking to pursue entrepreneur-led development. We provide advice and support for building entrepreneurial ecosystem strategies that work.
- **Analytics Support.** E2 helps communities and regions understand their entrepreneurial potential through research. Please view a sampling of our research tools at: <https://www.energizingentrepreneurs.org/solutions/start.html>
- **Fostering the eMovement.** We support the national entrepreneurship movement along with our partners including the **Federal Reserve Bank of Kansas City, SourceLink, Edward Lowe Foundation, Kauffman Foundation, and NetWork Kansas.** Together, we continue to advance the foundational ideas of building entrepreneurial ecosystems and entrepreneurship-led economic development.

**Our emerging vision includes the following solutions:**

- **e2 Institutes.** Explore our new generation of e2 Institutes where teams come together, learn from each other and explore the expanded world of strategies, tactics and resources needed in entrepreneurial ecosystem development work.
- **National e2 Resource Network.** e2 offers a resource network capable of connecting those seeking help with those who can help across North America.

**e2 Entrepreneurial Ecosystems** (formerly the Center for Rural Entrepreneurship) is led by Don Macke, who has more than 40 years of community economic development and policy experience. We have a national team of practitioners, both inside and outside e2, who bring research, coaching, incubation, market intelligence and other expertise to this work.

## e2 Team



**Don Macke** serves as the project lead and primary analyst for this work. He directs **e2 Entrepreneurial Ecosystems**, an initiative with **NetWork Kansas** to build sustainable entrepreneurial ecosystems across North America. Don has over 40 years of community economic development and policy experience. He was most recently the Co-Founder and Co-Director of the national Center for Rural Entrepreneurship. Through this work, Don helped communities and regions throughout North America grow entrepreneur-focused economic development strategies and ecosystems. Don calls Nebraska home and he is a proud resident of America's Great Plains Region.



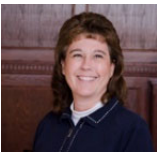
**Cathy Kottwitz** assists with research, analysis and information preparation. Cathy is a long-time member of the e2 analytics team who has been involved in research projects since 2000. She has a BS in sociology, a master's degree in business administration, and has completed graduate level coursework in community planning. Cathy brings additional perspectives to e2's research team through her experience in commercial real estate and labor market analysis.



**Frank and Kimberlee Spillers** specialize in community engagement strategies and techniques. Along with Don, they provide community engagement design and mentoring for this work. Frank and Kim are co-owners of [Global Horizons LLC](#), an Atlantic-Iowa company with more than 30 years of experience growing rural areas using collaborative and inclusive training processes.



**Ann Chaffin** specializes in communications and supports the e2 team with report preparation and communications advice. Ann has more than 25 years of communications experience in advertising, marketing, public and media relations, social media and strategic planning. She holds a BA in business administration and advertising from the University of Nebraska-Lincoln.



**Kristi Pedersen** provides financial support related to invoicing and fiscal management questions. Kristi is the manager of budget and administration for NetWork Kansas, e2 Entrepreneurial Ecosystems' host organization. She has a BA in business administration with an accounting emphasis from Bethany College.

The mission of **e2 Entrepreneurial Ecosystems** is to help communities and regions connect, learn, and share best practices for building sustainable entrepreneurial ecosystems across North America. With more than 25 years of field experience, particularly in rural America, e2 is the preferred resource for communities of all sizes wanting to pursue prosperity. To learn more about e2: [www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org). (402) 323-7336

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