

NEW TOOLS FOR ANALYZING REGIONAL ECONOMIES

Jerry Conover, Indiana Business Research Center

Assessing Your Region's Economy



- Highlight its *current* situation and how it's *changing*
- Fundamental demographic & economic traits
- Relative strengths & weaknesses
 - ▣ *Industry* clusters
 - ▣ *Occupation* clusters
 - ▣ Potential for *innovation*-based growth
- Share this information with region's leaders to facilitate strategy development & planning; or use it to help in soliciting grants & other support

EDA-sponsored research to help

- Study 1: Created detailed database for all counties
 - ▣ Free online access to data, maps, etc.
 - ▣ Lets users assemble data for custom regions
 - ▣ Data on 17 industry clusters + economic performance

- Study 2: Adds *occupation clusters* and measures of *innovation activity & potential*



Study 1: The Role of Industry Clusters



- Three phases

- Defined industry clusters & created county database
- Examined national cluster distributions & clusters' relationship to economic performance
- Field-tested usefulness of data & analysis in a real region

17 Industry Clusters



Advanced Materials

Agribusiness, Food Processing
and Technology

Apparel and Textiles

Arts, Entertainment, Recreation
and Visitor Industries

Biomedical/Biotechnical (Life
Sciences)

Business and Financial Services

Chemicals and Chemical-Based
Products

Defense and Security

Education and Knowledge
Creation

Energy (Fossil and Renewable)

Forest and Wood Products

Glass and Ceramics

Information Technology and
Telecommunications

Manufacturing super-cluster

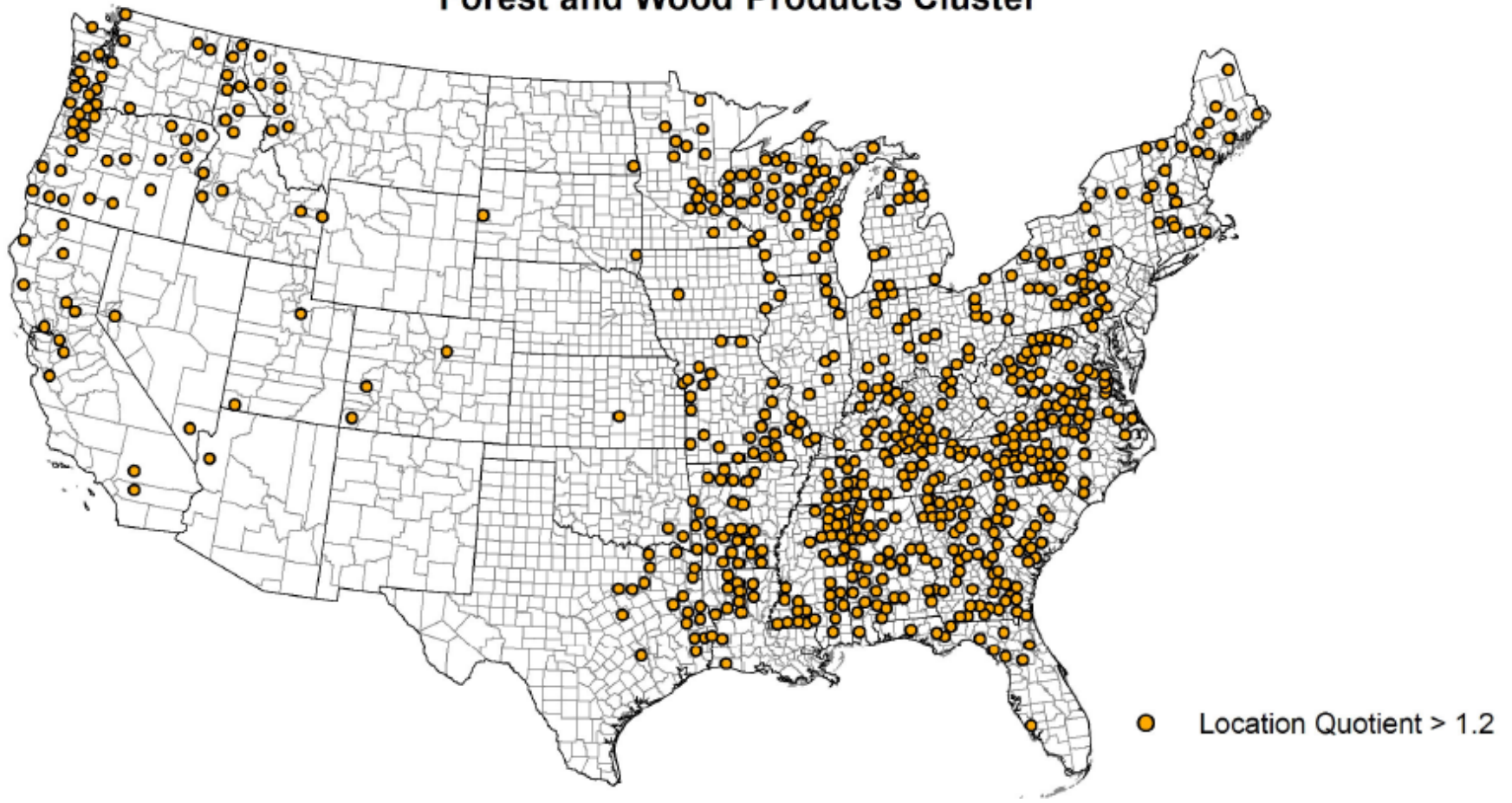
Mining

Printing and Publishing

Transportation and Logistics

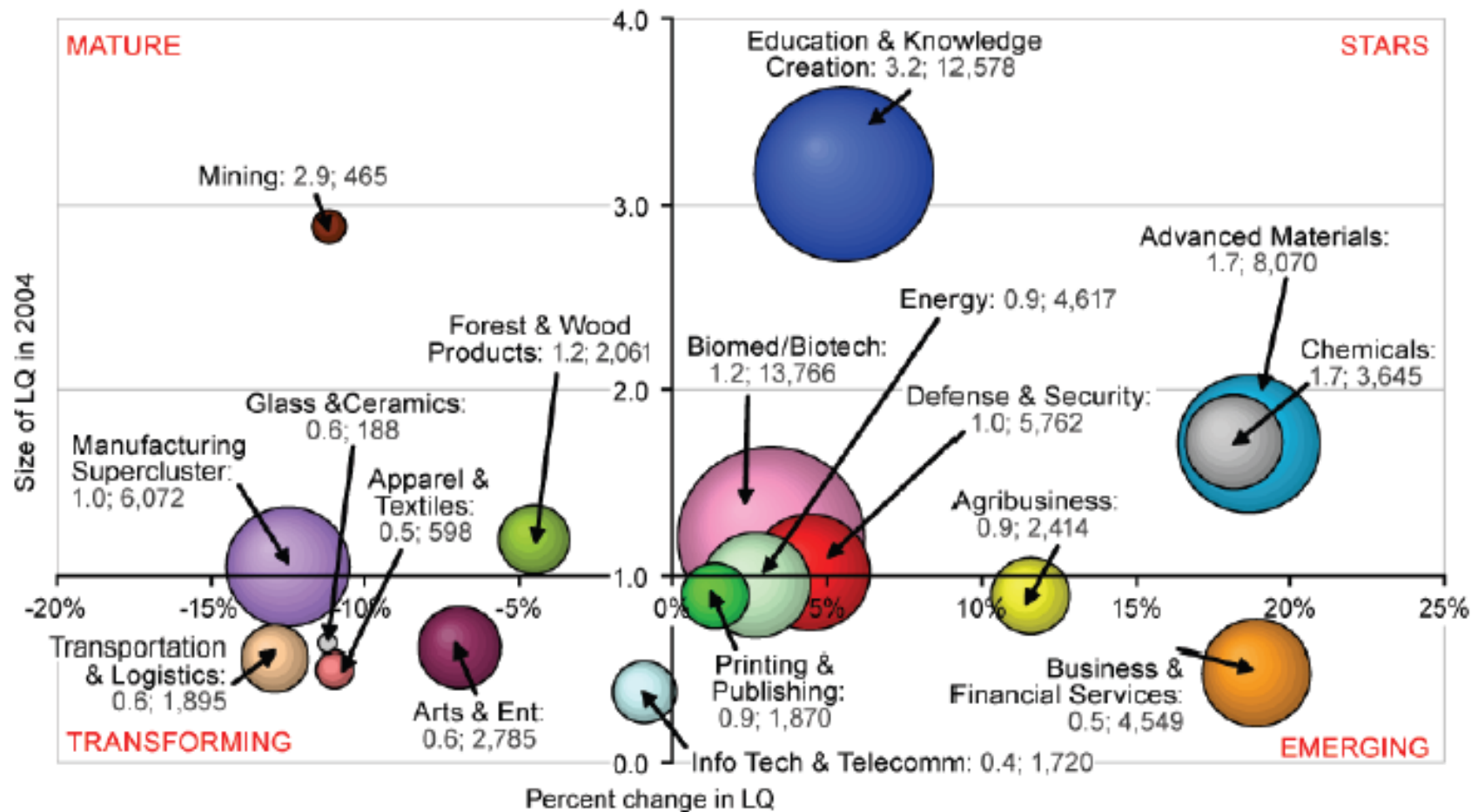
Clusters are Regionally Concentrated

Forest and Wood Products Cluster



Clusters in an 8-county Region

Figure 23. EGR 8 Cluster Size, Location Quotients and Percent Change in LQ, 2001-2004



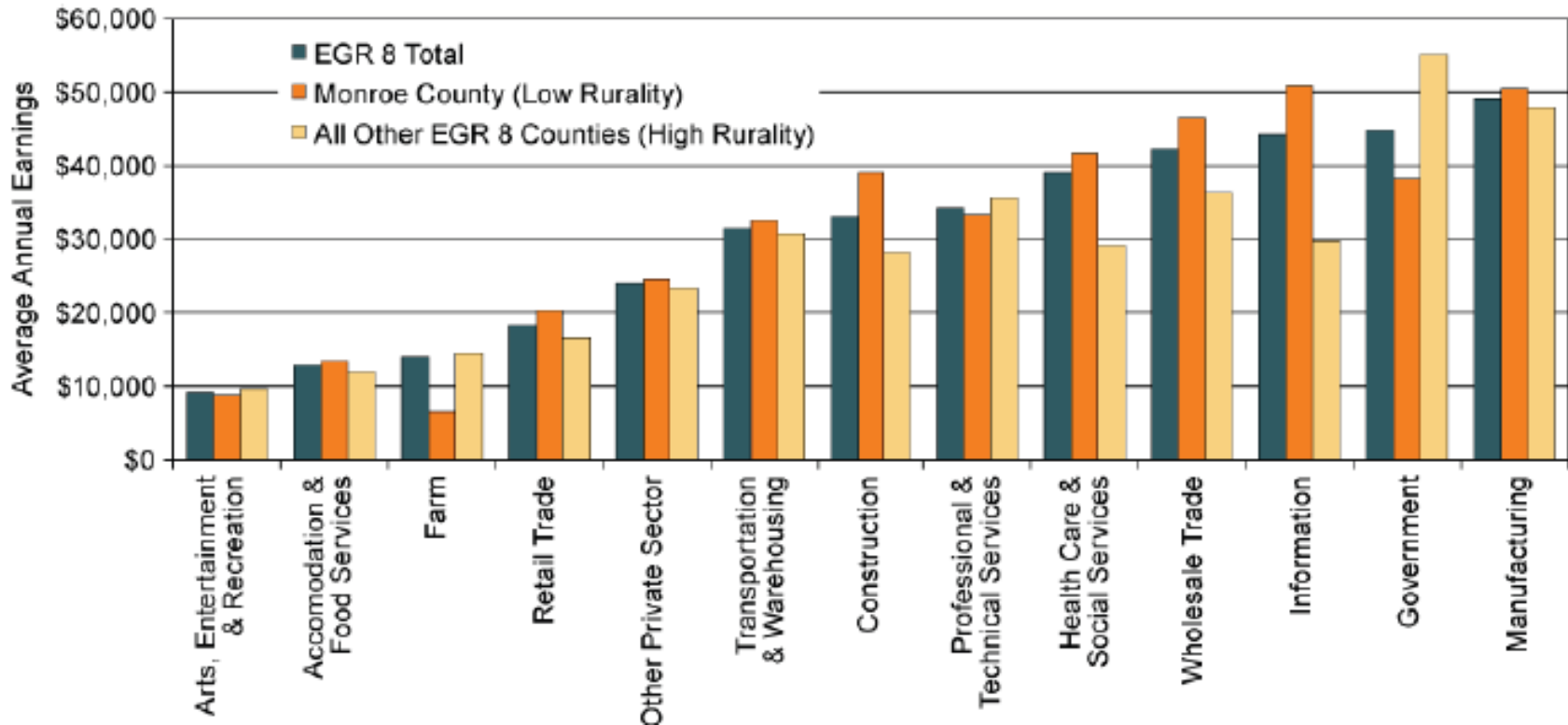
Working with Regional Stakeholders



- Share data and analyses with regional leaders in business, gov't, nonprofits, planners, educators, etc.
- Highlight which clusters show potential for growth and competitive advantage
- Help stakeholders identify most promising clusters, cluster members, and cluster strategies
- Form cluster action groups to follow through

Which Jobs Bring in the Money?

Average Annual Earnings by Major Sector



Show Me the Data!

www.ibrc.indiana.edu/innovation/

Brochure contains
CD with full report,
database, maps,
etc.

Website has more
current data



PROJECT DATA TEAM LINKS CLUSTERS REPORTS MAPS

UNLOCKING RURAL COMPETITIVENESS
The Role of Regional Clusters

The U. S. Economic Development Administration (EDA) funded research to develop a model that can be used by America's rural communities. Indiana was chosen as one of only two grantees in the nation. This model assesses and maximizes their regional economic advantages. The new strategy builds upon Economic Growth Region 8's economic assets.

The partnering universities completed the EGR 8 cluster research in the fall of 2006. An Indiana-based planning firm, Strategic Development Group, assisted Purdue University, Indiana University, and local stake-holders in developing this strategy.

Representatives from government, business, education and other sectors were asked to provide critical information for the development of the regional strategy and national model. The Purdue-Indiana University team is available to report to county commissioners, mayors, and city and town councils on the planning process.

HOW WILL THE NEW ECONOMIC DEVELOPMENT STRATEGY HELP THIS REGION AND MY COMMUNITY?

Study 2: Occupations, Innovation & Investment Guidance

- Developed new measures and databases:
 - ▣ Clusters based on *occupations* & *workplace skills*
 - ▣ Relative concentrations of occupations *within industries*
 - ▣ *Innovation* activity & capacity, + *Innovation Index*
- New tool to guide econ. dev. investment decisions
- Pilot-tested & refined the concepts & measures with stakeholders in four regions around the nation

15 Occupation Clusters



Agribusiness and Food Technology

Arts, Entertainment, Publishing and
Broadcasting

Building, Landscape and
Construction Design

Engineering and Related Sciences

Health Care and Medical Science

Information Technology

Legal and Financial Services, and
Real Estate

Managerial, Sales, Marketing and
HR

Mathematics, Statistics, Data and
Accounting

Natural Sciences and Environmental
Management

Personal Services

Postsecondary Education and
Knowledge Creation

Primary/Secondary and Vocational
Education, Remediation & Social
Services

Public Safety and Domestic Security

Skilled Production Workers:
Technicians, Operators, Trades,
Installers & Repairers

Focus on Occupation Clusters



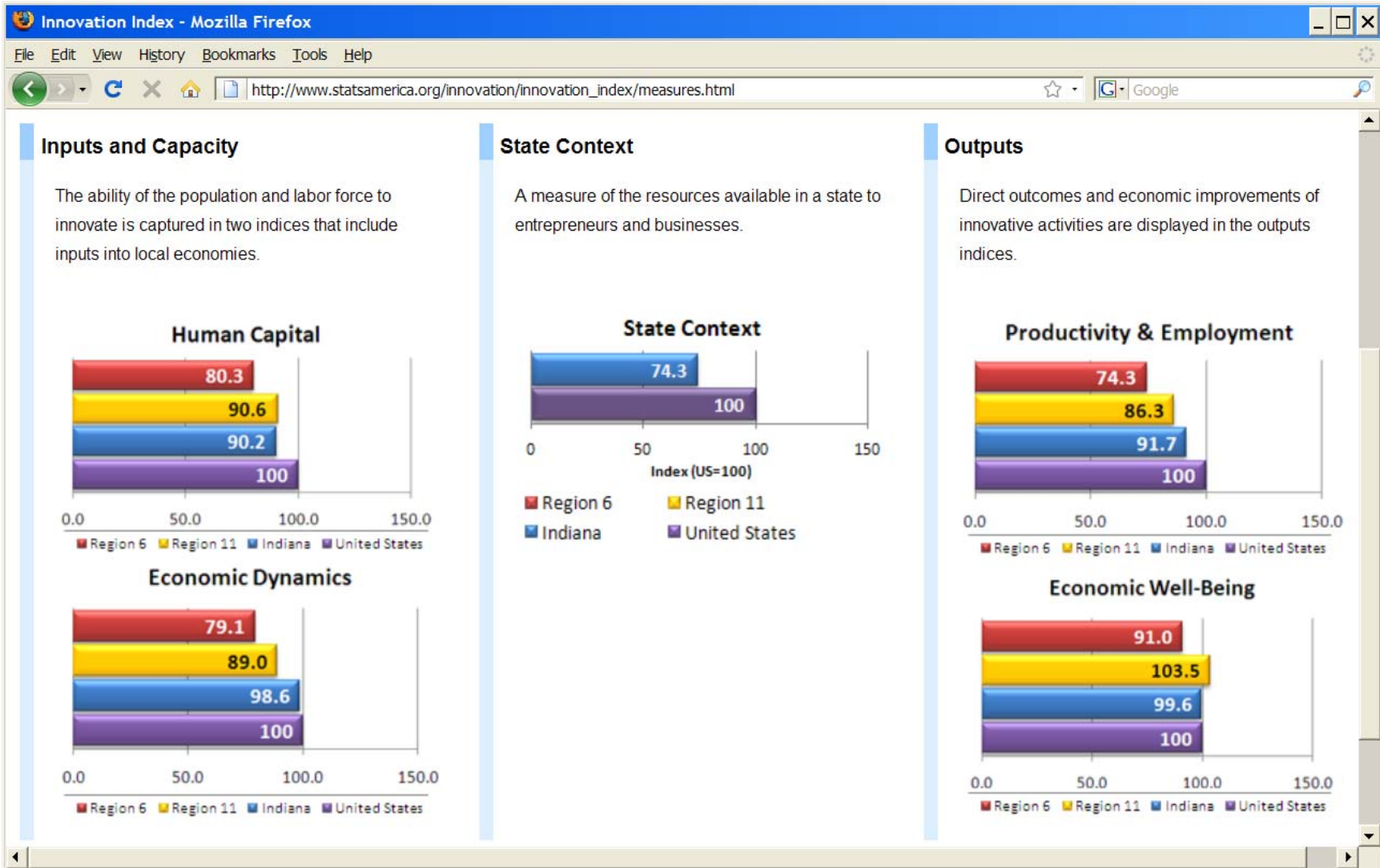
- Examined employment trends by occupation cluster
- For each cluster, identified which occupations are concentrated in the region
- Examined which workforce skills are shared across occupations to identify potential workforce strengths to build on

The Innovation Index



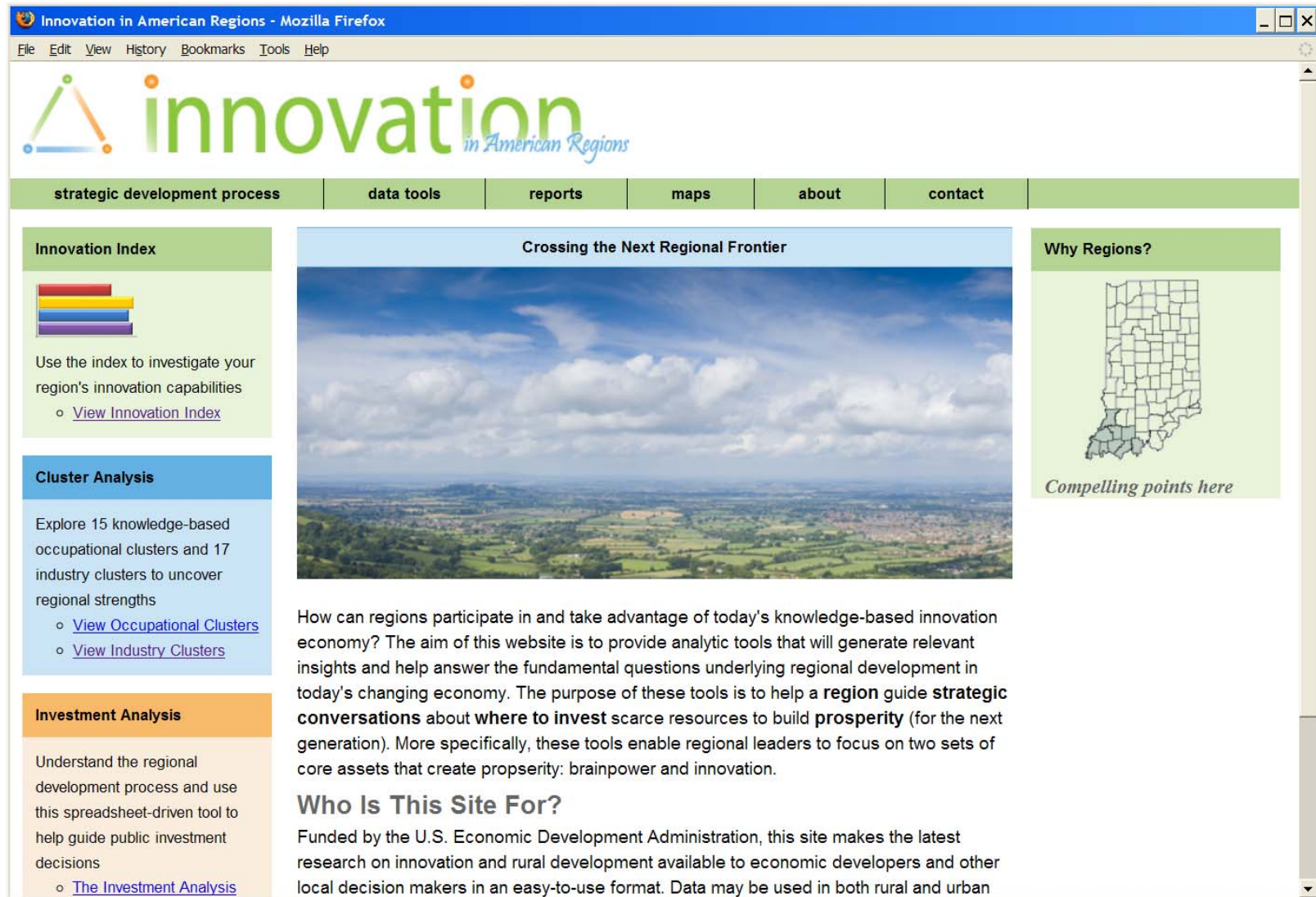
- Based on multiple indicators in 4 categories, each with its own sub-index:
 - human capital
 - economic dynamics
 - productivity and employment
 - economic well-being
- These reflect both innovation *capacity* and innovation *output*

Compare innovation across areas



These Databases Soon to be Online

www.statsamerica.org/innovation



The screenshot shows a web browser window titled "Innovation in American Regions - Mozilla Firefox". The browser's address bar is empty. The website's header features a logo with a stylized triangle and the word "innovation" in green, with "in American Regions" in a smaller font below it. A navigation menu includes links for "strategic development process", "data tools", "reports", "maps", "about", and "contact".

The main content area is divided into several sections:

- Innovation Index:** A section with a bar chart showing four bars of varying heights (red, yellow, blue, purple). Below the chart, it says "Use the index to investigate your region's innovation capabilities" and includes a link: "View Innovation Index".
- Cluster Analysis:** A section with a blue header. It says "Explore 15 knowledge-based occupational clusters and 17 industry clusters to uncover regional strengths" and includes links: "View Occupational Clusters" and "View Industry Clusters".
- Investment Analysis:** A section with an orange header. It says "Understand the regional development process and use this spreadsheet-driven tool to help guide public investment decisions" and includes a link: "The Investment Analysis".
- Crossing the Next Regional Frontier:** A large central image showing a landscape with green fields and a blue sky with white clouds.
- Why Regions?:** A section with a green header and a map of Indiana. Below the map, it says "Compelling points here".

Below the "Crossing the Next Regional Frontier" image, there is a paragraph of text:

How can regions participate in and take advantage of today's knowledge-based innovation economy? The aim of this website is to provide analytic tools that will generate relevant insights and help answer the fundamental questions underlying regional development in today's changing economy. The purpose of these tools is to help a **region** guide **strategic conversations** about **where to invest** scarce resources to build **prosperity** (for the next generation). More specifically, these tools enable regional leaders to focus on two sets of **core assets** that create prosperity: brainpower and innovation.

Below this paragraph is a section titled "Who Is This Site For?" with the following text:

Funded by the U.S. Economic Development Administration, this site makes the latest research on innovation and rural development available to economic developers and other local decision makers in an easy-to-use format. Data may be used in both rural and urban

And If You Want Still More Data: www.stats.indiana.edu

The screenshot shows the STATS Indiana website interface within a Mozilla Firefox browser window. The browser title bar reads "STATS Indiana: Data Everyone Can Use - Mozilla Firefox". The website header includes the "STATS Indiana" logo with the tagline "data everyone can use", a navigation menu (File, Edit, View, History, Bookmarks, Tools, Help), and a Google Custom Search box. A central message states: "We've restructured the home page and navigation so you can more easily find what you need! [Let us know what you think.](#)"

The main content area is divided into three primary sections:

- Explore Profiles:** Contains four sub-sections: "indiana INDEPTH" (Get details about Indiana's counties, regions and metros from state and federal data), "STATES in profile" (Compare your state to others, using figures and rankings), "COUNTIES in profile" (Compare your county to others nationwide and easily locate counties that are similar or dissimilar), and "COUNTY•METRO side-by-side" (Compare metro areas, counties and states side-by-side, quickly and easily).
- Data by Topic:** A vertical list of topics including Agriculture, Birth/Marriage/Death, CDBG Grant Data, Census, Child Care, Commuting Patterns, Employment & Earnings, Economic Forecasts, Education, Exports & FDI, Households, Housing, Income, Labor Force Estimates, Libraries, Local Employment Dynamics, Manufacturing, Migration, Nonprofits, Occupations, Population, Population Projections, Poverty & Welfare, Registered Vehicles, Taxes, and Unemployment Rates.
- Data by Location:** Features a search box with the placeholder text "Type a place name here" and a "GO" button.

Additional Resources are listed below:

- Indiana's Dashboard Indicators:** Popular indicators in graphic form.
- Find Maps:** Boundary Maps, Thematic Maps, Interactive Maps, Geography Tools.
- Tools:** A-Z Data Guide, Inflation Calculator, City-to-County Finder Nationwide, U.S. County Peer Finder, U.S. County Radius Region Builder, Street Address Search Nationwide.
- What's New?:** Welfare (Indiana and IN Counties), Feb 2009. Includes links for Data Tables and Topic Page.

On the right side of the page, there are several featured content boxes:

- Follow Unemployment:** View trends in unemployment rates and labor force estimates.
- More Data & Analysis:** Hoosiers by the Numbers: Workforce news from DWD; InContext: Articles on the economy and workforce; Indiana Business Review: Insightful economic analysis; Indiana Economic Digest: Daily news from across the state.
- Most Popular:** Population Page, Township Maps.

A "-more-" link is visible at the bottom of the "What's New?" section.

AUBER: Expert Help Near You

www.auber.org

AUBER - Association for University Business and Economic Research - Member Search - Mozilla Firefox

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For more information or help...

Jerry Conover, Director
Indiana Business Research Center
Kelley School of Business
Indiana University
812-855-5507
conover@indiana.edu

