REGIONAL SNAPSHOT

Rivers Confluence Region, Iowa-Illinois-Missouri

PURDUE UNIVERSITY

Center for Regional Development
Advancing Collaboration : Energizing Regions

Table of contents

01
overview
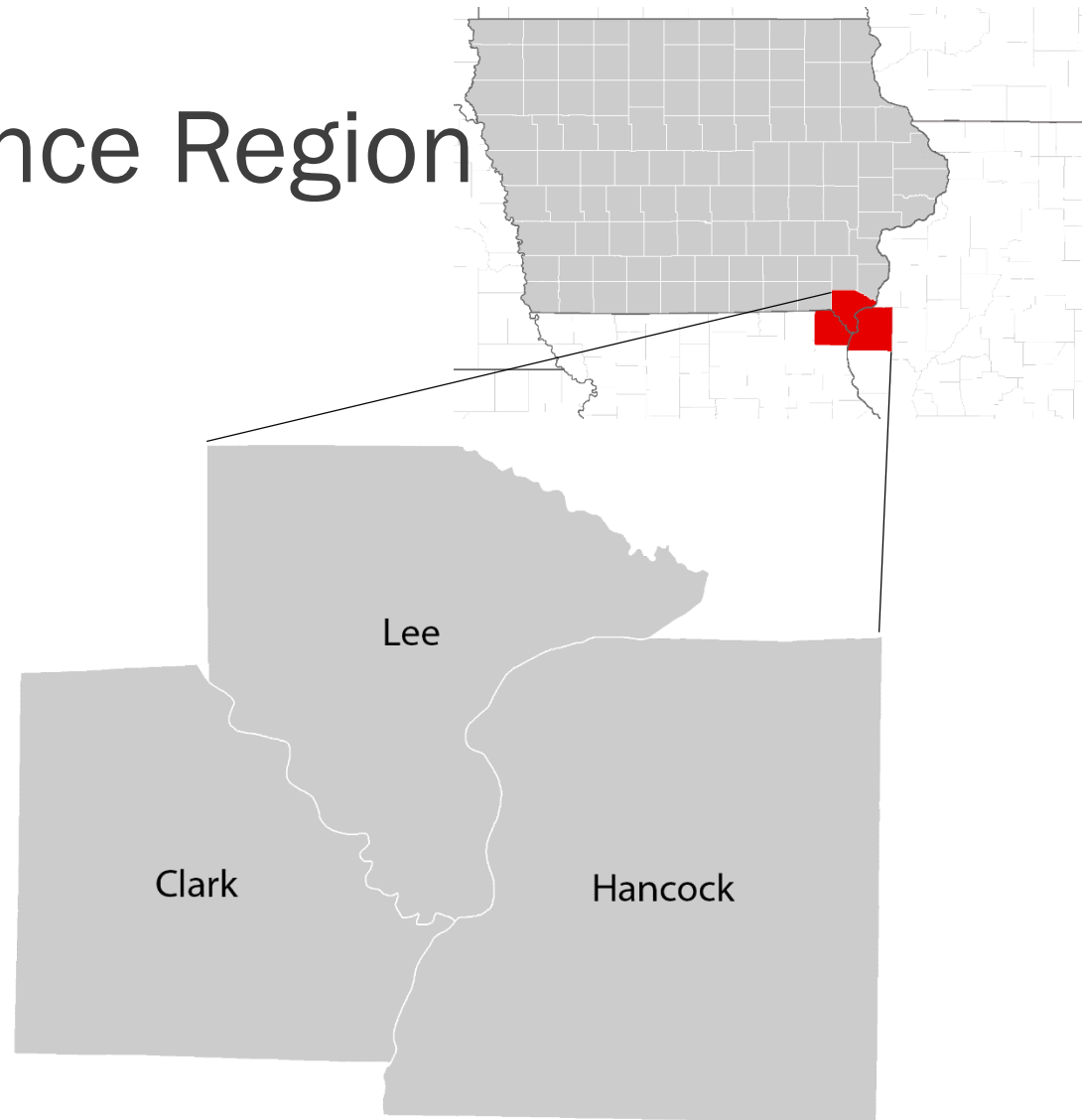
What is a regional snapshot?

Rivers Confluence Region

The Rivers Confluence Region is comprised of three counties from three neighboring states: Iowa, Illinois and Missouri. State Highway 61 passes through the central part of the region connecting to I-80 to the north.

- Hancock, IL
- Lee, IA
- Clark, MO

What is a regional snapshot?

What is the snapshot?

This snapshot is a demographic and economic assessment of the Rivers Confluence Region in Iowa. Using county-level data, PCRD analyzed a number of indicators to gauge the overall economic performance of the Rivers Confluence Region in comparison to the rest of the state.

What is its purpose?

The snapshot is intended to inform the region's leaders, organizations and residents of the key attributes of the region's population and economy. In particular, it takes stock of the region's important assets and challenges. With such data in hand, regional leaders and organizations are in a better position to invest in the mix of strategies that will spur the growth of the economy and provide a higher quality of life for residents of the region.

What are its focus areas?

PCRD secured and analyzed recent data from both public and private sources to generate the snapshot. In order to build a more comprehensive picture of the region, the report presents information under four key categories.

- Demography
- Human Capital
- Labor Force
- Industry & Occupation

When appropriate or relevant, the report compares information on the region with data on the remainder of the state. By so doing, the region is better able to determine how well it is performing relative to the state on a variety of important metrics.
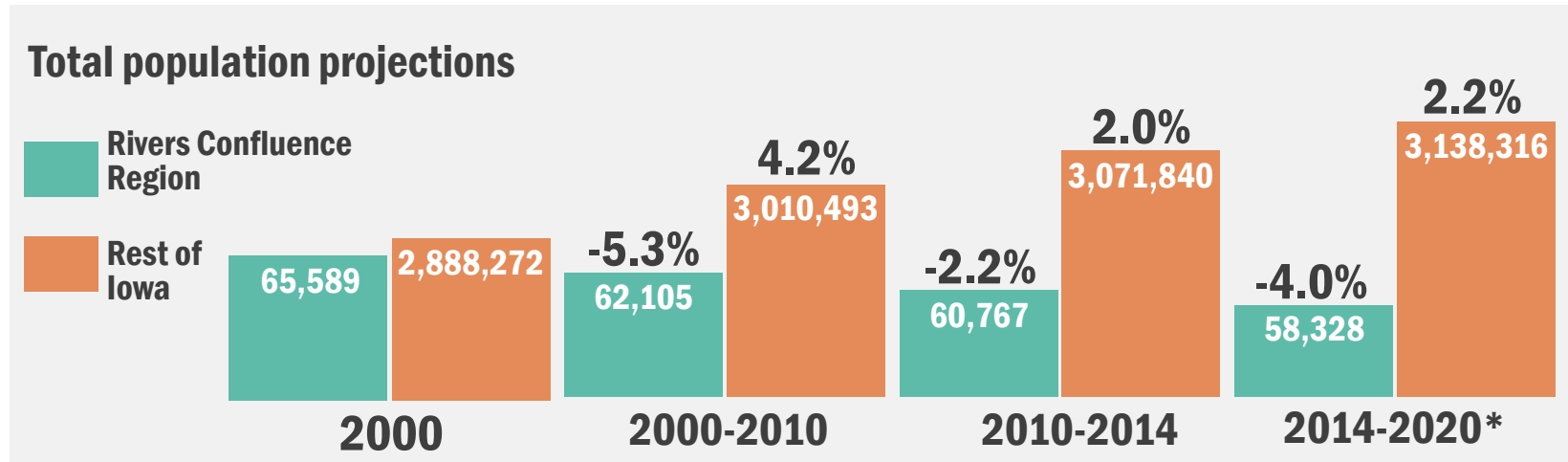
02
demography

Population change

Age structure

Income and poverty

Population change

Total population projections

- Rivers Confluence Region
- Rest of Iowa

2000	2000-2010	2010-2014	2014-2020*
65,589	**-5.3%** 62,105	**-2.2%** 60,767	**-4.0%** 58,328
2,888,272	**4.2%** 3,010,493	**2.0%** 3,071,840	**2.2%** 3,138,316

* estimated in 2009

Questions:
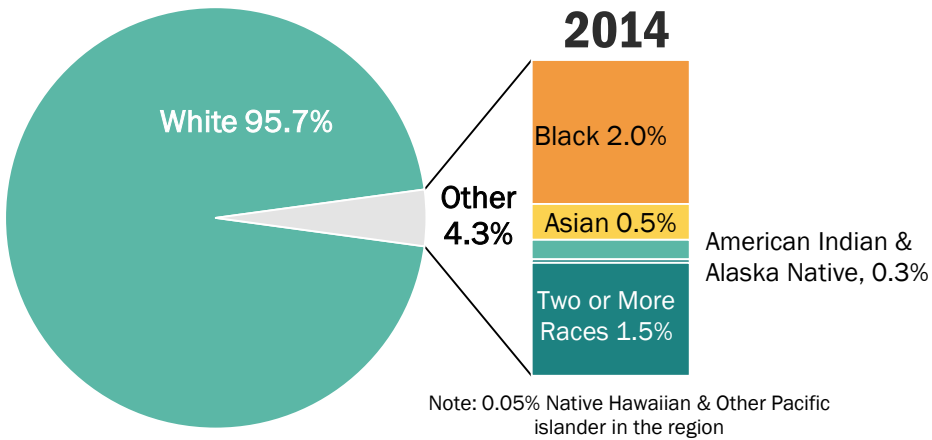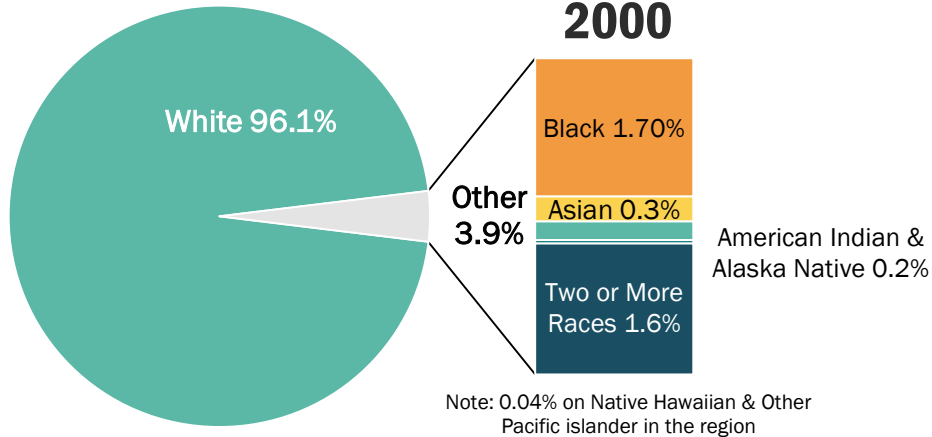
- How does the region's population trend compare to that of the state?

- What may be some of the elements driving the trends in the region? In the state?

- What strengths or challenges might these trends present?

section 02

Source: 2000 & 2010 Census, 2013 Population Estimates, and 2020 Population Projection by catalog.data.gov for IL; iowadatacenter.org for IA; and oa.mo.gov for MO

Demography

Race

Ethnicity

2000

White 96.1%

Other 3.9%

Black 1.70%
Asian 0.3%
American Indian & Alaska Native 0.2%
Two or More Races 1.6%

Note: 0.04% on Native Hawaiian & Other Pacific islander in the region

2014

White 95.7%

Other 4.3%

Black 2.0%
Asian 0.5%
American Indian & Alaska Native, 0.3%
Two or More Races 1.5%

Note: 0.05% Native Hawaiian & Other Pacific islander in the region

Hispanics - 2000

1.6%

Hispanics - 2014

2.5%

section 02
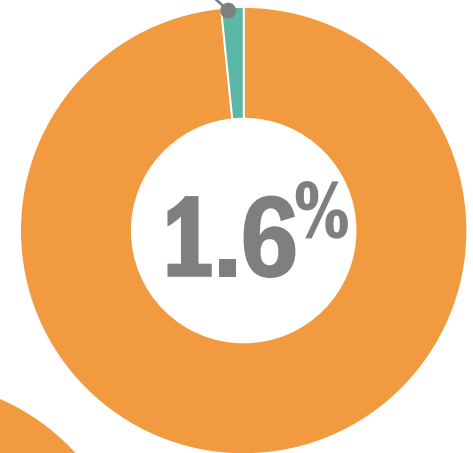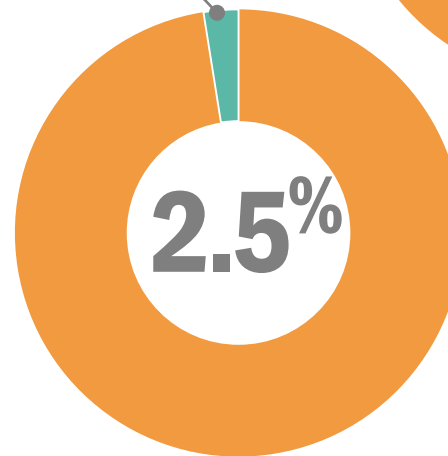
Population Age Structure, 2000

A visual presentation of the age distribution of the population (in percent)

Rest of Iowa

The Mississippi and Des Moines River Confluence Region

Age	Rest of Iowa	Confluence Region
80+	4.5	5.1
70-79	6.7	7.8
60-69	7.7	8.7
50-59	10.9	12.5
40-49	15.0	15.4
30-39	13.8	13.2
20-29	13.0	10.3
10-19	14.9	14.4
00-09	13.4	12.6

Percent of Population

section 02

Source: 2000 Decennial Census, U.S. Census Bureau

9
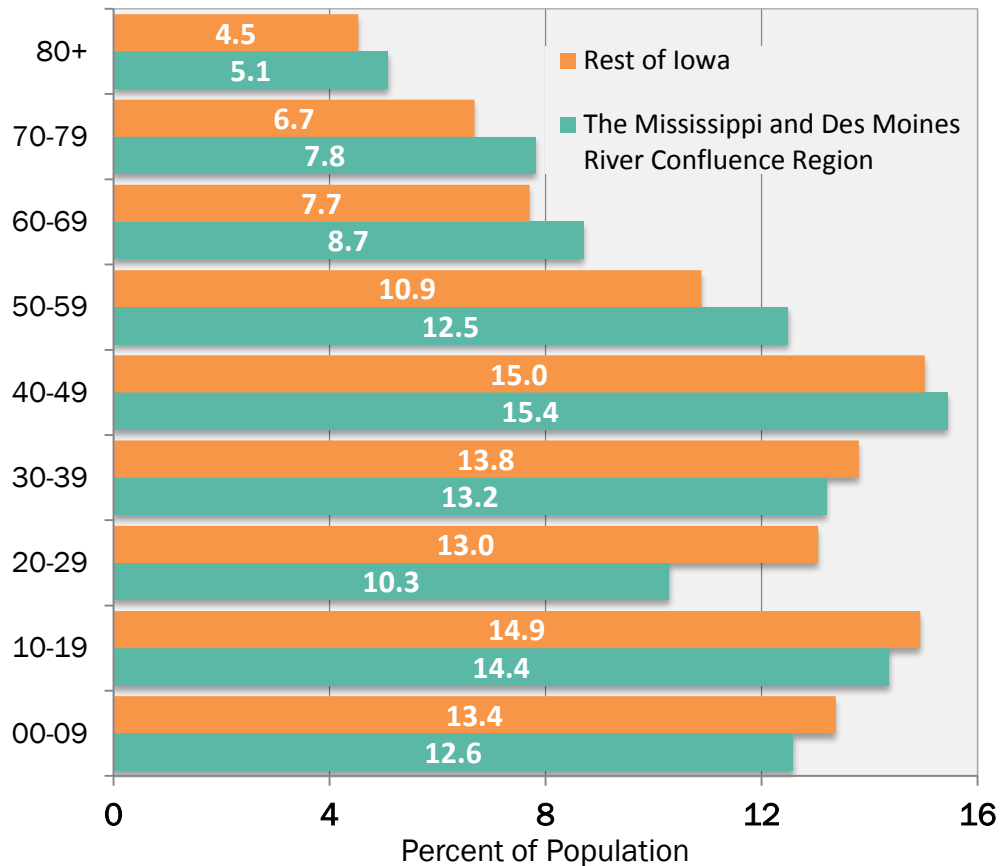
Population Age Structure, 2014

A visual presentation of the age distribution of the population (in percent)

Legend: Rest of Iowa (orange); The Mississippi and Des Moines River Confluence Region (green)

Age	Rest of Iowa	The Mississippi and Des Moines River Confluence Region
80+	4.7	5.6
70-79	6.3	8.2
60-69	11.0	13.4
50-59	13.9	15.6
40-49	11.9	11.8
30-39	12.4	11.1
20-29	13.6	10.9
10-19	13.4	11.8
00-09	12.9	11.7

Percent of Population
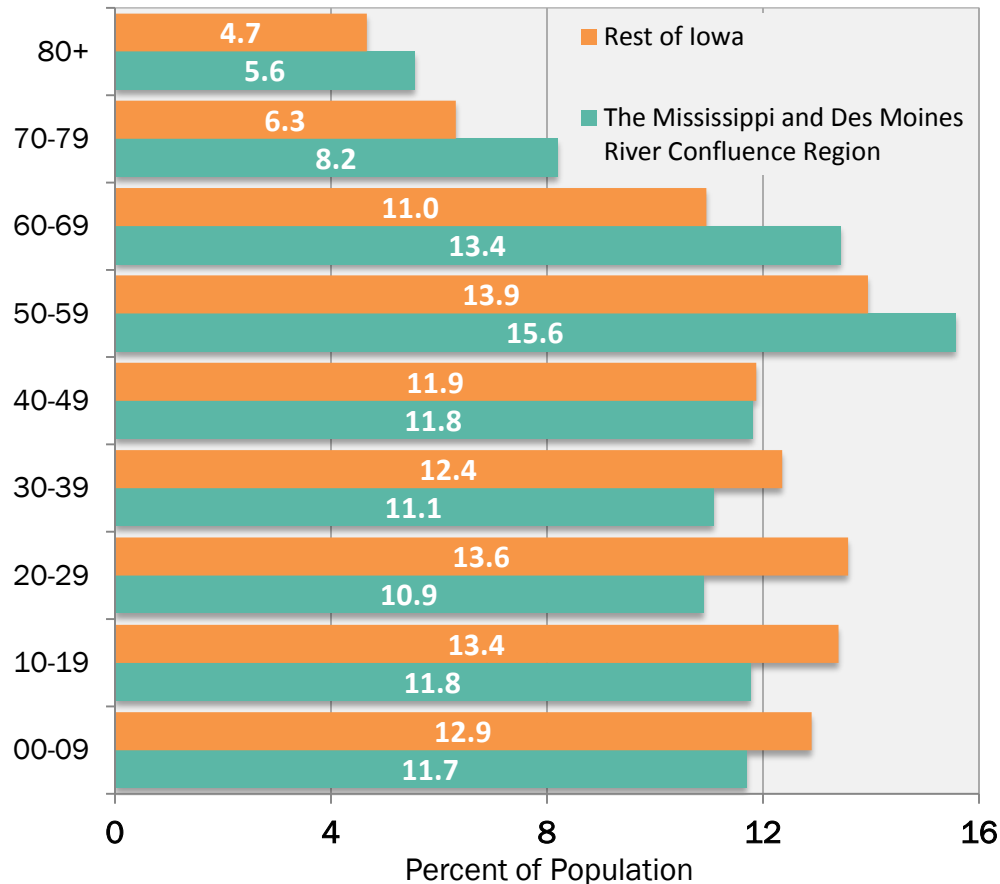
Questions:

- Is the region experiencing an aging of its population? How does this compare to the rest of the state?

- Is there a sizable number of people of prime working age (20-49 years of age) in the region?

- Is the youth population (under 20 years old) growing or declining?

- What are the implications of the region's age structure for the economic development efforts of the region?

section 02

Source: 2014 Population Estimates, U.S. Census Bureau

10

Income and poverty

	2003	2008	2013
Total Population in Poverty	10.9%	13.7%	15.1%
Minors (Age 0-17) in Poverty	16.4%	20.3%	22.4%
Real Median Household Income* ($ 2013)	$46,329	$45,880	$45,492

Questions:

- Is the poverty rate for individuals in the county getting better or worse?

- Is poverty for minors in the county lower or higher than the overall poverty rate for all individuals? Why?

- Has real median income (adjusted for inflation) improved or worsened over the 2003 to 2013 time period? What may be reasons for these changes?

section 02

* Note: Regional Median Household income is the population-weighted average of median household income values across the Rivers Confluence Region counties.

Source: U.S. Census Bureau – Small Area Income and Poverty Estimates (SAIPE)

11

03
human
capital

Educational attainment

Graduation rates

Patents

Educational attainment, 2013

Rivers Confluence Region

Rest of Iowa

Legend:
- No high school
- Some high school
- High school diploma
- Some college
- Associate's degree
- Bachelor's degree
- Graduate degree
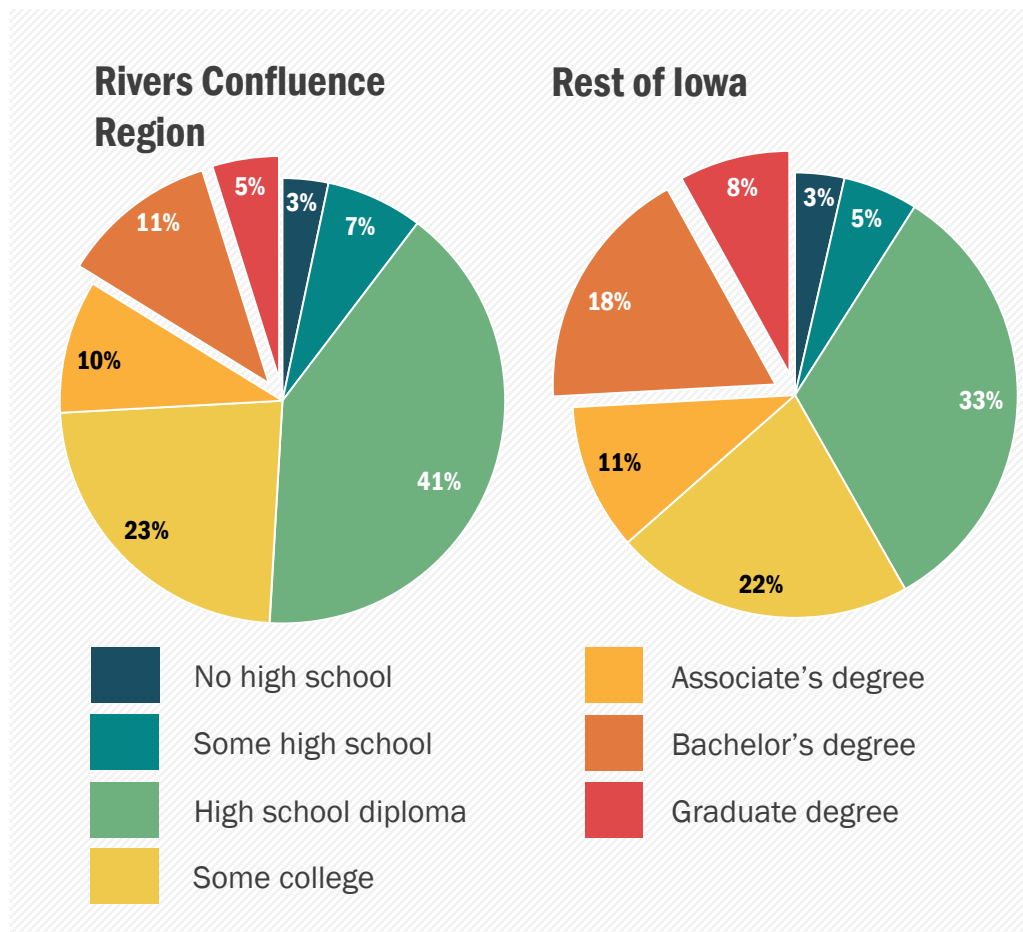
Questions:

- What proportion of the adult population in the region has only a high school education?

- How many are college graduates (bachelors degree or higher)?

- How does the educational profile of the region compare to that of the rest of the state?

- What are the implications of the educational profile of the region in terms of the region's economic opportunities or workforce challenges?

section 03

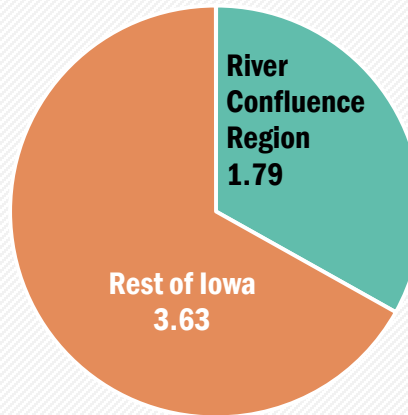# Patents

Patents per 10,000 Jobs
2001-2013

From 2001 to 2013, Rivers Confluence counties were issued patents at a rate of 1.79 per 10,000 jobs, while the remaining Iowa counties garnered 3.63 patents per 10,000 jobs.

River Confluence Region 1.79

Rest of Iowa 3.63

Patents per 10,000 residents
2001-2013

River Confluence Region 0.95

Rest of Iowa 2.35

From 2001 to 2013, 0.95 patents per 10,000 residents were issued in Rivers Confluence counties. The Rest of Iowa amassed 2.35 patents per 10,000 residents.

Patenting trends are an important indicator of the level of innovation in a region.

Commercializing this innovation can lead to long-term growth for regional economies.

Questions:

- How does the region's patent rate compare to that of the rest of the state?

- How have rates changed over time?

- What might this data suggest for the future of the region?

section 03

Source: U.S. Patent and Trademark Office, Census, BEA, and EMSI

*Note: Patent origin is determined by the residence of the first-named inventor. Since a number of workers commute into the region, the number of patents produced in the Rivers Confluence Region could be high. However, among residents of the region, patent production is relatively low.

04
labor force

Unemployment rates

Chart: Unemployment rates, 2004–2014

- **Rivers Confluence Region** (teal): 6.7% (2004), 5.7% (2007), 10.1% (2009), 6.6% (2014)
- **US Total** (purple): 5.5% (2004), 4.6% (2006), 9.6% (2010), 6.2% (2014)
- **Rest of Iowa State** (orange): 4.5% (2004), 3.7% (2006), 6.4% (2009), 4.4% (2014)
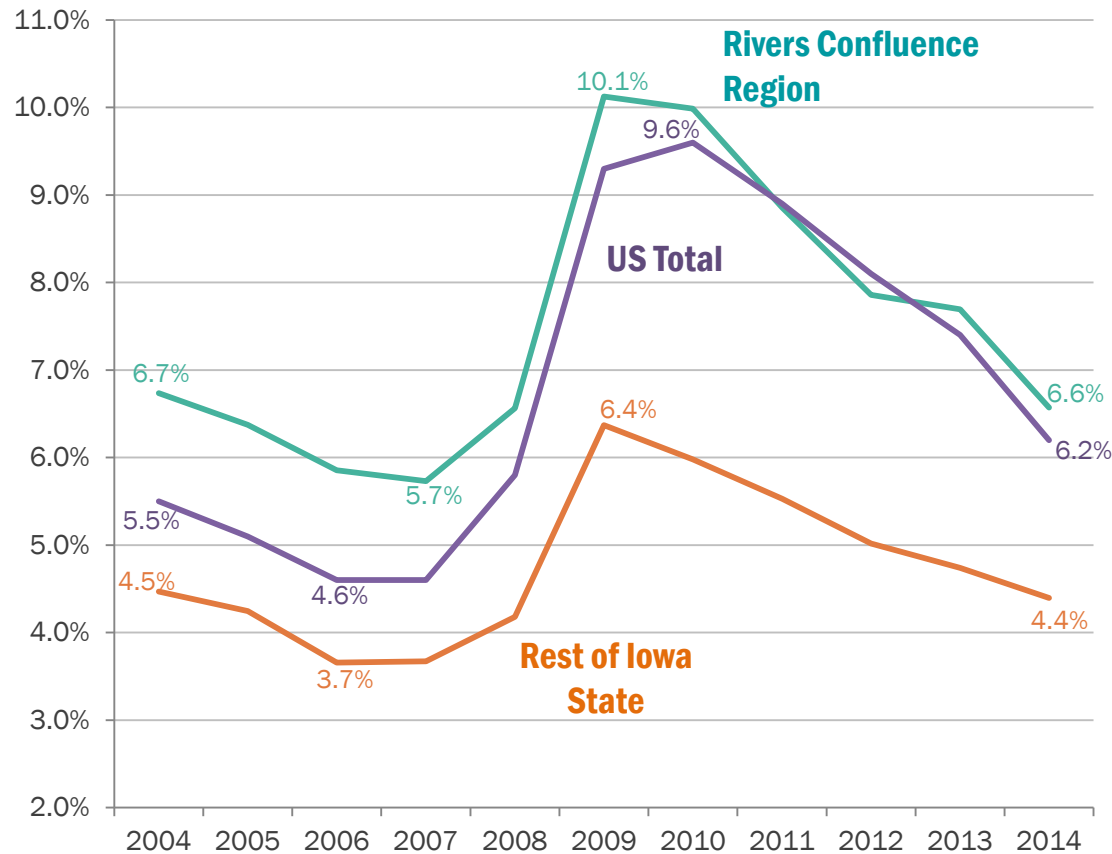
Questions:

- How does the region's unemployment rate compare to the rest of the state and nation?

- How does the region's unemployment peak and post-2009 recovery compare to the state and nation?

- What might this suggest for the region's economic future?

section 04

Earnings per worker in 2014

Questions:

- How does the region's average earnings compare to that of the rest of the state?

- What might be some driving factors for the differences?

- Do these represent potential strengths or challenges for the region?

NOTE: Earnings include wages, salaries, supplements and earnings from partnerships and proprietorships

Rivers Confluence Region

Rest of State

	Rivers Confluence Region	Rest of State
Average earnings	$39,913	$45,253

$60,000
$45,000
$30,000
$15,000
$0

Average earnings

section 04
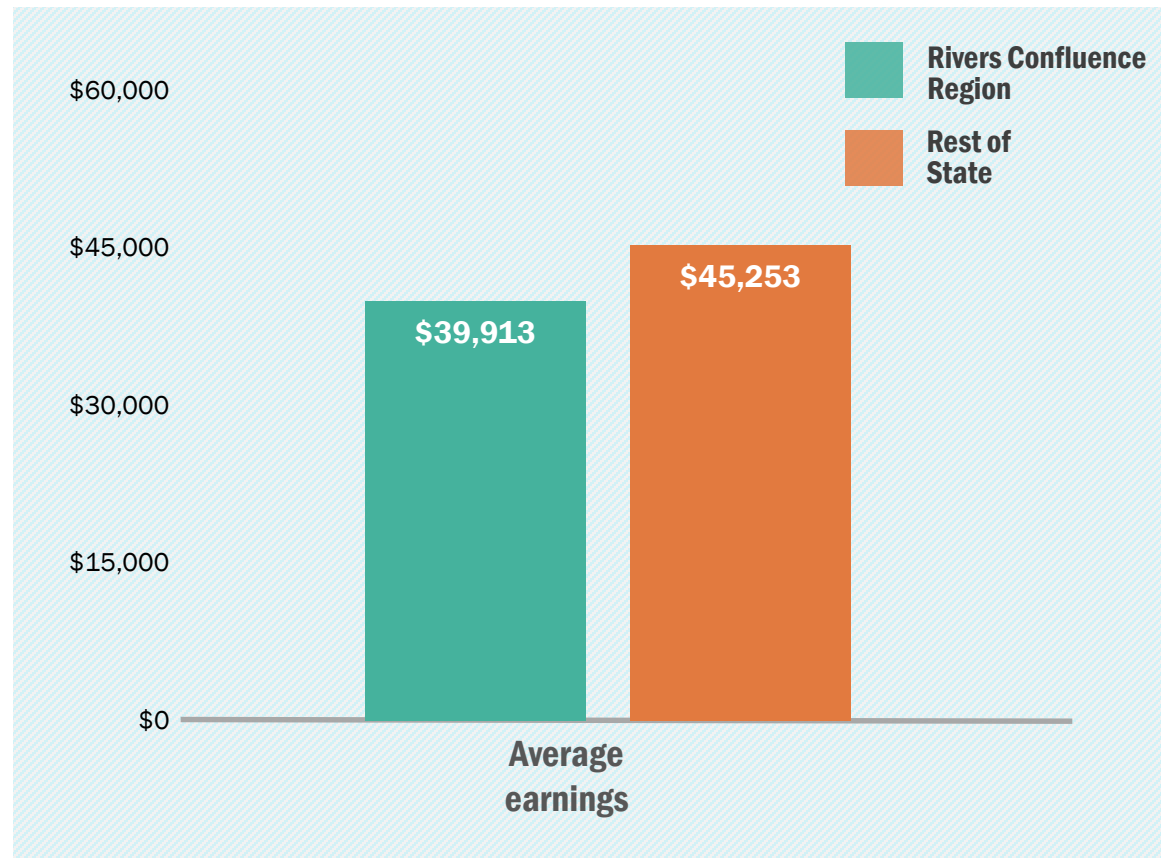
Journey to Work

In-Commuters

6,343

Same Work/Home

14,943

Out-Commuters

11,764
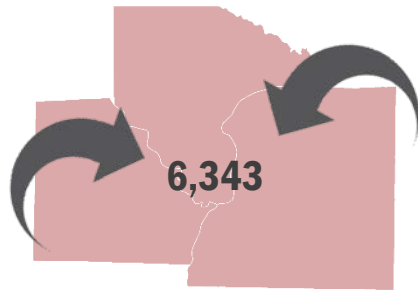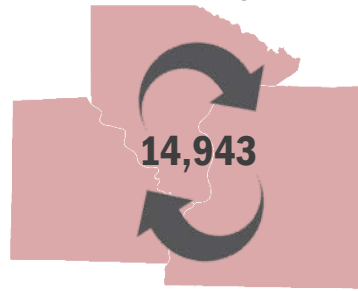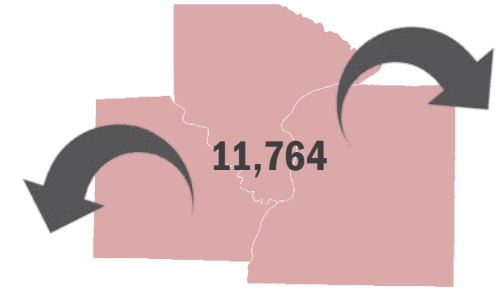
Population	2013 Jobs	Proportion
Employed in Region	21,286	100.0%
Employed in Region but Living Outside	6,343	29.8%
Employed and Living in Region	14,943	70.2%

Population	2013 Jobs	Proportion
Region Residents	26,707	100.0%
Employed Outside Region but Living in Region	11,764	44.0%
Employed and Living in Region	14,943	56.0%

Questions:

- How many people employed in the region actually reside outside the region? How many who live in the region commute to jobs outside the region?
- What are the implications for the region's economic development efforts?

section 04

05
industry and occupation

Establishments

Components of Change for Establishments 2000-2011

Establishments Launched	4,415
Establishments Closed	3,325
Net Change	1,090
Net Migration (Establishments moving into minus Establishments moving out of the region)	8
Total Change	1,098
Percent Change	24.5%

An establishment is a physical business location.

Branches, standalones and headquarters are all considered types of establishments.

Definition of Company Stages

0 Self-employed

1 2-9 employees

2 10-99 employees

3 100-499 employees

4 500+ employees

section 05

Establishments

Number of Establishments by Company Stages

Stage	2000		2011	
	Establishments	Proportion	Establishments	Proportion
Stage 0	1,587	35.5%	2,117	38.0%
Stage 1	2,355	52.6%	2,956	53.0%
Stage 2	481	10.7%	463	8.3%
Stage 3	45	1.0%	33	0.6%
Stage 4	7	0.2%	4	0.1%
Total	**4,475**	**100%**	**5,573**	**100%**

Questions:

• What stage businesses have shaped the region's economic growth in the last 10 years?

• Which ones are growing or declining the most?

• Which stage of establishments are likely to shape the region's future economic growth?

section 05

Source: National Establishment Time Series (NETS) – 2011 Database   21

Establishments

Number of Jobs by Company Stages

Year	2000	2011	% Change
Stage 0	1,587	2,117	33.4%
Stage 1	8,266	9,059	9.6%
Stage 2	11,921	11,457	-3.9%
Stage 3	8,442	7,222	-14.5%
Stage 4	5,090	3,628	-28.7%
Total	**35,306**	**33,483**	**-5.2%**

Sales ($ 2012) by Company Stages

Year	2000	2011	% Change
Stage 0	$183,598,312	$140,551,242	-23.4%
Stage 1	$1,073,421,735	$729,680,639	-32.0%
Stage 2	$1,445,550,522	$1,171,739,897	-18.9%
Stage 3	$974,233,494	$901,878,463	-7.4%
Stage 4	$693,929,550	$663,226,238	-4.4%
Total	**$4,370,733,613**	**$3,607,076,479**	**-17.5%**

Questions:

- What establishments are the most numerous based on company stages?

- What stages have experienced the largest growth? The greatest decline?

- What company stage employs the largest number of people?

- What stage captures the most sales?

- Which ones have experienced the greatest percentage loss over the 2000-11 period?

section 05

Top ten industry sector employment growth

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
21	Mining, Quarrying, and Oil and Gas Extraction	44	66	22	50%	20%
56	Administrative and Support and Waste Management and Remediation Services	1,116	1,507	391	35%	12%
53	Real Estate and Rental and Leasing	706	912	206	29%	12%
61	Educational Services	275	347	72	26%	18%
42	Wholesale Trade	783	873	90	11%	8%
31	Manufacturing	4,556	4,907	351	8%	5%
52	Finance and Insurance	1,352	1,439	87	6%	11%
54	Professional, Scientific, and Technical Services	749	793	44	6%	8%
81	Other Services (except Public Administration)	1,565	1,650	85	5%	7%
62	Health Care and Social Assistance	3,365	3,486	121	4%	6%

Questions:
- What regional industry sectors have seen the greatest growth?
- Did they grow at the same rate as the state?
- What factors are causing the growth?

section 05

Top ten industry sector employment decline

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
55	Management of Companies and Enterprises	22	11	-11	-50%	27%
71	Arts, Entertainment, and Recreation	599	347	-252	-42%	11%
51	Information	264	224	-40	-15%	-12%
22	Utilities	122	107	-15	-12%	-5%
72	Accommodation and Food Services	1,788	1,629	-159	-9%	4%
90	Government	4,341	4,083	-258	-6%	2%
44	Retail Trade	3,773	3,608	-165	-4%	1%
23	Construction	1,804	1,813	9	0%	2%
48	Transportation and Warehousing	1,092	1,118	26	2%	6%
11	Crop and Animal Production	2,676	2,756	80	3%	3%

Questions:
- How does the industry sector make-up of the region compare to the rest of the state?
- Which industry sectors are growing and declining the most in employment?

section 05

How to interpret cluster data results

The graph's four quadrants tell a different story for each cluster.

Contains clusters that are more concentrated in the region but are declining (negative growth). These clusters typically fall into the lower quadrant as job losses cause a decline in concentration.

Contains clusters that are more concentrated in the region and are growing. These clusters are strengths that help a region stand out from the competition. Small, high-growth clusters can be expected to become more dominant over time.

Mature
Top left
(strong but declining)

Stars
Top right
(strong and advancing)

Transforming
Bottom left
(weak and declining)

Emerging
Bottom right
(weak but advancing)

Contains clusters that are under-represented in the region (low concentration) and are also losing jobs. Clusters in this region may indicate a gap in the workforce pipeline if local industries anticipate a future need. In general, clusters in this quadrant show a lack of competitiveness.

Contains clusters that are under-represented in the region but are growing, often quickly. If growth trends continue, these clusters will eventually move into the top right quadrant. Clusters in this quadrant are considered emerging strengths for the region.

section 02

Distribution of clusters in the Region by quadrants

Industry cluster analysis

Mature Clusters

Primary Metal Manufacturing (**8.31**; 582)

Fabricated Metal Product Mfg. (**2.28**; 570)

Manufacturing Supercluster (**1.95**; 2,031)

Computer & Electronic Product Mfg. (**1.27**; 232)

Transportation & Logistics (**1.14**; 1,106)

Biomed/Biotechnical (Life Science) (**1.08**; 2,582)

Energy(Fossil & Renewable) (**1.06**; 1,751)

Star Clusters

Agribusiness, Food Processing & Tech (**5.22**; 4,743)

Mining (**4.29**; 391)

Chemicals/Chemical-based Prod (**3.24**; 1,207)

Machinery Manufacturing (**3.02**; 612)

Advanced Materials (**2.42**; 2,208)

Forest & Wood Products (**1.16**; 507)

Level of Specialization

Percent Growth in Specialization

Transforming Clusters

Arts, Ent, Recreation. & Visitor Industries (**0.49**; 621)

Information Technology & Telecom. (**0.41**; 496)

Printing & Publishing (**0.41**; 214)

Education & Knowledge Creation (**0.23**; 161)

Apparel & Textiles (**0.19**; 43)

Transportation Equipment Mfg. (**0.13**; 36)

Emerging Clusters

Business & Financial Services (**0.46**; 1,886)

Glass & Ceramics (**0.32**; 17)

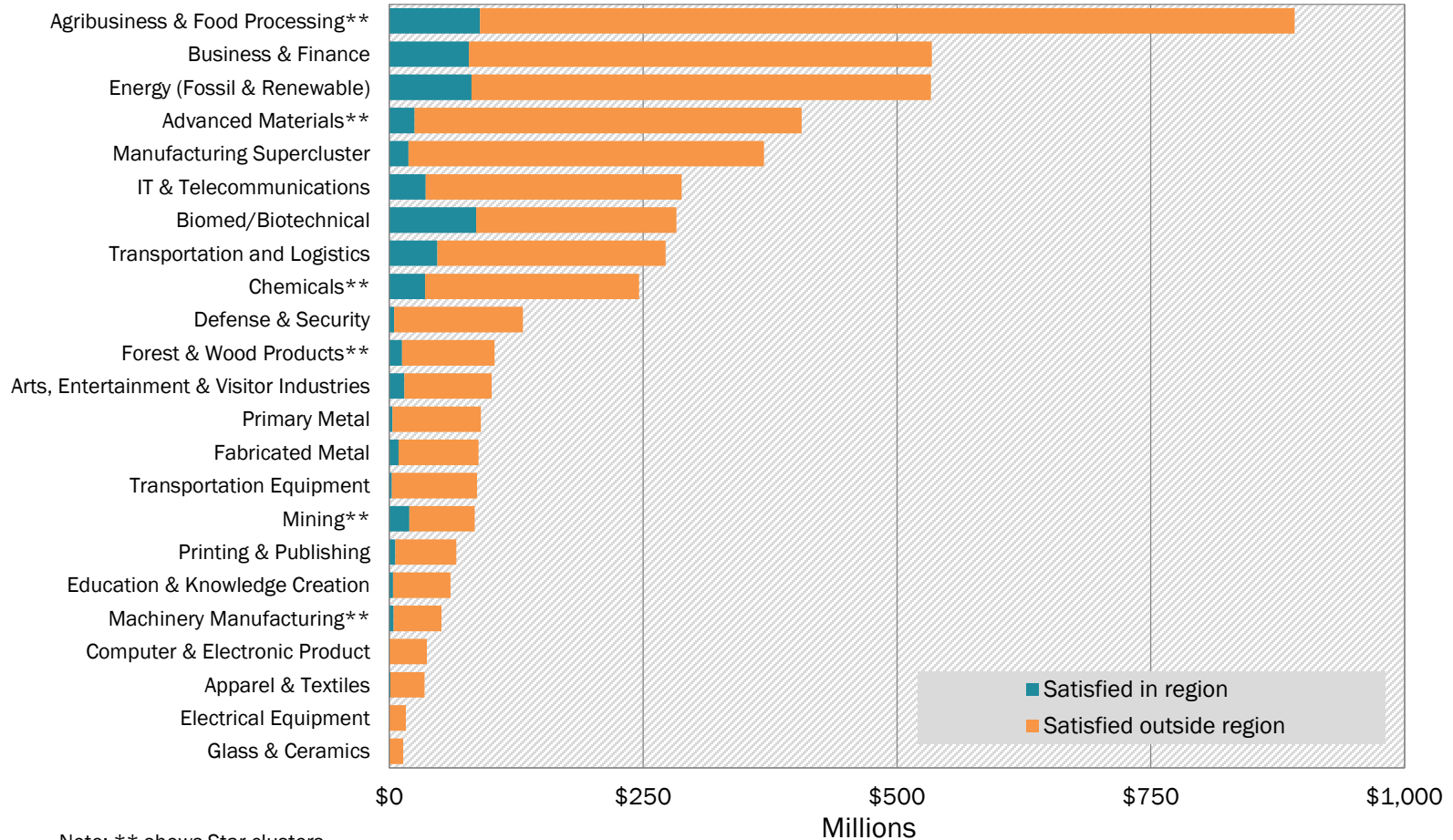Defense & Security (**0.31**; 399)

section 02

NOTE: The first number after each cluster represents its location quotient while the second number represents the number of total jobs (full and part time jobs by place of work) in that cluster in the region in 2014. The clusters are sorted in decreasing order by location quotient.
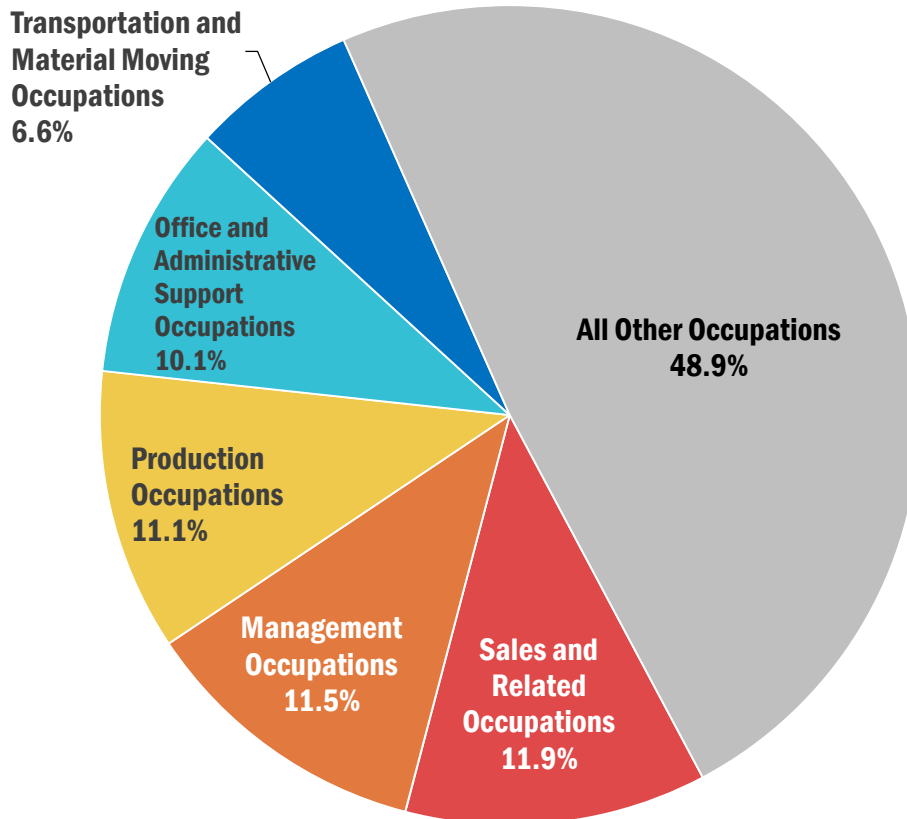
Regional requirements, 2013

Horizontal bar chart titled with x-axis "Millions" ranging from $0 to $1,000. Legend: ■ Satisfied in region (teal), ■ Satisfied outside region (orange).

Clusters (top to bottom):
- Agribusiness & Food Processing**
- Business & Finance
- Energy (Fossil & Renewable)
- Advanced Materials**
- Manufacturing Supercluster
- IT & Telecommunications
- Biomed/Biotechnical
- Transportation and Logistics
- Chemicals**
- Defense & Security
- Forest & Wood Products**
- Arts, Entertainment & Visitor Industries
- Primary Metal
- Fabricated Metal
- Transportation Equipment
- Mining**
- Printing & Publishing
- Education & Knowledge Creation
- Machinery Manufacturing**
- Computer & Electronic Product
- Apparel & Textiles
- Electrical Equipment
- Glass & Ceramics

Note: ** shows Star clusters

section 05

Top five occupations in 2014

Transportation and Material Moving Occupations 6.6%

Office and Administrative Support Occupations 10.1%

Production Occupations 11.1%

Management Occupations 11.5%

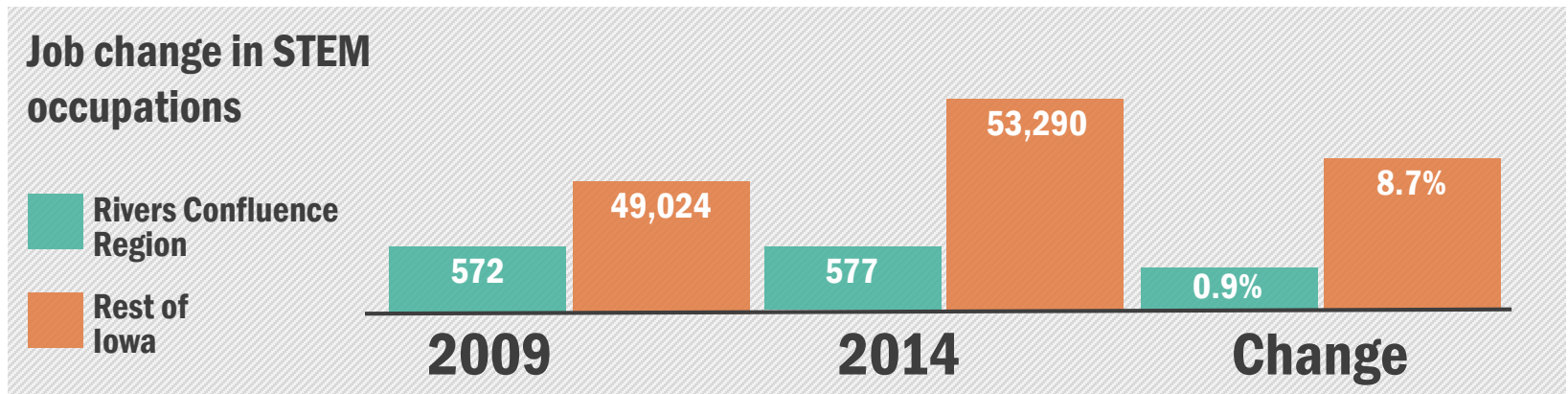Sales and Related Occupations 11.9%

All Other Occupations 48.9%

Questions:

- What are the education and skill requirements for these occupations?

- Do the emerging and star clusters align with the top occupations?

- What type salaries do these occupations typically provide?

section 05

Science, Technology, Engineering & Math

Job change in STEM occupations

- Rivers Confluence Region
- Rest of Iowa

	2009	2014	Change
Rivers Confluence Region	572	577	0.9%
Rest of Iowa	49,024	53,290	8.7%

Questions:

- How do STEM jobs compare to the state?

- What has been the trend of STEM jobs over time?

- How important are STEM jobs to the region's Star and Emerging clusters?

Report Contributors

This report was prepared by the Purdue Center for Regional Development, in partnership with the Southern Rural Development Center and USDA Rural Development, in support of the Stronger Economies Together program.

Report Authors
Bo Beaulieu, PhD
Indraneel Kumar, PhD
Andrey Zhalnin, PhD

Data Analysis
Ayoung Kim
Francisco Scott

Report Design
Tyler Wright

The Purdue Center for Regional Development (PCRD) seeks to pioneer new ideas and strategies that contribute to regional collaboration, innovation and prosperity.

For more information,
please contact:

Dr. Bo Beaulieu,
PCRD Director:
ljb@purdue.edu

Or

765-494-7273

September 2015