

WABASH HEARTLAND
INNOVATION NETWORK



Placemaking Survey

2019 REGIONAL REPORT



Regional Socio-Demographics

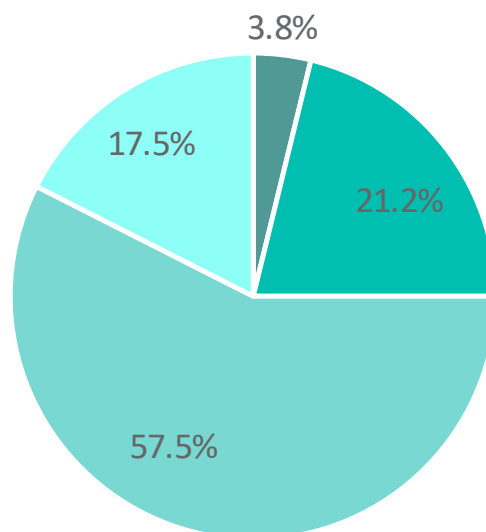
Nearly 1,210 residents of the Wabash Heartland Region responded to this placemaking survey between June 3 and Aug. 30, 2019. Five hundred of those residents completed the short-form, paper version of the survey, while nearly 710 residents responded to the survey online.

Keeping in mind this is a convenience sample, not a scientific one, the "profile" of a typical respondent is as follows: female (64%), employed (75%), between the ages of 35-64 (62%), with at least a Bachelor's degree (32%), resident of the region for 21-30 years (20%).

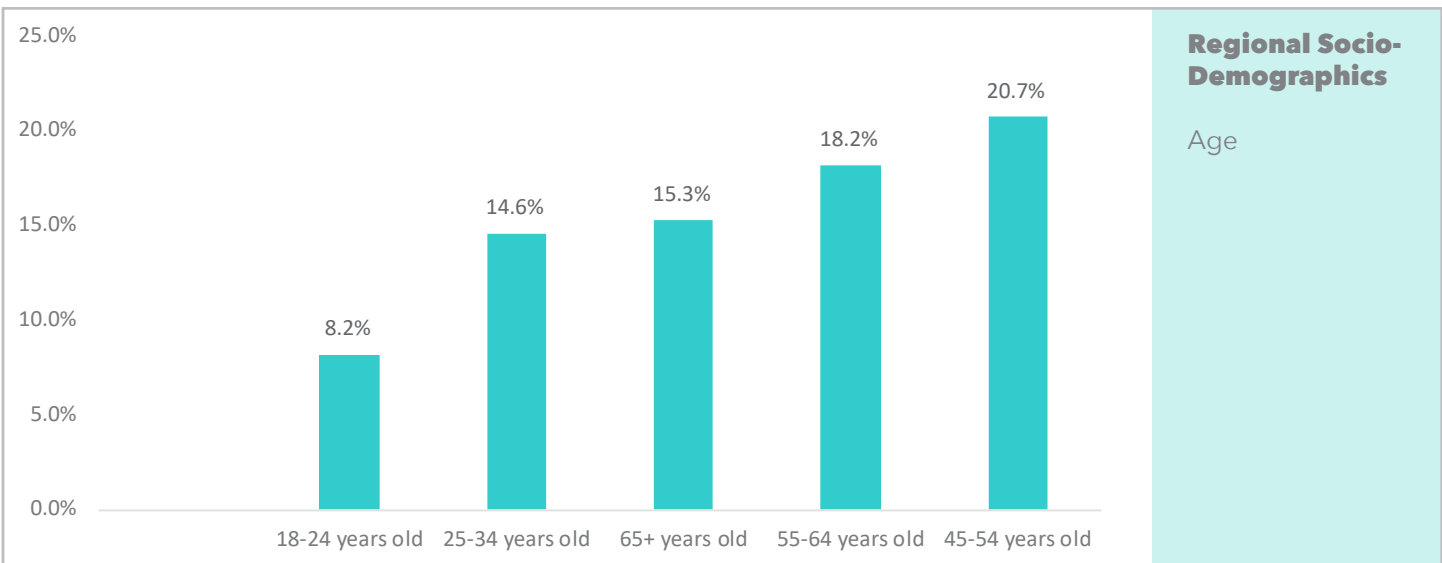
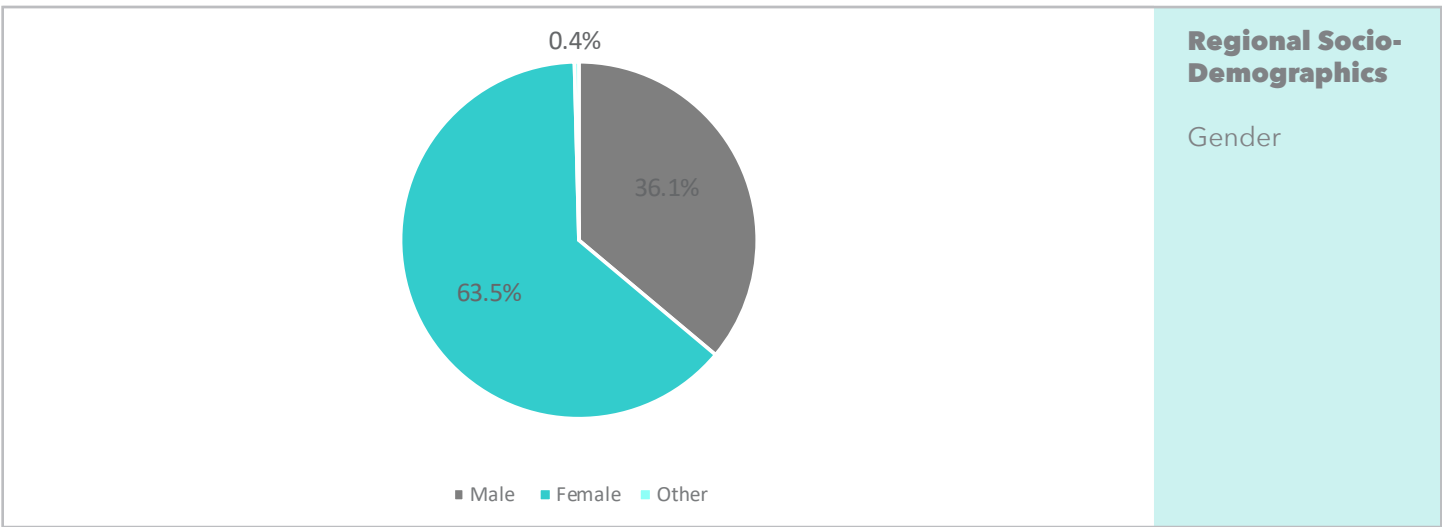
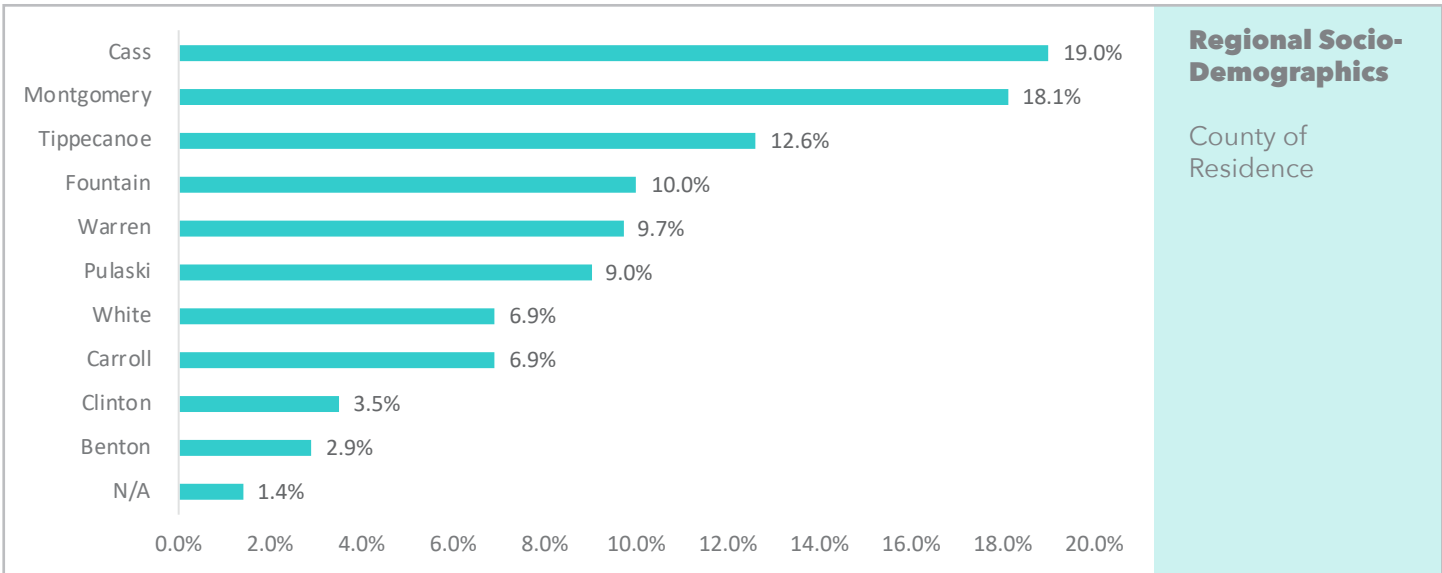
When respondents were asked in these 10 counties (Benton, Carroll, Cass, Clinton, Fountain, Montgomery, Pulaski, Tippecanoe, and Warren & White) how they would rate the Wabash Heartland as place to live, nearly 60% rated it as a "good" place to live.

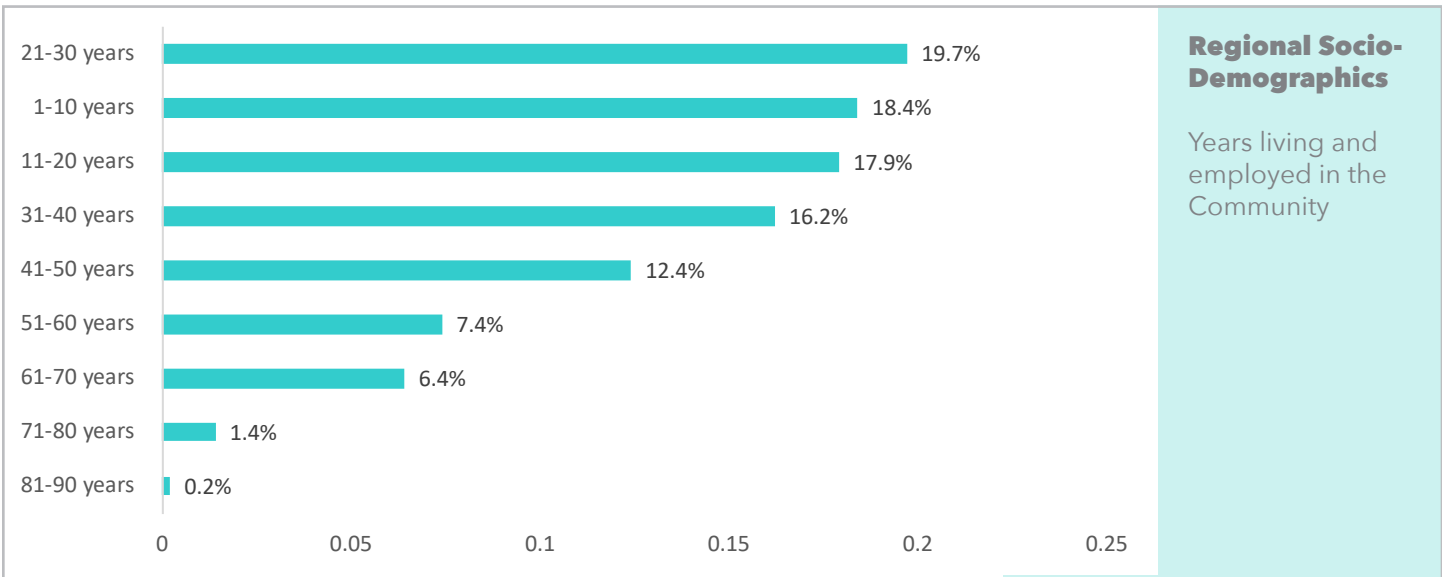
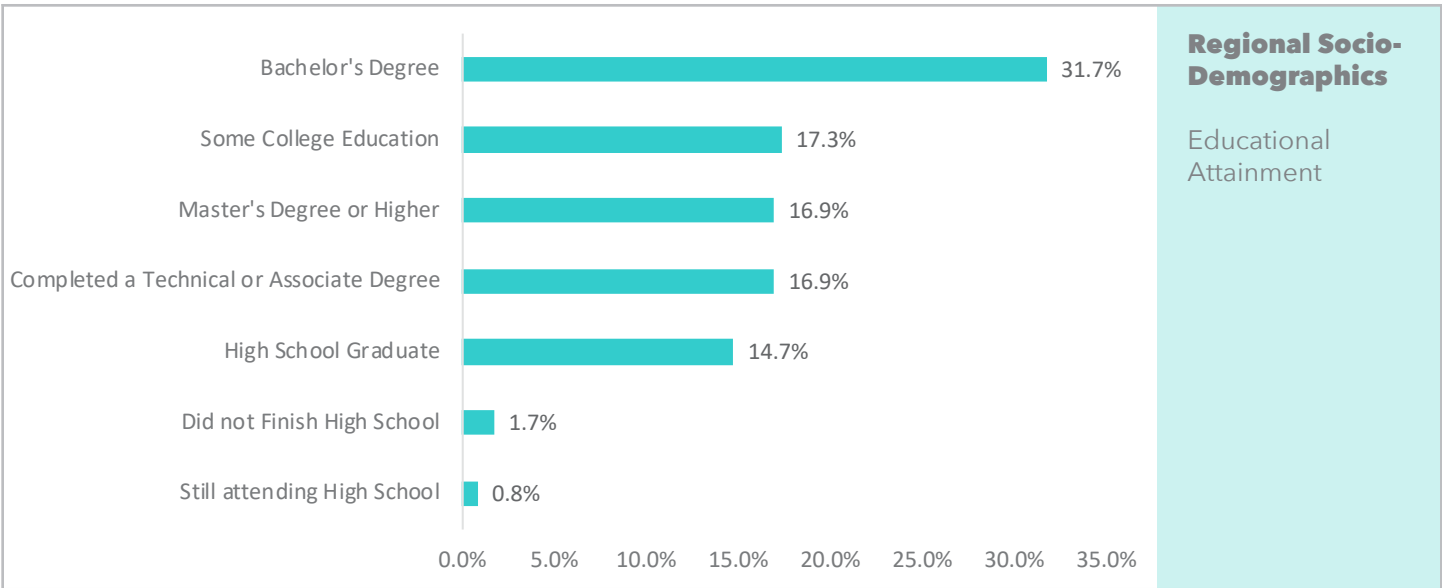
**Nearly
60%**
**of respondents
who live in these
10 counties
say the Wabash
Heartland Region
is a "good" place
to live.**

How would you rate the Wabash Heartland Region as place to live



■ Poor ■ Fair ■ Good ■ Excellent





Regional Vitality

Overall, regional residents rank parks and trails (55%), access to quality affordable healthcare (29%), and shopping and dining (26%) as their No. 1 most valuable community asset. At the same time, 72% of residents say they have to “leave the community to take advantage of services, purchase products, or patronize businesses they prefer.”

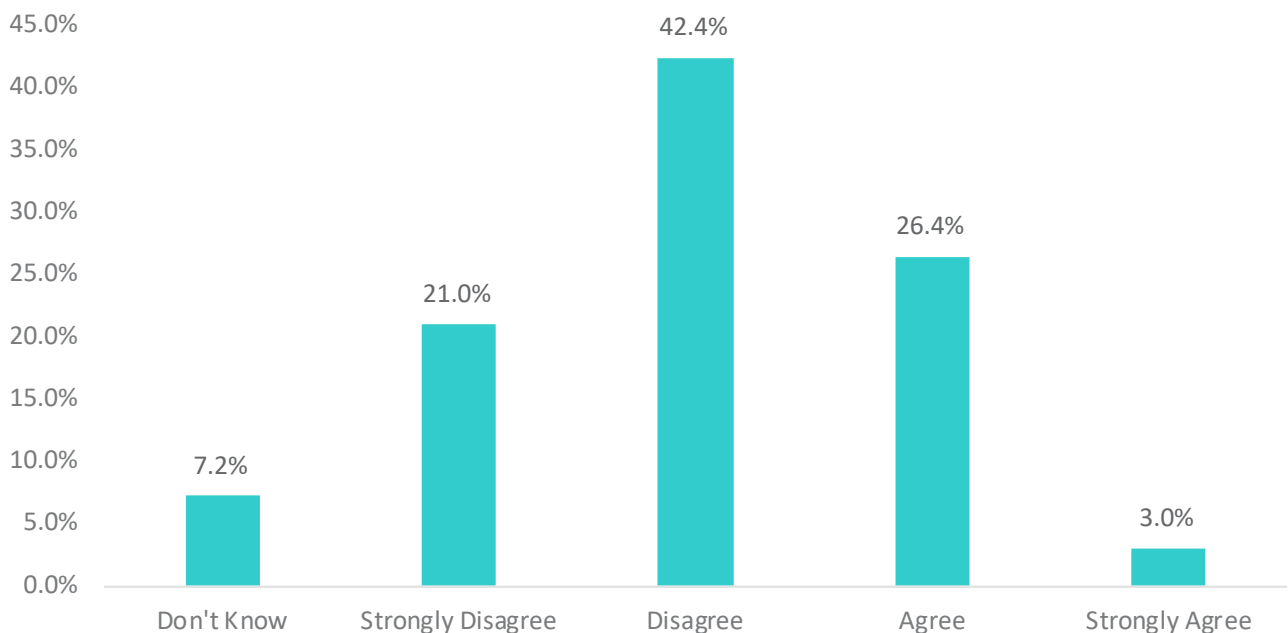
When comparing activities available for children and families versus teens and young adults, 47% said there are activities available for children and families, while only 26% said there were activities available for teens and young adults. Respondents are split more evenly (41% agree, 40% disagree) when it comes to how easy it is to find information about these activities and events occurring in their community. These responses indicate that either 1) more activities are needed for teens and adults or 2) activities currently available need to be better publicized. Either way, a systematic approach of communicating these existing opportunities to the residents of the Wabash Heartland Region needs to be further explored.

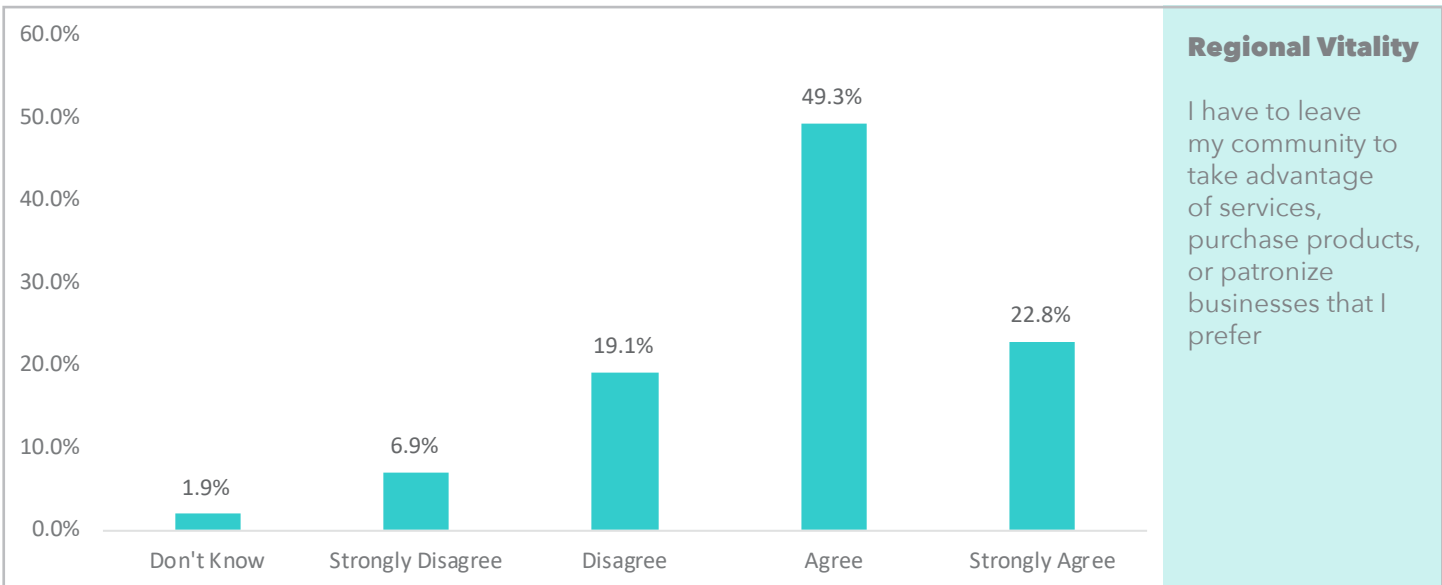
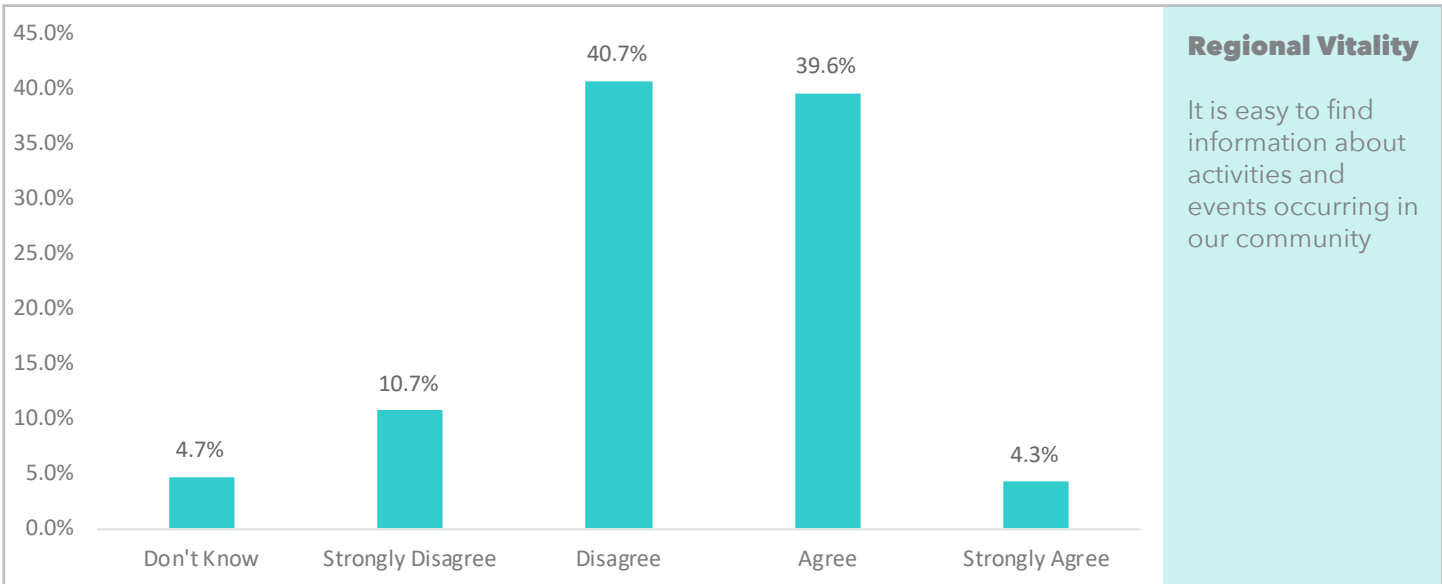
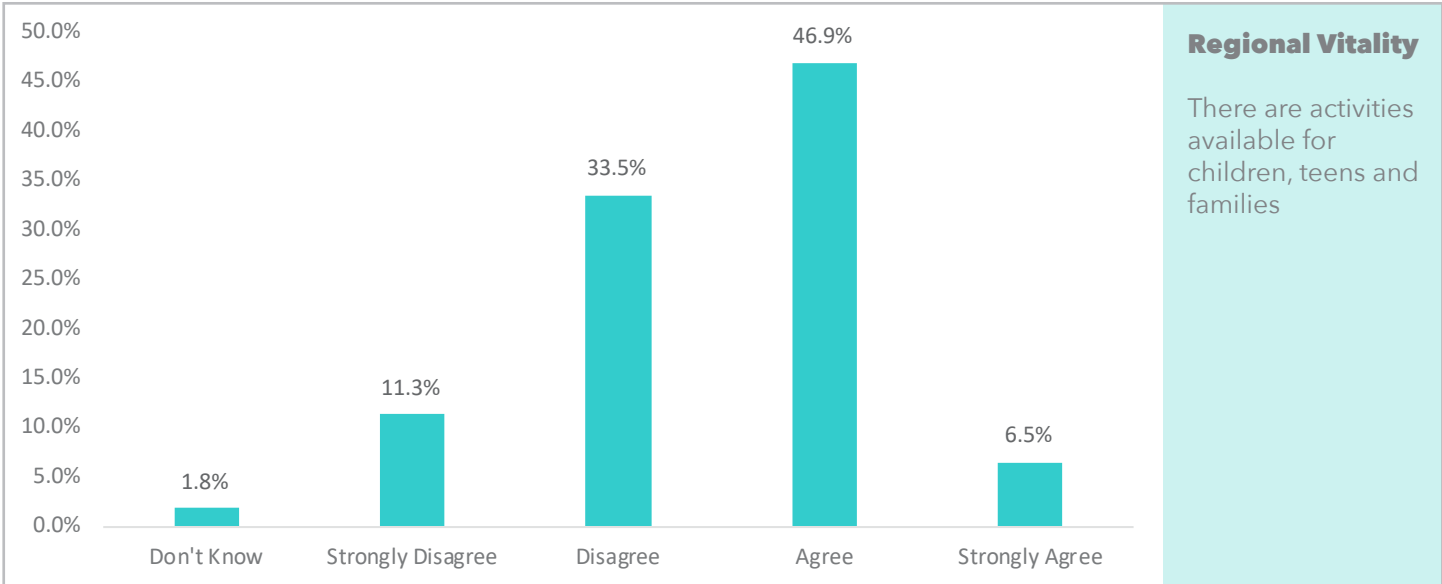
Among a list of a community assets, residents ranked parks and trails as

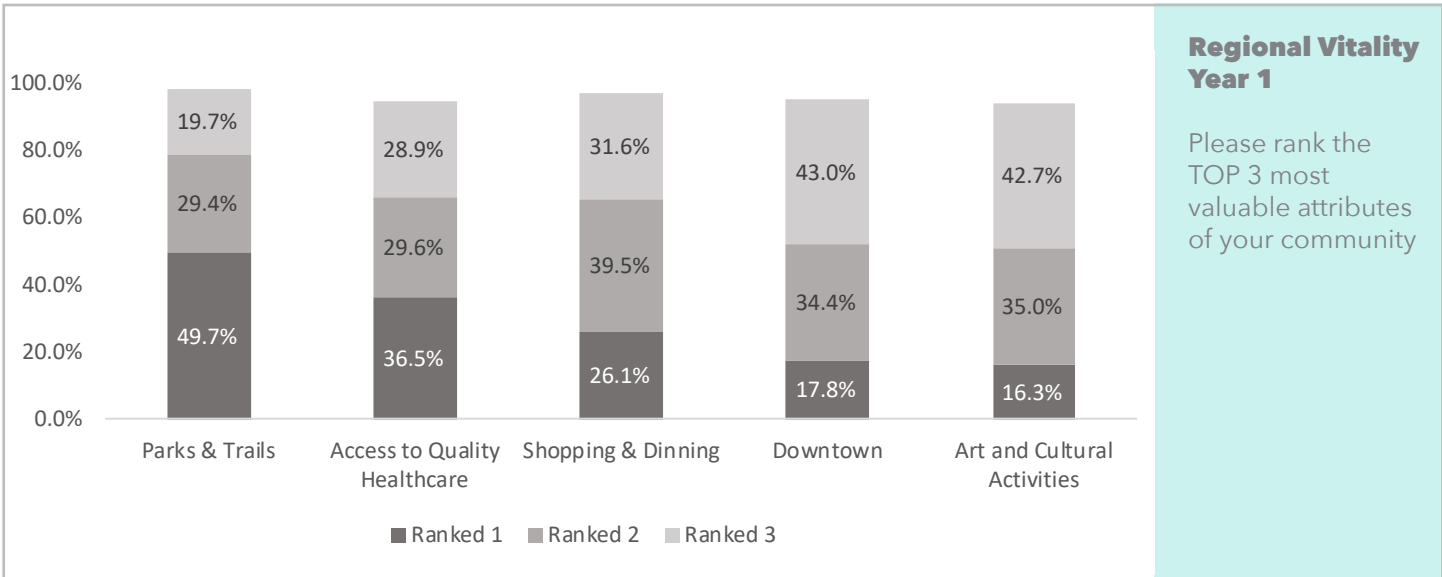
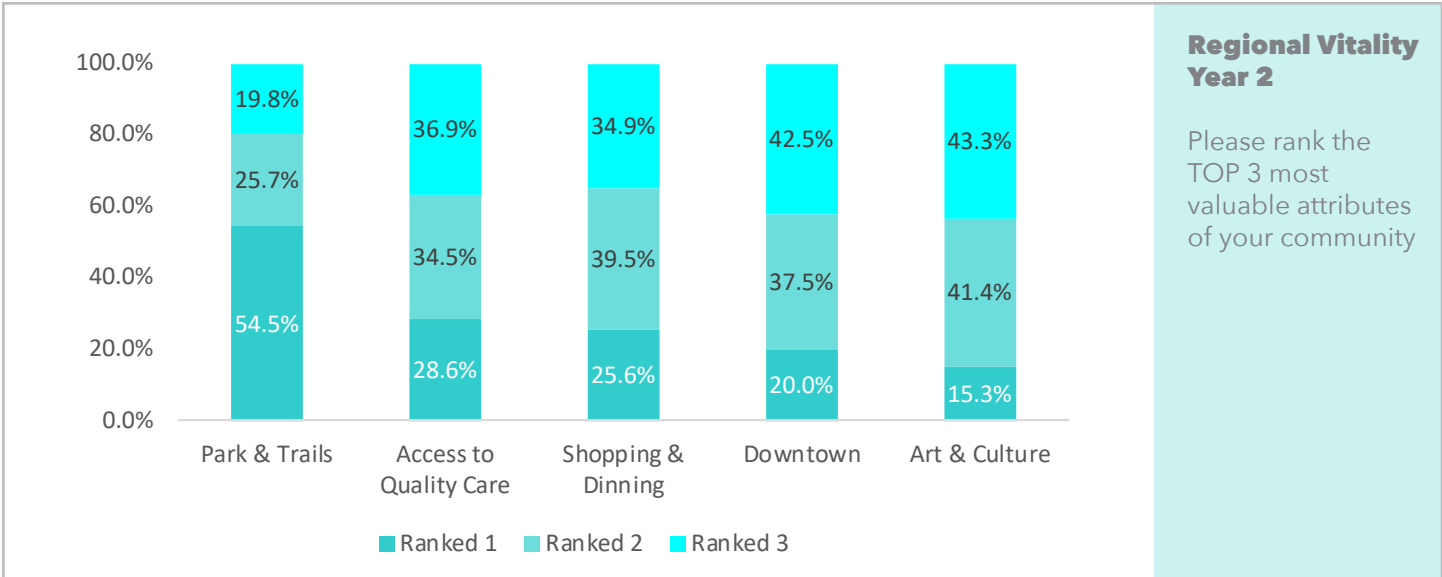
No. 1

42% of residents felt that there are limited activities available for teens and young adults in their communities.

There are activities available for teens and young adults







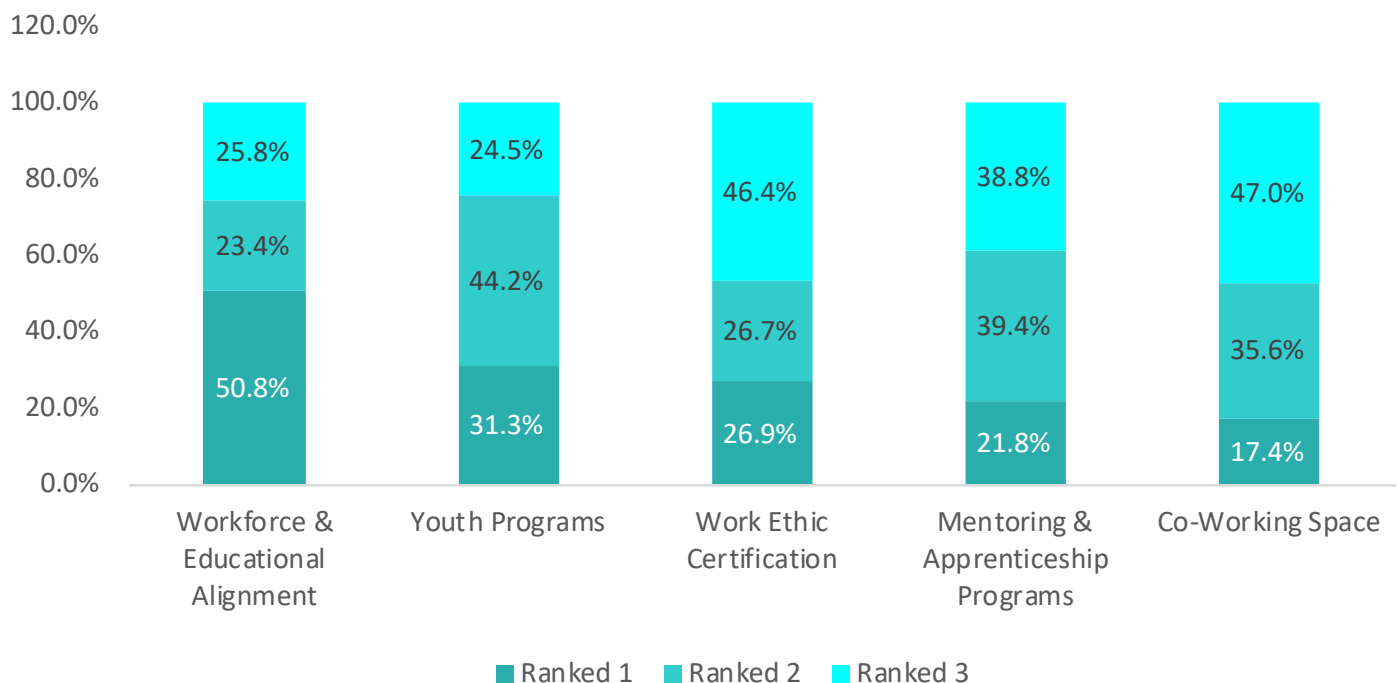
Regional Education

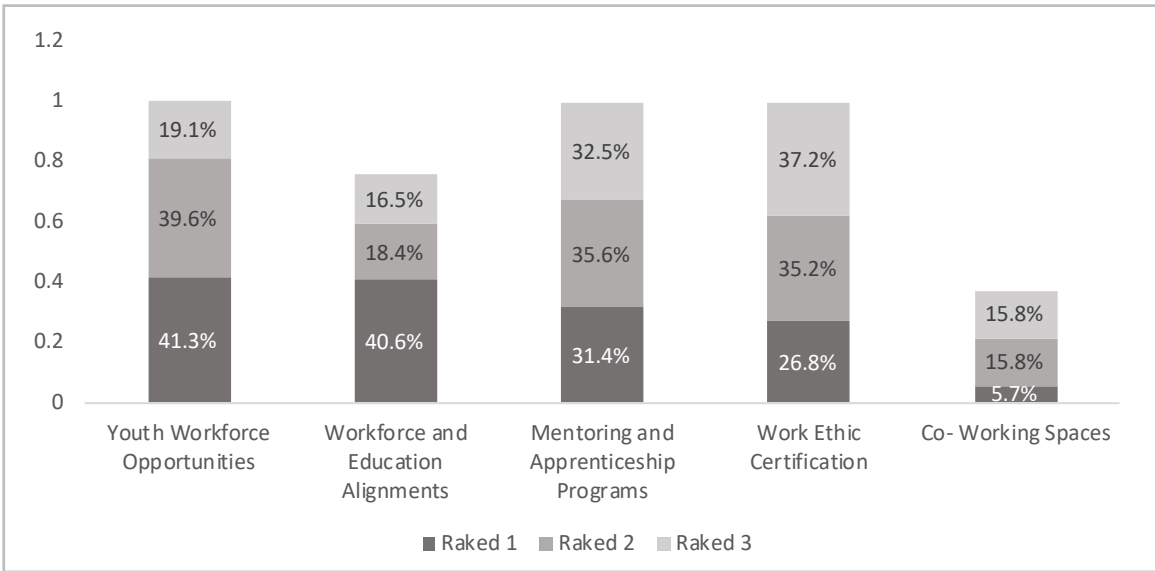
Overall, regional residents chose workforce and education alignment (51%), providing youth workforce opportunities (31%), and work ethic certification (27%) as their No. 1 picks for how to improve the regional education ecosystem.

Forty-five percent of respondents said that the youth in their community do have an opportunity to learn about starting and running a business, while 25% disagreed. However, when survey participants were asked about the youth having knowledge of which employers are in their community, and how to access jobs there, it was a nearly split decision (36% disagreed vs. 33% agreed). Furthermore, when asked "youth in our community are encouraged to share their thoughts about local needs and priorities," 36% disagreed, while 32% agreed with the statement. Perhaps a more detailed educational scan could help uncover what youth need in terms of workforce engagement opportunities.

51%
of respondents selected workforce and education alignment as their No.1 priority under regional education needs.

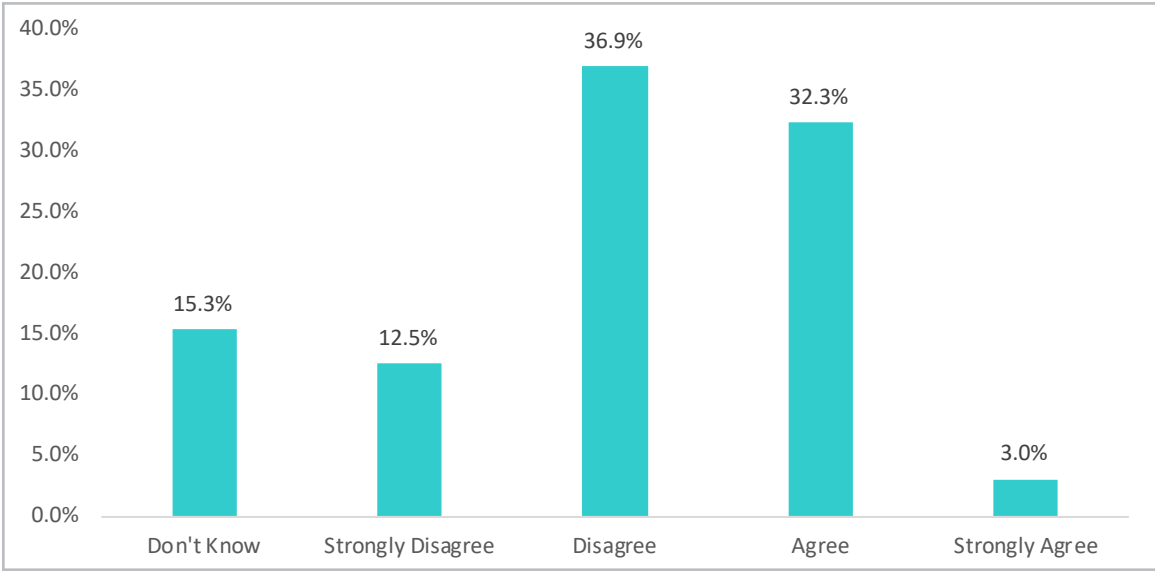
Please rank the TOP 3 picks for education and job improvements (Year 2)





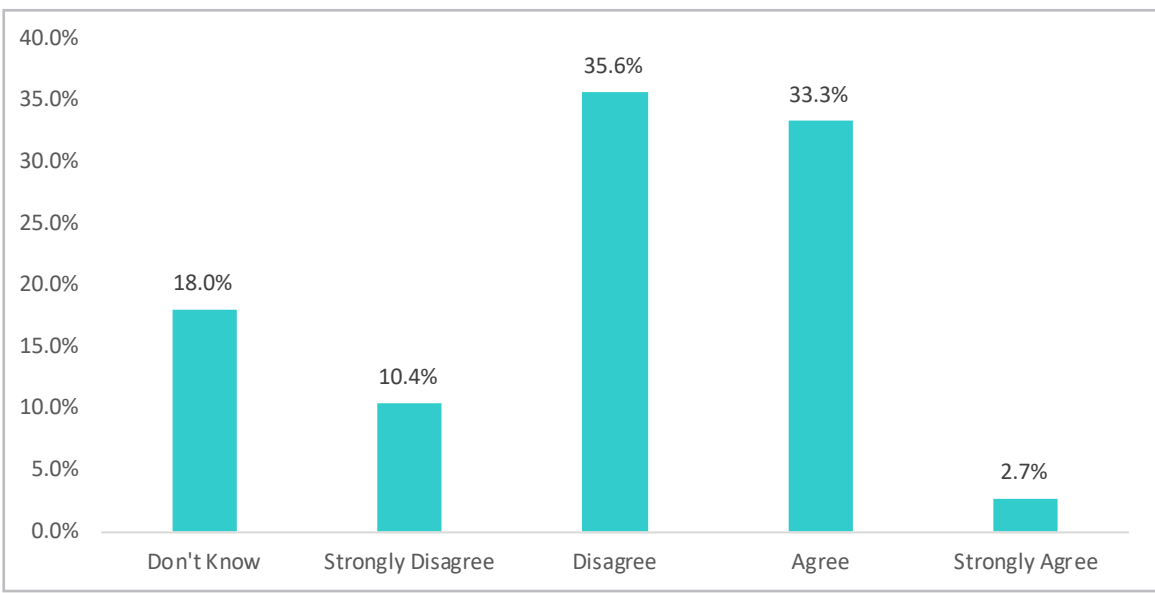
Regional Education Year 1

Please rank the TOP 3 picks for education and job improvements



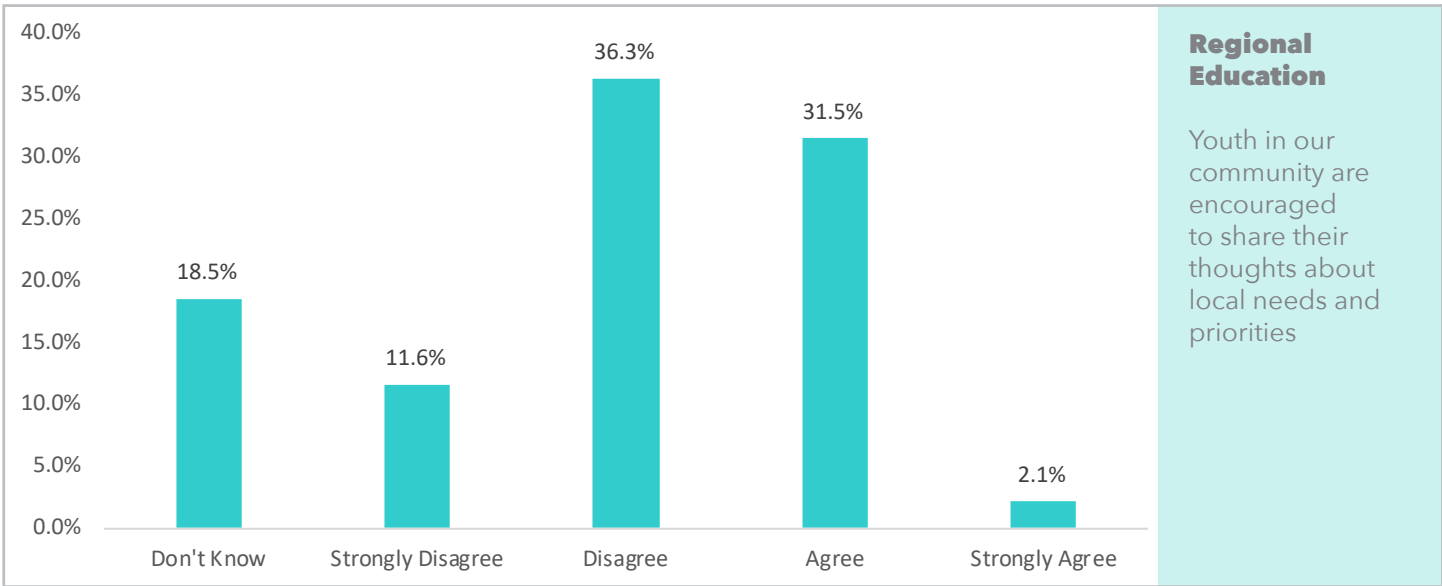
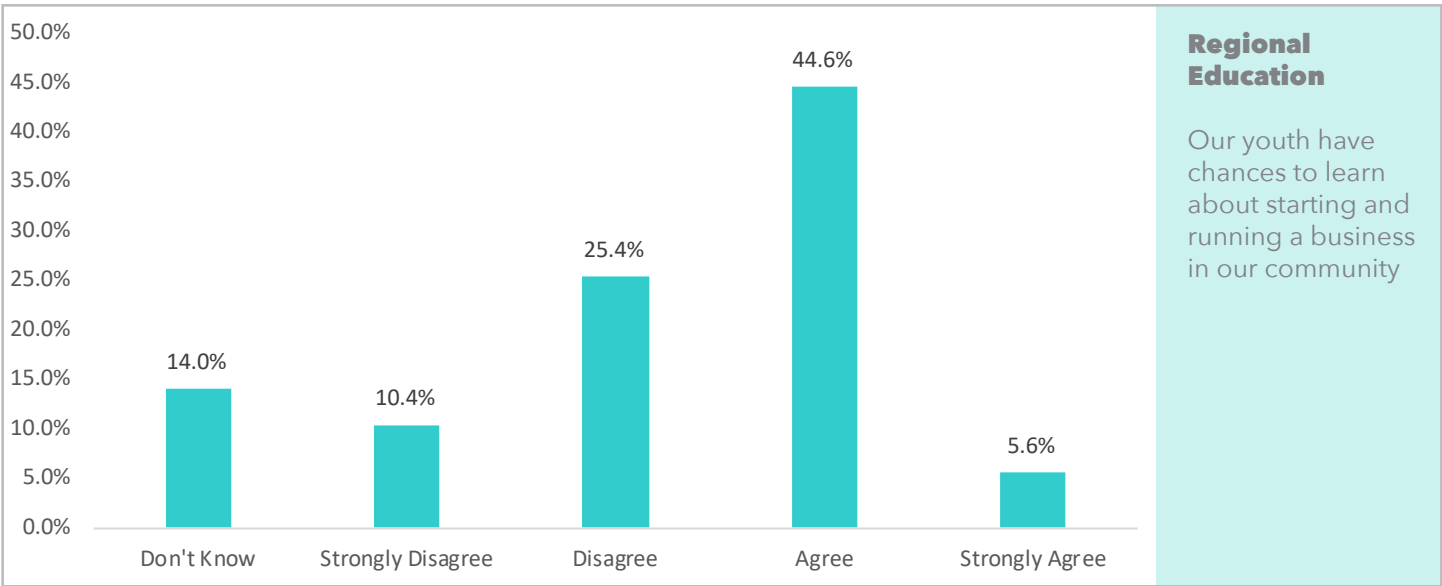
Regional Education

Our community promotes and provides adequate training, technical assistance or other workforce education to “skill up” adult workers



Regional Education

Youth know which employers are in our community and how to access jobs there



Regional Connectivity

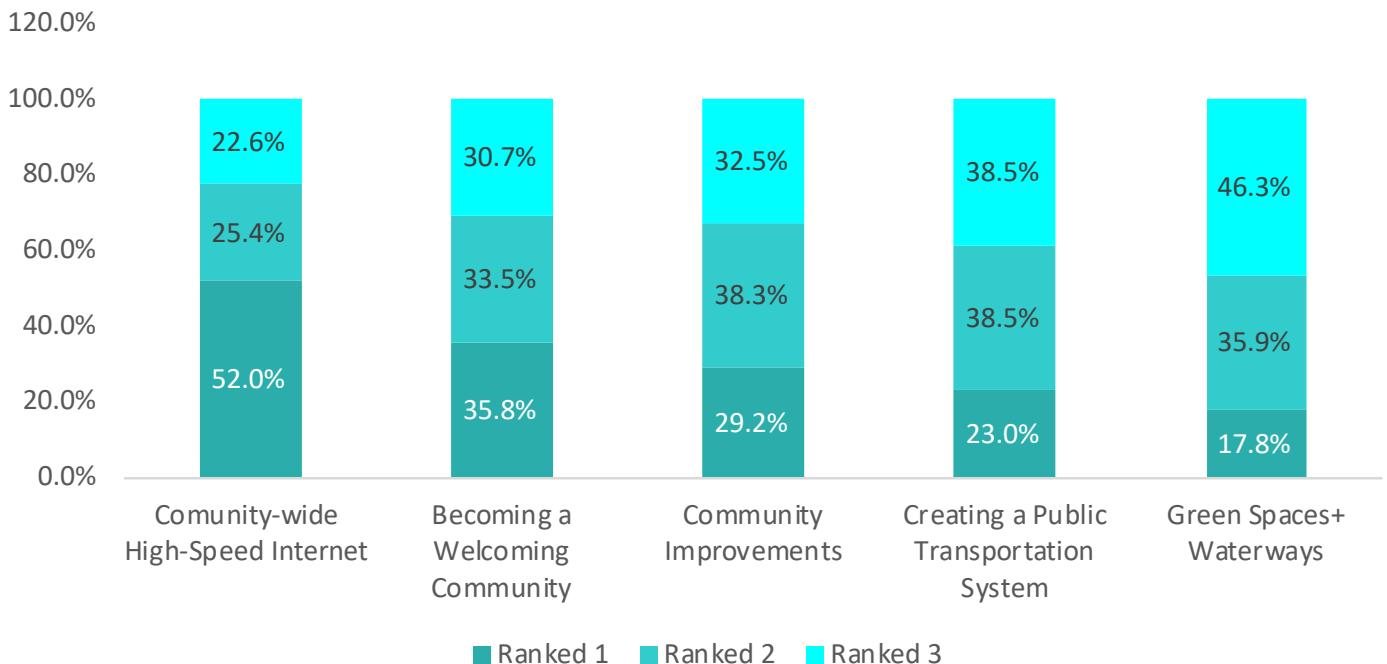
Overall, regional residents rank community-wide, high-speed internet (52%), becoming a welcoming community (36%) and community improvements (29%) as the top attributes they would most like to see their community.

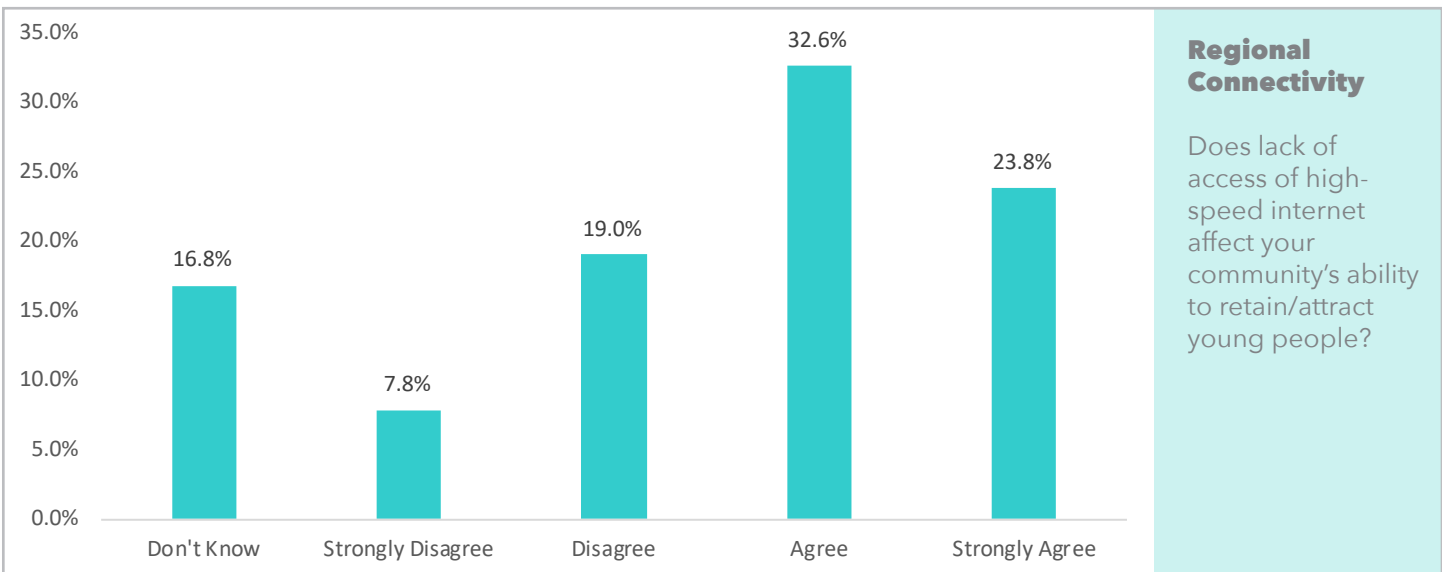
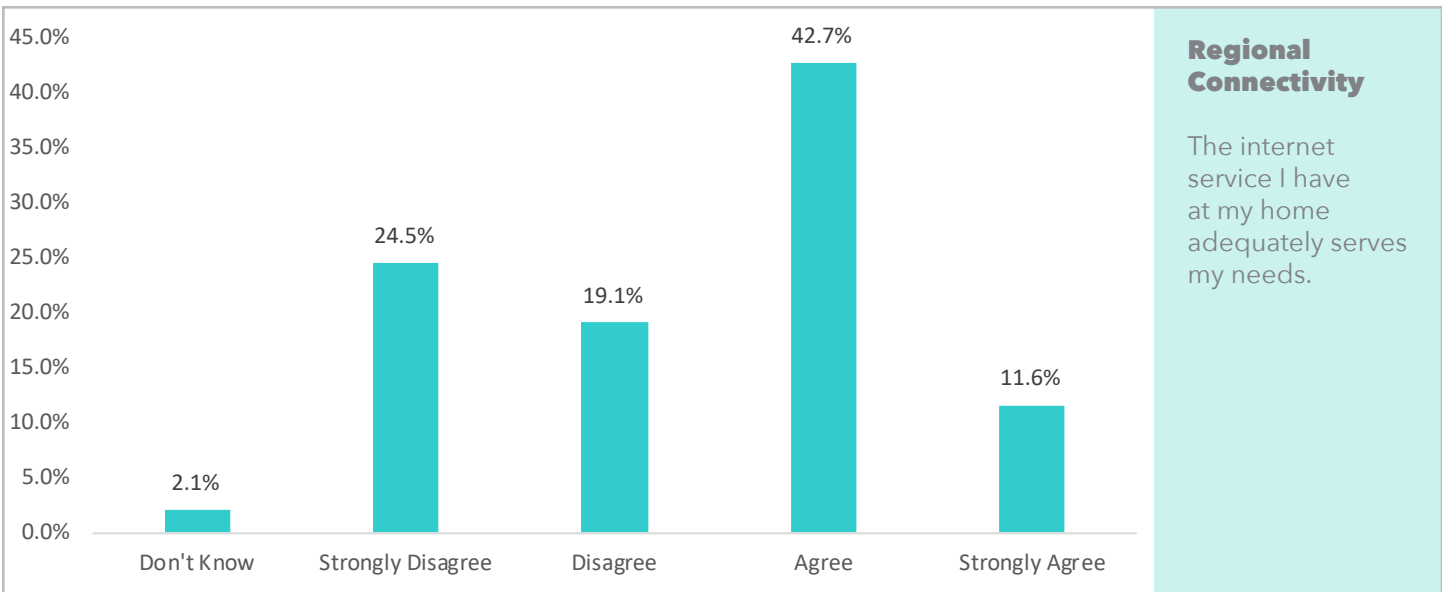
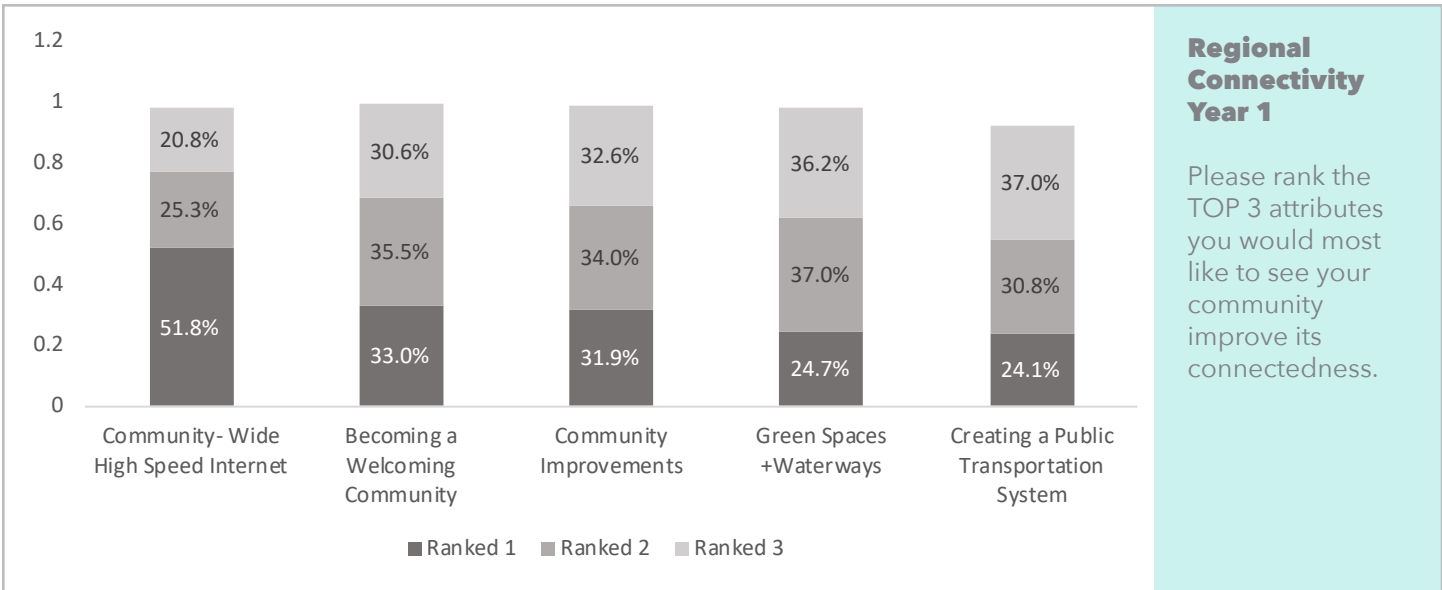
Contrast that top ranking with residents' answer to "the internet service I have at my home adequately serves my needs (43% agree, 19% disagree)," and the dichotomy warrants further investigation. In addition, when survey participants were asked, "Does lack of access to high-speed internet affect your community's ability to retain/attract young people?" 33% of residents agreed, while 19% of residents disagreed. While it is clear that WHIN has received a mandate to improve regional broadband access, a "digital divide" exists between those with the infrastructure and adoption wherewithal, depending largely on where you live in the region." (see Rural Indiana Stats, <http://bit.ly/2Wf7p1i>, to look at the Digital Divide Index rank by county)

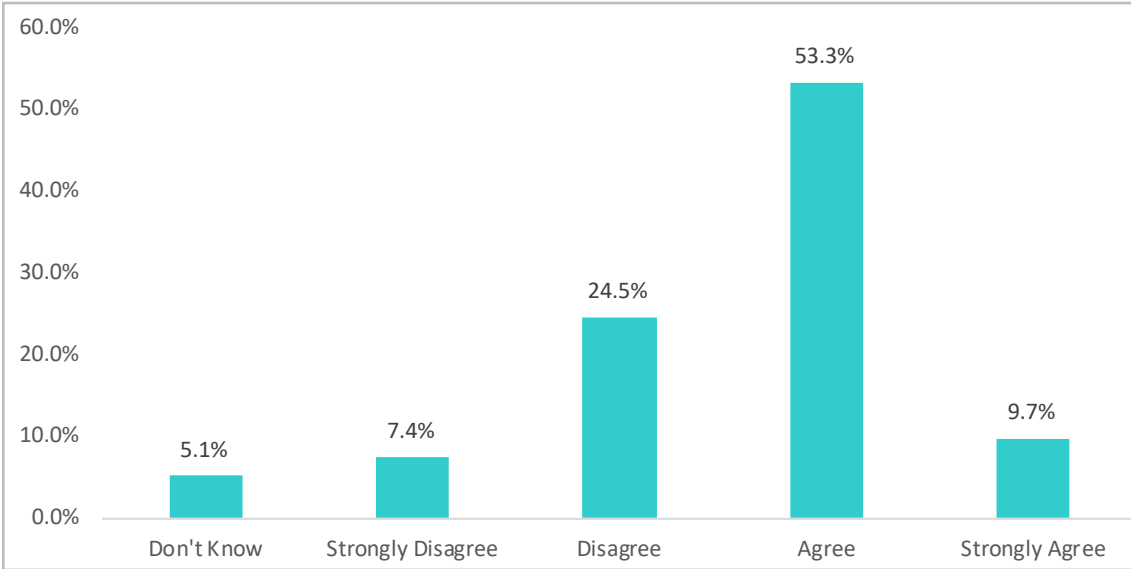
By contrast, transportation does not show up as a significant barrier to regional connectivity (at least for those residents who responded to the survey). Only 15% agreed, while 44% disagreed with the statement: "The lack of public transportation has been a barrier to my mental, social, and /or financial health."

52%
of respondents picked community-wide, high-speed internet as the No.1 way they would most like to see the region improve.

Please rank the TOP 3 attributes you would most like to see your community improve its connectedness (Year 2).

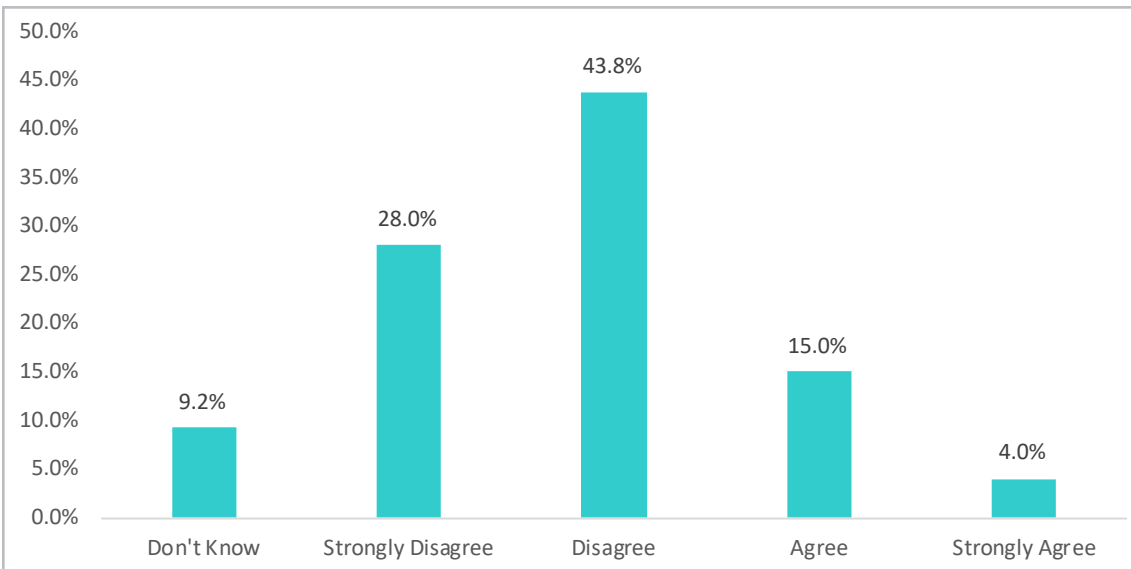






Regional Connectivity

People from a variety of backgrounds work together to make our community a better place



Regional Connectivity

The lack of public transportation has been a barrier to my mental, social, and/or financial health