

# The Hamilton Advantage



Hamilton County, IN is located adjacent and immediately north of Indianapolis. It is a 400 square mile, fast growing, suburban county of 280,000 people. The county is recognized in the Indiana marketplace for its premier corporate environment, high quality public services, an unmatched quality of life, outstanding public schools, good government, and many excellent residential neighborhoods. The county was ranked first among all U.S. counties in 2008 as the “Best Place to Raise a Family” by Forbes.com. Fishers and Carmel were recently ranked 8<sup>th</sup> and 14<sup>th</sup>, respectively, by Money Magazine as the “Best Place to Live” in the U.S. among small cities. Finally, Noblesville was listed among the “Top 5 Places to Retire in the U.S.” in a 2010 article in MSN magazine. These qualities and features represent *The Hamilton Advantage* in Indiana and the Midwest.

## POPULATION

### Population Change Hamilton County and Indianapolis MSA

	Apr-00	Jul-09	% Change
<b>Hamilton Co.</b>	182,740	279,287	53
<b>Bal. of Metro Area</b>	1,342,364	1,464,371	9
<b>Indianapolis MSA</b>	1,525,104	1,743,658	14

Source: U. S. Bureau of the Census, 2000 Census, Stats Indiana, County Population Estimates 2009 and HCA calculations

Hamilton County has continued on an accelerated pace of growth since 2000. This growth is seen in a population gain of 53 percent since the 2000 Census. At the same time, the Indianapolis MSA grew by 9 percent. In absolute terms, nearly 218,000 people were added to the region’s population base in the past decade. Hamilton County grew by an annual rate of 6.7 percent in the 1960’s.

### Change in Population by Community Hamilton County, IN

Each Hamilton County community has seen population growth since 2000. The fastest growing community is Westfield with a gain of 141 percent or 13,000 people. Fishers is the largest community at 71,000 people, an increase of 88 percent through the decade. The communities of Carmel and Noblesville also saw significant gains at 84% and 50%, respectively.

	2000	2009	% Change
<b>Carmel</b>	37,733	69,547	84
<b>Fishers</b>	37,835	71,052	88
<b>Noblesville</b>	28,590	42,935	50
<b>Westfield</b>	9,293	22,402	141
<b>Cicero</b>	4,303	4,614	7
<b>Sheridan</b>	2,520	3,250	29
<b>Arcadia</b>	1,747	1,891	8
<b>Atlanta</b>	761	906	19
<b>Bal. of County</b>	59,958	62,690	5
<b>Total</b>	182,740	279,287	53

Source: U. S. Bureau of the Census, 2009 Special Census and 2009 Population Estimates

## Components of Population Change Hamilton County and Indianapolis MSA

	2000	Natural Increase	Net Migration	2009
<b>Hamilton</b>	182,740	24,375	72,172	279,287
<b>Boone</b>	46,107	2,379	8,041	56,287
<b>Hancock</b>	55,391	3,471	9,468	68,334
<b>Hendricks</b>	104,093	7,801	28,712	140,606
<b>Johnson</b>	115,209	6,717	19,575	141,501
<b>Madison</b>	133,358	1,799	-3,740	131,417
<b>Marion*</b>	860,454	67,676	-37,251	890,879
<b>Morgan</b>	66,689	2,936	1,251	70,876
<b>Shelby</b>	43,445	1,533	-475	44,503

Source: U. S. Bureau of the Census, 2000 Census and Census Table CO-EST2009

\*Includes City of Indianapolis

Note: Data do not align due to Census Bureau residual for controlling to the national totals.

A review of the accompanying table shows standout figures for Hamilton County. The county experienced a net migration of more than 72,000 people between 2000 and 2009. This is greater than any Indiana county by more than 40,000. Only Marion County shows a larger natural increase than Hamilton. These data validate that Hamilton County is “the” county of choice in Indiana.

## EMPLOYMENT

### Hamilton County Employment Change by Industry 2001 and 2009

	2001	2009	Abs. Chge	% Change
<b>Agri. &amp; Mining</b>	698	719	21	3.0
<b>Construction</b>	6,345	6,950	605	9.5
<b>Manufacturing</b>	5,676	4,186	-1,490	-26.2
<b>Information</b>	3,367	3,364	-3	0.0
<b>Whsl., Trans., Warehsg.</b>	5,407	7,387	1,980	36.6
<b>Retail Trade</b>	10,894	14,119	3,225	29.6
<b>F.I.R.E.</b>	11,298	12,460	1,162	10.3
<b>Services</b>	33,299	55,221	21,922	65.8
<b>Public Admin.</b>	2,091	3,350	1,259	60.2
<b>Total</b>	79,292	107,778	28,486	35.9

Source: Indiana Business Research Center and ES 202 data, Q4, 2001 and 2009. HCA calculations.

Total employment in Hamilton County in 2009 was 107,778 according to Indiana Business Research Center analysis. The fastest growing segments of the county’s economy are Services with over 55,000 workers and a 65 percent gain in employment since 2001. Other leading sectors are Wholesale Trade (36 percent) and Retail Trade (29 percent). Since 2001, county employment has grown by 28,000, a gain of 36 percent. The 2009 data also show approximately 6,928 county businesses compared to 4,831 in 2001. The data validates the rise in county entrepreneurship over the decade. Nearly 86 percent of all county businesses employ fewer than 20 employees.

## HOUSING

### Single Family Building Permits Hamilton County

New home construction has taken a major hit in the current economy. Hamilton County's new home permits in 2009 were half the 2006 total. Nonetheless, the county accounted for 38 percent of the Indy region's total starts. The Town of Fishers recorded 466 permits followed by Noblesville (398) and Carmel (262). Since 2006, the county totaled 8,110 permits.

	2006	2007	2008	2009	Total
Hamilton Co.	2,779	2,412	1,548	1,372	8,110
Carmel/Clay	472	477	367	262	1,578
Cicero	59	76	22	21	178
Fishers	897	751	480	466	2,594
Noblesville	857	626	429	398	2,310
Westfield	406	410	261	182	1,259
Sheridan	72	38	16	31	157
Other	16	34	9	12	71

Source: Market Graphics and Builders Assoc. of Greater Indpls.

## INCOME

### 2009 Estimated Income Data Hamilton County and Indianapolis MSA

One of the most commonly used measures of economic health is income. The accompanying table displays household and per capita income data for Hamilton County and its communities. Leading the way is Carmel with a per capita income figure of \$43,864 and an estimated median household income of \$90,928. The income figures for Fishers are \$36,536 and \$83,629, respectively. The income figures for the Indianapolis MSA and Indiana are decidedly lower than Hamilton County.

	2009 Estimated Per Capita Income	2009 Estimated Median Household Income
<b>Hamilton County</b>	\$38,258	\$82,9332
<b>Arcadia</b>	\$21,990	\$55,053
<b>Atlanta</b>	\$18,485	\$47,875
<b>Carmel</b>	\$43,864	\$90,928
<b>Cicero</b>	\$27,442	\$60,089
<b>Fishers</b>	\$36,536	\$83,629
<b>Noblesville</b>	\$33,097	\$68,695
<b>Sheridan</b>	\$19,581	\$44,402
<b>Westfield</b>	\$25,630	\$60,880
<b>Indianapolis MSA</b>	\$27,835	\$54,459
<b>State of Indiana</b>	\$24,096	\$48,169

Source: Claritas 2009 PCensus Data

## LABOR FORCE

### Labor Availability Hamilton County Labor Shed 2010

	Labor Force	Unem. Rate	Number Unemployed
<b>Hamilton</b>	140,123	7.4%	10,322
<b>Boone</b>	27,370	7.6%	2,085
<b>Clinton</b>	16,546	10.1%	1,667
<b>Hancock</b>	35,468	9.1%	3,236
<b>Madison</b>	61,930	11.6%	7,166
<b>Marion</b>	452,303	10.2%	45,917
<b>Tipton</b>	7,024	10.9%	766
<b>Total</b>	740,674	9.6%	71,159

Seven counties comprise the Hamilton County labor shed. All of the outlying counties touch the borders of Hamilton County. The data show more than 740,000 workers in the county's labor shed. The most recent labor force data shows the availability of 71,000 workers. The unemployment rate within the labor pool is 9.6 percent.

Source: IN Dept. of Workforce Development LMI 6/10

The adjacent table has been prepared to gain perspective on the current state of Hamilton County. Nine counties with similar data and demographics to Hamilton County have been identified. Hamilton ranks 7<sup>th</sup> in population, 4<sup>th</sup> in absolute population increase, 2<sup>nd</sup> in growth rate, 5<sup>th</sup> (lowest) unemployment, and 6<sup>th</sup> in average adjusted growth income. Hamilton County boasts a lower cost-of-living than 6 of the peer counties.

### Peer County Review

County	2009 Est. Pop.	Pop. Growth 2000 - 2009	U.S. Pop. Growth Top 100 Rank	Unemployment Rate May 2010	2008 Avg. Adj. Gross Income
Hamilton, IN	279,287	96,547	21	6.9%	\$95,534
Douglas, CO	288,225	112,459	10	6.1%	\$104,483
Collier, FL	318,537	67,160	Not Ranked	11.3%	\$96,481
Forsyth, GA	174,520	76,113	6	8.0%	\$87,425
Johnson, KS	542,737	91,651	Not Ranked	5.6%	\$86,405
Howard, MD	281,884	34,042	Not Ranked	5.2%	\$97,178
St. Charles, MO	355,367	71,484	Not Ranked	8.1%	\$97,178
Delaware, OH	168,708	58,719	20	7.2%	\$88,752
Williamson, TN	176,838	50,200	59	7.6%	\$107,168
Loudon, VA	301,171	131,572	5	4.9%	\$101,640

Source: U.S. Bureau of Census, BLS, and Syracuse University, Transactional Access Records Clearinghouse,

## TAX RATES

Hamilton County currently has 27 property tax districts. The 2010 average tax rate for these districts is 1.9810. The lowest tax rates among the county's cities and towns are Carmel (1.7209) and Fishers (1.9816). These communities represent some of the lowest tax rates among all Indiana cities and towns with populations over 25,000.

### Hamilton County Tax Rates - 2009 Payable 2010

<b>Taxing District</b>	<b>District Rate</b>
Adams Twp.	1.4522
Sheridan Town	2.7518
Jackson Twp	1.5095
Arcadia Town	2.2762
Cicero Town	2.098
Atlanta Town	2.0864
White River Twp.	1.4838
Washington Twp.	2.0372
Westfield City	2.4688
Noblesville Twp	1.6445
Noblesville City	2.4891
Wayne Twp.	1.528
Fall Creek Twp.	1.5949
Delaware Twp.	1.6041
Fishers Town	1.9816
Carmel City	1.7209
Clay Twp.	1.1702
Noblesville-Delaware-HSE	2.5022
Fishers-Fall Crk Twp.	1.97
Noblesville-Wayne Twp.	2.4956
Noblesville-Fall Creek Twp.	2.4906
Carmel - County TIF	1.7209
Carmel Washington Twp	2.4746
Noblesville 11B (25% Corp Abated, pay 75%)	2.2322
Westfield Ag Abatement (100% Corp. Abated)	1.8082
Westfield Abated 09D (25% Corp. Abated, pay 75%)	2.3037
Fishers Fall Creek Abated (75% Corp. Abated, pay 25%)	1.5899

Source: Hamilton County Auditor's Office

## SAT SCORES

One educational measurement is that of SAT scores. The adjoining table highlights SAT scores for Hamilton County public high schools. The test measures reading, writing and math. The highest cumulative SAT scores were achieved by Carmel and Hamilton Southeastern High Schools. These schools also led the group in the percent of seniors taking the test. Hamilton County public school districts continue to be a major factor in the attraction of new families and business to the county.

### 2009 SAT Scores Hamilton County School Districts

	Total Score	Reading	Math	Writing
<b>Hamilton County High Schools</b>				
<b>Carmel</b>	1672	550	576	546
<b>Hamilton Heights</b>	1522	513	515	494
<b>Hamilton Southeastern</b>	1576	516	547	513
<b>Fishers</b>	1608	537	550	521
<b>Sheridan</b>	1466	502	504	460
<b>Noblesville</b>	1572	519	537	516
<b>Westfield</b>	1595	529	536	530
<b>State of Indiana (Average)</b>	1483	496	507	480

Source: Indiana Department of Education

## EDUCATIONAL ATTAINMENT

### Resident Population 25 Years + By Educational Attainment

A key determinant of personal income is educational attainment. The accompanying table highlights community educational attainment in Hamilton County. The county leads Indiana with nearly 50 percent of its adult population holding a B.A. Degree or better. Educational attainment defines the character of the county's resident workforce. Among communities, Fishers and Carmel garner top marks followed by Noblesville and Westfield

	Carmel	Fishers	Cicero	Westfield	Noblesville
<b>High School Grad or Less</b>	16.70%	13.20%	41.30%	40.80%	31.10%
<b>Some College</b>	17.80%	18.50%	23.40%	17.80%	20.50%
<b>Associate Degree Only</b>	6.60%	7.90%	10.80%	7.40%	6.30%
<b>Bachelor's Degree Only</b>	37.60%	44.70%	16.80%	23.40%	30.70%
<b>Master's Degree Only</b>	14.30%	11.30%	6.70%	8.70%	9.10%
<b>Prof./Doctorate Degree</b>	7.00%	4.40%	1.90%	1.90%	2.30%
	Sheridan	Arcadia	Atlanta	Hamilton Co.	Indiana
<b>High School Grad or Less</b>	57.70%	68.50%	70.90%	24.10%	54.10%
<b>Some College</b>	16.70%	16.00%	17.30%	18.70%	19.80%
<b>Associate Degree Only</b>	9.40%	4.70%	3.90%	6.90%	5.90%
<b>Bachelor's Degree Only</b>	15.30%	6.30%	4.50%	34.60%	12.70%
<b>Master's Degree Only</b>	0.40%	3.30%	3.40%	10.90%	1.40%
<b>Prof./Doctorate Degree</b>	0.50%	1.10%	0.00%	4.70%	0.90%

Source: 2009 PCensus and HCA Calculations

## NATIONAL GROWTH LEADER

The fastest growing county in the U.S. (by percent population increase) is Kendall County, IL. Hamilton County ranks third among the Midwestern counties in percent of population gain but it the top county in absolute population increase with more than 96,000 residents. Three Kentucky counties are included in the list. Hamilton County has been on this list for the past 15 years.

### Top 10 Fastest Growing Counties in the Midwest 2000-2009\* (Ranked by % change)

Rank	U.S. Rank	County/State	Population Gain	% Change	Metro Area
1	1	Kendall, IL	50,528	92.1	Chicago
20	2	Delaware, OH	58,716	53.4	Columbus
21	3	Hamilton, IN	96,547	52.8	Indianapolis
28	4	Dallas, IA	21,174	51.9	Des Moines
30	5	Spencer, KY	5,971	50.7	Louisville
35	6	Scott, MN	42,441	47.4	Minneapolis
47	7	Christian, MO	23,170	42.7	Springfield
63	8	Scott, MN	12,780	38.7	Lexington
67	9	Boone, KY	32,585	37.9	Cincinnati
72	10	Lincoln, MO	14,367	36.9	St. Louis

Source: U.S. Census Bureau, 100 Fastest Growing Counties in the U.S., Table 8 – CO-EST2009  
\* Counties with 30,000 or more population in 2000

## EMPLOYMENT COMPOSITION

### 2009 Hamilton County Employment By Sector

Total 2009 employment in Hamilton County was 107,778 according to the Indiana Business Research Center analysis. The largest sector of employment by a wide margin is Services (67,681) followed by Retail Trade (14,119). The table also reports a total of 6,928 businesses in the county. Overall, the county has added more than 61,000 new jobs since 2001. Part of this growth is explained by new levels of entrepreneurship in the workforce. Research shows that nearly 86 percent of all county businesses employ fewer than 20 employees.

	Employment	# of Businesses	Avg. Wkly Wage
Total	107,778	6,928	\$875
Agri. & Mining	716	38	\$972
Utilities	974	12	\$1,869
Construction	5,976	587	\$1,098
Manufacturing	4,186	202	\$982
Trans. & Warehousing	1,557	95	\$751
Wholesale Trade	5,830	786	\$1,365
Retail Trade	14,119	677	\$502
Information	3,364	125	\$1,105
F.I.R.E.	12,460	917	\$1,142
Professional, Scientific, & Technical Services	7,106	1,066	\$1,402
Other Services	48,115	2,372	\$466
Pub. Administration	3,350	44	\$870

Source: Indiana Business Research Center, Q4 2000 and 2009

Top 25 Employers, 2010  
Hamilton County, IN

Employer	Activity	Employment	Location
CNO Financial Group	HQ, Insurance	1,800	Carmel
Sallie Mae	Student Loan Services	1,750	Fishers
Clarian North Medical Center	Healthcare	1,200	Carmel
Liberty Mutual Insurance	Divisional HQ, Insurance	1,200	Carmel
RCI	Customer Service Center	1,000	Carmel
The Capital Group	Financial Services	900	Carmel
St. Vincent Health	Healthcare Administration	850	Carmel
Firestone Diversified Products	Divisional HQ	800	Carmel
Riverview Hospital	Healthcare	800	Noblesville
SMC Corporation of America	Pneumatic Automation Products	725	Noblesville
Midwest ISO	HQ, Electric Grid Management	650	Carmel
Roche Diagnostics	Life Science/Medical Devices	600	Fishers
Indiana Mills & Manufacturing	Safety Seats & Tie-Downs	550	Westfield
Frontier Communications	National Customer Service Center	525	Westfield
ADT	Regional Security Monitoring Center	450	Carmel
Ingersoll Rand	Security Technologies Group	450	Carmel
Duke Realty Corporation	Real Estate Services	400	Carmel
St. Vincent Carmel Hospital	Healthcare	365	Carmel
St. Vincent Heart Center of Indiana	Healthcare	350	Carmel
Thomson	Consumer Electronics	325	Noblesville
King Systems	Anesthesia/Respiratory Care Products	325	Carmel
Adesa	HQ, Wholesale Auto Auctions	325	Fishers
US Foodservice	Distribution Center	325	Fishers
Wiley Technologies	Computer Book Publishing	300	Carmel
Delta Faucet	Residential/Commercial Faucets	300	Carmel

Source: HCA Research, 2009 - 2010



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An Economic Development Partnership of Business and Government including  
Fishers, Carmel, Noblesville, Westfield, Sheridan, Arcadia, Atlanta  
and Hamilton County