Talent InSight

HAMILTON COUNTY 2030
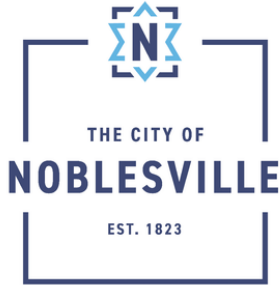
THE CITY OF NOBLESVILLE

EST. 1823

JANUARY 2024

THANK YOU TO THE
TALENT INSIGHT 2030 VISIONARY INVESTORS

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A UNIFIED VISION

Invest Hamilton County appreciates an ecosystem with strong and visionary stakeholders is not best served by one centralized top-down goal but rather by multiple bottom-up aligned goals focused on the common vision. Economic Development representatives and city officials from each of the four cities were engaged to inform the scope of the full Hamilton County report and support in data curation efforts. A report card for each city has been created and will be refreshed annually.

NOBLESVILLE

Noblesville, nestled in the heart of Hamilton County, Indiana, and gracing the banks of the White River, has witnessed remarkable population growth over the years. As the county seat and a key player in the north Indianapolis suburbs, Noblesville's population surged to 69,604 in the 2020 census, marking a substantial rise from its 2010 ranking as the 14th most populous city to claiming the 10th spot in the state. This growth, echoing the boom of the Indiana gas era in 1888, saw the city flourish with Victorian homes and a bustling downtown. More recently, from 2000 to 2010, the population nearly doubled, reaching 51,969, reflecting the broader trend in southern Hamilton County due to its proximity to Indianapolis. With a median income of $73,395 and a median housing value of $171,272, Noblesville thrives as a community with over 87.3% of its population holding at least a high school diploma or GED. Today, Noblesville stands as a dynamic and diverse city, shaped by its rich history and vibrant growth.

Noblesville has seen over $1 Billion in economic investment and will utilize a deliverable that synthesizes data from multiple sources, streamlined into a calibrated representation of what is Noblesville. With unprecedented growth in the city, officials want to be educated and equipped for conversations pertinent to business attraction and retention. Understanding the sub dialogue in business is the remote workforce and the activation of third spaces. Noblesville seeks meaningful capture of the matriculation of STEM education in the K-12 sphere and it is leading to STEM career pathways.

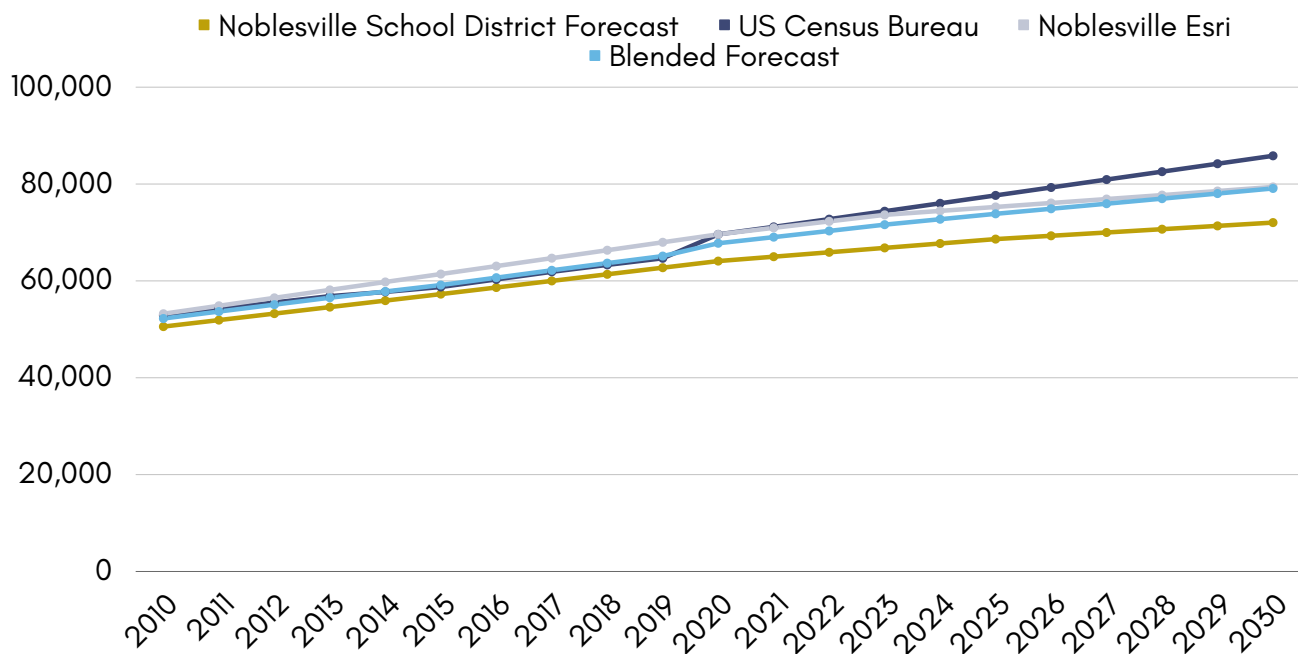THE CITY OF
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POPULATION

Growth | Forecast

Forecasting a school district's future population is crucial for effective resource planning, considering diverse factors that impact enrollment changes. These factors may affect different areas within the district at varying magnitudes and rates, necessitating adaptable strategies. The primary challenge lies in generating population forecasts, particularly in deriving rates of change in fertility, mortality, and migration. School districts in our county, classified as "small area" populations, pose added complexity due to local irregularities in these factors, making forecasts more challenging than at broader regional, state, or national scales.

Noblesville Schools issues a population and demographic study every five years to calculate potential growth and capacity needs of school buildings. The district shares this data with the City for planning purposes.

NOBLESVILLE POPULATION FORECAST

Source: US Census Bureau, Esri, and Noblesville Public School District

Description: This chart demonstrates the historic population of the City of Noblesville and projects future growth based on the historic trends. The population data included in this chart was sourced from the U.S. Census Bureau Annual Estimates of the Resident Population for places in Indiana and Esri. Data provided by Noblesville School Districts was also included as a population forecast benchmark. This data illustrates an expected minimum and maximum range that Noblesville's population could grow to by 2030. The high estimate is 85,828 residents and the low estimate is 72,040 residents. A blended forecast is also included to average the data.

NOBLESVILLE REPORT CARD

POPULATION

Growth | Forecast

NOBLESVILLE POPULATION PERCENT GROWTH
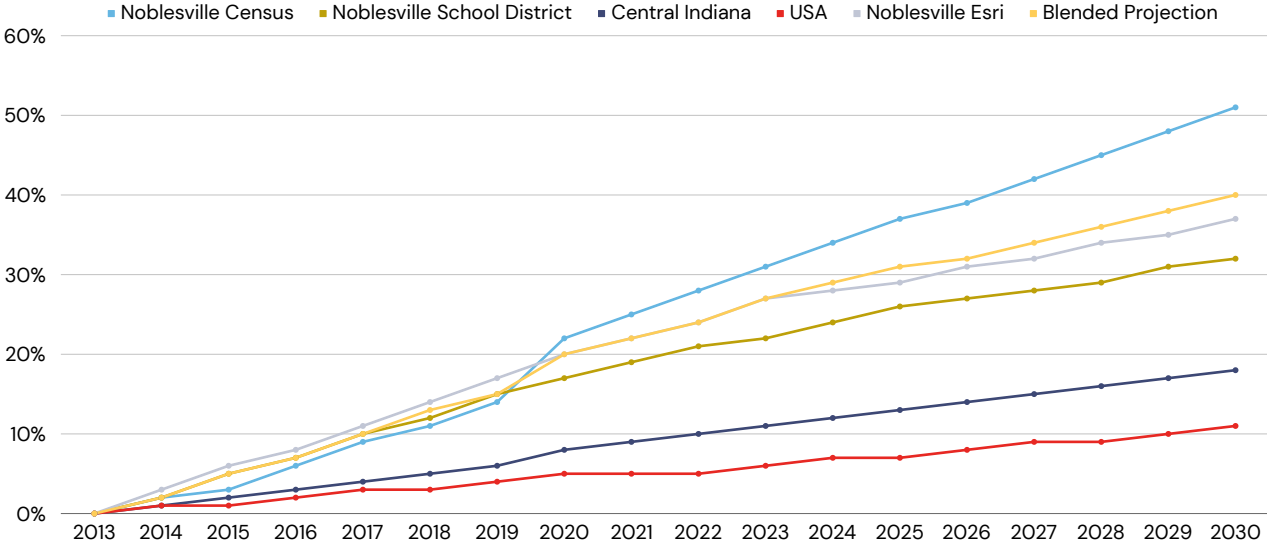
Source: US Census Bureau, Esri, and Noblesville Public School District

Description: This chart demonstrates the historic population of the City of Noblesville, Hamilton County, Central Indiana, and the United States, and projects future growth based on the historic trends. For comparison purposes, the chart is displayed in percent growth. The population data included in this chart was sourced from the U.S. Census Bureau Annual Estimates of the Resident Population for places in Indiana, Esri, and Noblesville Public School District.

LABOR FORCE PARTICIPATION Growth | Forecast

NOBLESVILLE LABOR FORCE PARTICIPATION

Legend: ■ Noblesville ■ Hamilton County ■ Central IN ■ United States
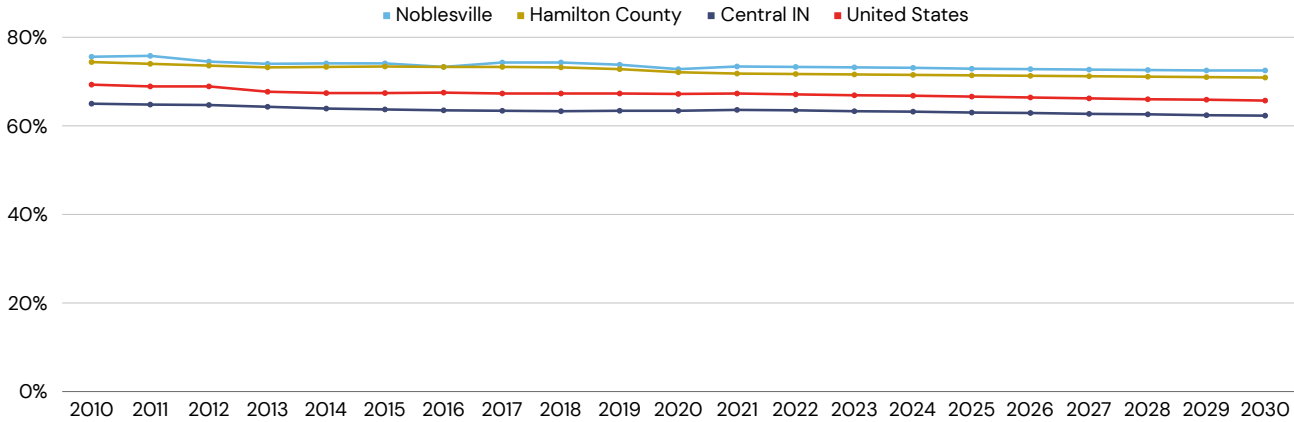
Source: U.S. Census Bureau, American FactFinder, S2301: Employment Status

Description: This chart demonstrates the historic population of the City of Noblesville, Hamilton County, Central Indiana, and the United States, and projects future growth based on the historic trends. For comparison purposes, the chart is displayed in percent growth. The population data included in this chart was sourced from the U.S. Census Bureau Annual Estimates of the Resident Population for places in Indiana and Noblesville Public School District.

PRIME WORKING AGE LABOR FORCE PARTICIPATION

Legend: ■ Noblesville ■ Hamilton County ■ Central IN ■ United States
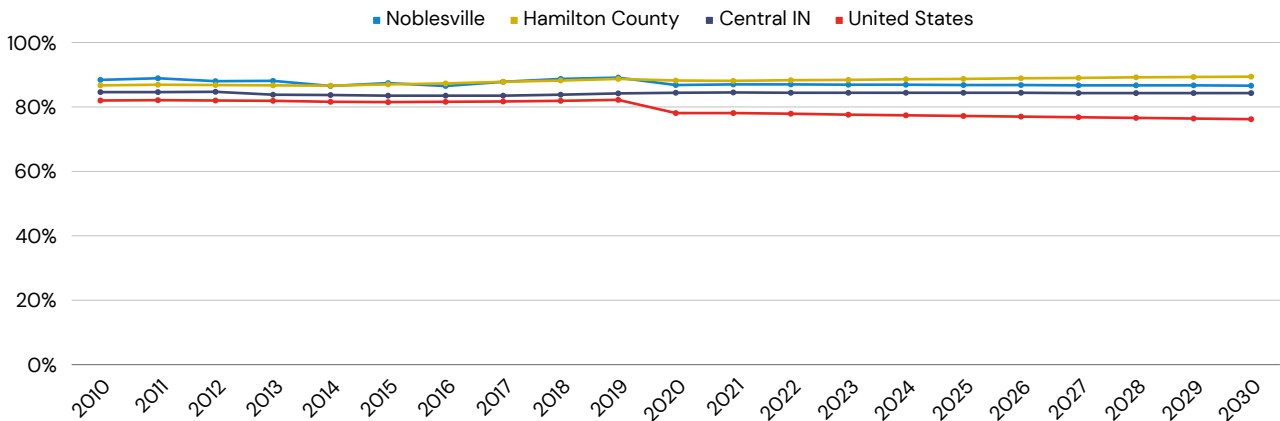
Source: U.S. Census Bureau, American FactFinder, S2301: Employment Status

This chart compares prime working age labor force participation for the City of Noblesville, Hamilton County, Central Indiana, and the United States. Prime working age represents residents ages 25-54. This group is considered adults that are in their prime working years. Noblesville is forecast to see a slight decrease in labor force participation from prime working age residents while Hamilton County as a whole is expected to grow, Central Indiana is likely to remain stagnant, and the United States is forecast to decline. Estimates are based on American Community Survey (ACS) estimates for Noblesville, Hamilton County, Central Indiana, and the United States.

INDUSTRY DATA

NOBLESVILLE JOB GROWTH COMPARISON

■ Noblesville ■ Hamilton County ■ Central Indiana ■ United States
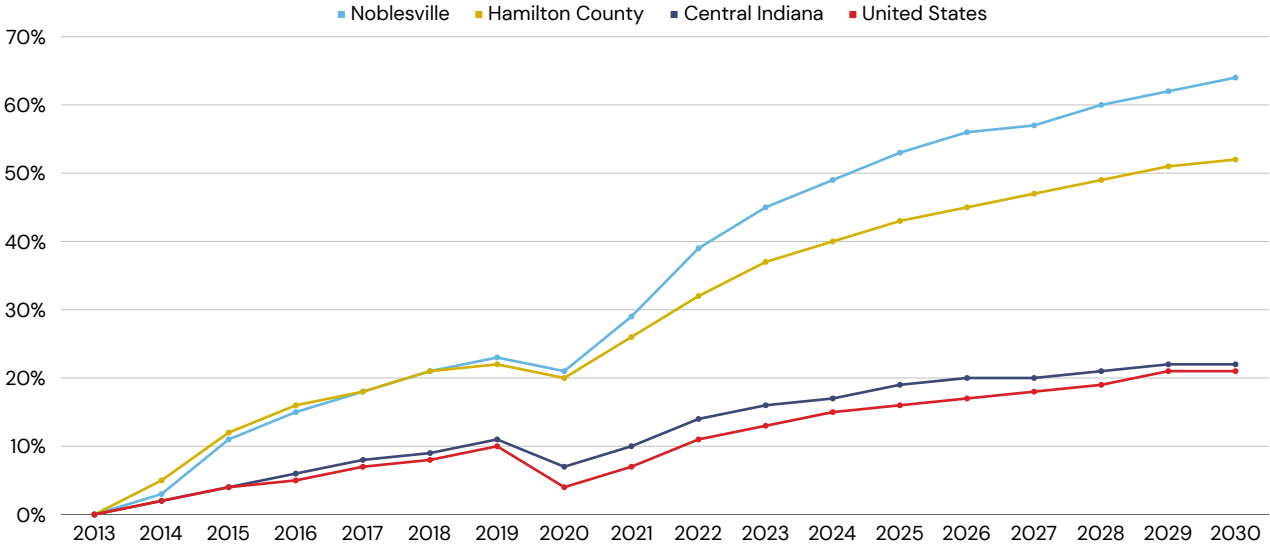
Source: Lightcast Q2 2023

Description: This chart illustrates historic and forecast job growth for Noblesville, Hamilton County, Central Indiana, and the United States. Total job growth in Hamilton County and Noblesville has significantly outpaced the United States and Central Indiana. The rate of job growth in Noblesville is projected to increase at the highest rate compared to the United States, Central Indiana, and Hamilton County driving a greater demand for talent. This data is sourced from Lightcast's second quarter 2023 data run.

OCCUPATION DATA

Growth | Forecast

NOBLESVILLE QUARTERLY CENSUS OF EMPLOYMENT & WAGES RESIDENT WORKERS

Legend: ■ Noblesville ■ Hamilton County ■ Central IN ■ United States

Categories (top to bottom):
- Office and Administrative Support
- Sales and Related
- Food Preparation and Serving Related
- Transportation and Material Moving
- Business and Financial Operations
- Healthcare Practitioners and Technical
- Production Occupations
- Management
- Construction and Extraction
- Educational Instruction and Library
- Installation, Maintenance, and Repair
- Computer and Mathematical
- Healthcare Support
- Building and Grounds Cleaning and Maintenance
- Personal Care and Service
- Protective Service
- Architecture and Engineering
- Community and Social Service
- Arts, Design, Entertainment, Sports, and Media
- Legal
- Life, Physical, and Social Science
- Farming, Fishing, and Forestry

Source: Bureau of Labor Statistics QCEW and Lightcast

Description: This chart and table illustrate the number of resident workers in Noblesville. It also includes the percentage of resident workers in each occupation to examine how the city's workforce profile compares to Hamilton County, Central Indiana, and the United States. This data is from BLS QCEW which excludes a variety of occupations. A summary of these exclusions is listed on the following page.

QCEW EXCLUSIONS

The Quarterly Census of Employment and Wages (QCEW) is a program conducted by the U.S. Bureau of Labor Statistics (BLS) that collects and publishes detailed information on employment and wages by industry. While the QCEW is comprehensive in its coverage of employment and wage data, there are certain categories of workers and businesses that may be excluded or not fully represented in the data for various reasons. Some of the common exclusions or limitations in QCEW data include:

- Self-Employed Individuals: QCEW primarily focuses on wage and salary employment, so self-employed individuals, freelancers, and independent contractors may not be included in the data.

- Agriculture: QCEW often excludes agricultural workers and establishments because they are typically covered by a separate program, the Agricultural Quarterly Survey.

- Federal Government: Federal government employees are excluded from QCEW data, as their employment data is collected separately.

- Domestic Workers: Some domestic workers, such as those employed in private households, may not be included in the data.

- Proprietors and Partnerships: Owners of non-incorporated businesses, such as sole proprietors and partners in partnerships, may not be covered in the same detail as wage and salary workers.

- Small Establishments: In some cases, very small businesses or establishments with a small number of employees may not be included to protect the confidentiality of data.

- Seasonal and Temporary Workers: Depending on the timing of data collection, seasonal and temporary workers may not be fully represented in the data.

- Informal Economy: Workers and businesses operating in the informal economy or "under the table" may not be included in the QCEW data.

It's important to note that the QCEW is primarily designed to capture data from formal, payroll-based employment and may not fully account for all types of work arrangements and labor market segments. To obtain a complete picture of the labor market, researchers and policymakers often use multiple data sources in conjunction with the QCEW.

OCCUPATION DATA

NOBLESVILLE RESIDENT WORKERS BY OCCUPATION TYPE

Legend: ■ Noblesville ■ Hamilton County ■ Central IN ■ United States

Horizontal bar chart showing percentages of resident workers by occupation type, ordered from highest to lowest:

- Office and Administrative Support
- Sales and Related
- Food Preparation and Serving Related
- Transportation and Material Moving
- Business and Financial Operations
- Management
- Healthcare Practitioners and Technical
- Production Occupations
- Construction and Extraction
- Educational Instruction and Library
- Installation, Maintenance, and Repair
- Healthcare Support
- Computer and Mathematical
- Building and Grounds Cleaning and Maintenance
- Personal Care and Service
- Arts, Design, Entertainment, Sports, and Media
- Community and Social Service
- Protective Service
- Architecture and Engineering
- Legal
- Life, Physical, and Social Science
- Military-only
- Farming, Fishing, and Forestry

X-axis: 0% to 14%

Source: Lightcast Q2 2023

Description: This chart illustrates the number of resident workers in Noblesville. It also includes the percentage of resident workers in each occupation to examine how the county's workforce profile compares to Hamilton County, Central Indiana and the United States. This data is from Lightcast and includes self employed workers.

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COMMUTING DATA

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NOBLESVILLE EMPLOYED RESIDENTS VS JOBS

Legend: ■ Employed Residents ■ Jobs

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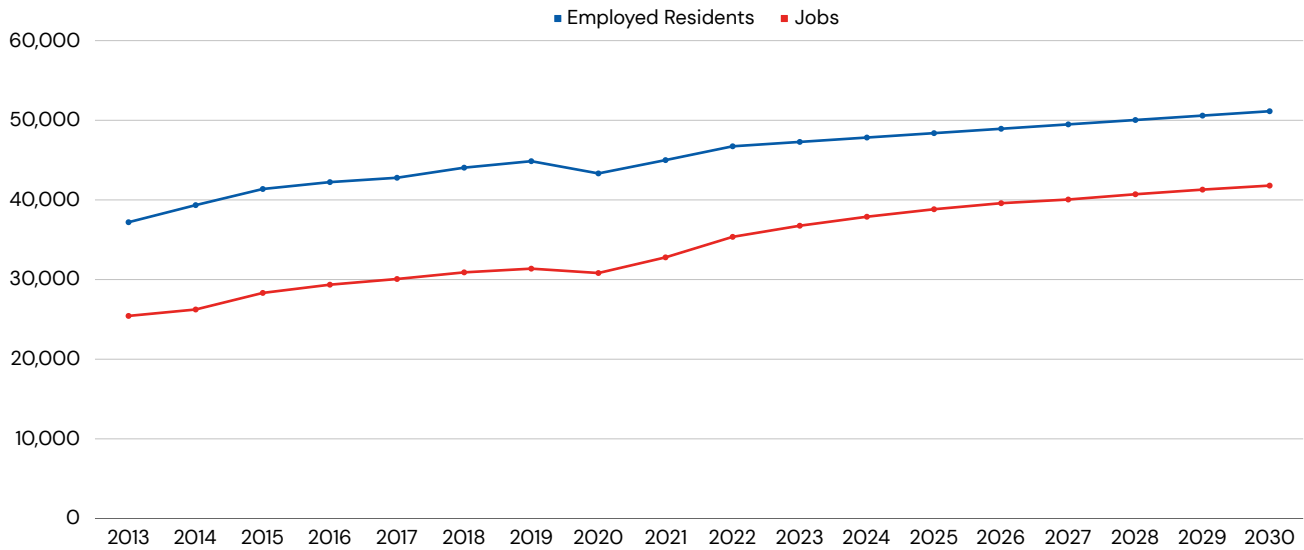
COMMUTING DATA

NOBLESVILLE PROJECTED NET COMMUTERS BY OCCUPATION 2030
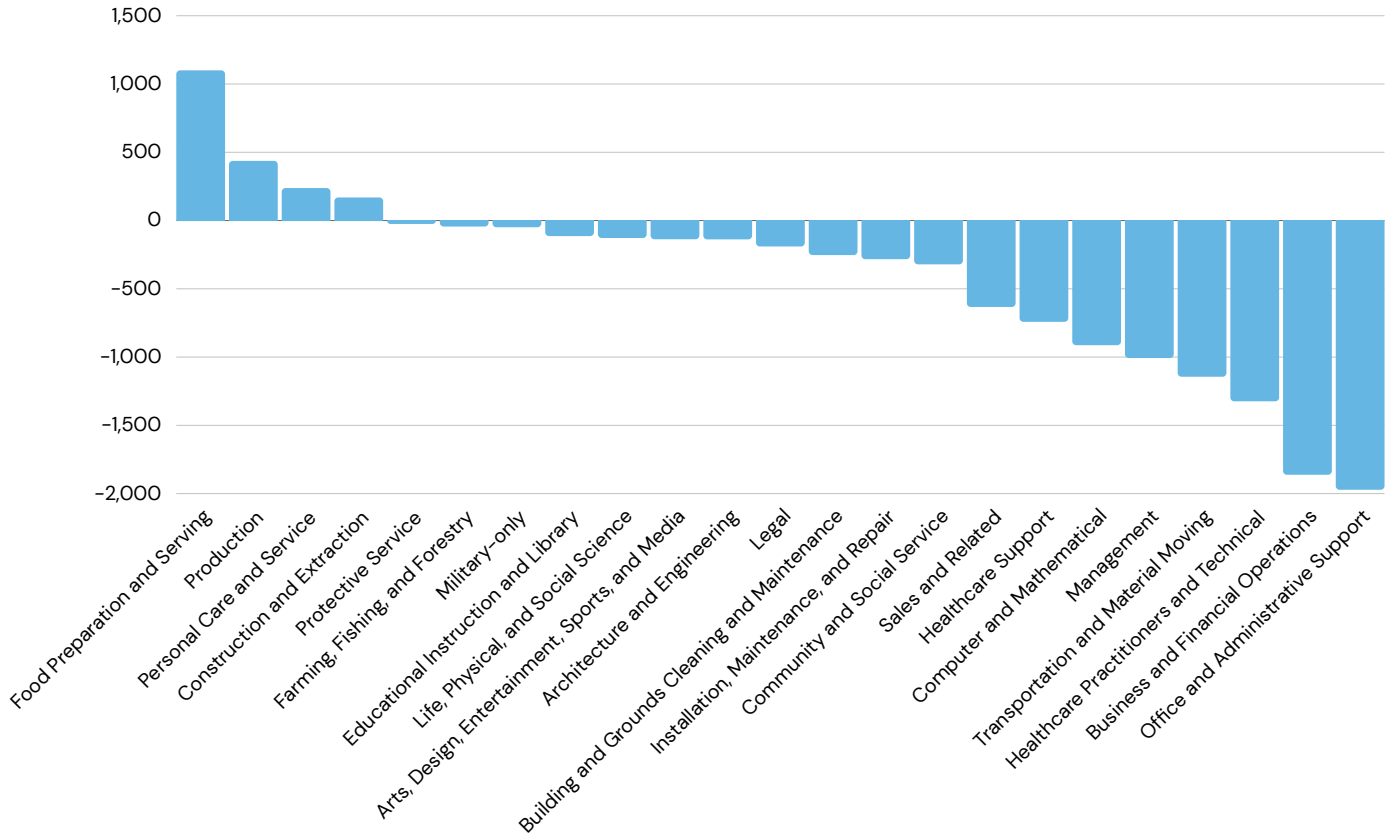
Source: Lightcast Q2 2023

Description: This chart shows the projected gap or surplus in net commuters in Noblesville in the year 2030 by 2-digit SOC code. Net commuter identifies Minimum number of workers who commute in or out of the region to satisfy the number of jobs held for a given occupation in the county. It is estimated that over 2,000 workers from outside the county will be needed to fill jobs that exist within Hamilton County in 2030. This gap primarily includes occupations related to food preparation and serving, manufacturing/production, construction, and personal care and service occupations. This data is sourced from Lightcast's second quarter 2023 data run.

COMMUTING DATA

NET COMMUTERS BY YEAR 2015 - 2030
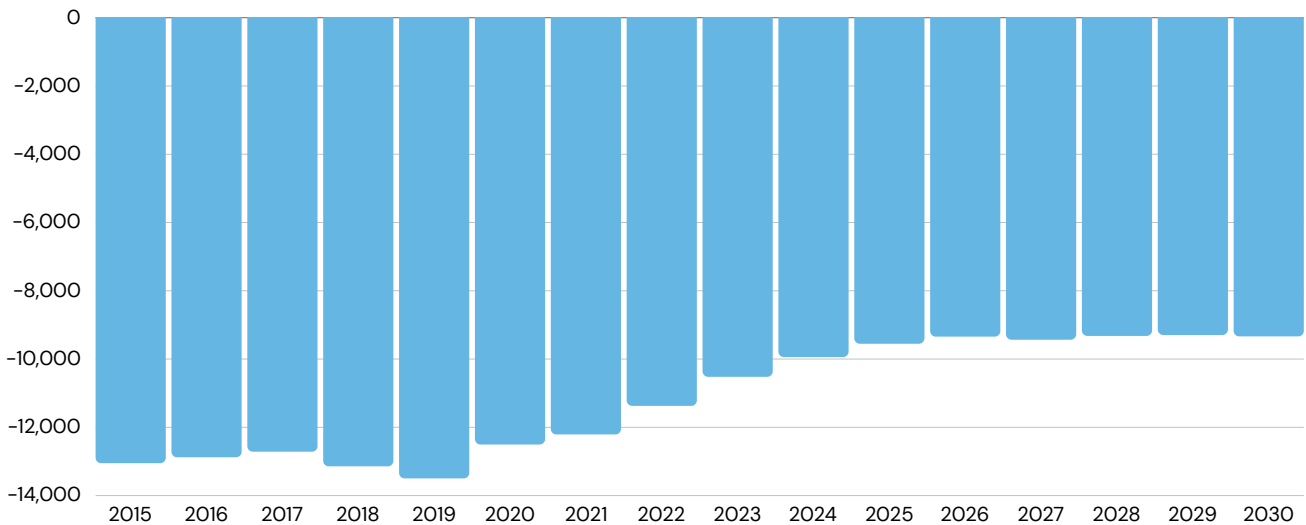
Source: Lightcast 2023.2

Description: This chart illustrates the net commuters into or out of Noblesville for work based on the difference between total jobs and resident workers. Historically, Noblesville had more people commuting out of the city than into it for work. This gap is shrinking and a net gain of over 800 daily commuters is projected between 2023 and 2030. Despite an overall increase in commuters into the city, some occupations will still need to import talent as Noblesville is estimated to lose nearly 10,000 resident workers during the day who commute to other places of employment. This data is sourced from Lightcast's second quarter 2023 data run.

JOB POSTING DATA

JOB POSTINGS BY OCCUPATION COMPARISON OF 2017-2020 AND 2020 - 2023

■ Unique Postings from Jun 2017 – Jun 2020 ■ Unique Postings from Jun 2020 – Jun 2023
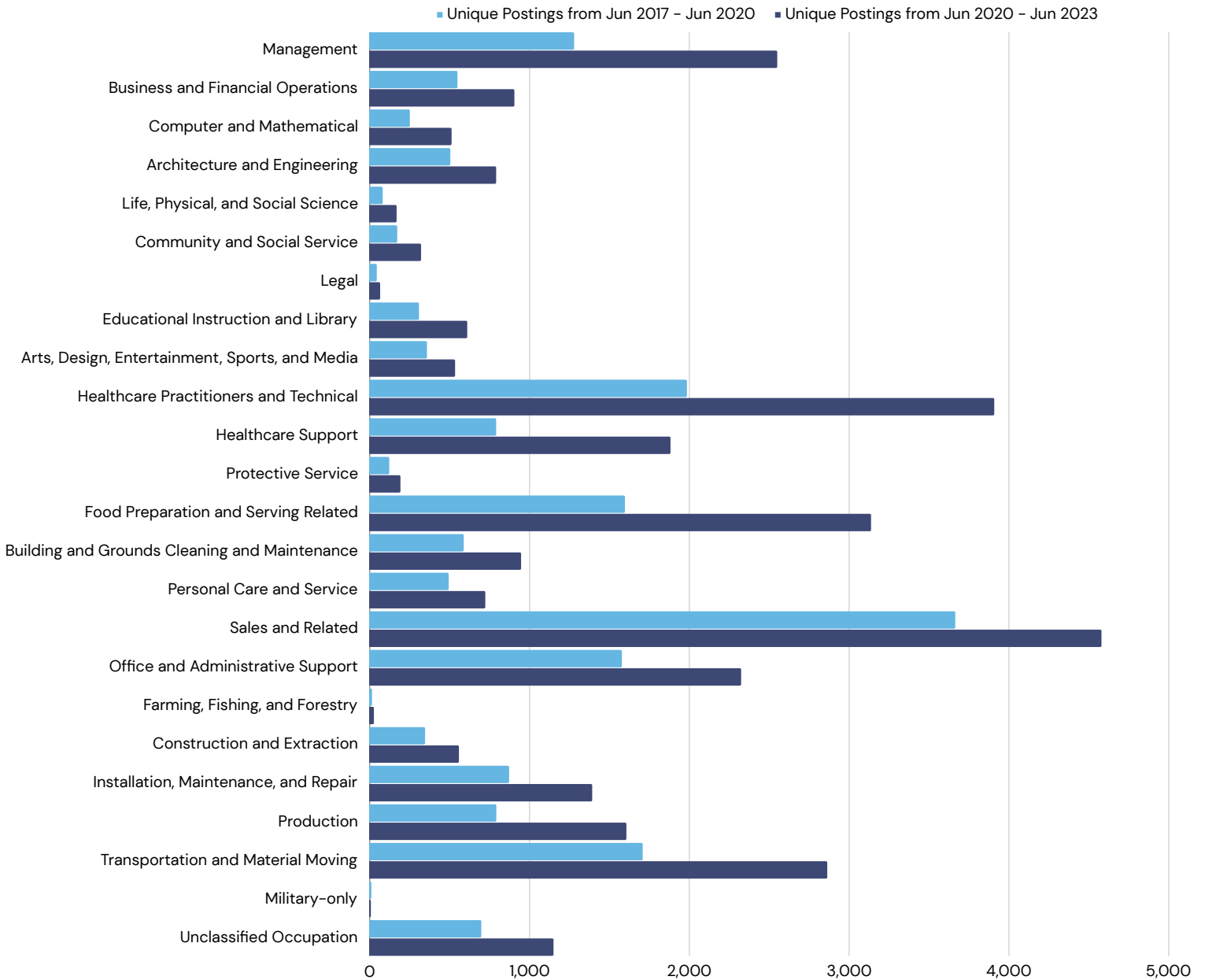
Source: Lightcast 2023.2

Description: This chart compares total job postings by 2-digit SOC code in Noblesville between 2017-2020 (pre-pandemic) and 2020-2023 (post pandemic) to identify how posting frequency may have changed due to the pandemic. The total number of postings increased between 2020-2023 for nearly all occupations except military. This data is sourced from Lightcast's second quarter 2023 data run.

JOB POSTING DATA

JOB POSTINGS BY OCCUPATION CHANGE

Occupation	Change
Healthcare Practitioners and Technical	~1,920
Food Preparation and Serving Related	~1,540
Management	~1,280
Transportation and Material Moving	~1,160
Healthcare Support	~1,090
Sales and Related	~900
Production	~800
Office and Administrative Support	~730
Installation, Maintenance, and Repair	~510
Unclassified Occupation	~440
Building and Grounds Cleaning and Maintenance	~350
Business and Financial Operations	~350
Educational Instruction and Library	~290
Architecture and Engineering	~280
Computer and Mathematical	~260
Personal Care and Service	~230
Construction and Extraction	~210
Arts, Design, Entertainment, Sports, and Media	~180
Community and Social Service	~150
Life, Physical, and Social Science	~90
Protective Service	~70
Legal	~20
Farming, Fishing, and Forestry	~10
Military-only	~0

Source: Lightcast 2023.2

Description: This chart shows illustrates the difference in job postings for occupations in Noblesville at the 2-digit SOC code level. The difference was calculated by subtracting total postings between June 2020 through June 2023 from June 2017 through June 2020 postings. This illustrates the number of new postings since the COVID-19 pandemic. This data is sourced from Lightcast's second quarter 2023 data run.

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JOB POSTING DATA

UNIQUE POSTINGS FROM JUNE 2017 - JUNE 2020

Occupation	Postings
Retail Salespersons	~1,430
First-Line Supervisors of Retail Sales Workers	~790
Heavy and Tractor-Trailer Truck Drivers	~670
Registered Nurses	~620
Sales Reps, Wholesale and Manufacturing, Except Tech & Scientific Prod.	~600
Customer Service Representatives	~540
Fast Food and Counter Workers	~410
Food Service Managers	~380
Laborers and Freight, Stock, and Material Movers, Hand	~320
Stockers and Order Fillers	~300
Waiters and Waitresses	~270
Cooks, Restaurant	~250
Home Health and Personal Care Aides	~240
Maintenance and Repair Workers, General	~230
Medical Assistants	~230
Automotive Service Technicians and Mechanics	~215
First-Line Supervisors of Food Preparation and Serving Workers	~215
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	~210
Cashiers	~205
Licensed Practical and Licensed Vocational Nurses	~200

Source: Lightcast 2023.2

Description: Unique postings illustrates the top 20 most posted occupations from 2017-2020 at the 5-digit SOC code level. This data is sourced from Lightcast's second quarter 2023 data run.

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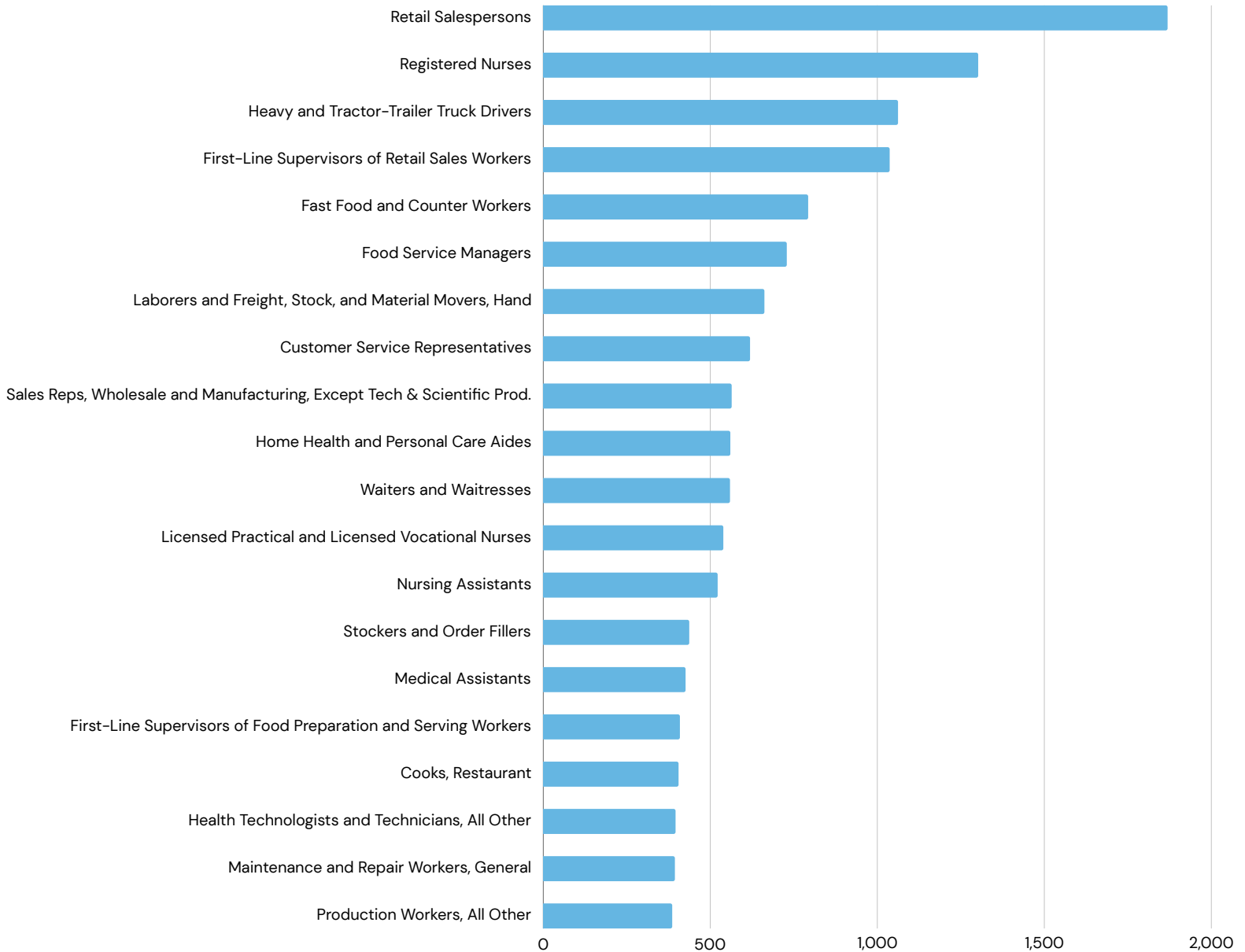# JOB POSTING DATA

Growth | Forecast

UNIQUE POSTINGS FROM JUNE 2020 - JUNE 2023

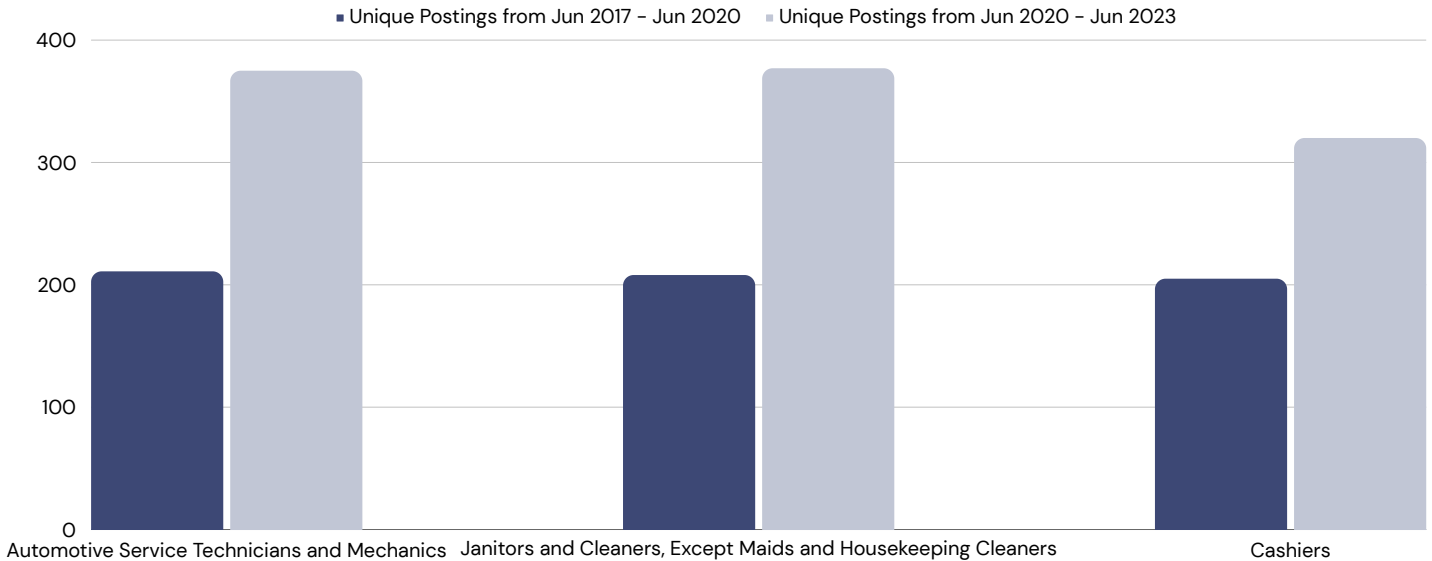| Occupation	Unique Postings
Retail Salespersons	~1,870
Registered Nurses	~1,300
Heavy and Tractor-Trailer Truck Drivers	~1,060
First-Line Supervisors of Retail Sales Workers	~1,040
Fast Food and Counter Workers	~790
Food Service Managers	~730
Laborers and Freight, Stock, and Material Movers, Hand	~660
Customer Service Representatives	~620
Sales Reps, Wholesale and Manufacturing, Except Tech & Scientific Prod.	~570
Home Health and Personal Care Aides	~560
Waiters and Waitresses	~560
Licensed Practical and Licensed Vocational Nurses	~540
Nursing Assistants	~520
Stockers and Order Fillers	~440
Medical Assistants	~430
First-Line Supervisors of Food Preparation and Serving Workers	~410
Cooks, Restaurant	~410
Health Technologists and Technicians, All Other	~400
Maintenance and Repair Workers, General	~400
Production Workers, All Other	~390

Source: Lightcast 2023.2

Unique postings illustrates the top 20 most posted occupations from 2020-2023 at the 5-digit SOC code level. This data is sourced from Lightcast's second quarter 2023 data run.

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LESS PROMINENT JOB POSTINGS COMPARING 2017 - 2020 AND 2020 - 2023

■ Unique Postings from Jun 2017 – Jun 2020   ■ Unique Postings from Jun 2020 – Jun 2023

Source: Lightcast 2023.2

Declining job postings illustrates the three occupations at the 5-digit SOC code level that dropped out of the top-20 most posted occupations from 2020-2023. These postings were in the top-20 between 2017-2020 but were less frequently posted between 2020-2023. This may suggest that these jobs were less in demand. This data is sourced from Lightcast's second quarter 2023 data run.

EMERGING JOB POSTINGS COMPARING 2017 - 2020 AND 2020 - 2023

■ Unique Postings from Jun 2017 – Jun 2020   ■ Unique Postings from Jun 2020 – Jun 2023
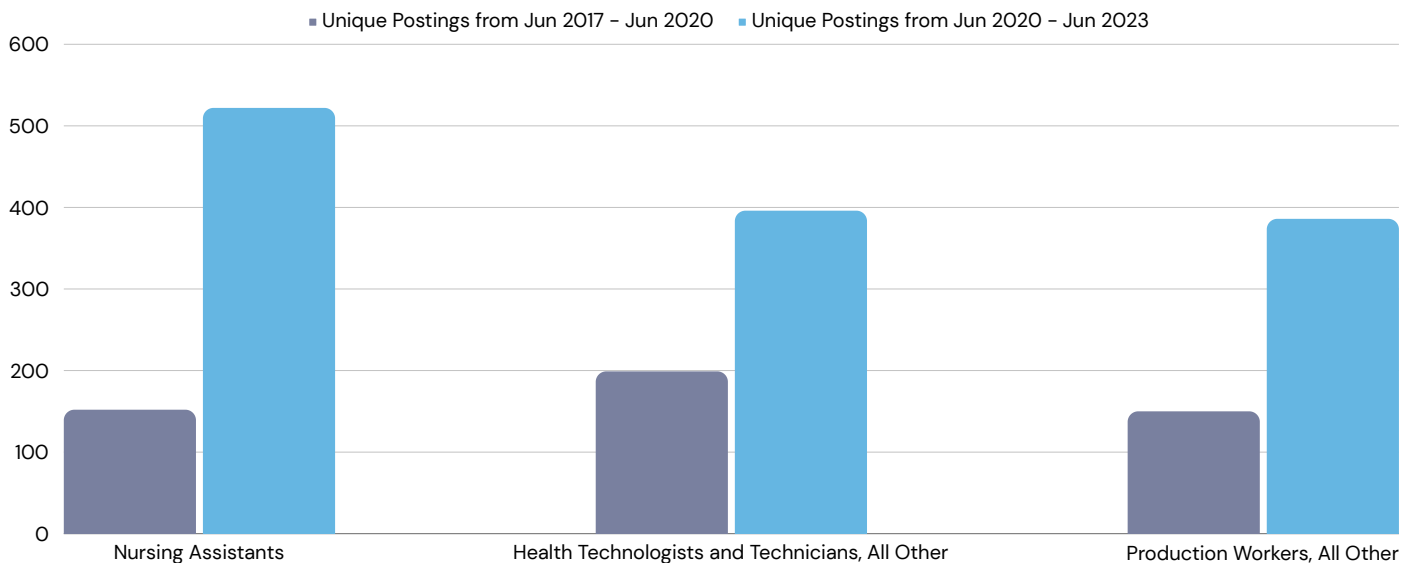
Source: Lightcast 2023.2
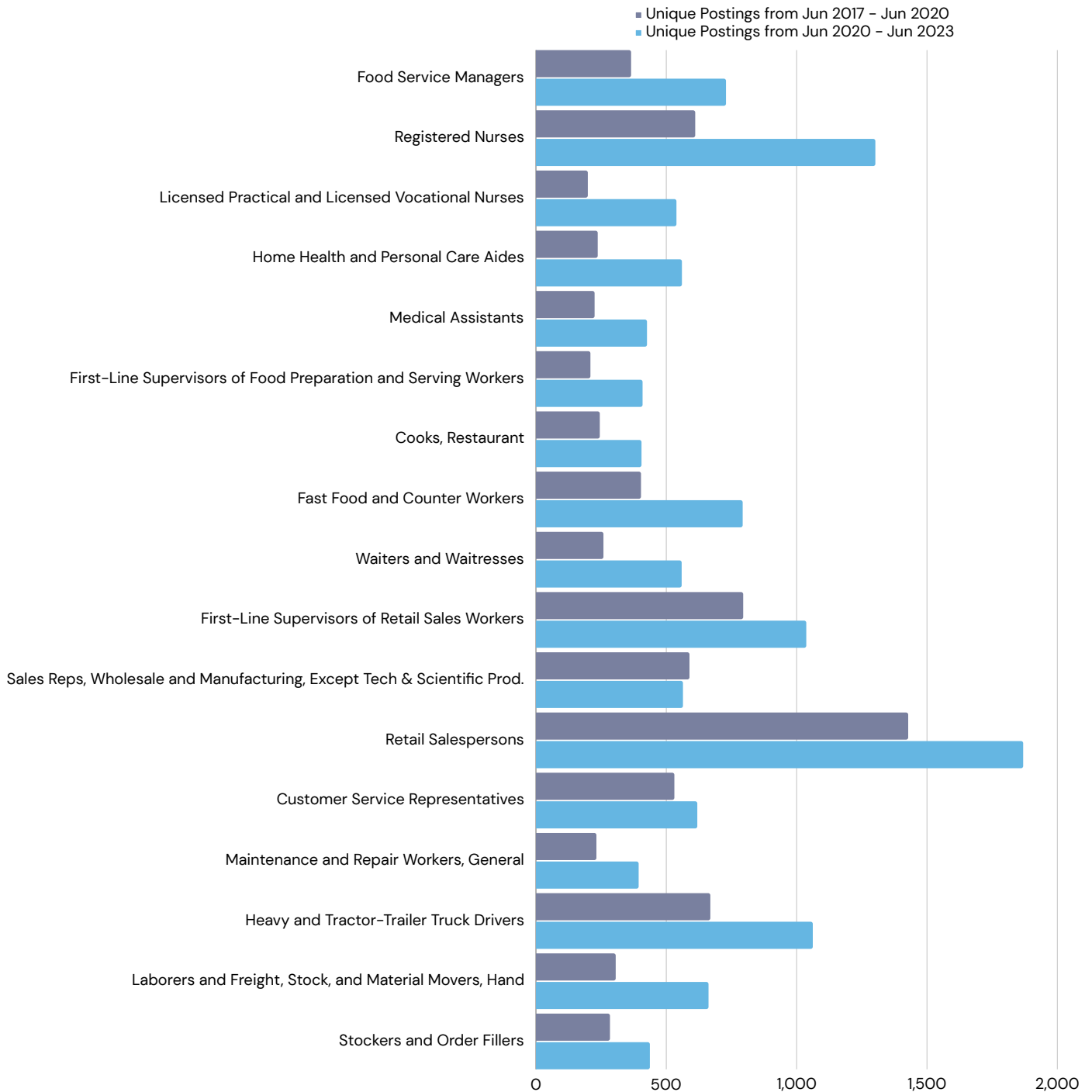
Emerging job postings illustrates the five occupations at the 5-digit SOC code level that appeared in the top-20 most posted occupations from 2020-2023. These postings were not included in the top-20 between 2017-2020 but were more commonly posted between 2020-2023. This may suggest that these jobs were more in demand. This data is sourced from Lightcast's second quarter 2023 data run.

JOB POSTING DATA

TOP COMMON JOB POSTINGS COMPARISON 2017 - 2020 AND 2020 - 2023

Legend:
- ■ Unique Postings from Jun 2017 – Jun 2020
- ■ Unique Postings from Jun 2020 – Jun 2023

Horizontal bar chart comparing unique job postings for the periods Jun 2017 – Jun 2020 and Jun 2020 – Jun 2023 across the following categories:

- Food Service Managers
- Registered Nurses
- Licensed Practical and Licensed Vocational Nurses
- Home Health and Personal Care Aides
- Medical Assistants
- First-Line Supervisors of Food Preparation and Serving Workers
- Cooks, Restaurant
- Fast Food and Counter Workers
- Waiters and Waitresses
- First-Line Supervisors of Retail Sales Workers
- Sales Reps, Wholesale and Manufacturing, Except Tech & Scientific Prod.
- Retail Salespersons
- Customer Service Representatives
- Maintenance and Repair Workers, General
- Heavy and Tractor-Trailer Truck Drivers
- Laborers and Freight, Stock, and Material Movers, Hand
- Stockers and Order Fillers

X-axis scale: 0, 500, 1,000, 1,500, 2,000

Source: Lightcast 2023.2

Top common job postings illustrates the 17 most frequently posted jobs that existed between both 2017-2020 and 2020-2023 at the 5-digit SOC level. The difference in posting frequency during these time periods is compared in the graph. This data is sourced from Lightcast's second quarter 2023 data run.

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