Chapter III
Population and Economics

Introduction

The purpose of this Chapter is to delineate the elements that make up the economic life of the Town of Hopkinton and to consider how various elements should be managed to best achieve the type of community our citizens desire.

The Master Plan Community Survey indicated that the Town's citizens wish is to retain the rural atmosphere and "high quality of life" of the Town. One way to do this is to manage the growth of the Town by encouraging desirable industrial and commercial activities in properly zoned areas. The community visioning session, which was held in May of 2000, helped to identify how residents wanted Hopkinton to look in 75 years and what they felt were the Town's strengths and opportunities with regards to economic development.

The information in this Chapter is presented so that it may be compared with other municipalities in the central New Hampshire region. Information in this Chapter has been derived from the Office of State Planning (NHOSP), the United States Bureau of the Census (Census), the New Hampshire Bureau of Vital Statistics, the New Hampshire Bureau of Employment Security, and others.

Topics to be covered in this Chapter include:

Key Findings
Community Survey and Visioning Session Results
Population Characteristics
Employment, Education, and Commuting Characteristics
Income Characteristics of Residents
Tax Characteristics
Infrastructure Characteristics
Summary
Hopkinton Employers
Land Availability and Zoning
Home Businesses

Key Findings

- Hopkinton has a substantial economic base, a highly educated and industrious population, and is a prosperous community.
- Effectively manage the industrial, commercial, and business aspects of Hopkinton in order to maintain the rural character of the Town.
- Review and amend the zoning ordinance to assure the optimum use of land in the Industrial District and Commercial District.
- Review and revise, where necessary, zoning regulations for home occupations, home businesses, and telecommuting to encourage these economic development options within Town.
- Encourage new businesses to relocate and establish within existing facilities, where feasible and permissible, in order to create a thriving commercial base in areas of the community where similar businesses have been traditionally located.

- Monitor changes in the age of the population so that housing and social services meet the needs of the population.
- The Economic Development Committee should work as a liaison between the Town, Regional, and State economic development groups, and also between businesses interested in locating in Hopkinton and the Zoning Board of Adjustment, Planning Board, and Selectmen to strengthen the local economic base within Town.
- Prepare a user-friendly guide for businesses that explains local ordinances, development requirements, and contains clear application guidelines and approval procedures.

Community Survey Results

A Master Plan Community Survey was sent out to all households and non-resident landowners in Town at the beginning of the Master Plan process. A total of 2,700 surveys were distributed with 973 returned, for a 36% response rate. The following survey questions and responses relate to the population and economic patterns in Hopkinton.

How long have you lived in Hopkinton?

	Total	Percent
Less than 5 years	207	22.6%
5 - 10 years	131	14.3%
10 - 20 years	219	23.9%
Over 20 years	341	37.2%
No Answer	18	2.0%
Total	**916**	**100.0%**

What is the highest level of education completed by each adult in the household?

	Total	Percent
Some High School or Less	49	3.6%
High School Graduate/GED	227	16.8%
Technical or Junior College	87	6.4%
Some College	226	16.7%
College Graduate	409	30.2%
Post Graduate	356	26.3%

What are the desirable qualities of Hopkinton? Check all that apply.*

Feature	Total
Employment Opportunities	48

* Denotes only those answers that relate to the Chapter

Where do you work?

	Total Full Time	Percent Full Time		Total Part Time	Percent Part Time
Concord	350	41.4%	**Concord**	105	39.9%
Hopkinton	97	11.5%	**Hopkinton**	67	25.5%
Contoocook	82	9.7%	**Contoocook**	38	14.4%
Manchester	88	10.4%	**Manchester**	10	3.8%
Henniker	26	3.1%	**Warner**	7	2.7%
Bow	20	2.4%	**Bow**	4	1.5%
Hooksett	11	1.3%	**New London**	4	1.5%
Nashua	11	1.3%	**All Others**	28	10.6%
Boscawen	8	0.9%			
New London	8	0.9%			
Penacook	8	0.9%			
Weare	8	0.9%			
Hillsborough	8	0.9%			
Franklin	7	0.8%			
Bedford	6	0.7%			
Warner	6	0.7%			
Boston, MA	5	0.6%			
Pembroke	5	0.6%			
All Others	85	10.0%			

Of the survey respondents, 25.8% work in Hopkinton (full and part time), 67.1% work in Hopkinton or Concord (full and part time), and 74.3% work in Hopkinton or an abutting community (full and part time).

Should Hopkinton try to encourage commercial/non-residential growth to broaden its tax base?

	Total	Pct.
Yes	551	56.6%
No	257	26.4%
No Opinion	85	8.7%
No Answer	80	8.2%
Total	**973**	**100.0%**

Are current commercial and industrial zones in Hopkinton adequate?

	Total	Pct.
Yes	314	32.3%
No	225	23.1%
No Opinion	368	37.8%
No Answer	66	6.8%
Total	**973**	**100.0%**

Type of employment for each person employed:

Type of Employment	Total
Professional	196
Retired *	136
Health	115
Education	112
Retail	77
Government	69
Business Services	68
Homemaker *	66
Manufacturing	65
Student *	59
Computers / High Tech	54
Building Trades	46
Finance	43
Agriculture/Forestry	27
Non-profit	25
Telecommunications	22
Real Estate	10
Unemployed *	7
Other	105

* Denotes categories that are not types of employment

In order to help Town Officials better direct their efforts to meet the needs of the community, we need your opinion on the relative importance/rating on the following Issues and Town Services.

Issues	Effort Should Be (Please Check)				
	More	Same	Less	No Opinion	No Answer
Encourage Development of Light Industry	380	245	170	61	117
Encourage Commercial / Retail Growth	363	271	175	53	111
Expansion of Sewer System	222	380	90	160	121
Maintenance / Expansion of Town Water System	195	431	77	151	119

Which of the following commercial enterprises would you like to see in Town?
If you would like a particular type of development, please note where such development should be located.
Check all that apply.

	Location								
	Want in Town	**Don't Want in Town**	**In Hopkinton Village**	**In Contoocook Village**	**With Access to Routes 9 and 202**	**With Access to Route 103**	**With Access to Route 127 (Maple St.)**	**Burnham Intervale**	**In Rural Areas**
Professional Offices	550	86	198	325	222	193	188	91	35
Light Industrial Parks	406	209	24	37	197	142	166	219	65
Heavy Industrial Parks	79	500	12	15	57	34	35	65	17
Retail	417	178	187	322	108	96	87	36	13
Restaurants	543	83	337	395	133	115	107	28	26
Services	351	107	165	241	104	100	102	43	22
Home Businesses / Occupation	465	87	209	229	149	145	143	113	152
Recreational Businesses	349	174	81	140	112	109	98	53	78
Hotels / Motels / Inns	210	366	78	87	125	95	81	22	36
Major Shopping Malls	36	592	11	17	25	19	22	4	6
Major Grocery Store	118	508	30	60	48	34	31	8	5

Population Characteristics

Many aspects of Hopkinton's population are consistent with trends in other communities in the central New Hampshire region. The population of the community is older with fewer children, well educated, with higher income and lower poverty levels than the other towns in the region. In this section, population trends will be reviewed – historical, regional, and future – as well as the various breakdowns within the general population.

Historical Population Trends

Changes in the population of any community are influenced by a variety of factors, ranging from changes in the local economic base to national events, such as wars and recessions. From 1790 to 2000, Hopkinton has seen an increase in population of 3,684 people, or approximately 18 people per year. However, as can be seen from the following chart, this population grew in the 50-year period from 1790-1830 by 44%, adding 759 persons (15 per year average). The population decreased in the 90-year period from 1830-1920 by 42%, losing 1,038 persons (11 per year average). The population grew in the 80-year period from 1920-2000 by 275%, adding 3,961 persons (50 per year average).

The percent rate of growth per decade reached a maximum of 35% during the 1960's and has slowed steadily to 12% during the decade of the 1990's. Average growth during the 1990's was 59 persons per year.

Hopkinton Historical Population, 1790-2000

Year	Population	Percent Change
1790	1,715	--
1800	2,015	+ 17.49%
1810	2,216	+ 9.98%
1820	2,437	+ 9.97%
1830	2,474	+ 1.51%
1840	2,455	-0.77%
1850	2,169	-11.65%
1860	2,178	+ 0.41%
1870	1,814	-16.71%
1880	1,836	+ 0.99%
1890	1,817	-1.03%
1900	1,652	-9.08%
1910	1,578	-4.48%
1920	1,438	-8.87%
1930	1,485	+ 3.27%
1940	1,587	+ 6.87%
1950	1,831	+ 15.37%
1960	2,225	+ 21.52%
1970	3,007	+ 35.15%
1980	3,861	+ 28.40%
1990	4,806	+ 24.48%
2000	5,399	+ 12.34%

Source: US Census, NH Office of State Planning, CNHRPC

Regional Population Trends

During the period of 1970 through 2000, Hopkinton experienced a population increase of 79%, as can be seen below. The increase in population, though significant, is the lowest among the area towns, except the City of Concord. The rate of the increase has been slowing since its highest rate (35%) during the 1960's. The population growth has slowed from an average of 94 persons per year, during the 1980's, to 59 persons per year, during the 1990's.

Hopkinton and Abutting Communities Population Trends, 1970-2000

Town	1970 Population	1980 Population	1990 Population	2000 Population	Percent Growth 1970-2000
Bow	2,479	4,015	5,500	7,138	188%
Concord	30,022	30,400	36,006	40,687	35%
Dunbarton	825	1,174	1,759	2,226	170%
Henniker	2,348	3,246	4,151	4,433	89%
Hopkinton	3,007	3,861	4,806	5,399	79%
Warner	1,441	1,963	2,250	2,760	91%
Weare	1,851	3,232	6,193	7,776	320%
Webster	680	1,095	1,405	1,579	132%

Source: 1970 Census, 1980 Census, 1990 Census, 2000 Census

Population Projections
Based on observed past population estimates, it is difficult to develop population projections for future years. As noted in the Community Facilities Chapter of this Plan, predicting future population growth is crucial for planning the expansion of community services and facilities.

Prediction of future population changes can only serve as an estimate of what may happen in the future. As noted previously, population trends are affected by numerous variables, including economic shifts and other similar events. The local population projections are based on a community's historical share of its county's growth. These numbers can only serve as an estimate of what may occur over the next twenty years, with regards to population changes.

Hopkinton and Abutting Communities Population Projections (Office of State Planning), 2000-2020

Town	2000 Actual	2000 Projected	2005 Projected	2010 Projected	2015 Projected	2020 Projected	2000-2020 Projected Increase
Bow	7,138	6,280	6,597	6,787	7,127	7,501	19.4%
Concord	40,687	39,095	42,095	42,220	44,193	46,382	18.6%
Dunbarton	2,226	2,005	2,125	2,197	2,329	2,476	23.5%
Henniker	4,433	4,235	4,484	4,628	4,885	5,170	22.1%
Hopkinton	5,399	5,105	5,485	5,545	5,829	6,144	20.4%
Warner	2,760	2,522	2,641	2,710	2,830	2,962	17.4%
Weare	7,776	7,945	9,355	9,900	11,136	12,328	55.2%
Webster	1,579	1,498	2,583	1,632	1,720	1,817	21.3%

Source: October 1999 Population Projections NH Office of State Planning, 2000 Census

As can be seen above, all of the projected Office of State Planning 2000 population figures, with the exception of the Town of Weare, were lower than the actual 2000 Census figures. This shows that the population projections are too low and should be looked at as a very conservative estimate of future population growth in the region.

Population Densities
One common measure of population, in relation to community character, is population density (persons per square mile). These density figures are based on the total land area, not discounting for unbuildable land, roads, and permanently protected areas.

Population per Square Mile for Hopkinton and Abutting Communities, 1970 - 2000

Town	Land Area (Sq. Miles)	Persons per Square Mile 1970	Persons per Square Mile 1980	Persons per Square Mile 1990	Persons per Square Mile 2000
Bow	28.55	87	141	193	250
Concord	67.19	447	452	536	606
Dunbarton	31.32	26	37	56	71
Henniker	44.80	52	72	93	99
Hopkinton	45.08	67	86	107	120
Warner	55.47	26	35	41	50
Weare	60.09	31	54	103	129
Webster	28.79	24	38	49	55

Source: 1970 Census, 1980 Census, 1990 Census, 2000 Census

As noted above, Hopkinton has the fourth highest population per square mile, as compared to abutting communities. This indicates that although the population density of the community is increasing, the relative density among the communities has not changed substantially. Therefore, if population density remains constant as population grows, additional housing development in open space areas will fragment ecosystems and viewsheds, affecting the rural character of Hopkinton.

Characteristics

Knowing not only the numbers of people living in Hopkinton but also the characteristics of the residents, is key to adequately planning for Hopkinton's future needs.

Households with Children and Older Adults

By knowing the number of households with children, under the age of 18, and adults, over the age of 65, the community can better plan for the needs and wants of the residents.

Households with Children, 2000

Town	Number (%) of Households with People Under 18 Years	Number (%) of Households with No People Under 18 Years
Bow	1,177 (51.2%)	1,124 (48.8%)
Concord	5,248 (32.2%)	11,033 (67.8%)
Dunbarton	342 (42.0%)	472 (58.0%)
Henniker	620 (39.1%)	965 (60.9%)
Hopkinton	764 (36.7%)	1,320 (63.3%)
Warner	366 (34.9%)	682 (65.1%)
Weare	1,313 (50.2%)	1,305 (49.8%)
Webster	222 (38.2%)	359 (61.8%)

Source: 1990 Census, 2000 Census

As can be seen above, only the Towns of Bow and Weare have more households with people under the age of 18. Hopkinton has 36.7% of its households containing people under the age of 18.

Households with Older Adults, 2000

Town	Number (%) of Households with People 65 Years Old or Older		Number (%) of Households with No People 65 Years Old or Older	
Bow	411	(17.8%)	1,893	(82.2%)
Concord	3,606	(22.1%)	12,675	(77.9%)
Dunbarton	110	(13.5%)	704	(86.5%)
Henniker	280	(17.7%)	1,305	(82.3%)
Hopkinton	523	(25.1%)	1,561	(74.9%)
Warner	214	(20.4%)	834	(79.6%)
Weare	267	(10.2%)	2,351	(89.8%)
Webster	109	(18.8%)	472	(81.2%)

Source: 1990 Census, 2000 Census

Hopkinton has the largest percentage (25.1%) of households with residents 65 years of age and older, as compared to abutting communities.

Population by Age Group

Understanding population trends by age group can help communities allocate resources for public infrastructure and services to meet the needs of the population. As can be seen below, the age group with the largest number of people in it is 45-54 years of age.

Hopkinton Population by Age Group, 2000

Age Group	2000 Population	Group as % of 2000 Population
Under 5	281	5.2%
5 to 9 Years	417	7.7%
10 to 14 Years	482	8.9%
15 to 17 Years	252	4.7%
18 and 19 Years	94	1.7%
20 to 24 Years	135	2.5%
25 to 34 Years	445	8.2%
35 to 44 Years	925	17.2%
45 to 54 Years	1055	19.5%
55 to 59 Years	337	6.2%
60 to 64 Years	256	4.7%
65 to 74 Years	395	7.3%
Over 75	325	6.0%
Total	**5,399**	**100.0%**

Source: 2000 US Census

Employment, Education, and Commuting Characteristics of Residents

Hopkinton is often considered a “bedroom” community to nearby Concord, and most of the workforce is employed outside of Hopkinton. The employment characteristics of the Hopkinton workforce will be examined in this section.

Labor Force, Employment, and Unemployment

As Hopkinton’s population has grown, so has the labor force. The labor force of a community is defined as the number of people who are over the age of 16, regardless of their employment status. In 2000, the population of Hopkinton was 5,399 people, with a labor force of 3,075 people, which is approximately 57% of the population. In 1990, the population was 4,806 people, with a labor force of 2,333 people, constituting 48.5% of the population. This shows that the population and labor force have grown together over the last ten years. As can be seen below, the changes in labor force, employment, and the unemployment rate for Hopkinton have kept pace with the surrounding communities.

1990-2000 Labor Force, Employment, and Unemployment

		1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Bow	Labor Force	2864	3278	3330	3455	3762	3841	3800	3933	4120	4199	4333
	Employment	2778	3154	3204	3347	3685	3781	3728	3855	4043	4134	4257
	% Unemployment	3.0	3.8	3.8	3.1	2.0	1.6	1.9	2.0	1.9	1.5	1.8
Concord	Labor Force	17372	19367	19181	19352	20479	20895	20631	20928	21365	21772	22438
	Employment	16432	18003	17942	18452	19832	20340	20057	20421	20876	21348	21980
	% Unemployment	5.4	7.0	6.5	4.7	3.2	2.7	2.8	2.4	2.3	1.9	2.0
Dunbarton	Labor Force	922	1023	1033	903	889	892	893	1215	1297	1332	1371
	Employment	898	985	987	860	851	873	861	1194	1270	1299	1338
	% Unemployment	2.6	3.7	4.5	4.8	4.3	2.1	3.6	1.7	2.1	2.5	2.4
Henniker	Labor Force	2040	2241	2109	2174	2322	2379	2357	2333	2376	2426	2502
	Employment	1956	2122	2022	2083	2256	2315	2283	2255	2306	2358	2428
	% Unemployment	4.1	5.3	4.1	4.2	2.8	2.7	3.1	3.3	2.9	2.8	3.0
Hopkinton	Labor Force	2333	2585	2557	2626	2842	2895	2869	2818	2911	2979	3075
	Employment	2235	2468	2445	2546	2772	2844	2805	2774	2847	2911	2997
	% Unemployment	4.2	4.5	4.4	3.0	2.5	1.8	2.2	1.6	2.2	2.3	2.5
Warner	Labor Force	1154	1288	1318	1302	1388	1418	1406	1462	1494	1524	1575
	Employment	1110	1234	1256	1254	1347	1382	1363	1428	1466	1499	1543
	% Unemployment	3.8	4.2	4.7	3.7	3.0	2.5	3.1	2.3	1.9	1.6	2.0
Weare	Labor Force	3724	3755	3716	3747	3846	3910	3811	3921	3937	4063	4228
	Employment	3548	3489	3460	3557	3683	3779	3694	3836	3863	3986	4127
	% Unemployment	4.7	7.1	6.9	5.1	4.2	3.4	3.1	2.2	1.9	1.9	2.4
Webster	Labor Force	715	825	819	791	819	831	836	919	959	974	1000
	Employment	696	794	792	772	799	820	809	898	934	955	983
	% Unemployment	2.7	3.8	3.3	2.4	2.4	1.3	3.2	2.3	2.6	2.0	1.7

Source: NH Department of Employment Security, 2000

Occupations
Since 2000 Census data was not available, 1980 and 1990 Census data were utilized for occupational information. The chart below outlines what types of employment the residents of Hopkinton were engaged in. The numbers below do not necessarily represent the types of occupations available in the Town of Hopkinton. In 1980 and 1990, the highest percentage of the Hopkinton work force was employed in the "Professional and Related Services" occupations. Hopkinton had the lowest percentage of people employed in "Transportation." These results are also comparable to the information gathered through the Master Plan Community Survey.

Occupations of Employed Hopkinton Residents, 1980 &1990

	Number Employed 1980	Percent Employed 1980	Number Employed 1990	Percent Employed 1990
Construction	144	7.6%	197	8.1%
Manufacturing	346	18.3%	333	13.7%
Transportation	19	1.0%	17	0.7%
Farming, fishing, and forestry	59	3.1%	26	1.1%
Communications and other public utilities	47	2.5%	49	2.0%
Banking, credit, insurance, real estate, and other finance	144	7.6%	216	8.9%
Business and repair services	65	3.4%	106	4.4%
Professional and related services	666	35.2%	991	40.8%
Personal, entertainment, and recreational services; private households	64	3.4%	98	4.0%
Retail Trade	260	13.7%	260	10.7%
Wholesale Trade	79	4.2%	137	5.6%
Total Employed Individuals Over Age 16	**1,893**	**100%**	**2,430**	**100%**

Source: 1980 Census and 1990 Census

Education Levels of Residents
Of the total population living in Hopkinton in 1990, 93.2% of Hopkinton residents had a high school degree or higher and 51.1% of the community had an associate degree or higher. These figures are higher than all the abutting communities. For more detail regarding the educational levels of Hopkinton and abutting communities, please refer to the table below.

Educational Levels of Persons 18 Years and Older, 1990

	Bow	Concord	Dunbarton	Henniker	Hopkinton	Warner	Webster
Less than High School Diploma	276	4521	187	321	243	288	114
% of Population	7.8%	16.3%	14.5%	9.6%	6.8%	17.2%	11.1%
High School Diploma	840	8598	341	715	887	512	413
% of Population	23.8 %	31.1%	26.4%	21.4%	24.7%	30.6%	40.3%
Some College	675	5416	243	1170	621	290	197
% of Population	19.1 %	19.6%	18.8%	35.0%	17.3%	17.3%	19.2%
Associates Degree	349	2003	91	205	415	161	76
% of Population	9.9%	7.2%	7.1%	6.1%	11.6%	9.6%	7.4%
Bachelors Degree	911	4442	283	642	861	289	148
% of Population	25.8 %	16.1%	21.9%	19.2%	24.0%	17.3%	14.4%
Post-Graduate Degree	474	2677	145	291	557	135	77
% of Population	13.4 %	9.7%	11.2%	8.7%	15.5%	8.1%	7.5%
Associates Degree or Higher	49.2 %	33.0%	40.2%	34.0%	51.1%	34.9%	29.4%
HS Degree or Higher	92.2 %	83.7%	85.5%	90.4%	93.2%	82.8%	88.9%

Source: 1990 Census

Commuting Patterns of Residents

The table below shows that most of Hopkinton's employed residents work outside of Hopkinton (75.9%), while 869 of the jobs in Hopkinton were occupied by a non-resident in 1990. Although the numbers are likely to have changed in the 2000 Census, the overall theme is anticipated to remain the same: the vast majority of residents travel outside of Hopkinton for employment. This assessment is also consistent with the findings from the Community Survey, which highlight the fact that 74% of residents work outside of Hopkinton.

Hopkinton Residents' Commuting Patterns, 1990

Number of Hopkinton Residents In the Labor Force	2,552 *	
Total Number of Jobs in Hopkinton	1,484	
Number of Hopkinton Residents Employed in Hopkinton	615 (24.1%)	
Number of Hopkinton Residents Commuting to Another Town for Employment	1,782 (75.9%)	
Where Hopkinton Residents Commuting to for Employment Top 3 Locations	Concord	1,033
	Manchester	201
	Bow	89
Number of Nonresidents Commuting Into Hopkinton for Employment	869	
Where Nonresidents Commuting into Hopkinton for Employment are From Top 3 Locations	Concord	164
	Henniker	88
	Warner 71	

Source: 1990 Census
* Census figure is inconsistent with number reported in
"1990-2000 Labor Force, Employment, and Unemployment" table

Income Characteristics of Residents

The income characteristics of households, families, and individuals tell a tale of the economic conditions within a community. Income and poverty levels of a community serve as indicators of the types of social services that a municipality may require.

Per Capita Income
As can be seen below, Hopkinton has the lowest percent change in per capita income from 1980 to 1996. This low percentage is due, in part, to the fact that Hopkinton had such a high per capita income in 1980, as compared to other communities. Hopkinton had the ninth highest per capita income in New Hampshire in 1996.

Per Capita Income, 1980-1996

Town	1980 Per Capita Income	1990 Per Capita Income	1996 Per Capita Income	Percent Increase 1980-1996
Bow	$6,806	$19,752	$24,092	254%
Concord	$5,337	$15,981	$18,129	239.7%
Dunbarton	$5,333	$17,805	$21,422	300.7%
Henniker	$4,374	$14,005	$18,630	325.9%
Hopkinton	$10,842	$23,872	$31,761	192.9%
Warner	$4,848	$18,088	$23,056	375.6%
Weare	$4,895	$15,728	$18,698	282.0%
Webster	$4,476	$14,790	$16,257	363.2%

Source: 1980 Census, 1990 Census, NH Department of Revenue Administration, 2001

Using the Consumer Price Index (CPI) to show the effects of inflation will help to assess if there were real gains in the real per capita income. $10,000 in 1980 would be equal to $13,581 in 1990. The same $10,000 in 1980 would be equal to $20,896 in 2000. A way to understand these figures is – if you were to buy something in 2000 for $1, you would have been able to buy the same item in 1980 for $.48. Using the CPI information, Hopkinton has still made increases in the per capita income but some of those gains were due to wages keeping pace with inflation.

Median Household and Family Income

Household income is the total income of people living in one household. Family income is the total income of all family members who consider themselves members of one household. Median income is the middle figure in a series from lowest to highest. As can be seen below, Hopkinton has the second highest median household and family income in the region.

Median Household and Family Income 1980-1990

Towns	Median Household Income 1980	Median Household Income 1990	Median Household Income Percent Change 1980-1990	Median Family Income 1980	Median Family Income 1990	Median Family Income Percent Change 1980-1990
Bow	$25,915	$54,633	110.8%	$26,670	$56,855	113.2%
Concord	$15,933	$32,733	105.4%	$19,676	$39,531	100.9%
Dunbarton	$19,500	$44,250	126.9%	$21,528	$47,130	118.9%
Henniker	$15,911	$36,951	132.2%	$20,826	$45,153	116.8%
Hopkinton	$20,427	$46,810	129.2%	$22,009	$52,407	138.1%
Warner	$15,962	$37,917	137.5%	$17,261	$43,317	150.9%
Weare	$16,583	$41,647	151.1%	$17,486	$42,205	141.4%
Webster	$19,360	$40,043	106.8%	$20,530	$42,772	108.3%

Source: 1990 Census, NH Department of Employment Security, 2001

Poverty

The US Census Bureau uses a set of money income thresholds that vary by family size and composition to define poverty levels. If a family's total income is less than the Census Bureau's threshold, then that family, and every individual in it is considered below poverty level. The poverty thresholds are updated annually for inflation using the Consumer Price Index. The following table contains the poverty thresholds for 1980 and 1990 that the US Census Bureau used for their calculations.

Poverty Thresholds, 1980 & 1990

1980		1990	
Individual Person	$4,190	Individual Person	$6,652
2-Person Family	$5,363	2-Person Family	$8,509
3-Person Family	$6,565	3-Person Family	$10,419
4-Person Family	$8,414	4-Person Family	$13,359
5-Person Family	$9,966	5-Person Family	$15,792
6-Person Family	$11,267	6-Person Family	$17,839
7-Person Family	$12,761	7-Person Family	$20,241
8-Person Family	$14,199	8-Person Family	$22,582
9+ Person Family	$16,896	9+ Person Family	$26,848

Source: US Census Bureau

By looking at the table below, you can see that Hopkinton had, in 1990, a relatively low percent of families and persons in poverty. However, Hopkinton does not have the lowest percentage, and in fact, some communities with lower median and family incomes have a lower percentage of families and people in poverty. See the Median Household and Family Income section of this Chapter for more information.

Poverty Data for Hopkinton and Abutting Communities, 1980-1990

Town	1980 Population	% of Families Below Poverty 1980	% of Persons Below Poverty 1980	1990 Population	% of Families Below Poverty 1990	% of Persons Below Poverty 1990
Bow	4,015	.40%	1.1%	5,500	0.8%	1.6%
Concord	30,400	5.1%	9.0%	36,006	4.2%	6.7%
Dunbarton	1,174	4.4%	6.8%	1,759	4.2%	5.1%
Henniker	3,246	8.3%	15.0%	4,151	3.0%	6.3%
Hopkinton	3,861	6.6%	8.8%	4,806	1.3%	2.3%
Warner	1,963	10.2%	14.2%	2,250	3.9%	5.6%
Weare	3,232	7.8%	9.7%	6,193	3.2%	3.8%
Webster	1,095	8.1%	9.4%	1,405	N/A	2.2%

Source: 1980 and 1990 Census

Hopkinton Employers

Understanding historic trends in the local economic base can help the community better develop sound economic development strategies for the future. One key trend is the change in size and type of the local employment base. Local employment data (i.e., the number and types of jobs in community) is collected by various government agencies, including the US Census Bureau and the New Hampshire Office of Employment Security. Using a classification system, the number of employment positions for each business in the community can be identified and tracked over time.

From 1991-1999, there has been a steady increase in the number of Hopkinton employers and number of employees in all employment categories. “Private Services” has seen the largest increase in the number of employers (21) and “Private Manufacturing” has seen the largest increase in the number of employees (160). The average weekly wage for most employment sectors has also increased substantially, with the exception of the “Private Construction” and “Private Retail Trade” sectors. For more detail, please refer to the table below.

Trends in the Hopkinton Employment Base, 1991-1999

	1991	1992	1993	1994	1995	1996	1997	1998	1999
Private Finance, Insurance, and Real Estate									
# Employers	N/A	N/A	3	3	3	3	7	4	7
# Employees	N/A	N/A	3	4	5	5	16	6	17
Average Weekly Wage	N/A	N/A	$209	$314	$251	$305	$619	$262	$793
Private Services									
# Employers	18	21	31	39	48	50	46	41	39
# Employees	99	99	156	219	241	259	242	157	163
Average Weekly Wage	$414	$423	$514	$538	$556	$542	$637	$599	$706
Private Agriculture, Forestry, and Fishing									
# Employers	N/A	N/A	N/A	N/A	N/A	6	6	7	7
# Employees	N/A	N/A	N/A	N/A	N/A	22	24	26	26
Average Weekly Wage	N/A	N/A	N/A	N/A	N/A	$531	$601	$576	$621
Private Construction									
# Employers	9	11	14	17	17	17	17	15	15
# Employees	23	27	38	79	49	55	58	49	59
Average Weekly Wage	$553	$318	$407	$578	$443	$484	$503	$544	$554
Private Retail Trade									
# Employers	13	13	12	13	12	13	16	16	16
# Employees	83	69	111	120	147	149	161	149	137
Average Weekly Wage	$272	$307	$232	$237	$228	$236	$259	$273	$255
Private Manufacturing									
# Employers	6	6	6	6	5	4	7	4	10
# Employees	190	301	310	317	291	262	320	266	350
Average Weekly Wage	$601	$691	$673	$690	$776	$799	$836	$894	$764
Federal Government									
# Employers	1	1	1	1	1	1	2	2	2
# Employees	5	5	5	5	5	5	18	18	19
Average Weekly Wage	$570	$683	$745	$688	$701	$691	$681	$689	$651
NH State Government									
# Employers	N/A	2	2	2	2	2	N/A	N/A	N/A
# Employees	N/A	19	21	20	22	17	N/A	N/A	N/A
Average Weekly Wage	N/A	$314	$328	$359	$305	$381	N/A	N/A	N/A
Local Government									
# Employers	3	3	6	6	6	6	6	6	6
# Employees	193	194	212	234	217	237	241	235	229
Average Weekly Wage	$372	$421	$406	$395	$450	$441	$446	$506	$527

Source: NH Department of Employment Security, 2001

Within Hopkinton, there are numerous businesses. Knowing the size and type of employers located in Hopkinton is important in determining the amount of traffic generated and the adequacy of the current zoning districts for commercial and industrial uses. For the purposes of the table below, "major employers" are defined as employing five or more persons on a full or part-time basis, which may also include seasonal help.

Major Employers* in the Town of Hopkinton, 1999

Type of Business	Number of Employees	Number of Employers
Agriculture	29	4
Banking, Insurance, Real Estate	20	3
Construction	33	4
Distribution	436	2
Government	238	9
Manufacturing	398	10
Professional Services	25	3
Recreation	32	4
Religious	10	3
Service Industries	142	9
Social Services	20	2
Transportation	47	2
Utilities	110	2
Total	**1,540**	**57**

Source: GDT Technologies, Dunn and Bradstreet, 1999
* Five or more employees

Wage Comparisons

To gain a better understanding of the types and quality of the jobs located in Hopkinton we can compare wages paid by employers in Hopkinton to those in the surrounding communities. Although the figures below show average annual weekly wages for people who work within the Town of Hopkinton, they do not represent the average weekly wage of a Hopkinton resident. See the table below for more detail.

Average Annual Weekly Wage - Private Industries and Government, 1999

	Bow	Concord	Dunbarton	Henniker	Hopkinton	Warner	Weare	Webster
Private Manufacturing								
# Employers	26	72	N/A	12	14	6	4	4
# Employees	959	2,445	N/A	316	457	171	30	32
Avg. Weekly Wage	$679	$667	N/A	$622	$740	$677	$804	$980
Private Non-Manufacturing								
# Employers	189	1,740	N/A	96	135	59	123	14
# Employees	2,047	24,738	N/A	1,090	1,135	571	826	46
Avg. Weekly Waged	$753	$566	N/A	$524	$623	$408	$563	$368
Government								
# Employees	429	10,718	52	156	249	111	305	29
Avg. Weekly Wages	$522	$617	$348	$470	$534	$420	$502	$385
Total Private & Government								
# Employees	3,435	37,901	206	1,562	1,841	853	1,161	108
Avg. Weekly Wage	$704	$587	$565	$538	$640	$463	$553	$555

Source: NH Department of Employment Security, 2001

As can be seen above, the Town of Bow has the highest average weekly wage for “Total Private and Government,” with Hopkinton being second highest. Hopkinton has the highest “Private Manufacturing” average weekly wage and the second highest average weekly wage for “Private Non-Manufacturing” and “Government.”

Tax Characteristics

An examination of the tax rate helps to gauge the economic attractiveness of a community to businesses. As can be seen below, Hopkinton tax rates, from 1997 to 2001, had increased slightly.

Breakdown of Hopkinton Tax Rates, 1997-2001

Year	Municipal Tax	Local Education Tax	State Education Tax	County Tax	CVP	HVP	Total Tax
1997	4.35	21.10		1.82	1.87	.47	27.27
1998	4.39	22.06		1.95	2.10	.40	28.40
1999	4.39	12.68	6.28	1.98	1.94	.42	25.33
2000	4.49	14.59	6.18	2.26	1.89	.67	27.52
2001	4.49	12.12	5.90	2.28	1.78	.62	27.52

Source: NH Division of Revenue Administration, 2001; Hopkinton Town Hall, 2002
HVP – Hopkinton Village Precient CVP – Contoocook Village Precient

When compared to the tax rates of abutting communities, Hopkinton's tax rate for the year 2000 is in the middle range, with Henniker having the highest total tax rate and Dunbarton having the lowest total tax rate.

Tax Rates of Hopkinton and Abutting Communities, 2000

Town	Total Tax Rate
Bow	24.69
Concord	34.37 (average)
Dunbarton	20.76
Henniker	36.89
Hopkinton	27.52
Warner	31.28
Weare	23.27
Webster	22.96

Source: NH Department of Revenue Administration, 2001

Land Availability and Zoning

The Town of Hopkinton is slightly larger than 45 square miles and is currently divided into seven zoning districts, two of which are dedicated for industrial and commercial development.

Hopkinton's Industrial District (M-1) allows a wide range of uses by right or special exception. Allowed uses include businesses and professional offices; research and development; warehouse, wholesale, and bulk storage; and laundry and dry cleaning establishments. Uses requiring a special exception include hotels and motels; restaurants; filling stations, automobile dealerships, repair garages and body shops; retail stores; manufacturing; freight and trucking terminals; and fuel storage, among others. The minimum lot size is 2.5 acres and buildings may be 45 feet in height and cover 40% of the lot.

The industrial zoning is too flexible: the ordinance allows most nonresidential uses, even very small-scale retail and service uses. By not discriminating among uses, the Town runs the risk of losing its prime industrial sites to small-scale development, which are neither large job creators, nor the intent of industrially zoned areas.
The purpose of the Commercial District (B-1) is to provide limited commercial, institutional, professional, and personal service uses along with residential uses. The uses permitted in this District include home occupations, bed and breakfast inns, hotels, senior citizen centers, museums, medical clinics, professional offices, service businesses, retail uses, convenience stores, and research and development offices. Uses permitted by special exception include duplexes and multi-family dwellings, agriculture, drive-in restaurants, gas stations, vehicle dealerships, funeral homes, and adult entertainment establishments. The minimum lot size is .34 acres for this district.

As noted in the Current and Future Land Use Chapters, Hopkinton currently has approximately 1,063 acres of land, or 3.7% of the total land area of the community, zoned for commercial or industrial use. Of this total, 455 acres or 42.8%, of the commercially and industrially zoned land has already been developed. See the Current and Future Land Use Chapter for more information, as well as the **Current Zoning Map** and the **Current Land Use Map**. The goals and vision of how and where the community would like to see economic development can not be incompatible with the land available, if they are to succeed. The intent of zoning is to maintain the rural character of the town by concentrating industrial and commercial activities in limited and defined areas, rather than scattered throughout the community.

Recommendations:

- Consider refining the list of permitted uses in the M-1 and B-1 Districts to preserve industrially and commercially zoned land for those desired uses.
- Evaluate the currently zoned B-1 and M-1 areas to assess if they are adequate to meet the needs of future economic development.

Infrastructure Characteristics

Roads and Highways

A major infrastructure asset of Hopkinton is its direct access to I-89 and the Interstate Highway system, as well as to the State Highways.

Interstate 89 provides direct access to and from Concord, Manchester, Boston, and points South and West via I-93, I-95, I-90, etc; Montreal and points North and West via I-89; to the Lakes Region and White Mountains via I-93. Interstate I-89 serves the Town of Hopkinton with direct access from three Exits: 4, 5, and 6; and indirectly from Exits 3 and 7. Exit 6 gives access to Hopkinton's major industrial and commercially zoned areas. Access to the Burnham Intervale commercial/industrial area, however, requires travel of about three miles from Exit 6 on secondary State and Town roads.

US Route 202 and NH 9 pass through Hopkinton providing access to Keene and points southwest, as well as to Concord. Route 127 and 103 pass through Hopkinton and give access to points North and Northwest.

Hopkinton maintains many miles of quality paved and unpaved roads that are largely of rural character.

Railroads
There is no direct rail access, passenger or freight to Hopkinton at this time.

Bus Transit
There is currently no bus service to or from Hopkinton, at this time. The nearest access to bus transport is in Concord.

Airports
Commercial service is available via the Manchester Airport, which is approximately 30 miles away. General aviation services are also available via the Concord Airport, which is only 10 miles away.

Electric Power
The Town is serviced by Public Service of New Hampshire and Concord Electric. See the Technology and Public Utilities Chapter for more information on this subject.

Communication
Hopkinton is served by two land-line telephone companies, the MCT Telecom and Verizon, as well as many cellular/PCS companies. See the Technology and Public Utilities Chapter for more information on this subject.

Waste Water Treatment
The sewage treatment plant was established for residential users and is not equipped to treat industrial wastes. No major users are currently tied into the plant. Sewer extensions and pump stations would have to be installed and the plant would have to be significantly upgraded to serve additional industrial users. This is not a cost-effective option, particularly in the absence of grants for the required upgrades. The lack of industrial sewer infrastructure weakens the Town's competitive position for locating manufacturing firms in Hopkinton. See the Community Facilities Chapter for more information on this subject.

Water
The municipal water system is comprised of two systems. One is in the Precinct of Contoocook, which has an adequate supply for fire protection and light commercial use, in addition to the existing residential users that are utilizing the system. The Village of Hopkinton also has a water system that is intended for domestic use only. See the Community Facilities Chapter for more information on this subject.

Emergency Services
Hopkinton has its own Fire Department, with stations in Contoocook and Hopkinton Village; an Emergency Rescue and Ambulance service; and its own Police Department. See the Community Facilities Chapter for more information on these Departments.

Schools
The Town of Hopkinton maintains its own public school system and is not part of a regional school district. Students in the Hopkinton School District attend one of the three facilities: the Harold Martin School for Kindergarten to third grade, the Maple Street School for fourth to sixth grade, and Hopkinton Middle/High School for seventh to twelfth grade. See the Community Facilities Chapter for more information on this Department.

Library
The Hopkinton Town Library, located on Houston Drive in Contoocook Village, was constructed in 1998 and is the successor to the Bates Library. The Library contains children's and adult texts, as well as audio books, periodical subscriptions, videocassettes, and compact discs. See the Historic and Cultural Resources Chapter and the Community Facilities Chapter for more information on this subject.

Recommendations:

- Research the idea of rezoning land to permit industrial uses closer to Exit 6 and/or constructing better access to the commercially and industrially zoned land to make Hopkinton more economically competitive.
- Assess the current and anticipated capacity of the existing municipal water supply to see how much water could be available to commercial and industrial users without negatively impacting the resource.

Home Businesses

A substantial part, and often-unseen part, of the local economy are home businesses. Having home businesses and occupations located in Town helps to ensure that those who live in Hopkinton have the opportunity to work in the community and contribute to the local economy as a resident and as a business owner. In fact, 48% of the community survey respondents indicated that they wanted to encourage home businesses and home occupations in Hopkinton.

The Hopkinton zoning ordinance contains three separate provisions that allow various types of accessory business uses in a residence or accessory structure: “home business,” “home occupation,” and “telecommuting.” Home businesses entail contact with the general public at the premises and may employ one nonresident employee. Home occupations entail no direct contact with the general public and are conducted solely by the resident owner of the dwelling. Telecommuting entails use of a residence by the resident working as an employee of a business not located on the premises, who communicates with his/her place of business by telecommunications and postal or delivery services. Home occupations and telecommuting are permitted in all zoning districts, while a home business requires the granting of special exception.

These three provisions allow a wide range of uses to be established in residential areas, with adequate protections for the neighborhood. The definitions of “home business” and “home occupation” are very broad, which provides great flexibility as businesses and the economy evolve.

The current ordinance restricts the amount of floor area used for a home business or home occupation to 25% of the dwelling area or 500 square feet, whichever is less. This provision is common in zoning regulations for home occupations, but it may not be necessary to achieve the goals of the ordinance, and it may not be appropriate in the more rural areas of Town where outbuildings might be adapted for home business use.

Recommendations:

- Consider developing updated standards for home businesses.
- Consider adopting into the site plan ordinance a two-tiered system for home businesses based on impacts (noise, traffic, etc.), with one level of use allowed by right and a more intensive level requiring a special permit and approval.
- Create a "How To Guide" to assist home businesses in the site plan review process.
- Redefine "home business," "home occupation," and "telecommuting" as accessory uses rather than principal use in the zoning ordinance, since it is the intent of the ordinance that this use be secondary to the residential use of the dwelling.

Strategies to Promote Economic Development Goals

Architectural and Design Performance Standards

Perhaps the most important issue to the residents of Hopkinton is the preservation of the unique rural character of the community. This issue was expressed strongly by residents through the community survey and visioning sessions.

Undoubtedly, growth is the single largest threat to the rural character of Hopkinton. Residents are concerned that development of large structures, with significant amounts of impervious surface, would detract from the rural character of the community. The issue of aesthetic appeal and compatibility of commercial and industrial development with the Town's rural character has become increasingly important as growth in the community has increased.

In an effort to protect the character of the community, while providing opportunities for commercial growth, numerous municipalities in the State, including Concord, Bow, and Wolfeboro, have adopted architectural ordinances or guidelines to help developers plan projects so that they are more compatible with the community character. Standards typically enacted by communities relate to landscaping, façade, and buffering.

Capital Regional Development Council (CRDC)

CRDC is a non-profit organization that has been promoting economic development for the past 45 years. The organization serves Merrimack, Belknap, Grafton and Sullivan counties. The mission of CRDC is to create new and permanent jobs, enhance personal income of workers, and expand community tax bases through private investment. CRCD meets these goals by developing land and administration of various business loan programs, including the Small Business Administration (SBA) 504 debenture grant program.

Community Development Block Grants (CDBG)

CDBG funds are a valuable resource available for funding a variety of public needs. In addition to funding affordable housing programs and community centers, CDBG funds can also be used for economic development purposes, such as the expansion of public waterlines. For 2001, there was approximately $3.2 million dollars available in CDBG funds that, through the grant process, were allocated to communities across the State.

Community Development Finance Authority (CDFA)

The Community Development Finance Authority (CDFA) was established by legislation (RSA 162-L) in 1983 to address the issues of affordable housing and economic opportunity for low-income and moderate-income New Hampshire residents.

The Authority provides financial and technical assistance to community development corporations, worker cooperatives, and certain municipal entities. The Authority is unable to assist a for-profit business directly, but can work with a nonprofit partner.

CDFA administers numerous programs. One such program is the Economic Development Ventures Fund. This fund is to be used to support unique opportunities that may appear from time-to-time. For example, the fund may be used to cover a short-term funding gap in the event that access by a nonprofit community development organization to other public funding is delayed. The fund may also be used as a source for equity investment in a cooperative venture or nonprofit business opportunity. Terms and conditions of the funding are determined on a case-by-case basis. Funding levels of this program will be determined on an annual basis.

CDFA finances important community development projects primarily with the Community Development Investment Program. The Community Development Investment Program enables New Hampshire's businesses to donate funds or property, either in lump sum payments or pledged over a predetermined period, to fund economic development and housing projects throughout the state. Contributions made by these business donors entitle donors to a 75% state tax credit when the tax returns are filed with the New Hampshire Department of Revenue Administration. For example, a donor making a $10,000 cash donation to CDFA on behalf of an approved project will receive a tax credit for $7,500. This credit may be applied directly on a $1: $1 basis against the following state business taxes: (1) Business Profits Taxes imposed by RSA 77-A, (2) Insurance Premium Taxes imposed by RSA 400-A, and (3) Business Enterprise Taxes Imposed by RSA 77-E.

Performance Zoning

This approach to zoning is an alternative to conventional zoning approaches for non-residential development. As opposed to developing a prescriptive zoning scheme, which dictates permitted uses and uses by special exception, performance zoning allows a wide range of uses, provided that such uses meet environmental, aesthetic, and other performance standards. In addition to providing specific performance standards, such ordinances also include incentives for developers to develop better projects. Common examples include density, height, setback, and other dimensional bonuses in exchange for greater landscaping; donation of off-site property for a public purpose; location of parking to side or rear of buildings; or construction of public art.

Tax Increment Financing (TIF)

Tax increment financing (TIF) is an innovative tool that uses tax revenue from new developments, within certain designated areas of communities, to pay for new infrastructure to serve those new businesses, business expansions, and affordable housing projects.
TIF is a planning concept that was created in the 1970's and has been widely adopted by several states in the nation. The State of New Hampshire granted authority to municipalities to create tax increment finance districts in 1979, with passage of RSA 162-K: 1-15. Currently, nine (9) communities in State of New Hampshire have implemented tax increment finance districts. The most successful districts are located in the cities of Keene and Concord.

There are numerous legal and planning issues to consider when implementing tax increment finance districts. In New Hampshire, communities must adopt a TIF plan and development program to ensure that the community has a clear focus on what the TIF will accomplish. There are several legal considerations that communities must adhere to when instituting a tax increment finance district. These requirements are mandated by NH RSA 162-K: 1-15.

Also, before adopting a TIF, communities must establish the geographic boundaries of the proposed TIF district. In conjunction with this step, NH RSA 162-K: 6 requires that a development program be created for the proposed area. This program must contain " a complete statement as to the public facilities to be constructed within the district, the open space to be created, the environmental controls to be applied, the proposed reuse of private property, and the proposed operations of the district after the capital improvements within the district have been completed (RSA 162-K: 6)." Furthermore, state law requires that the development program "provide for carrying out relocation of persons, families, business concerns, and others displaced by the project, pursuant to a relocation plan, including the method for relocation of residents in decent, safe, and sanitary dwelling accommodations, and reasonable moving costs, determined to be feasible by the municipality (RSA 162-K:6)." Essentially, the program development plan is a master plan for the area to consider the broad social, environmental, and fiscal impacts of a proposed TIF.

The second major requirement of TIF enabling legislation is that communities must have a TIF Plan. Mandated by RSA 162-K:9, the plan must contain the following: "costs of development programs, sources of revenue to finance those costs including estimates of tax increments, amount of bonded indebtedness to be incurred, and the duration of the program's existence (RSA 162-k:9)." The plan must also contain "a statement of estimated impact of tax increment financing on the assessed values of all taxing Jurisdictions in which the district is located (RSA 162-K:9)." Prior to the adoption of this plan, State law requires that the County Commissioners and School Board or District be afforded the opportunity to meet with the governing body to voice concerns and understand how the tax burden will be shifted to maintain the revenue stream (NH RSA 162-K:1-15).

Tax increment financing is attractive to communities, as it can provide incentives for economic development in the community without taking resources away from other projects and community needs. However, TIF is complex and requires the assistance from legal, planning, and financial experts to make it successful.

Summary

In summary, the economy of Hopkinton is healthy. The number of jobs and businesses in the community has increased and the real wage rates for local jobs have also increased. Also, the local unemployment rate remains relatively low. In the long-term, Hopkinton desires to maintain and develop an economic base that complements the rural community character of the Town. Residents want to encourage well-designed, aesthetically pleasing commercial and industrial developments. Businesses that are environmentally sound and financially viable, with reasonable wages and benefits, help to stabilize the community and should continue to form an important piece of Hopkinton's economic base. Well-planned and well-placed retail, industrial, and commercial businesses contribute to the economic prosperity of Hopkinton, and further attention should be paid to the location of future economic development within Town.