



TheRetailCoach®

# COMMUNITY DEMOGRAPHIC PROFILE

Plainfield, Indiana

Prepared for  
Town of Plainfield  
December 2017





# LOCATION

Plainfield, Indiana



## CONTACT

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# COMMUNITY • DEMOGRAPHIC PROFILE

Plainfield, Indiana

DESCRIPTION	DATA	%
<b>Population Summary</b>		
2000 Total Population	20,715	
2010 Total Population	27,631	
2017 Total Population	31,631	
2017 Group Quarters	3,097	
2022 Total Population	34,257	
<b>2017-2022 Annual Rate</b>		1.61%
<b>2017 Total Daytime Population</b>		
Workers	27,199	
Residents	15,447	
<b>Household Summary</b>		
<b>2000 Households</b>	7,450	
2000 Average Household Size	2.47	
<b>2010 Households</b>	9,747	
2010 Average Household Size	2.57	
<b>2017 Households</b>	10,981	
2017 Average Household Size	2.60	
<b>2022 Households</b>	11,932	
2022 Average Household Size	2.61	
<b>2017-2022 Annual Rate</b>		1.68%
<b>2010 Families</b>		
2010 Average Family Size	3.08	
<b>2017 Families</b>	7,506	
2017 Average Family Size	3.13	
<b>2022 Families</b>	8,120	
2022 Average Family Size	3.15	
<b>2017-2022 Annual Rate</b>		1.58%

DESCRIPTION	DATA	%
<b>Housing Unit Summary</b>		
<b>2000 Housing Units</b>	7,860	
Owner Occupied Housing Units		67.40%
Renter Occupied Housing Units		27.40%
Vacant Housing Units		5.20%
<b>2010 Housing Units</b>	10,386	
Owner Occupied Housing Units		64.70%
Renter Occupied Housing Units		29.10%
Vacant Housing Units		6.20%
<b>2017 Housing Units</b>	11,735	
Owner Occupied Housing Units		61.80%
Renter Occupied Housing Units		31.80%
Vacant Housing Units		6.40%
<b>2022 Housing Units</b>	12,749	
Owner Occupied Housing Units		61.70%
Renter Occupied Housing Units		31.90%
Vacant Housing Units		6.40%
<b>Median Household Income</b>		
2017	\$57,733	
2022	\$64,452	
<b>Median Home Value</b>		
2017	\$154,827	
2022	\$169,336	
<b>Per Capita Income</b>		
2017	\$27,501	
2022	\$30,972	



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DESCRIPTION	DATA	%
<b>Median Age</b>		
2010	35.5	
2017	36.4	
2022	36.2	
<b>2017 Households by Income</b>		
Household Income Base	10,981	
<\$15,000		6.00%
\$15,000 - \$24,999		8.50%
\$25,000 - \$34,999		9.90%
\$35,000 - \$49,999		16.60%
\$50,000 - \$74,999		22.10%
\$75,000 - \$99,999		14.80%
\$100,000 - \$149,999		14.90%
\$150,000 - \$199,999		4.40%
\$200,000+		2.80%
<b>Average Household Income</b>	<b>\$73,401</b>	
<b>2022 Households by Income</b>		
Household Income Base	11,932	
<\$15,000		5.90%
\$15,000 - \$24,999		7.90%
\$25,000 - \$34,999		8.60%
\$35,000 - \$49,999		14.70%
\$50,000 - \$74,999		19.10%
\$75,000 - \$99,999		16.90%
\$100,000 - \$149,999		17.90%
\$150,000 - \$199,999		5.50%
\$200,000+		3.50%
<b>Average Household Income</b>	<b>\$83,439</b>	

DESCRIPTION	DATA	%
<b>2017 Owner Occupied Housing Units by Value</b>		
Total	7,253	
<\$50,000		2.60%
\$50,000 - \$99,999		10.10%
\$100,000 - \$149,999		34.60%
\$150,000 - \$199,999		27.90%
\$200,000 - \$249,999		9.80%
\$250,000 - \$299,999		5.50%
\$300,000 - \$399,999		5.90%
\$400,000 - \$499,999		1.60%
\$500,000 - \$749,999		1.10%
\$750,000 - \$999,999		0.30%
\$1,000,000 +		0.50%
<b>Average Home Value</b>	<b>\$181,235</b>	
<b>2022 Owner Occupied Housing Units by Value</b>		
Total	7,863	
<\$50,000		1.80%
\$50,000 - \$99,999		7.10%
\$100,000 - \$149,999		30.40%
\$150,000 - \$199,999		27.70%
\$200,000 - \$249,999		11.10%
\$250,000 - \$299,999		7.10%
\$300,000 - \$399,999		8.80%
\$400,000 - \$499,999		2.40%
\$500,000 - \$749,999		2.10%
\$750,000 - \$999,999		0.70%
\$1,000,000 +		0.80%
<b>Average Home Value</b>	<b>\$207,577</b>	



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DESCRIPTION	DATA	%
<b>2010 Population by Age</b>		
Total	27,631	
0 - 4		6.60%
9-May		7.10%
14-Oct		7.00%
15 - 24		12.80%
25 - 34		15.70%
35 - 44		15.10%
45 - 54		14.10%
55 - 64		10.30%
65 - 74		5.90%
75 - 84		3.80%
85 +		1.60%
18 +		75.50%
<b>2017 Population by Age</b>		
Total	31,628	
0 - 4		6.10%
9-May		6.10%
14-Oct		6.40%
15 - 24		13.30%
25 - 34		16.00%
35 - 44		14.50%
45 - 54		13.30%
55 - 64		11.40%
65 - 74		7.60%
75 - 84		3.60%
85 +		1.70%
18 +		77.80%

DESCRIPTION	DATA	%
<b>2022 Population by Age</b>		
Total	34,259	
0 - 4		6.30%
9-May		6.10%
14-Oct		6.30%
15 - 24		12.90%
25 - 34		16.60%
35 - 44		14.40%
45 - 54		12.50%
55 - 64		11.10%
65 - 74		8.20%
75 - 84		4.20%
85 +		1.60%
18 +		77.70%
<b>2010 Population by Sex</b>		
Males	14,579	
Females	13,052	
<b>2017 Population by Sex</b>		
Males	16,843	
Females	14,785	
<b>2022 Population by Sex</b>		
Males	18,208	
Females	16,051	



# COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2010 Population by Race/Ethnicity</b>		
Total	27,631	
White Alone		85.20%
Black Alone		7.90%
American Indian Alone		0.20%
Asian Alone		3.30%
Pacific Islander Alone		0.00%
Some Other Race Alone		1.50%
Two or More Races		1.80%
Hispanic Origin		4.00%
Diversity Index	32.3	
<b>2017 Population by Race/Ethnicity</b>		
Total	31,632	
White Alone		82.50%
Black Alone		9.80%
American Indian Alone		0.20%
Asian Alone		3.40%
Pacific Islander Alone		0.00%
Some Other Race Alone		1.80%
Two or More Races		2.40%
Hispanic Origin		4.80%
Diversity Index	37.3	

DESCRIPTION	DATA	%
<b>2022 Population by Race/Ethnicity</b>		
Total	34,257	
White Alone		79.10%
Black Alone		11.80%
American Indian Alone		0.20%
Asian Alone		3.90%
Pacific Islander Alone		0.00%
Some Other Race Alone		2.20%
Two or More Races		2.70%
Hispanic Origin		5.70%
Diversity Index	42.7	
<b>2010 Population by Relationship and Household Type</b>		
Total	27,631	
In Households		90.50%
In Family Households		77.50%
Householder		24.50%
Spouse		18.30%
Child		29.90%
Other relative		2.60%
Nonrelative		2.30%
In Nonfamily Households		13.00%
In Group Quarters		9.50%
Institutionalized Population		9.40%
Noninstitutionalized Population		0.10%



# COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2017 Population 25+ by Educational Attainment</b>		
Total	21,562	
Less than 9th Grade		2.60%
9th - 12th Grade, No Diploma		5.90%
High School Graduate		27.90%
GED/Alternative Credential		5.00%
Some College, No Degree		21.80%
Associate Degree		8.70%
Bachelor's Degree		19.50%
Graduate/Professional Degree		8.50%
<b>2017 Population 15+ by Marital Status</b>		
Total	25,761	
Never Married		31.10%
Married		48.40%
Widowed		5.60%
Divorced		14.90%
<b>2017 Civilian Population 16+ in Labor Force</b>		
Civilian Employed		95.60%
Civilian Unemployed (Unemployment Rate)		4.40%

DESCRIPTION	DATA	%
<b>2017 Employed Population 16+ by Industry</b>		
Total	14,763	
Agriculture/Mining		0.30%
Construction		5.60%
Manufacturing		12.20%
Wholesale Trade		4.10%
Retail Trade		11.30%
Transportation/Utilities		9.80%
Information		0.80%
Finance/Insurance/Real Estate		5.80%
Services		45.50%
Public Administration		4.60%
<b>2017 Employed Population 16+ by Occupation</b>		
Total	14,763	
White Collar		62.20%
Management/Business/Financial		15.80%
Professional		22.00%
Sales		9.60%
Administrative Support		14.70%
Services		14.80%
Blue Collar		23.00%
Farming/Forestry/Fishing		0.00%
Construction/Extraction		5.40%
Installation/Maintenance/Repair		3.60%
Production		4.90%
Transportation/Material Moving		9.10%



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DESCRIPTION	DATA	%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population	27,631	
Population Inside Urbanized Area		99.30%
Population Inside Urbanized Cluster		0.00%
Rural Population		0.70%
<b>2010 Households by Type</b>		
Total	9,747	
Households with 1 Person		25.70%
Households with 2+ People		74.30%
Family Households		69.30%
Husband-wife Families		52.00%
With Related Children		24.50%
Other Family (No Spouse Present)		17.30%
Other Family with Male Householder		5.00%
With Related Children		3.40%
Other Family with Female Householder		12.30%
With Related Children		8.70%
Nonfamily Households		5.00%
All Households with Children		37.10%
Multigenerational Households		3.30%
Unmarried Partner Households		6.80%
Male-female		6.00%
Same-sex		0.70%

DESCRIPTION	DATA	%
<b>2010 Households by Size</b>		
Total	9,747	
1 Person Household		25.70%
2 Person Household		32.50%
3 Person Household		17.10%
4 Person Household		14.40%
5 Person Household		6.80%
6 Person Household		2.30%
7 + Person Household		1.30%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total	9,747	
Owner Occupied		69.00%
Owned with a Mortgage/Loan		54.70%
Owned Free and Clear		14.30%
Renter Occupied		31.00%
<b>2010 Housing Units By Urban/ Rural Status</b>		
Total Housing Units	10,386	
Housing Units Inside Urbanized Area		98.90%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		1.10%

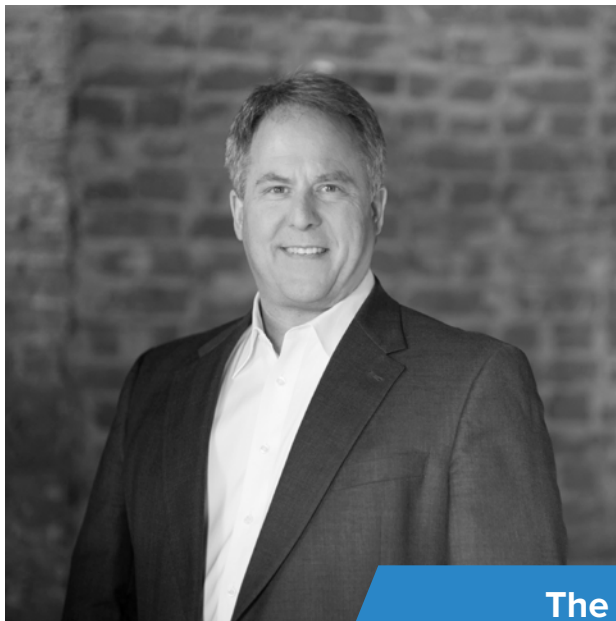




# ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

### The Retail Coach –

*“It’s not about data. It’s about your success.”*



# ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2016/2017, ESRI 2016/2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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