



TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Plainfield, Indiana

Prepared for
Town of Plainfield
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PRIMARY RETAIL TRADE AREA

Plainfield, Indiana



CONTACT

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Plainfield, Indiana

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	54,591	
2010 Total Population	71,626	
2017 Total Population	78,660	
2017 Group Quarters	3,432	
2022 Total Population	83,774	
2017-2022 Annual Rate		1.27%
2017 Total Daytime Population		
Workers	46,699	
Residents	38,518	
Household Summary		
2000 Households	19,820	
2000 Average Household Size	2.62	
2010 Households	25,604	
2010 Average Household Size	2.69	
2017 Households	27,820	
2017 Average Household Size	2.70	
2022 Households	29,617	
2022 Average Household Size	2.71	
2017-2022 Annual Rate		1.26%
2010 Families		
2010 Average Family Size	3.12	
2017 Families	20,285	
2017 Average Family Size	3.15	
2022 Families	21,498	
2022 Average Family Size	3.16	
2017-2022 Annual Rate		1.17%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	20,844	
Owner Occupied Housing Units		75.50%
Renter Occupied Housing Units		19.60%
Vacant Housing Units		4.90%
2010 Housing Units	27,321	
Owner Occupied Housing Units		70.30%
Renter Occupied Housing Units		23.40%
Vacant Housing Units		6.30%
2017 Housing Units	29,703	
Owner Occupied Housing Units		68.30%
Renter Occupied Housing Units		25.40%
Vacant Housing Units		6.30%
2022 Housing Units	31,700	
Owner Occupied Housing Units		68.20%
Renter Occupied Housing Units		25.30%
Vacant Housing Units		6.60%
Median Household Income		
2017	\$61,242	
2022	\$70,015	
Median Home Value		
2017	\$161,706	
2022	\$181,867	
Per Capita Income		
2017	\$28,877	
2022	\$32,528	



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DESCRIPTION	DATA	%
Median Age		
2010	35.9	
2017	37.1	
2022	37.3	
2017 Households by Income		
Household Income Base	27,820	
<\$15,000		6.30%
\$15,000 - \$24,999		7.60%
\$25,000 - \$34,999		9.70%
\$35,000 - \$49,999		15.10%
\$50,000 - \$74,999		20.40%
\$75,000 - \$99,999		14.20%
\$100,000 - \$149,999		17.30%
\$150,000 - \$199,999		5.40%
\$200,000+		3.90%
Average Household Income	\$79,228	
2022 Households by Income		
Household Income Base	29,617	
<\$15,000		6.20%
\$15,000 - \$24,999		7.00%
\$25,000 - \$34,999		8.50%
\$35,000 - \$49,999		13.30%
\$50,000 - \$74,999		17.60%
\$75,000 - \$99,999		16.00%
\$100,000 - \$149,999		20.30%
\$150,000 - \$199,999		6.50%
\$200,000+		4.60%
Average Household Income	\$89,701	

DESCRIPTION	DATA	%
2017 Owner Occupied Housing Units by Value		
Total	20,283	
<\$50,000		3.00%
\$50,000 - \$99,999		11.40%
\$100,000 - \$149,999		30.30%
\$150,000 - \$199,999		23.00%
\$200,000 - \$249,999		11.60%
\$250,000 - \$299,999		8.20%
\$300,000 - \$399,999		7.50%
\$400,000 - \$499,999		2.40%
\$500,000 - \$749,999		1.50%
\$750,000 - \$999,999		0.80%
\$1,000,000 +		0.40%
Average Home Value	\$194,335	
2022 Owner Occupied Housing Units by Value		
Total	21,612	
<\$50,000		1.90%
\$50,000 - \$99,999		8.00%
\$100,000 - \$149,999		26.10%
\$150,000 - \$199,999		22.10%
\$200,000 - \$249,999		12.40%
\$250,000 - \$299,999		10.10%
\$300,000 - \$399,999		10.70%
\$400,000 - \$499,999		3.40%
\$500,000 - \$749,999		2.90%
\$750,000 - \$999,999		1.70%
\$1,000,000 +		0.90%
Average Home Value	\$229,582	



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Plainfield, Indiana

DESCRIPTION	DATA	%
2010 Population by Age		
Total	71,623	
0 - 4		7.00%
9-May		7.50%
14-Oct		7.70%
15 - 24		12.60%
25 - 34		13.80%
35 - 44		14.80%
45 - 54		14.90%
55 - 64		10.80%
65 - 74		6.20%
75 - 84		3.40%
85 +		1.30%
18 +		73.30%
2017 Population by Age		
Total	78,658	
0 - 4		6.50%
9-May		6.70%
14-Oct		7.10%
15 - 24		12.70%
25 - 34		14.10%
35 - 44		14.00%
45 - 54		13.70%
55 - 64		12.20%
65 - 74		8.00%
75 - 84		3.60%
85 +		1.40%
18 +		75.70%

DESCRIPTION	DATA	%
2022 Population by Age		
Total	83,774	
0 - 4		6.50%
9-May		6.60%
14-Oct		7.00%
15 - 24		12.10%
25 - 34		14.50%
35 - 44		13.90%
45 - 54		12.80%
55 - 64		12.00%
65 - 74		8.80%
75 - 84		4.30%
85 +		1.40%
18 +		75.90%
2010 Population by Sex		
Males	36,270	
Females	35,356	
2017 Population by Sex		
Males	40,105	
Females	38,554	
2022 Population by Sex		
Males	42,751	
Females	41,022	



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Plainfield, Indiana

DESCRIPTION	DATA	%
2010 Population by Race/Ethnicity		
Total	71,624	
White Alone		88.40%
Black Alone		5.80%
American Indian Alone		0.20%
Asian Alone		2.10%
Pacific Islander Alone		0.00%
Some Other Race Alone		1.70%
Two or More Races		1.80%
Hispanic Origin		3.90%
Diversity Index	27.5	
2017 Population by Race/Ethnicity		
Total	78,660	
White Alone		85.20%
Black Alone		7.30%
American Indian Alone		0.20%
Asian Alone		2.80%
Pacific Islander Alone		0.00%
Some Other Race Alone		2.00%
Two or More Races		2.30%
Hispanic Origin		4.80%
Diversity Index	33.5	

DESCRIPTION	DATA	%
2022 Population by Race/Ethnicity		
Total	83,773	
White Alone		82.70%
Black Alone		8.60%
American Indian Alone		0.30%
Asian Alone		3.40%
Pacific Islander Alone		0.00%
Some Other Race Alone		2.30%
Two or More Races		2.60%
Hispanic Origin		5.70%
Diversity Index	38.1	
2010 Population by Relationship and Household Type		
Total	71,626	
In Households		96.00%
In Family Households		84.40%
Householder		26.40%
Spouse		20.30%
Child		32.80%
Other relative		2.60%
Nonrelative		2.30%
In Nonfamily Households		11.60%
In Group Quarters		4.00%
Institutionalized Population		3.90%
Noninstitutionalized Population		0.00%



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DESCRIPTION	DATA	%
2017 Population 25+ by Educational Attainment		
Total	52,684	
Less than 9th Grade		2.10%
9th - 12th Grade, No Diploma		6.20%
High School Graduate		29.20%
GED/Alternative Credential		4.80%
Some College, No Degree		21.60%
Associate Degree		9.60%
Bachelor's Degree		18.70%
Graduate/Professional Degree		7.70%
2017 Population 15+ by Marital Status		
Total	62,685	
Never Married		28.40%
Married		52.90%
Widowed		5.30%
Divorced		13.40%
2017 Civilian Population 16+ in Labor Force		
Civilian Employed		96.20%
Civilian Unemployed (Unemployment Rate)		3.80%

DESCRIPTION	DATA	%
2017 Employed Population 16+ by Industry		
Total	39,099	
Agriculture/Mining		0.60%
Construction		6.50%
Manufacturing		14.50%
Wholesale Trade		3.40%
Retail Trade		11.30%
Transportation/Utilities		9.70%
Information		1.20%
Finance/Insurance/Real Estate		6.00%
Services		42.70%
Public Administration		4.10%
2017 Employed Population 16+ by Occupation		
Total	39,103	
White Collar		60.80%
Management/Business/Financial		15.40%
Professional		21.10%
Sales		9.50%
Administrative Support		14.90%
Services		13.60%
Blue Collar		25.60%
Farming/Forestry/Fishing		0.30%
Construction/Extraction		5.50%
Installation/Maintenance/Repair		4.40%
Production		6.20%
Transportation/Material Moving		9.20%



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DESCRIPTION	DATA	%
2010 Population By Urban/ Rural Status		
Total Population	71,626	
Population Inside Urbanized Area		81.90%
Population Inside Urbanized Cluster		0.00%
Rural Population		18.10%
2010 Households by Type		
Total	25,603	
Households with 1 Person		21.50%
Households with 2+ People		78.50%
Family Households		73.70%
Husband-wife Families		56.80%
With Related Children		27.10%
Other Family (No Spouse Present)		16.90%
Other Family with Male Householder		5.10%
With Related Children		3.40%
Other Family with Female Householder		11.80%
With Related Children		8.30%
Nonfamily Households		4.90%
All Households with Children		39.40%
Multigenerational Households		3.90%
Unmarried Partner Households		6.80%
Male-female		6.20%
Same-sex		0.60%

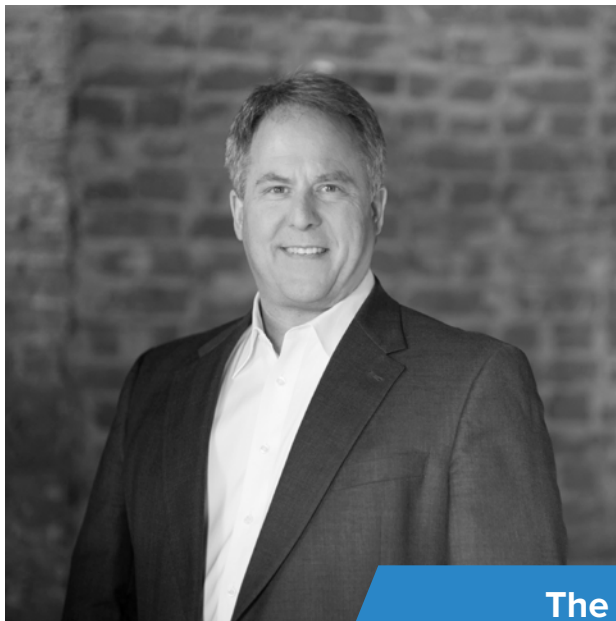
DESCRIPTION	DATA	%
2010 Households by Size		
Total	25,603	
1 Person Household		21.50%
2 Person Household		33.40%
3 Person Household		17.90%
4 Person Household		15.80%
5 Person Household		7.60%
6 Person Household		2.60%
7 + Person Household		1.30%
2010 Households by Tenure and Mortgage Status		
Total	25,604	
Owner Occupied		75.00%
Owned with a Mortgage/Loan		59.60%
Owned Free and Clear		15.40%
Renter Occupied		25.00%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	27,321	
Housing Units Inside Urbanized Area		81.10%
Housing Units Inside Urbanized Cluster		0.00%
Rural Housing Units		18.90%



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.

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