



TheRetailCoach®

COMMUNITY WORKPLACE POPULATION

Plainfield, Indiana

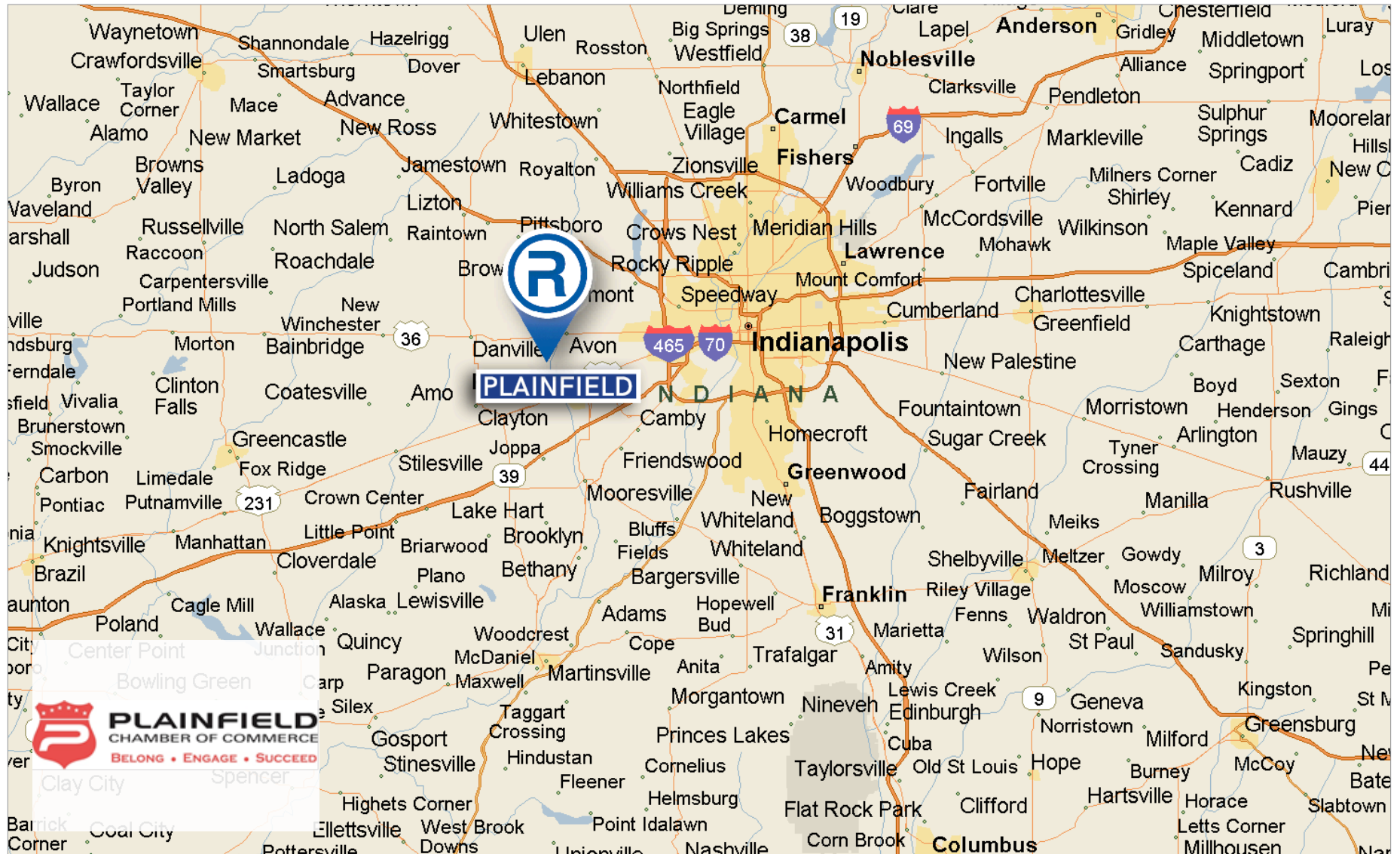
Prepared for
Town of Plainfield
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LOCATION

Plainfield, Indiana



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COMMUNITY • WORKPLACE POPULATION

Plainfield, Indiana

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Total	1,019	39,137	38
Employee/Residential Population Ratio (per 100 Residents)	124		
Agriculture, Forestry, Fishing & Hunting	0	0	0
Mining	0	0	0
Utilities	1	1,835	1,835
Construction	66	6,444	98
Manufacturing	39	1,992	51
Wholesale Trade	38	5,061	133
Retail Trade	195	4,635	24
Motor Vehicle & Parts Dealers	28	534	19
Furniture & Home Furnishings Stores	13	145	11
Electronics & Appliance Stores	6	619	103
Bldg Material & Garden Equipment & Supplies Dealers	13	181	14
Food & Beverage Stores	19	750	39
Health & Personal Care Stores	30	228	8
Gasoline Stations	9	53	6
Clothing & Clothing Accessories Stores	40	478	12
Sport Goods, Hobby, Book, & Music Stores	7	114	16
General Merchandise Stores	10	1,055	106
Miscellaneous Store Retailers	18	128	7
Nonstore Retailers	2	350	175
Transportation & Warehousing	36	3,975	73
Information	13	6,092	469



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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Finance & Insurance	66	316	5
Central Bank/Credit Intermediation & Related Activities	21	134	6
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	13	93	7
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	32	89	3
Real Estate, Rental & Leasing	71	801	11
Professional, Scientific & Tech Services	72	1,251	17
Legal Services	12	50	4
Management of Companies & Enterprises	0	0	0
Administrative & Support & Waste Management & Remediation Services	30	310	10
Educational Services	21	772	37
Health Care & Social Assistance	70	916	13
Arts, Entertainment & Recreation	15	481	32
Accommodation & Food Services	105	2,294	22
Accommodation	19	256	13
Food Services & Drinking Places	86	2,038	24
Other Services (except Public Administration)	133	619	5
Automotive Repair & Maintenance	25	190	8
Public Administration	20	1,342	67
Unclassified Establishments	28	1	0



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, 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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