



TheRetailCoach®

COMMUNITY WORKPLACE POPULATION

Plainfield, Indiana

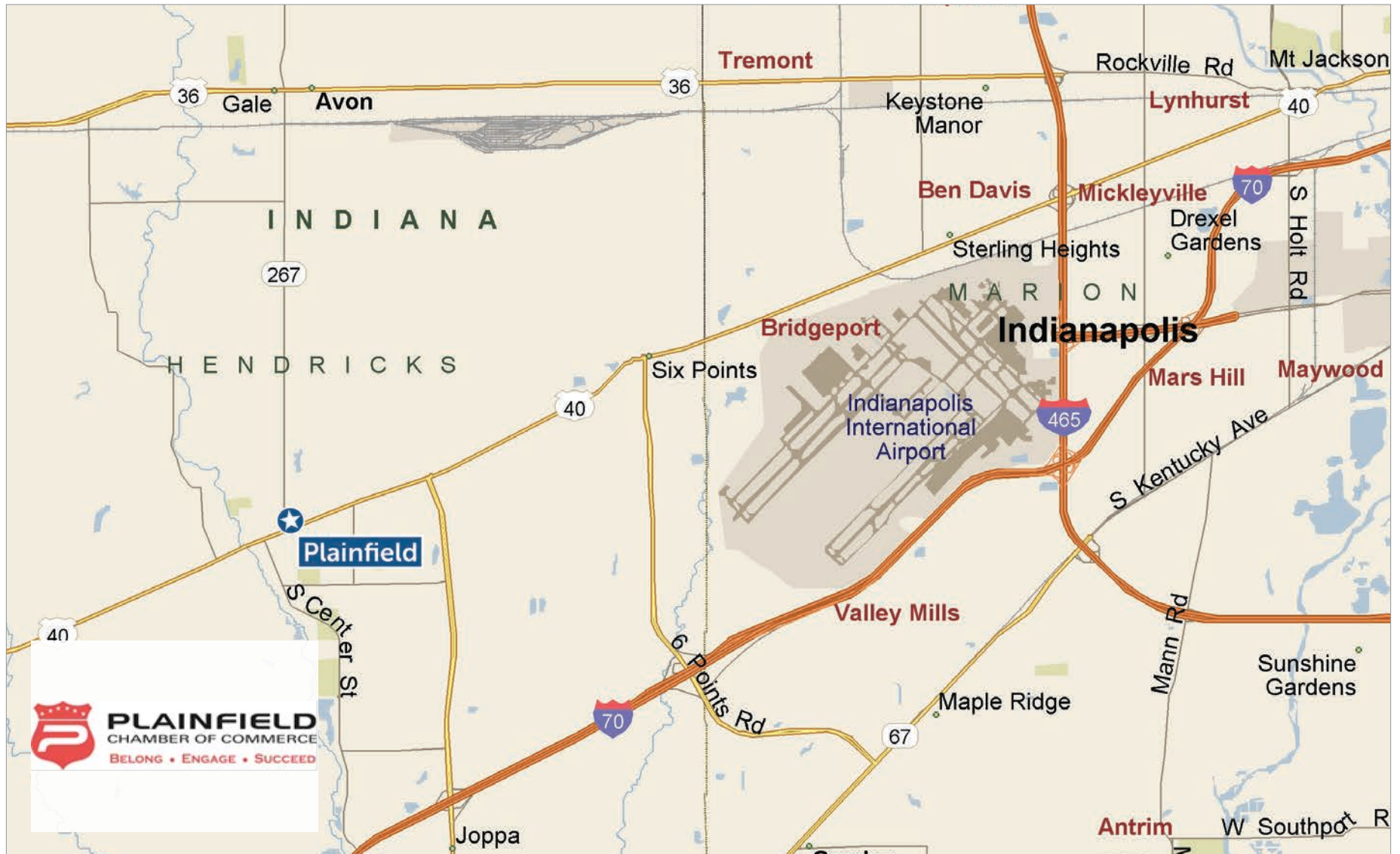
Prepared for
The Plainfield Chamber of Commerce
November 2016





LOCATION

Plainfield, Indiana



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Plainfield, Indiana

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Total	1,280	41,793	33
Agriculture, Forestry, Fishing & Hunting	0	0	0
Mining	0	0	0
Utilities	1	1,835	1835
Construction	116	6,636	57
Manufacturing	41	2,016	49
Wholesale Trade	42	4,726	113
Retail Trade	231	6058	26
Motor Vehicle & Parts Dealers	37	1307	35
Furniture & Home Furnishings Stores	13	11	1
Electronics & Appliance Stores	7	70	10
Bldg Material & Garden Equipment & Supplies Dealers	13	501	39
Food & Beverage Stores	25	890	36
Health & Personal Care Stores	32	294	9
Gasoline Stations	11	95	9
Clothing & Clothing Accessories Stores	41	615	15
Sport Goods, Hobby, Book, & Music Stores	14	409	29
General Merchandise Stores	14	1,329	95
Miscellaneous Store Retailers	21	185	9
Nonstore Retailers	3	352	117
Transportation & Warehousing	39	3,294	84
Information	12	6087	507



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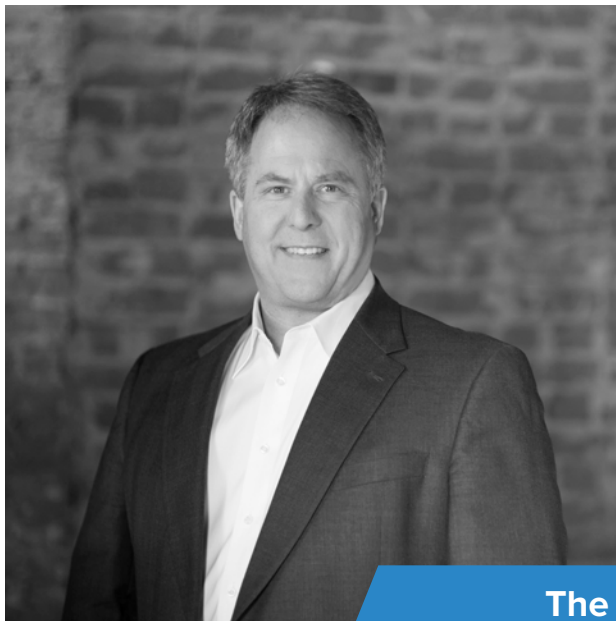
BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Finance & Insurance	96	305	3
Central Bank/Credit Intermediation & Related Activities	61	155	3
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	9	82	9
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	26	68	3
Real Estate, Rental & Leasing	70	806	12
Professional, Scientific & Tech Services	80	1,341	17
Legal Services	13	55	4
Management of Companies & Enterprises	0	0	
Administrative & Support & Waste Management & Remediation Services	36	355	10
Educational Services	24	823	34
Health Care & Social Assistance	74	1,038	14
Arts, Entertainment & Recreation	17	512	30
Accommodation & Food Services	130	3307	25
Accommodation	43	811	19
Food Services & Drinking Places	87	2,496	29
Other Services (except Public Administration)	149	714	5
Automotive Repair & Maintenance	29	205	7
Public Administration	31	1,480	48
Unclassified Establishments	62	255	4



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 2015/2016, ESRI 2015/2016, 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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