



ECHO Retail: Market Profile Report

Columbus 25th Street GetGo
1711 25th St, Columbus, Indiana, 47201
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.22299
Longitude: -85.90626

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,810	37,113	45,397
2010 Total Population	9,106	39,201	49,208
2019 Total Population	9,513	41,816	54,061
2019 Group Quarters	229	866	869
2024 Total Population	9,755	43,445	56,637
2018-2023 Annual Rate	0.50%	0.77%	0.94%
2019 Total Daytime Population	14,092	58,295	66,668
Workers	9,833	37,723	40,623
Residents	4,259	20,572	26,045
Household Summary			
2000 Households	3,671	15,138	18,422
2000 Average Household Size	2.34	2.40	2.42
2010 Households	3,675	15,946	19,820
2010 Average Household Size	2.42	2.40	2.44
2019 Households	3,800	16,961	21,624
2019 Average Household Size	2.44	2.41	2.46
2024 Households	3,886	17,603	22,614
2024 Average Household Size	2.45	2.42	2.47
2018-2023 Annual Rate	0.45%	0.75%	0.90%
2010 Families	2,347	10,184	13,071
2010 Average Family Size	2.98	2.98	2.98
2019 Families	2,394	10,636	14,072
2019 Average Family Size	3.02	3.00	3.01
2024 Families	2,438	10,971	14,646
2024 Average Family Size	3.03	3.01	3.02
2018-2023 Annual Rate	0.36%	0.62%	0.80%
Housing Unit Summary			
2010 Housing Units	3,971	17,591	22,052
Owner Occupied Housing Units	61.7%	56.1%	58.5%
Renter Occupied Housing Units	30.8%	34.6%	31.4%
Vacant Housing Units	7.5%	9.4%	10.1%
2019 Housing Units	4,146	18,819	24,206
Owner Occupied Housing Units	66.7%	60.2%	61.9%
Renter Occupied Housing Units	24.9%	30.0%	27.4%
Vacant Housing Units	8.3%	9.9%	10.7%
2024 Housing Units	4,244	19,542	25,345
Owner Occupied Housing Units	68.1%	61.1%	62.8%
Renter Occupied Housing Units	23.4%	29.0%	26.4%
Vacant Housing Units	8.4%	9.9%	10.8%
Median Household Income			
2019	\$56,638	\$57,028	\$62,016
2024	\$64,910	\$63,989	\$71,048
Median Home Value			
2019	\$143,533	\$149,067	\$159,507
2024	\$169,777	\$174,154	\$186,317
Per Capita Income			
2019	\$32,693	\$31,581	\$33,129
2024	\$37,039	\$35,859	\$37,716
Median Age			
2010	39.0	38.1	37.7
2019	40.6	39.5	39.3
2024	41.4	40.3	40.1
Data for all businesses in area			
	1 mile	3 miles	5 miles
Total Businesses:	576	1,989	2,233
Total Employees:	7,822	31,198	34,585
Total Residential Population:	9,513	41,816	54,061
Employee/Residential Population Ratio (per 100 Residents)	82	75	64

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census

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2019 Households by Income			
Household Income Base	3,800	16,961	21,624
<\$15,000	10.0%	10.8%	9.6%
\$15,000 - \$24,999	8.5%	8.6%	7.6%
\$25,000 - \$34,999	12.7%	11.9%	11.1%
\$35,000 - \$49,999	12.6%	11.6%	11.0%
\$50,000 - \$74,999	17.9%	19.3%	18.5%
\$75,000 - \$99,999	9.8%	12.0%	12.6%
\$100,000 - \$149,999	16.2%	14.8%	15.9%
\$150,000 - \$199,999	6.2%	6.4%	8.6%
\$200,000+	6.2%	4.6%	5.1%
Average Household Income	\$81,845	\$77,659	\$83,353
2024 Households by Income			
Household Income Base	3,886	17,603	22,614
<\$15,000	8.2%	9.0%	7.9%
\$15,000 - \$24,999	7.3%	7.5%	6.6%
\$25,000 - \$34,999	11.0%	10.3%	9.6%
\$35,000 - \$49,999	11.3%	10.5%	9.8%
\$50,000 - \$74,999	17.8%	19.4%	18.2%
\$75,000 - \$99,999	10.3%	12.4%	12.7%
\$100,000 - \$149,999	19.1%	17.1%	18.0%
\$150,000 - \$199,999	8.0%	8.4%	11.3%
\$200,000+	7.0%	5.3%	5.9%
Average Household Income	\$93,071	\$88,299	\$95,075
2019 Owner Occupied Housing Units by Value			
Total	2,766	11,323	14,994
<\$50,000	1.3%	4.9%	4.6%
\$50,000 - \$99,999	20.6%	19.7%	17.4%
\$100,000 - \$149,999	32.3%	25.8%	24.8%
\$150,000 - \$199,999	10.1%	17.1%	16.9%
\$200,000 - \$249,999	12.8%	10.9%	10.3%
\$250,000 - \$299,999	11.5%	9.7%	9.5%
\$300,000 - \$399,999	6.3%	6.9%	9.7%
\$400,000 - \$499,999	2.7%	1.4%	2.7%
\$500,000 - \$749,999	1.3%	2.2%	2.5%
\$750,000 - \$999,999	1.3%	0.8%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$187,550	\$189,764	\$205,267
2024 Owner Occupied Housing Units by Value			
Total	2,892	11,941	15,927
<\$50,000	0.8%	3.3%	3.1%
\$50,000 - \$99,999	14.9%	15.9%	13.6%
\$100,000 - \$149,999	30.3%	22.8%	21.3%
\$150,000 - \$199,999	10.1%	16.6%	16.6%
\$200,000 - \$249,999	13.5%	12.9%	12.0%
\$250,000 - \$299,999	13.7%	11.8%	11.2%
\$300,000 - \$399,999	7.8%	9.1%	12.8%
\$400,000 - \$499,999	4.4%	2.2%	3.6%
\$500,000 - \$749,999	2.0%	3.6%	3.8%
\$750,000 - \$999,999	2.6%	1.2%	1.4%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.5%	0.4%
Average Home Value	\$216,600	\$218,665	\$234,260

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census

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2010 Population by Age			
Total	9,105	39,202	49,210
0 - 4	6.4%	6.8%	6.9%
5 - 9	6.6%	6.7%	6.9%
10 - 14	7.1%	6.6%	6.8%
15 - 24	12.4%	12.7%	12.5%
25 - 34	12.2%	13.2%	13.2%
35 - 44	13.3%	13.0%	13.4%
45 - 54	13.7%	13.7%	13.9%
55 - 64	12.2%	11.9%	11.9%
65 - 74	7.8%	7.8%	7.6%
75 - 84	5.7%	5.1%	4.7%
85 +	2.7%	2.4%	2.2%
18 +	75.4%	75.7%	75.1%
2019 Population by Age			
Total	9,513	41,816	54,060
0 - 4	6.0%	6.3%	6.4%
5 - 9	6.2%	6.4%	6.6%
10 - 14	6.3%	6.4%	6.7%
15 - 24	11.1%	11.3%	11.3%
25 - 34	12.6%	13.5%	13.2%
35 - 44	13.2%	12.8%	13.2%
45 - 54	12.3%	12.3%	12.6%
55 - 64	13.0%	12.7%	12.7%
65 - 74	10.5%	10.0%	9.8%
75 - 84	6.1%	5.7%	5.3%
85 +	2.7%	2.7%	2.3%
18 +	77.8%	77.2%	76.6%
2024 Population by Age			
Total	9,754	43,445	56,636
0 - 4	6.0%	6.3%	6.3%
5 - 9	6.2%	6.3%	6.5%
10 - 14	6.3%	6.5%	6.7%
15 - 24	10.5%	11.3%	11.3%
25 - 34	12.2%	12.5%	12.4%
35 - 44	13.5%	13.3%	13.4%
45 - 54	11.7%	11.7%	12.2%
55 - 64	12.6%	12.2%	12.1%
65 - 74	11.1%	10.7%	10.5%
75 - 84	7.2%	6.6%	6.2%
85 +	2.7%	2.7%	2.4%
18 +	77.9%	77.1%	76.6%
2010 Population by Sex			
Males	4,353	18,926	23,996
Females	4,753	20,275	25,212
2019 Population by Sex			
Males	4,579	20,305	26,509
Females	4,935	21,511	27,552
2024 Population by Sex			
Males	4,710	21,152	27,847
Females	5,046	22,294	28,791

Source: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census

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2010 Population by Race/Ethnicity			
Total	9,106	39,201	49,209
White Alone	89.2%	87.9%	87.8%
Black Alone	2.8%	2.7%	2.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.2%	4.4%	4.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.2%	2.6%	3.0%
Two or More Races	2.4%	2.1%	1.9%
Hispanic Origin	5.4%	6.0%	6.3%
Diversity Index	28.4	31.2	31.8
2019 Population by Race/Ethnicity			
Total	9,514	41,817	54,063
White Alone	83.2%	80.5%	80.0%
Black Alone	3.5%	3.2%	2.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	7.3%	10.2%	11.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.4%	3.0%	3.4%
Two or More Races	3.2%	2.7%	2.4%
Hispanic Origin	6.0%	6.8%	7.0%
Diversity Index	38.0	42.3	43.2
2024 Population by Race/Ethnicity			
Total	9,754	43,445	56,636
White Alone	80.3%	77.0%	76.2%
Black Alone	3.9%	3.5%	3.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	9.2%	12.8%	14.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	3.2%	3.5%
Two or More Races	3.8%	3.1%	2.8%
Hispanic Origin	6.6%	7.5%	7.6%
Diversity Index	42.7	47.4	48.3
2010 Population by Relationship and Household Type			
Total	9,106	39,201	49,207
In Households	97.5%	97.8%	98.2%
In Family Households	79.8%	80.0%	81.7%
Householder	25.7%	26.0%	26.4%
Spouse	18.5%	19.0%	19.9%
Child	30.1%	29.7%	30.2%
Other relative	2.5%	2.6%	2.6%
Nonrelative	3.0%	2.7%	2.5%
In Nonfamily Households	17.7%	17.8%	16.5%
In Group Quarters	2.5%	2.2%	1.8%
Institutionalized Population	2.1%	1.8%	1.4%
Noninstitutionalized Population	0.4%	0.4%	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census

May 28, 2020

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2019 Population 25+ by Educational Attainment			
Total	6,701	29,108	37,331
Less than 9th Grade	2.0%	2.6%	2.4%
9th - 12th Grade, No Diploma	6.9%	7.0%	6.4%
High School Graduate	24.3%	24.3%	23.7%
GED/Alternative Credential	6.0%	5.7%	5.3%
Some College, No Degree	17.9%	16.3%	15.9%
Associate Degree	8.5%	9.3%	8.9%
Bachelor's Degree	20.6%	20.8%	22.0%
Graduate/Professional Degree	13.9%	14.0%	15.4%
2019 Population 15+ by Marital Status			
Total	7,756	33,845	43,467
Never Married	30.7%	28.3%	28.2%
Married	46.9%	50.0%	51.8%
Widowed	7.6%	7.0%	6.4%
Divorced	14.8%	14.7%	13.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.6%	96.2%	96.2%
Civilian Unemployed (Unemployment Rate)	3.4%	3.8%	3.8%
2019 Employed Population 16+ by Industry			
Total	5,289	21,471	28,358
Agriculture/Mining	0.4%	0.3%	0.2%
Construction	4.4%	4.7%	5.2%
Manufacturing	33.5%	35.6%	35.3%
Wholesale Trade	2.1%	1.2%	1.1%
Retail Trade	9.3%	9.4%	9.1%
Transportation/Utilities	1.8%	2.4%	2.6%
Information	0.7%	0.5%	0.5%
Finance/Insurance/Real Estate	4.8%	4.2%	4.0%
Services	39.3%	38.3%	38.6%
Public Administration	3.7%	3.5%	3.4%
2019 Employed Population 16+ by Occupation			
Total	5,290	21,473	28,357
White Collar	59.9%	62.8%	63.6%
Management/Business/Financial	16.2%	16.1%	17.0%
Professional	24.4%	27.5%	28.0%
Sales	8.3%	8.6%	8.4%
Administrative Support	11.0%	10.4%	10.2%
Services	16.6%	14.1%	13.6%
Blue Collar	23.5%	23.1%	22.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.3%	2.4%	3.1%
Installation/Maintenance/Repair	1.9%	2.4%	2.5%
Production	14.0%	13.2%	12.1%
Transportation/Material Moving	5.4%	5.0%	4.9%
2010 Population By Urban/ Rural Status			
Total Population	9,106	39,201	49,208
Population Inside Urbanized Area	100.0%	95.8%	88.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	4.2%	11.2%



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2010 Households by Type			
Total	3,675	15,945	19,820
Households with 1 Person	30.1%	30.3%	28.5%
Households with 2+ People	69.9%	69.7%	71.5%
Family Households	63.9%	63.9%	65.9%
Husband-wife Families	45.9%	46.8%	49.8%
With Related Children	19.7%	19.9%	21.7%
Other Family (No Spouse Present)	17.9%	17.1%	16.1%
Other Family with Male Householder	5.1%	4.8%	4.7%
With Related Children	3.4%	3.1%	3.1%
Other Family with Female Householder	12.8%	12.3%	11.4%
With Related Children	8.8%	8.5%	7.9%
Nonfamily Households	6.0%	5.9%	5.5%
All Households with Children	32.4%	32.2%	33.4%
Multigenerational Households	2.9%	3.1%	3.1%
Unmarried Partner Households	7.7%	6.8%	6.5%
Male-female	7.0%	6.0%	5.8%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	3,676	15,945	19,822
1 Person Household	30.1%	30.3%	28.5%
2 Person Household	33.2%	33.4%	33.7%
3 Person Household	15.7%	15.6%	15.9%
4 Person Household	12.2%	12.3%	12.9%
5 Person Household	5.7%	5.4%	5.8%
6 Person Household	2.1%	2.0%	2.2%
7 + Person Household	1.1%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	3,675	15,946	19,820
Owner Occupied	66.7%	61.8%	65.1%
Owned with a Mortgage/Loan	47.1%	43.8%	46.6%
Owned Free and Clear	19.6%	18.1%	18.5%
Renter Occupied	33.3%	38.2%	34.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,971	17,591	22,052
Housing Units Inside Urbanized Area	100.0%	96.3%	89.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	3.7%	10.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census

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Top 3 Tapestry Segments			
1. Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
2. Comfortable Empty Nesters	Midlife Constants (5E)	Midlife Constants (5E)	Middleburg (4C)
3. Soccer Moms (4A)	Comfortable Empty Nesters	Midlife Constants (5E)	Midlife Constants (5E)
2019 Consumer Spending			
Apparel & Services: Total \$	\$7,599,601	\$32,307,414	\$44,026,630
Average Spent	\$1,999.89	\$1,904.81	\$2,036.01
Spending Potential Index	93	89	95
Education: Total \$	\$5,522,192	\$23,005,150	\$31,581,641
Average Spent	\$1,453.21	\$1,356.36	\$1,460.49
Spending Potential Index	91	85	92
Entertainment/Recreation: Total \$	\$11,827,307	\$50,106,681	\$68,400,896
Average Spent	\$3,112.45	\$2,954.23	\$3,163.19
Spending Potential Index	95	90	97
Food at Home: Total \$	\$18,749,103	\$79,982,540	\$108,546,269
Average Spent	\$4,933.97	\$4,715.67	\$5,019.71
Spending Potential Index	95	91	97
Food Away from Home: Total \$	\$13,109,046	\$55,765,650	\$76,105,295
Average Spent	\$3,449.75	\$3,287.88	\$3,519.48
Spending Potential Index	94	89	96
Health Care: Total \$	\$22,560,427	\$94,766,248	\$128,886,382
Average Spent	\$5,936.95	\$5,587.30	\$5,960.34
Spending Potential Index	100	94	100
HH Furnishings & Equipment: Total \$	\$7,743,879	\$32,684,300	\$44,752,613
Average Spent	\$2,037.86	\$1,927.03	\$2,069.58
Spending Potential Index	96	90	97
Personal Care Products & Services: Total \$	\$3,229,253	\$13,674,330	\$18,724,459
Average Spent	\$849.80	\$806.22	\$865.91
Spending Potential Index	96	91	98
Shelter: Total \$	\$64,192,510	\$273,949,284	\$373,016,048
Average Spent	\$16,892.77	\$16,151.72	\$17,250.09
Spending Potential Index	91	87	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,943,770	\$38,327,463	\$52,292,680
Average Spent	\$2,353.62	\$2,259.74	\$2,418.27
Spending Potential Index	95	91	98
Travel: Total \$	\$7,729,700	\$32,854,138	\$45,352,890
Average Spent	\$2,034.13	\$1,937.04	\$2,097.34
Spending Potential Index	91	86	93
Vehicle Maintenance & Repairs: Total \$	\$4,214,840	\$18,083,589	\$24,476,187
Average Spent	\$1,109.17	\$1,066.19	\$1,131.90
Spending Potential Index	97	93	99

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census

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