



ECHO Retail: Market Profile Report

Ogilville GetGo
3545 W 450 S, Columbus, Indiana, 47201
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.13413
Longitude: -85.96110

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	116	4,225	10,028
2010 Total Population	126	5,641	12,354
2019 Total Population	126	6,933	14,916
2019 Group Quarters	0	0	5
2024 Total Population	128	7,558	16,160
2018-2023 Annual Rate	0.32%	1.74%	1.61%
2019 Total Daytime Population	5,183	8,891	17,074
Workers	5,125	5,806	10,349
Residents	58	3,085	6,725
Household Summary			
2000 Households	40	1,526	3,856
2000 Average Household Size	2.88	2.77	2.60
2010 Households	45	1,978	4,670
2010 Average Household Size	2.80	2.85	2.64
2019 Households	45	2,376	5,589
2019 Average Household Size	2.80	2.92	2.67
2024 Households	46	2,582	6,041
2024 Average Household Size	2.78	2.93	2.67
2018-2023 Annual Rate	0.44%	1.68%	1.57%
2010 Families	36	1,537	3,519
2010 Average Family Size	3.11	3.22	3.06
2019 Families	35	1,827	4,154
2019 Average Family Size	3.20	3.30	3.10
2024 Families	36	1,977	4,469
2024 Average Family Size	3.14	3.31	3.12
2018-2023 Annual Rate	0.57%	1.59%	1.47%
Housing Unit Summary			
2010 Housing Units	48	2,122	5,266
Owner Occupied Housing Units	85.4%	79.2%	71.1%
Renter Occupied Housing Units	8.3%	14.0%	17.6%
Vacant Housing Units	6.2%	6.8%	11.3%
2019 Housing Units	48	2,606	6,310
Owner Occupied Housing Units	87.5%	77.8%	71.2%
Renter Occupied Housing Units	6.2%	13.4%	17.4%
Vacant Housing Units	6.2%	8.8%	11.4%
2024 Housing Units	49	2,836	6,831
Owner Occupied Housing Units	87.8%	78.2%	71.8%
Renter Occupied Housing Units	6.1%	12.8%	16.6%
Vacant Housing Units	6.1%	9.0%	11.6%
Median Household Income			
2019	\$83,982	\$81,811	\$93,193
2024	\$102,992	\$94,343	\$106,232
Median Home Value			
2019	\$300,000	\$175,821	\$252,519
2024	\$370,000	\$208,242	\$291,292
Per Capita Income			
2019	\$46,015	\$34,271	\$41,708
2024	\$53,093	\$39,565	\$47,053
Median Age			
2010	43.9	35.1	37.7
2019	47.2	37.4	39.6
2024	48.8	37.7	40.5
Data for all businesses in area			
	1 mile	3 miles	5 miles
Total Businesses:	46	102	397
Total Employees:	1,715	3,711	8,867
Total Residential Population:	126	6,933	14,916
Employee/Residential Population Ratio (per 100 Residents)	1,361	54	59

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	45	2,376	5,589
<\$15,000	4.4%	6.6%	4.7%
\$15,000 - \$24,999	6.7%	4.3%	3.4%
\$25,000 - \$34,999	6.7%	6.3%	5.9%
\$35,000 - \$49,999	6.7%	9.8%	7.7%
\$50,000 - \$74,999	17.8%	17.1%	15.4%
\$75,000 - \$99,999	17.8%	17.5%	16.5%
\$100,000 - \$149,999	11.1%	21.1%	19.6%
\$150,000 - \$199,999	17.8%	12.7%	19.1%
\$200,000+	11.1%	4.7%	7.7%
Average Household Income	\$116,688	\$95,742	\$111,458
2024 Households by Income			
Household Income Base	46	2,582	6,041
<\$15,000	2.2%	5.1%	3.7%
\$15,000 - \$24,999	4.3%	3.3%	2.7%
\$25,000 - \$34,999	4.3%	5.0%	4.7%
\$35,000 - \$49,999	6.5%	8.0%	6.3%
\$50,000 - \$74,999	15.2%	14.9%	13.5%
\$75,000 - \$99,999	15.2%	16.7%	15.3%
\$100,000 - \$149,999	13.0%	23.8%	20.8%
\$150,000 - \$199,999	23.9%	17.5%	24.3%
\$200,000+	13.0%	5.7%	8.7%
Average Household Income	\$134,521	\$110,833	\$126,027
2019 Owner Occupied Housing Units by Value			
Total	42	2,027	4,492
<\$50,000	0.0%	0.9%	0.7%
\$50,000 - \$99,999	4.8%	8.8%	5.7%
\$100,000 - \$149,999	11.9%	28.6%	18.1%
\$150,000 - \$199,999	11.9%	22.5%	14.9%
\$200,000 - \$249,999	11.9%	10.3%	10.0%
\$250,000 - \$299,999	11.9%	6.6%	11.7%
\$300,000 - \$399,999	11.9%	13.2%	19.2%
\$400,000 - \$499,999	9.5%	2.7%	8.8%
\$500,000 - \$749,999	21.4%	4.7%	7.3%
\$750,000 - \$999,999	9.5%	1.5%	2.4%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.4%
Average Home Value	\$382,386	\$226,172	\$299,666
2024 Owner Occupied Housing Units by Value			
Total	43	2,218	4,904
<\$50,000	0.0%	0.4%	0.3%
\$50,000 - \$99,999	2.3%	4.8%	3.0%
\$100,000 - \$149,999	7.0%	19.6%	12.0%
\$150,000 - \$199,999	9.3%	23.2%	14.2%
\$200,000 - \$249,999	9.3%	12.3%	10.4%
\$250,000 - \$299,999	11.6%	7.3%	12.2%
\$300,000 - \$399,999	11.6%	21.4%	24.6%
\$400,000 - \$499,999	9.3%	3.2%	10.2%
\$500,000 - \$749,999	25.6%	6.1%	9.4%
\$750,000 - \$999,999	9.3%	1.7%	2.7%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$423,171	\$260,302	\$328,595

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	127	5,643	12,354
0 - 4	4.7%	7.7%	7.0%
5 - 9	6.3%	7.8%	7.5%
10 - 14	7.1%	8.0%	7.6%
15 - 24	10.2%	11.6%	10.7%
25 - 34	8.7%	14.9%	12.9%
35 - 44	14.2%	15.6%	15.4%
45 - 54	17.3%	13.7%	14.7%
55 - 64	16.5%	10.6%	12.3%
65 - 74	9.4%	6.3%	7.2%
75 - 84	3.9%	3.0%	3.6%
85 +	0.8%	0.9%	1.2%
18 +	76.4%	71.8%	73.4%
2019 Population by Age			
Total	126	6,934	14,913
0 - 4	4.0%	7.0%	6.4%
5 - 9	4.8%	7.4%	7.0%
10 - 14	5.6%	7.6%	7.5%
15 - 24	10.3%	11.7%	11.1%
25 - 34	10.3%	12.7%	11.4%
35 - 44	11.9%	15.5%	14.6%
45 - 54	14.3%	13.8%	14.1%
55 - 64	16.7%	11.7%	13.0%
65 - 74	14.3%	8.1%	9.4%
75 - 84	6.3%	3.6%	4.3%
85 +	1.6%	1.1%	1.3%
18 +	81.7%	74.1%	75.1%
2024 Population by Age			
Total	126	7,556	16,161
0 - 4	4.0%	6.8%	6.2%
5 - 9	4.8%	7.3%	6.7%
10 - 14	5.6%	7.8%	7.5%
15 - 24	9.5%	11.4%	10.9%
25 - 34	10.3%	13.2%	11.7%
35 - 44	11.1%	14.1%	13.5%
45 - 54	13.5%	13.9%	14.0%
55 - 64	15.9%	11.6%	12.4%
65 - 74	15.1%	8.4%	10.0%
75 - 84	8.7%	4.4%	5.4%
85 +	1.6%	1.2%	1.5%
18 +	83.3%	74.0%	75.3%
2010 Population by Sex			
Males	65	2,849	6,240
Females	61	2,792	6,114
2019 Population by Sex			
Males	64	3,489	7,533
Females	62	3,444	7,383
2024 Population by Sex			
Males	65	3,802	8,165
Females	63	3,756	7,995

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

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2010 Population by Race/Ethnicity			
Total	126	5,640	12,356
White Alone	96.8%	90.6%	89.6%
Black Alone	0.8%	1.4%	1.2%
American Indian Alone	0.0%	0.1%	0.2%
Asian Alone	0.8%	3.4%	6.0%
Pacific Islander Alone	0.0%	0.2%	0.1%
Some Other Race Alone	0.8%	3.3%	2.0%
Two or More Races	0.8%	1.0%	1.0%
Hispanic Origin	0.8%	5.4%	3.9%
Diversity Index	7.7	26.2	25.4
2019 Population by Race/Ethnicity			
Total	127	6,933	14,917
White Alone	94.5%	83.5%	80.0%
Black Alone	0.8%	1.8%	1.4%
American Indian Alone	0.0%	0.1%	0.1%
Asian Alone	2.4%	9.2%	14.9%
Pacific Islander Alone	0.0%	0.2%	0.1%
Some Other Race Alone	0.8%	3.9%	2.3%
Two or More Races	1.6%	1.3%	1.2%
Hispanic Origin	1.6%	6.3%	4.4%
Diversity Index	12.1	37.7	39.4
2024 Population by Race/Ethnicity			
Total	128	7,558	16,161
White Alone	93.8%	79.8%	75.4%
Black Alone	0.8%	1.9%	1.5%
American Indian Alone	0.0%	0.1%	0.1%
Asian Alone	3.1%	12.4%	19.0%
Pacific Islander Alone	0.0%	0.2%	0.1%
Some Other Race Alone	0.8%	4.1%	2.4%
Two or More Races	1.6%	1.5%	1.4%
Hispanic Origin	1.6%	6.8%	4.8%
Diversity Index	14.7	43.1	45.0
2010 Population by Relationship and Household Type			
Total	126	5,641	12,354
In Households	100.0%	100.0%	100.0%
In Family Households	90.5%	89.8%	88.8%
Householder	31.0%	27.9%	28.5%
Spouse	27.0%	23.3%	24.6%
Child	29.4%	33.7%	32.0%
Other relative	1.6%	2.8%	2.2%
Nonrelative	1.6%	2.1%	1.6%
In Nonfamily Households	9.5%	10.2%	11.1%
In Group Quarters	0.0%	0.0%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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

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2019 Population 25+ by Educational Attainment			
Total	95	4,603	10,146
Less than 9th Grade	4.2%	3.7%	2.5%
9th - 12th Grade, No Diploma	6.3%	3.7%	2.9%
High School Graduate	29.5%	25.5%	19.9%
GED/Alternative Credential	5.3%	2.7%	2.5%
Some College, No Degree	16.8%	14.5%	13.9%
Associate Degree	8.4%	8.5%	7.7%
Bachelor's Degree	15.8%	29.0%	27.6%
Graduate/Professional Degree	13.7%	12.6%	23.0%
2019 Population 15+ by Marital Status			
Total	107	5,412	11,801
Never Married	25.2%	28.8%	26.0%
Married	65.4%	59.2%	62.1%
Widowed	3.7%	3.3%	4.4%
Divorced	5.6%	8.6%	7.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	98.6%	95.7%	97.2%
Civilian Unemployed (Unemployment Rate)	1.4%	4.3%	2.8%
2019 Employed Population 16+ by Industry			
Total	70	3,919	8,324
Agriculture/Mining	0.0%	0.4%	0.3%
Construction	5.7%	4.7%	4.4%
Manufacturing	30.0%	37.4%	38.4%
Wholesale Trade	2.9%	0.8%	1.0%
Retail Trade	7.1%	5.8%	6.0%
Transportation/Utilities	5.7%	4.0%	3.7%
Information	0.0%	0.4%	0.5%
Finance/Insurance/Real Estate	5.7%	2.8%	3.0%
Services	38.6%	41.1%	39.9%
Public Administration	2.9%	2.6%	2.6%
2019 Employed Population 16+ by Occupation			
Total	70	3,918	8,326
White Collar	55.7%	61.4%	68.5%
Management/Business/Financial	12.9%	16.7%	20.5%
Professional	27.1%	26.9%	33.1%
Sales	8.6%	5.4%	5.1%
Administrative Support	7.1%	12.4%	9.9%
Services	15.7%	12.3%	12.2%
Blue Collar	28.6%	26.3%	19.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.3%	4.2%	3.5%
Installation/Maintenance/Repair	1.4%	3.8%	2.4%
Production	14.3%	13.5%	9.5%
Transportation/Material Moving	8.6%	4.8%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	126	5,641	12,354
Population Inside Urbanized Area	2.4%	37.4%	47.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	97.6%	62.6%	52.5%



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2010 Households by Type			
Total	46	1,978	4,670
Households with 1 Person	17.4%	17.5%	20.9%
Households with 2+ People	82.6%	82.5%	79.1%
Family Households	78.3%	77.7%	75.4%
Husband-wife Families	67.4%	64.9%	65.2%
With Related Children	26.1%	32.4%	30.0%
Other Family (No Spouse Present)	8.7%	12.8%	10.1%
Other Family with Male Householder	4.3%	4.2%	3.6%
With Related Children	2.2%	2.8%	2.2%
Other Family with Female Householder	4.3%	8.6%	6.6%
With Related Children	2.2%	6.3%	4.6%
Nonfamily Households	4.3%	4.8%	3.8%
All Households with Children	33.3%	42.2%	37.3%
Multigenerational Households	2.2%	3.4%	2.8%
Unmarried Partner Households	4.4%	6.4%	4.8%
Male-female	4.4%	5.7%	4.3%
Same-sex	0.0%	0.7%	0.6%
2010 Households by Size			
Total	45	1,979	4,669
1 Person Household	17.8%	17.5%	20.9%
2 Person Household	40.0%	34.5%	36.3%
3 Person Household	17.8%	17.8%	15.9%
4 Person Household	15.6%	18.2%	16.6%
5 Person Household	4.4%	7.7%	6.8%
6 Person Household	2.2%	3.0%	2.4%
7 + Person Household	2.2%	1.3%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	45	1,978	4,670
Owner Occupied	91.1%	84.9%	80.1%
Owned with a Mortgage/Loan	64.4%	65.9%	60.2%
Owned Free and Clear	26.7%	19.1%	20.0%
Renter Occupied	8.9%	15.1%	19.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	48	2,122	5,266
Housing Units Inside Urbanized Area	2.1%	34.7%	49.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	97.9%	65.3%	50.6%

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.	Green Acres (6A)	Middleburg (4C)	Middleburg (4C)
2.	Salt of the Earth (6B)	Salt of the Earth (6B)	Soccer Moms (4A)
3.	Middleburg (4C)	Green Acres (6A)	Savvy Suburbanites (1D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$122,867	\$5,505,031	\$14,832,144
Average Spent	\$2,730.38	\$2,316.93	\$2,653.81
Spending Potential Index	127	108	124
Education: Total \$	\$96,671	\$3,899,831	\$11,250,435
Average Spent	\$2,148.24	\$1,641.34	\$2,012.96
Spending Potential Index	135	103	126
Entertainment/Recreation: Total \$	\$198,066	\$8,558,120	\$23,325,664
Average Spent	\$4,401.47	\$3,601.90	\$4,173.50
Spending Potential Index	135	110	128
Food at Home: Total \$	\$301,415	\$13,373,414	\$35,796,714
Average Spent	\$6,698.11	\$5,628.54	\$6,404.85
Spending Potential Index	129	109	124
Food Away from Home: Total \$	\$214,911	\$9,622,319	\$25,801,004
Average Spent	\$4,775.80	\$4,049.80	\$4,616.39
Spending Potential Index	130	110	126
Health Care: Total \$	\$373,501	\$16,037,537	\$43,248,748
Average Spent	\$8,300.02	\$6,749.81	\$7,738.19
Spending Potential Index	140	114	130
HH Furnishings & Equipment: Total \$	\$130,455	\$5,690,934	\$15,437,576
Average Spent	\$2,899.00	\$2,395.17	\$2,762.14
Spending Potential Index	136	112	130
Personal Care Products & Services: Total \$	\$53,981	\$2,394,865	\$6,448,722
Average Spent	\$1,199.58	\$1,007.94	\$1,153.82
Spending Potential Index	135	114	130
Shelter: Total \$	\$1,058,470	\$46,105,269	\$126,356,986
Average Spent	\$23,521.56	\$19,404.57	\$22,608.16
Spending Potential Index	127	105	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$152,029	\$6,557,872	\$17,872,263
Average Spent	\$3,378.42	\$2,760.05	\$3,197.76
Spending Potential Index	136	111	129
Travel: Total \$	\$137,586	\$5,846,500	\$16,312,219
Average Spent	\$3,057.47	\$2,460.65	\$2,918.63
Spending Potential Index	136	110	130
Vehicle Maintenance & Repairs: Total \$	\$67,848	\$2,997,369	\$8,037,370
Average Spent	\$1,507.73	\$1,261.52	\$1,438.07
Spending Potential Index	132	110	126

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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