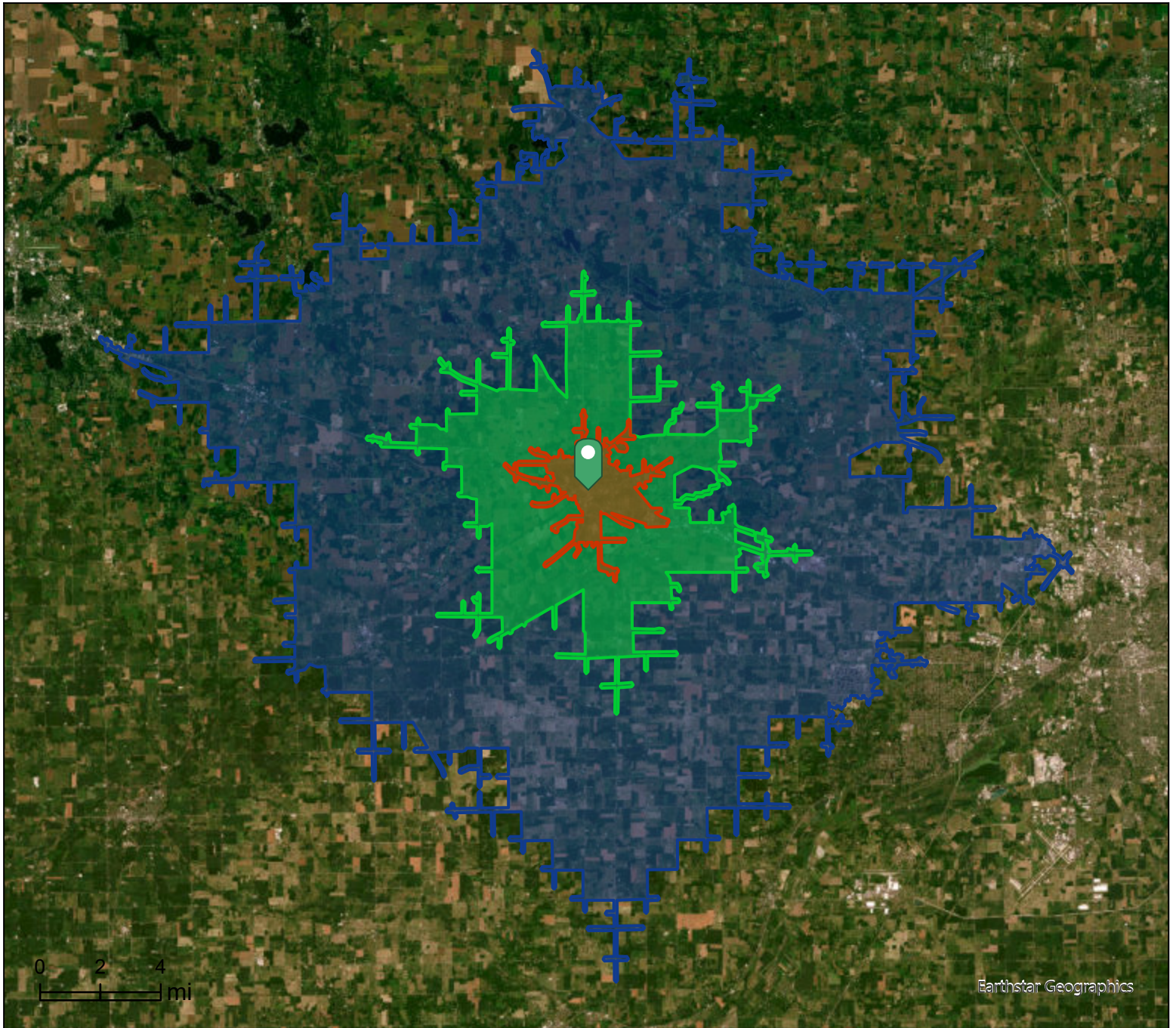


Columbia City, IN
111 N Main St, Columbia City, Indiana, 46725
Drive time: 5, 10, 20 minute radii

Prepared by Main Street America and Esri
Latitude: 41.15738
Longitude: -85.48849



This site is located in:

City: Columbia City
County: Whitley County
State: Indiana
ZIP Code: 46725
Census Tract: 18183050401
Census Block Group: 181830504014
CBSA: Fort Wayne, IN Metropolitan Statistical Area

Key Facts

Columbia City, IN
Drive time of 5 minutes

KEY FACTS

8,951

Population



2.3

Average Household Size

38.3

Median Age

\$54,053

Median Household Income

EDUCATION

9%

No High School Diploma



37%

High School Graduate



28%

Some College



26%

Bachelor's/Grad/Pr of Degree

BUSINESS



493

Total Businesses



5,135

Total Employees

EMPLOYMENT



52.5%

White Collar



34.6%

Blue Collar



Services

12.8%

4.8%

Unemployment Rate

INCOME



\$54,053

Median Household Income



\$32,384

Per Capita Income



\$132,411

Median Net Worth

2023 Households by income (Esri)

The largest group: \$50,000 - \$74,999 (25.1%)

The smallest group: \$200,000+ (3.4%)

Indicator ▲	Value	Diff	
<\$15,000	7.3%	+1.8%	
\$15,000 - \$24,999	7.8%	+1.3%	
\$25,000 - \$34,999	8.3%	+1.6%	
\$35,000 - \$49,999	20.6%	+5.6%	
\$50,000 - \$74,999	25.1%	+4.0%	
\$75,000 - \$99,999	12.7%	-3.8%	
\$100,000 - \$149,999	10.4%	-6.0%	
\$150,000 - \$199,999	4.5%	-2.5%	
\$200,000+	3.4%	-2.0%	

Bars show deviation from 18183 (Whitley County)

Key Facts

Columbia City, IN
Drive time of 10 minutes

KEY FACTS

14,980

Population



2.4

Average Household Size

40.4

Median Age

\$60,513

Median Household Income

EDUCATION

7%

No High School Diploma



37%

High School Graduate



28%

Some College



28%

Bachelor's/Grad/Pr of Degree

BUSINESS



658

Total Businesses



10,012

Total Employees

EMPLOYMENT



53.4%

White Collar



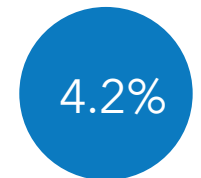
33.6%

Blue Collar



Services

13.0%



4.2%

Unemployment Rate

INCOME



\$60,513

Median Household Income



\$35,482

Per Capita Income



\$167,227

Median Net Worth

2023 Households by income (Esri)

The largest group: \$50,000 - \$74,999 (21.8%)

The smallest group: \$200,000+ (4.5%)

Indicator ▲	Value	Diff	
<\$15,000	5.9%	+0.4%	
\$15,000 - \$24,999	6.8%	+0.3%	
\$25,000 - \$34,999	8.3%	+1.6%	
\$35,000 - \$49,999	17.4%	+2.4%	
\$50,000 - \$74,999	21.8%	+0.7%	
\$75,000 - \$99,999	15.3%	-1.2%	
\$100,000 - \$149,999	13.2%	-3.2%	
\$150,000 - \$199,999	6.5%	-0.5%	
\$200,000+	4.5%	-0.9%	

Bars show deviation from 18183 (Whitley County)

Key Facts

Columbia City, IN
Drive time of 20 minutes

KEY FACTS

49,760

Population



2.5

Average Household Size

40.6

Median Age

\$72,925

Median Household Income

EDUCATION

6%

No High School Diploma



34%

High School Graduate



30%

Some College



30%

Bachelor's/Grad/Pr of Degree

BUSINESS



1,334

Total Businesses



19,922

Total Employees

EMPLOYMENT



57.5%

White Collar



31.4%

Blue Collar



Services

11.2%

3.1%

Unemployment Rate

INCOME



\$72,925

Median Household Income



\$38,708

Per Capita Income



\$207,050

Median Net Worth

2023 Households by income (Esri)

The largest group: \$50,000 - \$74,999 (19.7%)

The smallest group: <\$15,000 (5.6%)

Indicator ▲	Value	Diff	
<\$15,000	5.6%	+0.1%	
\$15,000 - \$24,999	6.2%	-0.3%	
\$25,000 - \$34,999	6.7%	0	
\$35,000 - \$49,999	13.0%	-2.0%	
\$50,000 - \$74,999	19.7%	-1.4%	
\$75,000 - \$99,999	16.5%	0	
\$100,000 - \$149,999	17.5%	+1.1%	
\$150,000 - \$199,999	8.3%	+1.3%	
\$200,000+	6.5%	+1.1%	

Bars show deviation from 18183 (Whitley County)



Demographic and Income Comparison Profile

Columbia City, IN
111 N Main St, Columbia City, Indiana, 46725
Drive time: 5, 10, 20 minute radii

Prepared by Main Street America and Esri
Latitude: 41.15738
Longitude: -85.48849

	5 minutes	10 minutes	20 minutes
Census 2010 Summary			
Population	8,247	13,728	43,766
Households	3,380	5,463	16,806
Families	2,088	3,640	12,087
Average Household Size	2.39	2.45	2.58
Owner Occupied Housing Units	2,304	4,095	13,832
Renter Occupied Housing Units	1,075	1,368	2,974
Median Age	35.3	38.1	39.1
Census 2020 Summary			
Population	8,907	14,753	48,261
Households	3,730	6,067	18,982
Average Household Size	2.33	2.38	2.52
2023 Summary			
Population	8,951	14,980	49,760
Households	3,815	6,222	19,671
Families	2,289	4,040	13,890
Average Household Size	2.29	2.36	2.51
Owner Occupied Housing Units	2,894	4,916	16,533
Renter Occupied Housing Units	921	1,306	3,138
Median Age	38.3	40.4	40.6
Median Household Income	\$54,053	\$60,513	\$72,925
Average Household Income	\$75,293	\$85,024	\$97,178
2028 Summary			
Population	8,998	15,118	50,155
Households	3,889	6,370	20,044
Families	2,329	4,129	14,137
Average Household Size	2.26	2.32	2.49
Owner Occupied Housing Units	2,996	5,102	17,015
Renter Occupied Housing Units	893	1,268	3,029
Median Age	39.3	41.5	41.4
Median Household Income	\$58,885	\$68,442	\$81,714
Average Household Income	\$86,266	\$97,440	\$112,235
Trends: 2023-2028 Annual Rate			
Population	0.10%	0.18%	0.16%
Households	0.38%	0.47%	0.38%
Families	0.35%	0.44%	0.35%
Owner Households	0.70%	0.75%	0.58%
Median Household Income	1.73%	2.49%	2.30%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



Demographic and Income Comparison Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
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2023 Households by Income	5 minutes		10 minutes		20 minutes	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	279	7.3%	370	5.9%	1,096	5.6%
\$15,000 - \$24,999	296	7.8%	426	6.8%	1,221	6.2%
\$25,000 - \$34,999	317	8.3%	519	8.3%	1,324	6.7%
\$35,000 - \$49,999	785	20.6%	1,081	17.4%	2,555	13.0%
\$50,000 - \$74,999	957	25.1%	1,359	21.8%	3,867	19.7%
\$75,000 - \$99,999	485	12.7%	954	15.3%	3,241	16.5%
\$100,000 - \$149,999	396	10.4%	824	13.2%	3,447	17.5%
\$150,000 - \$199,999	171	4.5%	406	6.5%	1,642	8.3%
\$200,000+	129	3.4%	281	4.5%	1,278	6.5%
Median Household Income	\$54,053		\$60,513		\$72,925	
Average Household Income	\$75,293		\$85,024		\$97,178	
Per Capita Income	\$32,384		\$35,482		\$38,708	

2028 Households by Income	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<\$15,000	244	6.3%	320	5.0%	913	4.6%	913	4.6%
\$15,000 - \$24,999	229	5.9%	328	5.1%	927	4.6%	927	4.6%
\$25,000 - \$34,999	289	7.4%	465	7.3%	1,127	5.6%	1,127	5.6%
\$35,000 - \$49,999	722	18.6%	970	15.2%	2,216	11.1%	2,216	11.1%
\$50,000 - \$74,999	985	25.3%	1,365	21.4%	3,720	18.6%	3,720	18.6%
\$75,000 - \$99,999	534	13.7%	1,021	16.0%	3,329	16.6%	3,329	16.6%
\$100,000 - \$149,999	477	12.3%	982	15.4%	3,954	19.7%	3,954	19.7%
\$150,000 - \$199,999	249	6.4%	573	9.0%	2,250	11.2%	2,250	11.2%
\$200,000+	160	4.1%	344	5.4%	1,607	8.0%	1,607	8.0%
Median Household Income	\$58,885		\$68,442		\$81,714		\$81,714	
Average Household Income	\$86,266		\$97,440		\$112,235		\$112,235	
Per Capita Income	\$37,633		\$41,242		\$45,200		\$45,200	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



Demographic and Income Comparison Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 5, 10, 20 minute radii

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

2010 Population by Age	5 minutes		10 minutes		20 minutes	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	620	7.5%	928	6.8%	2,849	6.5%
Age 5 - 9	593	7.2%	960	7.0%	3,169	7.2%
Age 10 - 14	585	7.1%	954	6.9%	3,272	7.5%
Age 15 - 19	558	6.8%	919	6.7%	2,986	6.8%
Age 20 - 24	578	7.0%	819	6.0%	2,284	5.2%
Age 25 - 34	1,153	14.0%	1,735	12.6%	4,915	11.2%
Age 35 - 44	1,074	13.0%	1,767	12.9%	5,838	13.3%
Age 45 - 54	1,137	13.8%	2,000	14.6%	6,985	16.0%
Age 55 - 64	850	10.3%	1,626	11.8%	5,761	13.2%
Age 65 - 74	482	5.8%	933	6.8%	3,048	7.0%
Age 75 - 84	443	5.4%	746	5.4%	1,888	4.3%
Age 85+	174	2.1%	342	2.5%	773	1.8%

2023 Population by Age	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	564	6.3%	879	5.9%	2,907	5.8%	2,907	5.8%
Age 5 - 9	585	6.5%	937	6.3%	3,350	6.7%	3,350	6.7%
Age 10 - 14	567	6.3%	936	6.2%	3,496	7.0%	3,496	7.0%
Age 15 - 19	527	5.9%	881	5.9%	3,013	6.1%	3,013	6.1%
Age 20 - 24	559	6.2%	830	5.5%	2,410	4.8%	2,410	4.8%
Age 25 - 34	1,262	14.1%	1,964	13.1%	6,003	12.1%	6,003	12.1%
Age 35 - 44	1,205	13.5%	1,958	13.1%	6,664	13.4%	6,664	13.4%
Age 45 - 54	1,073	12.0%	1,810	12.1%	6,191	12.4%	6,191	12.4%
Age 55 - 64	1,104	12.3%	1,991	13.3%	6,825	13.7%	6,825	13.7%
Age 65 - 74	874	9.8%	1,651	11.0%	5,636	11.3%	5,636	11.3%
Age 75 - 84	429	4.8%	798	5.3%	2,423	4.9%	2,423	4.9%
Age 85+	202	2.3%	345	2.3%	842	1.7%	842	1.7%

2028 Population by Age	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	556	6.2%	867	5.7%	2,926	5.8%	2,926	5.8%
Age 5 - 9	578	6.4%	930	6.2%	3,305	6.6%	3,305	6.6%
Age 10 - 14	595	6.6%	986	6.5%	3,507	7.0%	3,507	7.0%
Age 15 - 19	546	6.1%	898	5.9%	3,090	6.2%	3,090	6.2%
Age 20 - 24	526	5.8%	794	5.3%	2,228	4.4%	2,228	4.4%
Age 25 - 34	1,173	13.0%	1,782	11.8%	5,518	11.0%	5,518	11.0%
Age 35 - 44	1,205	13.4%	1,991	13.2%	6,897	13.8%	6,897	13.8%
Age 45 - 54	1,124	12.5%	1,888	12.5%	6,304	12.6%	6,304	12.6%
Age 55 - 64	999	11.1%	1,771	11.7%	6,056	12.1%	6,056	12.1%
Age 65 - 74	988	11.0%	1,859	12.3%	6,079	12.1%	6,079	12.1%
Age 75 - 84	513	5.7%	997	6.6%	3,271	6.5%	3,271	6.5%
Age 85+	195	2.2%	355	2.3%	975	1.9%	975	1.9%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



Demographic and Income Comparison Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 5, 10, 20 minute radii

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

2010 Race and Ethnicity	5 minutes		10 minutes		20 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,987	96.8%	13,306	96.9%	42,067	96.1%
Black Alone	38	0.5%	55	0.4%	372	0.8%
American Indian Alone	17	0.2%	41	0.3%	151	0.3%
Asian Alone	26	0.3%	57	0.4%	306	0.7%
Pacific Islander Alone	4	0.0%	5	0.0%	10	0.0%
Some Other Race Alone	50	0.6%	74	0.5%	258	0.6%
Two or More Races	125	1.5%	190	1.4%	602	1.4%
Hispanic Origin (Any Race)	178	2.2%	265	1.9%	929	2.1%

2020 Race and Ethnicity	5 minutes		10 minutes		20 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,198	92.0%	13,686	92.8%	43,711	90.6%
Black Alone	76	0.9%	103	0.7%	759	1.6%
American Indian Alone	28	0.3%	41	0.3%	147	0.3%
Asian Alone	63	0.7%	108	0.7%	737	1.5%
Pacific Islander Alone	0	0.0%	1	0.0%	7	0.0%
Some Other Race Alone	135	1.5%	182	1.2%	585	1.2%
Two or More Races	407	4.6%	632	4.3%	2,316	4.8%
Hispanic Origin (Any Race)	333	3.7%	472	3.2%	1,615	3.3%

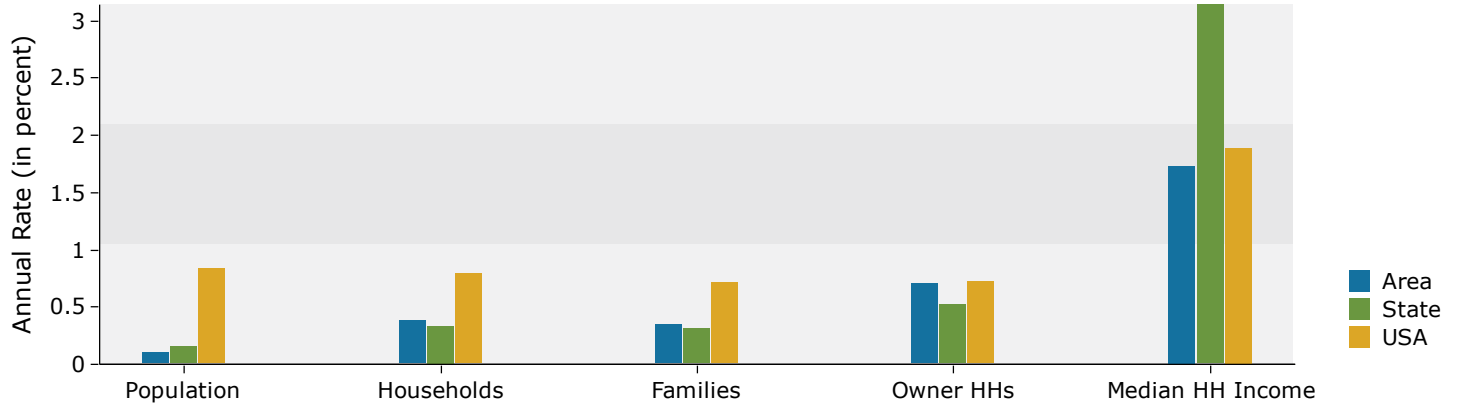
2023 Race and Ethnicity	5 minutes		10 minutes		20 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,185	91.4%	13,812	92.2%	44,457	89.3%
Black Alone	81	0.9%	111	0.7%	913	1.8%
American Indian Alone	28	0.3%	43	0.3%	157	0.3%
Asian Alone	71	0.8%	126	0.8%	943	1.9%
Pacific Islander Alone	0	0.0%	1	0.0%	9	0.0%
Some Other Race Alone	146	1.6%	199	1.3%	664	1.3%
Two or More Races	440	4.9%	688	4.6%	2,616	5.3%
Hispanic Origin (Any Race)	368	4.1%	525	3.5%	1,866	3.8%

2028 Race and Ethnicity	5 minutes		10 minutes		20 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,128	90.3%	13,785	91.2%	44,032	87.8%
Black Alone	91	1.0%	126	0.8%	1,032	2.1%
American Indian Alone	31	0.3%	46	0.3%	169	0.3%
Asian Alone	85	0.9%	151	1.0%	1,163	2.3%
Pacific Islander Alone	0	0.0%	1	0.0%	11	0.0%
Some Other Race Alone	167	1.9%	230	1.5%	765	1.5%
Two or More Races	496	5.5%	780	5.2%	2,984	5.9%
Hispanic Origin (Any Race)	422	4.7%	607	4.0%	2,139	4.3%

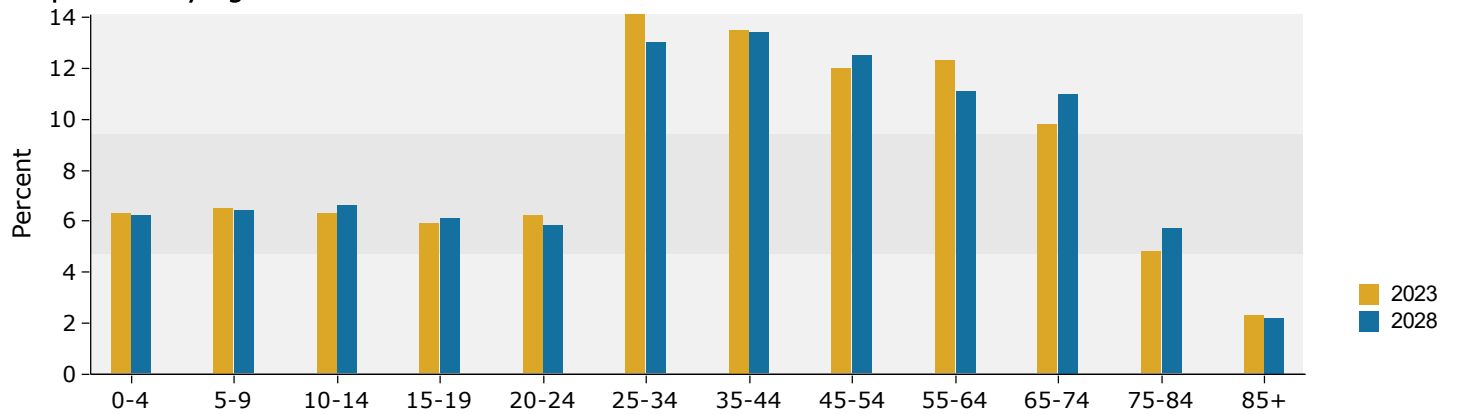
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

5 minutes

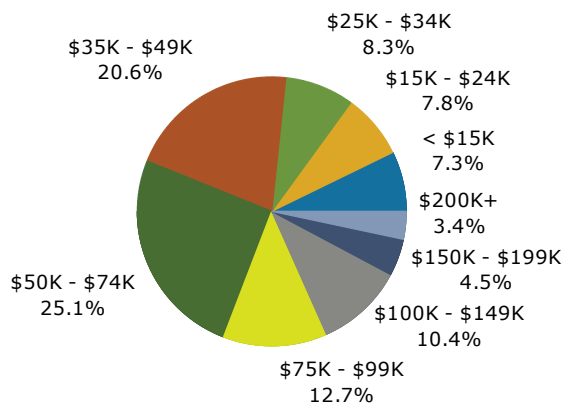
Trends 2023-2028



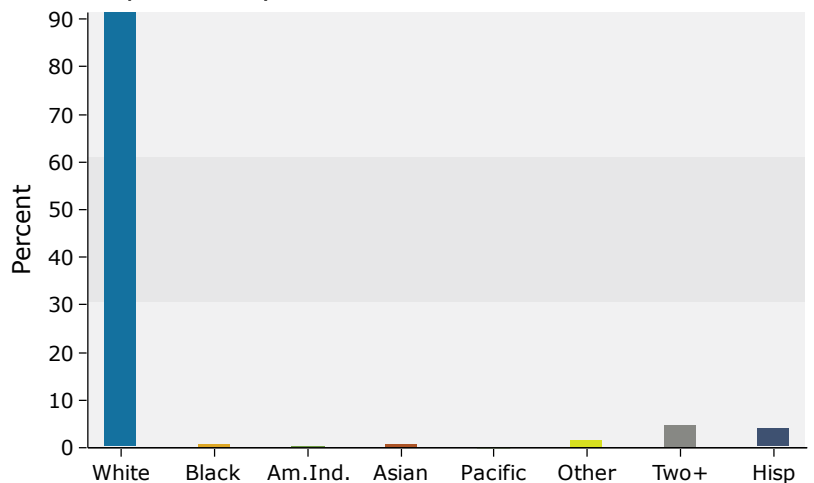
Population by Age



2023 Household Income



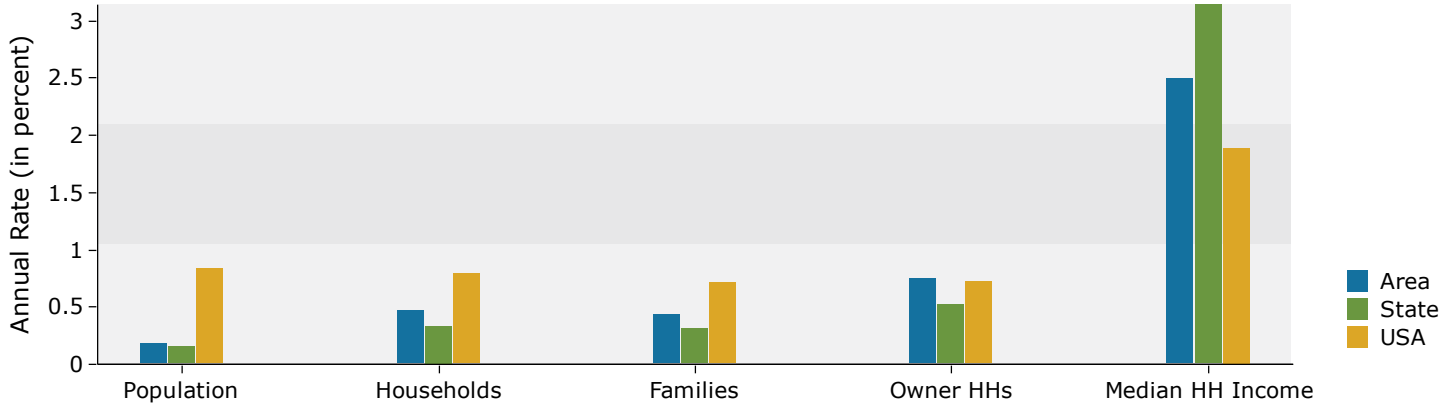
2023 Population by Race



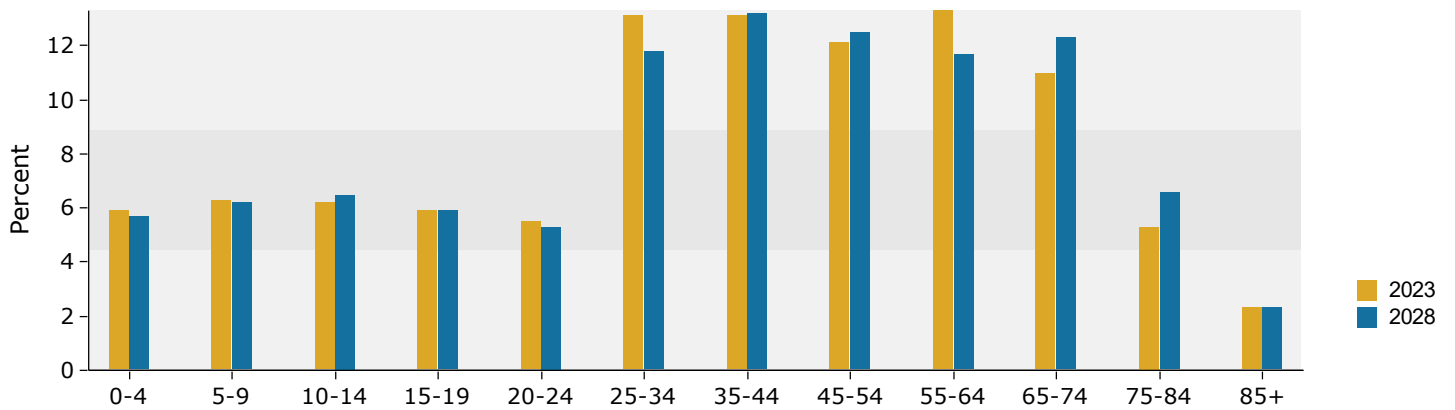
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

10 minutes

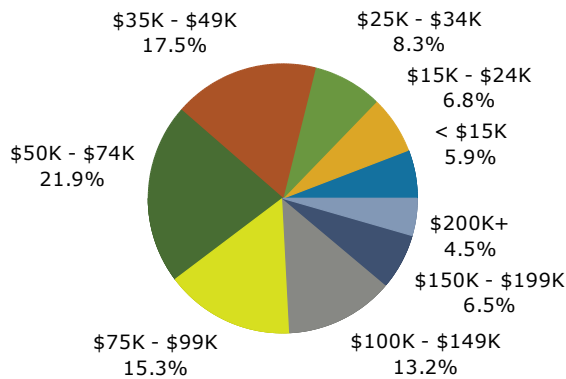
Trends 2023-2028



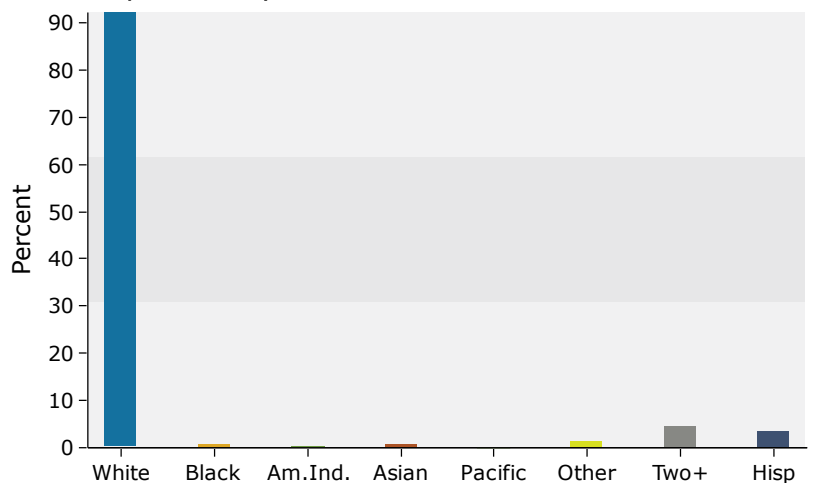
Population by Age



2023 Household Income



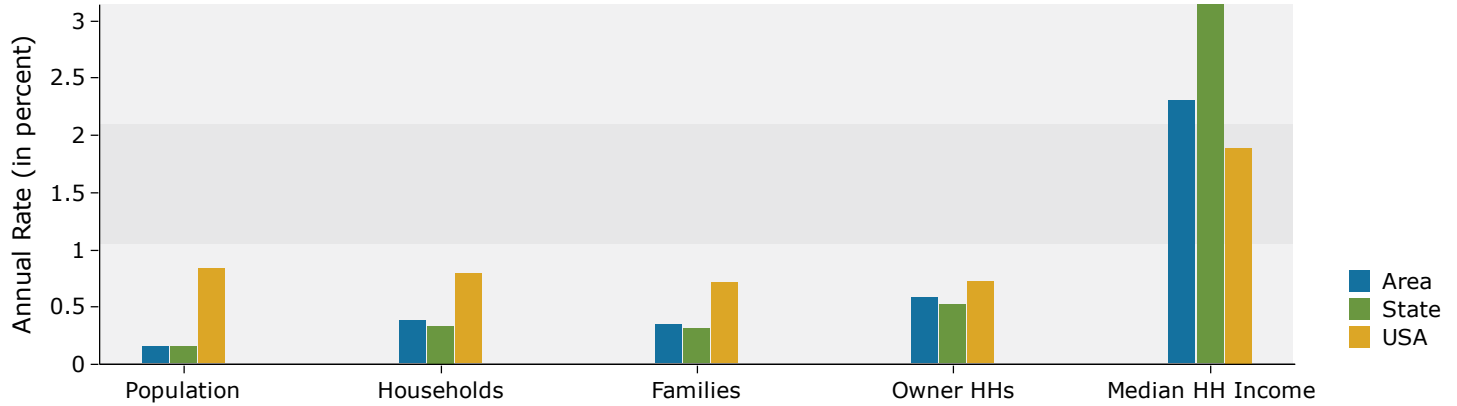
2023 Population by Race



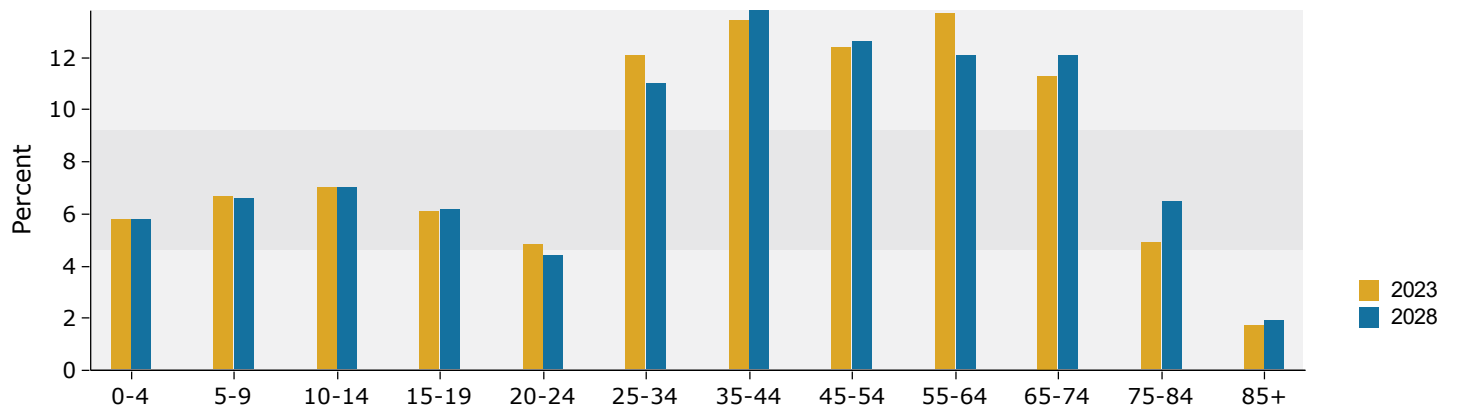
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

20 minutes

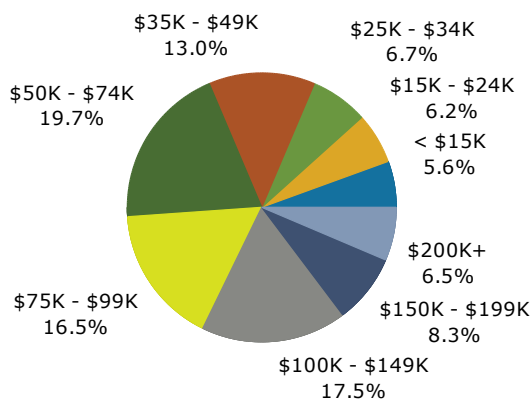
Trends 2023-2028



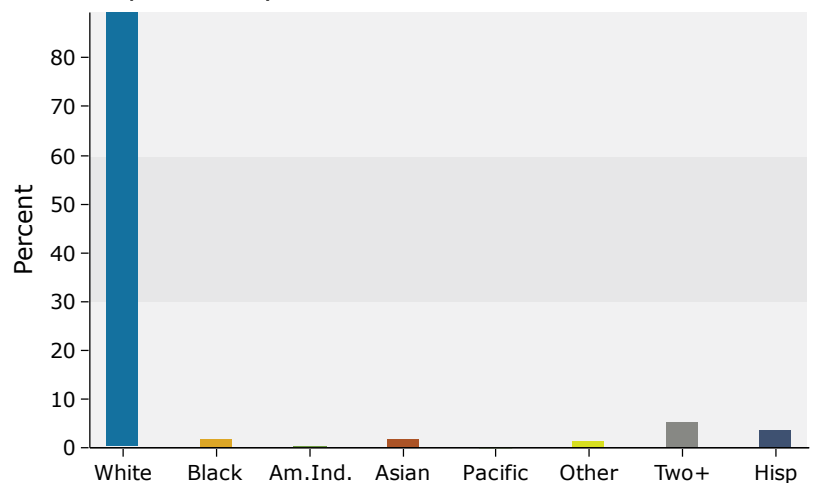
Population by Age



2023 Household Income



2023 Population by Race



Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



Retail Demand Outlook

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Traditional Living (12B)	41.2%	Population	8,951	8,998
Small Town Sincerity (12C)	27.5%	Households	3,815	3,889
Heartland Communities (6F)	26.6%	Families	2,289	2,329
Salt of the Earth (6B)	4.6%	Median Age	38.3	39.3
	0.0%	Median Household Income	\$54,053	\$58,885
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$5,942,033	\$6,941,933	\$999,900
Men's		\$1,069,686	\$1,249,641	\$179,955
Women's		\$2,030,303	\$2,371,898	\$341,595
Children's		\$942,133	\$1,100,757	\$158,624
Footwear		\$1,353,240	\$1,581,139	\$227,899
Watches & Jewelry		\$426,795	\$498,449	\$71,654
Apparel Products and Services (1)		\$119,876	\$140,049	\$20,173
Computer				
Computers and Hardware for Home Use		\$652,090	\$761,858	\$109,768
Portable Memory		\$13,163	\$15,379	\$2,216
Computer Software		\$37,137	\$43,394	\$6,257
Computer Accessories		\$68,409	\$79,933	\$11,524
Entertainment & Recreation		\$11,085,693	\$12,953,745	\$1,868,052
Fees and Admissions		\$1,683,395	\$1,967,366	\$283,971
Membership Fees for Clubs (2)		\$685,906	\$801,629	\$115,723
Fees for Participant Sports, excl. Trips		\$275,321	\$321,757	\$46,436
Tickets to Theatre/Operas/Concerts		\$136,821	\$159,872	\$23,051
Tickets to Movies		\$62,038	\$72,483	\$10,445
Tickets to Parks or Museums		\$71,422	\$83,453	\$12,031
Admission to Sporting Events, excl. Trips		\$167,403	\$195,709	\$28,306
Fees for Recreational Lessons		\$281,960	\$329,516	\$47,556
Dating Services		\$2,524	\$2,948	\$424
TV/Video/Audio		\$4,149,116	\$4,846,689	\$697,573
Cable and Satellite Television Services		\$2,725,483	\$3,183,434	\$457,951
Televisions		\$432,027	\$504,695	\$72,668
Satellite Dishes		\$4,901	\$5,723	\$822
VCRs, Video Cameras, and DVD Players		\$13,573	\$15,853	\$2,280
Miscellaneous Video Equipment		\$31,620	\$36,949	\$5,329
Video Cassettes and DVDs		\$17,869	\$20,871	\$3,002
Video Game Hardware/Accessories		\$125,703	\$146,854	\$21,151
Video Game Software		\$57,894	\$67,620	\$9,726
Rental/Streaming/Downloaded Video		\$354,201	\$413,856	\$59,655
Installation of Televisions		\$3,808	\$4,452	\$644
Audio (3)		\$371,374	\$433,948	\$62,574
Rental and Repair of TV/Radio/Sound Equipment		\$10,662	\$12,435	\$1,773
Pets		\$3,062,212	\$3,579,641	\$517,429
Toys/Games/Crafts/Hobbies (4)		\$470,782	\$550,123	\$79,341
Recreational Vehicles and Fees (5)		\$481,779	\$563,173	\$81,394
Sports/Recreation/Exercise Equipment (6)		\$711,155	\$830,752	\$119,597
Photo Equipment and Supplies (7)		\$120,695	\$141,036	\$20,341
Reading (8)		\$338,419	\$395,343	\$56,924
Catered Affairs (9)		\$68,141	\$79,621	\$11,480
Food		\$29,208,683	\$34,116,741	\$4,908,058
Food at Home		\$19,295,483	\$22,536,620	\$3,241,137
Bakery and Cereal Products		\$2,531,387	\$2,956,627	\$425,240
Meats, Poultry, Fish, and Eggs		\$4,165,605	\$4,865,212	\$699,607
Dairy Products		\$1,872,648	\$2,187,303	\$314,655
Fruits and Vegetables		\$3,662,136	\$4,277,208	\$615,072
Snacks and Other Food at Home (10)		\$7,063,708	\$8,250,271	\$1,186,563
Food Away from Home		\$9,913,200	\$11,580,121	\$1,666,921
Alcoholic Beverages		\$1,745,253	\$2,039,118	\$293,865

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$93,184,723	\$108,884,417	\$15,699,694
Value of Retirement Plans	\$369,331,038	\$431,640,929	\$62,309,891
Value of Other Financial Assets	\$21,922,871	\$25,621,849	\$3,698,978
Vehicle Loan Amount excluding Interest	\$10,975,222	\$12,821,674	\$1,846,452
Value of Credit Card Debt	\$8,941,750	\$10,447,771	\$1,506,021
Health			
Nonprescription Drugs	\$550,165	\$642,636	\$92,471
Prescription Drugs	\$1,276,940	\$1,491,594	\$214,654
Eyeglasses and Contact Lenses	\$347,180	\$405,657	\$58,477
Home			
Mortgage Payment and Basics (11)	\$33,246,176	\$38,857,562	\$5,611,386
Maintenance and Remodeling Services	\$9,963,390	\$11,643,653	\$1,680,263
Maintenance and Remodeling Materials (12)	\$2,540,315	\$2,967,965	\$427,650
Utilities, Fuel, and Public Services	\$17,687,322	\$20,659,390	\$2,972,068
Household Furnishings and Equipment			
Household Textiles (13)	\$326,309	\$381,138	\$54,829
Furniture	\$2,307,149	\$2,695,286	\$388,137
Rugs	\$111,550	\$130,320	\$18,770
Major Appliances (14)	\$1,536,543	\$1,794,868	\$258,325
Housewares (15)	\$284,609	\$332,534	\$47,925
Small Appliances	\$196,740	\$229,791	\$33,051
Luggage	\$34,957	\$40,827	\$5,870
Telephones and Accessories	\$294,669	\$343,951	\$49,282
Household Operations			
Child Care	\$1,289,057	\$1,506,821	\$217,764
Lawn and Garden (16)	\$2,041,554	\$2,386,183	\$344,629
Moving/Storage/Freight Express	\$223,249	\$260,579	\$37,330
Housekeeping Supplies (17)	\$2,723,002	\$3,180,706	\$457,704
Insurance			
Owners and Renters Insurance	\$2,472,426	\$2,888,988	\$416,562
Vehicle Insurance	\$6,319,656	\$7,380,415	\$1,060,759
Life/Other Insurance	\$2,010,915	\$2,349,369	\$338,454
Health Insurance	\$15,342,804	\$17,924,601	\$2,581,797
Personal Care Products (18)	\$1,502,204	\$1,754,803	\$252,599
School Books and Supplies (19)	\$356,954	\$416,944	\$59,990
Smoking Products	\$1,649,864	\$1,925,986	\$276,122
Transportation			
Payments on Vehicles excluding Leases	\$9,276,468	\$10,836,671	\$1,560,203
Gasoline and Motor Oil	\$7,709,796	\$9,004,838	\$1,295,042
Vehicle Maintenance and Repairs	\$3,911,466	\$4,569,471	\$658,005
Travel			
Airline Fares	\$1,095,705	\$1,280,285	\$184,580
Lodging on Trips	\$1,915,946	\$2,238,620	\$322,674
Auto/Truck Rental on Trips	\$200,667	\$234,449	\$33,782
Food and Drink on Trips	\$1,487,503	\$1,738,047	\$250,544

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Retail Demand Outlook

Columbia City, IN
111 N Main St, Columbia City, Indiana, 46725
Drive time: 5 minute radius

Prepared by Main Street America and Esri
Latitude: 41.15738
Longitude: -85.48849

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Demand Outlook

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Heartland Communities (6F)	30.5%	Population	14,980	15,118
Traditional Living (12B)	25.3%	Households	6,222	6,370
Salt of the Earth (6B)	22.7%	Families	4,040	4,129
Small Town Sincerity (12C)	16.9%	Median Age	40.4	41.5
Green Acres (6A)	4.6%	Median Household Income	\$60,513	\$68,442
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$10,769,201	\$12,633,764	\$1,864,563
Men's		\$1,941,281	\$2,277,422	\$336,141
Women's		\$3,681,522	\$4,318,426	\$636,904
Children's		\$1,704,143	\$1,999,913	\$295,770
Footwear		\$2,439,567	\$2,862,259	\$422,692
Watches & Jewelry		\$783,330	\$918,409	\$135,079
Apparel Products and Services (1)		\$219,358	\$257,334	\$37,976
Computer				
Computers and Hardware for Home Use		\$1,180,325	\$1,384,984	\$204,659
Portable Memory		\$24,032	\$28,197	\$4,165
Computer Software		\$67,497	\$79,232	\$11,735
Computer Accessories		\$125,054	\$146,791	\$21,737
Entertainment & Recreation		\$20,554,853	\$24,134,648	\$3,579,795
Fees and Admissions		\$3,158,090	\$3,703,234	\$545,144
Membership Fees for Clubs (2)		\$1,284,209	\$1,505,906	\$221,697
Fees for Participant Sports, excl. Trips		\$521,071	\$611,065	\$89,994
Tickets to Theatre/Operas/Concerts		\$254,029	\$297,832	\$43,803
Tickets to Movies		\$111,853	\$131,161	\$19,308
Tickets to Parks or Museums		\$133,257	\$156,253	\$22,996
Admission to Sporting Events, excl. Trips		\$313,423	\$367,622	\$54,199
Fees for Recreational Lessons		\$535,940	\$628,343	\$92,403
Dating Services		\$4,309	\$5,051	\$742
TV/Video/Audio		\$7,529,206	\$8,837,609	\$1,308,403
Cable and Satellite Television Services		\$4,976,606	\$5,841,987	\$865,381
Televisions		\$778,084	\$913,293	\$135,209
Satellite Dishes		\$8,607	\$10,092	\$1,485
VCRs, Video Cameras, and DVD Players		\$23,846	\$27,976	\$4,130
Miscellaneous Video Equipment		\$56,578	\$66,317	\$9,739
Video Cassettes and DVDs		\$31,663	\$37,150	\$5,487
Video Game Hardware/Accessories		\$220,651	\$259,013	\$38,362
Video Game Software		\$100,928	\$118,461	\$17,533
Rental/Streaming/Downloaded Video		\$631,349	\$740,936	\$109,587
Installation of Televisions		\$7,186	\$8,441	\$1,255
Audio (3)		\$675,759	\$792,893	\$117,134
Rental and Repair of TV/Radio/Sound Equipment		\$17,950	\$21,049	\$3,099
Pets		\$5,796,868	\$6,815,483	\$1,018,615
Toys/Games/Crafts/Hobbies (4)		\$861,273	\$1,011,166	\$149,893
Recreational Vehicles and Fees (5)		\$929,783	\$1,092,242	\$162,459
Sports/Recreation/Exercise Equipment (6)		\$1,307,800	\$1,534,585	\$226,785
Photo Equipment and Supplies (7)		\$223,056	\$261,725	\$38,669
Reading (8)		\$624,334	\$732,674	\$108,340
Catered Affairs (9)		\$124,442	\$145,929	\$21,487
Food		\$53,184,025	\$62,402,223	\$9,218,198
Food at Home		\$35,144,498	\$41,239,216	\$6,094,718
Bakery and Cereal Products		\$4,620,736	\$5,422,176	\$801,440
Meats, Poultry, Fish, and Eggs		\$7,579,943	\$8,894,245	\$1,314,302
Dairy Products		\$3,429,460	\$4,025,081	\$595,621
Fruits and Vegetables		\$6,677,390	\$7,834,226	\$1,156,836
Snacks and Other Food at Home (10)		\$12,836,969	\$15,063,487	\$2,226,518
Food Away from Home		\$18,039,527	\$21,163,007	\$3,123,480
Alcoholic Beverages		\$3,230,600	\$3,789,484	\$558,884

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Retail Demand Outlook

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$178,390,153	\$209,130,328	\$30,740,175
Value of Retirement Plans	\$708,525,264	\$830,979,127	\$122,453,863
Value of Other Financial Assets	\$41,456,336	\$48,664,286	\$7,207,950
Vehicle Loan Amount excluding Interest	\$19,929,707	\$23,392,487	\$3,462,780
Value of Credit Card Debt	\$16,476,510	\$19,333,125	\$2,856,615
Health			
Nonprescription Drugs	\$1,014,052	\$1,190,547	\$176,495
Prescription Drugs	\$2,348,386	\$2,757,311	\$408,925
Eyeglasses and Contact Lenses	\$640,132	\$751,583	\$111,451
Home			
Mortgage Payment and Basics (11)	\$63,160,837	\$74,091,498	\$10,930,661
Maintenance and Remodeling Services	\$19,049,428	\$22,353,785	\$3,304,357
Maintenance and Remodeling Materials (12)	\$4,767,491	\$5,597,353	\$829,862
Utilities, Fuel, and Public Services	\$32,073,548	\$37,643,257	\$5,569,709
Household Furnishings and Equipment			
Household Textiles (13)	\$592,125	\$694,610	\$102,485
Furniture	\$4,227,090	\$4,960,658	\$733,568
Rugs	\$209,759	\$246,179	\$36,420
Major Appliances (14)	\$2,828,601	\$3,319,338	\$490,737
Housewares (15)	\$525,646	\$616,841	\$91,195
Small Appliances	\$353,298	\$414,598	\$61,300
Luggage	\$63,776	\$74,791	\$11,015
Telephones and Accessories	\$526,155	\$616,987	\$90,832
Household Operations			
Child Care	\$2,388,635	\$2,802,266	\$413,631
Lawn and Garden (16)	\$3,904,533	\$4,586,599	\$682,066
Moving/Storage/Freight Express	\$394,318	\$462,318	\$68,000
Housekeeping Supplies (17)	\$4,985,747	\$5,851,240	\$865,493
Insurance			
Owners and Renters Insurance	\$4,597,885	\$5,397,095	\$799,210
Vehicle Insurance	\$11,378,122	\$13,352,200	\$1,974,078
Life/Other Insurance	\$3,769,963	\$4,423,623	\$653,660
Health Insurance	\$28,242,749	\$33,154,366	\$4,911,617
Personal Care Products (18)	\$2,725,413	\$3,197,510	\$472,097
School Books and Supplies (19)	\$648,239	\$760,583	\$112,344
Smoking Products	\$2,878,151	\$3,378,525	\$500,374
Transportation			
Payments on Vehicles excluding Leases	\$16,903,056	\$19,839,943	\$2,936,887
Gasoline and Motor Oil	\$13,951,273	\$16,377,505	\$2,426,232
Vehicle Maintenance and Repairs	\$7,102,809	\$8,337,550	\$1,234,741
Travel			
Airline Fares	\$2,031,172	\$2,382,610	\$351,438
Lodging on Trips	\$3,584,542	\$4,205,410	\$620,868
Auto/Truck Rental on Trips	\$367,546	\$430,917	\$63,371
Food and Drink on Trips	\$2,764,261	\$3,243,706	\$479,445

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Retail Demand Outlook

Columbia City, IN
111 N Main St, Columbia City, Indiana, 46725
Drive time: 10 minute radius

Prepared by Main Street America and Esri
Latitude: 41.15738
Longitude: -85.48849

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Retail Demand Outlook

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 20 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Salt of the Earth (6B)	39.2%	Population	49,760	50,155
Heartland Communities (6F)	18.7%	Households	19,671	20,044
Boomburbs (1C)	11.9%	Families	13,890	14,137
Traditional Living (12B)	8.0%	Median Age	40.6	41.4
Small Town Sincerity (12C)	5.3%	Median Household Income	\$72,925	\$81,714
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$38,369,085	\$45,157,439	\$6,788,354
Men's		\$6,978,187	\$8,213,991	\$1,235,804
Women's		\$13,104,534	\$15,421,688	\$2,317,154
Children's		\$6,071,797	\$7,147,816	\$1,076,019
Footwear		\$8,604,874	\$10,127,380	\$1,522,506
Watches & Jewelry		\$2,838,306	\$3,339,124	\$500,818
Apparel Products and Services (1)		\$771,388	\$907,440	\$136,052
Computer				
Computers and Hardware for Home Use		\$4,246,892	\$5,000,594	\$753,702
Portable Memory		\$84,731	\$99,719	\$14,988
Computer Software		\$236,351	\$278,210	\$41,859
Computer Accessories		\$440,982	\$519,081	\$78,099
Entertainment & Recreation		\$72,591,873	\$85,433,155	\$12,841,282
Fees and Admissions		\$12,170,994	\$14,331,599	\$2,160,605
Membership Fees for Clubs (2)		\$4,887,365	\$5,753,311	\$865,946
Fees for Participant Sports, excl. Trips		\$2,027,282	\$2,387,123	\$359,841
Tickets to Theatre/Operas/Concerts		\$937,188	\$1,102,798	\$165,610
Tickets to Movies		\$425,082	\$500,866	\$75,784
Tickets to Parks or Museums		\$511,634	\$602,392	\$90,758
Admission to Sporting Events, excl. Trips		\$1,145,439	\$1,347,533	\$202,094
Fees for Recreational Lessons		\$2,222,587	\$2,620,615	\$398,028
Dating Services		\$14,418	\$16,961	\$2,543
TV/Video/Audio		\$25,809,742	\$30,363,056	\$4,553,314
Cable and Satellite Television Services		\$16,887,766	\$19,860,830	\$2,973,064
Televisions		\$2,689,297	\$3,164,988	\$475,691
Satellite Dishes		\$30,315	\$35,682	\$5,367
VCRs, Video Cameras, and DVD Players		\$82,842	\$97,552	\$14,710
Miscellaneous Video Equipment		\$204,907	\$241,159	\$36,252
Video Cassettes and DVDs		\$111,284	\$131,044	\$19,760
Video Game Hardware/Accessories		\$735,854	\$866,039	\$130,185
Video Game Software		\$335,523	\$394,896	\$59,373
Rental/Streaming/Downloaded Video		\$2,219,064	\$2,612,680	\$393,616
Installation of Televisions		\$26,744	\$31,511	\$4,767
Audio (3)		\$2,431,397	\$2,862,342	\$430,945
Rental and Repair of TV/Radio/Sound Equipment		\$54,748	\$64,332	\$9,584
Pets		\$19,792,410	\$23,291,200	\$3,498,790
Toys/Games/Crafts/Hobbies (4)		\$3,020,596	\$3,555,273	\$534,677
Recreational Vehicles and Fees (5)		\$3,319,244	\$3,905,590	\$586,346
Sports/Recreation/Exercise Equipment (6)		\$4,984,872	\$5,874,138	\$889,266
Photo Equipment and Supplies (7)		\$813,996	\$958,235	\$144,239
Reading (8)		\$2,204,934	\$2,594,468	\$389,534
Catered Affairs (9)		\$475,085	\$559,595	\$84,510
Food		\$187,625,098	\$220,782,820	\$33,157,722
Food at Home		\$122,682,154	\$144,342,281	\$21,660,127
Bakery and Cereal Products		\$16,075,868	\$18,912,300	\$2,836,432
Meats, Poultry, Fish, and Eggs		\$26,417,711	\$31,080,026	\$4,662,315
Dairy Products		\$11,947,405	\$14,057,508	\$2,110,103
Fruits and Vegetables		\$23,486,785	\$27,634,341	\$4,147,556
Snacks and Other Food at Home (10)		\$44,754,386	\$52,658,106	\$7,903,720
Food Away from Home		\$64,942,943	\$76,440,539	\$11,497,596
Alcoholic Beverages		\$11,722,846	\$13,795,055	\$2,072,209

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 20 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$674,682,004	\$793,701,806	\$119,019,802
Value of Retirement Plans	\$2,657,557,919	\$3,126,298,888	\$468,740,969
Value of Other Financial Assets	\$149,418,519	\$175,842,424	\$26,423,905
Vehicle Loan Amount excluding Interest	\$70,982,362	\$83,553,007	\$12,570,645
Value of Credit Card Debt	\$58,453,056	\$68,768,578	\$10,315,522
Health			
Nonprescription Drugs	\$3,501,497	\$4,118,745	\$617,248
Prescription Drugs	\$7,913,572	\$9,304,768	\$1,391,196
Eyeglasses and Contact Lenses	\$2,200,696	\$2,588,875	\$388,179
Home			
Mortgage Payment and Basics (11)	\$240,356,611	\$282,923,621	\$42,567,010
Maintenance and Remodeling Services	\$72,173,321	\$84,958,546	\$12,785,225
Maintenance and Remodeling Materials (12)	\$17,022,400	\$20,028,134	\$3,005,734
Utilities, Fuel, and Public Services	\$110,337,216	\$129,800,185	\$19,462,969
Household Furnishings and Equipment			
Household Textiles (13)	\$2,111,658	\$2,485,181	\$373,523
Furniture	\$15,079,796	\$17,747,027	\$2,667,231
Rugs	\$759,528	\$893,709	\$134,181
Major Appliances (14)	\$10,079,139	\$11,859,749	\$1,780,610
Housewares (15)	\$1,905,124	\$2,242,508	\$337,384
Small Appliances	\$1,230,272	\$1,448,103	\$217,831
Luggage	\$235,916	\$277,736	\$41,820
Telephones and Accessories	\$1,826,769	\$2,149,255	\$322,486
Household Operations			
Child Care	\$9,147,000	\$10,775,625	\$1,628,625
Lawn and Garden (16)	\$13,948,364	\$16,411,605	\$2,463,241
Moving/Storage/Freight Express	\$1,392,541	\$1,639,097	\$246,556
Housekeeping Supplies (17)	\$17,423,489	\$20,498,748	\$3,075,259
Insurance			
Owners and Renters Insurance	\$16,267,941	\$19,136,465	\$2,868,524
Vehicle Insurance	\$39,544,986	\$46,531,252	\$6,986,266
Life/Other Insurance	\$13,607,723	\$16,007,812	\$2,400,089
Health Insurance	\$97,943,847	\$115,214,952	\$17,271,105
Personal Care Products (18)	\$9,671,400	\$11,382,213	\$1,710,813
School Books and Supplies (19)	\$2,330,855	\$2,743,718	\$412,863
Smoking Products	\$9,002,977	\$10,582,842	\$1,579,865
Transportation			
Payments on Vehicles excluding Leases	\$59,457,342	\$69,967,665	\$10,510,323
Gasoline and Motor Oil	\$47,962,544	\$56,435,007	\$8,472,463
Vehicle Maintenance and Repairs	\$24,621,467	\$28,973,453	\$4,351,986
Travel			
Airline Fares	\$7,672,338	\$9,035,692	\$1,363,354
Lodging on Trips	\$13,273,592	\$15,622,751	\$2,349,159
Auto/Truck Rental on Trips	\$1,366,357	\$1,608,373	\$242,016
Food and Drink on Trips	\$10,085,918	\$11,871,616	\$1,785,698

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Retail Demand Outlook

Columbia City, IN
111 N Main St, Columbia City, Indiana, 46725
Drive time: 20 minute radius

Prepared by Main Street America and Esri
Latitude: 41.15738
Longitude: -85.48849

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Goods and Services Expenditures

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Traditional Living (12B)	41.2%	Population	8,951	8,998
Small Town Sincerity (12C)	27.5%	Households	3,815	3,889
Heartland Communities (6F)	26.6%	Families	2,289	2,329
Salt of the Earth (6B)	4.6%	Median Age	38.3	39.3
	0.0%	Median Household Income	\$54,053	\$58,885
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		71	\$1,557.54	\$5,942,033
Men's		69	\$280.39	\$1,069,686
Women's		71	\$532.19	\$2,030,303
Children's		74	\$246.95	\$942,133
Footwear		71	\$354.72	\$1,353,240
Watches & Jewelry		66	\$111.87	\$426,795
Apparel Products and Services (1)		71	\$31.42	\$119,876
Computer				
Computers and Hardware for Home Use		67	\$170.93	\$652,090
Portable Memory		75	\$3.45	\$13,163
Computer Software		67	\$9.73	\$37,137
Computer Accessories		72	\$17.93	\$68,409
Entertainment & Recreation		77	\$2,905.82	\$11,085,693
Fees and Admissions		62	\$441.26	\$1,683,395
Membership Fees for Clubs (2)		65	\$179.79	\$685,906
Fees for Participant Sports, excl. Trips		60	\$72.17	\$275,321
Tickets to Theatre/Operas/Concerts		66	\$35.86	\$136,821
Tickets to Movies		59	\$16.26	\$62,038
Tickets to Parks or Museums		67	\$18.72	\$71,422
Admission to Sporting Events, excl. Trips		75	\$43.88	\$167,403
Fees for Recreational Lessons		51	\$73.91	\$281,960
Dating Services		62	\$0.66	\$2,524
TV/Video/Audio		80	\$1,087.58	\$4,149,116
Cable and Satellite Television Services		83	\$714.41	\$2,725,483
Televisions		78	\$113.24	\$432,027
Satellite Dishes		75	\$1.28	\$4,901
VCRs, Video Cameras, and DVD Players		74	\$3.56	\$13,573
Miscellaneous Video Equipment		66	\$8.29	\$31,620
Video Cassettes and DVDs		72	\$4.68	\$17,869
Video Game Hardware/Accessories		82	\$32.95	\$125,703
Video Game Software		78	\$15.18	\$57,894
Rental/Streaming/Downloaded Video		75	\$92.84	\$354,201
Installation of Televisions		62	\$1.00	\$3,808
Audio (3)		72	\$97.35	\$371,374
Rental and Repair of TV/Radio/Sound Equipment		101	\$2.79	\$10,662
Pets		87	\$802.68	\$3,062,212
Toys/Games/Crafts/Hobbies (4)		78	\$123.40	\$470,782
Recreational Vehicles and Fees (5)		84	\$126.29	\$481,779
Sports/Recreation/Exercise Equipment (6)		66	\$186.41	\$711,155
Photo Equipment and Supplies (7)		68	\$31.64	\$120,695
Reading (8)		70	\$88.71	\$338,419
Catered Affairs (9)		59	\$17.86	\$68,141
Food		73	\$7,656.27	\$29,208,683
Food at Home		74	\$5,057.79	\$19,295,483
Bakery and Cereal Products		75	\$663.54	\$2,531,387
Meats, Poultry, Fish, and Eggs		74	\$1,091.90	\$4,165,605
Dairy Products		75	\$490.86	\$1,872,648
Fruits and Vegetables		72	\$959.93	\$3,662,136
Snacks and Other Food at Home (10)		76	\$1,851.56	\$7,063,708
Food Away from Home		70	\$2,598.48	\$9,913,200
Alcoholic Beverages		68	\$457.47	\$1,745,253

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Goods and Services Expenditures

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	62	\$24,425.88	\$93,184,723
Value of Retirement Plans	68	\$96,810.23	\$369,331,038
Value of Other Financial Assets	67	\$5,746.49	\$21,922,871
Vehicle Loan Amount excluding Interest	79	\$2,876.86	\$10,975,222
Value of Credit Card Debt	74	\$2,343.84	\$8,941,750
Health			
Nonprescription Drugs	84	\$144.21	\$550,165
Prescription Drugs	91	\$334.72	\$1,276,940
Eyeglasses and Contact Lenses	82	\$91.00	\$347,180
Home			
Mortgage Payment and Basics (11)	67	\$8,714.59	\$33,246,176
Maintenance and Remodeling Services	69	\$2,611.64	\$9,963,390
Maintenance and Remodeling Materials (12)	85	\$665.88	\$2,540,315
Utilities, Fuel, and Public Services	80	\$4,636.26	\$17,687,322
Household Furnishings and Equipment			
Household Textiles (13)	70	\$85.53	\$326,309
Furniture	73	\$604.76	\$2,307,149
Rugs	70	\$29.24	\$111,550
Major Appliances (14)	76	\$402.76	\$1,536,543
Housewares (15)	69	\$74.60	\$284,609
Small Appliances	71	\$51.57	\$196,740
Luggage	64	\$9.16	\$34,957
Telephones and Accessories	72	\$77.24	\$294,669
Household Operations			
Child Care	65	\$337.89	\$1,289,057
Lawn and Garden (16)	80	\$535.14	\$2,041,554
Moving/Storage/Freight Express	65	\$58.52	\$223,249
Housekeeping Supplies (17)	77	\$713.76	\$2,723,002
Insurance			
Owners and Renters Insurance	83	\$648.08	\$2,472,426
Vehicle Insurance	76	\$1,656.53	\$6,319,656
Life/Other Insurance	76	\$527.11	\$2,010,915
Health Insurance	81	\$4,021.70	\$15,342,804
Personal Care Products (18)	71	\$393.76	\$1,502,204
School Books and Supplies (19)	70	\$93.57	\$356,954
Smoking Products	100	\$432.47	\$1,649,864
Transportation			
Payments on Vehicles excluding Leases	80	\$2,431.58	\$9,276,468
Gasoline and Motor Oil	80	\$2,020.92	\$7,709,796
Vehicle Maintenance and Repairs	78	\$1,025.29	\$3,911,466
Travel			
Airline Fares	62	\$287.21	\$1,095,705
Lodging on Trips	70	\$502.21	\$1,915,946
Auto/Truck Rental on Trips	66	\$52.60	\$200,667
Food and Drink on Trips	70	\$389.91	\$1,487,503

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Retail Goods and Services Expenditures

Columbia City, IN
111 N Main St, Columbia City, Indiana, 46725
Drive time: 5 minute radius

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Latitude: 41.15738
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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
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- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
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- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
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- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
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- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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August 25, 2023



Retail Goods and Services Expenditures

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Heartland Communities (6F)	30.5%	Population	14,980	15,118
Traditional Living (12B)	25.3%	Households	6,222	6,370
Salt of the Earth (6B)	22.7%	Families	4,040	4,129
Small Town Sincerity (12C)	16.9%	Median Age	40.4	41.5
Green Acres (6A)	4.6%	Median Household Income	\$60,513	\$68,442
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		79	\$1,730.83	\$10,769,201
Men's		76	\$312.00	\$1,941,281
Women's		79	\$591.69	\$3,681,522
Children's		83	\$273.89	\$1,704,143
Footwear		79	\$392.09	\$2,439,567
Watches & Jewelry		75	\$125.90	\$783,330
Apparel Products and Services (1)		79	\$35.26	\$219,358
Computer				
Computers and Hardware for Home Use		74	\$189.70	\$1,180,325
Portable Memory		84	\$3.86	\$24,032
Computer Software		75	\$10.85	\$67,497
Computer Accessories		80	\$20.10	\$125,054
Entertainment & Recreation		87	\$3,303.58	\$20,554,853
Fees and Admissions		71	\$507.57	\$3,158,090
Membership Fees for Clubs (2)		74	\$206.40	\$1,284,209
Fees for Participant Sports, excl. Trips		70	\$83.75	\$521,071
Tickets to Theatre/Operas/Concerts		75	\$40.83	\$254,029
Tickets to Movies		65	\$17.98	\$111,853
Tickets to Parks or Museums		77	\$21.42	\$133,257
Admission to Sporting Events, excl. Trips		86	\$50.37	\$313,423
Fees for Recreational Lessons		59	\$86.14	\$535,940
Dating Services		64	\$0.69	\$4,309
TV/Video/Audio		89	\$1,210.09	\$7,529,206
Cable and Satellite Television Services		93	\$799.84	\$4,976,606
Televisions		86	\$125.05	\$778,084
Satellite Dishes		81	\$1.38	\$8,607
VCRs, Video Cameras, and DVD Players		79	\$3.83	\$23,846
Miscellaneous Video Equipment		72	\$9.09	\$56,578
Video Cassettes and DVDs		78	\$5.09	\$31,663
Video Game Hardware/Accessories		88	\$35.46	\$220,651
Video Game Software		84	\$16.22	\$100,928
Rental/Streaming/Downloaded Video		82	\$101.47	\$631,349
Installation of Televisions		71	\$1.15	\$7,186
Audio (3)		80	\$108.61	\$675,759
Rental and Repair of TV/Radio/Sound Equipment		104	\$2.88	\$17,950
Pets		101	\$931.67	\$5,796,868
Toys/Games/Crafts/Hobbies (4)		87	\$138.42	\$861,273
Recreational Vehicles and Fees (5)		99	\$149.43	\$929,783
Sports/Recreation/Exercise Equipment (6)		75	\$210.19	\$1,307,800
Photo Equipment and Supplies (7)		77	\$35.85	\$223,056
Reading (8)		79	\$100.34	\$624,334
Catered Affairs (9)		66	\$20.00	\$124,442
Food		81	\$8,547.74	\$53,184,025
Food at Home		83	\$5,648.42	\$35,144,498
Bakery and Cereal Products		84	\$742.64	\$4,620,736
Meats, Poultry, Fish, and Eggs		83	\$1,218.25	\$7,579,943
Dairy Products		84	\$551.18	\$3,429,460
Fruits and Vegetables		80	\$1,073.19	\$6,677,390
Snacks and Other Food at Home (10)		84	\$2,063.16	\$12,836,969
Food Away from Home		78	\$2,899.31	\$18,039,527
Alcoholic Beverages		77	\$519.22	\$3,230,600

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Retail Goods and Services Expenditures

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	73	\$28,670.87	\$178,390,153
Value of Retirement Plans	80	\$113,874.20	\$708,525,264
Value of Other Financial Assets	78	\$6,662.86	\$41,456,336
Vehicle Loan Amount excluding Interest	88	\$3,203.10	\$19,929,707
Value of Credit Card Debt	84	\$2,648.11	\$16,476,510
Health			
Nonprescription Drugs	95	\$162.98	\$1,014,052
Prescription Drugs	102	\$377.43	\$2,348,386
Eyeglasses and Contact Lenses	92	\$102.88	\$640,132
Home			
Mortgage Payment and Basics (11)	79	\$10,151.21	\$63,160,837
Maintenance and Remodeling Services	81	\$3,061.62	\$19,049,428
Maintenance and Remodeling Materials (12)	98	\$766.23	\$4,767,491
Utilities, Fuel, and Public Services	89	\$5,154.86	\$32,073,548
Household Furnishings and Equipment			
Household Textiles (13)	78	\$95.17	\$592,125
Furniture	82	\$679.38	\$4,227,090
Rugs	81	\$33.71	\$209,759
Major Appliances (14)	86	\$454.61	\$2,828,601
Housewares (15)	79	\$84.48	\$525,646
Small Appliances	78	\$56.78	\$353,298
Luggage	71	\$10.25	\$63,776
Telephones and Accessories	79	\$84.56	\$526,155
Household Operations			
Child Care	74	\$383.90	\$2,388,635
Lawn and Garden (16)	94	\$627.54	\$3,904,533
Moving/Storage/Freight Express	71	\$63.37	\$394,318
Housekeeping Supplies (17)	86	\$801.31	\$4,985,747
Insurance			
Owners and Renters Insurance	95	\$738.97	\$4,597,885
Vehicle Insurance	84	\$1,828.69	\$11,378,122
Life/Other Insurance	87	\$605.91	\$3,769,963
Health Insurance	92	\$4,539.18	\$28,242,749
Personal Care Products (18)	79	\$438.03	\$2,725,413
School Books and Supplies (19)	78	\$104.18	\$648,239
Smoking Products	107	\$462.58	\$2,878,151
Transportation			
Payments on Vehicles excluding Leases	90	\$2,716.66	\$16,903,056
Gasoline and Motor Oil	89	\$2,242.25	\$13,951,273
Vehicle Maintenance and Repairs	87	\$1,141.56	\$7,102,809
Travel			
Airline Fares	70	\$326.45	\$2,031,172
Lodging on Trips	80	\$576.11	\$3,584,542
Auto/Truck Rental on Trips	74	\$59.07	\$367,546
Food and Drink on Trips	79	\$444.27	\$2,764,261

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Retail Goods and Services Expenditures

Columbia City, IN
111 N Main St, Columbia City, Indiana, 46725
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Prepared by Main Street America and Esri
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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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August 25, 2023



Retail Goods and Services Expenditures

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 20 minute radius

Prepared by Main Street America and Esri
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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Salt of the Earth (6B)	39.2%	Population	49,760	50,155
Heartland Communities (6F)	18.7%	Households	19,671	20,044
Boomburbs (1C)	11.9%	Families	13,890	14,137
Traditional Living (12B)	8.0%	Median Age	40.6	41.4
Small Town Sincerity (12C)	5.3%	Median Household Income	\$72,925	\$81,714
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		89	\$1,950.54	\$38,369,085
Men's		87	\$354.74	\$6,978,187
Women's		89	\$666.19	\$13,104,534
Children's		93	\$308.67	\$6,071,797
Footwear		88	\$437.44	\$8,604,874
Watches & Jewelry		86	\$144.29	\$2,838,306
Apparel Products and Services (1)		88	\$39.21	\$771,388
Computer				
Computers and Hardware for Home Use		84	\$215.90	\$4,246,892
Portable Memory		94	\$4.31	\$84,731
Computer Software		83	\$12.02	\$236,351
Computer Accessories		90	\$22.42	\$440,982
Entertainment & Recreation		98	\$3,690.30	\$72,591,873
Fees and Admissions		87	\$618.73	\$12,170,994
Membership Fees for Clubs (2)		89	\$248.46	\$4,887,365
Fees for Participant Sports, excl. Trips		86	\$103.06	\$2,027,282
Tickets to Theatre/Operas/Concerts		87	\$47.64	\$937,188
Tickets to Movies		78	\$21.61	\$425,082
Tickets to Parks or Museums		93	\$26.01	\$511,634
Admission to Sporting Events, excl. Trips		100	\$58.23	\$1,145,439
Fees for Recreational Lessons		78	\$112.99	\$2,222,587
Dating Services		68	\$0.73	\$14,418
TV/Video/Audio		97	\$1,312.07	\$25,809,742
Cable and Satellite Television Services		100	\$858.51	\$16,887,766
Televisions		94	\$136.71	\$2,689,297
Satellite Dishes		90	\$1.54	\$30,315
VCRs, Video Cameras, and DVD Players		87	\$4.21	\$82,842
Miscellaneous Video Equipment		83	\$10.42	\$204,907
Video Cassettes and DVDs		87	\$5.66	\$111,284
Video Game Hardware/Accessories		93	\$37.41	\$735,854
Video Game Software		88	\$17.06	\$335,523
Rental/Streaming/Downloaded Video		91	\$112.81	\$2,219,064
Installation of Televisions		84	\$1.36	\$26,744
Audio (3)		91	\$123.60	\$2,431,397
Rental and Repair of TV/Radio/Sound Equipment		100	\$2.78	\$54,748
Pets		109	\$1,006.17	\$19,792,410
Toys/Games/Crafts/Hobbies (4)		97	\$153.56	\$3,020,596
Recreational Vehicles and Fees (5)		112	\$168.74	\$3,319,244
Sports/Recreation/Exercise Equipment (6)		90	\$253.41	\$4,984,872
Photo Equipment and Supplies (7)		88	\$41.38	\$813,996
Reading (8)		88	\$112.09	\$2,204,934
Catered Affairs (9)		79	\$24.15	\$475,085
Food		91	\$9,538.16	\$187,625,098
Food at Home		92	\$6,236.70	\$122,682,154
Bakery and Cereal Products		93	\$817.24	\$16,075,868
Meats, Poultry, Fish, and Eggs		91	\$1,342.98	\$26,417,711
Dairy Products		92	\$607.36	\$11,947,405
Fruits and Vegetables		89	\$1,193.98	\$23,486,785
Snacks and Other Food at Home (10)		93	\$2,275.15	\$44,754,386
Food Away from Home		89	\$3,301.46	\$64,942,943
Alcoholic Beverages		88	\$595.95	\$11,722,846

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Retail Goods and Services Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	87	\$34,298.31	\$674,682,004
Value of Retirement Plans	95	\$135,100.30	\$2,657,557,919
Value of Other Financial Assets	89	\$7,595.88	\$149,418,519
Vehicle Loan Amount excluding Interest	99	\$3,608.48	\$70,982,362
Value of Credit Card Debt	94	\$2,971.53	\$58,453,056
Health			
Nonprescription Drugs	104	\$178.00	\$3,501,497
Prescription Drugs	109	\$402.30	\$7,913,572
Eyeglasses and Contact Lenses	101	\$111.88	\$2,200,696
Home			
Mortgage Payment and Basics (11)	95	\$12,218.83	\$240,356,611
Maintenance and Remodeling Services	97	\$3,669.02	\$72,173,321
Maintenance and Remodeling Materials (12)	110	\$865.36	\$17,022,400
Utilities, Fuel, and Public Services	97	\$5,609.13	\$110,337,216
Household Furnishings and Equipment			
Household Textiles (13)	88	\$107.35	\$2,111,658
Furniture	93	\$766.60	\$15,079,796
Rugs	93	\$38.61	\$759,528
Major Appliances (14)	97	\$512.39	\$10,079,139
Housewares (15)	90	\$96.85	\$1,905,124
Small Appliances	86	\$62.54	\$1,230,272
Luggage	84	\$11.99	\$235,916
Telephones and Accessories	86	\$92.87	\$1,826,769
Household Operations			
Child Care	90	\$465.00	\$9,147,000
Lawn and Garden (16)	106	\$709.08	\$13,948,364
Moving/Storage/Freight Express	79	\$70.79	\$1,392,541
Housekeeping Supplies (17)	95	\$885.74	\$17,423,489
Insurance			
Owners and Renters Insurance	106	\$827.00	\$16,267,941
Vehicle Insurance	93	\$2,010.32	\$39,544,986
Life/Other Insurance	100	\$691.77	\$13,607,723
Health Insurance	101	\$4,979.10	\$97,943,847
Personal Care Products (18)	89	\$491.66	\$9,671,400
School Books and Supplies (19)	88	\$118.49	\$2,330,855
Smoking Products	106	\$457.68	\$9,002,977
Transportation			
Payments on Vehicles excluding Leases	100	\$3,022.59	\$59,457,342
Gasoline and Motor Oil	96	\$2,438.24	\$47,962,544
Vehicle Maintenance and Repairs	96	\$1,251.66	\$24,621,467
Travel			
Airline Fares	84	\$390.03	\$7,672,338
Lodging on Trips	94	\$674.78	\$13,273,592
Auto/Truck Rental on Trips	88	\$69.46	\$1,366,357
Food and Drink on Trips	92	\$512.73	\$10,085,918

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- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
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August 25, 2023



Tapestry Segmentation Area Profile

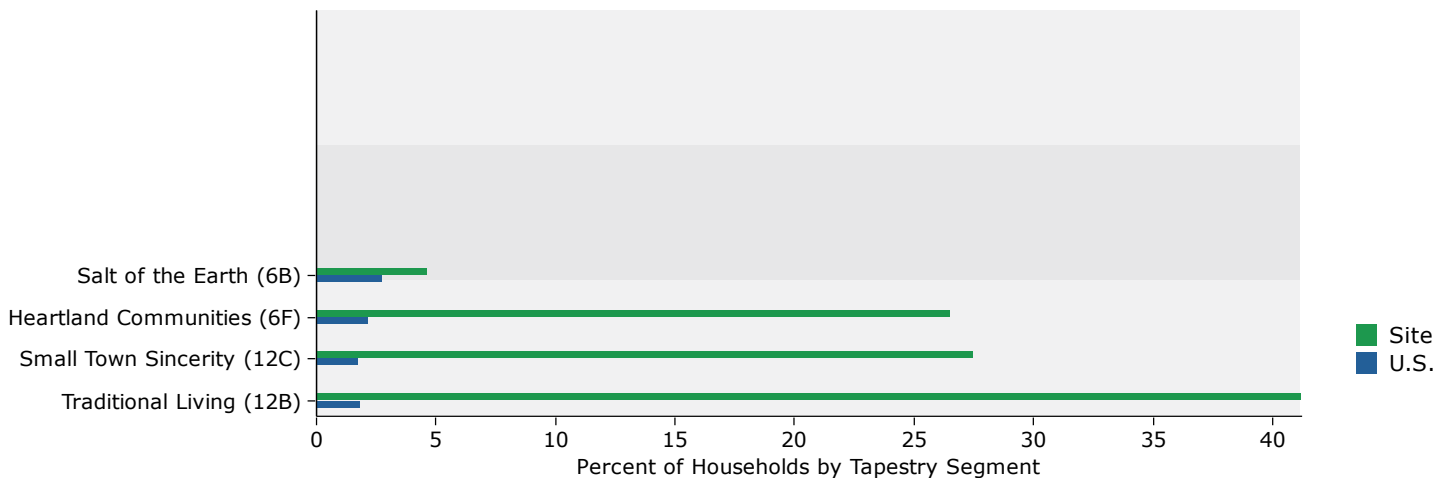
Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Traditional Living (12B)	41.2%	41.2%	1.9%	1.9%	2200
2	Small Town Sincerity (12C)	27.5%	68.8%	1.8%	3.7%	1,546
3	Heartland Communities (6F)	26.6%	95.4%	2.2%	5.9%	1,211
4	Salt of the Earth (6B)	4.6%	100.0%	2.8%	8.6%	167
Subtotal		99.9%		8.7%		
Total		100.0%		8.6%		1158

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

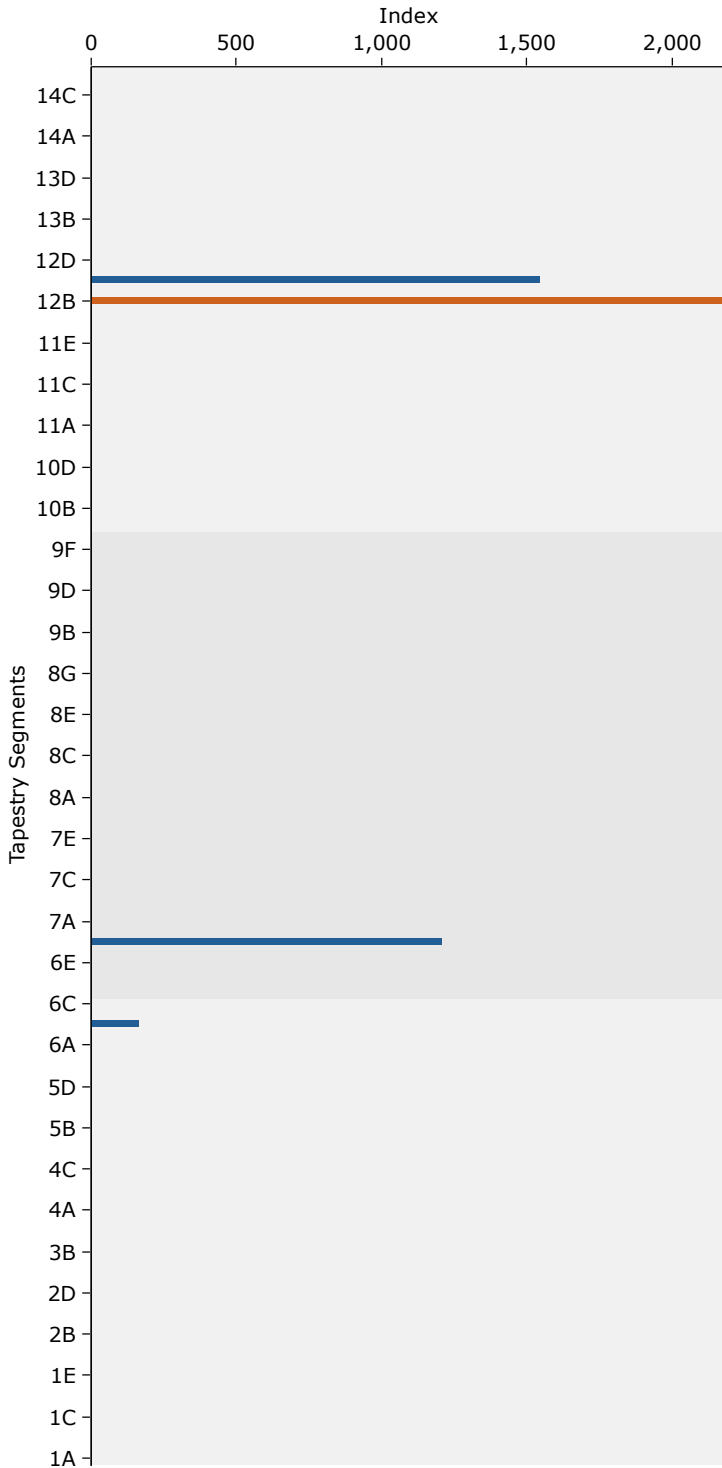


Tapestry Segmentation Area Profile

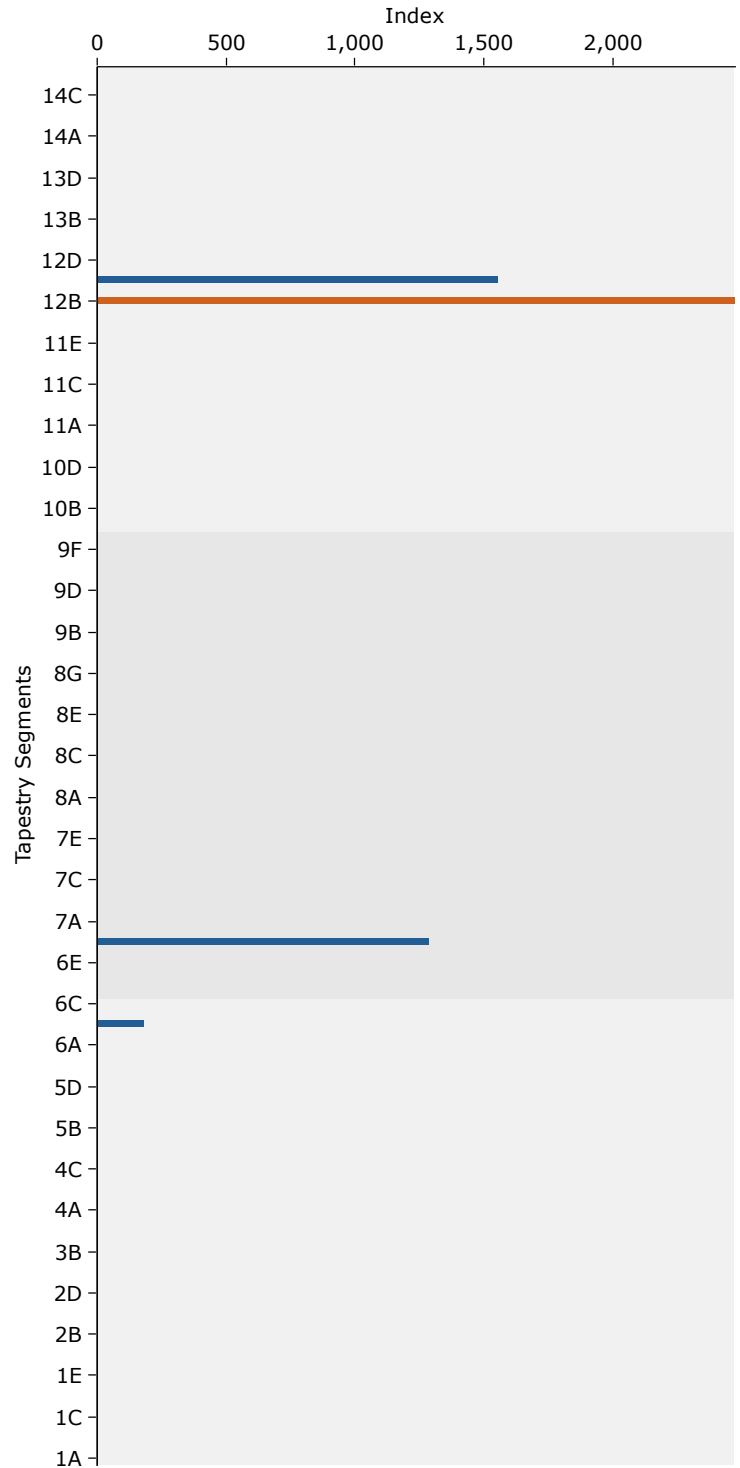
Columbia City, IN
111 N Main St, Columbia City, Indiana, 46725
Drive time: 5 minute radius

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Latitude: 41.15738
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2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,815	100.0%		6,908	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	1,191	31.2%	265	2,192	31.7%	272
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	177	4.6%	167	354	5.1%	184
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,014	26.6%	1,211	1,838	26.6%	1,290
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,815	100.0%		6,908	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	2,624	68.8%	1165	4,716	68.3%	1236
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,573	41.2%	2,200	2,960	42.8%	2,479
Small Town Sincerity (12C)	1,051	27.5%	1,546	1,756	25.4%	1,562
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,815	100.0%		6,908	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,573	41.2%	229	2,960	42.8%	256
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,573	41.2%	2,200	2,960	42.8%	2,479
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 5 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,815	100.0%		6,908	100.0%	
4. Suburban Periphery	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	2,065	54.1%	578	3,594	52.0%	572
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,014	26.6%	1,211	1,838	26.6%	1,290
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	1,051	27.5%	1,546	1,756	25.4%	1,562
6. Rural	177	4.6%	28	354	5.1%	31
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	177	4.6%	167	354	5.1%	184
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

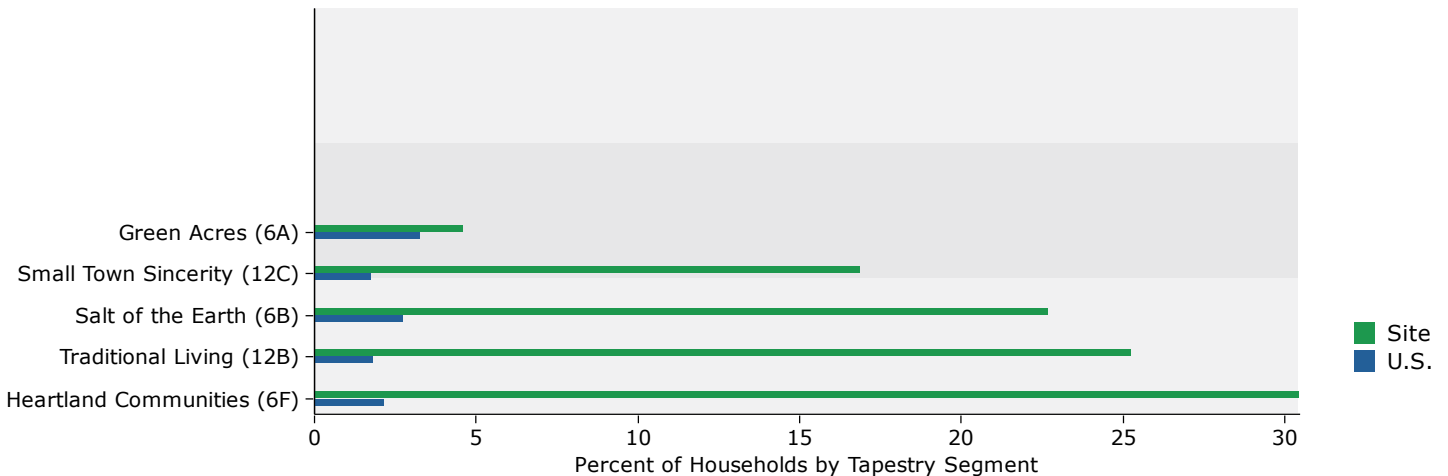
Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	30.5%	30.5%	2.2%	2.2%	1388
2	Traditional Living (12B)	25.3%	55.8%	1.9%	4.1%	1,349
3	Salt of the Earth (6B)	22.7%	78.5%	2.8%	6.9%	816
4	Small Town Sincerity (12C)	16.9%	95.4%	1.8%	8.6%	948
5	Green Acres (6A)	4.6%	100.0%	3.3%	11.9%	141
Subtotal		100.0%		12.0%		
Total		100.0%		11.9%		839

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

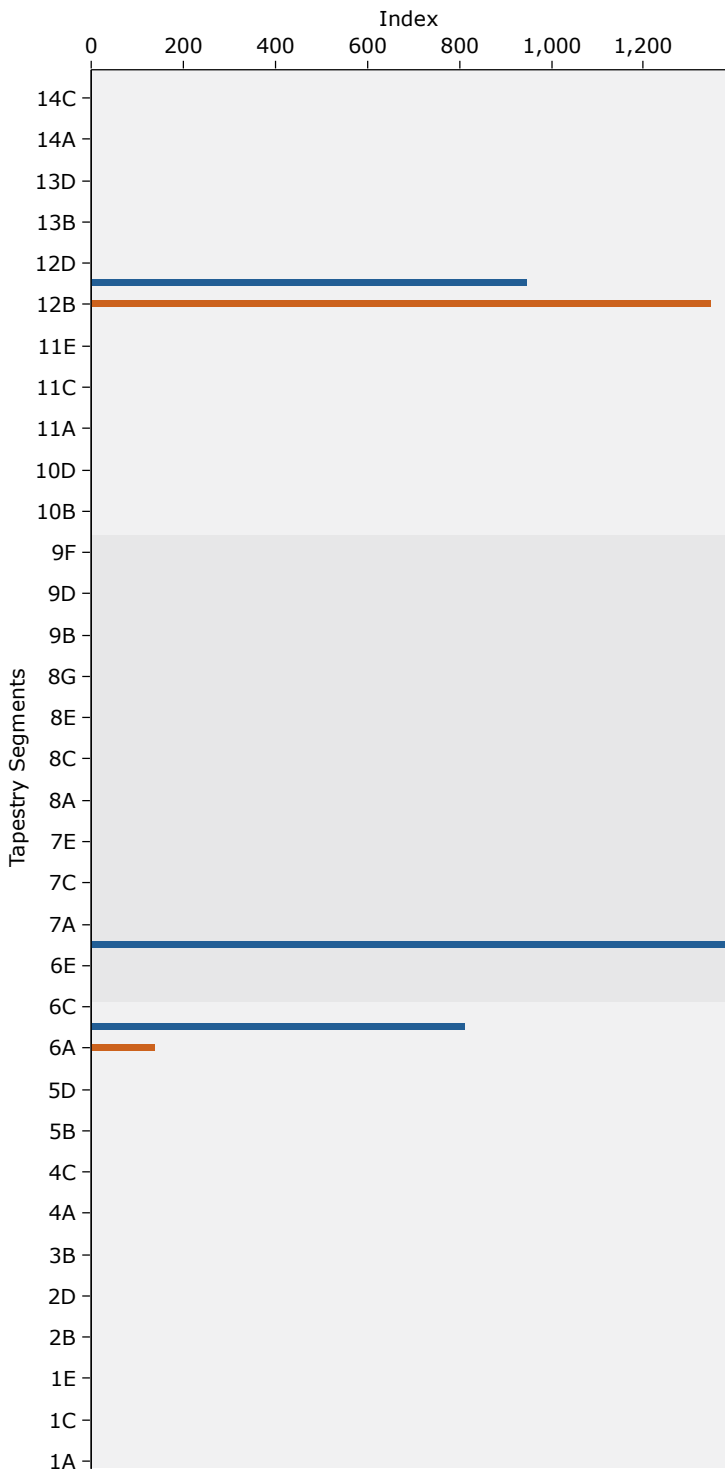


Tapestry Segmentation Area Profile

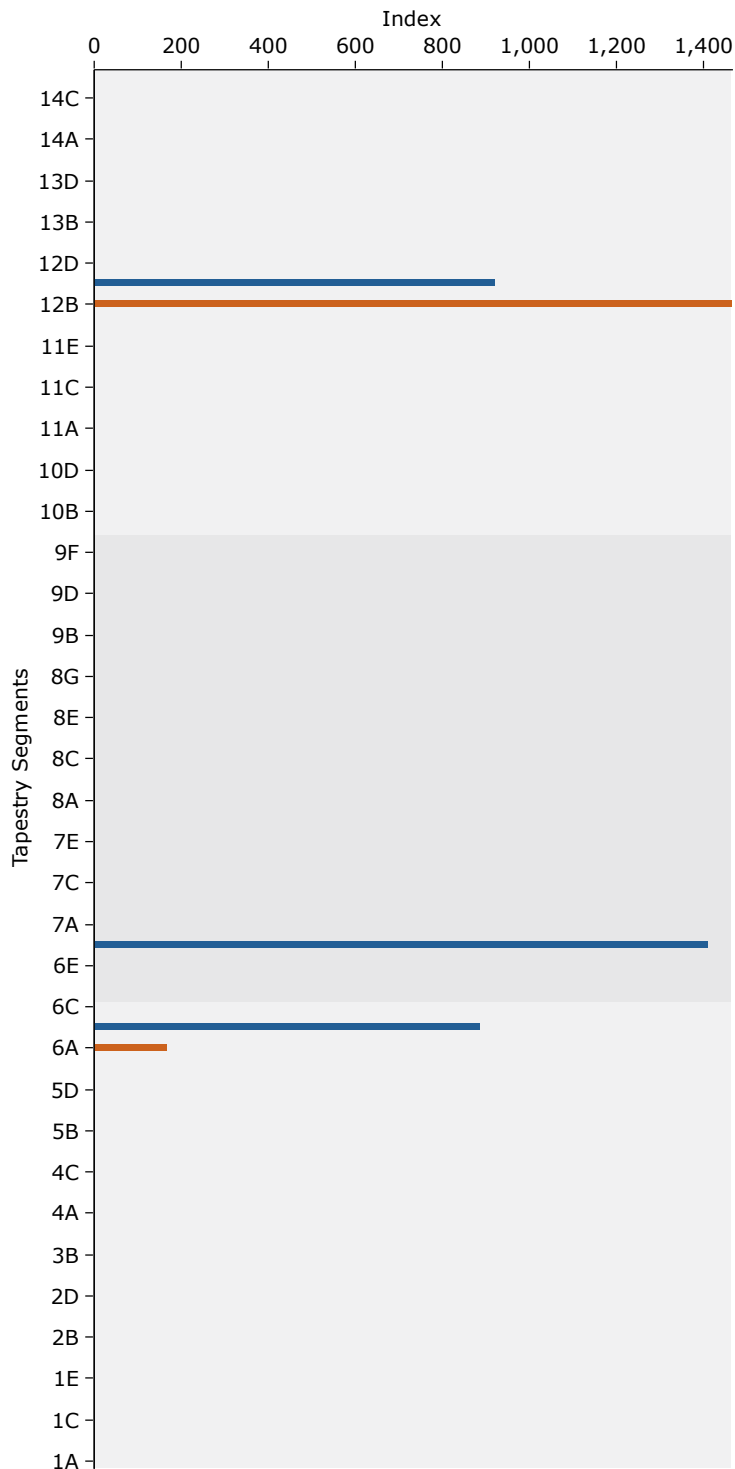
Columbia City, IN
111 N Main St, Columbia City, Indiana, 46725
Drive time: 10 minute radius

Prepared by Main Street America and Esri
Latitude: 41.15738
Longitude: -85.48849

2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,222	100.0%		11,674	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	3,598	57.8%	491	6,958	59.6%	511
Green Acres (6A)	288	4.6%	141	676	5.8%	170
Salt of the Earth (6B)	1,414	22.7%	816	2,887	24.7%	888
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,896	30.5%	1,388	3,395	29.1%	1,410
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,222	100.0%		11,674	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	2,624	42.2%	714	4,716	40.4%	731
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,573	25.3%	1,349	2,960	25.4%	1,467
Small Town Sincerity (12C)	1,051	16.9%	948	1,756	15.0%	924
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,222	100.0%		11,674	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,573	25.3%	140	2,960	25.4%	151
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,573	25.3%	1,349	2,960	25.4%	1,467
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 10 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,222	100.0%		11,674	100.0%	
4. Suburban Periphery	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	2,947	47.4%	506	5,151	44.1%	485
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,896	30.5%	1,388	3,395	29.1%	1,410
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	1,051	16.9%	948	1,756	15.0%	924
6. Rural	1,702	27.4%	168	3,563	30.5%	186
Green Acres (6A)	288	4.6%	141	676	5.8%	170
Salt of the Earth (6B)	1,414	22.7%	816	2,887	24.7%	888
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

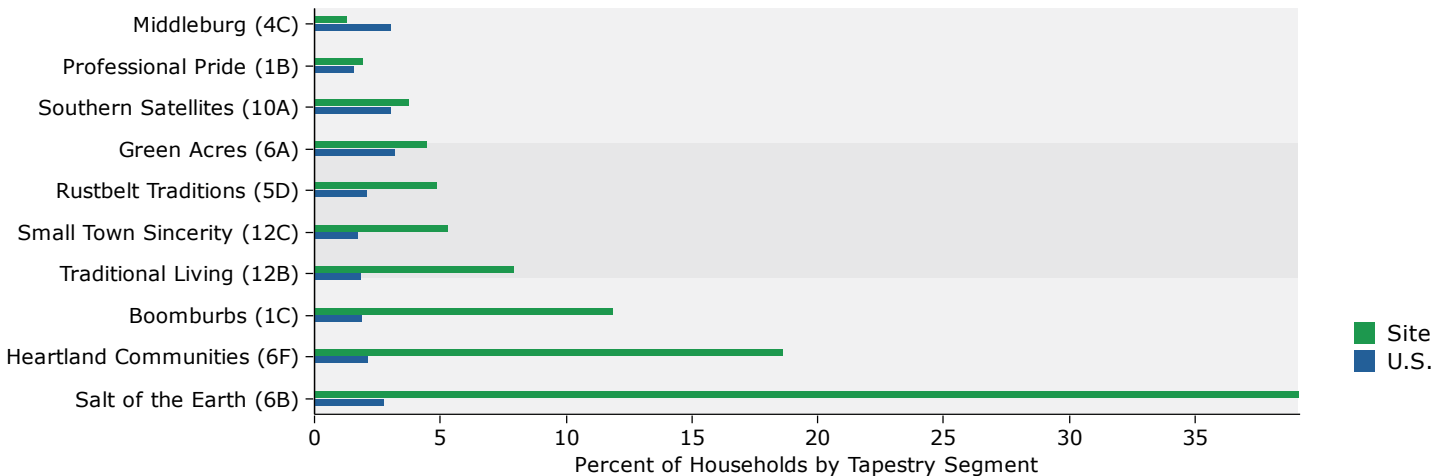
Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 20 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	39.2%	39.2%	2.8%	2.8%	1408
2	Heartland Communities (6F)	18.7%	57.9%	2.2%	5.0%	851
3	Boomburbs (1C)	11.9%	69.8%	1.9%	6.9%	612
4	Traditional Living (12B)	8.0%	77.8%	1.9%	8.8%	427
5	Small Town Sincerity (12C)	5.3%	83.1%	1.8%	10.6%	300
Subtotal		83.1%		10.6%		
6	Rustbelt Traditions (5D)	4.9%	88.1%	2.1%	12.7%	231
7	Green Acres (6A)	4.5%	92.6%	3.3%	16.0%	139
8	Southern Satellites (10A)	3.8%	96.4%	3.1%	19.1%	123
9	Professional Pride (1B)	2.0%	98.4%	1.6%	20.8%	121
10	Middleburg (4C)	1.3%	99.7%	3.1%	23.8%	42
Subtotal		16.5%		13.2%		
11	Top Tier (1A)	0.3%	100.0%	1.6%	25.5%	17
Subtotal		0.3%		1.6%		
Total		100.0%		25.5%		393

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

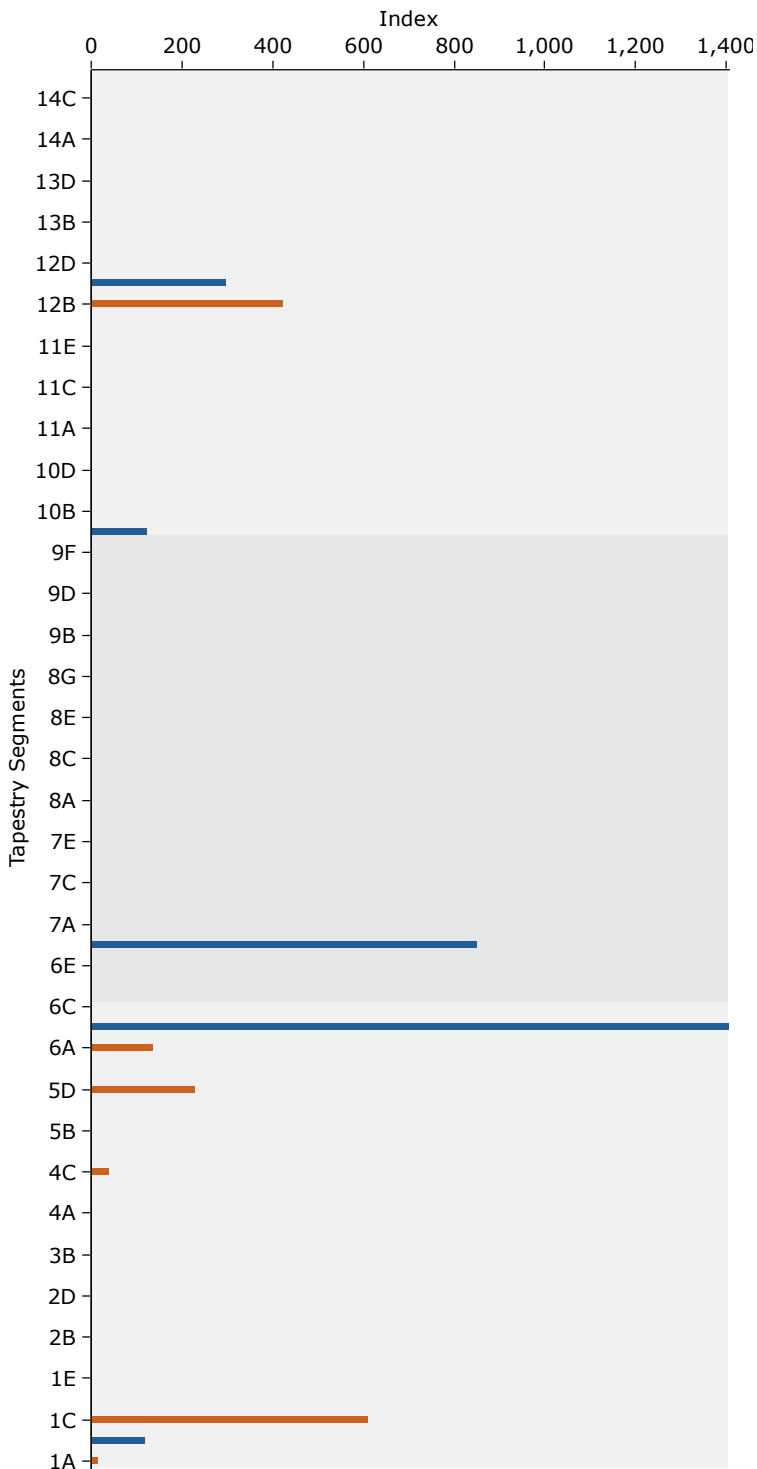


Tapestry Segmentation Area Profile

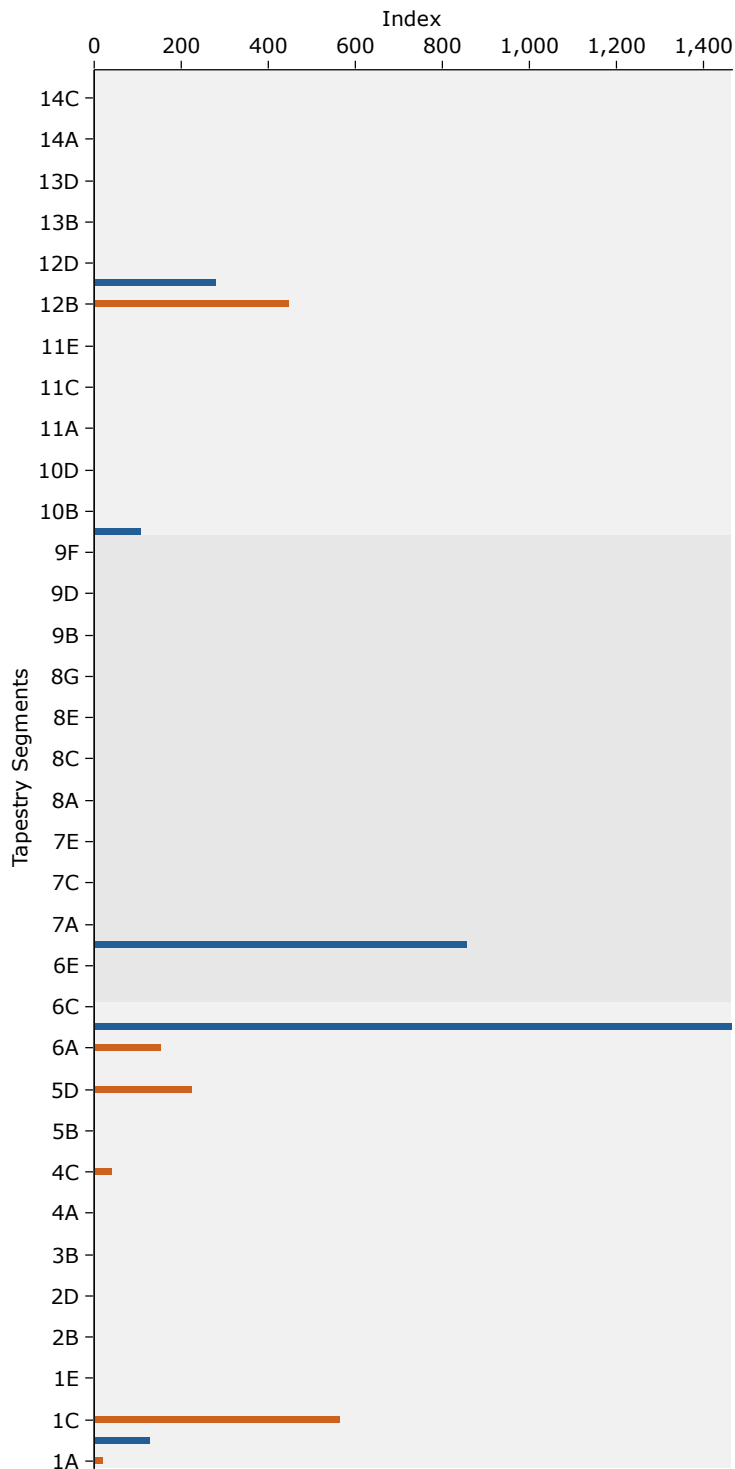
Columbia City, IN
111 N Main St, Columbia City, Indiana, 46725
Drive time: 20 minute radius

Prepared by Main Street America and Esri
Latitude: 41.15738
Longitude: -85.48849

2023 Tapestry Indexes by Households



2023 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 20 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,671	100.0%		38,091	100.0%	
1. Affluent Estates	2,790	14.2%	140	5,503	14.4%	133
Top Tier (1A)	53	0.3%	17	152	0.4%	23
Professional Pride (1B)	391	2.0%	121	896	2.4%	128
Boomburbs (1C)	2,346	11.9%	612	4,455	11.7%	567
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	256	1.3%	17	503	1.3%	16
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	256	1.3%	42	503	1.3%	43
5. GenXurban	972	4.9%	44	1,743	4.6%	42
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	972	4.9%	231	1,743	4.6%	226
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	12,279	62.4%	530	24,303	63.8%	547
Green Acres (6A)	895	4.5%	139	2,006	5.3%	155
Salt of the Earth (6B)	7,708	39.2%	1,408	15,566	40.9%	1,467
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	3,676	18.7%	851	6,731	17.7%	857
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 20 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,671	100.0%		38,091	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	750	3.8%	48	1,323	3.5%	44
Southern Satellites (10A)	750	3.8%	123	1,323	3.5%	110
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	2,624	13.3%	226	4,716	12.4%	224
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,573	8.0%	427	2,960	7.8%	450
Small Town Sincerity (12C)	1,051	5.3%	300	1,756	4.6%	283
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
 Drive time: 20 minute radius

Prepared by Main Street America and Esri
 Latitude: 41.15738
 Longitude: -85.48849

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,671	100.0%		38,091	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	972	4.9%	30	1,743	4.6%	26
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	972	4.9%	231	1,743	4.6%	226
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,573	8.0%	44	2,960	7.8%	46
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,573	8.0%	427	2,960	7.8%	450
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Columbia City, IN
 111 N Main St, Columbia City, Indiana, 46725
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Prepared by Main Street America and Esri
 Latitude: 41.15738
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Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,671	100.0%		38,091	100.0%	
4. Suburban Periphery	2,790	14.2%	44	5,503	14.4%	43
Top Tier (1A)	53	0.3%	17	152	0.4%	23
Professional Pride (1B)	391	2.0%	121	896	2.4%	128
Boomburbs (1C)	2,346	11.9%	612	4,455	11.7%	567
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	4,983	25.3%	271	8,990	23.6%	259
Middleburg (4C)	256	1.3%	42	503	1.3%	43
Heartland Communities (6F)	3,676	18.7%	851	6,731	17.7%	857
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	1,051	5.3%	300	1,756	4.6%	283
6. Rural	9,353	47.5%	291	18,895	49.6%	303
Green Acres (6A)	895	4.5%	139	2,006	5.3%	155
Salt of the Earth (6B)	7,708	39.2%	1,408	15,566	40.9%	1,467
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	750	3.8%	123	1,323	3.5%	110
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri