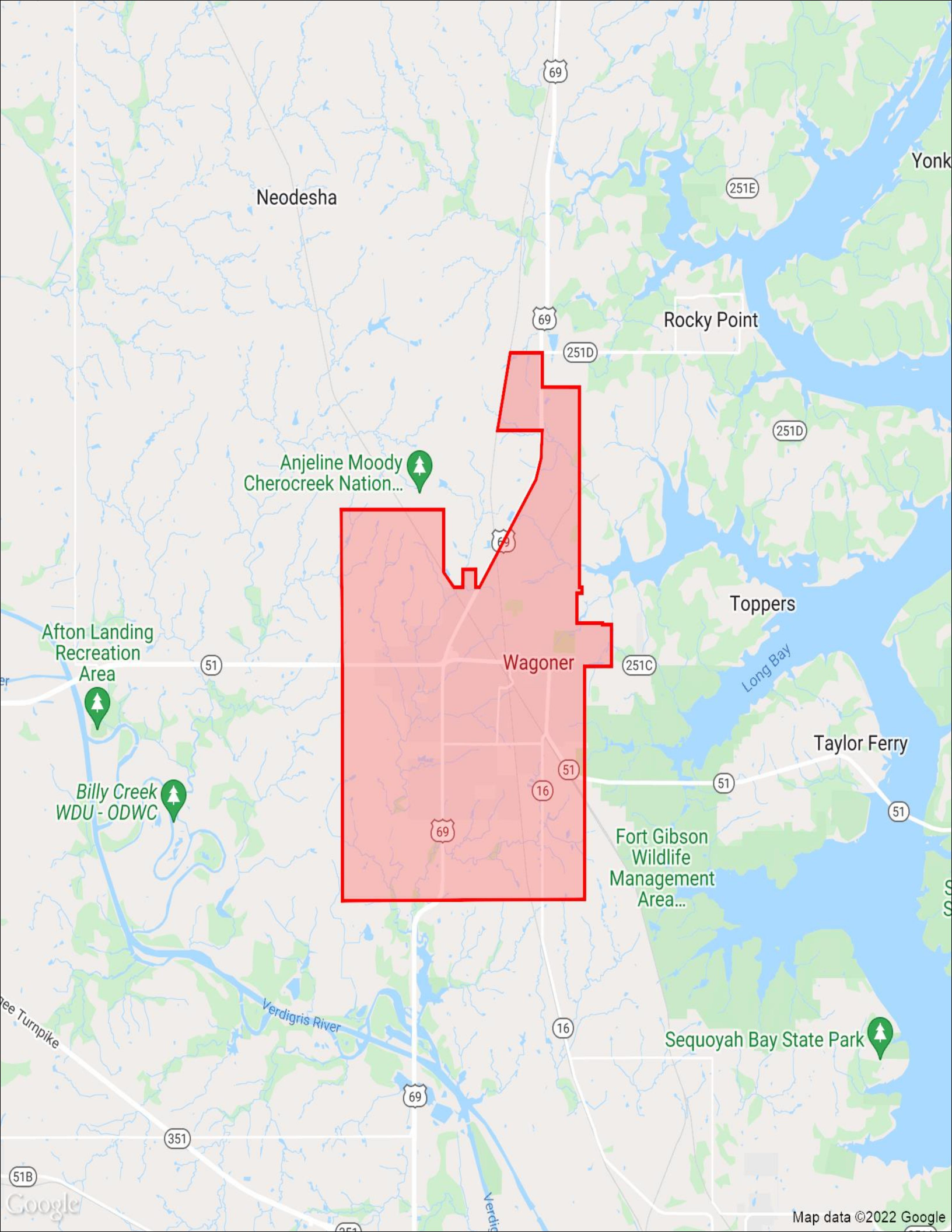


RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Wagoner, Oklahoma
1st Quarter 2022
City Limits



Neodesha

251E

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69

251D

Rocky Point

251D

Anjeline Moody Chero creek Nation...

69

Afton Landing Recreation Area

51

Wagoner

251C

Toppers

Long Bay

Taylor Ferry

Billy Creek WDU - ODWC

51

51

51

Fort Gibson Wildlife Management Area...

69

16

Free Turnpike

Verdigris River

16

69

Sequoyah Bay State Park

351

51B

Google

Map data ©2022 Google

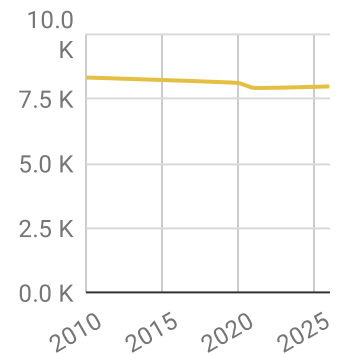
Demographics

Wagoner, Oklahoma

City Limits

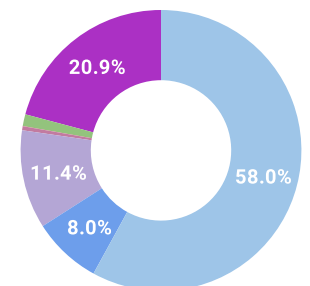
Population

Estimated Population (2021)	7,923
Projected Population (2026)	7,977
Census Population (2020)	8,109
Census Population (2010)	8,321
Projected Annual Growth (2021-2026)	54 0.1%
Historical Annual Growth (2020-2021)	-186 -2.3%
Historical Annual Growth (2010-2020)	-212 -0.3%
Estimated Population Density (2021)	415 <i>psm</i>
Trade Area Size	19.1 <i>sq mi</i>



Race and Ethnicity (2021)

Not Hispanic or Latino Population	7,523	95.0%
White	4,446	59.1%
Black or African American	613	8.1%
American Indian or Alaska Native	862	11.5%
Asian	37	0.5%
Hawaiian or Pacific Islander	1	-
Other Race	27	0.4%
Two or More Races	1,537	20.4%
Hispanic or Latino Population	400	5.0%
White	148	37.0%
Black or African American	17	4.3%
American Indian or Alaska Native	38	9.5%
Asian	-	-
Hispanic Hawaiian or Pacific Islander	1	0.3%
Other Race	80	20.0%
Two or More Races	116	29.0%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

Wagoner, Oklahoma

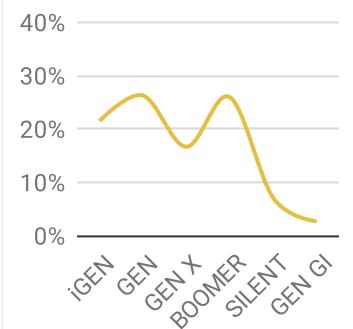
City Limits

Age Distribution (2021)

Age Under 5 Years	553	7.0%
Age 5 to 9 Years	567	7.2%
Age 10 to 14 Years	579	7.3%
Age 15 to 19 Years	538	6.8%
Age 20 to 24 Years	552	7.0%
Age 25 to 29 Years	514	6.5%
Age 30 to 34 Years	476	6.0%
Age 35 to 39 Years	470	5.9%
Age 40 to 44 Years	424	5.4%
Age 45 to 49 Years	424	5.4%
Age 50 to 54 Years	384	4.8%
Age 55 to 59 Years	422	5.3%
Age 60 to 64 Years	446	5.6%
Age 65 to 69 Years	403	5.1%
Age 70 to 74 Years	401	5.1%
Age 75 to 79 Years	314	4.0%
Age 80 to 84 Years	246	3.1%
Age 85 Years or Over	211	2.7%
Median Age	36.0	

Generation (2021)

iGeneration (Age Under 15 Years)	1,699	21.4%
Generation 9/11 Millennials (Age 15 to 34 Years)	2,080	26.3%
Gen Xers (Age 35 to 49 Years)	1,318	16.6%
Baby Boomers (Age 50 to 74 Years)	2,056	25.9%
Silent Generation (Age 75 to 84 Years)	560	7.1%
G.I. Generation (Age 85 Years or Over)	211	2.7%



Wagoner, Oklahoma

City Limits

Household Type (2021)

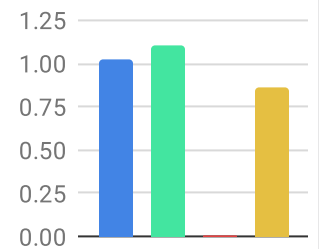
Total Households	3,003
Family Households	2,125 70.8%
Family Households with Children	1,020 48.0%
Family Households No Children	1,105 52.0%
Non-Family Households	878 29.2%
Non-Family Households with Children	13 1.5%
Non-Family Households No Children	865 98.5%

Family Households
w/ Children

Family Households
No Children

Non-Family Households
w/ Children

Non-Family Households
No Children



Education Attainment (2021)

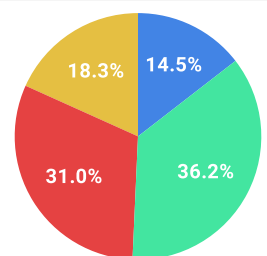
Elementary or Some High School	745 14.5%
High School Graduate	1,859 36.2%
Some College or Associate Degree	1,593 31.0%
Bachelor or Graduate Degree	938 18.3%

Elementary or
Some High School

High School
Graduate

Some College or
Associate Degree

Bachelor or
Graduate Degree



Household Income (2021)

Estimated Average Household Income	\$67,262
Estimated Median Household Income	\$40,941
HH Income Under \$10,000	398 13.3%
HH Income \$10,000 to \$34,999	893 29.7%
HH Income \$35,000 to \$49,999	444 14.8%
HH Income \$50,000 to \$74,999	581 19.3%
HH Income \$75,000 to \$99,999	335 11.2%
HH Income \$100,000 to \$149,999	251 8.4%
HH Income \$150,000 or More	100 3.3%

Wagoner, Oklahoma

City Limits

Population

Estimated Population (2021)	7,923	
Projected Population (2026)	7,977	
Census Population (2020)	8,109	
Census Population (2010)	8,321	
Projected Annual Growth (2021-2026)	54	0.1%
Historical Annual Growth (2020-2021)	-186	-2.3%
Historical Annual Growth (2010-2020)	-212	-0.3%
Estimated Population Density (2021)	415	psm
Trade Area Size	19.1	sq mi

Households

Estimated Households (2021)	3,003	
Projected Households (2026)	3,086	
Census Households (2020)	3,073	
Census Households (2010)	3,113	
Projected Annual Growth (2021-2026)	83	0.6%
Historical Annual Change (2010-2021)	-110	-0.3%

Average Household Income

Estimated Average Household Income (2021)	\$67,262	
Projected Average Household Income (2026)	\$78,900	
Census Average Household Income (2010)	\$45,892	
Census Average Household Income (2000)	\$38,115	
Projected Annual Change (2021-2026)	\$11,638	3.5%
Historical Annual Change (2000-2021)	\$29,147	3.6%

Median Household Income

Estimated Median Household Income (2021)	\$40,941	
Projected Median Household Income (2026)	\$46,658	
Census Median Household Income (2010)	\$39,181	
Census Median Household Income (2000)	\$31,886	
Projected Annual Change (2021-2026)	\$5,717	2.8%
Historical Annual Change (2000-2021)	\$9,055	1.4%

Per Capita Income

Estimated Per Capita Income (2021)	\$25,738	
Projected Per Capita Income (2026)	\$30,766	
Census Per Capita Income (2010)	\$17,169	
Census Per Capita Income (2000)	\$14,399	
Projected Annual Change (2021-2026)	\$5,028	3.9%
Historical Annual Change (2000-2021)	\$11,339	3.7%
Estimated Average Household Net Worth (2021)	\$244,358	

Wagoner, Oklahoma

City Limits

Race and Ethnicity

Total Population (2021)	7,923	
White (2021)	4,594	58.0%
Black or African American (2021)	630	8.0%
American Indian or Alaska Native (2021)	900	11.4%
Asian (2021)	37	0.5%
Hawaiian or Pacific Islander (2021)	2	-
Other Race (2021)	107	1.4%
Two or More Races (2021)	1,653	20.9%
Population < 18 (2021)	2,035	25.7%
White Not Hispanic	733	36.0%
Black or African American	160	7.9%
Asian	7	0.3%
Other Race Not Hispanic	993	48.8%
Hispanic	142	7.0%
Not Hispanic or Latino Population (2021)	7,523	95.0%
Not Hispanic White	4,446	59.1%
Not Hispanic Black or African American	613	8.1%
Not Hispanic American Indian or Alaska Native	862	11.5%
Not Hispanic Asian	37	0.5%
Not Hispanic Hawaiian or Pacific Islander	1	-
Not Hispanic Other Race	27	0.4%
Not Hispanic Two or More Races	1,537	20.4%
Hispanic or Latino Population (2021)	400	5.0%
Hispanic White	148	37.0%
Hispanic Black or African American	17	4.3%
Hispanic American Indian or Alaska Native	38	9.5%
Hispanic Asian	-	-
Hispanic Hawaiian or Pacific Islander	1	0.3%
Hispanic Other Race	80	20.0%
Hispanic Two or More Races	116	29.0%
Not Hispanic or Latino Population (2020)	7,828	96.5%
Hispanic or Latino Population (2020)	281	3.5%
Not Hispanic or Latino Population (2010)	8,065	96.9%
Hispanic or Latino Population (2010)	256	3.1%
Not Hispanic or Latino Population (2026)	7,565	94.8%
Hispanic or Latino Population (2026)	412	5.2%
Projected Annual Growth (2021-2026)	12	0.6%
Historical Annual Growth (2010-2020)	25	1.0%

Wagoner, Oklahoma

City Limits

Total Age Distribution (2021)

Total Population	7,923	
Age Under 5 Years	553	7.0%
Age 5 to 9 Years	567	7.2%
Age 10 to 14 Years	579	7.3%
Age 15 to 19 Years	538	6.8%
Age 20 to 24 Years	552	7.0%
Age 25 to 29 Years	514	6.5%
Age 30 to 34 Years	476	6.0%
Age 35 to 39 Years	470	5.9%
Age 40 to 44 Years	424	5.4%
Age 45 to 49 Years	424	5.4%
Age 50 to 54 Years	384	4.8%
Age 55 to 59 Years	422	5.3%
Age 60 to 64 Years	446	5.6%
Age 65 to 69 Years	403	5.1%
Age 70 to 74 Years	401	5.1%
Age 75 to 79 Years	314	4.0%
Age 80 to 84 Years	246	3.1%
Age 85 Years or Over	211	2.7%
Median Age	36.0	
Age 19 Years or Less	2,237	28.2%
Age 20 to 64 Years	4,112	51.9%
Age 65 Years or Over	1,575	19.9%

Female Age Distribution (2021)

Female Population	4,102	51.8%
Age Under 5 Years	263	6.4%
Age 5 to 9 Years	251	6.1%
Age 10 to 14 Years	286	7.0%
Age 15 to 19 Years	254	6.2%
Age 20 to 24 Years	282	6.9%
Age 25 to 29 Years	276	6.7%
Age 30 to 34 Years	244	5.9%
Age 35 to 39 Years	245	6.0%
Age 40 to 44 Years	222	5.4%
Age 45 to 49 Years	221	5.4%
Age 50 to 54 Years	208	5.1%
Age 55 to 59 Years	225	5.5%
Age 60 to 64 Years	234	5.7%
Age 65 to 69 Years	213	5.2%
Age 70 to 74 Years	198	4.8%
Age 75 to 79 Years	188	4.6%
Age 80 to 84 Years	141	3.4%
Age 85 Years or Over	151	3.7%
Female Median Age	38.0	
Age 19 Years or Less	1,054	25.7%
Age 20 to 64 Years	2,157	52.6%
Age 65 Years or Over	891	21.7%

Wagoner, Oklahoma

City Limits

Male Age Distribution (2021)

Male Population	3,821	48.2%
Age Under 5 Years	290	7.6%
Age 5 to 9 Years	316	8.3%
Age 10 to 14 Years	293	7.7%
Age 15 to 19 Years	284	7.4%
Age 20 to 24 Years	270	7.1%
Age 25 to 29 Years	238	6.2%
Age 30 to 34 Years	232	6.1%
Age 35 to 39 Years	225	5.9%
Age 40 to 44 Years	202	5.3%
Age 45 to 49 Years	203	5.3%
Age 50 to 54 Years	176	4.6%
Age 55 to 59 Years	197	5.2%
Age 60 to 64 Years	212	5.5%
Age 65 to 69 Years	190	5.0%
Age 70 to 74 Years	203	5.3%
Age 75 to 79 Years	126	3.3%
Age 80 to 84 Years	105	2.7%
Age 85 Years or Over	60	1.6%
Male Median Age	33.7	
Age 19 Years or Less	1,183	31.0%
Age 20 to 64 Years	1,955	51.2%
Age 65 Years or Over	684	17.9%

Males per 100 Females (2021)

Overall Comparison	93	
Age Under 5 Years	110	52.4%
Age 5 to 9 Years	126	55.7%
Age 10 to 14 Years	102	50.6%
Age 15 to 19 Years	112	52.8%
Age 20 to 24 Years	96	48.9%
Age 25 to 29 Years	86	46.3%
Age 30 to 34 Years	95	48.7%
Age 35 to 39 Years	92	47.9%
Age 40 to 44 Years	91	47.6%
Age 45 to 49 Years	92	47.9%
Age 50 to 54 Years	85	45.8%
Age 55 to 59 Years	88	46.7%
Age 60 to 64 Years	91	47.5%
Age 65 to 69 Years	89	47.1%
Age 70 to 74 Years	103	50.6%
Age 75 to 79 Years	67	40.1%
Age 80 to 84 Years	74	42.7%
Age 85 Years or Over	40	28.4%
Age 19 Years or Less	112	52.9%
Age 20 to 39 Years	92	48.0%
Age 40 to 64 Years	89	47.1%
Age 65 Years or Over	77	43.4%

Wagoner, Oklahoma

City Limits

Household Type (2021)

Total Households	3,003	
Households with Children	1,033	34.4%
Average Household Size	2.6	
Household Density per Square Mile	157	
Population Family	6,707	84.7%
Population Non-Family	1,079	13.6%
Population Group Quarters	137	1.7%
Family Households	2,125	70.8%
Married Couple Households	1,494	70.3%
Other Family Households with Children	631	29.7%
Family Households with Children	1,020	48.0%
Married Couple with Children	601	58.9%
Other Family Households with Children	419	41.1%
Family Households No Children	1,105	52.0%
Married Couple No Children	893	80.8%
Other Family Households No Children	212	19.2%
Non-Family Households	878	29.2%
Non-Family Households with Children	13	1.5%
Non-Family Households No Children	865	98.5%
Average Family Household Size	3.2	
Average Family Income	\$79,142	
Median Family Income	\$52,367	
Average Non-Family Household Size	1.2	

Marital Status (2021)

Population Age 15 Years or Over	6,223	
Never Married	1,576	25.3%
Currently Married	2,957	47.5%
Previously Married	1,690	27.2%
Separated	173	10.2%
Widowed	567	33.6%
Divorced	950	56.2%

Educational Attainment (2021)

Adult Population Age 25 Years or Over	5,135	
Elementary (Grade Level 0 to 8)	210	4.1%
Some High School (Grade Level 9 to 11)	535	10.4%
High School Graduate	1,859	36.2%
Some College	1,192	23.2%
Associate Degree Only	401	7.8%
Bachelor Degree Only	670	13.0%
Graduate Degree	268	5.2%
Any College (Some College or Higher)	2,531	49.3%
College Degree + (Bachelor Degree or Higher)	938	18.3%

Wagoner, Oklahoma

City Limits

Housing

Total Housing Units (2021)	3,367	
Total Housing Units (2020)	3,447	
Historical Annual Growth (2020-2021)	-80	-
Housing Units Occupied (2021)	3,003	89.2%
Housing Units Owner-Occupied	1,920	63.9%
Housing Units Renter-Occupied	1,083	36.1%
Housing Units Vacant (2021)	364	10.8%

Household Size (2021)

Total Households	3,003	
1 Person Households	752	25.0%
2 Person Households	1,021	34.0%
3 Person Households	506	16.8%
4 Person Households	390	13.0%
5 Person Households	194	6.5%
6 Person Households	94	3.1%
7 or More Person Households	46	1.5%

Household Income Distribution (2021)

HH Income \$200,000 or More	62	2.1%
HH Income \$150,000 to \$199,999	38	1.3%
HH Income \$125,000 to \$149,999	70	2.3%
HH Income \$100,000 to \$124,999	181	6.0%
HH Income \$75,000 to \$99,999	335	11.2%
HH Income \$50,000 to \$74,999	581	19.3%
HH Income \$35,000 to \$49,999	444	14.8%
HH Income \$25,000 to \$34,999	430	14.3%
HH Income \$15,000 to \$24,999	283	9.4%
HH Income \$10,000 to \$14,999	180	6.0%
HH Income Under \$10,000	398	13.3%

Household Vehicles (2021)

Households 0 Vehicles Available	197	6.6%
Households 1 Vehicle Available	1,017	33.9%
Households 2 Vehicles Available	1,150	38.3%
Households 3 or More Vehicles Available	638	21.2%
Total Vehicles Available	5,459	
Average Vehicles per Household	1.8	
Owner-Occupied Household Vehicles	4,003	73.3%
Average Vehicles per Owner-Occupied Household	2.1	
Renter-Occupied Household Vehicles	1,456	26.7%
Average Vehicles per Renter-Occupied Household	1.3	

Travel Time (2021)

Worker Base Age 16 years or Over	3,159	
Travel to Work in 14 Minutes or Less	1,017	32.2%
Travel to Work in 15 to 29 Minutes	714	22.6%
Travel to Work in 30 to 59 Minutes	1,233	39.0%
Travel to Work in 60 Minutes or More	107	3.4%
Work at Home	87	2.8%
Average Minutes Travel to Work	25.5	

Wagoner, Oklahoma

City Limits

Transportation To Work (2021)

Worker Base Age 16 years or Over	3,159	
Drive to Work Alone	2,435	77.1%
Drive to Work in Carpool	464	14.7%
Travel to Work by Public Transportation	47	1.5%
Drive to Work on Motorcycle	-	-
Bicycle to Work	1	-
Walk to Work	45	1.4%
Other Means	80	2.5%
Work at Home	87	2.8%

Daytime Demographics (2021)

Total Businesses	342	
Total Employees	3,006	
Company Headquarter Businesses	9	2.6%
Company Headquarter Employees	301	10.0%
Employee Population per Business	8.8	to 1
Residential Population per Business	23.2	to 1
Adj. Daytime Demographics Age 16 Years or Over	5,960	

Labor Force

Labor Population Age 16 Years or Over (2021)	6,113	
Labor Force Total Males (2021)	2,868	46.9%
Male Civilian Employed	1,615	56.3%
Male Civilian Unemployed	132	4.6%
Males in Armed Forces	-	-
Males Not in Labor Force	1,121	39.1%
Labor Force Total Females (2021)	3,245	53.1%
Female Civilian Employed	1,544	47.6%
Female Civilian Unemployed	84	2.6%
Females in Armed Forces	-	-
Females Not in Labor Force	1,617	49.8%
Unemployment Rate	216	3.5%

Occupation (2021)

Occupation Population Age 16 Years or Over	3,162	
Occupation Total Males	1,617	51.1%
Occupation Total Females	1,545	48.9%
Management, Business, Financial Operations	246	7.8%
Professional, Related	654	20.7%
Service	741	23.4%
Sales, Office	673	21.3%
Farming, Fishing, Forestry	33	1.0%
Construction, Extraction, Maintenance	306	9.7%
Production, Transport, Material Moving	509	16.1%
White Collar Workers	1,573	49.7%
Blue Collar Workers	1,589	50.3%

Wagoner, Oklahoma

City Limits

Units In Structure (2021)

Total Units	3,113	
1 Detached Unit	2,467	79.2%
1 Attached Unit	41	1.3%
2 Units	31	1.0%
3 to 4 Units	85	2.7%
5 to 9 Units	86	2.8%
10 to 19 Units	14	0.4%
20 to 49 Units	13	0.4%
50 or More Units	33	1.1%
Mobile Home or Trailer	233	7.5%
Other Structure	1	-

Homes Built By Year (2021)

Homes Built 2014 or later	32	1.0%
Homes Built 2010 to 2013	45	1.3%
Homes Built 2000 to 2009	399	11.9%
Homes Built 1990 to 1999	354	10.5%
Homes Built 1980 to 1989	509	15.1%
Homes Built 1970 to 1979	698	20.7%
Homes Built 1960 to 1969	353	10.5%
Homes Built 1950 to 1959	211	6.3%
Homes Built 1940 to 1949	88	2.6%
Homes Built Before 1939	314	9.3%
Median Age of Homes	39.2 yrs	

Home Values (2021)

Owner Specified Housing Units	1,920	
Home Values \$1,000,000 or More	-	-
Home Values \$750,000 to \$999,999	20	1.0%
Home Values \$500,000 to \$749,999	7	0.4%
Home Values \$400,000 to \$499,999	28	1.5%
Home Values \$300,000 to \$399,999	46	2.4%
Home Values \$250,000 to \$299,999	75	3.9%
Home Values \$200,000 to \$249,999	167	8.7%
Home Values \$175,000 to \$199,999	115	6.0%
Home Values \$150,000 to \$174,999	270	14.1%
Home Values \$125,000 to \$149,999	113	5.9%
Home Values \$100,000 to \$124,999	247	12.9%
Home Values \$90,000 to \$99,999	244	12.7%
Home Values \$80,000 to \$89,999	107	5.6%
Home Values \$70,000 to \$79,999	75	3.9%
Home Values \$60,000 to \$69,999	73	3.8%
Home Values \$50,000 to \$59,999	53	2.8%
Home Values \$35,000 to \$49,999	149	7.8%
Home Values \$25,000 to \$34,999	42	2.2%
Home Values \$10,000 to \$24,999	40	2.1%
Home Values Under \$10,000	48	2.5%
Owner-Occupied Median Home Value	\$113,005	
Renter-Occupied Median Rent	\$585	

Wagoner, Oklahoma

City Limits

Total Annual Consumer Expenditure (2021)

Total Household Expenditure	\$160.66 M
Total Non-Retail Expenditure	\$84.68 M
Total Retail Expenditure	\$75.98 M
Apparel	\$5.54 M
Contributions	\$4.94 M
Education	\$4.29 M
Entertainment	\$8.8 M
Food and Beverages	\$24.06 M
Furnishings and Equipment	\$5.47 M
Gifts	\$3.65 M
Health Care	\$14.08 M
Household Operations	\$6.2 M
Miscellaneous Expenses	\$3.01 M
Personal Care	\$2.15 M
Personal Insurance	\$1.05 M
Reading	\$347.78 K
Shelter	\$34.11 M
Tobacco	\$1.13 M
Transportation	\$29.2 M
Utilities	\$12.62 M

Monthly Household Consumer Expenditure (2021)

Total Household Expenditure	\$4,458	
Total Non-Retail Expenditure	\$2,350	52.7%
Total Retail Expenditures	\$2,108	47.3%
Apparel	\$154	3.5%
Contributions	\$137	3.1%
Education	\$119	2.7%
Entertainment	\$244	5.5%
Food and Beverages	\$668	15.0%
Furnishings and Equipment	\$152	3.4%
Gifts	\$101	2.3%
Health Care	\$391	8.8%
Household Operations	\$172	3.9%
Miscellaneous Expenses	\$83	1.9%
Personal Care	\$60	1.3%
Personal Insurance	\$29	0.7%
Reading	\$10	0.2%
Shelter	\$947	21.2%
Tobacco	\$31	0.7%
Transportation	\$810	18.2%
Utilities	\$350	7.9%

OPPORTUNITY GAP CATEGORY INFORMATION

(RETAIL CATEGORIES)

Vehicle and Parts Dealers

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

Furniture and Home Furnishings Stores

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

Electronics and Appliance Stores

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

Building Materials and Garden Supply Stores

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

Food and Beverage Stores

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

Health and Personal Care Stores

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

Sporting Goods and Hobby Stores

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

General Merchandise Stores

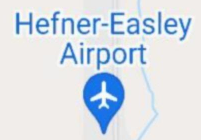
Department stores and other general merchandise stores

Miscellaneous Store Retailers

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

Foodservice and Drinking Places

Full-service restaurants, limited service eating places, special foodservices, taverns and bars



Maple Park

W Cherokee St

Wagoner

(251C)

(251C)

S Main

S McQuarrie Ave

Martin Luther King Blvd

(69)

SW 15th St

SE 15th St

(16)

(51)

(51)

(51)

(16)

Wagoner, Oklahoma

City Limits

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$3.36 M / \$165.67 K	95
Men's Clothing Stores	\$117.99 K / \$12	100
Women's Clothing Stores	\$515.71 K / \$164.54 K	68
Children's, Infants' Clothing Stores	\$224.87 K / \$6	100
Family Clothing Stores	\$1.38 M / \$-9	100
Clothing Accessory Stores	\$109.52 K / \$-1	100
Other Apparel Stores	\$168.41 K / \$1.13 K	99
Shoe Stores	\$570.15 K / \$-12	100
Jewelry Stores	\$255.98 K / \$1	100
Luggage Stores	\$20.63 K / \$11	100
Furniture, Home Furnishings Stores	\$1.61 M / \$1.37 M	15
Furniture Stores	\$985.95 K / \$1.05 M	-6
Floor Covering Stores	\$169.46 K / \$144.35 K	15
Other Home Furnishing Stores	\$458.02 K / \$172.03 K	62
Electronics, Appliance Stores	\$1.25 M / -	100
Building Material, Garden Equipment, Supplies Dealers	\$4.05 M / \$5.59 M	-28
Home Centers	\$1.9 M / \$3.36 M	-43
Paint, Wallpaper Stores	\$138.29 K / \$4	100
Hardware Stores	\$174.96 K / \$11	100
Other Building Materials Stores	\$1.35 M / \$2.23 M	-39
Outdoor Power Equipment Stores	\$63.09 K / \$-1	100
Nursery, Garden Stores	\$414.8 K / \$-12	100
Food, Beverage Stores	\$11.46 M / \$1.71 M	85
Grocery Stores	\$10.26 M / \$2.3 K	100
Convenience Stores	\$400.24 K / \$1.05 M	-62
Meat Markets	\$118.53 K / \$149.75 K	-21
Fish, Seafood Markets	\$42.94 K / \$-8	100
Fruit, Vegetable Markets	\$72.07 K / \$-15	100
Other Specialty Food Markets	\$123.93 K / \$7	100
Liquor Stores	\$444.65 K / \$502.71 K	-12

Retail Gap Report



Wagoner, Oklahoma

City Limits

	Potential / Sales	Index
Health, Personal Care Stores	\$2.78 M / \$4.61 M	-40
Pharmacy, Drug Stores	\$2.33 M / \$4.35 M	-46
Cosmetics, Beauty Stores	\$135.53 K / \$-4	100
Optical Goods Stores	\$154.81 K / \$262.8 K	-41
Other Health, Personal Care Stores	\$159.28 K / \$-9	100
Sporting Goods, Hobby, Book, Music Stores	\$1.23 M / \$417.72 K	66
Sporting Goods Stores	\$659.64 K / \$341.5 K	48
Hobby, Toy, Game Stores	\$201.77 K / \$8	100
Sewing, Needlecraft Stores	\$61.53 K / \$76.21 K	-19
Musical Instrument Stores	\$59.25 K / \$-4	100
Book Stores	\$245.26 K / \$8	100
General Merchandise Stores	\$11.01 M / \$21.31 M	-48
Department Stores	\$2.79 M / \$21.31 M	-87
Warehouse Superstores	\$7.14 M / \$-8	100
Other General Merchandise Stores	\$1.07 M / \$2.56 K	100
Miscellaneous Store Retailers	\$1.48 M / \$724.27 K	51
Florists	\$50.99 K / \$132.67 K	-62
Office, Stationary Stores	\$143.78 K / \$-4	100
Gift, Souvenir Stores	\$176.34 K / \$7	100
Used Merchandise Stores	\$100.75 K / \$218.26 K	-54
Pet, Pet Supply Stores	\$593 K / \$9	100
Art Dealers	\$47.51 K / \$2	100
Mobile Home Dealers	\$87.21 K / \$4	100
Other Miscellaneous Retail Stores	\$277.57 K / \$373.33 K	-26
Non-Store Retailers	\$4.97 M / \$406.57 K	92
Mail Order, Catalog Stores	\$4.11 M / \$9	100
Vending Machines	\$118.2 K / \$7	100
Fuel Dealers	\$420.27 K / \$406.56 K	3
Other Direct Selling Establishments	\$320.48 K / \$-7	100

Wagoner, Oklahoma

City Limits

	Potential / Sales	Index
Accommodation, Food Services	\$9.46 M / \$16.71 M	-43
Hotels, Other Travel Accommodations	\$519.52 K / \$209.91 K	60
RV Parks	\$5.62 K / \$12	100
Rooming, Boarding Houses	\$3.48 K / \$-8	100
Full Service Restaurants	\$5.53 M / \$6 M	-8
Limited Service Restaurants	\$2.57 M / \$8.5 M	-70
Special Food Services, Catering	\$823.12 K / \$1.85 M	-55
Drinking Places	\$231.32 K / \$387.14 K	-40
Gasoline Stations	\$8.43 M / \$-10	100
Motor Vehicle, Parts Dealers	\$14.66 M / \$16.47 M	-11
New Car Dealers	\$11.25 M / \$12.8 M	-12
Used Car Dealers	\$1.16 M / \$-8	100
Recreational Vehicle Dealers	\$220.24 K / \$-12	100
Motorcycle, Boat Dealers	\$492.58 K / \$74.63 K	85
Auto Parts, Accessories	\$922.58 K / \$3.05 M	-70
Tire Dealers	\$616.46 K / \$551.3 K	11
2021 Population	7,923	
2026 Population	7,977	
% Population Change 2021-2026	0.7%	
2021 Adult Population Age 18+	5,889	
2021 Population Male	3,821	
2021 Population Female	4,102	
2021 Households	3,003	
2021 Median Household Income	40,941	
2021 Average Household Income	67,262	

Retail Potential

Retail Potential Profile



Wagoner, Oklahoma	
City Limits	
2021 Population	7,923
2026 Population	7,977
% Population Change 2020-2021	-2.3%
2021 Adult Population Age 18+	\$5,889
2021 Population Male	\$3,821
2021 Population Female	\$4,102
2021 Households	\$3,003
2021 Median Household Income	\$40,941
2021 Average Household Income	\$67,262
Clothing, Clothing Accessories Stores	\$3.36 M
Men's Clothing Stores	\$117.99 K
Women's Clothing Stores	\$515.71 K
Children's, Infants' Clothing Stores	\$224.87 K
Family Clothing Stores	\$1.38 M
Clothing Accessory Stores	\$109.52 K
Other Apparel Stores	\$168.41 K
Shoe Stores	\$570.15 K
Jewelry Stores	\$255.98 K
Luggage Stores	\$20.63 K
Furniture, Home Furnishings Stores	\$1.61 M
Furniture Stores	\$985.95 K
Floor Covering Stores	\$169.46 K
Other Home Furnishing Stores	\$458.02 K
Electronics, Appliance Stores	\$1.25 M
Gasoline Stations	\$8.43 M
Building Material, Garden Equipment, Supplies Dealers	\$4.05 M
Home Centers	\$1.9 M
Paint, Wallpaper Stores	\$138.29 K
Hardware Stores	\$174.96 K
Other Building Materials Stores	\$1.35 M
Outdoor Power Equipment Stores	\$63.09 K
Nursery, Garden Stores	\$414.8 K
Food, Beverage Stores	\$11.46 M
Grocery Stores	\$10.26 M
Convenience Stores	\$400.24 K
Meat Markets	\$118.53 K
Fish, Seafood Markets	\$42.94 K
Fruit, Vegetable Markets	\$72.07 K
Other Specialty Food Markets	\$123.93 K
Liquor Stores	\$444.65 K

Retail Potential Profile



Wagoner, Oklahoma	
City Limits	
Health, Personal Care Stores	\$2.78 M
Pharmacy, Drug Stores	\$2.33 M
Cosmetics, Beauty Stores	\$135.53 K
Optical Goods Stores	\$154.81 K
Other Health, Personal Care Stores	\$159.28 K
Sporting Goods, Hobby, Book, Music Stores	\$1.23 M
Sporting Goods Stores	\$659.64 K
Hobby, Toy, Game Stores	\$201.77 K
Sewing, Needlecraft Stores	\$61.53 K
Musical Instrument Stores	\$59.25 K
Book Stores	\$245.26 K
General Merchandise Stores	\$11.01 M
Department Stores	\$2.79 M
Warehouse Superstores	\$7.14 M
Other General Merchandise Stores	\$1.07 M
Miscellaneous Store Retailers	\$1.48 M
Florists	\$50.99 K
Office, Stationary Stores	\$143.78 K
Gift, Souvenir Stores	\$176.34 K
Used Merchandise Stores	\$100.75 K
Pet, Pet Supply Stores	\$593 K
Art Dealers	\$47.51 K
Mobile Home Dealers	\$87.21 K
Other Miscellaneous Retail Stores	\$277.57 K
Non-Store Retailers	\$4.97 M
Mail Order, Catalog Stores	\$4.11 M
Vending Machines	\$118.2 K
Fuel Dealers	\$420.27 K
Other Direct Selling Establishments	\$320.48 K
Accommodation, Food Services	\$9.69 M
Hotels, Other Travel Accommodations	\$519.52 K
RV Parks	\$5.62 K
Rooming, Boarding Houses	\$3.48 K
Full Service Restaurants	\$5.53 M
Limited Service Restaurants	\$2.57 M
Special Food Services, Catering	\$823.12 K
Drinking Places	\$231.32 K
Motor Vehicle, Parts Dealers	\$14.66 M
New Car Dealers	\$11.25 M
Used Car Dealers	\$1.16 M
Recreational Vehicle Dealers	\$220.24 K
Motorcycle, Boat Dealers	\$492.58 K
Auto Parts, Accessories	\$922.58 K
Tire Dealers	\$616.46 K

Income Summary

Income Summary Report



Wagoner, Oklahoma

City Limits

Population

Estimated Population (2021)	7,923	
Projected Population (2026)	7,977	
Census Population (2020)	8,109	
Census Population (2010)	8,321	
Projected Annual Growth (2021 to 2026)	54	0.1%
Historical Annual Growth (2020 to 2021)	-186	-2.3%
Historical Annual Growth (2010 to 2020)	-212	-0.3%

Households

Estimated Households (2021)	3,003	
Projected Households (2026)	3,086	
Census Households (2020)	3,073	
Census Households (2010)	3,113	
Projected Annual Growth (2021 to 2026)	83	0.6%
Historical Annual Growth (2020 to 2021)	-70	-2.3%
Historical Annual Growth (2010 to 2020)	-40	-0.1%

Average Household Income

Estimated Average Household Income (2021)	\$67,262	
Projected Average Household Income (2026)	\$78,900	
Census Average Household Income (2010)	\$45,892	
Census Average Household Income (2000)	\$38,115	
Projected Annual Growth (2021 to 2026)	\$11,638	3.5%
Historical Annual Growth (2010 to 2021)	\$21,370	4.2%
Historical Annual Growth (2000 to 2010)	\$7,777	2.0%

Median Household Income

Estimated Median Household Income (2021)	\$40,941	
Projected Median Household Income (2026)	\$46,658	
Census Median Household Income (2010)	\$39,181	
Census Median Household Income (2000)	\$31,886	
Projected Annual Growth (2021 to 2026)	\$5,717	2.8%
Historical Annual Growth (2010 to 2021)	\$1,760	0.4%
Historical Annual Growth (2000 to 2010)	\$7,295	2.3%

Per Capita Income

Estimated Per Capita Income (2021)	\$25,738	
Projected Per Capita Income (2026)	\$30,766	
Census Per Capita Income (2010)	\$17,169	
Census Per Capita Income (2000)	\$14,399	
Projected Annual Growth (2021 to 2026)	\$5,028	3.9%
Historical Annual Growth (2010 to 2021)	\$8,569	4.5%
Historical Annual Growth (2000 to 2010)	\$2,770	1.9%

Other Income

Estimated Families (2021)	2,125	
Estimated Average Family Income (2021)	\$79,142	
Estimated Median Family Income (2021)	\$52,367	
Estimated Average Household Net Worth (2021)	\$244,358	

Consumer Expenditure Summary

Consumer Expenditure Summary



Wagoner, Oklahoma		
City Limits		
Estimated Population		7,923
Estimated Households		3,003
Household Expenditure		\$160.66 M
Per Household ~ Per Capita	\$53,499	\$20,277
Non-Retail Expenditures	\$84.68 M	52.7%
Per Household ~ Per Capita	\$28,199	\$10,688
Retail Expenditures	\$75.98 M	47.3%
Per Household ~ Per Capita	\$25,300	\$9,589
Apparel	\$5.54 M	3.5%
Per Household ~ Per Capita	\$1,846	\$700
Contributions	\$4.94 M	3.1%
Per Household ~ Per Capita	\$1,645	\$623
Education	\$4.29 M	2.7%
Per Household ~ Per Capita	\$1,429	\$542
Entertainment	\$8.8 M	5.5%
Per Household ~ Per Capita	\$2,930	\$1,111
Food, Beverages	\$24.06 M	15.0%
Per Household ~ Per Capita	\$8,014	\$3,037
Furnishings, Equipment	\$5.47 M	3.4%
Per Household ~ Per Capita	\$1,821	\$690
Gifts	\$3.65 M	2.3%
Per Household ~ Per Capita	\$1,217	\$461
Health Care	\$14.08 M	8.8%
Per Household ~ Per Capita	\$4,688	\$1,777
Household Operations	\$6.2 M	3.9%
Per Household ~ Per Capita	\$2,065	\$783
Miscellaneous Expenses	\$3.01 M	1.9%
Per Household ~ Per Capita	\$1,002	\$380
Personal Care	\$2.15 M	1.3%
Per Household ~ Per Capita	\$715	\$271
Personal Insurance	\$1.05 M	0.7%
Per Household ~ Per Capita	\$349	\$132
Reading	\$347.78 K	0.2%
Per Household ~ Per Capita	\$116	\$44
Shelter	\$34.11 M	21.2%
Per Household ~ Per Capita	\$11,359	\$4,305
Tobacco	\$1.13 M	0.7%
Per Household ~ Per Capita	\$377	\$143
Transportation	\$29.2 M	18.2%
Per Household ~ Per Capita	\$9,724	\$3,686
Utilities	\$12.62 M	7.9%
Per Household ~ Per Capita	\$4,203	\$1,593

Consumer Expenditure Trend



Wagoner, Oklahoma

City Limits

Population / Households (2021)

Estimated Population	7,923
Estimated Households	3,003

Total Annual Consumer Expenditure (2021)

Total Household Expenditure	\$160.66 M
Total Non-Retail Expenditure	\$84.68 M
Total Retail Expenditure	\$75.98 M
Apparel	\$5.54 M
Contributions	\$4.94 M
Education	\$4.29 M
Entertainment	\$8.8 M
Food and Beverages	\$24.06 M
Furnishings and Equipment	\$5.47 M
Gifts	\$3.65 M
Health Care	\$14.08 M
Household Operations	\$6.2 M
Miscellaneous Expenses	\$3.01 M
Personal Care	\$2.15 M
Personal Insurance	\$1.05 M
Reading	\$347.78 K
Shelter	\$34.11 M
Tobacco	\$1.13 M
Transportation	\$29.2 M
Utilities	\$12.62 M

Monthly Household Consumer Expenditure (2021)

Total Household Expenditure	\$4,458	
Total Non-Retail Expenditure	\$2,350	52.7%
Total Retail Expenditure	\$2,108	47.3%
Apparel	\$154	3.5%
Contributions	\$137	3.1%
Education	\$119	2.7%
Entertainment	\$244	5.5%
Food and Beverages	\$668	15.0%
Furnishings and Equipment	\$152	3.4%
Gifts	\$101	2.3%
Health Care	\$391	8.8%
Household Operations	\$172	3.9%
Miscellaneous Expenses	\$83	1.9%
Personal Care	\$60	1.3%
Personal Insurance	\$29	0.7%
Reading	\$10	0.2%
Shelter	\$947	21.2%
Tobacco	\$31	0.7%
Transportation	\$810	18.2%
Utilities	\$350	7.9%

Consumer Expenditure Trend



Wagoner, Oklahoma

City Limits

Population / Households (2026)

Projected Population	7,977
Projected Households	3,086

Total Annual Consumer Expenditure (2026)

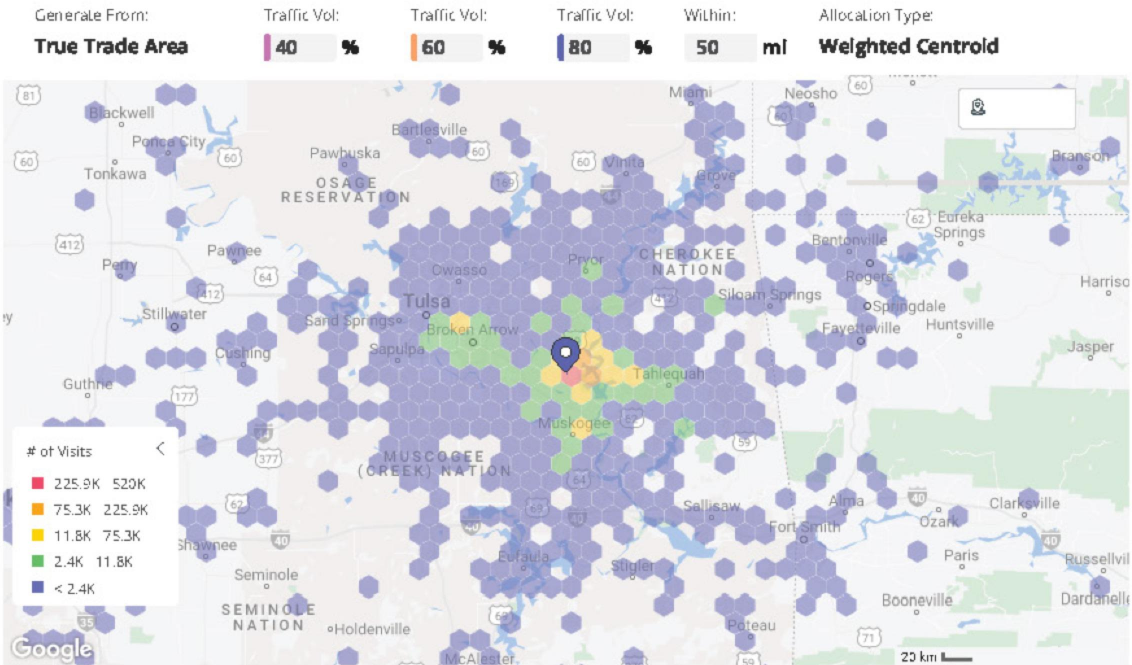
Total Household Expenditure	\$184.39 M
Total Non-Retail Expenditure	\$97.21 M
Total Retail Expenditure	\$87.18 M
Apparel	\$6.38 M
Contributions	\$5.73 M
Education	\$5.04 M
Entertainment	\$10.16 M
Food and Beverages	\$27.55 M
Furnishings and Equipment	\$6.32 M
Gifts	\$4.26 M
Health Care	\$16.07 M
Household Operations	\$7.13 M
Miscellaneous Expenses	\$3.47 M
Personal Care	\$2.47 M
Personal Insurance	\$1.22 M
Reading	\$400.96 K
Shelter	\$39.1 M
Tobacco	\$1.26 M
Transportation	\$33.51 M
Utilities	\$14.3 M

Consumer Expenditure Growth (2021 to 2026)

Total Household Expenditure	\$23.73 M
Total Non-Retail Expenditure	\$12.53 M
Total Retail Expenditure	\$11.2 M
Apparel	\$836.24 K
Contributions	\$788.95 K
Education	\$745.46 K
Entertainment	\$1.36 M
Food and Beverages	\$3.48 M
Furnishings and Equipment	\$856.04 K
Gifts	\$606.21 K
Health Care	\$1.99 M
Household Operations	\$934.12 K
Miscellaneous Expenses	\$458.95 K
Personal Care	\$322.74 K
Personal Insurance	\$174 K
Reading	\$53.19 K
Shelter	\$4.99 M
Tobacco	\$130.63 K
Transportation	\$4.31 M
Utilities	\$1.68 M

Consumer Data

Trade Area Profile



Benchmark with:

Nationwide

40 % Traffic

60 % Traffic

80 % Traffic

Overview

Population	7,513	7,513	53,798
Pop density (per sq mile)	566	566	286
Area (based on blockgroups) sq mi	13.27	13.27	188.03

Households

Households	2,842	2,842	20,494
Family households	1,956 (68.... 96	1,956 (68.... 96	12,760 (62.... 94
Non Family households	886 (31.... 92	886 (31.... 92	7,724 (37.... 111
Persons per Household	2.64 98	2.64 98	2.63 97

Gender



















Male	3,539 (47.... 96	3,539 (47.... 96	25,940 (48.... 98
Female	3,974 (52.... 104	3,974 (52.... 104	27,858 (51.... 102

Age

Median Age	36.21 96	36.21 96	33.67 90
0-18	1,899 (25.... 110	1,899 (25.... 110	12,823 (23.... 104
18-25	771 (10.... 106	771 (10.... 106	6,129 (11.... 117

Age									
25-35	982	(13... 0100200+	95	982	(13... 0100200+	95	8,247	(15... 0100200+	112
35-45	776	(10... 0100200+	82	776	(10... 0100200+	82	6,625	(12... 0100200+	97
45-55	1,054	(14... 0100200+	105	1,054	(14... 0100200+	105	6,307	(11... 0100200+	87
55-65	753	(10... 0100200+	79	753	(10... 0100200+	79	5,866	(10... 0100200+	86
65+	1,278	(17... 0100200+	114	1,278	(17... 0100200+	114	7,801	(14... 0100200+	97
Population by Generation									
Gen Alpha & Gen Z	1,899	(25... 0100200+	110	1,899	(25... 0100200+	110	12,823	(23... 0100200+	104
Millennials	1,753	(23... 0100200+	100	1,753	(23... 0100200+	100	14,376	(26... 0100200+	114
Gen X	1,830	(24... 0100200+	93	1,830	(24... 0100200+	93	12,932	(24... 0100200+	92
Baby Boomers	753	(10... 0100200+	79	753	(10... 0100200+	79	5,866	(10... 0100200+	86
Silent & Greatest	1,278	(17... 0100200+	114	1,278	(17... 0100200+	114	7,801	(14... 0100200+	97
Ethnicity									
White	4,826	(64... 0100200+	106	4,826	(64... 0100200+	106	29,382	(54... 0100200+	90
Other ethnicity	1,818	(24... 0100200+	728	1,818	(24... 0100200+	728	10,965	(20... 0100200+	613
Black	689	(9.2... 0100200+	75	689	(9.2... 0100200+	75	6,155	(11... 0100200+	94
Latino	163	(2.2... 0100200+	12	163	(2.2... 0100200+	12	5,414	(10... 0100200+	54
Asian	17	(<0... 0100200+	4	17	(<0... 0100200+	4	1,882	(3.5... 0100200+	67
Household Income									
Household Average Income	\$46,1...		57	\$46,1...		57	\$50,3...		62
Average Income Per Person	\$17,4...		58	\$17,4...		58	\$19,1...		64
Household Median Income	\$34,9...		61	\$34,9...		61	\$37,3...		65
<\$10K	390	(13... 0100200+	199	390	(13... 0100200+	199	2,204	(10... 0100200+	156
\$10K - \$15K	142	(5% 0100200+	101	142	(5% 0100200+	101	1,454	(7.1... 0100200+	144
\$15K - \$20K	191	(6.7... 0100200+	138	191	(6.7... 0100200+	138	1,493	(7.3... 0100200+	150
\$20K - \$25K	168	(5.9... 0100200+	118	168	(5.9... 0100200+	118	1,553	(7.6... 0100200+	151
\$25K - \$30K	256	(9% 0100200+	190	256	(9% 0100200+	190	1,433	(7% 0100200+	147
\$30K - \$35K	275	(9.7... 0100200+	201	275	(9.7... 0100200+	201	1,560	(7.6... 0100200+	158
\$35K - \$40K	110	(3.9... 0100200+	86	110	(3.9... 0100200+	86	1,145	(5.6... 0100200+	125
\$40K - \$45K	142	(5% 0100200+	111	142	(5% 0100200+	111	1,102	(5.4... 0100200+	120
\$45K - \$50K	173	(6.1... 0100200+	153	173	(6.1... 0100200+	153	938	(4.6... 0100200+	115
\$50K - \$60K	279	(9.8... 0100200+	128	279	(9.8... 0100200+	128	1,850	(9% 0100200+	117
\$60K - \$75K	238	(8.4... 0100200+	85	238	(8.4... 0100200+	85	2,057	(10... 0100200+	101
\$75K - \$100K	270	(9.5... 0100200+	78	270	(9.5... 0100200+	78	1,777	(8.7... 0100200+	71
\$100K - \$125K	105	(3.7... 0100200+	43	105	(3.7... 0100200+	43	836	(4.1... 0100200+	48
\$125K - \$150K	50	(1.8... 0100200+	33	50	(1.8... 0100200+	33	388	(1.9... 0100200+	35
\$150K - \$200K	15	(0.5... 0100200+	9	15	(0.5... 0100200+	9	357	(1.7... 0100200+	30
>\$200K	38	(1.3... 0100200+	21	38	(1.3... 0100200+	21	337	(1.6... 0100200+	26

Family Size

2 Persons	871	(44... 	103	871	(44... 	103	5,805	(45... 	105
3 Persons	364	(18... 	82	364	(18... 	82	2,936	(23... 	101
4 Persons	392	(20... 	104	392	(20... 	104	2,214	(17... 	90
5 Persons	213	(10... 	121	213	(10... 	121	1,112	(8.7... 	97
6 Persons	76	(3.9... 	113	76	(3.9... 	113	496	(3.9... 	113
7+ Persons	40	(2%) 	95	40	(2%) 	95	197	(1.5... 	72

Education

Education Level	2019	2020	2021
Elementary	1,263 (16...)	1,263 (16...)	8,679 (16...)
High School Graduate	2,797 (37...)	2,797 (37...)	19,037 (35...)
College / Associate Degree	2,337 (31...)	2,337 (31...)	16,478 (30...)
Bachelor Degree	781 (10...)	781 (10...)	6,523 (12...)
Advanced Degree	336 (4.5...)	336 (4.5...)	3,082 (5.7...)

Labor Force

Unemployment 868 (11... 0 100 200) 868 (11... 0 100 200) 4,481 (83... 0 100 200) 120

Marital Status

Married	3,760	(50... 99	3,760	(50... 99	24,131	(44... 89
Never Married	2,091	(27... 84	2,091	(27... 84	17,066	(31... 96
Divorced	1,118	(14... 137	1,118	(14... 137	8,437	(15... 145
Widowed	544	(7.2... 125	544	(7.2... 125	4,163	(7.7... 134

Transport to Work

Mode	2019	2020	2021	2022
Drove alone	2,162 (80%)	2,162 (80%)	17,222 (78%)	102
Carpool	378 (14%)	378 (14%)	2,696 (12%)	134
Walked	72 (2.7%)	72 (2.7%)	696 (3.2%)	116
Worked at home	66 (2.4%)	66 (2.4%)	656 (3%)	63
Other	23 (0.9%)	23 (0.9%)	456 (2.1%)	168
Bicycle	0	0	52 (<0.1%)	40
Public transport	0	0	280 (1.3%)	25

Housing Units

Occupied	2,842	2,842	20,484
Vacant	426	426	3,862

Occupied Housing Units

Category	2019	2020	2021
Owner occupied	1,603 (56%)	1,603 (56%)	10,144 (49%)
Renter occupied	1,239 (43%)	1,239 (43%)	10,340 (50%)

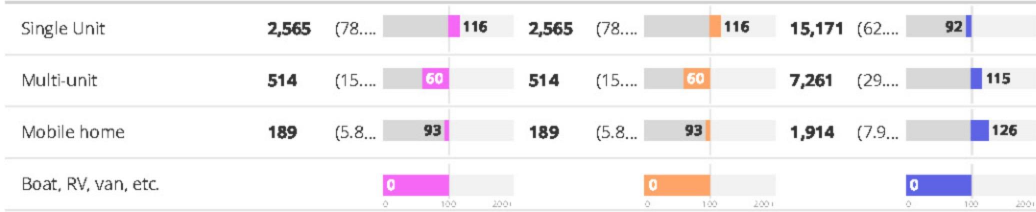
Value of Owner-Occupied Housing Units

Median house value	\$89,4...	46	\$89,4...	46	\$87,7...	45
<\$100K	896 (55...	249	896 (55...	249	5,780 (57...	254
\$100K - \$200K	532 (33...	112	532 (33...	112	3,242 (32...	108

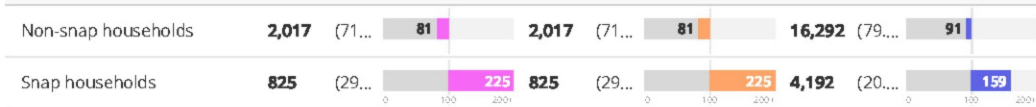
Value of Owner-Occupied Housing Units



Types of Housing Units Structure



SNAP Households



Crime Risk Profile

Wagoner, Oklahoma		
City Limits		
Demographics		
Population		7,923
Census Population		8,109
Households		3,003
Average Household Income		\$67,262
Median Household Income		\$40,941
Per Capita Income		\$25,738
Total Crime		
Crime Index		103
Crime Level		Average
Personal Crime		
Crime Index		72
Crime Level		Below Average
Murder		
Crime Index		104
Crime Level		Average
Rape		
Crime Index		84
Crime Level		Below Average
Robbery		
Crime Index		33
Crime Level		Low Risk
Assault		
Crime Index		83
Crime Level		Below Average
Property Crime		
Crime Index		108
Crime Level		Average
Burglary		
Crime Index		170
Crime Level		High Risk
Larceny		
Crime Index		98
Crime Level		Average
Motor Vehicle Theft		
Crime Index		78
Crime Level		Below Average
* Crime Index: 100 = National Average Adjusted for Population		

Void Analysis

Void Analysis



Wagoner, Oklahoma	Closest Location	Locations In Wagoner	Locations In Wagoner
City Limits			
Auto Parts Tires			
AutoZone		1	1
O'Reilly		1	1
Banks			
Arvest Bank		1	1
BancFirst		2	2
Banks Minor			
Bank		2	2
Convenience Stores			
Caseys General Store		1	1
Murphy USA		1	1
Phillips 66		1	1
QuikTrip		1	1
Shell		1	1
Discount Department Stores			
Wal-Mart Supercenter		1	1
Dollar Stores			
Dollar General		1	1
Drug Stores			
Walgreens		1	1
Education			
Day Care		3	3
High School		1	1
PK - 8		4	4
PK - 8 (Private)		1	1
Health Care			
Anesthesiology		2	2
Cardiovascular Disease		1	1
Certified Registered Nurse Anesthetist		2	2
Chiropractic		1	1
Diagnostic Radiology		1	1
Dialysis Centers		1	1
Emergency Medicine		1	1
Family Practice		6	6
General Surgery		1	1
Internal Medicine		1	1
Interventional Pain Management		1	1

Void Analysis



Wagoner, Oklahoma		Closest Location	Locations In Wagoner	Locations In Wagoner
City Limits				
	Nephrology		1	1
	Nurse Practitioner		1	1
	Optometry		2	2
	Orthopedic Surgery		1	1
	Otolaryngology		1	1
	Physical Therapy		1	1
	Psychiatry		1	1
	Urgent Care		1	1
Home Improvement				
	Do It Best		1	1
	Orscheln		1	1
Hotels				
	Days Inn		1	1
Restaurants Fast Food Major				
	Arby's		1	1
	Burger King		1	1
	McDonald's		1	1
	Sonic		1	1
	Taco Bell		1	1
Restaurants Fast Food Minor				
	Taco Bueno		1	1
Restaurants Ice Cream Smoothie				
	Braum's		1	1
Restaurants Pizza				
	Pizza Hut		1	1
	Simple Simons Pizza		2	2
Restaurants Sandwich				
	Subway		1	1
Specialty				
	Goodwill		1	1
Wireless Stores				
	Cricket		1	1
Worship				
	Baptist		1	1



About Retail Attractions



Retail Attractions, LLC is a full service economic development consulting firm with national reach, having successfully facilitated millions of square feet of retail and restaurant development, residential (single, multi-family), medical, office, and industrial and manufacturing development in over 475 cities in 39 states. Our specialties include market analysis, market research, retail recruiting, creating innovative incentive packages, and helping facilitate the interaction necessary between the public and private sectors to get these deals done.

Healthy economic development is always holistic in nature, always involves a process, and involves real estate decisions at the local level. Our process has been very successful in pushing investment and retail development in rural settings, as well as in urban and suburban markets. Proving market potential and defining true trade areas is essential in creating environments where the public and private sector is confident that their investment will produce a quality return.

Retail Attractions, LLC is firmly committed to building relationships locally in each community we work in. We are also committed to introducing the locals in our communities to our established relationships, already proven in over 20 years of successfully completed projects. We are very proud of our extensive, proven network of partners, and bring those relationships to bear on the local market and the unique issues that each community presents. We leverage our relationships with the retail and restaurant industry, the developers, real estate professionals, and local land owners to grow new retail business...one relationship at a time.

Every community that has hired our company, and that has worked with us through the process and hard work that is required, has seen new retail and other development as a result of the process. We haven't missed one yet. The secret of our success is that we understand economic development from the public sector side and we also understand the interplay of political, financial, and the regulatory environments that all communities face. Retail Attractions also understands the development processes from the private sector and developer mindset and we know what the developers, the retail and restaurant industry need to see, hear, and feel from a potential location before they move forward.



About Retail Attractions



Meet the Team:

RICKEY HAYES, PRINCIPAL, OWNER, CEO

During six years of work as Economic Development Director for the City of Owasso, Oklahoma, Rickey Hayes facilitated new commercial construction totaling more than 10 million square feet with more than a half a billion dollars in total value, resulting in a city sales tax base more than triple what it had been. Since beginning Retail Attractions, Rickey has helped cities launch millions of square feet of additional retail space and reap the associated benefits in additional revenues, goods and services for their citizens. Rickey has developed an extensive personal network of relationships in the areas of government, retail, land development, real estate and site selection, leasing and tenancing, engineering, creative financing for development projects, as well as architecture and planning. Rickey holds a Bachelor's Degree in Criminal Justice and a Master's Degree in Counseling from Great Plains Baptist College. Rickey is a member of International Council of Shopping Centers (ICSC) and is on the Board of Directors of Owasso Community Resources and Changing Lanes, a Tulsa outreach. Rickey and his wife, Wendy, have four children, and five grandchildren. Rickey is the author of "City On A Hill", "A Book About Cities And How To Make Them Better", and "The Devil's In the Details, Things That Challenge City Government and the Language of Development" both available at www.retailattractions.com and at Amazon.com.

Staff:

Micah Hayes- City and Market Data / Research

Micah has been with Retail Attractions since the company's inception and is responsible for the collection of all raw and collateral data on our client markets. He resides in Tulsa, Oklahoma

Sara Stephens- Administrative Assistant / Retail and Restaurant Contacts / Office Manager

Ronald Cates- General Counsel / Contracts / Consulting Attorney

Rob Nichols- Information Technology / Website and Data Protection

Beth Nichols- Graphic Arts / Deliverables / Marketing

Ted Turner- Sales Tax Data / Forecasting

Office Location and Company contact information:

Retail Attractions, LLC

www.retailattractions.com

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email: Rickey@retailattractions.com

Owasso, Oklahoma 74055

918-376-6707 office

918-629-6066 Rickey's cell



About Retail Attractions



Our Methodology:

As we mentioned, Retail Attractions, LLC has worked with over 475 communities across the country (39 states), directly or indirectly, since 2007. By directly, we mean that we have been contracted by a City, Chamber or EDC directly to determine market strengths and weaknesses and to recruit retail, restaurant, office, and mixed use (including medical, residential, and multi-family) development in their community. By indirectly, we mean that a retailer, restaurant, or developer/development company has contracted us to offer them some form of development assistance in a community including entitlement, annexation, zoning, financing, incentive negotiation, or other consultation.

We have effectively assisted cities in marketing their retail potential to national retailers and restaurants in every conceivable manner. Our efforts include, but are not limited to, direct contact with the real estate departments for retailers and restaurants, interaction with the corporate real estate professionals for these companies, tenant representatives, franchise owners, brokers, engineering firms, and developers (local, regional, or national). We have direct working relationships with over 200 development groups across the country and relationships with the entire global spectrum of the retail and restaurant industry.

Retail Attractions, LLC understands development from the government or public sector side of the equation. City administrators and elected officials are sometimes not able to comprehend or deal with the subtle nuances of retail site selection. Also cities tend to err on the side of bureaucratic and un-business friendly practices. We try to anticipate, diagnose and eradicate these issues so the development process and a return on investment for all parties can be achieved.

Our firm's intent is providing the maximum return on investment for our clients. Our strong relationships with developers and representatives from every facet of retail development ensure the community's market data and the subtle distinctions of that data get into the right person's hands, and follow-up and interaction continue until the goal of new retail investment and new sales tax revenue is realized.

Our Data:

Retail Attractions purchases data from a number of select national providers and sources including Neilson-Claritas, Environics Analytics, Applied Geographic Solutions (AGS), Sites USA (ReGis), local info derived from client communities, various state and federal agencies, the United States Census Bureau, United States Department of Labor, POP Stats, ESRI, United States Postal Data, Site Reports, REGIS Radis Sandbox, PinPoint, Placer Ai, and others. Data is compiled from census blocks, state, county, and local records and data, local postal data, water and electric and sewer meter statistics, zip codes, and other sources.

Each city, each market is unique and the consumer draw, trade area, and market potential must be defined and proven by real world data. Our deliverables are based on city limit, drive time, and radius geography, cell phone data, credit card data, and custom trade area research that validates each site.