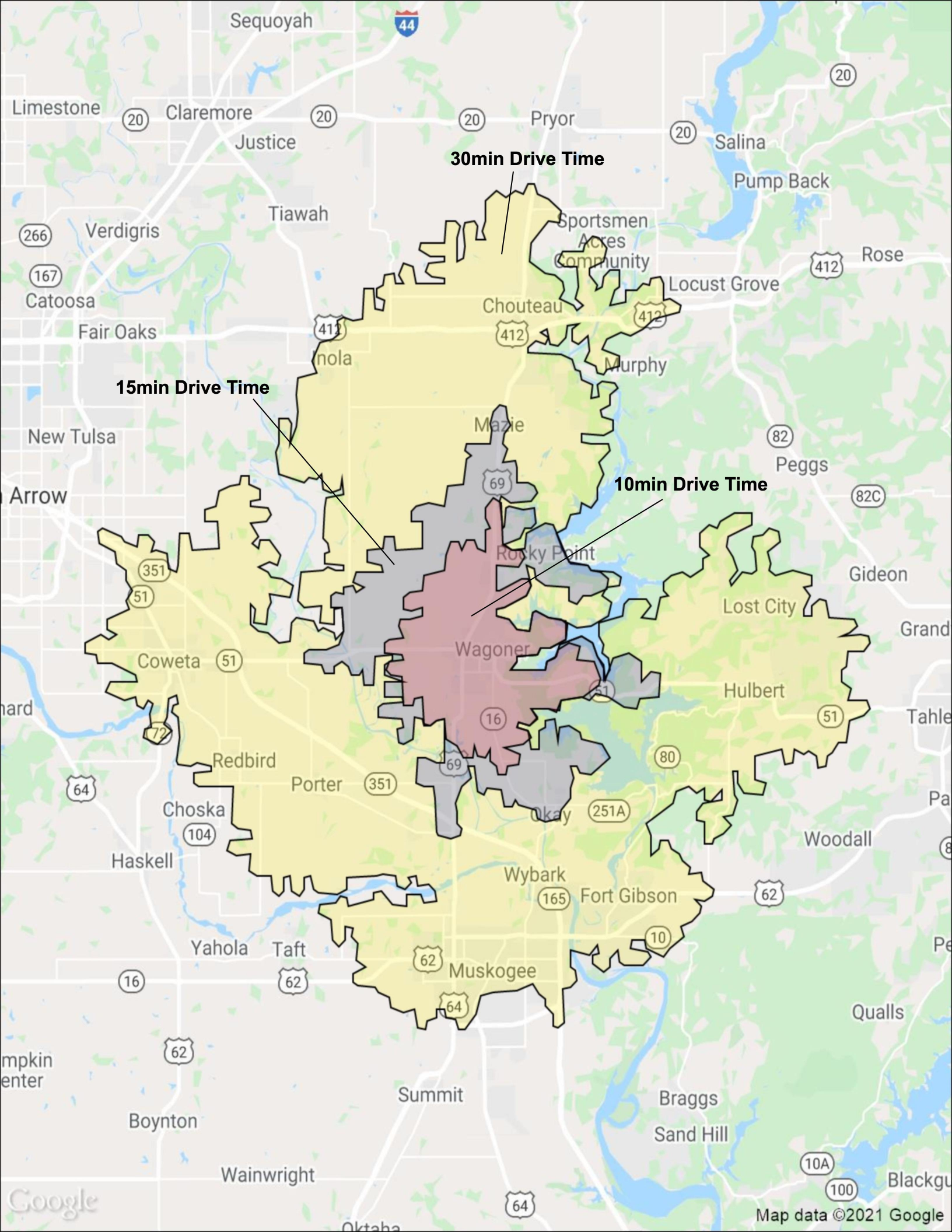


RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Wagoner, Oklahoma
Drive Time



Demographics

Wagoner, Oklahoma

Drive Time

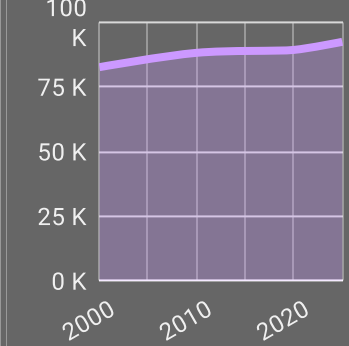
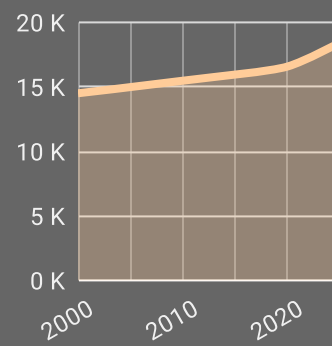
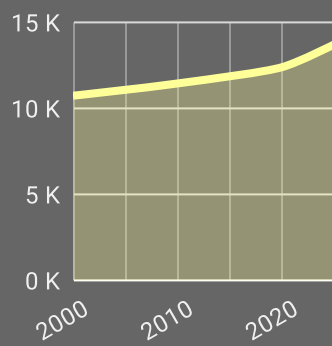
10 min drivetime

15 min drivetime

30 min drivetime

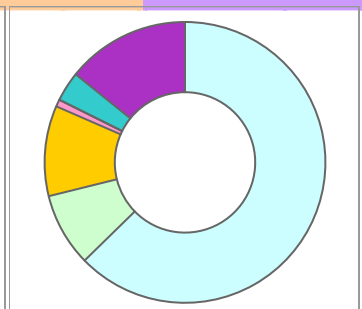
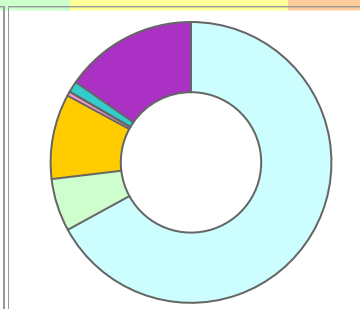
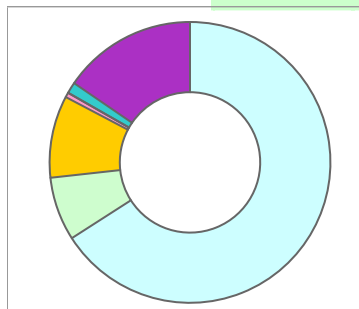
Population

Estimated Population (2020)	12,406	16,581	89,240
Projected Population (2025)	13,742	18,440	92,376
Census Population (2010)	11,452	15,480	88,120
Census Population (2000)	10,738	14,507	82,569
Projected Annual Growth (2020-2025)	1,336 2.2%	1,859 2.2%	3,137 0.7%
Historical Annual Growth (2010-2020)	954 0.8%	1,101 0.7%	1,120 0.1%
Historical Annual Growth (2000-2010)	714 0.7%	973 0.7%	5,551 0.7%
Estimated Population Density (2020)	210 psm	124 psm	125 psm
Trade Area Size	59.2 sq mi	134.0 sq mi	712.9 sq mi



Race and Ethnicity (2020)

Not Hispanic or Latino Population	11,855 95.6%	15,893 95.9%	83,809 93.9%
White	7,914 66.8%	10,797 67.9%	54,371 64.9%
Black or African American	901 7.6%	997 6.3%	7,464 8.9%
American Indian or Alaska Native	1,149 9.7%	1,589 10.0%	9,066 10.8%
Asian	66 0.6%	82 0.5%	704 0.8%
Hawaiian or Pacific Islander	3 -	4 -	21 -
Other Race	5 -	9 -	285 0.3%
Two or More Races	1,818 15.3%	2,416 15.2%	11,899 14.2%
Hispanic or Latino Population	551 4.4%	688 4.1%	5,431 6.1%
White	265 48.1%	317 46.1%	1,568 28.9%
Black or African American	8 1.4%	10 1.4%	75 1.4%
American Indian or Alaska Native	24 4.4%	33 4.9%	220 4.1%
Asian	1 0.2%	1 0.1%	19 0.3%
Hispanic Hawaiian or Pacific Islander	- -	- -	1 -
Other Race	153 27.8%	202 29.4%	2,769 51.0%
Two or More Races	100 18.1%	124 18.0%	779 14.3%



White Black or African American American Indian or Alaska Native Asian Hawaiian or Pacific Islander Other Race 2+ Races

Wagoner, Oklahoma

Drive Time

10 min drivetime

15 min drivetime

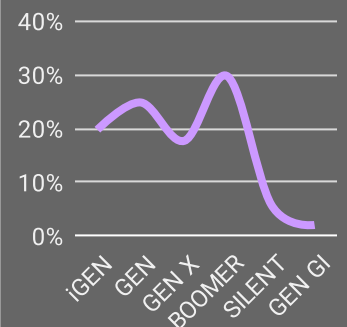
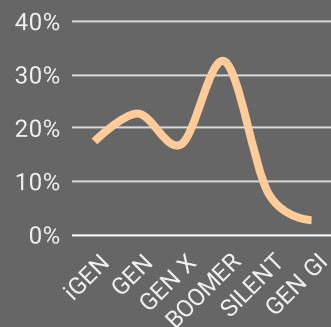
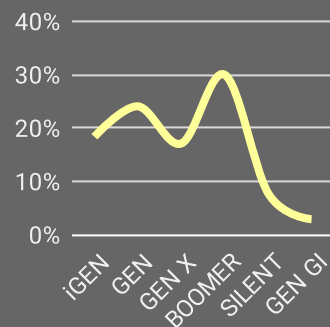
30 min drivetime

Age Distribution (2020)

Age Under 5 Years	706	5.7%	876	5.3%	5,551	6.2%
Age 5 to 9 Years	757	6.1%	973	5.9%	5,961	6.7%
Age 10 to 14 Years	812	6.5%	1,046	6.3%	6,146	6.9%
Age 15 to 19 Years	775	6.2%	992	6.0%	5,826	6.5%
Age 20 to 24 Years	763	6.2%	930	5.6%	5,540	6.2%
Age 25 to 29 Years	740	6.0%	933	5.6%	5,501	6.2%
Age 30 to 34 Years	703	5.7%	903	5.4%	5,313	6.0%
Age 35 to 39 Years	723	5.8%	939	5.7%	5,509	6.2%
Age 40 to 44 Years	691	5.6%	929	5.6%	5,225	5.9%
Age 45 to 49 Years	702	5.7%	936	5.6%	5,077	5.7%
Age 50 to 54 Years	666	5.4%	961	5.8%	5,256	5.9%
Age 55 to 59 Years	767	6.2%	1,126	6.8%	5,754	6.4%
Age 60 to 64 Years	834	6.7%	1,209	7.3%	5,916	6.6%
Age 65 to 69 Years	737	5.9%	1,083	6.5%	5,118	5.7%
Age 70 to 74 Years	713	5.7%	1,003	6.0%	4,461	5.0%
Age 75 to 79 Years	548	4.4%	755	4.6%	3,158	3.5%
Age 80 to 84 Years	413	3.3%	541	3.3%	2,083	2.3%
Age 85 Years or Over	356	2.9%	445	2.7%	1,845	2.1%
Median Age	40.6		42.5		38.5	

Generation (2020)

iGeneration (Age Under 15 Years)	2,275	18.3%	2,894	17.5%	17,658	19.8%
Generation 9/11 Millennials (Age 15 to 34 Years)	2,981	24.0%	3,758	22.7%	22,180	24.9%
Gen Xers (Age 35 to 49 Years)	2,116	17.1%	2,805	16.9%	15,811	17.7%
Baby Boomers (Age 50 to 74 Years)	3,716	30.0%	5,381	32.5%	26,505	29.7%
Silent Generation (Age 75 to 84 Years)	961	7.7%	1,296	7.8%	5,241	5.9%
G.I. Generation (Age 85 Years or Over)	356	2.9%	445	2.7%	1,845	2.1%



Wagoner, Oklahoma

Drive Time

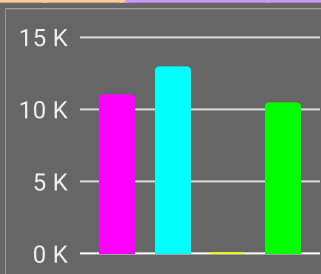
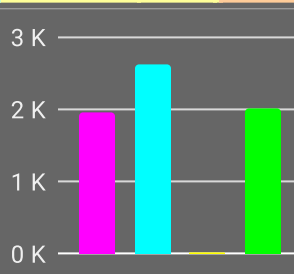
10 min drivetime

15 min drivetime

30 min drivetime

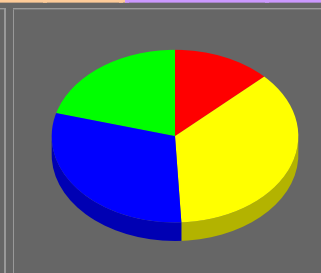
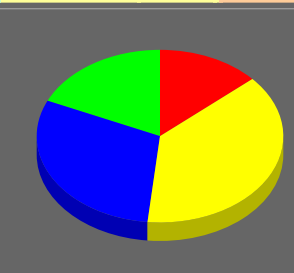
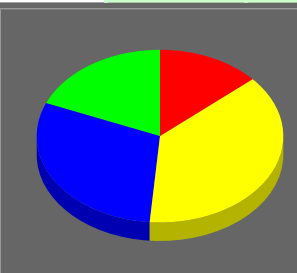
Household Type (2020)

Total Households	4,868	6,633	34,555
Family Households	3,396 69.8%	4,600 69.4%	24,003 69.5%
Family Households with Children	1,543 45.4%	1,966 42.7%	11,044 46.0%
Family Households No Children	1,853 54.6%	2,634 57.3%	12,959 54.0%
Non-Family Households	1,472 30.2%	2,033 30.6%	10,553 30.5%
Non-Family Households with Children	18 1.2%	24 1.2%	128 1.2%
Non-Family Households No Children	1,454 98.8%	2,008 98.8%	10,425 98.8%



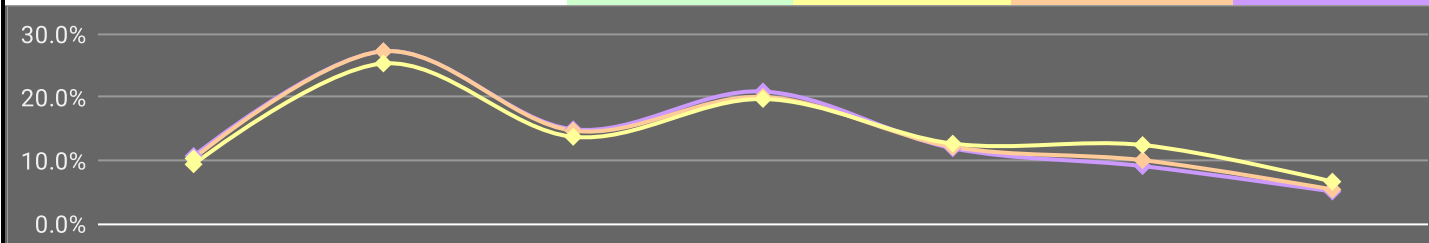
Education Attainment (2020)

Elementary or Some High School	1,163 13.5%	1,586 13.5%	7,756 12.9%
High School Graduate	3,248 37.8%	4,487 38.1%	21,857 36.3%
Some College or Associate Degree	2,571 29.9%	3,542 30.1%	18,142 30.1%
Bachelor or Graduate Degree	1,611 18.8%	2,149 18.3%	12,462 20.7%



Household Income (2020)

Estimated Average Household Income	\$57,634	\$59,019	\$67,375
Estimated Median Household Income	\$47,624	\$48,506	\$52,839
HH Income Under \$10,000	522 10.7%	685 10.3%	3,248 9.4%
HH Income \$10,000 to \$34,999	1,328 27.3%	1,810 27.3%	8,761 25.4%
HH Income \$35,000 to \$49,999	727 14.9%	976 14.7%	4,750 13.7%
HH Income \$50,000 to \$74,999	1,019 20.9%	1,330 20.1%	6,817 19.7%
HH Income \$75,000 to \$99,999	581 11.9%	806 12.2%	4,378 12.7%
HH Income \$100,000 to \$149,999	444 9.1%	667 10.1%	4,302 12.4%
HH Income \$150,000 or More	248 5.1%	359 5.4%	2,300 6.7%



Wagoner, Oklahoma						
Drive Time	10 min drivetime		15 min drivetime		30 min drivetime	
Population						
Estimated Population (2020)	12,406		16,581		89,240	
Projected Population (2025)	13,742		18,440		92,376	
Census Population (2010)	11,452		15,480		88,120	
Census Population (2000)	10,738		14,507		82,569	
Projected Annual Growth (2020-2025)	1,336	2.2%	1,859	2.2%	3,137	0.7%
Historical Annual Growth (2010-2020)	954	0.8%	1,101	0.7%	1,120	0.1%
Historical Annual Growth (2000-2010)	714	0.7%	973	0.7%	5,551	0.7%
Estimated Population Density (2020)	210	psm	124	psm	125	psm
Trade Area Size	59.2	sq mi	134.0	sq mi	712.9	sq mi
Households						
Estimated Households (2020)	4,868		6,633		34,555	
Projected Households (2025)	5,358		7,337		35,952	
Census Households (2010)	4,376		6,036		33,986	
Census Households (2000)	4,134		5,681		31,920	
Projected Annual Growth (2020-2025)	489	2.0%	704	2.1%	1,397	0.8%
Historical Annual Change (2000-2020)	734	0.9%	952	0.8%	2,635	0.4%
Average Household Income						
Estimated Average Household Income (2020)	\$57,634		\$59,019		\$67,375	
Projected Average Household Income (2025)	\$61,371		\$62,640		\$80,106	
Census Average Household Income (2010)	\$47,327		\$48,857		\$49,816	
Census Average Household Income (2000)	\$39,340		\$40,043		\$40,365	
Projected Annual Change (2020-2025)	\$3,737	1.3%	\$3,621	1.2%	\$12,731	3.8%
Historical Annual Change (2000-2020)	\$18,294	2.3%	\$18,975	2.4%	\$27,010	3.3%
Median Household Income						
Estimated Median Household Income (2020)	\$47,624		\$48,506		\$52,839	
Projected Median Household Income (2025)	\$55,436		\$56,438		\$61,636	
Census Median Household Income (2010)	\$38,771		\$39,735		\$40,943	
Census Median Household Income (2000)	\$33,500		\$32,994		\$32,236	
Projected Annual Change (2020-2025)	\$7,812	3.3%	\$7,932	3.3%	\$8,797	3.3%
Historical Annual Change (2000-2020)	\$14,124	2.1%	\$15,512	2.4%	\$20,603	3.2%
Per Capita Income						
Estimated Per Capita Income (2020)	\$22,791		\$23,748		\$26,267	
Projected Per Capita Income (2025)	\$24,085		\$25,048		\$31,349	
Census Per Capita Income (2010)	\$18,085		\$19,051		\$19,213	
Census Per Capita Income (2000)	\$15,084		\$15,636		\$15,495	
Projected Annual Change (2020-2025)	\$1,294	1.1%	\$1,300	1.1%	\$5,082	3.9%
Historical Annual Change (2000-2020)	\$7,707	2.6%	\$8,112	2.6%	\$10,772	3.5%
Estimated Average Household Net Worth (2020)	\$330,983		\$342,809		\$374,401	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Wagoner, Oklahoma

Drive Time

10 min drivetime 15 min drivetime 30 min drivetime

Race and Ethnicity

Total Population (2020)	12,406		16,581		89,240	
White (2020)	8,178	65.9%	11,114	67.0%	55,938	62.7%
Black or African American (2020)	909	7.3%	1,007	6.1%	7,538	8.4%
American Indian or Alaska Native (2020)	1,173	9.5%	1,622	9.8%	9,286	10.4%
Asian (2020)	67	0.5%	83	0.5%	723	0.8%
Hawaiian or Pacific Islander (2020)	3	-	4	-	22	-
Other Race (2020)	158	1.3%	211	1.3%	3,054	3.4%
Two or More Races (2020)	1,917	15.5%	2,540	15.3%	12,678	14.2%
Population < 18 (2020)	2,756	22.2%	3,516	21.2%	21,007	23.5%
White Not Hispanic	1,260	45.7%	1,642	46.7%	9,706	46.2%
Black or African American	242	8.8%	261	7.4%	1,930	9.2%
Asian	12	0.4%	17	0.5%	178	0.8%
Other Race Not Hispanic	1,069	38.8%	1,371	39.0%	7,175	34.2%
Hispanic	173	6.3%	225	6.4%	2,018	9.6%
Not Hispanic or Latino Population (2020)	11,855	95.6%	15,893	95.9%	83,809	93.9%
Not Hispanic White	7,914	66.8%	10,797	67.9%	54,371	64.9%
Not Hispanic Black or African American	901	7.6%	997	6.3%	7,464	8.9%
Not Hispanic American Indian or Alaska Native	1,149	9.7%	1,589	10.0%	9,066	10.8%
Not Hispanic Asian	66	0.6%	82	0.5%	704	0.8%
Not Hispanic Hawaiian or Pacific Islander	3	-	4	-	21	-
Not Hispanic Other Race	5	-	9	-	285	0.3%
Not Hispanic Two or More Races	1,818	15.3%	2,416	15.2%	11,899	14.2%
Hispanic or Latino Population (2020)	551	4.4%	688	4.1%	5,431	6.1%
Hispanic White	265	48.1%	317	46.1%	1,568	28.9%
Hispanic Black or African American	8	1.4%	10	1.4%	75	1.4%
Hispanic American Indian or Alaska Native	24	4.4%	33	4.9%	220	4.1%
Hispanic Asian	1	0.2%	1	0.1%	19	0.3%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	1	-
Hispanic Other Race	153	27.8%	202	29.4%	2,769	51.0%
Hispanic Two or More Races	100	18.1%	124	18.0%	779	14.3%
Not Hispanic or Latino Population (2010)	11,105	97.0%	15,044	97.2%	83,931	95.2%
Hispanic or Latino Population (2010)	347	3.0%	436	2.8%	4,189	4.8%
Not Hispanic or Latino Population (2000)	10,519	98.0%	14,215	98.0%	80,273	97.2%
Hispanic or Latino Population (2000)	219	2.0%	292	2.0%	2,296	2.8%
Not Hispanic or Latino Population (2025)	13,120	95.5%	17,657	95.8%	86,683	93.8%
Hispanic or Latino Population (2025)	621	4.5%	783	4.2%	5,693	6.2%
Projected Annual Growth (2020-2025)	71	-	95	-	262	-
Historical Annual Growth (2000-2010)	128	5.8%	144	4.9%	1,893	8.2%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Wagoner, Oklahoma

Drive Time

10 min drivetime 15 min drivetime 30 min drivetime

Total Age Distribution (2020)

Total Population	12,406		16,581		89,240	
Age Under 5 Years	706	5.7%	876	5.3%	5,551	6.2%
Age 5 to 9 Years	757	6.1%	973	5.9%	5,961	6.7%
Age 10 to 14 Years	812	6.5%	1,046	6.3%	6,146	6.9%
Age 15 to 19 Years	775	6.2%	992	6.0%	5,826	6.5%
Age 20 to 24 Years	763	6.2%	930	5.6%	5,540	6.2%
Age 25 to 29 Years	740	6.0%	933	5.6%	5,501	6.2%
Age 30 to 34 Years	703	5.7%	903	5.4%	5,313	6.0%
Age 35 to 39 Years	723	5.8%	939	5.7%	5,509	6.2%
Age 40 to 44 Years	691	5.6%	929	5.6%	5,225	5.9%
Age 45 to 49 Years	702	5.7%	936	5.6%	5,077	5.7%
Age 50 to 54 Years	666	5.4%	961	5.8%	5,256	5.9%
Age 55 to 59 Years	767	6.2%	1,126	6.8%	5,754	6.4%
Age 60 to 64 Years	834	6.7%	1,209	7.3%	5,916	6.6%
Age 65 to 69 Years	737	5.9%	1,083	6.5%	5,118	5.7%
Age 70 to 74 Years	713	5.7%	1,003	6.0%	4,461	5.0%
Age 75 to 79 Years	548	4.4%	755	4.6%	3,158	3.5%
Age 80 to 84 Years	413	3.3%	541	3.3%	2,083	2.3%
Age 85 Years or Over	356	2.9%	445	2.7%	1,845	2.1%
Median Age	40.6		42.5		38.5	
Age 19 Years or Less	3,050	24.6%	3,887	23.4%	23,484	26.3%
Age 20 to 64 Years	6,589	53.1%	8,867	53.5%	49,091	55.0%
Age 65 Years or Over	2,767	22.3%	3,827	23.1%	16,665	18.7%

Female Age Distribution (2020)

Female Population	6,372	51.4%	8,436	50.9%	45,636	51.1%
Age Under 5 Years	341	5.4%	424	5.0%	2,686	5.9%
Age 5 to 9 Years	335	5.3%	443	5.3%	2,903	6.4%
Age 10 to 14 Years	391	6.1%	501	5.9%	2,995	6.6%
Age 15 to 19 Years	361	5.7%	466	5.5%	2,780	6.1%
Age 20 to 24 Years	387	6.1%	467	5.5%	2,758	6.0%
Age 25 to 29 Years	380	6.0%	483	5.7%	2,827	6.2%
Age 30 to 34 Years	359	5.6%	459	5.4%	2,745	6.0%
Age 35 to 39 Years	367	5.8%	468	5.5%	2,783	6.1%
Age 40 to 44 Years	361	5.7%	467	5.5%	2,661	5.8%
Age 45 to 49 Years	352	5.5%	469	5.6%	2,580	5.7%
Age 50 to 54 Years	348	5.5%	499	5.9%	2,687	5.9%
Age 55 to 59 Years	402	6.3%	584	6.9%	2,933	6.4%
Age 60 to 64 Years	439	6.9%	632	7.5%	2,996	6.6%
Age 65 to 69 Years	386	6.1%	557	6.6%	2,729	6.0%
Age 70 to 74 Years	352	5.5%	485	5.7%	2,375	5.2%
Age 75 to 79 Years	328	5.2%	436	5.2%	1,764	3.9%
Age 80 to 84 Years	241	3.8%	303	3.6%	1,199	2.6%
Age 85 Years or Over	242	3.8%	294	3.5%	1,236	2.7%
Female Median Age	42.3		43.9		39.8	
Age 19 Years or Less	1,428	22.4%	1,834	21.7%	11,363	24.9%
Age 20 to 64 Years	3,395	53.3%	4,527	53.7%	24,970	54.7%
Age 65 Years or Over	1,549	24.3%	2,075	24.6%	9,304	20.4%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Wagoner, Oklahoma

Drive Time

10 min drivetime 15 min drivetime 30 min drivetime

Male Age Distribution (2020)

Male Population	6,034	48.6%	8,145	49.1%	43,604	48.9%
Age Under 5 Years	365	6.0%	452	5.6%	2,866	6.6%
Age 5 to 9 Years	422	7.0%	529	6.5%	3,058	7.0%
Age 10 to 14 Years	421	7.0%	544	6.7%	3,151	7.2%
Age 15 to 19 Years	414	6.9%	527	6.5%	3,046	7.0%
Age 20 to 24 Years	376	6.2%	462	5.7%	2,782	6.4%
Age 25 to 29 Years	360	6.0%	450	5.5%	2,674	6.1%
Age 30 to 34 Years	343	5.7%	444	5.5%	2,568	5.9%
Age 35 to 39 Years	357	5.9%	472	5.8%	2,726	6.3%
Age 40 to 44 Years	330	5.5%	463	5.7%	2,563	5.9%
Age 45 to 49 Years	351	5.8%	467	5.7%	2,498	5.7%
Age 50 to 54 Years	318	5.3%	463	5.7%	2,568	5.9%
Age 55 to 59 Years	364	6.0%	542	6.7%	2,821	6.5%
Age 60 to 64 Years	395	6.5%	577	7.1%	2,921	6.7%
Age 65 to 69 Years	351	5.8%	526	6.5%	2,389	5.5%
Age 70 to 74 Years	360	6.0%	518	6.4%	2,087	4.8%
Age 75 to 79 Years	220	3.6%	319	3.9%	1,394	3.2%
Age 80 to 84 Years	172	2.9%	238	2.9%	883	2.0%
Age 85 Years or Over	114	1.9%	152	1.9%	609	1.4%
Male Median Age	38.7		41.0		37.2	
Age 19 Years or Less	1,622	26.9%	2,052	25.2%	12,121	27.8%
Age 20 to 64 Years	3,194	52.9%	4,340	53.3%	24,121	55.3%
Age 65 Years or Over	1,218	20.2%	1,753	21.5%	7,361	16.9%

Males per 100 Females (2020)

Overall Comparison						
Age Under 5 Years	107	51.7%	107	51.6%	107	51.6%
Age 5 to 9 Years	126	55.7%	119	54.4%	105	51.3%
Age 10 to 14 Years	108	51.9%	109	52.0%	105	52.0%
Age 15 to 19 Years	115	53.4%	113	53.1%	110	52.3%
Age 20 to 24 Years	97	49.2%	99	49.7%	101	50.2%
Age 25 to 29 Years	95	48.7%	93	48.2%	95	48.6%
Age 30 to 34 Years	96	48.9%	97	49.2%	94	48.3%
Age 35 to 39 Years	97	49.3%	101	50.2%	98	49.5%
Age 40 to 44 Years	91	47.8%	99	49.8%	96	49.1%
Age 45 to 49 Years	100	49.9%	100	49.9%	97	49.2%
Age 50 to 54 Years	91	47.7%	93	48.1%	96	48.9%
Age 55 to 59 Years	90	47.5%	93	48.1%	96	49.0%
Age 60 to 64 Years	90	47.4%	91	47.7%	98	49.4%
Age 65 to 69 Years	91	47.6%	94	48.5%	88	46.7%
Age 70 to 74 Years	102	50.6%	107	51.7%	88	46.8%
Age 75 to 79 Years	67	40.2%	73	42.2%	79	44.1%
Age 80 to 84 Years	72	41.7%	79	44.0%	74	42.4%
Age 85 Years or Over	47	32.0%	52	34.1%	49	33.0%
Age 19 Years or Less	114	53.2%	112	52.8%	107	51.6%
Age 20 to 39 Years	96	49.0%	97	49.3%	97	49.2%
Age 40 to 64 Years	92	48.0%	95	48.7%	96	49.1%
Age 65 Years or Over	79	44.0%	84	45.8%	79	44.2%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Wagoner, Oklahoma

Drive Time	10 min drivetime		15 min drivetime		30 min drivetime	
Household Type (2020)						
Total Households	4,868		6,633		34,555	
Households with Children	1,561	32.1%	1,990	30.0%	11,172	32.3%
Average Household Size	2.5		2.5		2.5	
Household Density per Square Mile	82		50		48	
Population Family	10,452	84.3%	13,949	84.1%	74,888	83.9%
Population Non-Family	1,746	14.1%	2,408	14.5%	12,602	14.1%
Population Group Quarters	208	1.7%	224	1.3%	1,750	2.0%
Family Households	3,396	69.8%	4,600	69.4%	24,003	69.5%
Married Couple Households	2,470	72.7%	3,423	74.4%	17,531	73.0%
Other Family Households with Children	925	27.3%	1,177	25.6%	6,472	27.0%
Family Households with Children	1,543	45.4%	1,966	42.7%	11,044	46.0%
Married Couple with Children	946	61.3%	1,231	62.6%	6,852	62.0%
Other Family Households with Children	597	38.7%	735	37.4%	4,191	38.0%
Family Households No Children	1,853	54.6%	2,634	57.3%	12,959	54.0%
Married Couple No Children	1,525	82.3%	2,193	83.2%	10,679	82.4%
Other Family Households No Children	328	17.7%	442	16.8%	2,280	17.6%
Non-Family Households	1,472	30.2%	2,033	30.6%	10,553	30.5%
Non-Family Households with Children	18	1.2%	24	1.2%	128	1.2%
Non-Family Households No Children	1,454	98.8%	2,008	98.8%	10,425	98.8%
Average Family Household Size	3.1		3.0		3.1	
Average Family Income	\$67,284		\$70,050		\$79,552	
Median Family Income	\$57,605		\$59,530		\$66,050	
Average Non-Family Household Size	1.2		1.2		1.2	
Marital Status (2020)						
Population Age 15 Years or Over	10,131		13,687		71,582	
Never Married	2,506	24.7%	3,213	23.5%	18,567	25.9%
Currently Married	4,933	48.7%	6,789	49.6%	34,769	48.6%
Previously Married	2,692	26.6%	3,684	26.9%	18,246	25.5%
Separated	228	8.5%	353	9.6%	2,694	14.8%
Widowed	1,067	39.6%	1,415	38.4%	5,976	32.8%
Divorced	1,398	51.9%	1,916	52.0%	9,575	52.5%
Educational Attainment (2020)						
Adult Population Age 25 Years or Over	8,593		11,765		60,216	
Elementary (Grade Level 0 to 8)	314	3.7%	415	3.5%	1,967	3.3%
Some High School (Grade Level 9 to 11)	850	9.9%	1,171	10.0%	5,789	9.6%
High School Graduate	3,248	37.8%	4,487	38.1%	21,857	36.3%
Some College	1,877	21.8%	2,617	22.2%	12,996	21.6%
Associate Degree Only	694	8.1%	925	7.9%	5,146	8.5%
Bachelor Degree Only	1,060	12.3%	1,411	12.0%	8,596	14.3%
Graduate Degree	551	6.4%	738	6.3%	3,865	6.4%
Any College (Some College or Higher)	4,182	48.7%	5,692	48.4%	30,603	50.8%
College Degree + (Bachelor Degree or Higher)	1,611	18.8%	2,149	18.3%	12,462	20.7%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Wagoner, Oklahoma

Drive Time	10 min drivetime		15 min drivetime		30 min drivetime	
Housing						
Total Housing Units (2020)	5,588		7,822		40,863	
Total Housing Units (2010)	5,092		7,219		39,171	
Historical Annual Growth (2010-2020)	497	1.0%	602	0.8%	1,692	0.4%
Housing Units Occupied (2020)	4,868	87.1%	6,633	84.8%	34,555	84.6%
Housing Units Owner-Occupied	3,249	66.7%	4,681	70.6%	24,153	69.9%
Housing Units Renter-Occupied	1,619	33.3%	1,952	29.4%	10,402	30.1%
Housing Units Vacant (2020)	720	12.9%	1,189	15.2%	6,307	15.4%
Household Size (2020)						
Total Households	4,868		6,633		34,555	
1 Person Households	1,271	26.1%	1,748	26.4%	9,047	26.2%
2 Person Households	1,749	35.9%	2,477	37.4%	12,176	35.2%
3 Person Households	775	15.9%	1,019	15.4%	5,452	15.8%
4 Person Households	582	12.0%	754	11.4%	4,351	12.6%
5 Person Households	286	5.9%	367	5.5%	2,106	6.1%
6 Person Households	132	2.7%	169	2.5%	854	2.5%
7 or More Person Households	72	1.5%	98	1.5%	569	1.6%
Household Income Distribution (2020)						
HH Income \$200,000 or More	148	3.0%	212	3.2%	1,091	3.2%
HH Income \$150,000 to \$199,999	100	2.1%	147	2.2%	1,209	3.5%
HH Income \$125,000 to \$149,999	168	3.4%	251	3.8%	1,626	4.7%
HH Income \$100,000 to \$124,999	276	5.7%	415	6.3%	2,675	7.7%
HH Income \$75,000 to \$99,999	581	11.9%	806	12.2%	4,378	12.7%
HH Income \$50,000 to \$74,999	1,019	20.9%	1,330	20.1%	6,817	19.7%
HH Income \$35,000 to \$49,999	727	14.9%	976	14.7%	4,750	13.7%
HH Income \$25,000 to \$34,999	687	14.1%	867	13.1%	3,736	10.8%
HH Income \$15,000 to \$24,999	424	8.7%	616	9.3%	3,241	9.4%
HH Income \$10,000 to \$14,999	217	4.5%	327	4.9%	1,784	5.2%
HH Income Under \$10,000	522	10.7%	685	10.3%	3,248	9.4%
Household Vehicles (2020)						
Households 0 Vehicles Available	302	6.2%	382	5.8%	2,555	7.4%
Households 1 Vehicle Available	1,515	31.1%	1,981	29.9%	10,274	29.7%
Households 2 Vehicles Available	1,898	39.0%	2,579	38.9%	12,391	35.9%
Households 3 or More Vehicles Available	1,152	23.7%	1,691	25.5%	9,335	27.0%
Total Vehicles Available	9,292		13,002		67,525	
Average Vehicles per Household	1.9		2.0		2.0	
Owner-Occupied Household Vehicles	7,089	76.3%	10,283	79.1%	53,597	79.4%
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.2	
Renter-Occupied Household Vehicles	2,202	23.7%	2,719	20.9%	13,928	20.6%
Average Vehicles per Renter-Occupied Household	1.4		1.4		1.3	
Travel Time (2020)						
Worker Base Age 16 years or Over	5,899		7,861		39,036	
Travel to Work in 14 Minutes or Less	1,667	28.3%	1,945	24.7%	11,887	30.5%
Travel to Work in 15 to 29 Minutes	1,279	21.7%	1,820	23.2%	11,652	29.8%
Travel to Work in 30 to 59 Minutes	1,753	29.7%	2,251	28.6%	10,932	28.0%
Travel to Work in 60 Minutes or More	260	4.4%	545	6.9%	2,255	5.8%
Work at Home	116	2.0%	157	2.0%	1,204	3.1%
Average Minutes Travel to Work	24.8		26.2		21.9	

Wagoner, Oklahoma

Drive Time	10 min drivetime		15 min drivetime		30 min drivetime	
Transportation To Work (2020)						
Worker Base Age 16 years or Over	5,899		7,861		39,036	
Drive to Work Alone	4,905	83.2%	6,532	83.1%	32,822	84.1%
Drive to Work in Carpool	647	11.0%	872	11.1%	3,575	9.2%
Travel to Work by Public Transportation	87	1.5%	87	1.1%	244	0.6%
Drive to Work on Motorcycle	1	-	1	-	36	-
Bicycle to Work	3	-	3	-	99	0.3%
Walk to Work	78	1.3%	96	1.2%	522	1.3%
Other Means	62	1.1%	113	1.4%	533	1.4%
Work at Home	116	2.0%	157	2.0%	1,204	3.1%
Daytime Demographics (2020)						
Total Businesses	387		426		2,909	
Total Employees	3,286		3,451		33,032	
Company Headquarter Businesses	10	2.5%	10	2.4%	113	3.9%
Company Headquarter Employees	310	9.4%	312	9.0%	4,897	14.8%
Employee Population per Business	8.5 to 1		8.1 to 1		11.4 to 1	
Residential Population per Business	32.1 to 1		38.9 to 1		30.7 to 1	
Adj. Daytime Demographics Age 16 Years or Over	8,207		10,238		65,553	
Labor Force						
Labor Population Age 16 Years or Over (2020)	9,974		13,478		70,426	
Labor Force Total Males (2020)	4,743	47.6%	6,511	48.3%	33,923	48.2%
Male Civilian Employed	2,591	54.6%	3,519	54.0%	19,797	58.4%
Male Civilian Unemployed	176	3.7%	226	3.5%	1,136	3.3%
Males in Armed Forces	-	-	-	-	6	-
Males Not in Labor Force	1,977	41.7%	2,767	42.5%	12,984	38.3%
Labor Force Total Females (2020)	5,230	52.4%	6,967	51.7%	36,503	51.8%
Female Civilian Employed	2,462	47.1%	3,172	45.5%	18,100	49.6%
Female Civilian Unemployed	132	2.5%	189	2.7%	845	2.3%
Females in Armed Forces	-	-	-	-	2	-
Females Not in Labor Force	2,636	50.4%	3,606	51.8%	17,556	48.1%
Unemployment Rate	308	3.1%	414	3.1%	1,981	2.8%
Occupation (2020)						
Occupation Population Age 16 Years or Over	5,053		6,691		37,897	
Occupation Total Males	2,591	51.3%	3,519	52.6%	19,797	52.2%
Occupation Total Females	2,462	48.7%	3,172	47.4%	18,100	47.8%
Management, Business, Financial Operations	468	9.3%	649	9.7%	4,998	13.2%
Professional, Related	1,134	22.4%	1,432	21.4%	7,330	19.3%
Service	1,010	20.0%	1,326	19.8%	6,684	17.6%
Sales, Office	1,137	22.5%	1,494	22.3%	8,377	22.1%
Farming, Fishing, Forestry	50	1.0%	52	0.8%	235	0.6%
Construction, Extraction, Maintenance	464	9.2%	638	9.5%	3,789	10.0%
Production, Transport, Material Moving	789	15.6%	1,100	16.4%	6,483	17.1%
White Collar Workers	2,740	54.2%	3,575	53.4%	20,706	54.6%
Blue Collar Workers	2,313	45.8%	3,116	46.6%	17,191	45.4%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Wagoner, Oklahoma

Drive Time

10 min drivetime 15 min drivetime 30 min drivetime

Units In Structure (2020)

Total Units	4,376		6,036		33,986	
1 Detached Unit	3,681	84.1%	4,782	79.2%	25,928	76.3%
1 Attached Unit	116	2.6%	139	2.3%	487	1.4%
2 Units	42	1.0%	46	0.8%	524	1.5%
3 to 4 Units	187	4.3%	206	3.4%	888	2.6%
5 to 9 Units	145	3.3%	165	2.7%	725	2.1%
10 to 19 Units	52	1.2%	64	1.1%	528	1.6%
20 to 49 Units	37	0.8%	44	0.7%	511	1.5%
50 or More Units	71	1.6%	81	1.3%	495	1.5%
Mobile Home or Trailer	535	12.2%	1,065	17.6%	4,310	12.7%
Other Structure	3	-	41	0.7%	161	0.5%

Homes Built By Year (2020)

Homes Built 2014 or later	11	0.2%	55	0.7%	775	1.9%
Homes Built 2010 to 2013	251	4.5%	343	4.4%	1,342	3.3%
Homes Built 2000 to 2009	774	13.9%	1,090	13.9%	5,086	12.4%
Homes Built 1990 to 1999	477	8.5%	668	8.5%	4,037	9.9%
Homes Built 1980 to 1989	799	14.3%	1,107	14.2%	5,690	13.9%
Homes Built 1970 to 1979	1,233	22.1%	1,654	21.2%	7,507	18.4%
Homes Built 1960 to 1969	565	10.1%	768	9.8%	3,127	7.7%
Homes Built 1950 to 1959	312	5.6%	422	5.4%	2,703	6.6%
Homes Built 1940 to 1949	64	1.1%	99	1.3%	1,334	3.3%
Homes Built Before 1939	384	6.9%	428	5.5%	2,953	7.2%
Median Age of Homes	37.4 yrs		36.4 yrs		37.8 yrs	

Home Values (2020)

Owner Specified Housing Units	3,249		4,681		24,153	
Home Values \$1,000,000 or More	-	-	12	0.3%	89	0.4%
Home Values \$750,000 to \$999,999	7	0.2%	8	0.2%	72	0.3%
Home Values \$500,000 to \$749,999	28	0.8%	49	1.0%	494	2.0%
Home Values \$400,000 to \$499,999	56	1.7%	78	1.7%	454	1.9%
Home Values \$300,000 to \$399,999	157	4.8%	213	4.5%	1,227	5.1%
Home Values \$250,000 to \$299,999	127	3.9%	207	4.4%	1,381	5.7%
Home Values \$200,000 to \$249,999	314	9.7%	450	9.6%	2,002	8.3%
Home Values \$175,000 to \$199,999	347	10.7%	496	10.6%	1,976	8.2%
Home Values \$150,000 to \$174,999	343	10.5%	441	9.4%	2,153	8.9%
Home Values \$125,000 to \$149,999	291	8.9%	415	8.9%	2,534	10.5%
Home Values \$100,000 to \$124,999	242	7.4%	337	7.2%	2,249	9.3%
Home Values \$90,000 to \$99,999	340	10.5%	394	8.4%	1,286	5.3%
Home Values \$80,000 to \$89,999	196	6.0%	272	5.8%	1,378	5.7%
Home Values \$70,000 to \$79,999	176	5.4%	266	5.7%	1,131	4.7%
Home Values \$60,000 to \$69,999	229	7.0%	317	6.8%	1,736	7.2%
Home Values \$50,000 to \$59,999	127	3.9%	230	4.9%	1,059	4.4%
Home Values \$35,000 to \$49,999	93	2.9%	149	3.2%	1,011	4.2%
Home Values \$25,000 to \$34,999	63	1.9%	124	2.7%	623	2.6%
Home Values \$10,000 to \$24,999	45	1.4%	98	2.1%	724	3.0%
Home Values Under \$10,000	69	2.1%	127	2.7%	574	2.4%
Owner-Occupied Median Home Value	\$125,838		\$123,270		\$131,460	
Renter-Occupied Median Rent	\$515		\$516		\$536	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Wagoner, Oklahoma

Drive Time

10 min drivetime 15 min drivetime 30 min drivetime

Total Annual Consumer Expenditure (2020)

Total Household Expenditure	\$233.88 M	\$323.99 M	\$1.84 B
Total Non-Retail Expenditure	\$123.26 M	\$170.71 M	\$971.3 M
Total Retail Expenditure	\$110.62 M	\$153.28 M	\$872.98 M
Apparel	\$8.07 M	\$11.16 M	\$64 M
Contributions	\$7.33 M	\$10.21 M	\$58.11 M
Education	\$6.3 M	\$8.74 M	\$51.02 M
Entertainment	\$12.9 M	\$17.92 M	\$102.6 M
Food and Beverages	\$34.85 M	\$48.22 M	\$274.34 M
Furnishings and Equipment	\$8.03 M	\$11.15 M	\$63.82 M
Gifts	\$5.44 M	\$7.56 M	\$43.1 M
Health Care	\$20.49 M	\$28.43 M	\$160.15 M
Household Operations	\$9.07 M	\$12.58 M	\$71.61 M
Miscellaneous Expenses	\$4.4 M	\$6.1 M	\$34.72 M
Personal Care	\$3.13 M	\$4.33 M	\$24.71 M
Personal Insurance	\$1.56 M	\$2.18 M	\$12.49 M
Reading	\$509.65 K	\$707.77 K	\$4.01 M
Shelter	\$49.46 M	\$68.39 M	\$389.27 M
Tobacco	\$1.6 M	\$2.19 M	\$12.18 M
Transportation	\$42.6 M	\$59.02 M	\$336.75 M
Utilities	\$18.16 M	\$25.11 M	\$141.39 M

Monthly Household Consumer Expenditure (2020)

Total Household Expenditure	\$4,004		\$4,070		\$4,448	
Total Non-Retail Expenditure	\$2,110	52.7%	\$2,145	52.7%	\$2,342	52.7%
Total Retail Expenditures	\$1,894	47.3%	\$1,926	47.3%	\$2,105	47.3%
Apparel	\$138	3.4%	\$140	3.4%	\$154	3.5%
Contributions	\$125	3.1%	\$128	3.2%	\$140	3.2%
Education	\$108	2.7%	\$110	2.7%	\$123	2.8%
Entertainment	\$221	5.5%	\$225	5.5%	\$247	5.6%
Food and Beverages	\$597	14.9%	\$606	14.9%	\$662	14.9%
Furnishings and Equipment	\$137	3.4%	\$140	3.4%	\$154	3.5%
Gifts	\$93	2.3%	\$95	2.3%	\$104	2.3%
Health Care	\$351	8.8%	\$357	8.8%	\$386	8.7%
Household Operations	\$155	3.9%	\$158	3.9%	\$173	3.9%
Miscellaneous Expenses	\$75	1.9%	\$77	1.9%	\$84	1.9%
Personal Care	\$54	1.3%	\$54	1.3%	\$60	1.3%
Personal Insurance	\$27	0.7%	\$27	0.7%	\$30	0.7%
Reading	\$9	0.2%	\$9	0.2%	\$10	0.2%
Shelter	\$847	21.1%	\$859	21.1%	\$939	21.1%
Tobacco	\$27	0.7%	\$28	0.7%	\$29	0.7%
Transportation	\$729	18.2%	\$742	18.2%	\$812	18.3%
Utilities	\$311	7.8%	\$315	7.7%	\$341	7.7%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

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

RETAIL GAP REPORT



Wagoner, Oklahoma

Drive Time

	10 min drivetime		15 min drivetime		30 min drivetime	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$4.9 M / \$488.43 K	90	\$6.79 M / \$561.12 K	92	\$38.88 M / \$23.82 M	39
Men's Clothing Stores	\$172.86 K / -	100	\$239.33 K / -	100	\$1.37 M / \$215.85 K	84
Women's Clothing Stores	\$753.36 K / \$168.49 K	78	\$1.04 M / \$168.49 K	84	\$5.97 M / \$3.91 M	35
Children's, Infants' Clothing Stores	\$325.89 K / -	100	\$449.12 K / -	100	\$2.58 M / -	100
Family Clothing Stores	\$2.01 M / -	100	\$2.78 M / -	100	\$15.93 M / \$12.22 M	23
Clothing Accessory Stores	\$160.59 K / -	100	\$222.44 K / -	100	\$1.27 M / \$488.25 K	62
Other Apparel Stores	\$245.6 K / \$319.94 K	-23	\$340.33 K / \$392.63 K	-13	\$1.95 M / \$660.66 K	66
Shoe Stores	\$828.66 K / -	100	\$1.15 M / -	100	\$6.56 M / \$3.7 M	44
Jewelry Stores	\$377.29 K / -	100	\$522.81 K / -	100	\$3 M / \$2.62 M	13
Luggage Stores	\$30.64 K / -	100	\$42.73 K / -	100	\$246.95 K / -	100
Furniture, Home Furnishings Stores	\$2.37 M / \$1.68 M	29	\$3.29 M / \$1.78 M	46	\$18.89 M / \$10.26 M	46
Furniture Stores	\$1.45 M / \$1.14 M	22	\$2.02 M / \$1.15 M	43	\$11.58 M / \$9.1 M	21
Floor Covering Stores	\$249.35 K / \$148.21 K	41	\$348.34 K / \$148.21 K	57	\$1.99 M / \$597.4 K	70
Other Home Furnishing Stores	\$670.18 K / \$396.43 K	41	\$930.86 K / \$486.57 K	48	\$5.32 M / \$562.41 K	89
Electronics, Appliance Stores	\$1.84 M / \$3.73 K	100	\$2.55 M / \$245.12 K	90	\$14.52 M / \$17.23 M	-16
Building Material, Garden Equipment, Supplies Dealers	\$5.94 M / \$6.03 M	-1	\$8.28 M / \$6.1 M	26	\$47.03 M / \$49.69 M	-5
Home Centers	\$2.79 M / \$3.44 M	-19	\$3.89 M / \$3.51 M	10	\$22.12 M / \$24.57 M	-10
Paint, Wallpaper Stores	\$203.92 K / -	100	\$284.74 K / -	100	\$1.62 M / \$628.23 K	61
Hardware Stores	\$256.94 K / -	100	\$357.3 K / -	100	\$2.03 M / \$2.3 M	-12
Other Building Materials Stores	\$1.98 M / \$2.59 M	-23	\$2.77 M / \$2.59 M	6	\$15.69 M / \$13.21 M	16
Outdoor Power Equipment Stores	\$93.09 K / -	100	\$129.73 K / -	100	\$736.93 K / \$2.49 M	-70
Nursery, Garden Stores	\$611.6 K / -	100	\$849.43 K / -	100	\$4.83 M / \$6.49 M	-26
Food, Beverage Stores	\$16.54 M / \$2.82 M	83	\$22.87 M / \$3.98 M	83	\$129.61 M / \$154.57 M	-16
Grocery Stores	\$14.8 M / \$665.16 K	96	\$20.46 M / \$1.74 M	92	\$115.9 M / \$142.48 M	-19
Convenience Stores	\$576.03 K / \$1.48 M	-61	\$796.6 K / \$1.55 M	-49	\$4.51 M / \$7.09 M	-36
Meat Markets	\$170.29 K / \$158.08 K	7	\$235.2 K / \$158.08 K	33	\$1.33 M / \$288.53 K	78
Fish, Seafood Markets	\$61.95 K / -	100	\$85.72 K / \$18.73 K	78	\$483.62 K / \$453.63 K	6
Fruit, Vegetable Markets	\$102.87 K / -	100	\$142.42 K / -	100	\$810.22 K / -	100
Other Specialty Food Markets	\$178.89 K / -	100	\$246.86 K / -	100	\$1.4 M / \$1.24 M	11
Liquor Stores	\$652.25 K / \$519.09 K	20	\$905.2 K / \$519.09 K	43	\$5.19 M / \$3.03 M	42

RETAIL GAP REPORT



Wagoner, Oklahoma

Drive Time

	10 min drivetime		15 min drivetime		30 min drivetime	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$4.04 M / \$4.77 M	-15	\$5.6 M / \$4.77 M	15	\$31.67 M / \$47.52 M	-33
Pharmacy, Drug Stores	\$3.38 M / \$4.48 M	-25	\$4.69 M / \$4.48 M	4	\$26.53 M / \$40.95 M	-35
Cosmetics, Beauty Stores	\$198.33 K / -	100	\$274.58 K / -	100	\$1.55 M / \$702.28 K	55
Optical Goods Stores	\$225.96 K / \$288.55 K	-22	\$313.72 K / \$288.55 K	8	\$1.77 M / \$2.06 M	-14
Other Health, Personal Care Stores	\$231.27 K / -	100	\$321.07 K / -	100	\$1.81 M / \$3.8 M	-52
Sporting Goods, Hobby, Book, Music Stores	\$1.8 M / \$430.95 K	76	\$2.51 M / \$430.95 K	83	\$14.41 M / \$8 M	44
Sporting Goods Stores	\$975.1 K / \$352.32 K	64	\$1.36 M / \$352.32 K	74	\$7.83 M / \$4.07 M	48
Hobby, Toy, Game Stores	\$294.13 K / -	100	\$408.06 K / -	100	\$2.33 M / \$3.38 M	-31
Sewing, Needlecraft Stores	\$89.26 K / \$78.63 K	12	\$123.86 K / \$78.63 K	37	\$715.68 K / \$131.46 K	82
Musical Instrument Stores	\$85.5 K / -	100	\$117.96 K / -	100	\$669.44 K / -	100
Book Stores	\$359.42 K / -	100	\$499.14 K / -	100	\$2.86 M / \$416.81 K	85
General Merchandise Stores	\$15.98 M / \$23.25 M	-31	\$22.12 M / \$23.63 M	-6	\$125.77 M / \$67.46 M	46
Department Stores	\$4.07 M / \$22.53 M	-82	\$5.64 M / \$22.53 M	-75	\$32.18 M / \$42.53 M	-24
Warehouse Superstores	\$10.35 M / -	100	\$14.33 M / -	100	\$81.31 M / -	100
Other General Merchandise Stores	\$1.56 M / \$724.41 K	54	\$2.16 M / \$1.1 M	49	\$12.28 M / \$24.93 M	-51
Miscellaneous Store Retailers	\$2.16 M / \$812.06 K	62	\$3 M / \$894.74 K	70	\$17.04 M / \$15.57 M	9
Florists	\$75.49 K / \$154.25 K	-51	\$104.94 K / \$159.72 K	-34	\$597.99 K / \$2.12 M	-72
Office, Stationary Stores	\$211.17 K / -	100	\$293.16 K / -	100	\$1.67 M / \$2.96 M	-44
Gift, Souvenir Stores	\$257.08 K / -	100	\$356.35 K / -	100	\$2.04 M / \$232.25 K	89
Used Merchandise Stores	\$148.22 K / \$253.77 K	-42	\$205.64 K / \$262.42 K	-22	\$1.17 M / \$1.5 M	-22
Pet, Pet Supply Stores	\$870.54 K / -	100	\$1.21 M / -	100	\$6.89 M / \$3.03 M	56
Art Dealers	\$70.11 K / -	100	\$96.99 K / -	100	\$550.95 K / -	100
Mobile Home Dealers	\$128.96 K / -	100	\$179.49 K / -	100	\$1.02 M / \$2.72 M	-63
Other Miscellaneous Retail Stores	\$399.81 K / \$404.04 K	-1	\$552.14 K / \$472.6 K	14	\$3.11 M / \$3.01 M	3
Non-Store Retailers	\$7.25 M / \$416.77 K	94	\$10.07 M / \$597.8 K	94	\$57.31 M / \$9.83 M	83
Mail Order, Catalog Stores	\$6.01 M / -	100	\$8.33 M / -	100	\$47.5 M / \$4.37 M	91
Vending Machines	\$170.8 K / -	100	\$235.83 K / \$13.85 K	94	\$1.34 M / \$3.76 M	-64
Fuel Dealers	\$612.1 K / \$416.77 K	32	\$851.56 K / \$416.77 K	51	\$4.8 M / \$1.28 M	73
Other Direct Selling Establishments	\$466.63 K / -	100	\$646.73 K / \$167.19 K	74	\$3.68 M / \$425.11 K	88

RETAIL GAP REPORT



Wagoner, Oklahoma

Drive Time

	10 min drivetime		15 min drivetime		30 min drivetime	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$13.81 M / \$18.11 M	-24	\$19.13 M / \$18.38 M	4	\$109.6 M / \$99.86 M	9
Hotels, Other Travel Accommodations	\$758.35 K / \$228.55 K	70	\$1.05 M / \$231.2 K	78	\$6.03 M / \$4.23 M	30
RV Parks	\$6.49 K / -	100	\$9.24 K / \$44	100	\$55.85 K / \$17.3 K	69
Rooming, Boarding Houses	\$5.38 K / -	100	\$7.27 K / -	100	\$43 K / -	100
Full Service Restaurants	\$8.08 M / \$6.89 M	15	\$11.2 M / \$7 M	38	\$64.14 M / \$57.94 M	10
Limited Service Restaurants	\$3.75 M / \$8.99 M	-58	\$5.2 M / \$9.26 M	-44	\$29.8 M / \$34.59 M	-14
Special Food Services, Catering	\$1.2 M / \$1.89 M	-37	\$1.66 M / \$1.89 M	-12	\$9.53 M / \$3.96 M	58
Drinking Places	\$339.26 K / \$447.09 K	-24	\$471.16 K / \$459.65 K	2	\$2.7 M / \$1.82 M	33
Gasoline Stations	\$12.18 M / -	100	\$16.84 M / -	100	\$95.36 M / \$119.41 M	-20
Motor Vehicle, Parts Dealers	\$21.46 M / \$18.61 M	13	\$29.75 M / \$20.57 M	31	\$170.19 M / \$174.61 M	-3
New Car Dealers	\$16.46 M / \$14.24 M	13	\$22.82 M / \$15.99 M	30	\$130.54 M / \$126.2 M	3
Used Car Dealers	\$1.7 M / -	100	\$2.35 M / -	100	\$13.47 M / \$15.08 M	-11
Recreational Vehicle Dealers	\$328.33 K / -	100	\$458.25 K / -	100	\$2.65 M / \$6.71 M	-60
Motorcycle, Boat Dealers	\$727.26 K / \$558.96 K	23	\$1.01 M / \$720.91 K	29	\$5.82 M / \$3.82 M	34
Auto Parts, Accessories	\$1.35 M / \$3.12 M	-57	\$1.86 M / \$3.12 M	-40	\$10.62 M / \$14.38 M	-26
Tire Dealers	\$899.57 K / \$686.05 K	24	\$1.25 M / \$735.92 K	41	\$7.1 M / \$8.42 M	-16
2020 Population	12,406		16,581		89,240	
2025 Population	13,742		18,440		92,376	
% Population Change 2020-2025	10.8%		11.2%		3.5%	
2020 Adult Population Age 18+	9,649		13,064		68,229	
2020 Population Male	6,034		8,145		43,604	
2020 Population Female	6,372		8,436		45,636	
2020 Households	4,868		6,633		34,555	
2020 Median Household Income	47,624		48,506		52,839	
2020 Average Household Income	57,634		59,019		67,375	

RETAIL POTENTIAL

RETAIL POTENTIAL PROFILE



Wagoner, Oklahoma		10 min drivetime	15 min drivetime	30 min drivetime
Drive Time				
2020 Population		12,406	16,581	89,240
2025 Population		13,742	18,440	92,376
% Population Change 2010-2020		8.3%	7.1%	1.3%
2020 Adult Population Age 18+		\$9,649	\$13,064	\$68,229
2020 Population Male		\$6,034	\$8,145	\$43,604
2020 Population Female		\$6,372	\$8,436	\$45,636
2020 Households		\$4,868	\$6,633	\$34,555
2020 Median Household Income		\$47,624	\$48,506	\$52,839
2020 Average Household Income		\$57,634	\$59,019	\$67,375
Clothing, Clothing Accessories Stores		\$4.9 M	\$6.79 M	\$38.88 M
Men's Clothing Stores		\$172.86 K	\$239.33 K	\$1.37 M
Women's Clothing Stores		\$753.36 K	\$1.04 M	\$5.97 M
Children's, Infants' Clothing Stores		\$325.89 K	\$449.12 K	\$2.58 M
Family Clothing Stores		\$2.01 M	\$2.78 M	\$15.93 M
Clothing Accessory Stores		\$160.59 K	\$222.44 K	\$1.27 M
Other Apparel Stores		\$245.6 K	\$340.33 K	\$1.95 M
Shoe Stores		\$828.66 K	\$1.15 M	\$6.56 M
Jewelry Stores		\$377.29 K	\$522.81 K	\$3 M
Luggage Stores		\$30.64 K	\$42.73 K	\$246.95 K
Furniture, Home Furnishings Stores		\$2.37 M	\$3.29 M	\$18.89 M
Furniture Stores		\$1.45 M	\$2.02 M	\$11.58 M
Floor Covering Stores		\$249.35 K	\$348.34 K	\$1.99 M
Other Home Furnishing Stores		\$670.18 K	\$930.86 K	\$5.32 M
Electronics, Appliance Stores		\$1.84 M	\$2.55 M	\$14.52 M
Gasoline Stations		\$12.18 M	\$16.84 M	\$95.36 M
Building Material, Garden Equipment, Supplies Dealers		\$5.94 M	\$8.28 M	\$47.03 M
Home Centers		\$2.79 M	\$3.89 M	\$22.12 M
Paint, Wallpaper Stores		\$203.92 K	\$284.74 K	\$1.62 M
Hardware Stores		\$256.94 K	\$357.3 K	\$2.03 M
Other Building Materials Stores		\$1.98 M	\$2.77 M	\$15.69 M
Outdoor Power Equipment Stores		\$93.09 K	\$129.73 K	\$736.93 K
Nursery, Garden Stores		\$611.6 K	\$849.43 K	\$4.83 M
Food, Beverage Stores		\$16.54 M	\$22.87 M	\$129.61 M
Grocery Stores		\$14.8 M	\$20.46 M	\$115.9 M
Convenience Stores		\$576.03 K	\$796.6 K	\$4.51 M
Meat Markets		\$170.29 K	\$235.2 K	\$1.33 M
Fish, Seafood Markets		\$61.95 K	\$85.72 K	\$483.62 K
Fruit, Vegetable Markets		\$102.87 K	\$142.42 K	\$810.22 K
Other Specialty Food Markets		\$178.89 K	\$246.86 K	\$1.4 M
Liquor Stores		\$652.25 K	\$905.2 K	\$5.19 M

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

RETAIL POTENTIAL PROFILE



Wagoner, Oklahoma			
Drive Time	10 min drivetime	15 min drivetime	30 min drivetime
Health, Personal Care Stores	\$4.04 M	\$5.6 M	\$31.67 M
Pharmacy, Drug Stores	\$3.38 M	\$4.69 M	\$26.53 M
Cosmetics, Beauty Stores	\$198.33 K	\$274.58 K	\$1.55 M
Optical Goods Stores	\$225.96 K	\$313.72 K	\$1.77 M
Other Health, Personal Care Stores	\$231.27 K	\$321.07 K	\$1.81 M
Sporting Goods, Hobby, Book, Music Stores	\$1.8 M	\$2.51 M	\$14.41 M
Sporting Goods Stores	\$975.1 K	\$1.36 M	\$7.83 M
Hobby, Toy, Game Stores	\$294.13 K	\$408.06 K	\$2.33 M
Sewing, Needlecraft Stores	\$89.26 K	\$123.86 K	\$715.68 K
Musical Instrument Stores	\$85.5 K	\$117.96 K	\$669.44 K
Book Stores	\$359.42 K	\$499.14 K	\$2.86 M
General Merchandise Stores	\$15.98 M	\$22.12 M	\$125.77 M
Department Stores	\$4.07 M	\$5.64 M	\$32.18 M
Warehouse Superstores	\$10.35 M	\$14.33 M	\$81.31 M
Other General Merchandise Stores	\$1.56 M	\$2.16 M	\$12.28 M
Miscellaneous Store Retailers	\$2.16 M	\$3 M	\$17.04 M
Florists	\$75.49 K	\$104.94 K	\$597.99 K
Office, Stationary Stores	\$211.17 K	\$293.16 K	\$1.67 M
Gift, Souvenir Stores	\$257.08 K	\$356.35 K	\$2.04 M
Used Merchandise Stores	\$148.22 K	\$205.64 K	\$1.17 M
Pet, Pet Supply Stores	\$870.54 K	\$1.21 M	\$6.89 M
Art Dealers	\$70.11 K	\$96.99 K	\$550.95 K
Mobile Home Dealers	\$128.96 K	\$179.49 K	\$1.02 M
Other Miscellaneous Retail Stores	\$399.81 K	\$552.14 K	\$3.11 M
Non-Store Retailers	\$7.25 M	\$10.07 M	\$57.31 M
Mail Order, Catalog Stores	\$6.01 M	\$8.33 M	\$47.5 M
Vending Machines	\$170.8 K	\$235.83 K	\$1.34 M
Fuel Dealers	\$612.1 K	\$851.56 K	\$4.8 M
Other Direct Selling Establishments	\$466.63 K	\$646.73 K	\$3.68 M
Accommodation, Food Services	\$14.15 M	\$19.6 M	\$112.3 M
Hotels, Other Travel Accommodations	\$758.35 K	\$1.05 M	\$6.03 M
RV Parks	\$6.49 K	\$9.24 K	\$55.85 K
Rooming, Boarding Houses	\$5.38 K	\$7.27 K	\$43 K
Full Service Restaurants	\$8.08 M	\$11.2 M	\$64.14 M
Limited Service Restaurants	\$3.75 M	\$5.2 M	\$29.8 M
Special Food Services, Catering	\$1.2 M	\$1.66 M	\$9.53 M
Drinking Places	\$339.26 K	\$471.16 K	\$2.7 M
Motor Vehicle, Parts Dealers	\$21.46 M	\$29.75 M	\$170.19 M
New Car Dealers	\$16.46 M	\$22.82 M	\$130.54 M
Used Car Dealers	\$1.7 M	\$2.35 M	\$13.47 M
Recreational Vehicle Dealers	\$328.33 K	\$458.25 K	\$2.65 M
Motorcycle, Boat Dealers	\$727.26 K	\$1.01 M	\$5.82 M
Auto Parts, Accessories	\$1.35 M	\$1.86 M	\$10.62 M
Tire Dealers	\$899.57 K	\$1.25 M	\$7.1 M

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

INCOME SUMMARY

INCOME SUMMARY REPORT



Wagoner, Oklahoma							
Drive Time	10 min drivetime		15 min drivetime		30 min drivetime		
Population							
Estimated Population (2020)	12,406		16,581		89,240		
Projected Population (2025)	13,742		18,440		92,376		
Census Population (2010)	11,452		15,480		88,120		
Census Population (2000)	10,738		14,507		82,569		
Projected Annual Growth (2020 to 2025)	1,336	2.2%	1,859	2.2%	3,137	0.7%	
Historical Annual Growth (2010 to 2020)	954	0.8%	1,101	0.7%	1,120	0.1%	
Historical Annual Growth (2000 to 2010)	714	0.7%	973	0.7%	5,551	0.7%	
Households							
Estimated Households (2020)	4,868		6,633		34,555		
Projected Households (2025)	5,358		7,337		35,952		
Census Households (2010)	4,376		6,036		33,986		
Census Households (2000)	4,134		5,681		31,920		
Projected Annual Growth (2020 to 2025)	489	2.0%	704	2.1%	1,397	0.8%	
Historical Annual Growth (2010 to 2020)	492	1.1%	597	1.0%	569	0.2%	
Historical Annual Growth (2000 to 2010)	242	0.6%	355	0.6%	2,066	0.6%	
Average Household Income							
Estimated Average Household Income (2020)	\$57,634		\$59,019		\$67,375		
Projected Average Household Income (2025)	\$61,371		\$62,640		\$80,106		
Census Average Household Income (2010)	\$47,327		\$48,857		\$49,816		
Census Average Household Income (2000)	\$39,340		\$40,043		\$40,365		
Projected Annual Growth (2020 to 2025)	\$3,737	1.3%	\$3,621	1.2%	\$12,731	3.8%	
Historical Annual Growth (2010 to 2020)	\$10,308	2.2%	\$10,162	2.1%	\$17,559	3.5%	
Historical Annual Growth (2000 to 2010)	\$7,986	2.0%	\$8,813	2.2%	\$9,451	2.3%	
Median Household Income							
Estimated Median Household Income (2020)	\$47,624		\$48,506		\$52,839		
Projected Median Household Income (2025)	\$55,436		\$56,438		\$61,636		
Census Median Household Income (2010)	\$38,771		\$39,735		\$40,943		
Census Median Household Income (2000)	\$33,500		\$32,994		\$32,236		
Projected Annual Growth (2020 to 2025)	\$7,812	3.3%	\$7,932	3.3%	\$8,797	3.3%	
Historical Annual Growth (2010 to 2020)	\$8,853	2.3%	\$8,772	2.2%	\$11,896	2.9%	
Historical Annual Growth (2000 to 2010)	\$5,271	1.6%	\$6,741	2.0%	\$8,707	2.7%	
Per Capita Income							
Estimated Per Capita Income (2020)	\$22,791		\$23,748		\$26,267		
Projected Per Capita Income (2025)	\$24,085		\$25,048		\$31,349		
Census Per Capita Income (2010)	\$18,085		\$19,051		\$19,213		
Census Per Capita Income (2000)	\$15,084		\$15,636		\$15,495		
Projected Annual Growth (2020 to 2025)	\$1,294	1.1%	\$1,300	1.1%	\$5,082	3.9%	
Historical Annual Growth (2010 to 2020)	\$4,706	2.6%	\$4,697	2.5%	\$7,054	3.7%	
Historical Annual Growth (2000 to 2010)	\$3,001	2.0%	\$3,414	2.2%	\$3,718	2.4%	
Other Income							
Estimated Families (2020)	3,396		4,600		24,003		
Estimated Average Family Income (2020)	\$67,284		\$70,050		\$79,552		
Estimated Median Family Income (2020)	\$57,605		\$59,530		\$66,050		
Estimated Average Household Net Worth (2020)	\$330,983		\$342,809		\$374,401		

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Crime Risk Profile

CRIME RISK PROFILE



Wagoner, Oklahoma		10 min drivetime	15 min drivetime	30 min drivetime
Drive Time				
Demographics				
Population		12,406	16,581	89,240
Census Population		11,452	15,480	88,120
Households		4,868	6,633	34,555
Average Household Income		\$57,634	\$59,019	\$67,375
Median Household Income		\$47,624	\$48,506	\$52,839
Per Capita Income		\$22,791	\$23,748	\$26,267
Total Crime				
Crime Index		103	90	112
Crime Level		Average	Average	Average
Personal Crime				
Crime Index		77	65	132
Crime Level		Below Average	Below Average	Above Average
Murder				
Crime Index		106	106	78
Crime Level		Average	Average	Below Average
Rape				
Crime Index		102	80	103
Crime Level		Average	Below Average	Average
Robbery				
Crime Index		29	25	67
Crime Level		Very Low	Very Low	Below Average
Assault				
Crime Index		91	78	163
Crime Level		Average	Below Average	High Risk
Property Crime				
Crime Index		107	94	109
Crime Level		Average	Average	Average
Burglary				
Crime Index		157	154	173
Crime Level		High Risk	High Risk	High Risk
Larceny				
Crime Index		99	79	93
Crime Level		Average	Below Average	Average
Motor Vehicle Theft				
Crime Index		73	91	107
Crime Level		Below Average	Average	Average

* Crime Index: 100 = National Average Adjusted for Population

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Void Analysis

MERCHANT VOID ANALYSIS



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
Auto Parts Tires			
Advance Auto Parts		1	0
AutoZone		2	1
Grease Monkey		1	0
NAPA		1	0
O'Reilly		5	1
Banks			
Arvest Bank		6	1
BancFirst		7	2
BOKF		2	0
Banks Minor			
Bank		19	2
Clothing Apparel			
Buckle		1	0
Cato		1	0
maurices		1	0
Rue21		1	0
Computers Electronic			
Best Buy		1	0
Convenience Stores			
Caseys General Store		3	1
Conoco		2	0
Kum & Go		6	0
Love's		1	0
Murphy USA		3	1
Phillips 66		12	2

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

MERCHANT VOID ANALYSIS



Wagoner, Oklahoma		Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time				
Pilot Travel Centers			1	0
QuikTrip			3	1
Shell			5	0
Sinclair			3	0
Valero			1	0
Craft Fabric Stores				
Hobby Lobby			1	0
Dental				
Aspen Dental			1	0
Heartland Dental			1	0
Department Stores				
Burke's Outlet			1	0
Discount Department Stores				
Ollies Bargain Outlet			1	0
Ross			1	0
Sears			1	0
TJ Maxx			1	0
Wal-Mart Supercenter			3	1
Dollar Stores				
Big Lots			1	0
Dollar General			12	1
Dollar Tree			4	0
Family Dollar			3	0
Five Below			1	0
Drug Stores				
CVS			1	0

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

MERCHANT VOID ANALYSIS



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
GNC		1	0
Walgreens		4	1
Education			
College		1	0
Cosmetology and Barber		1	0
Day Care		35	3
High School		11	1
High School (Private)		2	0
PK - 8		38	4
PK - 8 (Private)		3	1
Trade Schools		2	0
Entertainment			
Theatres		3	0
Furniture Household			
Aarons		1	0
American Freight		1	0
Bassett		1	0
Rent A Center		1	0
Grocery Stores			
ALDI		1	0
Health Beauty			
Bath & Body Works		1	0
Sally Beauty Supply		1	0
Supercuts		1	0
ULTA		1	0
Health Care			

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

MERCHANT VOID ANALYSIS



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
Allergy and Immunology		2	0
Anesthesiology		4	1
Audiologist		2	0
Cardiovascular Disease		8	1
Certified Nurse Midwife		3	0
Certified Registered Nurse Anesthetist		5	1
Chiropractic		13	1
Clinical Nurse Specialist		3	0
Clinical Psychologist		3	0
Clinical Social Worker		5	0
Dermatology		2	0
Diagnostic Radiology		3	1
Emergency Medicine		4	1
Endocrinology		2	0
Family Practice		22	5
Gastroenterology		1	0
General Surgery		3	1
Hematology and Oncology		3	0
Hospitalist		2	0
Infectious Disease		1	0
Internal Medicine		11	0
Interventional Cardiology		4	0
Interventional Pain Management		4	1
Nephrology		5	1
Neurology		4	0
Neurosurgery		1	0

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

MERCHANT VOID ANALYSIS



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
Nuclear Medicine		1	0
Nurse Practitioner		22	1
Obstetrics and Gynecology		6	0
Occupational Therapy		1	0
Ophthalmology		2	0
Optometry		17	2
Orthopedic Surgery		2	0
Otolaryngology		2	1
Pain Management		1	0
Pathology		1	0
Physical Medicine and Rehabilitation		1	0
Physical Therapy		7	1
Physician Assistant		14	0
Podiatry		3	0
Psychiatry		3	1
Pulmonary Disease		1	0
Radiation Oncology		3	0
Rheumatology		1	0
Speech Language Pathologist		1	0
Sports Medicine		1	0
Urology		1	0
Home Improvement			
Ace Hardware		1	0
Do It Best		1	1
FFO Home		1	0
Harbor Freight Tools		1	0

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

MERCHANT VOID ANALYSIS



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
Lowe's		1	0
Orscheln		2	1
Sherwin-Williams		1	0
Tractor Supply Company		1	0
True Value		1	0
Hotels			
Americas Best Value Inn		1	0
Best Western Plus		2	0
Candlewood Suites		1	0
Comfort		1	0
Days Inn		2	1
Days Inn & Suites		1	0
Econo Lodge		1	0
Fairfield Inn and Suites		1	0
Hampton Inn		2	0
Holiday Inn Express		2	0
Home2		1	0
Knights Inn		1	0
La Quinta Inn & Suites		1	0
Motel 6		1	0
Quality		1	0
Super 8		1	0
Mattress			
Mattress Firm		1	0
Office Supply			
Office Depot		1	0

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

MERCHANT VOID ANALYSIS



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
Pet Stores			
Petco		1	0
Restaurants Casual			
Buffalo Wild Wings		1	0
Chili's		2	0
Denny's		1	0
Freddys		1	0
Golden Corral		1	0
IHOP		1	0
Red Lobster		1	0
Restaurants Coffee Donuts			
Starbucks		1	0
Restaurants Fast Food Major			
Arby's		4	1
Burger King		2	1
Chick-fil-A		1	0
KFC		1	0
McDonald's		8	1
Sonic		6	1
Taco Bell		4	1
Wendy's		1	0
Restaurants Fast Food Minor			
Chicken Express		1	0
Church's Chicken		1	0
Panda Express		1	0
Taco Bueno		3	1

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

MERCHANT VOID ANALYSIS



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
Restaurants Ice Cream Smoothie			
Braum's		3	1
Tropical Smoothie Cafe		1	0
Restaurants Pizza			
Domino's Pizza		1	0
Little Caesars		3	0
Papa Murphy's		1	0
Pizza Hut		1	1
Pizza Inn		1	0
Simple Simons Pizza		5	2
Restaurants Sandwich			
Subway		12	1
Self Storage			
Public Storage		1	0
U Haul		1	0
Shoes Footwear			
Browns Shoe Fit		1	0
Famous Footwear		1	0
Shoe Dept		1	0
Sporting Goods			
Dunham's Sports		1	0
Hibbett Sports		1	0
Wireless Stores			
AT&T		2	0
Cricket		3	1
MetroPCS		1	0

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

MERCHANT VOID ANALYSIS



Wagoner, Oklahoma		Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time				
	T-Mobile		1	0
	Worship			
	Baptist		10	1
	Christian		2	0
	Judaic		1	0
	Methodist Episcopal		3	0



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

12150 East 96th Street North, Suite 107

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.