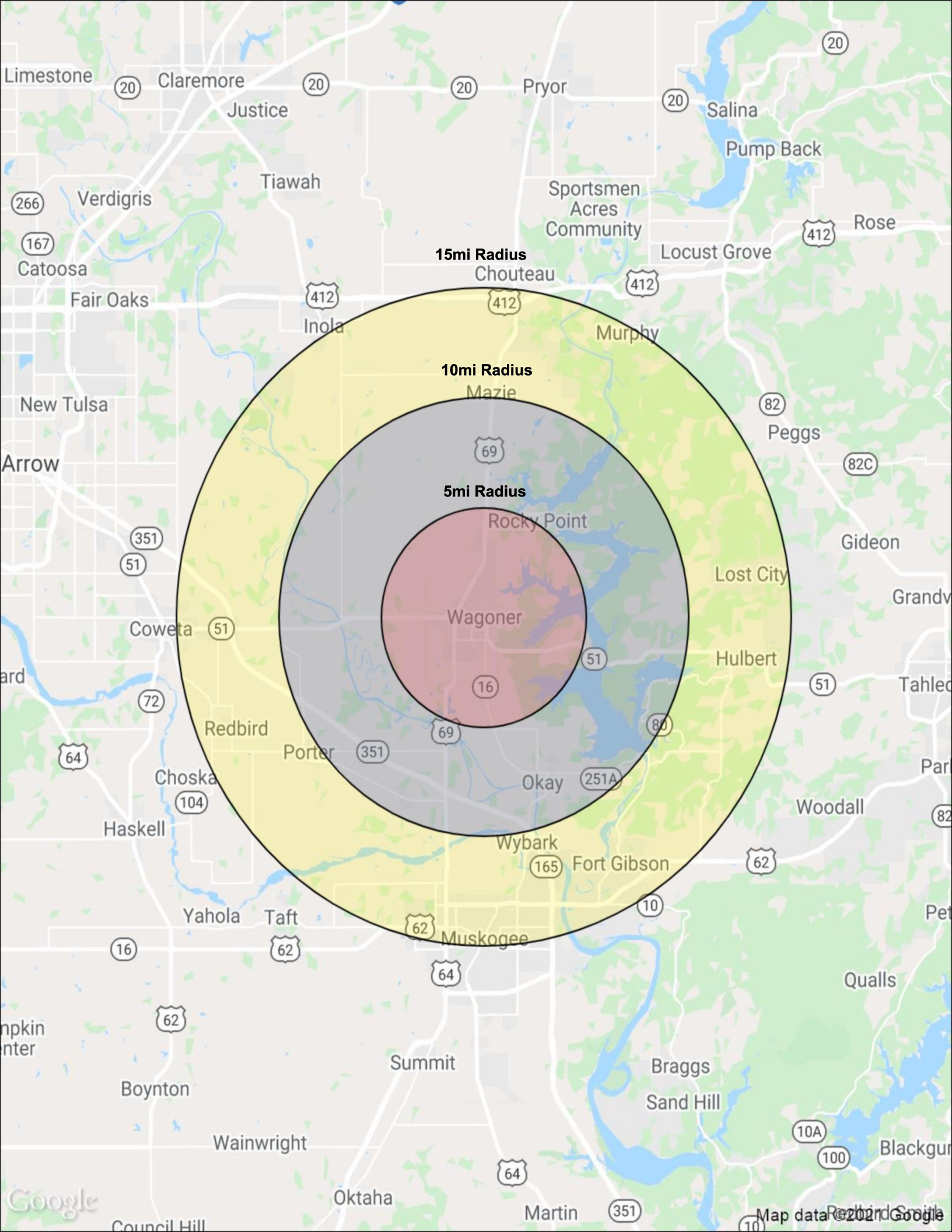


RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Wagoner, Oklahoma
Radius**



Demographics

Wagoner, Oklahoma

Radius

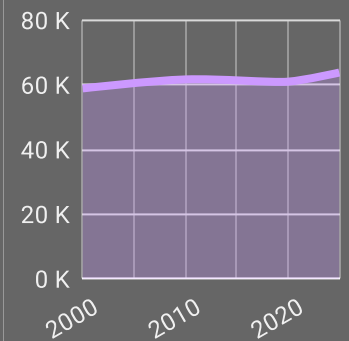
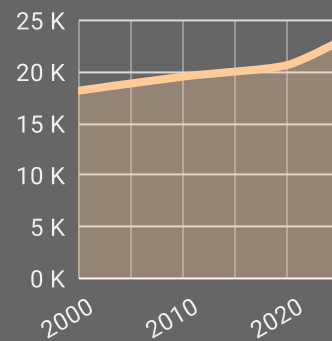
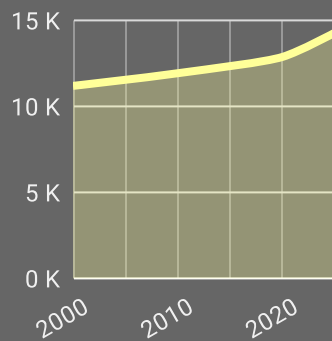
5 mi radius

10 mi radius

15 mi radius

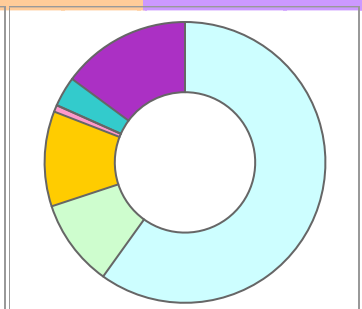
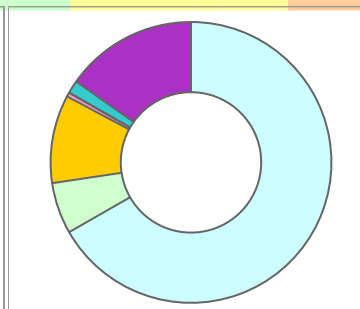
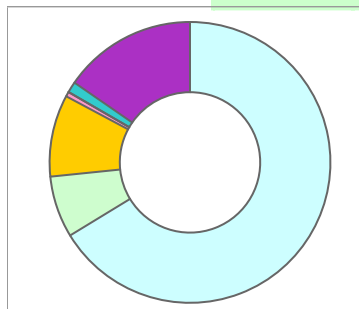
Population

Estimated Population (2020)	12,879	20,684	60,954
Projected Population (2025)	14,292	23,003	63,778
Census Population (2010)	11,929	19,553	61,650
Census Population (2000)	11,193	18,182	58,865
Projected Annual Growth (2020-2025)	1,413 2.2%	2,318 2.2%	2,824 0.9%
Historical Annual Growth (2010-2020)	950 0.7%	1,131 0.5%	-696 -0.1%
Historical Annual Growth (2000-2010)	736 0.7%	1,371 0.8%	2,785 0.5%
Estimated Population Density (2020)	164 psm	66 psm	86 psm
Trade Area Size	78.5 sq mi	314.0 sq mi	706.8 sq mi



Race and Ethnicity (2020)

Not Hispanic or Latino Population	12,315 95.6%	19,820 95.8%	57,294 94.0%
White	8,265 67.1%	13,429 67.8%	35,502 62.0%
Black or African American	905 7.4%	1,210 6.1%	6,050 10.6%
American Indian or Alaska Native	1,189 9.7%	2,060 10.4%	6,523 11.4%
Asian	69 0.6%	97 0.5%	452 0.8%
Hawaiian or Pacific Islander	3 -	5 -	13 -
Other Race	5 -	21 0.1%	219 0.4%
Two or More Races	1,879 15.3%	2,998 15.1%	8,536 14.9%
Hispanic or Latino Population	564 4.4%	864 4.2%	3,660 6.0%
White	272 48.2%	372 43.0%	1,013 27.7%
Black or African American	8 1.4%	12 1.4%	63 1.7%
American Indian or Alaska Native	25 4.5%	39 4.5%	158 4.3%
Asian	1 0.2%	1 0.1%	16 0.4%
Hispanic Hawaiian or Pacific Islander	- -	- -	1 -
Other Race	156 27.6%	286 33.1%	1,882 51.4%
Two or More Races	102 18.2%	153 17.7%	527 14.4%



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

Wagoner, Oklahoma

Radius

5 mi radius

10 mi radius

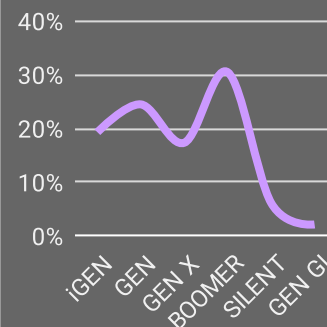
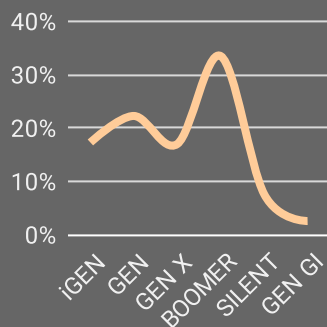
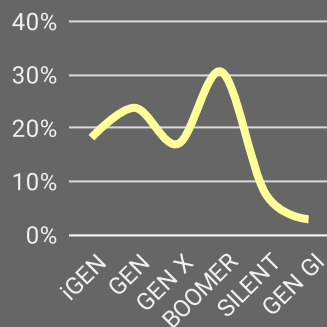
15 mi radius

Age Distribution (2020)

Age Under 5 Years	723	5.6%	1,065	5.1%	3,689	6.1%
Age 5 to 9 Years	781	6.1%	1,204	5.8%	3,980	6.5%
Age 10 to 14 Years	833	6.5%	1,300	6.3%	4,110	6.7%
Age 15 to 19 Years	794	6.2%	1,205	5.8%	3,942	6.5%
Age 20 to 24 Years	778	6.0%	1,123	5.4%	3,799	6.2%
Age 25 to 29 Years	760	5.9%	1,146	5.5%	3,658	6.0%
Age 30 to 34 Years	725	5.6%	1,122	5.4%	3,535	5.8%
Age 35 to 39 Years	745	5.8%	1,173	5.7%	3,642	6.0%
Age 40 to 44 Years	716	5.6%	1,167	5.6%	3,501	5.7%
Age 45 to 49 Years	729	5.7%	1,169	5.7%	3,441	5.6%
Age 50 to 54 Years	701	5.4%	1,246	6.0%	3,604	5.9%
Age 55 to 59 Years	810	6.3%	1,460	7.1%	4,047	6.6%
Age 60 to 64 Years	878	6.8%	1,548	7.5%	4,157	6.8%
Age 65 to 69 Years	784	6.1%	1,383	6.7%	3,618	5.9%
Age 70 to 74 Years	752	5.8%	1,281	6.2%	3,159	5.2%
Age 75 to 79 Years	572	4.4%	926	4.5%	2,252	3.7%
Age 80 to 84 Years	429	3.3%	639	3.1%	1,505	2.5%
Age 85 Years or Over	368	2.9%	524	2.5%	1,317	2.2%
Median Age	41.0		43.0		39.3	

Generation (2020)

iGeneration (Age Under 15 Years)	2,338	18.1%	3,568	17.3%	11,778	19.3%
Generation 9/11 Millennials (Age 15 to 34 Years)	3,058	23.7%	4,597	22.2%	14,934	24.5%
Gen Xers (Age 35 to 49 Years)	2,190	17.0%	3,510	17.0%	10,584	17.4%
Baby Boomers (Age 50 to 74 Years)	3,924	30.5%	6,919	33.5%	18,584	30.5%
Silent Generation (Age 75 to 84 Years)	1,001	7.8%	1,566	7.6%	3,757	6.2%
G.I. Generation (Age 85 Years or Over)	368	2.9%	524	2.5%	1,317	2.2%



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Wagoner, Oklahoma

Radius

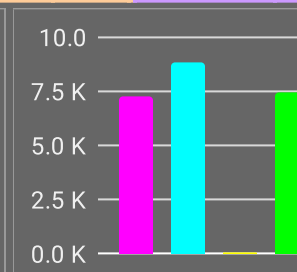
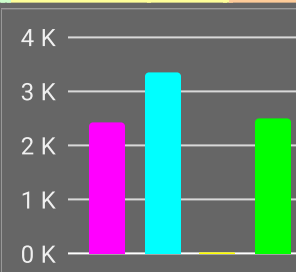
5 mi radius

10 mi radius

15 mi radius

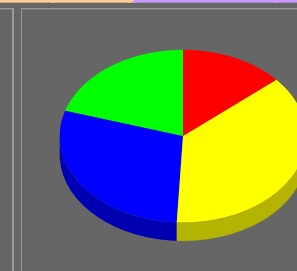
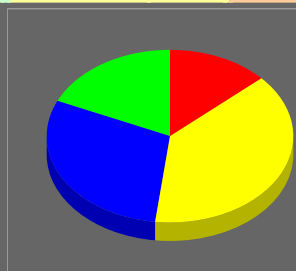
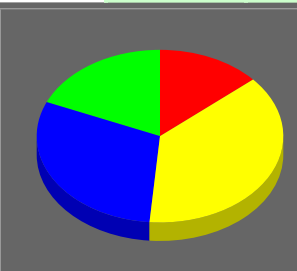
Household Type (2020)

Total Households	5,081	8,298	23,674
Family Households	3,536 69.6%	5,780 69.7%	16,117 68.1%
Family Households with Children	1,584 44.8%	2,433 42.1%	7,302 45.3%
Family Households No Children	1,952 55.2%	3,347 57.9%	8,815 54.7%
Non-Family Households	1,546 30.4%	2,518 30.3%	7,557 31.9%
Non-Family Households with Children	18 1.2%	31 1.2%	89 1.2%
Non-Family Households No Children	1,528 98.8%	2,488 98.8%	7,468 98.8%



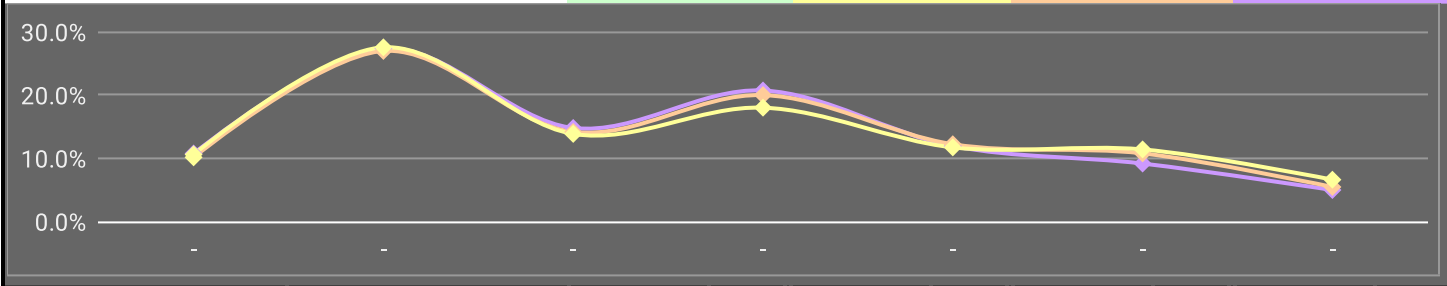
Education Attainment (2020)

Elementary or Some High School	1,221 13.6%	1,966 13.3%	5,670 13.7%
High School Graduate	3,386 37.7%	5,713 38.6%	15,381 37.1%
Some College or Associate Degree	2,700 30.1%	4,402 29.8%	11,993 28.9%
Bachelor or Graduate Degree	1,663 18.5%	2,706 18.3%	8,390 20.2%



Household Income (2020)

Estimated Average Household Income	\$57,526	\$59,703	\$65,945
Estimated Median Household Income	\$47,588	\$49,355	\$49,392
HH Income Under \$10,000	548 10.8%	845 10.2%	2,519 10.6%
HH Income \$10,000 to \$34,999	1,394 27.4%	2,242 27.0%	6,531 27.6%
HH Income \$35,000 to \$49,999	754 14.8%	1,179 14.2%	3,288 13.9%
HH Income \$50,000 to \$74,999	1,055 20.8%	1,662 20.0%	4,271 18.0%
HH Income \$75,000 to \$99,999	608 12.0%	1,017 12.3%	2,784 11.8%
HH Income \$100,000 to \$149,999	468 9.2%	897 10.8%	2,707 11.4%
HH Income \$150,000 or More	255 5.0%	456 5.5%	1,574 6.6%



Wagoner, Oklahoma							
Radius	5 mi radius		10 mi radius		15 mi radius		
Population							
Estimated Population (2020)	12,879		20,684		60,954		
Projected Population (2025)	14,292		23,003		63,778		
Census Population (2010)	11,929		19,553		61,650		
Census Population (2000)	11,193		18,182		58,865		
Projected Annual Growth (2020-2025)	1,413	2.2%	2,318	2.2%	2,824	0.9%	
Historical Annual Growth (2010-2020)	950	0.8%	1,131	0.6%	-696	-0.1%	
Historical Annual Growth (2000-2010)	736	0.7%	1,371	0.8%	2,785	0.5%	
Estimated Population Density (2020)	164	psm	66	psm	86	psm	
Trade Area Size	78.5	sq mi	314.0	sq mi	706.8	sq mi	
Households							
Estimated Households (2020)	5,081		8,298		23,674		
Projected Households (2025)	5,604		9,185		24,914		
Census Households (2010)	4,586		7,648		23,850		
Census Households (2000)	4,333		7,132		22,937		
Projected Annual Growth (2020-2025)	522	2.1%	887	2.1%	1,240	1.0%	
Historical Annual Change (2000-2020)	749	0.9%	1,166	0.8%	737	0.2%	
Average Household Income							
Estimated Average Household Income (2020)	\$57,526		\$59,703		\$65,945		
Projected Average Household Income (2025)	\$61,125		\$63,451		\$76,689		
Census Average Household Income (2010)	\$47,544		\$50,472		\$49,186		
Census Average Household Income (2000)	\$39,558		\$40,172		\$39,425		
Projected Annual Change (2020-2025)	\$3,599	1.3%	\$3,748	1.3%	\$10,744	3.3%	
Historical Annual Change (2000-2020)	\$17,968	2.3%	\$19,531	2.4%	\$26,520	3.4%	
Median Household Income							
Estimated Median Household Income (2020)	\$47,588		\$49,355		\$49,392		
Projected Median Household Income (2025)	\$55,372		\$57,409		\$57,487		
Census Median Household Income (2010)	\$38,896		\$40,469		\$39,553		
Census Median Household Income (2000)	\$33,357		\$32,998		\$30,856		
Projected Annual Change (2020-2025)	\$7,785	3.3%	\$8,054	3.3%	\$8,094	3.3%	
Historical Annual Change (2000-2020)	\$14,231	2.1%	\$16,357	2.5%	\$18,536	3.0%	
Per Capita Income							
Estimated Per Capita Income (2020)	\$22,866		\$24,070		\$25,848		
Projected Per Capita Income (2025)	\$24,119		\$25,442		\$30,182		
Census Per Capita Income (2010)	\$18,276		\$19,741		\$19,028		
Census Per Capita Income (2000)	\$15,237		\$15,738		\$15,235		
Projected Annual Change (2020-2025)	\$1,254	1.1%	\$1,371	1.1%	\$4,334	3.4%	
Historical Annual Change (2000-2020)	\$7,629	2.5%	\$8,333	2.6%	\$10,613	3.5%	
Estimated Average Household Net Worth (2020)	\$328,510		\$346,696		\$370,934		

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Wagoner, Oklahoma

Radius	5 mi radius		10 mi radius		15 mi radius	
Race and Ethnicity						
Total Population (2020)	12,879		20,684		60,954	
White (2020)	8,537	66.3%	13,801	66.7%	36,515	59.9%
Black or African American (2020)	913	7.1%	1,222	5.9%	6,113	10.0%
American Indian or Alaska Native (2020)	1,214	9.4%	2,100	10.2%	6,681	11.0%
Asian (2020)	70	0.5%	98	0.5%	468	0.8%
Hawaiian or Pacific Islander (2020)	3	-	6	-	14	-
Other Race (2020)	161	1.2%	307	1.5%	2,101	3.4%
Two or More Races (2020)	1,981	15.4%	3,150	15.2%	9,063	14.9%
Population < 18 (2020)	2,831	22.0%	4,327	20.9%	13,984	22.9%
White Not Hispanic	1,301	45.9%	2,020	46.7%	5,856	41.9%
Black or African American	242	8.6%	299	6.9%	1,533	11.0%
Asian	13	0.5%	23	0.5%	122	0.9%
Other Race Not Hispanic	1,096	38.7%	1,687	39.0%	5,105	36.5%
Hispanic	178	6.3%	297	6.9%	1,369	9.8%
Not Hispanic or Latino Population (2020)	12,315	95.6%	19,820	95.8%	57,294	94.0%
Not Hispanic White	8,265	67.1%	13,429	67.8%	35,502	62.0%
Not Hispanic Black or African American	905	7.4%	1,210	6.1%	6,050	10.6%
Not Hispanic American Indian or Alaska Native	1,189	9.7%	2,060	10.4%	6,523	11.4%
Not Hispanic Asian	69	0.6%	97	0.5%	452	0.8%
Not Hispanic Hawaiian or Pacific Islander	3	-	5	-	13	-
Not Hispanic Other Race	5	-	21	0.1%	219	0.4%
Not Hispanic Two or More Races	1,879	15.3%	2,998	15.1%	8,536	14.9%
Hispanic or Latino Population (2020)	564	4.4%	864	4.2%	3,660	6.0%
Hispanic White	272	48.2%	372	43.0%	1,013	27.7%
Hispanic Black or African American	8	1.4%	12	1.4%	63	1.7%
Hispanic American Indian or Alaska Native	25	4.5%	39	4.5%	158	4.3%
Hispanic Asian	1	0.2%	1	0.1%	16	0.4%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	1	-
Hispanic Other Race	156	27.6%	286	33.1%	1,882	51.4%
Hispanic Two or More Races	102	18.2%	153	17.7%	527	14.4%
Not Hispanic or Latino Population (2010)	11,573	97.0%	18,997	97.2%	58,720	95.2%
Hispanic or Latino Population (2010)	356	3.0%	556	2.8%	2,930	4.8%
Not Hispanic or Latino Population (2000)	10,966	98.0%	17,821	98.0%	57,272	97.3%
Hispanic or Latino Population (2000)	227	2.0%	361	2.0%	1,593	2.7%
Not Hispanic or Latino Population (2025)	13,654	95.5%	22,013	95.7%	59,909	93.9%
Hispanic or Latino Population (2025)	637	4.5%	990	4.3%	3,869	6.1%
Projected Annual Growth (2020-2025)	73	-	126	-	209	-
Historical Annual Growth (2000-2010)	129	5.7%	195	5.4%	1,337	8.4%

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Wagoner, Oklahoma

Radius	5 mi radius		10 mi radius		15 mi radius	
Total Age Distribution (2020)						
Total Population	12,879		20,684		60,954	
Age Under 5 Years	723	5.6%	1,065	5.1%	3,689	6.1%
Age 5 to 9 Years	781	6.1%	1,204	5.8%	3,980	6.5%
Age 10 to 14 Years	833	6.5%	1,300	6.3%	4,110	6.7%
Age 15 to 19 Years	794	6.2%	1,205	5.8%	3,942	6.5%
Age 20 to 24 Years	778	6.0%	1,123	5.4%	3,799	6.2%
Age 25 to 29 Years	760	5.9%	1,146	5.5%	3,658	6.0%
Age 30 to 34 Years	725	5.6%	1,122	5.4%	3,535	5.8%
Age 35 to 39 Years	745	5.8%	1,173	5.7%	3,642	6.0%
Age 40 to 44 Years	716	5.6%	1,167	5.6%	3,501	5.7%
Age 45 to 49 Years	729	5.7%	1,169	5.7%	3,441	5.6%
Age 50 to 54 Years	701	5.4%	1,246	6.0%	3,604	5.9%
Age 55 to 59 Years	810	6.3%	1,460	7.1%	4,047	6.6%
Age 60 to 64 Years	878	6.8%	1,548	7.5%	4,157	6.8%
Age 65 to 69 Years	784	6.1%	1,383	6.7%	3,618	5.9%
Age 70 to 74 Years	752	5.8%	1,281	6.2%	3,159	5.2%
Age 75 to 79 Years	572	4.4%	926	4.5%	2,252	3.7%
Age 80 to 84 Years	429	3.3%	639	3.1%	1,505	2.5%
Age 85 Years or Over	368	2.9%	524	2.5%	1,317	2.2%
Median Age	41.0		43.0		39.3	
Age 19 Years or Less	3,132	24.3%	4,774	23.1%	15,720	25.8%
Age 20 to 64 Years	6,841	53.1%	11,155	53.9%	33,384	54.8%
Age 65 Years or Over	2,905	22.6%	4,755	23.0%	11,850	19.4%
Female Age Distribution (2020)						
Female Population	6,601	51.3%	10,460	50.6%	31,123	51.1%
Age Under 5 Years	348	5.3%	517	4.9%	1,806	5.8%
Age 5 to 9 Years	347	5.3%	564	5.4%	1,936	6.2%
Age 10 to 14 Years	402	6.1%	618	5.9%	1,997	6.4%
Age 15 to 19 Years	370	5.6%	570	5.4%	1,877	6.0%
Age 20 to 24 Years	395	6.0%	555	5.3%	1,852	6.0%
Age 25 to 29 Years	391	5.9%	597	5.7%	1,879	6.0%
Age 30 to 34 Years	369	5.6%	566	5.4%	1,813	5.8%
Age 35 to 39 Years	376	5.7%	581	5.6%	1,835	5.9%
Age 40 to 44 Years	371	5.6%	575	5.5%	1,780	5.7%
Age 45 to 49 Years	364	5.5%	589	5.6%	1,747	5.6%
Age 50 to 54 Years	366	5.6%	639	6.1%	1,843	5.9%
Age 55 to 59 Years	425	6.4%	749	7.2%	2,052	6.6%
Age 60 to 64 Years	461	7.0%	804	7.7%	2,089	6.7%
Age 65 to 69 Years	408	6.2%	710	6.8%	1,939	6.2%
Age 70 to 74 Years	370	5.6%	610	5.8%	1,655	5.3%
Age 75 to 79 Years	340	5.1%	527	5.0%	1,265	4.1%
Age 80 to 84 Years	247	3.7%	349	3.3%	876	2.8%
Age 85 Years or Over	249	3.8%	343	3.3%	884	2.8%
Female Median Age	42.7		44.2		40.7	
Age 19 Years or Less	1,468	22.2%	2,269	21.7%	7,615	24.5%
Age 20 to 64 Years	3,520	53.3%	5,653	54.0%	16,888	54.3%
Age 65 Years or Over	1,613	24.4%	2,538	24.3%	6,619	21.3%

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Wagoner, Oklahoma

Radius	5 mi radius		10 mi radius		15 mi radius	
Male Age Distribution (2020)						
Male Population	6,278	48.7%	10,224	49.4%	29,831	48.9%
Age Under 5 Years	375	6.0%	548	5.4%	1,883	6.3%
Age 5 to 9 Years	434	6.9%	639	6.3%	2,044	6.9%
Age 10 to 14 Years	431	6.9%	682	6.7%	2,112	7.1%
Age 15 to 19 Years	424	6.8%	635	6.2%	2,066	6.9%
Age 20 to 24 Years	382	6.1%	568	5.6%	1,947	6.5%
Age 25 to 29 Years	369	5.9%	549	5.4%	1,779	6.0%
Age 30 to 34 Years	356	5.7%	557	5.4%	1,722	5.8%
Age 35 to 39 Years	369	5.9%	592	5.8%	1,807	6.1%
Age 40 to 44 Years	345	5.5%	593	5.8%	1,721	5.8%
Age 45 to 49 Years	365	5.8%	580	5.7%	1,694	5.7%
Age 50 to 54 Years	334	5.3%	607	5.9%	1,762	5.9%
Age 55 to 59 Years	385	6.1%	711	7.0%	1,995	6.7%
Age 60 to 64 Years	417	6.6%	744	7.3%	2,068	6.9%
Age 65 to 69 Years	376	6.0%	674	6.6%	1,679	5.6%
Age 70 to 74 Years	383	6.1%	672	6.6%	1,504	5.0%
Age 75 to 79 Years	232	3.7%	400	3.9%	987	3.3%
Age 80 to 84 Years	182	2.9%	291	2.8%	628	2.1%
Age 85 Years or Over	120	1.9%	181	1.8%	432	1.4%
Male Median Age	39.2		41.8		37.9	
Age 19 Years or Less	1,664	26.5%	2,504	24.5%	8,105	27.2%
Age 20 to 64 Years	3,322	52.9%	5,502	53.8%	16,496	55.3%
Age 65 Years or Over	1,292	20.6%	2,217	21.7%	5,231	17.5%
Males per 100 Females (2020)						
Overall Comparison						
Age Under 5 Years	108	51.9%	106	51.4%	104	51.1%
Age 5 to 9 Years	125	55.5%	113	53.1%	106	51.4%
Age 10 to 14 Years	107	51.8%	110	52.5%	106	52.5%
Age 15 to 19 Years	114	53.4%	111	52.7%	110	52.4%
Age 20 to 24 Years	97	49.2%	102	50.6%	105	51.3%
Age 25 to 29 Years	94	48.5%	92	47.9%	95	48.6%
Age 30 to 34 Years	96	49.1%	98	49.6%	95	48.7%
Age 35 to 39 Years	98	49.5%	102	50.5%	98	49.6%
Age 40 to 44 Years	93	48.2%	103	50.8%	97	49.2%
Age 45 to 49 Years	100	50.0%	98	49.6%	97	49.2%
Age 50 to 54 Years	91	47.7%	95	48.7%	96	48.9%
Age 55 to 59 Years	90	47.5%	95	48.7%	97	49.3%
Age 60 to 64 Years	90	47.5%	93	48.1%	99	49.7%
Age 65 to 69 Years	92	48.0%	95	48.7%	87	46.4%
Age 70 to 74 Years	103	50.8%	110	52.4%	91	47.6%
Age 75 to 79 Years	68	40.6%	76	43.2%	78	43.8%
Age 80 to 84 Years	74	42.4%	83	45.5%	72	41.8%
Age 85 Years or Over	48	32.5%	53	34.5%	49	32.8%
Age 19 Years or Less	113	53.1%	110	52.5%	106	51.6%
Age 20 to 39 Years	96	49.1%	99	49.7%	98	49.6%
Age 40 to 64 Years	93	48.1%	96	49.1%	97	49.3%
Age 65 Years or Over	80	44.5%	87	46.6%	79	44.1%

Wagoner, Oklahoma

Radius	5 mi radius		10 mi radius		15 mi radius	
Household Type (2020)						
Total Households	5,081		8,298		23,674	
Households with Children	1,602	31.5%	2,463	29.7%	7,390	31.2%
Average Household Size	2.5		2.5		2.5	
Household Density per Square Mile	65		26		33	
Population Family	10,843	84.2%	17,458	84.4%	50,364	82.6%
Population Non-Family	1,830	14.2%	2,988	14.4%	9,046	14.8%
Population Group Quarters	206	1.6%	238	1.2%	1,543	2.5%
Family Households	3,536	69.6%	5,780	69.7%	16,117	68.1%
Married Couple Households	2,583	73.0%	4,360	75.4%	11,683	72.5%
Other Family Households with Children	953	27.0%	1,420	24.6%	4,434	27.5%
Family Households with Children	1,584	44.8%	2,433	42.1%	7,302	45.3%
Married Couple with Children	972	61.4%	1,557	64.0%	4,493	61.5%
Other Family Households with Children	612	38.6%	875	36.0%	2,809	38.5%
Family Households No Children	1,952	55.2%	3,347	57.9%	8,815	54.7%
Married Couple No Children	1,611	82.5%	2,803	83.7%	7,190	81.6%
Other Family Households No Children	341	17.5%	544	16.3%	1,625	18.4%
Non-Family Households	1,546	30.4%	2,518	30.3%	7,557	31.9%
Non-Family Households with Children	18	1.2%	31	1.2%	89	1.2%
Non-Family Households No Children	1,528	98.8%	2,488	98.8%	7,468	98.8%
Average Family Household Size	3.1		3.0		3.1	
Average Family Income	\$67,345		\$71,004		\$79,486	
Median Family Income	\$57,687		\$60,853		\$63,210	
Average Non-Family Household Size	1.2		1.2		1.2	
Marital Status (2020)						
Population Age 15 Years or Over	10,541		17,116		49,176	
Never Married	2,597	24.6%	3,968	23.2%	13,135	26.7%
Currently Married	5,119	48.6%	8,505	49.7%	23,121	47.0%
Previously Married	2,826	26.8%	4,643	27.1%	12,920	26.3%
Separated	249	8.8%	477	10.3%	1,947	15.1%
Widowed	1,108	39.2%	1,727	37.2%	4,307	33.3%
Divorced	1,469	52.0%	2,440	52.5%	6,667	51.6%
Educational Attainment (2020)						
Adult Population Age 25 Years or Over	8,969		14,787		41,435	
Elementary (Grade Level 0 to 8)	329	3.7%	502	3.4%	1,424	3.4%
Some High School (Grade Level 9 to 11)	892	9.9%	1,464	9.9%	4,246	10.2%
High School Graduate	3,386	37.7%	5,713	38.6%	15,381	37.1%
Some College	1,971	22.0%	3,196	21.6%	8,564	20.7%
Associate Degree Only	729	8.1%	1,206	8.2%	3,429	8.3%
Bachelor Degree Only	1,093	12.2%	1,779	12.0%	5,798	14.0%
Graduate Degree	570	6.4%	927	6.3%	2,593	6.3%
Any College (Some College or Higher)	4,363	48.6%	7,108	48.1%	20,384	49.2%
College Degree + (Bachelor Degree or Higher)	1,663	18.5%	2,706	18.3%	8,390	20.2%

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Wagoner, Oklahoma

Radius	5 mi radius		10 mi radius		15 mi radius	
Housing						
Total Housing Units (2020)	5,876		9,841		28,672	
Total Housing Units (2010)	5,371		9,121		27,794	
Historical Annual Growth (2010-2020)	505	0.9%	720	0.8%	879	0.3%
Housing Units Occupied (2020)	5,081	86.5%	8,298	84.3%	23,674	82.6%
Housing Units Owner-Occupied	3,421	67.3%	6,061	73.0%	16,275	68.7%
Housing Units Renter-Occupied	1,660	32.7%	2,237	27.0%	7,399	31.3%
Housing Units Vacant (2020)	795	13.5%	1,543	15.7%	4,999	17.4%
Household Size (2020)						
Total Households	5,081		8,298		23,674	
1 Person Households	1,335	26.3%	2,160	26.0%	6,490	27.4%
2 Person Households	1,840	36.2%	3,142	37.9%	8,244	34.8%
3 Person Households	802	15.8%	1,265	15.3%	3,642	15.4%
4 Person Households	600	11.8%	944	11.4%	2,896	12.2%
5 Person Households	294	5.8%	458	5.5%	1,409	6.0%
6 Person Households	135	2.7%	203	2.5%	597	2.5%
7 or More Person Households	75	1.5%	125	1.5%	398	1.7%
Household Income Distribution (2020)						
HH Income \$200,000 or More	152	3.0%	263	3.2%	802	3.4%
HH Income \$150,000 to \$199,999	103	2.0%	193	2.3%	772	3.3%
HH Income \$125,000 to \$149,999	175	3.4%	342	4.1%	1,014	4.3%
HH Income \$100,000 to \$124,999	293	5.8%	555	6.7%	1,693	7.1%
HH Income \$75,000 to \$99,999	608	12.0%	1,017	12.3%	2,784	11.8%
HH Income \$50,000 to \$74,999	1,055	20.8%	1,662	20.0%	4,271	18.0%
HH Income \$35,000 to \$49,999	754	14.8%	1,179	14.2%	3,288	13.9%
HH Income \$25,000 to \$34,999	709	14.0%	1,028	12.4%	2,617	11.1%
HH Income \$15,000 to \$24,999	449	8.8%	787	9.5%	2,461	10.4%
HH Income \$10,000 to \$14,999	236	4.6%	427	5.1%	1,453	6.1%
HH Income Under \$10,000	548	10.8%	845	10.2%	2,519	10.6%
Household Vehicles (2020)						
Households 0 Vehicles Available	316	6.2%	443	5.3%	1,893	8.0%
Households 1 Vehicle Available	1,580	31.1%	2,360	28.4%	7,202	30.4%
Households 2 Vehicles Available	1,969	38.7%	3,193	38.5%	8,325	35.2%
Households 3 or More Vehicles Available	1,217	23.9%	2,302	27.7%	6,254	26.4%
Total Vehicles Available	9,725		16,733		45,547	
Average Vehicles per Household	1.9		2.0		1.9	
Owner-Occupied Household Vehicles	7,464	76.7%	13,535	80.9%	36,024	79.1%
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.2	
Renter-Occupied Household Vehicles	2,261	23.3%	3,198	19.1%	9,523	20.9%
Average Vehicles per Renter-Occupied Household	1.4		1.4		1.3	
Travel Time (2020)						
Worker Base Age 16 years or Over	6,122		9,757		26,416	
Travel to Work in 14 Minutes or Less	1,683	27.5%	2,194	22.5%	8,100	30.7%
Travel to Work in 15 to 29 Minutes	1,320	21.6%	2,409	24.7%	7,441	28.2%
Travel to Work in 30 to 59 Minutes	1,827	29.9%	2,796	28.7%	6,742	25.5%
Travel to Work in 60 Minutes or More	306	5.0%	802	8.2%	1,788	6.8%
Work at Home	116	1.9%	207	2.1%	811	3.1%
Average Minutes Travel to Work	25.3		26.7		21.8	

Wagoner, Oklahoma

Radius	5 mi radius			10 mi radius			15 mi radius		
Transportation To Work (2020)									
Worker Base Age 16 years or Over	6,122			9,757			26,416		
Drive to Work Alone	5,077	82.9%		8,141	83.4%		22,038	83.4%	
Drive to Work in Carpool	689	11.3%		1,037	10.6%		2,457	9.3%	
Travel to Work by Public Transportation	87	1.4%		92	0.9%		213	0.8%	
Drive to Work on Motorcycle	1	-		1	-		34	0.1%	
Bicycle to Work	3	-		9	-		93	0.4%	
Walk to Work	79	1.3%		116	1.2%		420	1.6%	
Other Means	70	1.1%		152	1.6%		350	1.3%	
Work at Home	116	1.9%		207	2.1%		811	3.1%	
Daytime Demographics (2020)									
Total Businesses	393			464			2,103		
Total Employees	3,304			3,648			24,329		
Company Headquarter Businesses	10	2.5%		11	2.4%		81	3.8%	
Company Headquarter Employees	310	9.4%		321	8.8%		3,558	14.6%	
Employee Population per Business	8.4	to 1		7.9	to 1		11.6	to 1	
Residential Population per Business	32.8	to 1		44.6	to 1		29.0	to 1	
Adj. Daytime Demographics Age 16 Years or Over	8,453			12,130			47,920		
Labor Force									
Labor Population Age 16 Years or Over (2020)	10,379			16,859			48,429		
Labor Force Total Males (2020)	4,953	47.7%		8,221	48.8%		23,402	48.3%	
Male Civilian Employed	2,704	54.6%		4,454	54.2%		13,027	55.7%	
Male Civilian Unemployed	182	3.7%		277	3.4%		741	3.2%	
Males in Armed Forces	-	-		-	-		-	-	
Males Not in Labor Force	2,067	41.7%		3,490	42.5%		9,634	41.2%	
Labor Force Total Females (2020)	5,426	52.3%		8,639	51.2%		25,027	51.7%	
Female Civilian Employed	2,527	46.6%		3,924	45.4%		11,809	47.2%	
Female Civilian Unemployed	138	2.5%		237	2.7%		611	2.4%	
Females in Armed Forces	-	-		-	-		-	-	
Females Not in Labor Force	2,761	50.9%		4,477	51.8%		12,607	50.4%	
Unemployment Rate	320	3.1%		514	3.1%		1,351	2.8%	
Occupation (2020)									
Occupation Population Age 16 Years or Over	5,230			8,378			24,836		
Occupation Total Males	2,704	51.7%		4,454	53.2%		13,027	52.5%	
Occupation Total Females	2,527	48.3%		3,924	46.8%		11,809	47.5%	
Management, Business, Financial Operations	491	9.4%		831	9.9%		3,217	13.0%	
Professional, Related	1,163	22.2%		1,748	20.9%		4,971	20.0%	
Service	1,046	20.0%		1,666	19.9%		4,474	18.0%	
Sales, Office	1,167	22.3%		1,831	21.9%		5,277	21.2%	
Farming, Fishing, Forestry	50	1.0%		60	0.7%		147	0.6%	
Construction, Extraction, Maintenance	484	9.2%		826	9.9%		2,471	9.9%	
Production, Transport, Material Moving	830	15.9%		1,416	16.9%		4,278	17.2%	
White Collar Workers	2,821	53.9%		4,411	52.7%		13,465	54.2%	
Blue Collar Workers	2,409	46.1%		3,967	47.3%		11,370	45.8%	

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Wagoner, Oklahoma

Radius	5 mi radius		10 mi radius		15 mi radius	
Units In Structure (2020)						
Total Units	4,586		7,648		23,850	
1 Detached Unit	3,804	83.0%	5,819	76.1%	17,135	71.8%
1 Attached Unit	117	2.6%	154	2.0%	316	1.3%
2 Units	42	0.9%	50	0.7%	340	1.4%
3 to 4 Units	190	4.1%	229	3.0%	648	2.7%
5 to 9 Units	148	3.2%	180	2.4%	468	2.0%
10 to 19 Units	54	1.2%	72	0.9%	364	1.5%
20 to 49 Units	38	0.8%	48	0.6%	329	1.4%
50 or More Units	72	1.6%	87	1.1%	409	1.7%
Mobile Home or Trailer	610	13.3%	1,572	20.6%	3,505	14.7%
Other Structure	6	0.1%	87	1.1%	160	0.7%
Homes Built By Year (2020)						
Homes Built 2014 or later	14	0.2%	157	1.6%	491	1.7%
Homes Built 2010 to 2013	261	4.4%	424	4.3%	900	3.1%
Homes Built 2000 to 2009	811	13.8%	1,374	14.0%	3,160	11.0%
Homes Built 1990 to 1999	496	8.4%	886	9.0%	2,762	9.6%
Homes Built 1980 to 1989	836	14.2%	1,424	14.5%	4,075	14.2%
Homes Built 1970 to 1979	1,280	21.8%	1,991	20.2%	4,822	16.8%
Homes Built 1960 to 1969	600	10.2%	913	9.3%	2,134	7.4%
Homes Built 1950 to 1959	327	5.6%	510	5.2%	1,930	6.7%
Homes Built 1940 to 1949	69	1.2%	137	1.4%	1,004	3.5%
Homes Built Before 1939	386	6.6%	482	4.9%	2,394	8.3%
Median Age of Homes	37.3	yrs	35.4	yrs	39.0	yrs
Home Values (2020)						
Owner Specified Housing Units	3,421		6,061		16,275	
Home Values \$1,000,000 or More	2	-	24	0.4%	78	0.5%
Home Values \$750,000 to \$999,999	7	0.2%	9	0.2%	54	0.3%
Home Values \$500,000 to \$749,999	32	0.9%	72	1.2%	310	1.9%
Home Values \$400,000 to \$499,999	57	1.7%	93	1.5%	281	1.7%
Home Values \$300,000 to \$399,999	162	4.7%	261	4.3%	817	5.0%
Home Values \$250,000 to \$299,999	135	3.9%	301	5.0%	894	5.5%
Home Values \$200,000 to \$249,999	324	9.5%	582	9.6%	1,385	8.5%
Home Values \$175,000 to \$199,999	367	10.7%	628	10.4%	1,254	7.7%
Home Values \$150,000 to \$174,999	352	10.3%	539	8.9%	1,270	7.8%
Home Values \$125,000 to \$149,999	307	9.0%	520	8.6%	1,517	9.3%
Home Values \$100,000 to \$124,999	254	7.4%	449	7.4%	1,422	8.7%
Home Values \$90,000 to \$99,999	346	10.1%	444	7.3%	852	5.2%
Home Values \$80,000 to \$89,999	205	6.0%	353	5.8%	903	5.6%
Home Values \$70,000 to \$79,999	186	5.4%	348	5.7%	782	4.8%
Home Values \$60,000 to \$69,999	238	6.9%	402	6.6%	1,378	8.5%
Home Values \$50,000 to \$59,999	145	4.2%	319	5.3%	811	5.0%
Home Values \$35,000 to \$49,999	100	2.9%	217	3.6%	805	4.9%
Home Values \$25,000 to \$34,999	72	2.1%	177	2.9%	499	3.1%
Home Values \$10,000 to \$24,999	53	1.6%	145	2.4%	524	3.2%
Home Values Under \$10,000	78	2.3%	177	2.9%	440	2.7%
Owner-Occupied Median Home Value	\$124,522		\$121,891		\$125,718	
Renter-Occupied Median Rent	\$514		\$514		\$518	

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Wagoner, Oklahoma

Radius	5 mi radius	10 mi radius	15 mi radius
Total Annual Consumer Expenditure (2020)			
Total Household Expenditure	\$243.84 M	\$408.61 M	\$1.24 B
Total Non-Retail Expenditure	\$128.51 M	\$215.2 M	\$656.01 M
Total Retail Expenditure	\$115.33 M	\$193.41 M	\$587.98 M
Apparel	\$8.41 M	\$14.07 M	\$43.16 M
Contributions	\$7.64 M	\$12.89 M	\$39.26 M
Education	\$6.56 M	\$11.04 M	\$34.65 M
Entertainment	\$13.45 M	\$22.64 M	\$69.07 M
Food and Beverages	\$36.33 M	\$60.79 M	\$185.06 M
Furnishings and Equipment	\$8.37 M	\$14.08 M	\$42.93 M
Gifts	\$5.67 M	\$9.54 M	\$29.11 M
Health Care	\$21.38 M	\$35.86 M	\$108.01 M
Household Operations	\$9.45 M	\$15.87 M	\$48.34 M
Miscellaneous Expenses	\$4.59 M	\$7.69 M	\$23.41 M
Personal Care	\$3.26 M	\$5.47 M	\$16.66 M
Personal Insurance	\$1.63 M	\$2.75 M	\$8.4 M
Reading	\$531.61 K	\$892.68 K	\$2.71 M
Shelter	\$51.56 M	\$86.15 M	\$263.16 M
Tobacco	\$1.67 M	\$2.75 M	\$8.28 M
Transportation	\$44.41 M	\$74.51 M	\$226.23 M
Utilities	\$18.95 M	\$31.62 M	\$95.56 M
Monthly Household Consumer Expenditure (2020)			
Total Household Expenditure	\$3,999	\$4,103	\$4,379
Total Non-Retail Expenditure	\$2,107 52.7%	\$2,161 52.7%	\$2,309 52.7%
Total Retail Expenditures	\$1,891 47.3%	\$1,942 47.3%	\$2,070 47.3%
Apparel	\$138 3.4%	\$141 3.4%	\$152 3.5%
Contributions	\$125 3.1%	\$129 3.2%	\$138 3.2%
Education	\$108 2.7%	\$111 2.7%	\$122 2.8%
Entertainment	\$221 5.5%	\$227 5.5%	\$243 5.6%
Food and Beverages	\$596 14.9%	\$610 14.9%	\$651 14.9%
Furnishings and Equipment	\$137 3.4%	\$141 3.4%	\$151 3.5%
Gifts	\$93 2.3%	\$96 2.3%	\$102 2.3%
Health Care	\$351 8.8%	\$360 8.8%	\$380 8.7%
Household Operations	\$155 3.9%	\$159 3.9%	\$170 3.9%
Miscellaneous Expenses	\$75 1.9%	\$77 1.9%	\$82 1.9%
Personal Care	\$53 1.3%	\$55 1.3%	\$59 1.3%
Personal Insurance	\$27 0.7%	\$28 0.7%	\$30 0.7%
Reading	\$9 0.2%	\$9 0.2%	\$10 0.2%
Shelter	\$846 21.1%	\$865 21.1%	\$926 21.2%
Tobacco	\$27 0.7%	\$28 0.7%	\$29 0.7%
Transportation	\$728 18.2%	\$748 18.2%	\$796 18.2%
Utilities	\$311 7.8%	\$318 7.7%	\$336 7.7%

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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

Radius

	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$5.11 M / \$474.86 K	91	\$8.56 M / \$561.66 K	93	\$26.21 M / \$23.03 M	12
Men's Clothing Stores	\$180.09 K / -	100	\$301.92 K / -	100	\$924.52 K / \$213.91 K	77
Women's Clothing Stores	\$785.35 K / \$168.49 K	79	\$1.32 M / \$168.49 K	87	\$4.03 M / \$3.55 M	12
Children's, Infants' Clothing Stores	\$339.29 K / -	100	\$565.59 K / -	100	\$1.74 M / -	100
Family Clothing Stores	\$2.09 M / -	100	\$3.51 M / -	100	\$10.74 M / \$12.14 M	-12
Clothing Accessory Stores	\$167.3 K / -	100	\$280.32 K / -	100	\$857.14 K / \$322.56 K	62
Other Apparel Stores	\$256 K / \$306.37 K	-16	\$428.98 K / \$393.16 K	8	\$1.31 M / \$513.63 K	61
Shoe Stores	\$863.45 K / -	100	\$1.44 M / -	100	\$4.42 M / \$3.68 M	17
Jewelry Stores	\$392.98 K / -	100	\$658.47 K / -	100	\$2.03 M / \$2.62 M	-22
Luggage Stores	\$31.96 K / -	100	\$54.24 K / -	100	\$167.91 K / -	100
Furniture, Home Furnishings Stores	\$2.47 M / \$1.7 M	31	\$4.16 M / \$1.86 M	55	\$12.72 M / \$7.52 M	41
Furniture Stores	\$1.51 M / \$1.14 M	25	\$2.55 M / \$1.17 M	54	\$7.79 M / \$6.81 M	13
Floor Covering Stores	\$260.18 K / \$148.21 K	43	\$441.01 K / \$148.21 K	66	\$1.34 M / \$148.21 K	89
Other Home Furnishing Stores	\$698.89 K / \$410.45 K	41	\$1.18 M / \$539.12 K	54	\$3.58 M / \$562.41 K	84
Electronics, Appliance Stores	\$1.91 M / \$69.96 K	96	\$3.22 M / \$375.5 K	88	\$9.78 M / \$16.94 M	-42
Building Material, Garden Equipment, Supplies Dealers	\$6.2 M / \$6.03 M	3	\$10.47 M / \$6.27 M	40	\$31.7 M / \$37.91 M	-16
Home Centers	\$2.92 M / \$3.44 M	-15	\$4.92 M / \$3.6 M	27	\$14.91 M / \$21.51 M	-31
Paint, Wallpaper Stores	\$212.85 K / -	100	\$360.67 K / -	100	\$1.09 M / \$628.23 K	42
Hardware Stores	\$268.01 K / -	100	\$451.53 K / -	100	\$1.37 M / \$1.99 M	-31
Other Building Materials Stores	\$2.07 M / \$2.59 M	-20	\$3.5 M / \$2.67 M	24	\$10.58 M / \$12.21 M	-13
Outdoor Power Equipment Stores	\$97.15 K / -	100	\$163.95 K / -	100	\$496.41 K / \$46.12 K	91
Nursery, Garden Stores	\$637.67 K / -	100	\$1.07 M / -	100	\$3.25 M / \$1.53 M	53
Food, Beverage Stores	\$17.25 M / \$3.04 M	82	\$28.83 M / \$4.6 M	84	\$87.54 M / \$109.58 M	-20
Grocery Stores	\$15.43 M / \$884.25 K	94	\$25.79 M / \$2.32 M	91	\$78.29 M / \$101.34 M	-23
Convenience Stores	\$600.73 K / \$1.48 M	-59	\$1 M / \$1.57 M	-36	\$3.05 M / \$5.1 M	-40
Meat Markets	\$177.61 K / \$158.08 K	11	\$296.18 K / \$158.08 K	47	\$899.73 K / \$225.87 K	75
Fish, Seafood Markets	\$64.62 K / -	100	\$108.06 K / \$37.7 K	65	\$327.58 K / \$354.65 K	-8
Fruit, Vegetable Markets	\$107.31 K / -	100	\$179.74 K / -	100	\$547.18 K / -	100
Other Specialty Food Markets	\$186.51 K / -	100	\$310.95 K / -	100	\$943.54 K / \$329.09 K	65
Liquor Stores	\$680 K / \$519.09 K	24	\$1.14 M / \$524.67 K	54	\$3.49 M / \$2.23 M	36

RETAIL GAP REPORT



Wagoner, Oklahoma

Radius

5 mi radius

10 mi radius

15 mi radius

	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$4.21 M / \$4.77 M	-12	\$7.06 M / \$4.77 M	32	\$21.39 M / \$40.13 M	-47
Pharmacy, Drug Stores	\$3.53 M / \$4.48 M	-21	\$5.91 M / \$4.48 M	24	\$17.92 M / \$34.27 M	-48
Cosmetics, Beauty Stores	\$206.83 K / -	100	\$345.86 K / -	100	\$1.05 M / \$669.82 K	36
Optical Goods Stores	\$235.78 K / \$288.55 K	-18	\$395.64 K / \$288.55 K	27	\$1.2 M / \$1.49 M	-20
Other Health, Personal Care Stores	\$241.3 K / -	100	\$404.92 K / -	100	\$1.23 M / \$3.7 M	-67
Sporting Goods, Hobby, Book, Music Stores	\$1.88 M / \$430.95 K	77	\$3.17 M / \$430.95 K	86	\$9.7 M / \$7.31 M	25
Sporting Goods Stores	\$1.02 M / \$352.32 K	65	\$1.72 M / \$352.32 K	79	\$5.26 M / \$3.68 M	30
Hobby, Toy, Game Stores	\$306.67 K / -	100	\$514.98 K / -	100	\$1.57 M / \$3.14 M	-50
Sewing, Needlecraft Stores	\$93.04 K / \$78.63 K	15	\$156.25 K / \$78.63 K	50	\$482.88 K / \$78.63 K	84
Musical Instrument Stores	\$89.1 K / -	100	\$148.52 K / -	100	\$452.14 K / -	100
Book Stores	\$374.69 K / -	100	\$629.87 K / -	100	\$1.94 M / \$414.93 K	79
General Merchandise Stores	\$16.66 M / \$23.22 M	-28	\$27.9 M / \$24.39 M	13	\$84.85 M / \$62.16 M	27
Department Stores	\$4.24 M / \$22.53 M	-81	\$7.11 M / \$22.53 M	-68	\$21.69 M / \$40.92 M	-47
Warehouse Superstores	\$10.79 M / -	100	\$18.06 M / -	100	\$54.88 M / -	100
Other General Merchandise Stores	\$1.62 M / \$693.68 K	57	\$2.72 M / \$1.86 M	32	\$8.28 M / \$21.25 M	-61
Miscellaneous Store Retailers	\$2.25 M / \$828.54 K	63	\$3.78 M / \$1 M	74	\$11.49 M / \$13.36 M	-14
Florists	\$78.73 K / \$154.25 K	-49	\$132.34 K / \$174.25 K	-24	\$402.46 K / \$1.79 M	-77
Office, Stationary Stores	\$220.23 K / -	100	\$369.78 K / -	100	\$1.13 M / \$2.94 M	-62
Gift, Souvenir Stores	\$268.01 K / -	100	\$449.69 K / -	100	\$1.37 M / \$93.45 K	93
Used Merchandise Stores	\$154.54 K / \$255.12 K	-39	\$259.51 K / \$267.46 K	-3	\$788.47 K / \$962.74 K	-18
Pet, Pet Supply Stores	\$908.1 K / -	100	\$1.53 M / -	100	\$4.64 M / \$2.87 M	38
Art Dealers	\$73.06 K / -	100	\$122.19 K / -	100	\$372.02 K / -	100
Mobile Home Dealers	\$134.57 K / -	100	\$226.91 K / \$6.03 K	97	\$685.34 K / \$2.52 M	-73
Other Miscellaneous Retail Stores	\$416.89 K / \$419.18 K	-1	\$695.07 K / \$555.04 K	20	\$2.1 M / \$2.18 M	-3
Non-Store Retailers	\$7.57 M / \$416.77 K	94	\$12.7 M / \$752.95 K	94	\$38.64 M / \$7.06 M	82
Mail Order, Catalog Stores	\$6.26 M / -	100	\$10.51 M / \$73.31 K	99	\$32.02 M / \$2.03 M	94
Vending Machines	\$178.1 K / -	100	\$296.87 K / \$13.85 K	95	\$902.25 K / \$3.78 M	-76
Fuel Dealers	\$638.84 K / \$416.77 K	35	\$1.08 M / \$416.77 K	61	\$3.24 M / \$861.07 K	73
Other Direct Selling Establishments	\$486.57 K / -	100	\$815.97 K / \$249.03 K	69	\$2.48 M / \$393.22 K	84

RETAIL GAP REPORT



Wagoner, Oklahoma

Radius

5 mi radius

10 mi radius

15 mi radius

	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$14.39 M / \$18.16 M	-21	\$24.14 M / \$18.52 M	23	\$73.77 M / \$77.06 M	-4
Hotels, Other Travel Accommodations	\$790.46 K / \$228.11 K	71	\$1.33 M / \$232.06 K	83	\$4.06 M / \$2.44 M	40
RV Parks	\$6.79 K / -	100	\$11.94 K / \$593	95	\$37.6 K / \$13.56 K	64
Rooming, Boarding Houses	\$5.57 K / -	100	\$9.04 K / -	100	\$29.27 K / -	100
Full Service Restaurants	\$8.42 M / \$6.88 M	18	\$14.13 M / \$7.09 M	50	\$43.17 M / \$45.28 M	-5
Limited Service Restaurants	\$3.91 M / \$9.06 M	-57	\$6.56 M / \$9.42 M	-30	\$20.06 M / \$27.35 M	-27
Special Food Services, Catering	\$1.25 M / \$1.89 M	-34	\$2.1 M / \$1.89 M	10	\$6.41 M / \$2.5 M	61
Drinking Places	\$353.69 K / \$449.04 K	-21	\$594.74 K / \$479.37 K	19	\$1.82 M / \$1.3 M	29
Gasoline Stations	\$12.7 M / -	100	\$21.23 M / \$32.99 K	100	\$64.19 M / \$45.24 M	30
Motor Vehicle, Parts Dealers	\$22.36 M / \$19.02 M	15	\$37.58 M / \$21.64 M	42	\$114.17 M / \$145.22 M	-21
New Car Dealers	\$17.15 M / \$14.65 M	15	\$28.83 M / \$16.97 M	41	\$87.53 M / \$114.84 M	-24
Used Car Dealers	\$1.77 M / -	100	\$2.97 M / -	100	\$9.03 M / \$9.44 M	-4
Recreational Vehicle Dealers	\$342.29 K / -	100	\$580.49 K / -	100	\$1.78 M / -	100
Motorcycle, Boat Dealers	\$758.11 K / \$548.39 K	28	\$1.28 M / \$775.83 K	39	\$3.9 M / \$2.66 M	32
Auto Parts, Accessories	\$1.4 M / \$3.12 M	-55	\$2.35 M / \$3.12 M	-25	\$7.15 M / \$10.35 M	-31
Tire Dealers	\$937.99 K / \$693.81 K	26	\$1.57 M / \$765 K	51	\$4.78 M / \$7.94 M	-40
2020 Population	12,879		20,684		60,954	
2025 Population	14,292		23,003		63,778	
% Population Change 2020-2025	11.0%		11.2%		4.6%	
2020 Adult Population Age 18+	10,047		16,356		46,966	
2020 Population Male	6,278		10,224		29,831	
2020 Population Female	6,601		10,460		31,123	
2020 Households	5,081		8,298		23,674	
2020 Median Household Income	47,588		49,355		49,392	
2020 Average Household Income	57,526		59,703		65,945	

RETAIL POTENTIAL

RETAIL POTENTIAL PROFILE



Wagoner, Oklahoma				
Radius	5 mi radius	10 mi radius	15 mi radius	
2020 Population	12,879	20,684	60,954	
2025 Population	14,292	23,003	63,778	
% Population Change 2010-2020	8.0%	5.8%	-1.1%	
2020 Adult Population Age 18+	\$10,047	\$16,356	\$46,966	
2020 Population Male	\$6,278	\$10,224	\$29,831	
2020 Population Female	\$6,601	\$10,460	\$31,123	
2020 Households	\$5,081	\$8,298	\$23,674	
2020 Median Household Income	\$47,588	\$49,355	\$49,392	
2020 Average Household Income	\$57,526	\$59,703	\$65,945	
Clothing, Clothing Accessories Stores	\$5.11 M	\$8.56 M	\$26.21 M	
Men's Clothing Stores	\$180.09 K	\$301.92 K	\$924.52 K	
Women's Clothing Stores	\$785.35 K	\$1.32 M	\$4.03 M	
Children's, Infants' Clothing Stores	\$339.29 K	\$565.59 K	\$1.74 M	
Family Clothing Stores	\$2.09 M	\$3.51 M	\$10.74 M	
Clothing Accessory Stores	\$167.3 K	\$280.32 K	\$857.14 K	
Other Apparel Stores	\$256 K	\$428.98 K	\$1.31 M	
Shoe Stores	\$863.45 K	\$1.44 M	\$4.42 M	
Jewelry Stores	\$392.98 K	\$658.47 K	\$2.03 M	
Luggage Stores	\$31.96 K	\$54.24 K	\$167.91 K	
Furniture, Home Furnishings Stores	\$2.47 M	\$4.16 M	\$12.72 M	
Furniture Stores	\$1.51 M	\$2.55 M	\$7.79 M	
Floor Covering Stores	\$260.18 K	\$441.01 K	\$1.34 M	
Other Home Furnishing Stores	\$698.89 K	\$1.18 M	\$3.58 M	
Electronics, Appliance Stores	\$1.91 M	\$3.22 M	\$9.78 M	
Gasoline Stations	\$12.7 M	\$21.23 M	\$64.19 M	
Building Material, Garden Equipment, Supplies Dealers	\$6.2 M	\$10.47 M	\$31.7 M	
Home Centers	\$2.92 M	\$4.92 M	\$14.91 M	
Paint, Wallpaper Stores	\$212.85 K	\$360.67 K	\$1.09 M	
Hardware Stores	\$268.01 K	\$451.53 K	\$1.37 M	
Other Building Materials Stores	\$2.07 M	\$3.5 M	\$10.58 M	
Outdoor Power Equipment Stores	\$97.15 K	\$163.95 K	\$496.41 K	
Nursery, Garden Stores	\$637.67 K	\$1.07 M	\$3.25 M	
Food, Beverage Stores	\$17.25 M	\$28.83 M	\$87.54 M	
Grocery Stores	\$15.43 M	\$25.79 M	\$78.29 M	
Convenience Stores	\$600.73 K	\$1 M	\$3.05 M	
Meat Markets	\$177.61 K	\$296.18 K	\$899.73 K	
Fish, Seafood Markets	\$64.62 K	\$108.06 K	\$327.58 K	
Fruit, Vegetable Markets	\$107.31 K	\$179.74 K	\$547.18 K	
Other Specialty Food Markets	\$186.51 K	\$310.95 K	\$943.54 K	
Liquor Stores	\$680 K	\$1.14 M	\$3.49 M	

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RETAIL POTENTIAL PROFILE



Wagoner, Oklahoma				
Radius	5 mi radius	10 mi radius	15 mi radius	
Health, Personal Care Stores	\$4.21 M	\$7.06 M	\$21.39 M	
Pharmacy, Drug Stores	\$3.53 M	\$5.91 M	\$17.92 M	
Cosmetics, Beauty Stores	\$206.83 K	\$345.86 K	\$1.05 M	
Optical Goods Stores	\$235.78 K	\$395.64 K	\$1.2 M	
Other Health, Personal Care Stores	\$241.3 K	\$404.92 K	\$1.23 M	
Sporting Goods, Hobby, Book, Music Stores	\$1.88 M	\$3.17 M	\$9.7 M	
Sporting Goods Stores	\$1.02 M	\$1.72 M	\$5.26 M	
Hobby, Toy, Game Stores	\$306.67 K	\$514.98 K	\$1.57 M	
Sewing, Needlecraft Stores	\$93.04 K	\$156.25 K	\$482.88 K	
Musical Instrument Stores	\$89.1 K	\$148.52 K	\$452.14 K	
Book Stores	\$374.69 K	\$629.87 K	\$1.94 M	
General Merchandise Stores	\$16.66 M	\$27.9 M	\$84.85 M	
Department Stores	\$4.24 M	\$7.11 M	\$21.69 M	
Warehouse Superstores	\$10.79 M	\$18.06 M	\$54.88 M	
Other General Merchandise Stores	\$1.62 M	\$2.72 M	\$8.28 M	
Miscellaneous Store Retailers	\$2.25 M	\$3.78 M	\$11.49 M	
Florists	\$78.73 K	\$132.34 K	\$402.46 K	
Office, Stationary Stores	\$220.23 K	\$369.78 K	\$1.13 M	
Gift, Souvenir Stores	\$268.01 K	\$449.69 K	\$1.37 M	
Used Merchandise Stores	\$154.54 K	\$259.51 K	\$788.47 K	
Pet, Pet Supply Stores	\$908.1 K	\$1.53 M	\$4.64 M	
Art Dealers	\$73.06 K	\$122.19 K	\$372.02 K	
Mobile Home Dealers	\$134.57 K	\$226.91 K	\$685.34 K	
Other Miscellaneous Retail Stores	\$416.89 K	\$695.07 K	\$2.1 M	
Non-Store Retailers	\$7.57 M	\$12.7 M	\$38.64 M	
Mail Order, Catalog Stores	\$6.26 M	\$10.51 M	\$32.02 M	
Vending Machines	\$178.1 K	\$296.87 K	\$902.25 K	
Fuel Dealers	\$638.84 K	\$1.08 M	\$3.24 M	
Other Direct Selling Establishments	\$486.57 K	\$815.97 K	\$2.48 M	
Accommodation, Food Services	\$14.75 M	\$24.74 M	\$75.59 M	
Hotels, Other Travel Accommodations	\$790.46 K	\$1.33 M	\$4.06 M	
RV Parks	\$6.79 K	\$11.94 K	\$37.6 K	
Rooming, Boarding Houses	\$5.57 K	\$9.04 K	\$29.27 K	
Full Service Restaurants	\$8.42 M	\$14.13 M	\$43.17 M	
Limited Service Restaurants	\$3.91 M	\$6.56 M	\$20.06 M	
Special Food Services, Catering	\$1.25 M	\$2.1 M	\$6.41 M	
Drinking Places	\$353.69 K	\$594.74 K	\$1.82 M	
Motor Vehicle, Parts Dealers	\$22.36 M	\$37.58 M	\$114.17 M	
New Car Dealers	\$17.15 M	\$28.83 M	\$87.53 M	
Used Car Dealers	\$1.77 M	\$2.97 M	\$9.03 M	
Recreational Vehicle Dealers	\$342.29 K	\$580.49 K	\$1.78 M	
Motorcycle, Boat Dealers	\$758.11 K	\$1.28 M	\$3.9 M	
Auto Parts, Accessories	\$1.4 M	\$2.35 M	\$7.15 M	
Tire Dealers	\$937.99 K	\$1.57 M	\$4.78 M	

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INCOME SUMMARY

INCOME SUMMARY REPORT



Wagoner, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Population							
Estimated Population (2020)		12,879		20,684		60,954	
Projected Population (2025)		14,292		23,003		63,778	
Census Population (2010)		11,929		19,553		61,650	
Census Population (2000)		11,193		18,182		58,865	
Projected Annual Growth (2020 to 2025)		1,413	2.2%	2,318	2.2%	2,824	0.9%
Historical Annual Growth (2010 to 2020)		950	0.7%	1,131	0.5%	-696	-0.1%
Historical Annual Growth (2000 to 2010)		736	0.7%	1,371	0.8%	2,785	0.5%
Households							
Estimated Households (2020)		5,081		8,298		23,674	
Projected Households (2025)		5,604		9,185		24,914	
Census Households (2010)		4,586		7,648		23,850	
Census Households (2000)		4,333		7,132		22,937	
Projected Annual Growth (2020 to 2025)		522	2.1%	887	2.1%	1,240	1.0%
Historical Annual Growth (2010 to 2020)		496	1.1%	650	0.9%	-176	-
Historical Annual Growth (2000 to 2010)		253	0.6%	516	0.7%	913	0.4%
Average Household Income							
Estimated Average Household Income (2020)		\$57,526		\$59,703		\$65,945	
Projected Average Household Income (2025)		\$61,125		\$63,451		\$76,689	
Census Average Household Income (2010)		\$47,544		\$50,472		\$49,186	
Census Average Household Income (2000)		\$39,558		\$40,172		\$39,425	
Projected Annual Growth (2020 to 2025)		\$3,599	1.3%	\$3,748	1.3%	\$10,744	3.3%
Historical Annual Growth (2010 to 2020)		\$9,982	2.1%	\$9,231	1.8%	\$16,759	3.4%
Historical Annual Growth (2000 to 2010)		\$7,985	2.0%	\$10,300	2.6%	\$9,761	2.5%
Median Household Income							
Estimated Median Household Income (2020)		\$47,588		\$49,355		\$49,392	
Projected Median Household Income (2025)		\$55,372		\$57,409		\$57,487	
Census Median Household Income (2010)		\$38,896		\$40,469		\$39,553	
Census Median Household Income (2000)		\$33,357		\$32,998		\$30,856	
Projected Annual Growth (2020 to 2025)		\$7,785	3.3%	\$8,054	3.3%	\$8,094	3.3%
Historical Annual Growth (2010 to 2020)		\$8,692	2.2%	\$8,887	2.2%	\$9,839	2.5%
Historical Annual Growth (2000 to 2010)		\$5,539	1.7%	\$7,470	2.3%	\$8,697	2.8%
Per Capita Income							
Estimated Per Capita Income (2020)		\$22,866		\$24,070		\$25,848	
Projected Per Capita Income (2025)		\$24,119		\$25,442		\$30,182	
Census Per Capita Income (2010)		\$18,276		\$19,741		\$19,028	
Census Per Capita Income (2000)		\$15,237		\$15,738		\$15,235	
Projected Annual Growth (2020 to 2025)		\$1,254	1.1%	\$1,371	1.1%	\$4,334	3.4%
Historical Annual Growth (2010 to 2020)		\$4,589	2.5%	\$4,330	2.2%	\$6,819	3.6%
Historical Annual Growth (2000 to 2010)		\$3,039	2.0%	\$4,003	2.5%	\$3,793	2.5%
Other Income							
Estimated Families (2020)		3,536		5,780		16,117	
Estimated Average Family Income (2020)		\$67,345		\$71,004		\$79,486	
Estimated Median Family Income (2020)		\$57,687		\$60,853		\$63,210	
Estimated Average Household Net Worth (2020)		\$328,510		\$346,696		\$370,934	

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Crime Risk Profile

CRIME RISK PROFILE



Wagoner, Oklahoma				
Radius	5 mi radius	10 mi radius	15 mi radius	
Demographics				
Population	12,879	20,684	60,954	
Census Population	11,929	19,553	61,650	
Households	5,081	8,298	23,674	
Average Household Income	\$57,526	\$59,703	\$65,945	
Median Household Income	\$47,588	\$49,355	\$49,392	
Per Capita Income	\$22,866	\$24,070	\$25,848	
Total Crime				
Crime Index	101	85	121	
Crime Level	Average	Below Average	Above Average	
Personal Crime				
Crime Index	75	60	148	
Crime Level	Below Average	Below Average	Above Average	
Murder				
Crime Index	107	106	90	
Crime Level	Average	Average	Average	
Rape				
Crime Index	99	69	103	
Crime Level	Average	Below Average	Average	
Robbery				
Crime Index	28	25	81	
Crime Level	Very Low	Very Low	Below Average	
Assault				
Crime Index	90	73	183	
Crime Level	Below Average	Below Average	Very High	
Property Crime				
Crime Index	105	89	116	
Crime Level	Average	Below Average	Average	
Burglary				
Crime Index	157	152	192	
Crime Level	High Risk	High Risk	Very High	
Larceny				
Crime Index	96	70	97	
Crime Level	Average	Below Average	Average	
Motor Vehicle Theft				
Crime Index	77	106	118	
Crime Level	Below Average	Average	Average	

* Crime Index: 100 = National Average Adjusted for Population

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Void Analysis

MERCHANT VOID ANALYSIS



Wagoner, Oklahoma

Closest Location

Locations In 15 mi radius

Locations In Wagoner

Radius

Auto Parts Tires

Advance Auto Parts	1	0
AutoZone	2	1
Grease Monkey	1	0
O'Reilly	3	1

Banks

Arvest Bank	5	1
BancFirst	5	2
BOKF	2	0

Banks Minor

Bank	11	2
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Clothing Apparel

Buckle	1	0
Cato	1	0
maurices	1	0
Rue21	1	0

Computers Electronic

Best Buy	1	0
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Convenience Stores

Caseys General Store	1	1
Kum & Go	3	0
Love's	1	0
Murphy USA	2	1
Phillips 66	8	2
Pilot Travel Centers	1	0
QuikTrip	2	1

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MERCHANT VOID ANALYSIS



Wagoner, Oklahoma			
Radius	Closest Location	Locations In 15 mi radius	Locations In Wagoner
Shell		3	0
Sinclair		2	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		2	1
Dollar Stores			
Big Lots		1	0
Dollar General		11	1
Dollar Tree		3	0
Family Dollar		3	0
Five Below		1	0
Drug Stores			
GNC		1	0
Walgreens		2	1
Education			
College		1	0

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MERCHANT VOID ANALYSIS



Wagoner, Oklahoma			
Radius	Closest Location	Locations In 15 mi radius	Locations In Wagoner
Cosmetology and Barber		1	0
Day Care		24	3
High School		9	1
High School (Private)		1	0
PK - 8		22	4
PK - 8 (Private)		2	1
Trade Schools		1	0
Entertainment			
Theatres		2	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			
Allergy and Immunology		2	0
Anesthesiology		4	1
Audiologist		2	0
Cardiovascular Disease		7	1

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MERCHANT VOID ANALYSIS



Wagoner, Oklahoma

Radius	Closest Location	Locations In 15 mi radius	Locations In Wagoner
Certified Nurse Midwife		3	0
Certified Registered Nurse Anesthetist		5	1
Chiropractic		7	1
Clinical Nurse Specialist		3	0
Clinical Psychologist		2	0
Clinical Social Worker		3	0
Dermatology		2	0
Diagnostic Radiology		2	1
Emergency Medicine		4	1
Endocrinology		1	0
Family Practice		19	5
Gastroenterology		1	0
General Surgery		3	1
Hematology and Oncology		2	0
Hospitalist		2	0
Internal Medicine		10	0
Interventional Cardiology		4	0
Interventional Pain Management		4	1
Nephrology		5	1
Neurology		4	0
Neurosurgery		1	0
Nuclear Medicine		1	0
Nurse Practitioner		20	1
Obstetrics and Gynecology		5	0
Occupational Therapy		1	0
Ophthalmology		2	0

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MERCHANT VOID ANALYSIS



Wagoner, Oklahoma			
Radius	Closest Location	Locations In 15 mi radius	Locations In Wagoner
Optometry		12	2
Orthopedic Surgery		2	0
Otolaryngology		2	1
Pain Management		1	0
Physical Medicine and Rehabilitation		1	0
Physical Therapy		6	1
Physician Assistant		11	0
Podiatry		2	0
Psychiatry		3	1
Pulmonary Disease		1	0
Radiation Oncology		2	0
Speech Language Pathologist		1	0
Sports Medicine		1	0
Urology		1	0
Home Improvement			
Do It Best		1	1
FFO Home		1	0
Harbor Freight Tools		1	0
Lowe's		1	0
Orscheln		2	1
Sherwin-Williams		1	0
Tractor Supply Company		1	0
True Value		1	0
Hotels			
Best Western Plus		1	0
Candlewood Suites		1	0

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MERCHANT VOID ANALYSIS



Wagoner, Oklahoma			
Radius	Closest Location	Locations In 15 mi radius	Locations In Wagoner
Comfort		1	0
Days Inn		2	1
Fairfield Inn and Suites		1	0
Hampton Inn		1	0
Holiday Inn Express		1	0
Home2		1	0
Knights Inn		1	0
La Quinta Inn & Suites		1	0
Motel 6		1	0
Mattress			
Mattress Firm		1	0
Office Supply			
Office Depot		1	0
Pet Stores			
Petco		1	0
Restaurants Casual			
Buffalo Wild Wings		1	0
Chili'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		3	1

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MERCHANT VOID ANALYSIS



Wagoner, Oklahoma

Radius	Closest Location	Locations In 15 mi radius	Locations In Wagoner
Burger King		2	1
Chick-fil-A		1	0
KFC		1	0
McDonald's		5	1
Sonic		4	1
Taco Bell		3	1
Wendy's		1	0
Restaurants Fast Food Minor			
Church's Chicken		1	0
Panda Express		1	0
Taco Bueno		2	1
Restaurants Ice Cream Smoothie			
Braum's		3	1
Tropical Smoothie Cafe		1	0
Restaurants Pizza			
Domino's Pizza		1	0
Little Caesars		2	0
Papa Murphy's		1	0
Pizza Hut		1	1
Pizza Inn		1	0
Simple Simons Pizza		4	2
Restaurants Sandwich			
Subway		9	1
Self Storage			
U Haul		1	0
Shoes Footwear			

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MERCHANT VOID ANALYSIS



Wagoner, Oklahoma			
Radius	Closest Location	Locations In 15 mi radius	Locations In Wagoner
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		1	0
Cricket		3	1
MetroPCS		1	0
T-Mobile		1	0
Worship			
Baptist		6	1
Christian		2	0
Judaic		1	0
Methodist Episcopal		3	0

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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.