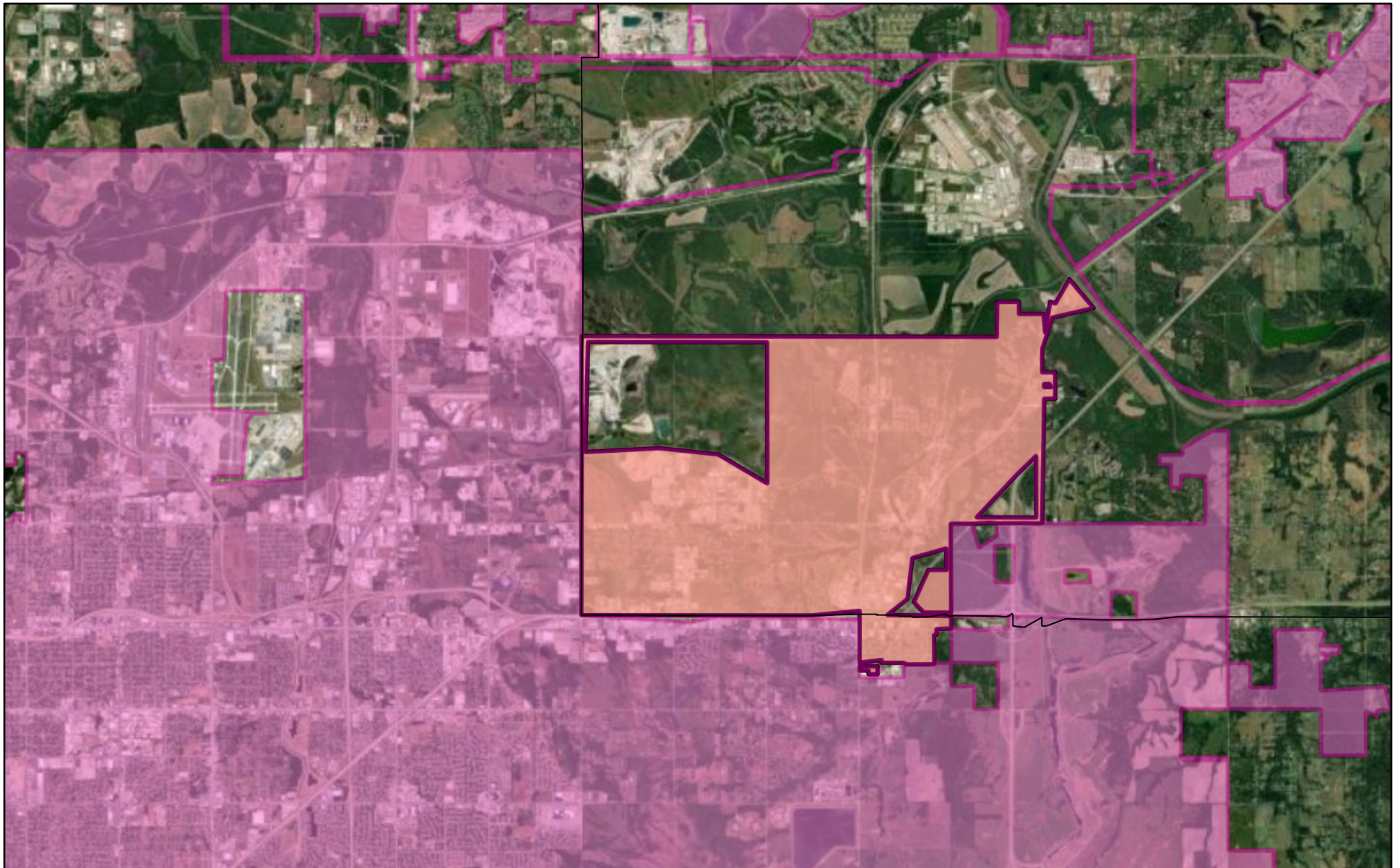


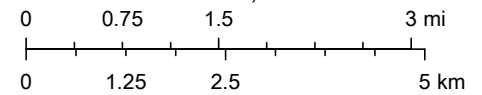
Catoosa Map



12/17/2022

 EDO Boundary

1:117,364



Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



Executive Summary

Catoosa city, OK (4012900)
Catoosa city, OK (4012900)
Geography: Place

Prepared by Esri

Catoosa city,...

Population

2010 Population	7,474
2020 Population	7,424
2022 Population	7,607
2027 Population	7,984
2010-2020 Annual Rate	-0.07%
2020-2022 Annual Rate	1.09%
2022-2027 Annual Rate	0.97%
2022 Male Population	49.2%
2022 Female Population	50.8%
2022 Median Age	37.5

In the identified area, the current year population is 7,607. In 2020, the Census count in the area was 7,424. The rate of change since 2020 was 1.09% annually. The five-year projection for the population in the area is 7,984 representing a change of 0.97% annually from 2022 to 2027. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 37.5, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	61.5%
2022 Black Alone	1.4%
2022 American Indian/Alaska Native Alone	13.8%
2022 Asian Alone	1.8%
2022 Pacific Islander Alone	0.0%
2022 Other Race	4.6%
2022 Two or More Races	16.8%
2022 Hispanic Origin (Any Race)	10.2%

Persons of Hispanic origin represent 10.2% of the population in the identified area compared to 19.0% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 65.0 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	71
2010 Households	2,687
2020 Households	2,873
2022 Households	2,968
2027 Households	3,120
2010-2020 Annual Rate	0.67%
2020-2022 Annual Rate	1.46%
2022-2027 Annual Rate	1.00%
2022 Average Household Size	2.56

The household count in this area has changed from 2,873 in 2020 to 2,968 in the current year, a change of 1.46% annually. The five-year projection of households is 3,120, a change of 1.00% annually from the current year total. Average household size is currently 2.56, compared to 2.56 in the year 2020. The number of families in the current year is 2,144 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



Executive Summary

Catoosa city, OK (4012900)
Catoosa city, OK (4012900)
Geography: Place

Prepared by Esri

Catoosa city,...

Mortgage Income

2022 Percent of Income for Mortgage 15.8%

Median Household Income

2022 Median Household Income \$63,218

2027 Median Household Income \$71,541

2022-2027 Annual Rate 2.50%

Average Household Income

2022 Average Household Income \$85,408

2027 Average Household Income \$97,919

2022-2027 Annual Rate 2.77%

Per Capita Income

2022 Per Capita Income \$34,047

2027 Per Capita Income \$39,081

2022-2027 Annual Rate 2.80%

Households by Income

Current median household income is \$63,218 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$71,541 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$85,408 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$97,919 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$34,047 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$39,081 in five years, compared to \$47,064 for all U.S. households

Housing

2022 Housing Affordability Index 155

2010 Total Housing Units 3,164

2010 Owner Occupied Housing Units 1,872

2010 Renter Occupied Housing Units 816

2010 Vacant Housing Units 477

2020 Total Housing Units 3,132

2020 Vacant Housing Units 259

2022 Total Housing Units 3,253

2022 Owner Occupied Housing Units 1,959

2022 Renter Occupied Housing Units 1,009

2022 Vacant Housing Units 285

2027 Total Housing Units 3,424

2027 Owner Occupied Housing Units 2,105

2027 Renter Occupied Housing Units 1,014

2027 Vacant Housing Units 304

Currently, 60.2% of the 3,253 housing units in the area are owner occupied; 31.0%, renter occupied; and 8.8% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 3,132 housing units in the area and 8.3% vacant housing units. The annual rate of change in housing units since 2020 is 1.70%. Median home value in the area is \$189,683, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 3.94% annually to \$230,105.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



Retail Market Potential

Catoosa city, OK (4012900)
 Catoosa city, OK (4012900)
 Geography: Place

Prepared by Esri

Demographic Summary		2022	2027
Population		7,607	7,984
Population 18+		5,734	6,003
Households		2,968	3,120
Median Household Income		\$63,218	\$71,541

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,315	57.8%	105
Bought any women's clothing in last 12 months	2,848	49.7%	102
Bought any shoes in last 12 months	4,164	72.6%	101
Bought any fine jewelry in last 12 months	1,049	18.3%	96
Bought a watch in last 12 months	815	14.2%	100
Automobiles (Households)			
HH owns/leases any vehicle	2,758	92.9%	104
HH bought/leased new vehicle last 12 months	278	9.4%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,279	92.1%	104
Bought/changed motor oil in last 12 months	3,133	54.6%	114
Had tune-up in last 12 months	1,313	22.9%	93
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	2,355	41.1%	104
Drank beer/ale in last 6 months	2,260	39.4%	97
Cameras (Adults)			
Own digital point & shoot camera/camcorder	579	10.1%	103
Own digital SLR camera/camcorder	456	8.0%	81
Printed digital photos in last 12 months	1,505	26.2%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,878	32.8%	100
Have a smartphone	5,162	90.0%	98
Have a smartphone: Android phone (any brand)	2,701	47.1%	118
Have a smartphone: Apple iPhone	2,504	43.7%	83
Number of cell phones in household: 1	811	27.3%	89
Number of cell phones in household: 2	1,228	41.4%	108
Number of cell phones in household: 3+	880	29.6%	102
HH has cell phone only (no landline telephone)	2,070	69.7%	104
Computers (Households)			
HH owns a computer	2,344	79.0%	97
HH owns desktop computer	1,128	38.0%	100
HH owns laptop/notebook	1,889	63.6%	97
HH owns any Apple/Mac brand computer	476	16.0%	72
HH owns any PC/non-Apple brand computer	2,027	68.3%	103
HH purchased most recent computer in a store	1,063	35.8%	97
HH purchased most recent computer online	661	22.3%	99
HH spent \$1-\$499 on most recent home computer	508	17.1%	110
HH spent \$500-\$999 on most recent home computer	572	19.3%	102
HH spent \$1,000-\$1,499 on most recent home computer	312	10.5%	88
HH spent \$1,500-\$1,999 on most recent home computer	122	4.1%	78
HH spent \$2,000+ on most recent home computer	96	3.2%	68

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Retail Market Potential

Catoosa city, OK (4012900)
 Catoosa city, OK (4012900)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,950	68.9%	110
Bought brewed coffee at convenience store in last 30 days	753	13.1%	106
Bought cigarettes at convenience store in last 30 days	565	9.9%	138
Bought gas at convenience store in last 30 days	2,704	47.2%	125
Spent at convenience store in last 30 days: \$1-19	420	7.3%	96
Spent at convenience store in last 30 days: \$20-\$39	600	10.5%	102
Spent at convenience store in last 30 days: \$40-\$50	567	9.9%	116
Spent at convenience store in last 30 days: \$51-\$99	425	7.4%	123
Spent at convenience store in last 30 days: \$100+	1,461	25.5%	125
Entertainment (Adults)			
Attended a movie in last 6 months	2,432	42.4%	88
Went to live theater in last 12 months	450	7.8%	78
Went to a bar/night club in last 12 months	921	16.1%	95
Dined out in last 12 months	2,975	51.9%	102
Gambled at a casino in last 12 months	613	10.7%	94
Visited a theme park in last 12 months	700	12.2%	85
Viewed movie (video-on-demand) in last 30 days	577	10.1%	78
Viewed TV show (video-on-demand) in last 30 days	411	7.2%	85
Watched any pay-per-view TV in last 12 months	326	5.7%	88
Downloaded a movie over the Internet in last 30 days	270	4.7%	62
Downloaded any individual song in last 6 months	957	16.7%	85
Used internet to watch a movie online in the last 30 days	1,609	28.1%	82
Used internet to watch a TV program online in last 30 days	1,054	18.4%	84
Played a video/electronic game (console) in last 12 months	733	12.8%	109
Played a video/electronic game (portable) in last 12 months	324	5.7%	95
Financial (Adults)			
Have home mortgage (1st)	2,291	40.0%	111
Used ATM/cash machine in last 12 months	3,274	57.1%	95
Own any stock	610	10.6%	89
Own U.S. savings bond	399	7.0%	113
Own shares in mutual fund (stock)	596	10.4%	93
Own shares in mutual fund (bonds)	380	6.6%	94
Have interest checking account	2,109	36.8%	104
Have non-interest checking account	2,068	36.1%	102
Have savings account	3,999	69.7%	102
Have 401K retirement savings plan	1,315	22.9%	105
Own/used any credit/debit card in last 12 months	5,061	88.3%	99
Avg monthly credit card expenditures: \$1-110	713	12.4%	104
Avg monthly credit card expenditures: \$111-\$225	473	8.2%	104
Avg monthly credit card expenditures: \$226-\$450	488	8.5%	97
Avg monthly credit card expenditures: \$451-\$700	431	7.5%	94
Avg monthly credit card expenditures: \$701-\$1,000	452	7.9%	105
Avg monthly credit card expenditures: \$1001-2000	549	9.6%	96
Avg monthly credit card expenditures: \$2001+	385	6.7%	76
Did banking online in last 12 months	2,910	50.7%	96
Did banking on mobile device in last 12 months	2,251	39.3%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Retail Market Potential

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 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	2,821	95.0%	101
HH used chicken (fresh or frozen) in last 6 months	2,069	69.7%	102
HH used turkey (fresh or frozen) in last 6 months	484	16.3%	113
HH used fish/seafood (fresh or frozen) in last 6 months	1,667	56.2%	96
HH used fresh fruit/vegetables in last 6 months	2,624	88.4%	101
HH used fresh milk in last 6 months	2,553	86.0%	104
HH used organic food in last 6 months	551	18.6%	74
Health (Adults)			
Exercise at home 2+ times per week	2,191	38.2%	94
Exercise at club 2+ times per week	602	10.5%	77
Visited a doctor in last 12 months	4,578	79.8%	101
Used vitamin/dietary supplement in last 6 months	3,382	59.0%	97
Home (Households)			
HH did any home improvement in last 12 months	1,139	38.4%	112
HH used any maid/professional cleaning service in last 12 months	531	17.9%	87
HH purchased low ticket HH furnishings in last 12 months	641	21.6%	100
HH purchased big ticket HH furnishings in last 12 months	801	27.0%	103
HH bought any small kitchen appliance in last 12 months	729	24.6%	97
HH bought any large kitchen appliance in last 12 months	519	17.5%	112
Insurance (Adults/Households)			
Currently carry life insurance	3,044	53.1%	110
Carry medical/hospital/accident insurance	4,749	82.8%	102
Carry homeowner/personal property insurance	3,740	65.2%	115
Carry renter's insurance	499	8.7%	82
HH has auto insurance: 1 vehicle in household covered	769	25.9%	88
HH has auto insurance: 2 vehicles in household covered	956	32.2%	104
HH has auto insurance: 3+ vehicles in household covered	899	30.3%	122
Pets (Households)			
Household owns any pet	1,904	64.2%	122
Household owns any cat	912	30.7%	134
Household owns any dog	1,510	50.9%	129
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	2,447	42.7%	120
Buy based on quality not price	840	14.6%	85
Buy on credit rather than wait	641	11.2%	85
Only use coupons brands: usually buy	740	12.9%	95
Will pay more for environmentally safe products	652	11.4%	83
Buy based on price not brands	1,755	30.6%	106
Am interested in how to help the environment	999	17.4%	85
Reading (Adults)			
Bought digital book in last 12 months	864	15.1%	87
Bought hardcover book in last 12 months	1,308	22.8%	94
Bought paperback book in last 12 month	1,691	29.5%	94
Read any daily newspaper (paper version)	824	14.4%	93
Read any digital newspaper in last 30 days	2,424	42.3%	85
Read any magazine (paper/electronic version) in last 6 months	4,827	84.2%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Retail Market Potential

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 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,031	70.3%	105
Went to family restaurant/steak house: 4+ times a month	1,307	22.8%	110
Went to fast food/drive-in restaurant in last 6 months	5,237	91.3%	101
Went to fast food/drive-in restaurant 9+ times/month	2,242	39.1%	103
Fast food restaurant last 6 months: eat in	1,357	23.7%	104
Fast food restaurant last 6 months: home delivery	471	8.2%	71
Fast food restaurant last 6 months: take-out/drive-thru	3,629	63.3%	113
Fast food restaurant last 6 months: take-out/walk-in	1,007	17.6%	82
Television & Electronics (Adults/Households)			
Own any tablet	3,008	52.5%	93
Own any e-reader	613	10.7%	87
Own e-reader/tablet: iPad	1,609	28.1%	81
HH has Internet connectable TV	1,306	44.0%	103
Own any portable MP3 player	774	13.5%	99
HH owns 1 TV	494	16.6%	85
HH owns 2 TVs	859	28.9%	105
HH owns 3 TVs	697	23.5%	106
HH owns 4+ TVs	664	22.4%	108
HH subscribes to cable TV	985	33.2%	89
HH subscribes to fiber optic	92	3.1%	57
HH owns portable GPS navigation device	724	24.4%	119
HH purchased video game system in last 12 months	140	4.7%	61
HH owns any Internet video device for TV	1,351	45.5%	100
Travel (Adults)			
Took domestic trip in continental US last 12 months	3,086	53.8%	101
Took 3+ domestic non-business trips in last 12 months	719	12.5%	100
Spent on domestic vacations in last 12 months: \$1-999	765	13.3%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	342	6.0%	96
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	215	3.7%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	241	4.2%	112
Spent on domestic vacations in last 12 months: \$3,000+	336	5.9%	92
Domestic travel in last 12 months: used general travel website	284	5.0%	83
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,432	25.0%	75
Took 3+ foreign trips by plane in last 3 years	289	5.0%	64
Spent on foreign vacations in last 12 months: \$1-999	292	5.1%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	136	2.4%	62
Spent on foreign vacations in last 12 months: \$3,000+	253	4.4%	73
Foreign travel in last 3 years: used general travel website	255	4.4%	68
Nights spent in hotel/motel in last 12 months: any	2,628	45.8%	101
Took cruise of more than one day in last 3 years	526	9.2%	85
Member of any frequent flyer program	1,021	17.8%	72
Member of any hotel rewards program	1,458	25.4%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Business Summary

Catoosa city, OK (4012900)
 Catoosa city, OK (4012900)
 Geography: Place

Prepared by Esri

Data for all businesses in area		Catoosa city,...			
Total Businesses:		481			
Total Employees:		7,032			
Total Residential Population:		7,607			
Employee/Residential Population Ratio (per 100 Residents)		92			
by SIC Codes	Businesses		Employees		
	Number	Percent	Number	Percent	
Agriculture & Mining	11	2.3%	110	1.6%	
Construction	47	9.8%	669	9.5%	
Manufacturing	34	7.1%	769	10.9%	
Transportation	28	5.8%	1,086	15.4%	
Communication	2	0.4%	7	0.1%	
Utility	3	0.6%	24	0.3%	
Wholesale Trade	25	5.2%	356	5.1%	
Retail Trade Summary	89	18.5%	1,211	17.2%	
Home Improvement	9	1.9%	97	1.4%	
General Merchandise Stores	4	0.8%	115	1.6%	
Food Stores	8	1.7%	226	3.2%	
Auto Dealers, Gas Stations, Auto Aftermarket	14	2.9%	98	1.4%	
Apparel & Accessory Stores	4	0.8%	17	0.2%	
Furniture & Home Furnishings	6	1.2%	15	0.2%	
Eating & Drinking Places	26	5.4%	537	7.6%	
Miscellaneous Retail	18	3.7%	106	1.5%	
Finance, Insurance, Real Estate Summary	38	7.9%	187	2.7%	
Banks, Savings & Lending Institutions	6	1.2%	44	0.6%	
Securities Brokers	7	1.5%	19	0.3%	
Insurance Carriers & Agents	10	2.1%	70	1.0%	
Real Estate, Holding, Other Investment Offices	15	3.1%	54	0.8%	
Services Summary	159	33.1%	2,328	33.1%	
Hotels & Lodging	8	1.7%	105	1.5%	
Automotive Services	20	4.2%	177	2.5%	
Motion Pictures & Amusements	12	2.5%	622	8.8%	
Health Services	22	4.6%	181	2.6%	
Legal Services	5	1.0%	22	0.3%	
Education Institutions & Libraries	6	1.2%	197	2.8%	
Other Services	86	17.9%	1,024	14.6%	
Government	10	2.1%	163	2.3%	
Unclassified Establishments	35	7.3%	122	1.7%	
Totals	481	100.0%	7,032	100.0%	

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

December 18, 2022



Business Summary

Catoosa city, OK (4012900)
 Catoosa city, OK (4012900)
 Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.6%	120	1.7%
Mining	0	0.0%	0	0.0%
Utilities	1	0.2%	1	0.0%
Construction	47	9.8%	669	9.5%
Manufacturing	35	7.3%	695	9.9%
Wholesale Trade	22	4.6%	315	4.5%
Retail Trade	62	12.9%	694	9.9%
Motor Vehicle & Parts Dealers	12	2.5%	89	1.3%
Furniture & Home Furnishings Stores	3	0.6%	9	0.1%
Electronics & Appliance Stores	4	0.8%	7	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	9	1.9%	115	1.6%
Food & Beverage Stores	9	1.9%	215	3.1%
Health & Personal Care Stores	6	1.2%	57	0.8%
Gasoline Stations	2	0.4%	9	0.1%
Clothing & Clothing Accessories Stores	4	0.8%	17	0.2%
Sport Goods, Hobby, Book, & Music Stores	1	0.2%	6	0.1%
General Merchandise Stores	4	0.8%	115	1.6%
Miscellaneous Store Retailers	6	1.2%	55	0.8%
Nonstore Retailers	2	0.4%	0	0.0%
Transportation & Warehousing	21	4.4%	1,062	15.1%
Information	3	0.6%	11	0.2%
Finance & Insurance	24	5.0%	135	1.9%
Central Bank/Credit Intermediation & Related Activities	7	1.5%	46	0.7%
Securities, Commodity Contracts & Other Financial	7	1.5%	19	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	10	2.1%	70	1.0%
Real Estate, Rental & Leasing	23	4.8%	46	0.7%
Professional, Scientific & Tech Services	37	7.7%	689	9.8%
Legal Services	5	1.0%	22	0.3%
Management of Companies & Enterprises	2	0.4%	23	0.3%
Administrative & Support & Waste Management & Remediation	15	3.1%	73	1.0%
Educational Services	6	1.2%	196	2.8%
Health Care & Social Assistance	34	7.1%	423	6.0%
Arts, Entertainment & Recreation	12	2.5%	629	8.9%
Accommodation & Food Services	36	7.5%	651	9.3%
Accommodation	8	1.7%	105	1.5%
Food Services & Drinking Places	28	5.8%	546	7.8%
Other Services (except Public Administration)	53	11.0%	315	4.5%
Automotive Repair & Maintenance	19	4.0%	175	2.5%
Public Administration	10	2.1%	163	2.3%
Unclassified Establishments	35	7.3%	122	1.7%
Total	481	100.0%	7,032	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

December 18, 2022