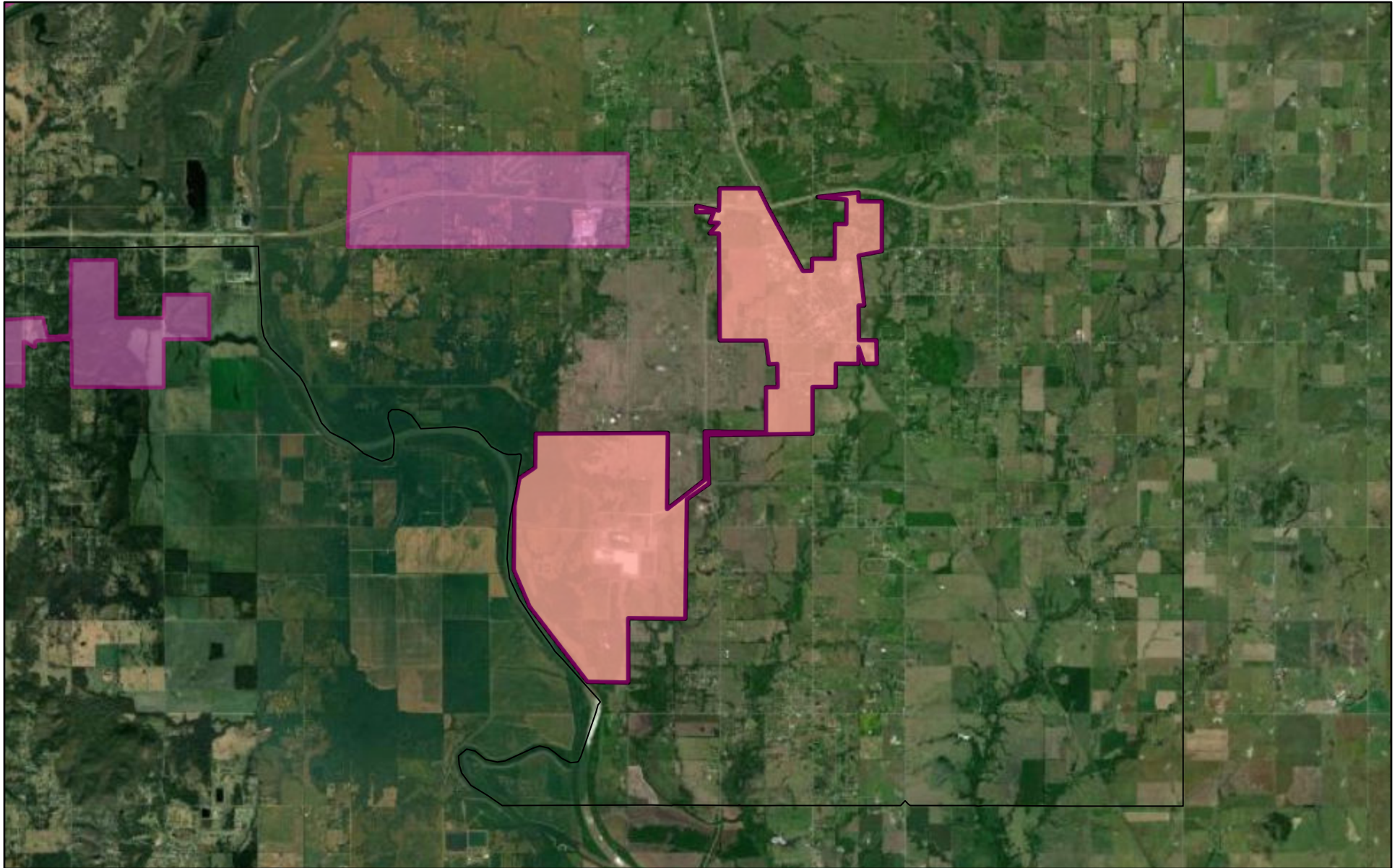


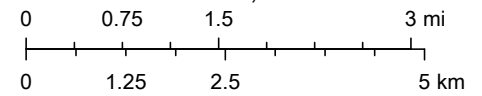
Inola Map



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

Inola town, OK (4037100)
Inola town, OK (4037100)
Geography: Place

Prepared by Esri

Inola town, O...

Population

2010 Population	1,780
2020 Population	1,890
2022 Population	1,896
2027 Population	1,905
2010-2020 Annual Rate	0.60%
2020-2022 Annual Rate	0.14%
2022-2027 Annual Rate	0.09%
2022 Male Population	50.7%
2022 Female Population	49.4%
2022 Median Age	39.0

In the identified area, the current year population is 1,896. In 2020, the Census count in the area was 1,890. The rate of change since 2020 was 0.14% annually. The five-year projection for the population in the area is 1,905 representing a change of 0.09% annually from 2022 to 2027. Currently, the population is 50.7% male and 49.4% female.

Median Age

The median age in this area is 39.0, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	70.2%
2022 Black Alone	0.6%
2022 American Indian/Alaska Native Alone	12.7%
2022 Asian Alone	0.7%
2022 Pacific Islander Alone	0.1%
2022 Other Race	0.5%
2022 Two or More Races	15.2%
2022 Hispanic Origin (Any Race)	3.5%

Persons of Hispanic origin represent 3.5% 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 50.3 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	63
2010 Households	683
2020 Households	682
2022 Households	683
2027 Households	684
2010-2020 Annual Rate	-0.01%
2020-2022 Annual Rate	0.07%
2022-2027 Annual Rate	0.03%
2022 Average Household Size	2.71

The household count in this area has changed from 682 in 2020 to 683 in the current year, a change of 0.07% annually. The five-year projection of households is 684, a change of 0.03% annually from the current year total. Average household size is currently 2.71, compared to 2.69 in the year 2020. The number of families in the current year is 471 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

Inola town, OK (4037100)
Inola town, OK (4037100)
Geography: Place

Prepared by Esri

Inola town, O...

Mortgage Income

2022 Percent of Income for Mortgage 16.0%

Median Household Income

2022 Median Household Income \$58,022

2027 Median Household Income \$65,511

2022-2027 Annual Rate 2.46%

Average Household Income

2022 Average Household Income \$79,201

2027 Average Household Income \$94,889

2022-2027 Annual Rate 3.68%

Per Capita Income

2022 Per Capita Income \$27,952

2027 Per Capita Income \$33,384

2022-2027 Annual Rate 3.62%

Households by Income

Current median household income is \$58,022 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$65,511 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$79,201 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$94,889 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$27,952 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$33,384 in five years, compared to \$47,064 for all U.S. households

Housing

2022 Housing Affordability Index 169

2010 Total Housing Units 744

2010 Owner Occupied Housing Units 494

2010 Renter Occupied Housing Units 189

2010 Vacant Housing Units 61

2020 Total Housing Units 773

2020 Vacant Housing Units 91

2022 Total Housing Units 777

2022 Owner Occupied Housing Units 520

2022 Renter Occupied Housing Units 162

2022 Vacant Housing Units 94

2027 Total Housing Units 782

2027 Owner Occupied Housing Units 537

2027 Renter Occupied Housing Units 146

2027 Vacant Housing Units 98

Currently, 66.9% of the 777 housing units in the area are owner occupied; 20.8%, renter occupied; and 12.1% 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 773 housing units in the area and 11.8% vacant housing units. The annual rate of change in housing units since 2020 is 0.23%. Median home value in the area is \$175,568, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 4.98% annually to \$223,837.

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 Demand Outlook

Inola town, OK (4037100)
 Inola town, OK (4037100)
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Southern Satellites (10A)	88.0%	Population	1,896	1,905
Green Acres (6A)	12.0%	Households	683	684
	0.0%	Families	471	472
	0.0%	Median Age	39.0	40.7
	0.0%	Median Household Income	\$58,022	\$65,511
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$1,233,313	\$1,479,464	\$246,151
Men's		\$229,574	\$275,385	\$45,811
Women's		\$434,321	\$521,117	\$86,796
Children's		\$186,670	\$223,823	\$37,153
Footwear		\$286,496	\$343,693	\$57,197
Watches & Jewelry		\$77,201	\$92,596	\$15,395
Apparel Products and Services (1)		\$28,609	\$34,340	\$5,731
Computer				
Computers and Hardware for Home Use		\$91,289	\$109,521	\$18,232
Portable Memory		\$2,501	\$3,002	\$501
Computer Software		\$4,425	\$5,318	\$893
Computer Accessories		\$10,010	\$12,019	\$2,009
Entertainment & Recreation		\$1,978,185	\$2,372,748	\$394,563
Fees and Admissions		\$379,061	\$455,709	\$76,648
Membership Fees for Clubs (2)		\$132,489	\$159,221	\$26,732
Fees for Participant Sports, excl. Trips		\$61,690	\$74,140	\$12,450
Tickets to Theatre/Operas/Concerts		\$38,875	\$46,781	\$7,906
Tickets to Movies		\$28,497	\$34,214	\$5,717
Tickets to Parks or Museums		\$19,346	\$23,211	\$3,865
Admission to Sporting Events, excl. Trips		\$36,064	\$43,362	\$7,298
Fees for Recreational Lessons		\$61,559	\$74,130	\$12,571
Dating Services		\$541	\$649	\$108
TV/Video/Audio		\$762,183	\$913,487	\$151,304
Cable and Satellite Television Services		\$546,996	\$655,383	\$108,387
Televisions		\$67,284	\$80,692	\$13,408
Satellite Dishes		\$920	\$1,103	\$183
VCRs, Video Cameras, and DVD Players		\$2,832	\$3,400	\$568
Miscellaneous Video Equipment		\$9,581	\$11,496	\$1,915
Video Cassettes and DVDs		\$4,423	\$5,305	\$882
Video Game Hardware/Accessories		\$16,581	\$19,878	\$3,297
Video Game Software		\$9,051	\$10,852	\$1,801
Rental/Streaming/Downloaded Video		\$40,603	\$48,706	\$8,103
Installation of Televisions		\$283	\$341	\$58
Audio (3)		\$61,085	\$73,293	\$12,208
Rental and Repair of TV/Radio/Sound Equipment		\$2,542	\$3,036	\$494
Pets		\$491,494	\$589,004	\$97,510
Toys/Games/Crafts/Hobbies (4)		\$68,109	\$81,710	\$13,601
Recreational Vehicles and Fees (5)		\$72,668	\$87,233	\$14,565
Sports/Recreation/Exercise Equipment (6)		\$113,119	\$135,609	\$22,490
Photo Equipment and Supplies (7)		\$23,587	\$28,338	\$4,751
Reading (8)		\$54,480	\$65,451	\$10,971
Catered Affairs (9)		\$13,543	\$16,279	\$2,736
Food		\$5,571,322	\$6,680,214	\$1,108,892
Food at Home		\$3,320,567	\$3,981,126	\$660,559
Bakery and Cereal Products		\$427,146	\$512,128	\$84,982
Meats, Poultry, Fish, and Eggs		\$730,080	\$875,190	\$145,110
Dairy Products		\$321,391	\$385,468	\$64,077
Fruits and Vegetables		\$617,469	\$740,528	\$123,059
Snacks and Other Food at Home (10)		\$1,224,481	\$1,467,811	\$243,330
Food Away from Home		\$2,250,755	\$2,699,089	\$448,334
Alcoholic Beverages		\$349,248	\$419,360	\$70,112

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

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Inola town, OK (4037100)
 Inola town, OK (4037100)
 Geography: Place

Prepared by Esri

	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$15,143,416	\$18,203,142	\$3,059,726
Value of Retirement Plans	\$57,255,846	\$68,859,966	\$11,604,120
Value of Other Financial Assets	\$4,774,014	\$5,735,771	\$961,757
Vehicle Loan Amount excluding Interest	\$2,026,534	\$2,426,943	\$400,409
Value of Credit Card Debt	\$1,644,763	\$1,973,837	\$329,074
Health			
Nonprescription Drugs	\$108,592	\$130,085	\$21,493
Prescription Drugs	\$253,260	\$303,297	\$50,037
Eyeglasses and Contact Lenses	\$58,651	\$70,387	\$11,736
Home			
Mortgage Payment and Basics (11)	\$6,194,769	\$7,442,621	\$1,247,852
Maintenance and Remodeling Services	\$1,773,834	\$2,129,190	\$355,356
Maintenance and Remodeling Materials (12)	\$428,820	\$514,044	\$85,224
Utilities, Fuel, and Public Services	\$3,277,057	\$3,926,884	\$649,827
Household Furnishings and Equipment			
Household Textiles (13)	\$59,558	\$71,431	\$11,873
Furniture	\$394,065	\$472,597	\$78,532
Rugs	\$20,065	\$24,069	\$4,004
Major Appliances (14)	\$251,455	\$301,511	\$50,056
Housewares (15)	\$51,560	\$61,860	\$10,300
Small Appliances	\$30,271	\$36,309	\$6,038
Luggage	\$9,590	\$11,503	\$1,913
Telephones and Accessories	\$46,966	\$56,566	\$9,600
Household Operations			
Child Care	\$272,564	\$327,490	\$54,926
Lawn and Garden (16)	\$354,562	\$425,046	\$70,484
Moving/Storage/Freight Express	\$41,291	\$49,464	\$8,173
Housekeeping Supplies (17)	\$501,217	\$600,756	\$99,539
Insurance			
Owners and Renters Insurance	\$462,104	\$553,776	\$91,672
Vehicle Insurance	\$1,238,381	\$1,483,350	\$244,969
Life/Other Insurance	\$407,435	\$488,691	\$81,256
Health Insurance	\$2,735,231	\$3,279,008	\$543,777
Personal Care Products (18)	\$299,164	\$358,730	\$59,566
School Books and Supplies (19)	\$76,570	\$91,802	\$15,232
Smoking Products	\$293,932	\$351,645	\$57,713
Transportation			
Payments on Vehicles excluding Leases	\$1,865,028	\$2,233,828	\$368,800
Gasoline and Motor Oil	\$1,585,391	\$1,899,206	\$313,815
Vehicle Maintenance and Repairs	\$696,852	\$835,479	\$138,627
Travel			
Airline Fares	\$318,119	\$382,260	\$64,141
Lodging on Trips	\$417,753	\$501,580	\$83,827
Auto/Truck Rental on Trips	\$29,592	\$35,529	\$5,937
Food and Drink on Trips	\$343,186	\$411,953	\$68,767

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

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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

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

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

Inola town, OK (4037100)
 Inola town, OK (4037100)
 Geography: Place

Prepared by Esri

Data for all businesses in area		Inola town, O...			
Total Businesses:				101	
Total Employees:				739	
Total Residential Population:				1,896	
Employee/Residential Population Ratio (per 100 Residents)				39	
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		0	0.0%	0	0.0%
Construction		4	4.0%	12	1.6%
Manufacturing		4	4.0%	38	5.1%
Transportation		3	3.0%	13	1.8%
Communication		0	0.0%	0	0.0%
Utility		1	1.0%	3	0.4%
Wholesale Trade		5	5.0%	21	2.8%
Retail Trade Summary		22	21.8%	138	18.7%
Home Improvement		1	1.0%	2	0.3%
General Merchandise Stores		1	1.0%	8	1.1%
Food Stores		2	2.0%	41	5.5%
Auto Dealers, Gas Stations, Auto Aftermarket		5	5.0%	22	3.0%
Apparel & Accessory Stores		0	0.0%	0	0.0%
Furniture & Home Furnishings		0	0.0%	0	0.0%
Eating & Drinking Places		7	6.9%	50	6.8%
Miscellaneous Retail		6	5.9%	15	2.0%
Finance, Insurance, Real Estate Summary		13	12.9%	75	10.1%
Banks, Savings & Lending Institutions		5	5.0%	42	5.7%
Securities Brokers		0	0.0%	0	0.0%
Insurance Carriers & Agents		1	1.0%	2	0.3%
Real Estate, Holding, Other Investment Offices		7	6.9%	31	4.2%
Services Summary		35	34.7%	333	45.1%
Hotels & Lodging		0	0.0%	0	0.0%
Automotive Services		2	2.0%	6	0.8%
Motion Pictures & Amusements		2	2.0%	2	0.3%
Health Services		4	4.0%	96	13.0%
Legal Services		1	1.0%	3	0.4%
Education Institutions & Libraries		6	5.9%	146	19.8%
Other Services		20	19.8%	80	10.8%
Government		9	8.9%	106	14.3%
Unclassified Establishments		5	5.0%	0	0.0%
Totals		101	100.0%	739	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

Inola town, OK (4037100)
 Inola town, OK (4037100)
 Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	4	4.0%	12	1.6%
Manufacturing	3	3.0%	35	4.7%
Wholesale Trade	4	4.0%	16	2.2%
Retail Trade	15	14.9%	91	12.3%
Motor Vehicle & Parts Dealers	3	3.0%	5	0.7%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	1	1.0%	2	0.3%
Food & Beverage Stores	2	2.0%	40	5.4%
Health & Personal Care Stores	1	1.0%	7	0.9%
Gasoline Stations	2	2.0%	17	2.3%
Clothing & Clothing Accessories Stores	1	1.0%	4	0.5%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	1.0%	8	1.1%
Miscellaneous Store Retailers	3	3.0%	8	1.1%
Nonstore Retailers	1	1.0%	0	0.0%
Transportation & Warehousing	2	2.0%	12	1.6%
Information	2	2.0%	5	0.7%
Finance & Insurance	6	5.9%	44	6.0%
Central Bank/Credit Intermediation & Related Activities	5	5.0%	42	5.7%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	1	1.0%	2	0.3%
Real Estate, Rental & Leasing	9	8.9%	32	4.3%
Professional, Scientific & Tech Services	3	3.0%	10	1.4%
Legal Services	1	1.0%	3	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	3	3.0%	11	1.5%
Educational Services	5	5.0%	144	19.5%
Health Care & Social Assistance	9	8.9%	130	17.6%
Arts, Entertainment & Recreation	2	2.0%	4	0.5%
Accommodation & Food Services	8	7.9%	52	7.0%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	8	7.9%	52	7.0%
Other Services (except Public Administration)	12	11.9%	35	4.7%
Automotive Repair & Maintenance	2	2.0%	6	0.8%
Public Administration	9	8.9%	106	14.3%
Unclassified Establishments	5	5.0%	0	0.0%
Total	101	100.0%	739	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