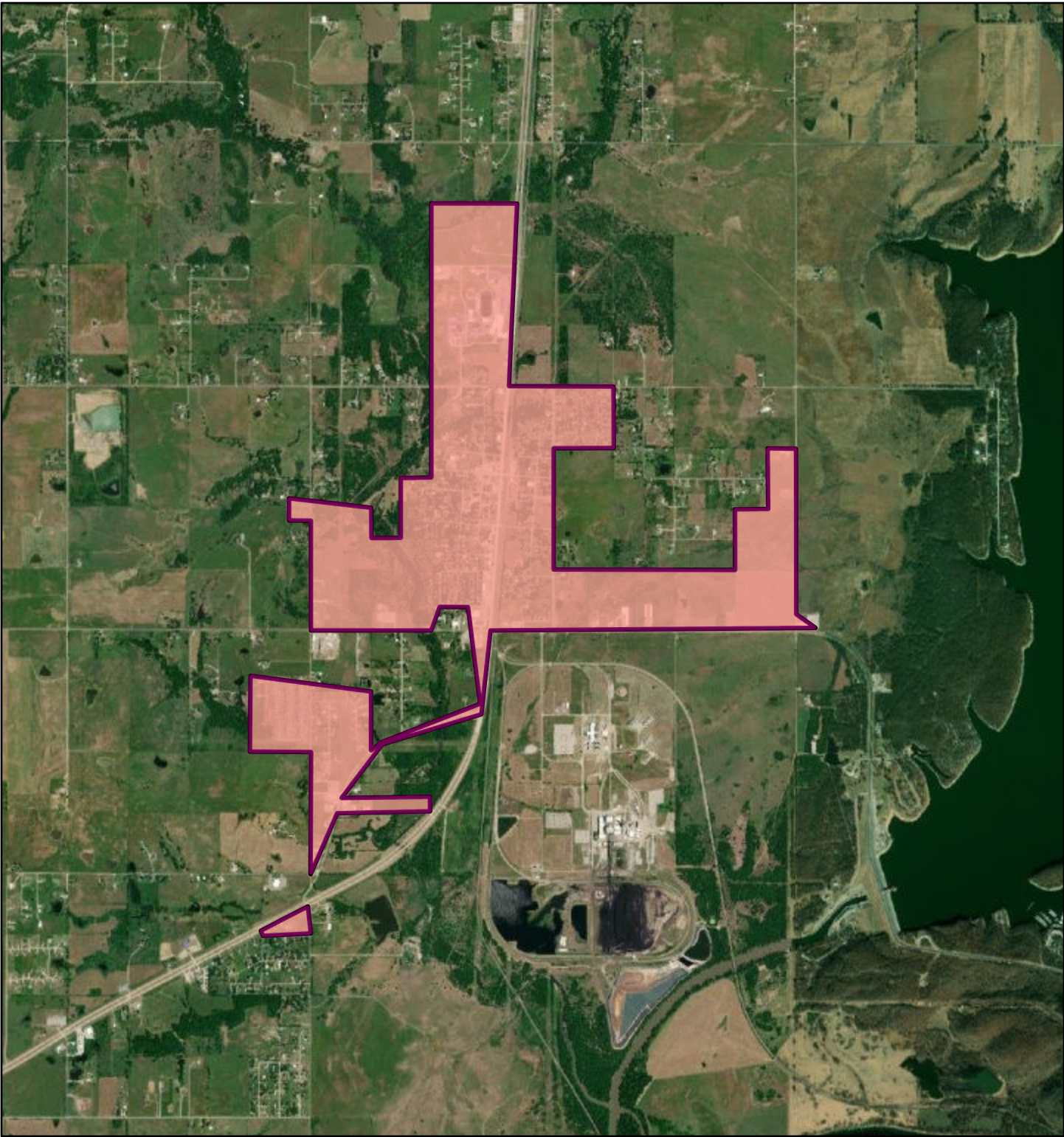


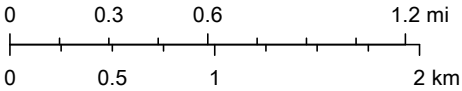
# Oologah Map



12/17/2022

 EDO Boundary

1:45,845



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



# Executive Summary

Oologah town, OK (4055750)  
Oologah town, OK (4055750)  
Geography: Place

Prepared by Esri

Oologah town,...

## Population

2010 Population	1,196
2020 Population	1,305
2022 Population	1,348
2027 Population	1,422
2010-2020 Annual Rate	0.88%
2020-2022 Annual Rate	1.45%
2022-2027 Annual Rate	1.07%
2022 Male Population	47.8%
2022 Female Population	52.2%
2022 Median Age	35.0

In the identified area, the current year population is 1,348. In 2020, the Census count in the area was 1,305. The rate of change since 2020 was 1.45% annually. The five-year projection for the population in the area is 1,422 representing a change of 1.07% annually from 2022 to 2027. Currently, the population is 47.8% male and 52.2% female.

## Median Age

The median age in this area is 35.0, compared to U.S. median age of 38.9.

## Race and Ethnicity

2022 White Alone	65.8%
2022 Black Alone	0.4%
2022 American Indian/Alaska Native Alone	14.9%
2022 Asian Alone	2.6%
2022 Pacific Islander Alone	0.0%
2022 Other Race	0.4%
2022 Two or More Races	15.9%
2022 Hispanic Origin (Any Race)	2.5%

Persons of Hispanic origin represent 2.5% 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 54.3 in the identified area, compared to 71.6 for the U.S. as a whole.

## Households

2022 Wealth Index	65
2010 Households	447
2020 Households	498
2022 Households	516
2027 Households	545
2010-2020 Annual Rate	1.09%
2020-2022 Annual Rate	1.59%
2022-2027 Annual Rate	1.10%
2022 Average Household Size	2.61

The household count in this area has changed from 498 in 2020 to 516 in the current year, a change of 1.59% annually. The five-year projection of households is 545, a change of 1.10% annually from the current year total. Average household size is currently 2.61, compared to 2.62 in the year 2020. The number of families in the current year is 382 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

Oologah town, OK (4055750)  
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Geography: Place

Prepared by Esri

Oologah town,...

### Mortgage Income

2022 Percent of Income for Mortgage 14.2%

### Median Household Income

2022 Median Household Income \$67,840

2027 Median Household Income \$74,023

2022-2027 Annual Rate 1.76%

### Average Household Income

2022 Average Household Income \$81,428

2027 Average Household Income \$89,268

2022-2027 Annual Rate 1.86%

### Per Capita Income

2022 Per Capita Income \$30,176

2027 Per Capita Income \$33,083

2022-2027 Annual Rate 1.86%

### Households by Income

Current median household income is \$67,840 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$74,023 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$81,428 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$89,268 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$30,176 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$33,083 in five years, compared to \$47,064 for all U.S. households

### Housing

2022 Housing Affordability Index 190

2010 Total Housing Units 518

2010 Owner Occupied Housing Units 337

2010 Renter Occupied Housing Units 109

2010 Vacant Housing Units 71

2020 Total Housing Units 541

2020 Vacant Housing Units 43

2022 Total Housing Units 563

2022 Owner Occupied Housing Units 373

2022 Renter Occupied Housing Units 143

2022 Vacant Housing Units 47

2027 Total Housing Units 593

2027 Owner Occupied Housing Units 404

2027 Renter Occupied Housing Units 141

2027 Vacant Housing Units 48

Currently, 66.3% of the 563 housing units in the area are owner occupied; 25.4%, renter occupied; and 8.3% 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 541 housing units in the area and 7.9% vacant housing units. The annual rate of change in housing units since 2020 is 1.79%. Median home value in the area is \$182,418, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 7.30% annually to \$259,459.

**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

Oologah town, OK (4055750)  
 Oologah town, OK (4055750)  
 Geography: Place

Prepared by Esri

Demographic Summary	2022	2027
Population	1,348	1,422
Population 18+	1,023	1,078
Households	516	545
Median Household Income	\$67,840	\$74,023

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	547	53.5%	98
Bought any women's clothing in last 12 months	513	50.1%	103
Bought any shoes in last 12 months	728	71.2%	99
Bought any fine jewelry in last 12 months	188	18.4%	96
Bought a watch in last 12 months	119	11.6%	81
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	480	93.0%	104
HH bought/leased new vehicle last 12 months	44	8.5%	89
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	947	92.6%	104
Bought/changed motor oil in last 12 months	520	50.8%	106
Had tune-up in last 12 months	249	24.3%	99
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	417	40.8%	104
Drank beer/ale in last 6 months	412	40.3%	99
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	95	9.3%	95
Own digital SLR camera/camcorder	97	9.5%	97
Printed digital photos in last 12 months	266	26.0%	103
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	306	29.9%	92
Have a smartphone	933	91.2%	99
Have a smartphone: Android phone (any brand)	503	49.2%	123
Have a smartphone: Apple iPhone	446	43.6%	83
Number of cell phones in household: 1	153	29.7%	97
Number of cell phones in household: 2	214	41.5%	108
Number of cell phones in household: 3+	145	28.1%	97
HH has cell phone only (no landline telephone)	369	71.5%	107
<b>Computers (Households)</b>			
HH owns a computer	416	80.6%	99
HH owns desktop computer	196	38.0%	100
HH owns laptop/notebook	343	66.5%	101
HH owns any Apple/Mac brand computer	94	18.2%	82
HH owns any PC/non-Apple brand computer	353	68.4%	103
HH purchased most recent computer in a store	208	40.3%	109
HH purchased most recent computer online	110	21.3%	95
HH spent \$1-\$499 on most recent home computer	100	19.4%	125
HH spent \$500-\$999 on most recent home computer	101	19.6%	103
HH spent \$1,000-\$1,499 on most recent home computer	58	11.2%	94
HH spent \$1,500-\$1,999 on most recent home computer	22	4.3%	81
HH spent \$2,000+ on most recent home computer	20	3.9%	82

**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

Oologah town, OK (4055750)  
 Oologah town, OK (4055750)  
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	695	67.9%	108
Bought brewed coffee at convenience store in last 30 days	121	11.8%	95
Bought cigarettes at convenience store in last 30 days	82	8.0%	112
Bought gas at convenience store in last 30 days	439	42.9%	114
Spent at convenience store in last 30 days: \$1-19	81	7.9%	104
Spent at convenience store in last 30 days: \$20-\$39	116	11.3%	111
Spent at convenience store in last 30 days: \$40-\$50	93	9.1%	106
Spent at convenience store in last 30 days: \$51-\$99	78	7.6%	126
Spent at convenience store in last 30 days: \$100+	224	21.9%	107
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	479	46.8%	98
Went to live theater in last 12 months	108	10.6%	105
Went to a bar/night club in last 12 months	178	17.4%	103
Dined out in last 12 months	511	50.0%	99
Gambled at a casino in last 12 months	108	10.6%	93
Visited a theme park in last 12 months	123	12.0%	84
Viewed movie (video-on-demand) in last 30 days	115	11.2%	87
Viewed TV show (video-on-demand) in last 30 days	77	7.5%	89
Watched any pay-per-view TV in last 12 months	45	4.4%	68
Downloaded a movie over the Internet in last 30 days	48	4.7%	62
Downloaded any individual song in last 6 months	191	18.7%	95
Used internet to watch a movie online in the last 30 days	299	29.2%	86
Used internet to watch a TV program online in last 30 days	200	19.6%	89
Played a video/electronic game (console) in last 12 months	118	11.5%	98
Played a video/electronic game (portable) in last 12 months	68	6.6%	111
<b>Financial (Adults)</b>			
Have home mortgage (1st)	422	41.3%	114
Used ATM/cash machine in last 12 months	611	59.7%	99
Own any stock	86	8.4%	70
Own U.S. savings bond	66	6.5%	105
Own shares in mutual fund (stock)	101	9.9%	89
Own shares in mutual fund (bonds)	59	5.8%	82
Have interest checking account	346	33.8%	96
Have non-interest checking account	413	40.4%	114
Have savings account	712	69.6%	102
Have 401K retirement savings plan	228	22.3%	102
Own/used any credit/debit card in last 12 months	918	89.7%	101
Avg monthly credit card expenditures: \$1-110	140	13.7%	114
Avg monthly credit card expenditures: \$111-\$225	86	8.4%	106
Avg monthly credit card expenditures: \$226-\$450	94	9.2%	104
Avg monthly credit card expenditures: \$451-\$700	84	8.2%	102
Avg monthly credit card expenditures: \$701-\$1,000	80	7.8%	104
Avg monthly credit card expenditures: \$1001-2000	89	8.7%	87
Avg monthly credit card expenditures: \$2001+	65	6.4%	71
Did banking online in last 12 months	541	52.9%	100
Did banking on mobile device in last 12 months	435	42.5%	102

**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.

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# Retail Market Potential

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 Geography: Place

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	492	95.3%	101
HH used chicken (fresh or frozen) in last 6 months	349	67.6%	99
HH used turkey (fresh or frozen) in last 6 months	72	14.0%	96
HH used fish/seafood (fresh or frozen) in last 6 months	282	54.7%	94
HH used fresh fruit/vegetables in last 6 months	461	89.3%	102
HH used fresh milk in last 6 months	442	85.7%	103
HH used organic food in last 6 months	108	20.9%	84
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	378	37.0%	91
Exercise at club 2+ times per week	126	12.3%	90
Visited a doctor in last 12 months	817	79.9%	101
Used vitamin/dietary supplement in last 6 months	615	60.1%	99
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	201	39.0%	114
HH used any maid/professional cleaning service in last 12 months	84	16.3%	79
HH purchased low ticket HH furnishings in last 12 months	111	21.5%	99
HH purchased big ticket HH furnishings in last 12 months	142	27.5%	105
HH bought any small kitchen appliance in last 12 months	140	27.1%	107
HH bought any large kitchen appliance in last 12 months	97	18.8%	121
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	519	50.7%	105
Carry medical/hospital/accident insurance	847	82.8%	102
Carry homeowner/personal property insurance	670	65.5%	116
Carry renter's insurance	86	8.4%	79
HH has auto insurance: 1 vehicle in household covered	154	29.8%	101
HH has auto insurance: 2 vehicles in household covered	162	31.4%	101
HH has auto insurance: 3+ vehicles in household covered	135	26.2%	105
<b>Pets (Households)</b>			
Household owns any pet	316	61.2%	117
Household owns any cat	146	28.3%	123
Household owns any dog	241	46.7%	118
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	437	42.7%	121
Buy based on quality not price	161	15.7%	92
Buy on credit rather than wait	115	11.2%	85
Only use coupons brands: usually buy	152	14.9%	109
Will pay more for environmentally safe products	108	10.6%	77
Buy based on price not brands	315	30.8%	107
Am interested in how to help the environment	199	19.5%	95
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	163	15.9%	92
Bought hardcover book in last 12 months	247	24.1%	99
Bought paperback book in last 12 month	307	30.0%	96
Read any daily newspaper (paper version)	129	12.6%	82
Read any digital newspaper in last 30 days	458	44.8%	90
Read any magazine (paper/electronic version) in last 6 months	882	86.2%	97

**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
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	716	70.0%	105
Went to family restaurant/steak house: 4+ times a month	217	21.2%	102
Went to fast food/drive-in restaurant in last 6 months	927	90.6%	100
Went to fast food/drive-in restaurant 9+ times/month	409	40.0%	106
Fast food restaurant last 6 months: eat in	250	24.4%	108
Fast food restaurant last 6 months: home delivery	129	12.6%	109
Fast food restaurant last 6 months: take-out/drive-thru	630	61.6%	110
Fast food restaurant last 6 months: take-out/walk-in	174	17.0%	80
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	572	55.9%	99
Own any e-reader	125	12.2%	100
Own e-reader/tablet: iPad	305	29.8%	86
HH has Internet connectable TV	228	44.2%	104
Own any portable MP3 player	132	12.9%	94
HH owns 1 TV	91	17.6%	90
HH owns 2 TVs	142	27.5%	100
HH owns 3 TVs	115	22.3%	101
HH owns 4+ TVs	121	23.4%	113
HH subscribes to cable TV	187	36.2%	98
HH subscribes to fiber optic	25	4.8%	89
HH owns portable GPS navigation device	112	21.7%	106
HH purchased video game system in last 12 months	40	7.8%	100
HH owns any Internet video device for TV	252	48.8%	108
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	528	51.6%	97
Took 3+ domestic non-business trips in last 12 months	121	11.8%	94
Spent on domestic vacations in last 12 months: \$1-999	133	13.0%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	53	5.2%	83
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	37	3.6%	96
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	37	3.6%	96
Spent on domestic vacations in last 12 months: \$3,000+	53	5.2%	81
Domestic travel in last 12 months: used general travel website	43	4.2%	71
Took foreign trip (including Alaska and Hawaii) in last 3 years	257	25.1%	75
Took 3+ foreign trips by plane in last 3 years	44	4.3%	54
Spent on foreign vacations in last 12 months: \$1-999	57	5.6%	77
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	21	2.1%	53
Spent on foreign vacations in last 12 months: \$3,000+	46	4.5%	75
Foreign travel in last 3 years: used general travel website	37	3.6%	55
Nights spent in hotel/motel in last 12 months: any	463	45.3%	100
Took cruise of more than one day in last 3 years	102	10.0%	92
Member of any frequent flyer program	211	20.6%	83
Member of any hotel rewards program	274	26.8%	104

**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

Oologah town, OK (4055750)  
 Oologah town, OK (4055750)  
 Geography: Place

Prepared by Esri

Data for all businesses in area		Oologah town,...			
Total Businesses:		71			
Total Employees:		655			
Total Residential Population:		1,348			
Employee/Residential Population Ratio (per 100 Residents)		49			
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		1	1.4%	20	3.1%
Construction		3	4.2%	3	0.5%
Manufacturing		3	4.2%	27	4.1%
Transportation		3	4.2%	13	2.0%
Communication		0	0.0%	0	0.0%
Utility		1	1.4%	8	1.2%
Wholesale Trade		1	1.4%	5	0.8%
Retail Trade Summary		21	29.6%	186	28.4%
Home Improvement		2	2.8%	8	1.2%
General Merchandise Stores		1	1.4%	7	1.1%
Food Stores		4	5.6%	40	6.1%
Auto Dealers, Gas Stations, Auto Aftermarket		2	2.8%	14	2.1%
Apparel & Accessory Stores		1	1.4%	1	0.2%
Furniture & Home Furnishings		1	1.4%	18	2.7%
Eating & Drinking Places		7	9.9%	85	13.0%
Miscellaneous Retail		3	4.2%	13	2.0%
Finance, Insurance, Real Estate Summary		8	11.3%	52	7.9%
Banks, Savings & Lending Institutions		3	4.2%	42	6.4%
Securities Brokers		1	1.4%	3	0.5%
Insurance Carriers & Agents		1	1.4%	2	0.3%
Real Estate, Holding, Other Investment Offices		3	4.2%	5	0.8%
Services Summary		25	35.2%	328	50.1%
Hotels & Lodging		0	0.0%	0	0.0%
Automotive Services		3	4.2%	10	1.5%
Motion Pictures & Amusements		3	4.2%	4	0.6%
Health Services		5	7.0%	47	7.2%
Legal Services		0	0.0%	0	0.0%
Education Institutions & Libraries		5	7.0%	228	34.8%
Other Services		9	12.7%	39	6.0%
Government		3	4.2%	13	2.0%
Unclassified Establishments		2	2.8%	0	0.0%
Totals		71	100.0%	655	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

Oologah town, OK (4055750)  
 Oologah town, OK (4055750)  
 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	1	1.4%	8	1.2%
Construction	3	4.2%	3	0.5%
Manufacturing	2	2.8%	20	3.1%
Wholesale Trade	1	1.4%	5	0.8%
Retail Trade	13	18.3%	97	14.8%
Motor Vehicle & Parts Dealers	1	1.4%	2	0.3%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	1	1.4%	18	2.7%
Bldg Material & Garden Equipment & Supplies Dealers	2	2.8%	8	1.2%
Food & Beverage Stores	4	5.6%	37	5.6%
Health & Personal Care Stores	1	1.4%	12	1.8%
Gasoline Stations	1	1.4%	12	1.8%
Clothing & Clothing Accessories Stores	1	1.4%	1	0.2%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	1.4%	7	1.1%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	1	1.4%	0	0.0%
Transportation & Warehousing	2	2.8%	12	1.8%
Information	1	1.4%	7	1.1%
Finance & Insurance	5	7.0%	47	7.2%
Central Bank/Credit Intermediation & Related Activities	3	4.2%	42	6.4%
Securities, Commodity Contracts & Other Financial	1	1.4%	3	0.5%
Insurance Carriers & Related Activities; Funds, Trusts &	1	1.4%	2	0.3%
Real Estate, Rental & Leasing	6	8.5%	8	1.2%
Professional, Scientific & Tech Services	3	4.2%	25	3.8%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	1	1.4%	4	0.6%
Educational Services	6	8.5%	230	35.1%
Health Care & Social Assistance	8	11.3%	66	10.1%
Arts, Entertainment & Recreation	2	2.8%	3	0.5%
Accommodation & Food Services	8	11.3%	89	13.6%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	8	11.3%	89	13.6%
Other Services (except Public Administration)	4	5.6%	18	2.7%
Automotive Repair & Maintenance	2	2.8%	8	1.2%
Public Administration	3	4.2%	13	2.0%
Unclassified Establishments	2	2.8%	0	0.0%
<b>Total</b>	<b>71</b>	<b>100.0%</b>	<b>655</b>	<b>100.0%</b>

**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