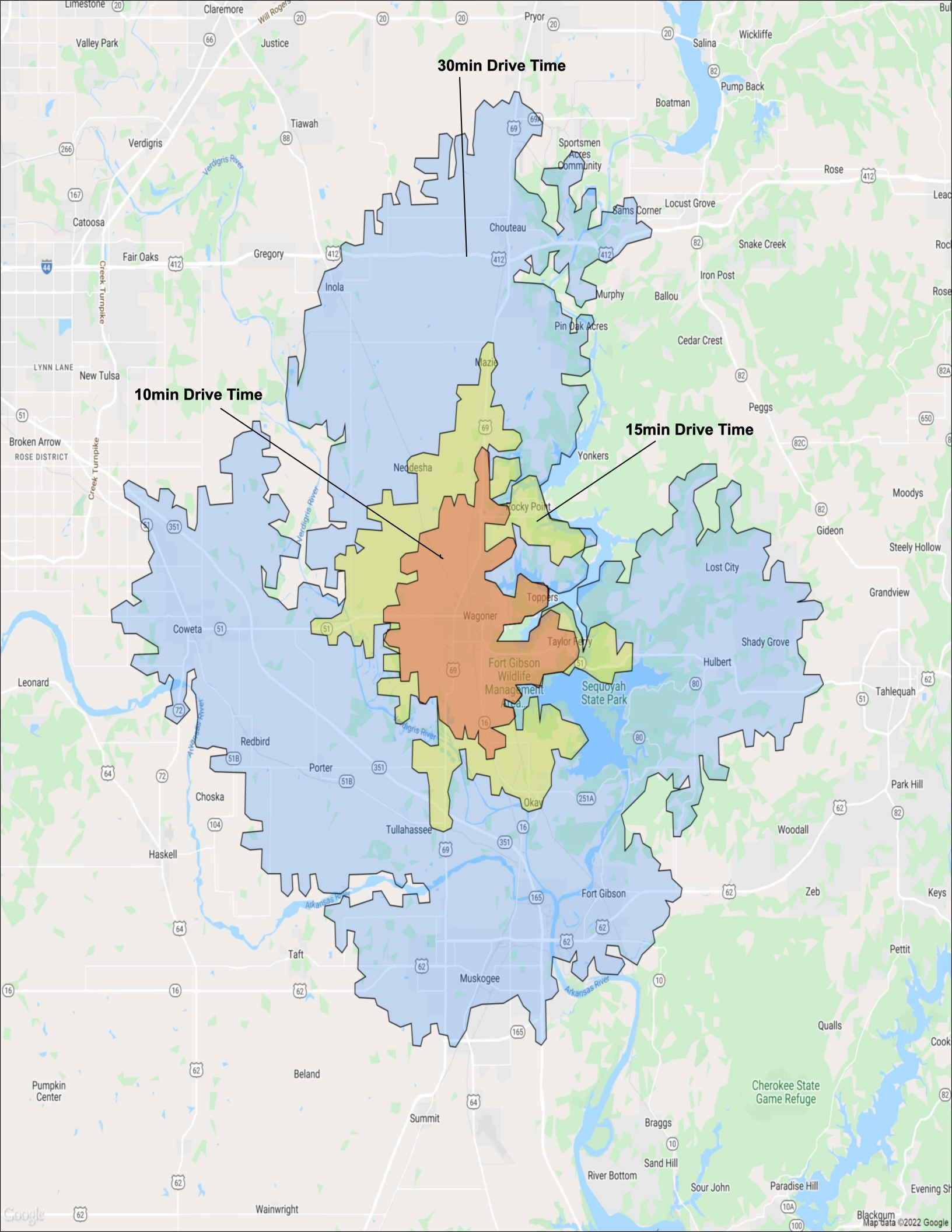


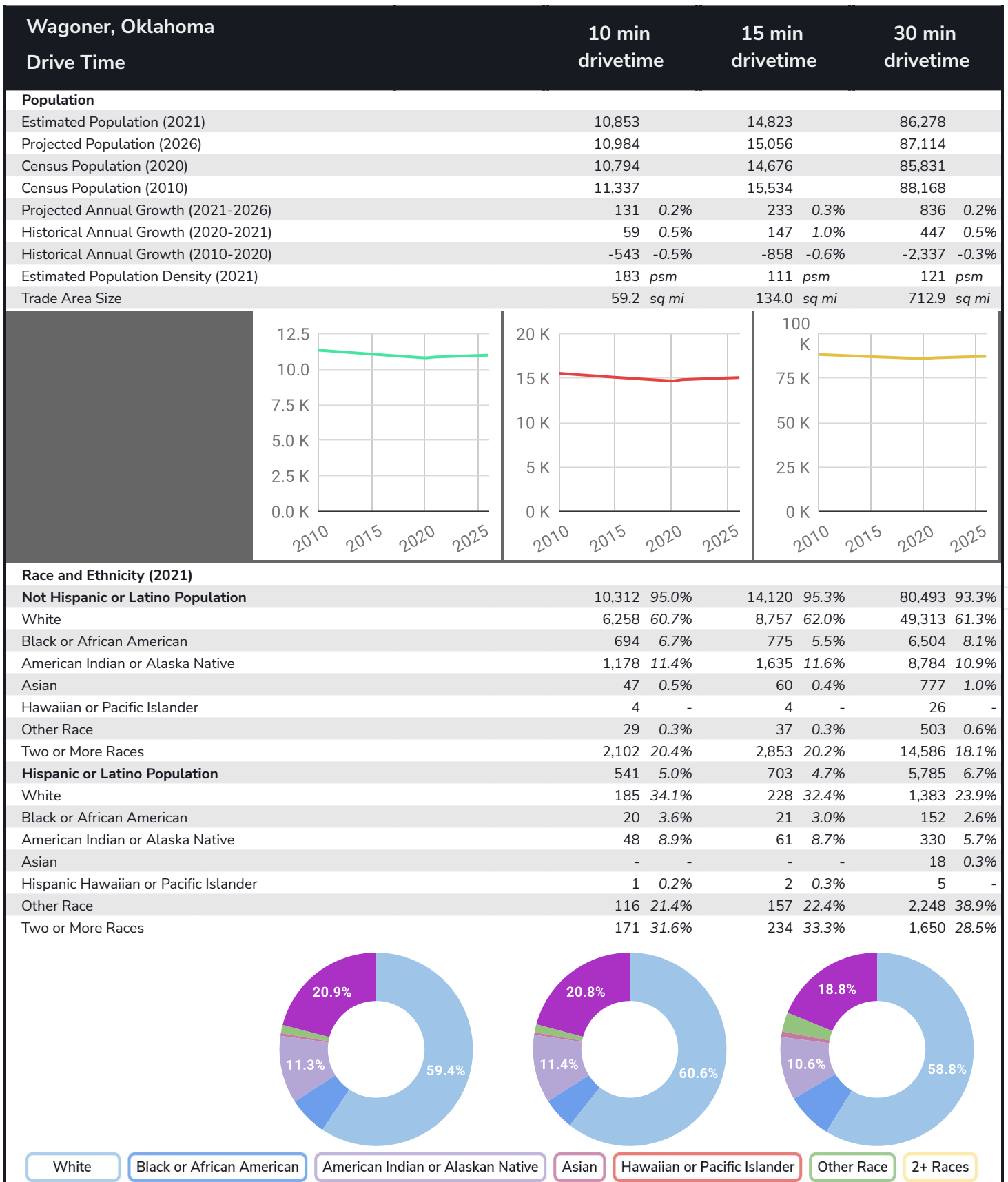
RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Wagoner, Oklahoma
1st Quarter 2022
Drive Time



Demographics





Drive Time

**15 min
drivetime**

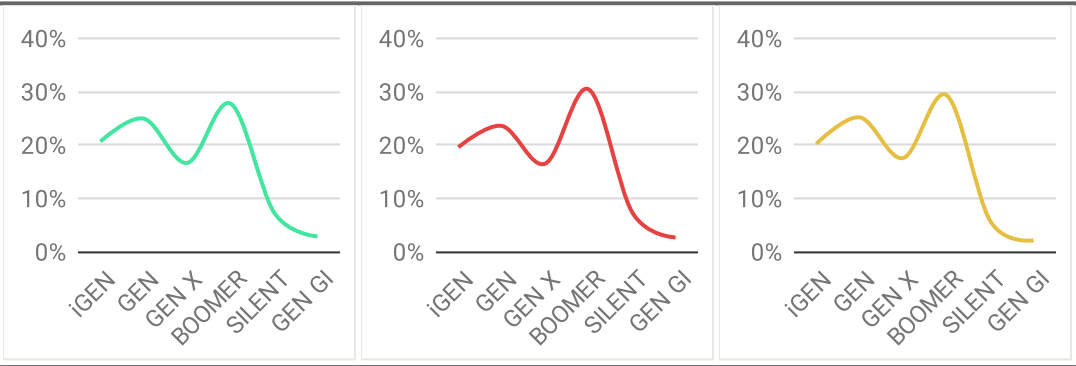
**30 min
drivetime**

Age Under 5 Years

Age Under 5 Years	702	6.5%	888	6.0%	5,477	6.3%
Age 5 to 9 Years	750	6.9%	978	6.6%	5,852	6.8%
Age 10 to 14 Years	784	7.2%	1,032	7.0%	6,086	7.1%
Age 15 to 19 Years	726	6.7%	944	6.4%	5,678	6.6%
Age 20 to 24 Years	717	6.6%	894	6.0%	5,436	6.3%
Age 25 to 29 Years	653	6.0%	846	5.7%	5,346	6.2%
Age 30 to 34 Years	607	5.6%	804	5.4%	5,226	6.1%
Age 35 to 39 Years	631	5.8%	834	5.6%	5,284	6.1%
Age 40 to 44 Years	591	5.4%	815	5.5%	5,056	5.9%
Age 45 to 49 Years	582	5.4%	794	5.4%	4,791	5.6%
Age 50 to 54 Years	559	5.2%	828	5.6%	5,082	5.9%
Age 55 to 59 Years	618	5.7%	947	6.4%	5,455	6.3%
Age 60 to 64 Years	662	6.1%	992	6.7%	5,587	6.5%
Age 65 to 69 Years	590	5.4%	900	6.1%	4,875	5.7%
Age 70 to 74 Years	579	5.3%	838	5.7%	4,260	4.9%
Age 75 to 79 Years	453	4.2%	638	4.3%	2,997	3.5%
Age 80 to 84 Years	341	3.1%	456	3.1%	1,971	2.3%
Age 85 Years or Over	308	2.8%	393	2.7%	1,818	2.1%
Median Age	38.1		40.2		38.1	

iGeneration (Age Under 15 Years)

iGeneration (Age Under 15 Years)	2,237	20.6%	2,898	19.6%	17,415	20.2%
Generation 9/11 Millennials (Age 15 to 34 Years)	2,703	24.9%	3,489	23.5%	21,686	25.1%
Gen Xers (Age 35 to 49 Years)	1,804	16.6%	2,443	16.5%	15,132	17.5%
Baby Boomers (Age 50 to 74 Years)	3,007	27.7%	4,506	30.4%	25,259	29.3%
Silent Generation (Age 75 to 84 Years)	794	7.3%	1,094	7.4%	4,968	5.8%
G.I. Generation (Age 85 Years or Over)	308	2.8%	393	2.7%	1,818	2.1%



Wagoner, Oklahoma		10 min drivetime		15 min drivetime		30 min drivetime	
Drive Time							
Household Type (2021)							
Total Households		4,213		5,860		33,633	
Family Households		2,971 70.5%		4,105 70.1%		23,301 69.3%	
Family Households with Children		1,369 46.1%		1,770 43.1%		10,771 46.2%	
Family Households No Children		1,603 53.9%		2,335 56.9%		12,530 53.8%	
Non-Family Households		1,241 29.5%		1,755 29.9%		10,332 30.7%	
Non-Family Households with Children		17 1.4%		23 1.3%		123 1.2%	
Non-Family Households No Children		1,224 98.6%		1,732 98.7%		10,209 98.8%	
<div><div>Family Households w/ Children</div><div>Family Households No Children</div><div>Non-Family Households w/ Children</div><div>Non-Family Households No Children</div></div>							
Education Attainment (2021)							
Elementary or Some High School		996 13.9%		1,414 14.0%		7,611 13.2%	
High School Graduate		2,698 37.6%		3,847 38.1%		20,568 35.6%	
Some College or Associate Degree		2,162 30.1%		3,074 30.5%		17,671 30.6%	
Bachelor or Graduate Degree		1,316 18.4%		1,751 17.4%		11,899 20.6%	
<div><div>Elementary or Some High School</div><div>High School Graduate</div><div>Some College or Associate Degree</div><div>Bachelor or Graduate Degree</div></div>							
Household Income (2021)							
Estimated Average Household Income		\$69,606		\$68,455		\$70,531	
Estimated Median Household Income		\$44,581		\$45,059		\$51,163	
HH Income Under \$10,000		482 11.5%		647 11.0%		3,225 9.6%	
HH Income \$10,000 to \$34,999		1,247 29.6%		1,766 30.1%		9,161 27.2%	
HH Income \$35,000 to \$49,999		576 13.7%		779 13.3%		4,381 13.0%	
HH Income \$50,000 to \$74,999		833 19.8%		1,138 19.4%		6,334 18.8%	
HH Income \$75,000 to \$99,999		471 11.2%		655 11.2%		4,011 11.9%	
HH Income \$100,000 to \$149,999		408 9.7%		582 9.9%		4,113 12.2%	
HH Income \$150,000 or More		196 4.6%		294 5.0%		2,409 7.2%	

Wagoner, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Population						
Estimated Population (2021)	10,853		14,823		86,278	
Projected Population (2026)	10,984		15,056		87,114	
Census Population (2020)	10,794		14,676		85,831	
Census Population (2010)	11,337		15,534		88,168	
Projected Annual Growth (2021-2026)	131	0.2%	233	0.3%	836	0.2%
Historical Annual Growth (2020-2021)	59	-	147	1.0%	447	0.5%
Historical Annual Growth (2010-2020)	-543	-0.5%	-858	-0.6%	-2,337	-0.3%
Estimated Population Density (2021)	183	psm	111	psm	121	psm
Trade Area Size	59.2	sq mi	134.0	sq mi	712.9	sq mi
Households						
Estimated Households (2021)	4,213		5,860		33,633	
Projected Households (2026)	4,352		6,079		35,922	
Census Households (2020)	4,183		5,795		33,473	
Census Households (2010)	4,330		6,057		34,004	
Projected Annual Growth (2021-2026)	140	0.7%	219	0.7%	2,290	1.4%
Historical Annual Change (2010-2021)	-117	-0.2%	-197	-0.3%	-371	-
Average Household Income						
Estimated Average Household Income (2021)	\$69,606		\$68,455		\$70,531	
Projected Average Household Income (2026)	\$80,189		\$78,055		\$77,775	
Census Average Household Income (2010)	\$47,343		\$48,834		\$49,805	
Census Average Household Income (2000)	\$39,262		\$40,071		\$40,359	
Projected Annual Change (2021-2026)	\$10,582	3.0%	\$9,600	2.8%	\$7,243	2.1%
Historical Annual Change (2000-2021)	\$30,344	3.7%	\$28,384	3.4%	\$30,172	3.6%
Median Household Income						
Estimated Median Household Income (2021)	\$44,581		\$45,059		\$51,163	
Projected Median Household Income (2026)	\$50,630		\$51,354		\$59,519	
Census Median Household Income (2010)	\$38,776		\$39,727		\$40,937	
Census Median Household Income (2000)	\$33,438		\$33,020		\$32,231	
Projected Annual Change (2021-2026)	\$6,049	2.7%	\$6,294	2.8%	\$8,356	3.3%
Historical Annual Change (2000-2021)	\$11,144	1.6%	\$12,040	1.7%	\$18,932	2.8%
Per Capita Income						
Estimated Per Capita Income (2021)	\$27,210		\$27,216		\$27,687	
Projected Per Capita Income (2026)	\$31,963		\$31,667		\$32,261	
Census Per Capita Income (2010)	\$18,080		\$19,042		\$19,208	
Census Per Capita Income (2000)	\$15,047		\$15,644		\$15,492	
Projected Annual Change (2021-2026)	\$4,753	3.5%	\$4,451	3.3%	\$4,575	3.3%
Historical Annual Change (2000-2021)	\$12,163	3.8%	\$11,572	3.5%	\$12,194	3.7%
Estimated Average Household Net Worth (2021)	\$283,092		\$291,193		\$333,202	

Wagoner, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Race and Ethnicity						
Total Population (2021)	10,853		14,823		86,278	
White (2021)	6,443	59.4%	8,984	60.6%	50,695	58.8%
Black or African American (2021)	713	6.6%	796	5.4%	6,656	7.7%
American Indian or Alaska Native (2021)	1,226	11.3%	1,696	11.4%	9,113	10.6%
Asian (2021)	47	0.4%	60	0.4%	796	0.9%
Hawaiian or Pacific Islander (2021)	5	-	6	-	31	-
Other Race (2021)	145	1.3%	194	1.3%	2,751	3.2%
Two or More Races (2021)	2,273	20.9%	3,087	20.8%	16,236	18.8%
Population < 18 (2021)	2,702	24.9%	3,506	23.7%	20,791	24.1%
White Not Hispanic	1,011	37.4%	1,341	38.3%	8,265	39.8%
Black or African American	181	6.7%	199	5.7%	1,600	7.7%
Asian	11	0.4%	16	0.4%	169	0.8%
Other Race Not Hispanic	1,307	48.4%	1,693	48.3%	8,589	41.3%
Hispanic	193	7.1%	257	7.3%	2,168	10.4%
Not Hispanic or Latino Population (2021)	10,312	95.0%	14,120	95.3%	80,493	93.3%
Not Hispanic White	6,258	60.7%	8,757	62.0%	49,313	61.3%
Not Hispanic Black or African American	694	6.7%	775	5.5%	6,504	8.1%
Not Hispanic American Indian or Alaska Native	1,178	11.4%	1,635	11.6%	8,784	10.9%
Not Hispanic Asian	47	0.5%	60	0.4%	777	1.0%
Not Hispanic Hawaiian or Pacific Islander	4	-	4	-	26	-
Not Hispanic Other Race	29	0.3%	37	0.3%	503	0.6%
Not Hispanic Two or More Races	2,102	20.4%	2,853	20.2%	14,586	18.1%
Hispanic or Latino Population (2021)	541	5.0%	703	4.7%	5,785	6.7%
Hispanic White	185	34.1%	228	32.4%	1,383	23.9%
Hispanic Black or African American	20	3.6%	21	3.0%	152	2.6%
Hispanic American Indian or Alaska Native	48	8.9%	61	8.7%	330	5.7%
Hispanic Asian	-	-	-	-	18	0.3%
Hispanic Hawaiian or Pacific Islander	1	0.2%	2	0.3%	5	-
Hispanic Other Race	116	21.4%	157	22.4%	2,248	38.9%
Hispanic Two or More Races	171	31.6%	234	33.3%	1,650	28.5%
Not Hispanic or Latino Population (2020)	10,441	96.7%	14,220	96.9%	80,626	93.9%
Hispanic or Latino Population (2020)	352	3.3%	456	3.1%	5,205	6.1%
Not Hispanic or Latino Population (2010)	10,994	97.0%	15,096	97.2%	83,978	95.2%
Hispanic or Latino Population (2010)	343	3.0%	438	2.8%	4,190	4.8%
Not Hispanic or Latino Population (2026)	10,426	94.9%	14,325	95.1%	81,241	93.3%
Hispanic or Latino Population (2026)	558	5.1%	731	4.9%	5,873	6.7%
Projected Annual Growth (2021-2026)	17	0.6%	28	0.8%	88	0.3%
Historical Annual Growth (2010-2020)	9	0.3%	18	0.4%	1,015	2.4%

Wagoner, Oklahoma			10 min		15 min		30 min	
Drive Time			drivetime		drivetime		drivetime	
Total Age Distribution (2021)								
Total Population			10,853		14,823		86,278	
Age Under 5 Years			702	6.5%	888	6.0%	5,477	6.3%
Age 5 to 9 Years			750	6.9%	978	6.6%	5,852	6.8%
Age 10 to 14 Years			784	7.2%	1,032	7.0%	6,086	7.1%
Age 15 to 19 Years			726	6.7%	944	6.4%	5,678	6.6%
Age 20 to 24 Years			717	6.6%	894	6.0%	5,436	6.3%
Age 25 to 29 Years			653	6.0%	846	5.7%	5,346	6.2%
Age 30 to 34 Years			607	5.6%	804	5.4%	5,226	6.1%
Age 35 to 39 Years			631	5.8%	834	5.6%	5,284	6.1%
Age 40 to 44 Years			591	5.4%	815	5.5%	5,056	5.9%
Age 45 to 49 Years			582	5.4%	794	5.4%	4,791	5.6%
Age 50 to 54 Years			559	5.2%	828	5.6%	5,082	5.9%
Age 55 to 59 Years			618	5.7%	947	6.4%	5,455	6.3%
Age 60 to 64 Years			662	6.1%	992	6.7%	5,587	6.5%
Age 65 to 69 Years			590	5.4%	900	6.1%	4,875	5.7%
Age 70 to 74 Years			579	5.3%	838	5.7%	4,260	4.9%
Age 75 to 79 Years			453	4.2%	638	4.3%	2,997	3.5%
Age 80 to 84 Years			341	3.1%	456	3.1%	1,971	2.3%
Age 85 Years or Over			308	2.8%	393	2.7%	1,818	2.1%
Median Age			38.1		40.2		38.1	
Age 19 Years or Less			2,963	27.3%	3,842	25.9%	23,093	26.8%
Age 20 to 64 Years			5,620	51.8%	7,755	52.3%	47,265	54.8%
Age 65 Years or Over			2,270	20.9%	3,226	21.8%	15,921	18.5%
Female Age Distribution (2021)								
Female Population			5,587	51.5%	7,548	50.9%	44,257	51.3%
Age Under 5 Years			343	6.1%	433	5.7%	2,664	6.0%
Age 5 to 9 Years			336	6.0%	450	6.0%	2,845	6.4%
Age 10 to 14 Years			382	6.8%	500	6.6%	2,973	6.7%
Age 15 to 19 Years			338	6.0%	437	5.8%	2,711	6.1%
Age 20 to 24 Years			364	6.5%	450	6.0%	2,744	6.2%
Age 25 to 29 Years			339	6.1%	447	5.9%	2,745	6.2%
Age 30 to 34 Years			309	5.5%	408	5.4%	2,680	6.1%
Age 35 to 39 Years			329	5.9%	426	5.6%	2,691	6.1%
Age 40 to 44 Years			306	5.5%	411	5.4%	2,613	5.9%
Age 45 to 49 Years			301	5.4%	404	5.3%	2,376	5.4%
Age 50 to 54 Years			301	5.4%	436	5.8%	2,628	5.9%
Age 55 to 59 Years			325	5.8%	494	6.6%	2,804	6.3%
Age 60 to 64 Years			345	6.2%	513	6.8%	2,858	6.5%
Age 65 to 69 Years			318	5.7%	470	6.2%	2,585	5.8%
Age 70 to 74 Years			278	5.0%	397	5.3%	2,277	5.1%
Age 75 to 79 Years			266	4.8%	363	4.8%	1,689	3.8%
Age 80 to 84 Years			197	3.5%	253	3.4%	1,132	2.6%
Age 85 Years or Over			210	3.8%	254	3.4%	1,241	2.8%
Female Median Age			39.8		41.5		39.4	
Age 19 Years or Less			1,398	25.0%	1,821	24.1%	11,193	25.3%
Age 20 to 64 Years			2,920	52.3%	3,990	52.9%	24,139	54.5%
Age 65 Years or Over			1,269	22.7%	1,738	23.0%	8,924	20.2%

Wagoner, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Male Age Distribution (2021)						
Male Population	5,266	48.5%	7,275	49.1%	42,021	48.7%
Age Under 5 Years	359	6.8%	455	6.3%	2,813	6.7%
Age 5 to 9 Years	415	7.9%	528	7.3%	3,007	7.2%
Age 10 to 14 Years	403	7.7%	532	7.3%	3,113	7.4%
Age 15 to 19 Years	389	7.4%	507	7.0%	2,966	7.1%
Age 20 to 24 Years	353	6.7%	444	6.1%	2,692	6.4%
Age 25 to 29 Years	314	6.0%	399	5.5%	2,601	6.2%
Age 30 to 34 Years	298	5.7%	396	5.4%	2,546	6.1%
Age 35 to 39 Years	301	5.7%	407	5.6%	2,593	6.2%
Age 40 to 44 Years	285	5.4%	404	5.6%	2,444	5.8%
Age 45 to 49 Years	281	5.3%	390	5.4%	2,415	5.7%
Age 50 to 54 Years	258	4.9%	392	5.4%	2,453	5.8%
Age 55 to 59 Years	293	5.6%	453	6.2%	2,652	6.3%
Age 60 to 64 Years	317	6.0%	479	6.6%	2,729	6.5%
Age 65 to 69 Years	272	5.2%	430	5.9%	2,290	5.5%
Age 70 to 74 Years	301	5.7%	442	6.1%	1,983	4.7%
Age 75 to 79 Years	187	3.6%	275	3.8%	1,308	3.1%
Age 80 to 84 Years	143	2.7%	203	2.8%	838	2.0%
Age 85 Years or Over	98	1.9%	138	1.9%	577	1.4%
Male Median Age	36.1		38.8		36.7	
Age 19 Years or Less	1,565	29.7%	2,022	27.8%	11,899	28.3%
Age 20 to 64 Years	2,700	51.3%	3,765	51.8%	23,125	55.0%
Age 65 Years or Over	1,001	19.0%	1,488	20.5%	6,997	16.7%
Males per 100 Females (2021)						
Overall Comparison	94		96		95	
Age Under 5 Years	104	51.1%	105	51.2%	106	51.4%
Age 5 to 9 Years	123	55.2%	117	54.0%	106	51.4%
Age 10 to 14 Years	106	51.4%	106	51.5%	105	51.2%
Age 15 to 19 Years	115	53.5%	116	53.7%	109	52.2%
Age 20 to 24 Years	97	49.2%	99	49.7%	98	49.5%
Age 25 to 29 Years	92	48.0%	89	47.2%	95	48.7%
Age 30 to 34 Years	96	49.1%	97	49.2%	95	48.7%
Age 35 to 39 Years	91	47.7%	96	48.9%	96	49.1%
Age 40 to 44 Years	93	48.3%	98	49.6%	94	48.3%
Age 45 to 49 Years	93	48.3%	97	49.2%	102	50.4%
Age 50 to 54 Years	86	46.2%	90	47.4%	93	48.3%
Age 55 to 59 Years	90	47.4%	92	47.8%	95	48.6%
Age 60 to 64 Years	92	47.9%	93	48.3%	95	48.8%
Age 65 to 69 Years	85	46.0%	91	47.8%	89	47.0%
Age 70 to 74 Years	108	52.0%	111	52.7%	87	46.5%
Age 75 to 79 Years	70	41.3%	76	43.1%	77	43.7%
Age 80 to 84 Years	73	42.1%	80	44.5%	74	42.5%
Age 85 Years or Over	47	31.9%	54	35.2%	47	31.7%
Age 19 Years or Less	112	52.8%	111	52.6%	106	51.5%
Age 20 to 39 Years	94	48.5%	95	48.7%	96	49.0%
Age 40 to 64 Years	91	47.6%	94	48.4%	96	48.9%
Age 65 Years or Over	79	44.1%	86	46.1%	78	43.9%

Wagoner, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Household Type (2021)						
Total Households	4,213		5,860		33,633	
Households with Children	1,386	32.9%	1,793	30.6%	10,894	32.4%
Average Household Size	2.5		2.5		2.5	
Household Density per Square Mile	71		44		47	
Population Family	9,198	84.8%	12,544	84.6%	72,364	83.9%
Population Non-Family	1,505	13.9%	2,116	14.3%	12,390	14.4%
Population Group Quarters	150	1.4%	163	1.1%	1,524	1.8%
Family Households	2,971	70.5%	4,105	70.1%	23,301	69.3%
Married Couple Households	2,161	72.7%	3,055	74.4%	16,992	72.9%
Other Family Households with Children	810	27.3%	1,050	25.6%	6,309	27.1%
Family Households with Children	1,369	46.1%	1,770	43.1%	10,771	46.2%
Married Couple with Children	841	61.5%	1,111	62.8%	6,695	62.2%
Other Family Households with Children	528	38.5%	659	37.2%	4,075	37.8%
Family Households No Children	1,603	53.9%	2,335	56.9%	12,530	53.8%
Married Couple No Children	1,320	82.4%	1,944	83.2%	10,296	82.2%
Other Family Households No Children	282	17.6%	391	16.8%	2,234	17.8%
Non-Family Households	1,241	29.5%	1,755	29.9%	10,332	30.7%
Non-Family Households with Children	17	1.4%	23	1.3%	123	1.2%
Non-Family Households No Children	1,224	98.6%	1,732	98.7%	10,209	98.8%
Average Family Household Size	3.1		3.1		3.1	
Average Family Income	\$81,806		\$81,400		\$84,310	
Median Family Income	\$55,617		\$57,557		\$65,636	
Average Non-Family Household Size	1.2		1.2		1.2	
Marital Status (2021)						
Population Age 15 Years or Over	8,616		11,925		68,863	
Never Married	2,005	23.3%	2,679	22.5%	17,692	25.7%
Currently Married	4,301	49.9%	5,976	50.1%	33,289	48.3%
Previously Married	2,311	26.8%	3,270	27.4%	17,883	26.0%
Separated	206	8.9%	353	10.8%	2,614	14.6%
Widowed	853	36.9%	1,142	34.9%	5,231	29.3%
Divorced	1,252	54.2%	1,775	54.3%	10,038	56.1%
Educational Attainment (2021)						
Adult Population Age 25 Years or Over	7,173		10,086		57,749	
Elementary (Grade Level 0 to 8)	273	3.8%	346	3.4%	1,963	3.4%
Some High School (Grade Level 9 to 11)	723	10.1%	1,067	10.6%	5,648	9.8%
High School Graduate	2,698	37.6%	3,847	38.1%	20,568	35.6%
Some College	1,648	23.0%	2,368	23.5%	12,738	22.1%
Associate Degree Only	514	7.2%	706	7.0%	4,933	8.5%
Bachelor Degree Only	896	12.5%	1,184	11.7%	8,215	14.2%
Graduate Degree	420	5.9%	568	5.6%	3,684	6.4%
Any College (Some College or Higher)	3,479	48.5%	4,826	47.8%	29,570	51.2%
College Degree + (Bachelor Degree or Higher)	1,316	18.4%	1,751	17.4%	11,899	20.6%

Wagoner, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Housing						
Total Housing Units (2021)	4,842		6,900		38,327	
Total Housing Units (2020)	4,805		6,816		38,211	
Historical Annual Growth (2020-2021)	37	-	83	-	117	-
Housing Units Occupied (2021)	4,213	87.0%	5,860	84.9%	33,633	87.8%
Housing Units Owner-Occupied	2,845	67.5%	4,153	70.9%	23,629	70.3%
Housing Units Renter-Occupied	1,368	32.5%	1,707	29.1%	10,004	29.7%
Housing Units Vacant (2021)	629	13.0%	1,039	15.1%	4,694	12.2%
Household Size (2021)						
Total Households	4,213		5,860		33,633	
1 Person Households	1,069	25.4%	1,505	25.7%	8,933	26.6%
2 Person Households	1,494	35.5%	2,160	36.9%	11,828	35.2%
3 Person Households	694	16.5%	931	15.9%	5,245	15.6%
4 Person Households	517	12.3%	687	11.7%	4,208	12.5%
5 Person Households	257	6.1%	338	5.8%	2,055	6.1%
6 Person Households	119	2.8%	153	2.6%	820	2.4%
7 or More Person Households	62	1.5%	87	1.5%	544	1.6%
Household Income Distribution (2021)						
HH Income \$200,000 or More	116	2.8%	170	2.9%	1,118	3.3%
HH Income \$150,000 to \$199,999	80	1.9%	124	2.1%	1,291	3.8%
HH Income \$125,000 to \$149,999	147	3.5%	209	3.6%	1,523	4.5%
HH Income \$100,000 to \$124,999	261	6.2%	372	6.4%	2,589	7.7%
HH Income \$75,000 to \$99,999	471	11.2%	655	11.2%	4,011	11.9%
HH Income \$50,000 to \$74,999	833	19.8%	1,138	19.4%	6,334	18.8%
HH Income \$35,000 to \$49,999	576	13.7%	779	13.3%	4,381	13.0%
HH Income \$25,000 to \$34,999	585	13.9%	784	13.4%	3,831	11.4%
HH Income \$15,000 to \$24,999	419	9.9%	619	10.6%	3,353	10.0%
HH Income \$10,000 to \$14,999	244	5.8%	363	6.2%	1,977	5.9%
HH Income Under \$10,000	482	11.5%	647	11.0%	3,225	9.6%
Household Vehicles (2021)						
Households 0 Vehicles Available	242	5.8%	315	5.4%	2,493	7.4%
Households 1 Vehicle Available	1,332	31.6%	1,794	30.6%	9,894	29.4%
Households 2 Vehicles Available	1,672	39.7%	2,307	39.4%	12,121	36.0%
Households 3 or More Vehicles Available	966	22.9%	1,444	24.6%	9,125	27.1%
Total Vehicles Available	7,940		11,336		65,630	
Average Vehicles per Household	1.9		1.9		2.0	
Owner-Occupied Household Vehicles	6,088	76.7%	8,980	79.2%	52,262	79.6%
Average Vehicles per Owner-Occupied Household	2.1		2.2		2.2	
Renter-Occupied Household Vehicles	1,852	23.3%	2,356	20.8%	13,368	20.4%
Average Vehicles per Renter-Occupied Household	1.4		1.4		1.3	
Travel Time (2021)						
Worker Base Age 16 years or Over	4,339		5,801		36,138	
Travel to Work in 14 Minutes or Less	1,353	31.2%	1,579	27.2%	10,607	29.4%
Travel to Work in 15 to 29 Minutes	1,044	24.0%	1,490	25.7%	11,816	32.7%
Travel to Work in 30 to 59 Minutes	1,637	37.7%	2,170	37.4%	10,691	29.6%
Travel to Work in 60 Minutes or More	203	4.7%	424	7.3%	1,917	5.3%
Work at Home	103	2.4%	138	2.4%	1,107	3.1%
Average Minutes Travel to Work	25.3		27.0		22.4	

Wagoner, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Transportation To Work (2021)						
Worker Base Age 16 years or Over	4,339		5,801		36,138	
Drive to Work Alone	3,420	78.8%	4,595	79.2%	29,790	82.4%
Drive to Work in Carpool	564	13.0%	728	12.6%	3,371	9.3%
Travel to Work by Public Transportation	70	1.6%	76	1.3%	456	1.3%
Drive to Work on Motorcycle	-	-	-	-	25	-
Bicycle to Work	1	-	2	-	105	0.3%
Walk to Work	60	1.4%	75	1.3%	427	1.2%
Other Means	120	2.8%	187	3.2%	859	2.4%
Work at Home	103	2.4%	138	2.4%	1,107	3.1%
Daytime Demographics (2021)						
Total Businesses	384		424		2,894	
Total Employees	3,266		3,434		32,879	
Company Headquarter Businesses	10	2.5%	10	2.4%	112	3.9%
Company Headquarter Employees	308	9.4%	310	9.0%	4,884	14.9%
Employee Population per Business	8.5	to 1	8.1	to 1	11.4	to 1
Residential Population per Business	28.2	to 1	34.9	to 1	29.8	to 1
Adj. Daytime Demographics Age 16 Years or Over	7,392		9,356		64,448	
Labor Force						
Labor Population Age 16 Years or Over (2021)	8,465		11,722		67,717	
Labor Force Total Males (2021)	4,010	47.4%	5,654	48.2%	32,484	48.0%
Male Civilian Employed	2,219	55.3%	3,042	53.8%	18,709	57.6%
Male Civilian Unemployed	171	4.3%	221	3.9%	1,183	3.6%
Males in Armed Forces	-	-	-	-	9	-
Males Not in Labor Force	1,621	40.4%	2,391	42.3%	12,583	38.7%
Labor Force Total Females (2021)	4,455	52.6%	6,068	51.8%	35,233	52.0%
Female Civilian Employed	2,121	47.6%	2,759	45.5%	17,429	49.5%
Female Civilian Unemployed	115	2.6%	161	2.6%	933	2.6%
Females in Armed Forces	-	-	-	-	1	-
Females Not in Labor Force	2,219	49.8%	3,149	51.9%	16,870	47.9%
Unemployment Rate	286	3.4%	381	3.3%	2,116	3.1%
Occupation (2021)						
Occupation Population Age 16 Years or Over	4,339		5,801		36,138	
Occupation Total Males	2,219	51.1%	3,042	52.4%	18,709	51.8%
Occupation Total Females	2,121	48.9%	2,759	47.6%	17,429	48.2%
Management, Business, Financial Operations	389	9.0%	564	9.7%	4,531	12.5%
Professional, Related	873	20.1%	1,102	19.0%	6,640	18.4%
Service	949	21.9%	1,202	20.7%	6,452	17.9%
Sales, Office	980	22.6%	1,313	22.6%	8,027	22.2%
Farming, Fishing, Forestry	39	0.9%	41	0.7%	127	0.4%
Construction, Extraction, Maintenance	463	10.7%	655	11.3%	3,992	11.0%
Production, Transport, Material Moving	646	14.9%	923	15.9%	6,369	17.6%
White Collar Workers	2,243	51.7%	2,980	51.4%	19,198	53.1%
Blue Collar Workers	2,096	48.3%	2,821	48.6%	16,940	46.9%

Wagoner, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Units In Structure (2021)						
Total Units	4,330		6,057		34,004	
1 Detached Unit	3,401	78.5%	4,503	74.3%	25,854	76.0%
1 Attached Unit	55	1.3%	67	1.1%	306	0.9%
2 Units	34	0.8%	38	0.6%	604	1.8%
3 to 4 Units	94	2.2%	104	1.7%	638	1.9%
5 to 9 Units	105	2.4%	125	2.1%	713	2.1%
10 to 19 Units	17	0.4%	22	0.4%	676	2.0%
20 to 49 Units	19	0.4%	25	0.4%	220	0.6%
50 or More Units	49	1.1%	62	1.0%	587	1.7%
Mobile Home or Trailer	438	10.1%	906	15.0%	3,921	11.5%
Other Structure	1	-	9	0.1%	114	0.3%
Homes Built By Year (2021)						
Homes Built 2014 or later	51	1.0%	121	1.8%	1,295	3.4%
Homes Built 2010 to 2013	83	1.7%	122	1.8%	739	1.9%
Homes Built 2000 to 2009	604	12.5%	868	12.6%	4,825	12.6%
Homes Built 1990 to 1999	501	10.4%	747	10.8%	4,295	11.2%
Homes Built 1980 to 1989	712	14.7%	1,003	14.5%	4,616	12.0%
Homes Built 1970 to 1979	1,019	21.0%	1,377	20.0%	7,122	18.6%
Homes Built 1960 to 1969	471	9.7%	657	9.5%	3,058	8.0%
Homes Built 1950 to 1959	297	6.1%	414	6.0%	3,620	9.4%
Homes Built 1940 to 1949	115	2.4%	148	2.1%	1,607	4.2%
Homes Built Before 1939	358	7.4%	404	5.9%	2,456	6.4%
Median Age of Homes	37.9	yrs	36.6	yrs	37.8	yrs
Home Values (2021)						
Owner Specified Housing Units	2,845		4,153		23,629	
Home Values \$1,000,000 or More	-	-	42	1.0%	244	1.0%
Home Values \$750,000 to \$999,999	28	1.0%	37	0.9%	116	0.5%
Home Values \$500,000 to \$749,999	8	0.3%	14	0.3%	257	1.1%
Home Values \$400,000 to \$499,999	45	1.6%	64	1.5%	462	2.0%
Home Values \$300,000 to \$399,999	116	4.1%	165	4.0%	1,317	5.6%
Home Values \$250,000 to \$299,999	133	4.7%	194	4.7%	1,401	5.9%
Home Values \$200,000 to \$249,999	263	9.2%	388	9.3%	1,901	8.0%
Home Values \$175,000 to \$199,999	202	7.1%	312	7.5%	1,417	6.0%
Home Values \$150,000 to \$174,999	414	14.6%	518	12.5%	2,790	11.8%
Home Values \$125,000 to \$149,999	168	5.9%	248	6.0%	1,674	7.1%
Home Values \$100,000 to \$124,999	346	12.1%	426	10.3%	2,371	10.0%
Home Values \$90,000 to \$99,999	347	12.2%	429	10.3%	1,498	6.3%
Home Values \$80,000 to \$89,999	128	4.5%	186	4.5%	1,156	4.9%
Home Values \$70,000 to \$79,999	114	4.0%	180	4.3%	1,402	5.9%
Home Values \$60,000 to \$69,999	98	3.4%	147	3.6%	1,408	6.0%
Home Values \$50,000 to \$59,999	65	2.3%	147	3.5%	1,193	5.0%
Home Values \$35,000 to \$49,999	170	6.0%	285	6.9%	899	3.8%
Home Values \$25,000 to \$34,999	66	2.3%	126	3.0%	910	3.8%
Home Values \$10,000 to \$24,999	74	2.6%	132	3.2%	685	2.9%
Home Values Under \$10,000	61	2.1%	115	2.8%	530	2.2%
Owner-Occupied Median Home Value	\$127,103		\$122,317		\$132,124	
Renter-Occupied Median Rent	\$560		\$541		\$561	

Wagoner, Oklahoma Drive Time	10 min drivetime	15 min drivetime	30 min drivetime
Total Annual Consumer Expenditure (2021)			
Total Household Expenditure	\$230.92 M	\$317.48 M	\$1.86 B
Total Non-Retail Expenditure	\$121.71 M	\$167.32 M	\$977.8 M
Total Retail Expenditure	\$109.22 M	\$150.16 M	\$877.75 M
Apparel	\$7.97 M	\$10.93 M	\$64.42 M
Contributions	\$7.2 M	\$9.95 M	\$58.53 M
Education	\$6.23 M	\$8.58 M	\$51.65 M
Entertainment	\$12.72 M	\$17.52 M	\$103.21 M
Food and Beverages	\$34.47 M	\$47.32 M	\$275.99 M
Furnishings and Equipment	\$7.91 M	\$10.89 M	\$64.15 M
Gifts	\$5.33 M	\$7.35 M	\$43.32 M
Health Care	\$20.23 M	\$27.86 M	\$161 M
Household Operations	\$8.95 M	\$12.32 M	\$72.11 M
Miscellaneous Expenses	\$4.33 M	\$5.96 M	\$34.9 M
Personal Care	\$3.09 M	\$4.25 M	\$24.86 M
Personal Insurance	\$1.53 M	\$2.12 M	\$12.56 M
Reading	\$501.95 K	\$691.85 K	\$4.03 M
Shelter	\$48.89 M	\$67.11 M	\$392.07 M
Tobacco	\$1.59 M	\$2.17 M	\$12.28 M
Transportation	\$42.01 M	\$57.75 M	\$338.19 M
Utilities	\$17.99 M	\$24.7 M	\$142.28 M
Monthly Household Consumer Expenditure (2021)			
Total Household Expenditure	\$4,568	\$4,515	\$4,598
Total Non-Retail Expenditure	\$2,408 52.7%	\$2,379 52.7%	\$2,423 52.7%
Total Retail Expenditures	\$2,161 47.3%	\$2,135 47.3%	\$2,175 47.3%
Apparel	\$158 3.4%	\$155 3.4%	\$160 3.5%
Contributions	\$142 3.1%	\$142 3.1%	\$145 3.2%
Education	\$123 2.7%	\$122 2.7%	\$128 2.8%
Entertainment	\$252 5.5%	\$249 5.5%	\$256 5.6%
Food and Beverages	\$682 14.9%	\$673 14.9%	\$684 14.9%
Furnishings and Equipment	\$156 3.4%	\$155 3.4%	\$159 3.5%
Gifts	\$105 2.3%	\$105 2.3%	\$107 2.3%
Health Care	\$400 8.8%	\$396 8.8%	\$399 8.7%
Household Operations	\$177 3.9%	\$175 3.9%	\$179 3.9%
Miscellaneous Expenses	\$86 1.9%	\$85 1.9%	\$86 1.9%
Personal Care	\$61 1.3%	\$60 1.3%	\$62 1.3%
Personal Insurance	\$30 0.7%	\$30 0.7%	\$31 0.7%
Reading	\$10 0.2%	\$10 0.2%	\$10 0.2%
Shelter	\$967 21.2%	\$954 21.1%	\$971 21.1%
Tobacco	\$31 0.7%	\$31 0.7%	\$30 0.7%
Transportation	\$831 18.2%	\$821 18.2%	\$838 18.2%
Utilities	\$356 7.8%	\$351 7.8%	\$353 7.7%

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

Wagoner, Oklahoma Drive Time	10 min drivetime		15 min drivetime		30 min drivetime	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$4.84 M / \$487.35 K	90	\$6.64 M / \$559.24 K	92	\$39.12 M / \$23.72 M	39
Men's Clothing Stores	\$169.77 K / -	100	\$233.28 K / -	100	\$1.38 M / \$214.9 K	84
Women's Clothing Stores	\$743.06 K / \$167.77 K	77	\$1.02 M / \$167.77 K	84	\$6 M / \$3.89 M	35
Children's, Infants' Clothing Stores	\$321.7 K / -	100	\$440.24 K / -	100	\$2.6 M / -	100
Family Clothing Stores	\$1.98 M / -	100	\$2.72 M / -	100	\$16.02 M / \$12.17 M	24
Clothing Accessory Stores	\$157.72 K / -	100	\$216.99 K / -	100	\$1.28 M / \$486.02 K	62
Other Apparel Stores	\$242.59 K / \$319.57 K	-24	\$333.1 K / \$391.47 K	-15	\$1.96 M / \$662.92 K	66
Shoe Stores	\$817.62 K / -	100	\$1.12 M / -	100	\$6.6 M / \$3.69 M	44
Jewelry Stores	\$371.01 K / -	100	\$510.13 K / -	100	\$3.03 M / \$2.61 M	14
Luggage Stores	\$30.25 K / -	100	\$42.08 K / -	100	\$247.15 K / -	100
Furniture, Home Furnishings Stores	\$2.34 M / \$1.64 M	30	\$3.22 M / \$1.79 M	44	\$19 M / \$10.26 M	46
Furniture Stores	\$1.43 M / \$1.13 M	21	\$1.97 M / \$1.14 M	42	\$11.65 M / \$9.1 M	22
Floor Covering Stores	\$246.45 K / \$147.49 K	40	\$341.19 K / \$147.49 K	57	\$2.01 M / \$599.88 K	70
Other Home Furnishing Stores	\$661.23 K / \$363.6 K	45	\$910.65 K / \$506.04 K	44	\$5.35 M / \$559.12 K	90
Electronics, Appliance Stores	\$1.81 M / \$5.39 K	100	\$2.49 M / \$261.89 K	89	\$14.6 M / \$17.16 M	-15
Building Material, Garden Equipment, Supplies Dealers	\$5.86 M / \$6 M	-2	\$8.1 M / \$6.09 M	25	\$47.33 M / \$49.04 M	-3
Home Centers	\$2.76 M / \$3.42 M	-19	\$3.81 M / \$3.51 M	8	\$22.27 M / \$24.49 M	-9
Paint, Wallpaper Stores	\$201.26 K / -	100	\$278.77 K / -	100	\$1.63 M / \$625.45 K	62
Hardware Stores	\$252.78 K / -	100	\$348.87 K / -	100	\$2.04 M / \$2.29 M	-11
Other Building Materials Stores	\$1.96 M / \$2.58 M	-24	\$2.71 M / \$2.58 M	5	\$15.8 M / \$13.1 M	17
Outdoor Power Equipment Stores	\$91.57 K / -	100	\$126.56 K / -	100	\$744.67 K / \$2.12 M	-65
Nursery, Garden Stores	\$600.64 K / -	100	\$828.24 K / -	100	\$4.86 M / \$6.42 M	-24
Food, Beverage Stores	\$16.38 M / \$2.82 M	83	\$22.49 M / \$4.05 M	82	\$130.45 M / \$155.78 M	-16
Grocery Stores	\$14.66 M / \$671.67 K	95	\$20.12 M / \$1.8 M	91	\$116.65 M / \$143.74 M	-19
Convenience Stores	\$571.37 K / \$1.47 M	-61	\$783.56 K / \$1.55 M	-49	\$4.54 M / \$7.04 M	-36
Meat Markets	\$169.13 K / \$157.7 K	7	\$231.8 K / \$157.7 K	32	\$1.34 M / \$283.12 K	79
Fish, Seafood Markets	\$61.56 K / -	100	\$84.23 K / \$22.14 K	74	\$486.96 K / \$458.71 K	6
Fruit, Vegetable Markets	\$102.86 K / -	100	\$141.21 K / -	100	\$816.11 K / -	100
Other Specialty Food Markets	\$176.9 K / -	100	\$242.78 K / -	100	\$1.4 M / \$1.24 M	11
Liquor Stores	\$642.63 K / \$516.72 K	20	\$885.02 K / \$516.72 K	42	\$5.22 M / \$3.01 M	42

Retail Gap Report



Wagoner, Oklahoma						
Drive Time	10 min drivetime		15 min drivetime		30 min drivetime	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$3.99 M / \$4.76 M	-16	\$5.49 M / \$4.76 M	13	\$31.87 M / \$47.36 M	-33
Pharmacy, Drug Stores	\$3.34 M / \$4.47 M	-25	\$4.6 M / \$4.47 M	3	\$26.7 M / \$40.81 M	-35
Cosmetics, Beauty Stores	\$195.12 K / -	100	\$268.65 K / -	100	\$1.56 M / \$701.75 K	55
Optical Goods Stores	\$222.9 K / \$287.51 K	-22	\$307.44 K / \$287.51 K	6	\$1.79 M / \$2.06 M	-13
Other Health, Personal Care Stores	\$228.9 K / -	100	\$315.27 K / -	100	\$1.83 M / \$3.79 M	-52
Sporting Goods, Hobby, Book, Music Stores	\$1.78 M / \$428.71 K	76	\$2.45 M / \$428.71 K	83	\$14.5 M / \$7.98 M	45
Sporting Goods Stores	\$959.56 K / \$350.48 K	63	\$1.32 M / \$350.48 K	74	\$7.88 M / \$4.06 M	48
Hobby, Toy, Game Stores	\$290.69 K / -	100	\$399.27 K / -	100	\$2.35 M / \$3.37 M	-30
Sewing, Needlecraft Stores	\$89.08 K / \$78.22 K	12	\$122.48 K / \$78.22 K	36	\$723.58 K / \$131.07 K	82
Musical Instrument Stores	\$85.17 K / -	100	\$117.01 K / -	100	\$675.42 K / -	100
Book Stores	\$354.62 K / -	100	\$488.41 K / -	100	\$2.88 M / \$414.63 K	86
General Merchandise Stores	\$15.79 M / \$23.17 M	-32	\$21.7 M / \$23.55 M	-8	\$126.54 M / \$66.86 M	47
Department Stores	\$4.02 M / \$22.44 M	-82	\$5.52 M / \$22.44 M	-75	\$32.37 M / \$42 M	-23
Warehouse Superstores	\$10.24 M / -	100	\$14.06 M / -	100	\$81.81 M / -	100
Other General Merchandise Stores	\$1.54 M / \$724.16 K	53	\$2.12 M / \$1.11 M	48	\$12.35 M / \$24.87 M	-50
Miscellaneous Store Retailers	\$2.13 M / \$803.63 K	62	\$2.93 M / \$899.48 K	69	\$17.15 M / \$15.54 M	9
Florists	\$74.14 K / \$153.55 K	-52	\$102.49 K / \$159.36 K	-36	\$600.21 K / \$2.11 M	-72
Office, Stationary Stores	\$207.82 K / -	100	\$286.28 K / -	100	\$1.68 M / \$2.95 M	-43
Gift, Souvenir Stores	\$253.74 K / -	100	\$348.9 K / -	100	\$2.05 M / \$233.49 K	89
Used Merchandise Stores	\$145.69 K / \$249.65 K	-42	\$200.9 K / \$263.31 K	-24	\$1.18 M / \$1.51 M	-22
Pet, Pet Supply Stores	\$856.54 K / -	100	\$1.18 M / -	100	\$6.93 M / \$3.01 M	57
Art Dealers	\$68.93 K / -	100	\$94.91 K / -	100	\$555.51 K / -	100
Mobile Home Dealers	\$126.53 K / -	100	\$175.34 K / -	100	\$1.02 M / \$2.71 M	-62
Other Miscellaneous Retail Stores	\$396.04 K / \$400.43 K	-1	\$543.31 K / \$476.81 K	12	\$3.13 M / \$3.01 M	4
Non-Store Retailers	\$7.16 M / \$415.4 K	94	\$9.85 M / \$583.53 K	94	\$57.66 M / \$9.8 M	83
Mail Order, Catalog Stores	\$5.92 M / -	100	\$8.15 M / -	100	\$47.78 M / \$4.42 M	91
Vending Machines	\$168.78 K / -	100	\$231.45 K / \$10.89 K	95	\$1.34 M / \$3.69 M	-64
Fuel Dealers	\$605.89 K / \$415.4 K	31	\$837.06 K / \$415.4 K	50	\$4.84 M / \$1.27 M	74
Other Direct Selling Establishments	\$460.6 K / -	100	\$633.18 K / \$157.24 K	75	\$3.7 M / \$424.08 K	89

Retail Gap Report



Wagoner, Oklahoma		10 min drivetime		15 min drivetime		30 min drivetime	
Drive Time		Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services		\$13.62 M / \$18.03 M	-24	\$18.72 M / \$18.34 M	2	\$110.17 M / \$99.64 M	10
Hotels, Other Travel Accommodations		\$748.26 K / \$227.64 K	70	\$1.03 M / \$230.18 K	78	\$6.06 M / \$4.24 M	30
RV Parks		\$8 K / -	100	\$10.57 K / \$29	100	\$58.84 K / \$17.49 K	70
Rooming, Boarding Houses		\$5.2 K / -	100	\$6.97 K / -	100	\$42.93 K / -	100
Full Service Restaurants		\$7.97 M / \$6.85 M	14	\$10.95 M / \$6.98 M	36	\$64.48 M / \$57.7 M	11
Limited Service Restaurants		\$3.7 M / \$8.96 M	-59	\$5.09 M / \$9.25 M	-45	\$29.96 M / \$34.64 M	-14
Special Food Services, Catering		\$1.18 M / \$1.89 M	-37	\$1.63 M / \$1.89 M	-14	\$9.58 M / \$3.94 M	59
Drinking Places		\$334.37 K / \$440.62 K	-24	\$460.17 K / \$460.45 K	0	\$2.72 M / \$1.82 M	33
Gasoline Stations		\$12.04 M / -	100	\$16.53 M / -	100	\$95.79 M / \$120.34 M	-20
Motor Vehicle, Parts Dealers		\$21.14 M / \$18.41 M	13	\$29.08 M / \$20.7 M	29	\$170.84 M / \$173.35 M	-1
New Car Dealers		\$16.22 M / \$14.08 M	13	\$22.3 M / \$16.12 M	28	\$131.01 M / \$124.89 M	5
Used Car Dealers		\$1.67 M / -	100	\$2.3 M / -	100	\$13.51 M / \$15.14 M	-11
Recreational Vehicle Dealers		\$322.61 K / -	100	\$446.02 K / -	100	\$2.67 M / \$6.85 M	-61
Motorcycle, Boat Dealers		\$715.58 K / \$544.21 K	24	\$986.51 K / \$730.97 K	26	\$5.85 M / \$3.79 M	35
Auto Parts, Accessories		\$1.33 M / \$3.11 M	-57	\$1.82 M / \$3.11 M	-41	\$10.67 M / \$14.28 M	-25
Tire Dealers		\$886.81 K / \$666.34 K	25	\$1.22 M / \$745.2 K	39	\$7.13 M / \$8.39 M	-15
2021 Population		10,853		14,823		86,278	
2026 Population		10,984		15,056		87,114	
% Population Change 2021-2026		1.2%		1.6%		1.0%	
2021 Adult Population Age 18+		8,151		11,317		65,484	
2021 Population Male		5,266		7,275		42,021	
2021 Population Female		5,587		7,548		44,257	
2021 Households		4,213		5,860		33,633	
2021 Median Household Income		44,581		45,059		51,163	
2021 Average Household Income		69,606		68,455		70,531	

Retail Potential

Retail Potential Profile



Wagoner, Oklahoma Drive Time	10 min drivetime	15 min drivetime	30 min drivetime
2021 Population	10,853	14,823	86,278
2026 Population	10,984	15,056	87,114
% Population Change 2020-2021	0.6%	1.0%	0.5%
2021 Adult Population Age 18+	\$8,151	\$11,317	\$65,484
2021 Population Male	\$5,266	\$7,275	\$42,021
2021 Population Female	\$5,587	\$7,548	\$44,257
2021 Households	\$4,213	\$5,860	\$33,633
2021 Median Household Income	\$44,581	\$45,059	\$51,163
2021 Average Household Income	\$69,606	\$68,455	\$70,531
Clothing, Clothing Accessories Stores	\$4.84 M	\$6.64 M	\$39.12 M
Men's Clothing Stores	\$169.77 K	\$233.28 K	\$1.38 M
Women's Clothing Stores	\$743.06 K	\$1.02 M	\$6 M
Children's, Infants' Clothing Stores	\$321.7 K	\$440.24 K	\$2.6 M
Family Clothing Stores	\$1.98 M	\$2.72 M	\$16.02 M
Clothing Accessory Stores	\$157.72 K	\$216.99 K	\$1.28 M
Other Apparel Stores	\$242.59 K	\$333.1 K	\$1.96 M
Shoe Stores	\$817.62 K	\$1.12 M	\$6.6 M
Jewelry Stores	\$371.01 K	\$510.13 K	\$3.03 M
Luggage Stores	\$30.25 K	\$42.08 K	\$247.15 K
Furniture, Home Furnishings Stores	\$2.34 M	\$3.22 M	\$19 M
Furniture Stores	\$1.43 M	\$1.97 M	\$11.65 M
Floor Covering Stores	\$246.45 K	\$341.19 K	\$2.01 M
Other Home Furnishing Stores	\$661.23 K	\$910.65 K	\$5.35 M
Electronics, Appliance Stores	\$1.81 M	\$2.49 M	\$14.6 M
Gasoline Stations	\$12.04 M	\$16.53 M	\$95.79 M
Building Material, Garden Equipment, Supplies Dealers	\$5.86 M	\$8.1 M	\$47.33 M
Home Centers	\$2.76 M	\$3.81 M	\$22.27 M
Paint, Wallpaper Stores	\$201.26 K	\$278.77 K	\$1.63 M
Hardware Stores	\$252.78 K	\$348.87 K	\$2.04 M
Other Building Materials Stores	\$1.96 M	\$2.71 M	\$15.8 M
Outdoor Power Equipment Stores	\$91.57 K	\$126.56 K	\$744.67 K
Nursery, Garden Stores	\$600.64 K	\$828.24 K	\$4.86 M
Food, Beverage Stores	\$16.38 M	\$22.49 M	\$130.45 M
Grocery Stores	\$14.66 M	\$20.12 M	\$116.65 M
Convenience Stores	\$571.37 K	\$783.56 K	\$4.54 M
Meat Markets	\$169.13 K	\$231.8 K	\$1.34 M
Fish, Seafood Markets	\$61.56 K	\$84.23 K	\$486.96 K
Fruit, Vegetable Markets	\$102.86 K	\$141.21 K	\$816.11 K
Other Specialty Food Markets	\$176.9 K	\$242.78 K	\$1.4 M
Liquor Stores	\$642.63 K	\$885.02 K	\$5.22 M

Retail Potential Profile



Wagoner, Oklahoma Drive Time	10 min drivetime	15 min drivetime	30 min drivetime
Health, Personal Care Stores	\$3.99 M	\$5.49 M	\$31.87 M
Pharmacy, Drug Stores	\$3.34 M	\$4.6 M	\$26.7 M
Cosmetics, Beauty Stores	\$195.12 K	\$268.65 K	\$1.56 M
Optical Goods Stores	\$222.9 K	\$307.44 K	\$1.79 M
Other Health, Personal Care Stores	\$228.9 K	\$315.27 K	\$1.83 M
Sporting Goods, Hobby, Book, Music Stores	\$1.78 M	\$2.45 M	\$14.5 M
Sporting Goods Stores	\$959.56 K	\$1.32 M	\$7.88 M
Hobby, Toy, Game Stores	\$290.69 K	\$399.27 K	\$2.35 M
Sewing, Needlecraft Stores	\$89.08 K	\$122.48 K	\$723.58 K
Musical Instrument Stores	\$85.17 K	\$117.01 K	\$675.42 K
Book Stores	\$354.62 K	\$488.41 K	\$2.88 M
General Merchandise Stores	\$15.79 M	\$21.7 M	\$126.54 M
Department Stores	\$4.02 M	\$5.52 M	\$32.37 M
Warehouse Superstores	\$10.24 M	\$14.06 M	\$81.81 M
Other General Merchandise Stores	\$1.54 M	\$2.12 M	\$12.35 M
Miscellaneous Store Retailers	\$2.13 M	\$2.93 M	\$17.15 M
Florists	\$74.14 K	\$102.49 K	\$600.21 K
Office, Stationary Stores	\$207.82 K	\$286.28 K	\$1.68 M
Gift, Souvenir Stores	\$253.74 K	\$348.9 K	\$2.05 M
Used Merchandise Stores	\$145.69 K	\$200.9 K	\$1.18 M
Pet, Pet Supply Stores	\$856.54 K	\$1.18 M	\$6.93 M
Art Dealers	\$68.93 K	\$94.91 K	\$555.51 K
Mobile Home Dealers	\$126.53 K	\$175.34 K	\$1.02 M
Other Miscellaneous Retail Stores	\$396.04 K	\$543.31 K	\$3.13 M
Non-Store Retailers	\$7.16 M	\$9.85 M	\$57.66 M
Mail Order, Catalog Stores	\$5.92 M	\$8.15 M	\$47.78 M
Vending Machines	\$168.78 K	\$231.45 K	\$1.34 M
Fuel Dealers	\$605.89 K	\$837.06 K	\$4.84 M
Other Direct Selling Establishments	\$460.6 K	\$633.18 K	\$3.7 M
Accommodation, Food Services	\$13.95 M	\$19.18 M	\$112.89 M
Hotels, Other Travel Accommodations	\$748.26 K	\$1.03 M	\$6.06 M
RV Parks	\$8 K	\$10.57 K	\$58.84 K
Rooming, Boarding Houses	\$5.2 K	\$6.97 K	\$42.93 K
Full Service Restaurants	\$7.97 M	\$10.95 M	\$64.48 M
Limited Service Restaurants	\$3.7 M	\$5.09 M	\$29.96 M
Special Food Services, Catering	\$1.18 M	\$1.63 M	\$9.58 M
Drinking Places	\$334.37 K	\$460.17 K	\$2.72 M
Motor Vehicle, Parts Dealers	\$21.14 M	\$29.08 M	\$170.84 M
New Car Dealers	\$16.22 M	\$22.3 M	\$131.01 M
Used Car Dealers	\$1.67 M	\$2.3 M	\$13.51 M
Recreational Vehicle Dealers	\$322.61 K	\$446.02 K	\$2.67 M
Motorcycle, Boat Dealers	\$715.58 K	\$986.51 K	\$5.85 M
Auto Parts, Accessories	\$1.33 M	\$1.82 M	\$10.67 M
Tire Dealers	\$886.81 K	\$1.22 M	\$7.13 M

Income Summary

Income Summary Report



Wagoner, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Population						
Estimated Population (2021)	10,853		14,823		86,278	
Projected Population (2026)	10,984		15,056		87,114	
Census Population (2020)	10,794		14,676		85,831	
Census Population (2010)	11,337		15,534		88,168	
Projected Annual Growth (2021 to 2026)	131	0.2%	233	0.3%	836	0.2%
Historical Annual Growth (2020 to 2021)	59	0.5%	147	1.0%	447	0.5%
Historical Annual Growth (2010 to 2020)	-543	-0.5%	-858	-0.6%	-2,337	-0.3%
Households						
Estimated Households (2021)	4,213		5,860		33,633	
Projected Households (2026)	4,352		6,079		35,922	
Census Households (2020)	4,183		5,795		33,473	
Census Households (2010)	4,330		6,057		34,004	
Projected Annual Growth (2021 to 2026)	140	0.7%	219	0.7%	2,290	1.4%
Historical Annual Growth (2020 to 2021)	29	0.7%	65	1.1%	159	0.5%
Historical Annual Growth (2010 to 2020)	-147	-0.3%	-262	-0.4%	-530	-0.2%
Average Household Income						
Estimated Average Household Income (2021)	\$69,606		\$68,455		\$70,531	
Projected Average Household Income (2026)	\$80,189		\$78,055		\$77,775	
Census Average Household Income (2010)	\$47,343		\$48,834		\$49,805	
Census Average Household Income (2000)	\$39,262		\$40,071		\$40,359	
Projected Annual Growth (2021 to 2026)	\$10,582	3.0%	\$9,600	2.8%	\$7,243	2.1%
Historical Annual Growth (2010 to 2021)	\$22,264	4.3%	\$19,621	3.7%	\$20,727	3.8%
Historical Annual Growth (2000 to 2010)	\$8,081	2.1%	\$8,762	2.2%	\$9,446	2.3%
Median Household Income						
Estimated Median Household Income (2021)	\$44,581		\$45,059		\$51,163	
Projected Median Household Income (2026)	\$50,630		\$51,354		\$59,519	
Census Median Household Income (2010)	\$38,776		\$39,727		\$40,937	
Census Median Household Income (2000)	\$33,438		\$33,020		\$32,231	
Projected Annual Growth (2021 to 2026)	\$6,049	2.7%	\$6,294	2.8%	\$8,356	3.3%
Historical Annual Growth (2010 to 2021)	\$5,805	1.4%	\$5,332	1.2%	\$10,226	2.3%
Historical Annual Growth (2000 to 2010)	\$5,338	1.6%	\$6,708	2.0%	\$8,706	2.7%
Per Capita Income						
Estimated Per Capita Income (2021)	\$27,210		\$27,216		\$27,687	
Projected Per Capita Income (2026)	\$31,963		\$31,667		\$32,261	
Census Per Capita Income (2010)	\$18,080		\$19,042		\$19,208	
Census Per Capita Income (2000)	\$15,047		\$15,644		\$15,492	
Projected Annual Growth (2021 to 2026)	\$4,753	3.5%	\$4,451	3.3%	\$4,575	3.3%
Historical Annual Growth (2010 to 2021)	\$9,130	4.6%	\$8,174	3.9%	\$8,479	4.0%
Historical Annual Growth (2000 to 2010)	\$3,033	2.0%	\$3,398	2.2%	\$3,716	2.4%
Other Income						
Estimated Families (2021)	2,971		4,105		23,301	
Estimated Average Family Income (2021)	\$81,806		\$81,400		\$84,310	
Estimated Median Family Income (2021)	\$55,617		\$57,557		\$65,636	
Estimated Average Household Net Worth (2021)	\$283,092		\$291,193		\$333,202	

Consumer Expenditure Summary

Consumer Expenditure Summary



Wagoner, Oklahoma		10 min drivetime		15 min drivetime		30 min drivetime	
Drive Time							
Estimated Population		10,853		14,823		86,278	
Estimated Households		4,213		5,860		33,633	
Household Expenditure		\$230.92 M		\$317.48 M		\$1.86 B	
Per Household ~ Per Capita	\$54,819	\$21,278	\$54,174	\$21,418	\$55,171	\$21,507	
Non-Retail Expenditures	\$121.71 M	52.7%	\$167.32 M	52.7%	\$977.8 M	52.7%	
Per Household ~ Per Capita	\$28,892	\$11,214	\$28,552	\$11,288	\$29,073	\$11,333	
Retail Expenditures	\$109.22 M	47.3%	\$150.16 M	47.3%	\$877.75 M	47.3%	
Per Household ~ Per Capita	\$25,927	\$10,063	\$25,623	\$10,130	\$26,098	\$10,173	
Apparel	\$7.97 M	3.4%	\$10.93 M	3.4%	\$64.42 M	3.5%	
Per Household ~ Per Capita	\$1,891	\$734	\$1,866	\$738	\$1,915	\$747	
Contributions	\$7.2 M	3.1%	\$9.95 M	3.1%	\$58.53 M	3.2%	
Per Household ~ Per Capita	\$1,708	\$663	\$1,698	\$671	\$1,740	\$678	
Education	\$6.23 M	2.7%	\$8.58 M	2.7%	\$51.65 M	2.8%	
Per Household ~ Per Capita	\$1,479	\$574	\$1,464	\$579	\$1,536	\$599	
Entertainment	\$12.72 M	5.5%	\$17.52 M	5.5%	\$103.21 M	5.6%	
Per Household ~ Per Capita	\$3,019	\$1,172	\$2,989	\$1,182	\$3,069	\$1,196	
Food, Beverages	\$34.47 M	14.9%	\$47.32 M	14.9%	\$275.99 M	14.9%	
Per Household ~ Per Capita	\$8,182	\$3,176	\$8,075	\$3,192	\$8,206	\$3,199	
Furnishings, Equipment	\$7.91 M	3.4%	\$10.89 M	3.4%	\$64.15 M	3.5%	
Per Household ~ Per Capita	\$1,877	\$728	\$1,858	\$735	\$1,907	\$744	
Gifts	\$5.33 M	2.3%	\$7.35 M	2.3%	\$43.32 M	2.3%	
Per Household ~ Per Capita	\$1,266	\$491	\$1,254	\$496	\$1,288	\$502	
Health Care	\$20.23 M	8.8%	\$27.86 M	8.8%	\$161 M	8.7%	
Per Household ~ Per Capita	\$4,802	\$1,864	\$4,754	\$1,879	\$4,787	\$1,866	
Household Operations	\$8.95 M	3.9%	\$12.32 M	3.9%	\$72.11 M	3.9%	
Per Household ~ Per Capita	\$2,124	\$824	\$2,102	\$831	\$2,144	\$836	
Miscellaneous Expenses	\$4.33 M	1.9%	\$5.96 M	1.9%	\$34.9 M	1.9%	
Per Household ~ Per Capita	\$1,029	\$399	\$1,017	\$402	\$1,038	\$405	
Personal Care	\$3.09 M	1.3%	\$4.25 M	1.3%	\$24.86 M	1.3%	
Per Household ~ Per Capita	\$733	\$285	\$725	\$287	\$739	\$288	
Personal Insurance	\$1.53 M	0.7%	\$2.12 M	0.7%	\$12.56 M	0.7%	
Per Household ~ Per Capita	\$364	\$141	\$361	\$143	\$374	\$146	
Reading	\$501.95 K	0.2%	\$691.85 K	0.2%	\$4.03 M	0.2%	
Per Household ~ Per Capita	\$119	\$46	\$118	\$47	\$120	\$47	
Shelter	\$48.89 M	21.2%	\$67.11 M	21.1%	\$392.07 M	21.1%	
Per Household ~ Per Capita	\$11,605	\$4,504	\$11,452	\$4,527	\$11,657	\$4,544	
Tobacco	\$1.59 M	0.7%	\$2.17 M	0.7%	\$12.28 M	0.7%	
Per Household ~ Per Capita	\$377	\$146	\$371	\$146	\$365	\$142	
Transportation	\$42.01 M	18.2%	\$57.75 M	18.2%	\$338.19 M	18.2%	
Per Household ~ Per Capita	\$9,973	\$3,871	\$9,854	\$3,896	\$10,055	\$3,920	
Utilities	\$17.99 M	7.8%	\$24.7 M	7.8%	\$142.28 M	7.7%	
Per Household ~ Per Capita	\$4,272	\$1,658	\$4,215	\$1,667	\$4,230	\$1,649	

Consumer Expenditure Trend



Wagoner, Oklahoma	10 min		15 min		30 min		
Drive Time	drivetime		drivetime		drivetime		
Population / Households (2021)							
Estimated Population	10,853		14,823		86,278		
Estimated Households	4,213		5,860		33,633		
Total Annual Consumer Expenditure (2021)							
Total Household Expenditure	\$230.92 M		\$317.48 M		\$1.86 B		
Total Non-Retail Expenditure	\$121.71 M		\$167.32 M		\$977.8 M		
Total Retail Expenditure	\$109.22 M		\$150.16 M		\$877.75 M		
Apparel	\$7.97 M		\$10.93 M		\$64.42 M		
Contributions	\$7.2 M		\$9.95 M		\$58.53 M		
Education	\$6.23 M		\$8.58 M		\$51.65 M		
Entertainment	\$12.72 M		\$17.52 M		\$103.21 M		
Food and Beverages	\$34.47 M		\$47.32 M		\$275.99 M		
Furnishings and Equipment	\$7.91 M		\$10.89 M		\$64.15 M		
Gifts	\$5.33 M		\$7.35 M		\$43.32 M		
Health Care	\$20.23 M		\$27.86 M		\$161 M		
Household Operations	\$8.95 M		\$12.32 M		\$72.11 M		
Miscellaneous Expenses	\$4.33 M		\$5.96 M		\$34.9 M		
Personal Care	\$3.09 M		\$4.25 M		\$24.86 M		
Personal Insurance	\$1.53 M		\$2.12 M		\$12.56 M		
Reading	\$501.95 K		\$691.85 K		\$4.03 M		
Shelter	\$48.89 M		\$67.11 M		\$392.07 M		
Tobacco	\$1.59 M		\$2.17 M		\$12.28 M		
Transportation	\$42.01 M		\$57.75 M		\$338.19 M		
Utilities	\$17.99 M		\$24.7 M		\$142.28 M		
Monthly Household Consumer Expenditure (2021)							
Total Household Expenditure	\$4,568		\$4,515		\$4,598		
Total Non-Retail Expenditure	\$2,408		52.7%	\$2,379	52.7%	\$2,423	52.7%
Total Retail Expenditure	\$2,161		47.3%	\$2,135	47.3%	\$2,175	47.3%
Apparel	\$158		3.4%	\$155	3.4%	\$160	3.5%
Contributions	\$142		3.1%	\$142	3.1%	\$145	3.2%
Education	\$123		2.7%	\$122	2.7%	\$128	2.8%
Entertainment	\$252		5.5%	\$249	5.5%	\$256	5.6%
Food and Beverages	\$682		14.9%	\$673	14.9%	\$684	14.9%
Furnishings and Equipment	\$156		3.4%	\$155	3.4%	\$159	3.5%
Gifts	\$105		2.3%	\$105	2.3%	\$107	2.3%
Health Care	\$400		8.8%	\$396	8.8%	\$399	8.7%
Household Operations	\$177		3.9%	\$175	3.9%	\$179	3.9%
Miscellaneous Expenses	\$86		1.9%	\$85	1.9%	\$86	1.9%
Personal Care	\$61		1.3%	\$60	1.3%	\$62	1.3%
Personal Insurance	\$30		0.7%	\$30	0.7%	\$31	0.7%
Reading	\$10		0.2%	\$10	0.2%	\$10	0.2%
Shelter	\$967		21.2%	\$954	21.1%	\$971	21.1%
Tobacco	\$31		0.7%	\$31	0.7%	\$30	0.7%
Transportation	\$831		18.2%	\$821	18.2%	\$838	18.2%
Utilities	\$356		7.8%	\$351	7.8%	\$353	7.7%

Consumer Expenditure Trend



Wagoner, Oklahoma Drive Time	10 min drivetime	15 min drivetime	30 min drivetime
Population / Households (2026)			
Projected Population	10,984	15,056	87,114
Projected Households	4,352	6,079	35,922
Total Annual Consumer Expenditure (2026)			
Total Household Expenditure	\$263.39 M	\$360.96 M	\$2.12 B
Total Non-Retail Expenditure	\$138.9 M	\$190.36 M	\$1.12 B
Total Retail Expenditure	\$124.49 M	\$170.6 M	\$999.97 M
Apparel	\$9.13 M	\$12.48 M	\$73.81 M
Contributions	\$8.32 M	\$11.48 M	\$68.32 M
Education	\$7.3 M	\$10.02 M	\$61.04 M
Entertainment	\$14.61 M	\$20.07 M	\$118.84 M
Food and Beverages	\$39.19 M	\$53.61 M	\$313.09 M
Furnishings and Equipment	\$9.09 M	\$12.48 M	\$73.88 M
Gifts	\$6.16 M	\$8.48 M	\$50.82 M
Health Care	\$22.92 M	\$31.48 M	\$182.18 M
Household Operations	\$10.24 M	\$14.07 M	\$82.83 M
Miscellaneous Expenses	\$4.96 M	\$6.81 M	\$40.05 M
Personal Care	\$3.53 M	\$4.84 M	\$28.41 M
Personal Insurance	\$1.78 M	\$2.45 M	\$14.66 M
Reading	\$575.65 K	\$791.19 K	\$4.64 M
Shelter	\$55.71 M	\$76.23 M	\$447.09 M
Tobacco	\$1.75 M	\$2.39 M	\$13.4 M
Transportation	\$47.88 M	\$65.62 M	\$385.14 M
Utilities	\$20.23 M	\$27.68 M	\$159.27 M
Consumer Expenditure Growth (2021 to 2026)			
Total Household Expenditure	\$32.47 M	\$43.48 M	\$261.9 M
Total Non-Retail Expenditure	\$17.19 M	\$23.04 M	\$139.68 M
Total Retail Expenditure	\$15.27 M	\$20.44 M	\$122.22 M
Apparel	\$1.16 M	\$1.55 M	\$9.39 M
Contributions	\$1.12 M	\$1.53 M	\$9.8 M
Education	\$1.07 M	\$1.44 M	\$9.39 M
Entertainment	\$1.9 M	\$2.55 M	\$15.63 M
Food and Beverages	\$4.72 M	\$6.29 M	\$37.1 M
Furnishings and Equipment	\$1.18 M	\$1.59 M	\$9.73 M
Gifts	\$827.01 K	\$1.13 M	\$7.5 M
Health Care	\$2.7 M	\$3.62 M	\$21.17 M
Household Operations	\$1.3 M	\$1.75 M	\$10.71 M
Miscellaneous Expenses	\$629.34 K	\$846.98 K	\$5.15 M
Personal Care	\$441.17 K	\$591.1 K	\$3.55 M
Personal Insurance	\$247.07 K	\$334.71 K	\$2.1 M
Reading	\$73.7 K	\$99.34 K	\$604.89 K
Shelter	\$6.83 M	\$9.12 M	\$55.02 M
Tobacco	\$165.63 K	\$214.99 K	\$1.12 M
Transportation	\$5.87 M	\$7.87 M	\$46.95 M
Utilities	\$2.24 M	\$2.97 M	\$16.99 M

Crime Risk Profile

Crime Risk Profile



Wagoner, Oklahoma	10 min drivetime	15 min drivetime	30 min drivetime
Drive Time			
Demographics			
Population	10,853	14,823	86,278
Census Population	10,794	14,676	85,831
Households	4,213	5,860	33,633
Average Household Income	\$69,606	\$68,455	\$70,531
Median Household Income	\$44,581	\$45,059	\$51,163
Per Capita Income	\$27,210	\$27,216	\$27,687
Total Crime			
Crime Index	92	81	110
Crime Level	Average	Below Average	Average
Personal Crime			
Crime Index	63	56	136
Crime Level	Below Average	Low Risk	Above Average
Murder			
Crime Index	102	106	82
Crime Level	Average	Average	Below Average
Rape			
Crime Index	74	58	103
Crime Level	Below Average	Low Risk	Average
Robbery			
Crime Index	30	27	75
Crime Level	Very Low	Very Low	Below Average
Assault			
Crime Index	72	65	164
Crime Level	Below Average	Below Average	High Risk
Property Crime			
Crime Index	97	86	106
Crime Level	Average	Below Average	Average
Burglary			
Crime Index	161	160	173
Crime Level	High Risk	High Risk	High Risk
Larceny			
Crime Index	84	66	89
Crime Level	Below Average	Below Average	Below Average
Motor Vehicle Theft			
Crime Index	77	100	111
Crime Level	Below Average	Average	Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
Auto Parts Tires			
Advance Auto Parts		1	0
AutoZone		3	1
Grease Monkey		1	0
NAPA		1	0
O'Reilly		5	1
Banks			
Arvest Bank		3	1
BancFirst		6	2
BOKF		2	0
Banks Minor			
Bank		19	2
Car Washes			
Tommy's Express Car Wash		1	0
Clothing Apparel			
Buckle		1	0
Cato		1	0
maurices		1	0
Rue21		1	0
Convenience Stores			
Caseys General Store		4	1
Conoco		2	0
Kum & Go		1	0
Love's		1	0
Murphy USA		3	1
Phillips 66		10	1
Pilot Travel Centers		1	0
QuikTrip		3	1
Shell		5	1
Sinclair		3	0
Valero		1	0
Craft Fabric Stores			
Hobby Lobby		1	0
Dental			
Aspen Dental		1	0
Department Stores			
Burke's Outlet		1	0

Void Analysis



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
Discount Department Stores			
Ollies Bargain Outlet		1	0
Ross		1	0
Sears		1	0
TJ Maxx		1	0
Wal-Mart Supercenter		3	1
Dollar Stores			
Big Lots		1	0
Dollar General		13	1
Dollar Tree		4	0
Family Dollar		3	0
Five Below		1	0
Drug Stores			
CVS		1	0
GNC		1	0
Walgreens		4	1
Education			
College		1	0
Cosmetology and Barber		1	0
Day Care		35	3
High School		11	1
High School (Private)		2	0
PK - 8		38	4
PK - 8 (Private)		3	1
Trade Schools		2	0
Entertainment			
Theatres		2	0
Furniture Household			
Aarons		1	0
American Freight		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

Void Analysis



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
ULTA		1	0
Health Care			
Anesthesiology		5	2
Audiologist		1	0
Cardiovascular Disease		7	1
Certified Nurse Midwife		1	0
Certified Registered Nurse Anesthetist		6	2
Chiropractic		13	1
Clinical Nurse Specialist		2	0
Clinical Psychologist		2	0
Clinical Social Worker		5	0
Dermatology		2	0
Diagnostic Radiology		4	1
Dialysis Centers		3	1
Emergency Medicine		6	1
Endocrinology		1	0
Family Practice		28	6
Gastroenterology		2	0
General Surgery		4	1
Hematology and Oncology		3	0
Hospitalist		2	0
Internal Medicine		9	1
Interventional Cardiology		3	0
Interventional Pain Management		3	1
Nephrology		5	1
Neurology		2	0
Neurosurgery		1	0
Nuclear Medicine		1	0
Nurse Practitioner		25	1
Obstetrics and Gynecology		5	0
Occupational Therapy		1	0
Ophthalmology		1	0
Optometry		14	2
Orthopedic Surgery		3	1
Otolaryngology		3	1
Pathology		1	0
Pediatric Medicine		1	0

Void Analysis



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
Physical Medicine and Rehabilitation		1	0
Physical Therapy		8	1
Physician Assistant		13	0
Podiatry		3	0
Psychiatry		4	1
Pulmonary Disease		1	0
Radiation Oncology		3	0
Speech Language Pathologist		2	0
Sports Medicine		1	0
Urgent Care		4	1
Urology		1	0
Home Improvement			
Ace Hardware		1	0
Do It Best		1	1
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			
Americas Best Value Inn		1	0
Best Western Plus		2	0
Candlewood Suites		1	0
Comfort		1	0
Days Inn		1	1
Days Inn & Suites		1	0
Econo Lodge		1	0
Fairfield Inn and Suites		1	0
Hampton Inn		2	0
Holiday Inn Express		2	0
Home2		1	0
Knights Inn		1	0
La Quinta Inn & Suites		1	0
Motel 6		1	0
Quality		1	0
Super 8		1	0

Void Analysis



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
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		2	0
Denny's		1	0
Golden Corral		1	0
IHOP		1	0
Red Lobster		1	0
Restaurants Coffee Donuts			
Starbucks		1	0
Restaurants Fast Food Major			
Arby's		4	1
Burger King		2	1
Chick-fil-A		1	0
KFC		1	0
McDonald's		7	1
Sonic		6	1
Taco Bell		5	1
Wendy's		1	0
Restaurants Fast Food Minor			
Chicken Express		1	0
Church's Chicken		1	0
Freddys		1	0
Long John Silver's		1	0
Panda Express		1	0
Taco Bueno		3	1
Restaurants Ice Cream Smoothie			
Braum's		3	1
Tropical Smoothie Cafe		1	0
Restaurants Pizza			
Domino's Pizza		2	0
Little Caesars		3	0

Void Analysis



Wagoner, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Wagoner
Drive Time			
Papa Murphy's		1	0
Pizza Hut		1	1
Pizza Inn		1	0
Simple Simons Pizza		5	2
Restaurants Sandwich			
McAlister's Deli		1	0
Subway		11	1
Self Storage			
Public Storage		1	0
U Haul		1	0
Shoes Footwear			
Browns Shoe Fit		1	0
Famous Footwear		1	0
Shoe Dept		1	0
Specialty			
Goodwill		1	1
Sporting Goods			
Dunham's Sports		1	0
Hibbett Sports		1	0
Wireless Stores			
AT&T		2	0
Cricket		3	1
MetroPCS		1	0
T-Mobile		1	0
Worship			
Baptist		10	1
Christian		2	0
Judaic		1	0
Methodist Episcopal		3	0



About Retail Attractions



Retail Attractions, LLC is a full service economic development consulting firm with national reach, having successfully facilitated millions of square feet of retail and restaurant development, residential (single, multi-family), medical, office, and industrial and manufacturing development in over 475 cities in 39 states. Our specialties include market analysis, market research, retail recruiting, creating innovative incentive packages, and helping facilitate the interaction necessary between the public and private sectors to get these deals done.

Healthy economic development is always holistic in nature, always involves a process, and involves real estate decisions at the local level. Our process has been very successful in pushing investment and retail development in rural settings, as well as in urban and suburban markets. Proving market potential and defining true trade areas is essential in creating environments where the public and private sector is confident that their investment will produce a quality return.

Retail Attractions, LLC is firmly committed to building relationships locally in each community we work in. We are also committed to introducing the locals in our communities to our established relationships, already proven in over 20 years of successfully completed projects. We are very proud of our extensive, proven network of partners, and bring those relationships to bear on the local market and the unique issues that each community presents. We leverage our relationships with the retail and restaurant industry, the developers, real estate professionals, and local land owners to grow new retail business...one relationship at a time.

Every community that has hired our company, and that has worked with us through the process and hard work that is required, has seen new retail and other development as a result of the process. We haven't missed one yet. The secret of our success is that we understand economic development from the public sector side and we also understand the interplay of political, financial, and the regulatory environments that all communities face. Retail Attractions also understands the development processes from the private sector and developer mindset and we know what the developers, the retail and restaurant industry need to see, hear, and feel from a potential location before they move forward.



About Retail Attractions



Meet the Team:

RICKEY HAYES, PRINCIPAL, OWNER, CEO

During six years of work as Economic Development Director for the City of Owasso, Oklahoma, Rickey Hayes facilitated new commercial construction totaling more than 10 million square feet with more than a half a billion dollars in total value, resulting in a city sales tax base more than triple what it had been. Since beginning Retail Attractions, Rickey has helped cities launch millions of square feet of additional retail space and reap the associated benefits in additional revenues, goods and services for their citizens. Rickey has developed an extensive personal network of relationships in the areas of government, retail, land development, real estate and site selection, leasing and tenancing, engineering, creative financing for development projects, as well as architecture and planning. Rickey holds a Bachelor's Degree in Criminal Justice and a Master's Degree in Counseling from Great Plains Baptist College. Rickey is a member of International Council of Shopping Centers (ICSC) and is on the Board of Directors of Owasso Community Resources and Changing Lanes, a Tulsa outreach. Rickey and his wife, Wendy, have four children, and five grandchildren. Rickey is the author of "City On A Hill", "A Book About Cities And How To Make Them Better", and "The Devil's In the Details, Things That Challenge City Government and the Language of Development" both available at www.retailattractions.com and at Amazon.com.

Staff:

Micah Hayes- City and Market Data / Research

Micah has been with Retail Attractions since the company's inception and is responsible for the collection of all raw and collateral data on our client markets. He resides in Tulsa, Oklahoma

Sara Stephens- Administrative Assistant / Retail and Restaurant Contacts / Office Manager

Ronald Cates- General Counsel / Contracts / Consulting Attorney

Rob Nichols- Information Technology / Website and Data Protection

Beth Nichols- Graphic Arts / Deliverables / Marketing

Ted Turner- Sales Tax Data / Forecasting

Office Location and Company contact information:

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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.