

RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Cushing, Oklahoma
Drive Time

Demographics

Cushing, Oklahoma

Drive Time

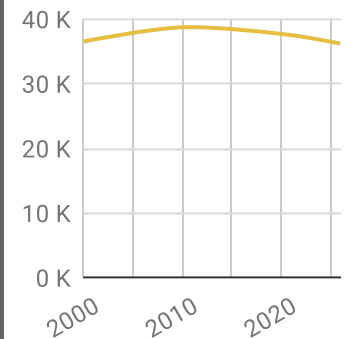
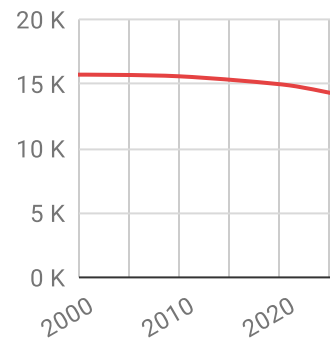
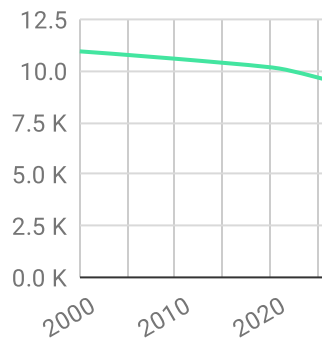
10 min
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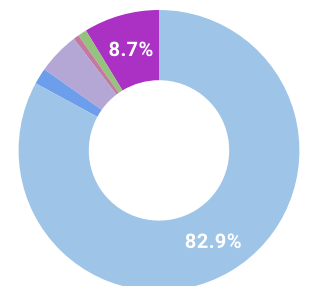
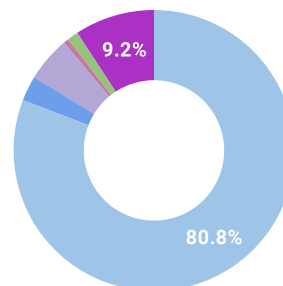
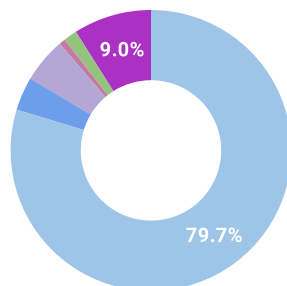
Population

Estimated Population (2021)	10,119	14,885	37,530
Projected Population (2026)	9,566	14,147	36,219
Census Population (2010)	10,596	15,591	38,733
Census Population (2000)	10,951	15,716	36,544
Projected Annual Growth (2021-2026)	-553 -1.1%	-737 -1.0%	-1,311 -0.7%
Historical Annual Growth (2010-2021)	-477 -0.4%	-706 -0.4%	-1,203 -0.3%
Historical Annual Growth (2000-2010)	-355 -0.3%	-125 -	2,189 0.6%
Estimated Population Density (2021)	112 psm	74 psm	40 psm
Trade Area Size	90.7 sq mi	200.0 sq mi	929.1 sq mi



Race and Ethnicity (2021)

Not Hispanic or Latino Population	9,582	94.7%	14,188	95.3%	36,108	96.2%
White	7,825	81.7%	11,703	82.5%	30,416	84.2%
Black or African American	387	4.0%	425	3.0%	690	1.9%
American Indian or Alaska Native	492	5.1%	730	5.1%	1,741	4.8%
Asian	67	0.7%	83	0.6%	232	0.6%
Hawaiian or Pacific Islander	3	-	5	-	9	-
Other Race	6	-	9	-	26	-
Two or More Races	801	8.4%	1,233	8.7%	2,995	8.3%
Hispanic or Latino Population	537	5.3%	697	4.7%	1,422	3.8%
White	239	44.4%	329	47.1%	707	49.7%
Black or African American	3	0.6%	5	0.7%	9	0.6%
American Indian or Alaska Native	34	6.4%	44	6.3%	75	5.3%
Asian	3	0.5%	5	0.8%	10	0.7%
Hispanic Hawaiian or Pacific Islander	1	0.2%	1	0.1%	1	-
Other Race	149	27.8%	176	25.3%	347	24.4%
Two or More Races	108	20.1%	138	19.7%	273	19.2%



White

Black or African American

American Indian or Alaskan Native

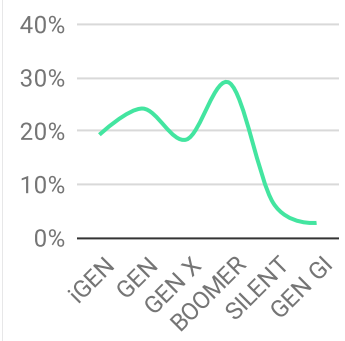
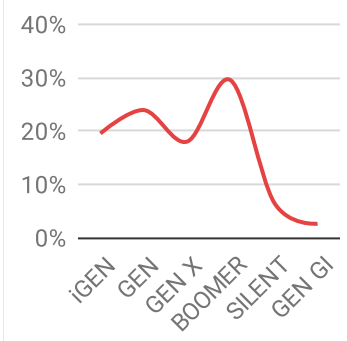
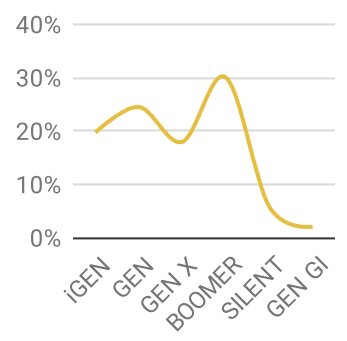
Asian

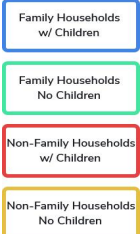
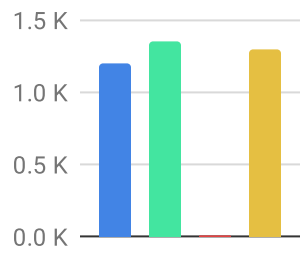
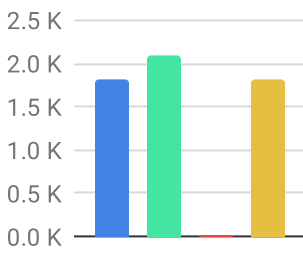
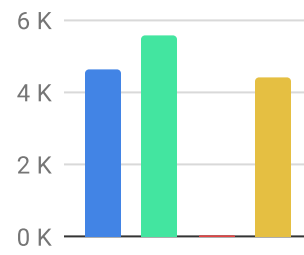

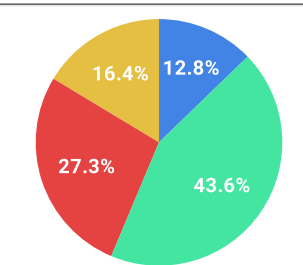
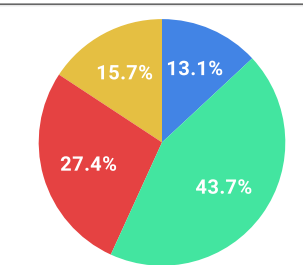
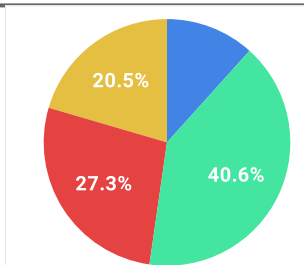
Hawaiian or Pacific Islander

Other Race

2+ Races



Cushing, Oklahoma		10 min drivetime		15 min drivetime		30 min drivetime	
Drive Time							
Age Distribution (2021)							
Age Under 5 Years		572	5.7%	880	5.9%	2,205	5.9%
Age 5 to 9 Years		644	6.4%	951	6.4%	2,440	6.5%
Age 10 to 14 Years		733	7.2%	1,072	7.2%	2,742	7.3%
Age 15 to 19 Years		595	5.9%	899	6.0%	2,364	6.3%
Age 20 to 24 Years		424	4.2%	658	4.4%	1,851	4.9%
Age 25 to 29 Years		751	7.4%	1,041	7.0%	2,626	7.0%
Age 30 to 34 Years		676	6.7%	957	6.4%	2,342	6.2%
Age 35 to 39 Years		645	6.4%	939	6.3%	2,358	6.3%
Age 40 to 44 Years		648	6.4%	915	6.2%	2,262	6.0%
Age 45 to 49 Years		565	5.6%	824	5.5%	2,114	5.6%
Age 50 to 54 Years		537	5.3%	804	5.4%	2,102	5.6%
Age 55 to 59 Years		615	6.1%	917	6.2%	2,408	6.4%
Age 60 to 64 Years		617	6.1%	951	6.4%	2,478	6.6%
Age 65 to 69 Years		597	5.9%	891	6.0%	2,290	6.1%
Age 70 to 74 Years		563	5.6%	824	5.5%	1,988	5.3%
Age 75 to 79 Years		374	3.7%	571	3.8%	1,347	3.6%
Age 80 to 84 Years		284	2.8%	405	2.7%	847	2.3%
Age 85 Years or Over		279	2.8%	386	2.6%	766	2.0%
Median Age		39.5		39.5		38.9	
Generation (2021)							
iGeneration (Age Under 15 Years)		1,949	19.3%	2,903	19.5%	7,386	19.7%
Generation 9/11 Millennials (Age 15 to 34 Years)		2,446	24.2%	3,555	23.9%	9,184	24.5%
Gen Xers (Age 35 to 49 Years)		1,858	18.4%	2,678	18.0%	6,735	17.9%
Baby Boomers (Age 50 to 74 Years)		2,929	28.9%	4,386	29.5%	11,266	30.0%
Silent Generation (Age 75 to 84 Years)		658	6.5%	977	6.6%	2,194	5.8%
G.I. Generation (Age 85 Years or Over)		279	2.8%	386	2.6%	766	2.0%
							

Cushing, Oklahoma Drive Time	10 min drivetime	15 min drivetime	30 min drivetime
Household Type (2021)			
Total Households	3,861	5,724	14,652
Family Households	2,554 66.2%	3,897 68.1%	10,213 69.7%
Family Households with Children	1,202 47.1%	1,805 46.3%	4,647 45.5%
Family Households No Children	1,352 52.9%	2,091 53.7%	5,565 54.5%
Non-Family Households	1,307 33.8%	1,828 31.9%	4,439 30.3%
Non-Family Households with Children	14 1.0%	20 1.1%	53 1.2%
Non-Family Households No Children	1,293 99.0%	1,807 98.9%	4,387 98.8%
			
Education Attainment (2021)			
Elementary or Some High School	913 12.8%	1,362 13.1%	3,026 11.7%
High School Graduate	3,115 43.6%	4,560 43.7%	10,528 40.6%
Some College or Associate Degree	1,952 27.3%	2,861 27.4%	7,066 27.3%
Bachelor or Graduate Degree	1,171 16.4%	1,641 15.7%	5,308 20.5%
			
Household Income (2021)			
Estimated Average Household Income	\$63,017	\$63,493	\$67,501
Estimated Median Household Income	\$49,419	\$48,121	\$51,972
HH Income Under \$10,000	283 7.3%	419 7.3%	1,106 7.5%
HH Income \$10,000 to \$34,999	1,051 27.2%	1,610 28.1%	3,917 26.7%
HH Income \$35,000 to \$49,999	641 16.6%	962 16.8%	2,208 15.1%
HH Income \$50,000 to \$74,999	810 21.0%	1,161 20.3%	3,014 20.6%
HH Income \$75,000 to \$99,999	428 11.1%	633 11.1%	1,746 11.9%
HH Income \$100,000 to \$149,999	456 11.8%	640 11.2%	1,786 12.2%
HH Income \$150,000 or More	192 5.0%	300 5.2%	876 6.0%

Cushing, Oklahoma	10 min	15 min	30 min
Drive Time	drivetime	drivetime	drivetime
Population			
Estimated Population (2021)	10,119	14,885	37,530
Projected Population (2026)	9,566	14,147	36,219
Census Population (2010)	10,596	15,591	38,733
Census Population (2000)	10,951	15,716	36,544
Projected Annual Growth (2021-2026)	-553 -1.1%	-737 -1.0%	-1,311 -0.7%
Historical Annual Growth (2010-2021)	-477 -0.4%	-706 -0.4%	-1,203 -0.3%
Historical Annual Growth (2000-2010)	-355 -0.3%	-125 -	2,189 0.6%
Estimated Population Density (2021)	112 <i>psm</i>	74 <i>psm</i>	40 <i>psm</i>
Trade Area Size	90.7 <i>sq mi</i>	200.0 <i>sq mi</i>	929.1 <i>sq mi</i>
Households			
Estimated Households (2021)	3,861	5,724	14,652
Projected Households (2026)	3,709	5,542	14,404
Census Households (2010)	4,022	5,966	15,027
Census Households (2000)	4,046	5,912	13,993
Projected Annual Growth (2021-2026)	-152 -0.8%	-183 -0.6%	-248 -0.3%
Historical Annual Change (2000-2021)	-185 -0.2%	-188 -0.2%	659 0.2%
Average Household Income			
Estimated Average Household Income (2021)	\$63,017	\$63,493	\$67,501
Projected Average Household Income (2026)	\$79,435	\$79,700	\$82,458
Census Average Household Income (2010)	\$46,792	\$50,040	\$52,232
Census Average Household Income (2000)	\$34,684	\$36,111	\$38,115
Projected Annual Change (2021-2026)	\$16,419 5.2%	\$16,207 5.1%	\$14,957 4.4%
Historical Annual Change (2000-2021)	\$28,333 3.9%	\$27,383 3.6%	\$29,386 3.7%
Median Household Income			
Estimated Median Household Income (2021)	\$49,419	\$48,121	\$51,972
Projected Median Household Income (2026)	\$56,826	\$55,293	\$59,718
Census Median Household Income (2010)	\$38,528	\$39,265	\$41,864
Census Median Household Income (2000)	\$28,368	\$29,068	\$30,914
Projected Annual Change (2021-2026)	\$7,407 3.0%	\$7,172 3.0%	\$7,747 3.0%
Historical Annual Change (2000-2021)	\$21,050 3.5%	\$19,053 3.1%	\$21,058 3.2%
Per Capita Income			
Estimated Per Capita Income (2021)	\$25,303	\$25,291	\$26,725
Projected Per Capita Income (2026)	\$32,129	\$32,138	\$33,178
Census Per Capita Income (2010)	\$17,762	\$19,148	\$20,265
Census Per Capita Income (2000)	\$12,805	\$13,556	\$14,566
Projected Annual Change (2021-2026)	\$6,827 5.4%	\$6,847 5.4%	\$6,453 4.8%
Historical Annual Change (2000-2021)	\$12,497 4.6%	\$11,734 4.1%	\$12,159 4.0%
Estimated Average Household Net Worth (2021)	\$328,670	\$333,059	\$362,119

Cushing, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Race and Ethnicity						
Total Population (2021)	10,119		14,885		37,530	
White (2021)	8,063	79.7%	12,032	80.8%	31,123	82.9%
Black or African American (2021)	390	3.9%	430	2.9%	699	1.9%
American Indian or Alaska Native (2021)	527	5.2%	774	5.2%	1,816	4.8%
Asian (2021)	70	0.7%	88	0.6%	242	0.6%
Hawaiian or Pacific Islander (2021)	4	-	6	-	10	-
Other Race (2021)	155	1.5%	185	1.2%	373	1.0%
Two or More Races (2021)	910	9.0%	1,370	9.2%	3,268	8.7%
Population < 18 (2021)	2,168	21.4%	3,281	22.0%	8,487	22.6%
White Not Hispanic	1,527	70.4%	2,331	71.1%	6,157	72.5%
Black or African American	34	1.6%	46	1.4%	112	1.3%
Asian	12	0.6%	15	0.5%	53	0.6%
Other Race Not Hispanic	422	19.5%	654	19.9%	1,661	19.6%
Hispanic	173	8.0%	235	7.2%	505	5.9%
Not Hispanic or Latino Population (2021)	9,582	94.7%	14,188	95.3%	36,108	96.2%
Not Hispanic White	7,825	81.7%	11,703	82.5%	30,416	84.2%
Not Hispanic Black or African American	387	4.0%	425	3.0%	690	1.9%
Not Hispanic American Indian or Alaska Native	492	5.1%	730	5.1%	1,741	4.8%
Not Hispanic Asian	67	0.7%	83	0.6%	232	0.6%
Not Hispanic Hawaiian or Pacific Islander	3	-	5	-	9	-
Not Hispanic Other Race	6	-	9	-	26	-
Not Hispanic Two or More Races	801	8.4%	1,233	8.7%	2,995	8.3%
Hispanic or Latino Population (2021)	537	5.3%	697	4.7%	1,422	3.8%
Hispanic White	239	44.4%	329	47.1%	707	49.7%
Hispanic Black or African American	3	0.6%	5	0.7%	9	0.6%
Hispanic American Indian or Alaska Native	34	6.4%	44	6.3%	75	5.3%
Hispanic Asian	3	0.5%	5	0.8%	10	0.7%
Hispanic Hawaiian or Pacific Islander	1	0.2%	1	0.1%	1	-
Hispanic Other Race	149	27.8%	176	25.3%	347	24.4%
Hispanic Two or More Races	108	20.1%	138	19.7%	273	19.2%
Not Hispanic or Latino Population (2010)	10,140	95.7%	15,014	96.3%	37,617	97.1%
Hispanic or Latino Population (2010)	456	4.3%	577	3.7%	1,116	2.9%
Not Hispanic or Latino Population (2000)	10,700	97.7%	15,416	98.1%	35,957	98.4%
Hispanic or Latino Population (2000)	251	2.3%	300	1.9%	587	1.6%
Not Hispanic or Latino Population (2026)	9,062	94.7%	13,486	95.3%	34,832	96.2%
Hispanic or Latino Population (2026)	504	5.3%	662	4.7%	1,387	3.8%
Projected Annual Growth (2021-2026)	-33	-	-35	-	-35	-
Historical Annual Growth (2000-2010)	204	8.1%	277	9.2%	529	9.0%

Cushing, Oklahoma			10 min		15 min		30 min	
Drive Time			drivetime		drivetime		drivetime	
Total Age Distribution (2021)								
Total Population			10,119		14,885		37,530	
Age Under 5 Years			572	5.7%	880	5.9%	2,205	5.9%
Age 5 to 9 Years			644	6.4%	951	6.4%	2,440	6.5%
Age 10 to 14 Years			733	7.2%	1,072	7.2%	2,742	7.3%
Age 15 to 19 Years			595	5.9%	899	6.0%	2,364	6.3%
Age 20 to 24 Years			424	4.2%	658	4.4%	1,851	4.9%
Age 25 to 29 Years			751	7.4%	1,041	7.0%	2,626	7.0%
Age 30 to 34 Years			676	6.7%	957	6.4%	2,342	6.2%
Age 35 to 39 Years			645	6.4%	939	6.3%	2,358	6.3%
Age 40 to 44 Years			648	6.4%	915	6.2%	2,262	6.0%
Age 45 to 49 Years			565	5.6%	824	5.5%	2,114	5.6%
Age 50 to 54 Years			537	5.3%	804	5.4%	2,102	5.6%
Age 55 to 59 Years			615	6.1%	917	6.2%	2,408	6.4%
Age 60 to 64 Years			617	6.1%	951	6.4%	2,478	6.6%
Age 65 to 69 Years			597	5.9%	891	6.0%	2,290	6.1%
Age 70 to 74 Years			563	5.6%	824	5.5%	1,988	5.3%
Age 75 to 79 Years			374	3.7%	571	3.8%	1,347	3.6%
Age 80 to 84 Years			284	2.8%	405	2.7%	847	2.3%
Age 85 Years or Over			279	2.8%	386	2.6%	766	2.0%
Median Age			39.5		39.5		38.9	
Age 19 Years or Less			2,544	25.1%	3,802	25.5%	9,751	26.0%
Age 20 to 64 Years			5,478	54.1%	8,005	53.8%	20,542	54.7%
Age 65 Years or Over			2,097	20.7%	3,078	20.7%	7,237	19.3%
Female Age Distribution (2021)								
Female Population			4,865	48.1%	7,287	49.0%	18,603	49.6%
Age Under 5 Years			301	6.2%	459	6.3%	1,114	6.0%
Age 5 to 9 Years			300	6.2%	454	6.2%	1,152	6.2%
Age 10 to 14 Years			343	7.1%	511	7.0%	1,288	6.9%
Age 15 to 19 Years			296	6.1%	441	6.0%	1,149	6.2%
Age 20 to 24 Years			154	3.2%	274	3.8%	854	4.6%
Age 25 to 29 Years			342	7.0%	489	6.7%	1,286	6.9%
Age 30 to 34 Years			278	5.7%	421	5.8%	1,110	6.0%
Age 35 to 39 Years			284	5.8%	433	5.9%	1,170	6.3%
Age 40 to 44 Years			305	6.3%	440	6.0%	1,099	5.9%
Age 45 to 49 Years			245	5.0%	375	5.1%	1,029	5.5%
Age 50 to 54 Years			258	5.3%	389	5.3%	1,007	5.4%
Age 55 to 59 Years			301	6.2%	455	6.2%	1,219	6.6%
Age 60 to 64 Years			316	6.5%	485	6.7%	1,273	6.8%
Age 65 to 69 Years			299	6.2%	441	6.1%	1,134	6.1%
Age 70 to 74 Years			301	6.2%	436	6.0%	1,042	5.6%
Age 75 to 79 Years			205	4.2%	311	4.3%	722	3.9%
Age 80 to 84 Years			176	3.6%	243	3.3%	486	2.6%
Age 85 Years or Over			159	3.3%	230	3.2%	467	2.5%
Female Median Age			41.4		41.0		40.0	
Age 19 Years or Less			1,240	25.5%	1,864	25.6%	4,704	25.3%
Age 20 to 64 Years			2,484	51.1%	3,761	51.6%	10,047	54.0%
Age 65 Years or Over			1,141	23.5%	1,662	22.8%	3,852	20.7%

Cushing, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Male Age Distribution (2021)						
Male Population	5,254	51.9%	7,598	51.0%	18,927	50.4%
Age Under 5 Years	271	5.2%	422	5.5%	1,090	5.8%
Age 5 to 9 Years	345	6.6%	497	6.5%	1,288	6.8%
Age 10 to 14 Years	390	7.4%	561	7.4%	1,454	7.7%
Age 15 to 19 Years	299	5.7%	459	6.0%	1,215	6.4%
Age 20 to 24 Years	271	5.2%	384	5.1%	997	5.3%
Age 25 to 29 Years	409	7.8%	552	7.3%	1,340	7.1%
Age 30 to 34 Years	398	7.6%	537	7.1%	1,232	6.5%
Age 35 to 39 Years	361	6.9%	506	6.7%	1,188	6.3%
Age 40 to 44 Years	343	6.5%	475	6.3%	1,163	6.1%
Age 45 to 49 Years	320	6.1%	449	5.9%	1,086	5.7%
Age 50 to 54 Years	278	5.3%	415	5.5%	1,095	5.8%
Age 55 to 59 Years	313	6.0%	462	6.1%	1,188	6.3%
Age 60 to 64 Years	302	5.7%	466	6.1%	1,205	6.4%
Age 65 to 69 Years	298	5.7%	450	5.9%	1,156	6.1%
Age 70 to 74 Years	262	5.0%	388	5.1%	945	5.0%
Age 75 to 79 Years	169	3.2%	260	3.4%	625	3.3%
Age 80 to 84 Years	108	2.1%	162	2.1%	360	1.9%
Age 85 Years or Over	119	2.3%	155	2.0%	298	1.6%
Male Median Age	37.8		38.1		37.8	
Age 19 Years or Less	1,304	24.8%	1,938	25.5%	5,046	26.7%
Age 20 to 64 Years	2,994	57.0%	4,244	55.9%	10,495	55.5%
Age 65 Years or Over	956	18.2%	1,416	18.6%	3,385	17.9%
Males per 100 Females (2021)						
Overall Comparison	108		104		102	
Age Under 5 Years	90	47.3%	92	47.9%	98	49.5%
Age 5 to 9 Years	115	53.5%	109	52.2%	112	52.8%
Age 10 to 14 Years	114	53.2%	110	52.3%	113	52.3%
Age 15 to 19 Years	101	50.2%	104	51.0%	106	51.4%
Age 20 to 24 Years	176	63.8%	140	58.4%	117	53.9%
Age 25 to 29 Years	120	54.5%	113	53.0%	104	51.0%
Age 30 to 34 Years	143	58.9%	128	56.1%	111	52.6%
Age 35 to 39 Years	127	55.9%	117	53.8%	102	50.4%
Age 40 to 44 Years	112	52.9%	108	51.9%	106	51.4%
Age 45 to 49 Years	130	56.6%	120	54.5%	106	51.3%
Age 50 to 54 Years	108	51.9%	107	51.6%	109	52.1%
Age 55 to 59 Years	104	51.0%	101	50.4%	97	49.3%
Age 60 to 64 Years	96	48.9%	96	49.0%	95	48.6%
Age 65 to 69 Years	99	49.9%	102	50.5%	102	50.5%
Age 70 to 74 Years	87	46.5%	89	47.1%	91	47.6%
Age 75 to 79 Years	83	45.2%	84	45.6%	87	46.4%
Age 80 to 84 Years	62	38.1%	67	40.0%	74	42.6%
Age 85 Years or Over	75	42.8%	67	40.3%	64	39.0%
Age 19 Years or Less	105	51.2%	104	51.0%	107	51.8%
Age 20 to 39 Years	136	57.6%	122	55.0%	108	51.8%
Age 40 to 64 Years	109	52.2%	106	51.4%	102	50.5%
Age 65 Years or Over	84	45.6%	85	46.0%	88	46.8%

Cushing, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Household Type (2021)						
Total Households	3,861		5,724		14,652	
Households with Children	1,216	31.5%	1,826	31.9%	4,700	32.1%
Average Household Size	2.4		2.5		2.5	
Household Density per Square Mile	43		29		16	
Population Family	7,862	77.7%	11,961	80.4%	31,301	83.4%
Population Non-Family	1,497	14.8%	2,117	14.2%	5,349	14.3%
Population Group Quarters	760	7.5%	807	5.4%	880	2.3%
Family Households	2,554	66.2%	3,897	68.1%	10,213	69.7%
Married Couple Households	1,907	74.6%	2,924	75.0%	7,913	77.5%
Other Family Households with Children	648	25.4%	973	25.0%	2,299	22.5%
Family Households with Children	1,202	47.1%	1,805	46.3%	4,647	45.5%
Married Couple with Children	767	63.8%	1,162	64.4%	3,151	67.8%
Other Family Households with Children	435	36.2%	643	35.6%	1,497	32.2%
Family Households No Children	1,352	52.9%	2,091	53.7%	5,565	54.5%
Married Couple No Children	1,139	84.3%	1,761	84.2%	4,762	85.6%
Other Family Households No Children	213	15.7%	330	15.8%	803	14.4%
Non-Family Households	1,307	33.8%	1,828	31.9%	4,439	30.3%
Non-Family Households with Children	14	1.0%	20	1.1%	53	1.2%
Non-Family Households No Children	1,293	99.0%	1,807	98.9%	4,387	98.8%
Average Family Household Size	3.1		3.1		3.1	
Average Family Income	\$75,962		\$74,192		\$80,088	
Median Family Income	\$63,214		\$60,567		\$63,310	
Average Non-Family Household Size	1.1		1.2		1.2	
Marital Status (2021)						
Population Age 15 Years or Over	8,170		11,982		30,144	
Never Married	2,049	25.1%	2,812	23.5%	6,614	21.9%
Currently Married	4,115	50.4%	6,033	50.4%	16,418	54.5%
Previously Married	2,007	24.6%	3,137	26.2%	7,112	23.6%
Separated	353	17.6%	524	16.7%	1,050	14.8%
Widowed	698	34.8%	1,055	33.6%	2,508	35.3%
Divorced	956	47.6%	1,558	49.7%	3,554	50.0%
Educational Attainment (2021)						
Adult Population Age 25 Years or Over	7,150		10,425		25,928	
Elementary (Grade Level 0 to 8)	310	4.3%	398	3.8%	768	3.0%
Some High School (Grade Level 9 to 11)	603	8.4%	964	9.2%	2,258	8.7%
High School Graduate	3,115	43.6%	4,560	43.7%	10,528	40.6%
Some College	1,504	21.0%	2,206	21.2%	5,482	21.1%
Associate Degree Only	448	6.3%	655	6.3%	1,583	6.1%
Bachelor Degree Only	755	10.6%	1,065	10.2%	3,580	13.8%
Graduate Degree	416	5.8%	576	5.5%	1,728	6.7%
Any College (Some College or Higher)	3,123	43.7%	4,502	43.2%	12,374	47.7%
College Degree + (Bachelor Degree or Higher)	1,171	16.4%	1,641	15.7%	5,308	20.5%

Cushing, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Housing						
Total Housing Units (2021)	4,814		7,071		17,592	
Total Housing Units (2010)	4,805		7,055		17,446	
Historical Annual Growth (2010-2021)	9	-	17	-	146	-
Housing Units Occupied (2021)	3,861	80.2%	5,724	81.0%	14,652	83.3%
Housing Units Owner-Occupied	2,679	69.4%	4,066	71.0%	10,873	74.2%
Housing Units Renter-Occupied	1,182	30.6%	1,658	29.0%	3,780	25.8%
Housing Units Vacant (2021)	953	19.8%	1,347	19.0%	2,940	16.7%
Household Size (2021)						
Total Households	3,861		5,724		14,652	
1 Person Households	1,160	30.1%	1,607	28.1%	3,755	25.6%
2 Person Households	1,304	33.8%	1,997	34.9%	5,335	36.4%
3 Person Households	595	15.4%	904	15.8%	2,325	15.9%
4 Person Households	464	12.0%	698	12.2%	1,847	12.6%
5 Person Households	187	4.9%	302	5.3%	837	5.7%
6 Person Households	97	2.5%	136	2.4%	354	2.4%
7 or More Person Households	53	1.4%	81	1.4%	200	1.4%
Household Income Distribution (2021)						
HH Income \$200,000 or More	101	2.6%	157	2.7%	468	3.2%
HH Income \$150,000 to \$199,999	91	2.3%	142	2.5%	408	2.8%
HH Income \$125,000 to \$149,999	170	4.4%	244	4.3%	711	4.9%
HH Income \$100,000 to \$124,999	285	7.4%	396	6.9%	1,075	7.3%
HH Income \$75,000 to \$99,999	428	11.1%	633	11.1%	1,746	11.9%
HH Income \$50,000 to \$74,999	810	21.0%	1,161	20.3%	3,014	20.6%
HH Income \$35,000 to \$49,999	641	16.6%	962	16.8%	2,208	15.1%
HH Income \$25,000 to \$34,999	412	10.7%	635	11.1%	1,631	11.1%
HH Income \$15,000 to \$24,999	394	10.2%	627	11.0%	1,450	9.9%
HH Income \$10,000 to \$14,999	245	6.3%	348	6.1%	836	5.7%
HH Income Under \$10,000	283	7.3%	419	7.3%	1,106	7.5%
Household Vehicles (2021)						
Households 0 Vehicles Available	176	4.5%	240	4.2%	510	3.5%
Households 1 Vehicle Available	1,144	29.6%	1,736	30.3%	4,144	28.3%
Households 2 Vehicles Available	1,582	41.0%	2,288	40.0%	5,759	39.3%
Households 3 or More Vehicles Available	960	24.9%	1,461	25.5%	4,239	28.9%
Total Vehicles Available	7,567		11,273		30,408	
Average Vehicles per Household	2.0		2.0		2.1	
Owner-Occupied Household Vehicles	5,746	75.9%	8,760	77.7%	24,461	80.4%
Average Vehicles per Owner-Occupied Household	2.1		2.2		2.2	
Renter-Occupied Household Vehicles	1,820	24.1%	2,513	22.3%	5,947	19.6%
Average Vehicles per Renter-Occupied Household	1.5		1.5		1.6	
Travel Time (2021)						
Worker Base Age 16 years or Over	4,478		6,538		16,459	
Travel to Work in 14 Minutes or Less	1,898	42.4%	2,542	38.9%	4,941	30.0%
Travel to Work in 15 to 29 Minutes	949	21.2%	1,620	24.8%	4,905	29.8%
Travel to Work in 30 to 59 Minutes	753	16.8%	1,233	18.9%	3,500	21.3%
Travel to Work in 60 Minutes or More	329	7.4%	480	7.3%	1,300	7.9%
Work at Home	95	2.1%	204	3.1%	788	4.8%
Average Minutes Travel to Work	14.9		16.4		19.8	

Cushing, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Transportation To Work (2021)						
Worker Base Age 16 years or Over	4,478		6,538		16,459	
Drive to Work Alone	3,904	87.2%	5,661	86.6%	13,785	83.8%
Drive to Work in Carpool	440	9.8%	602	9.2%	1,567	9.5%
Travel to Work by Public Transportation	4	-	8	0.1%	33	0.2%
Drive to Work on Motorcycle	-	-	-	-	9	-
Bicycle to Work	10	0.2%	28	0.4%	46	0.3%
Walk to Work	22	0.5%	29	0.4%	99	0.6%
Other Means	3	-	6	-	133	0.8%
Work at Home	95	2.1%	204	3.1%	788	4.8%
Daytime Demographics (2021)						
Total Businesses	415		546		1,098	
Total Employees	3,955		4,997		8,943	
Company Headquarter Businesses	21	5.1%	27	4.9%	43	3.9%
Company Headquarter Employees	709	17.9%	906	18.1%	1,292	14.5%
Employee Population per Business	9.5	to 1	9.1	to 1	8.1	to 1
Residential Population per Business	24.4	to 1	27.2	to 1	34.2	to 1
Adj. Daytime Demographics Age 16 Years or Over	8,036		10,789		23,303	
Labor Force						
Labor Population Age 16 Years or Over (2021)	8,090		11,854		29,788	
Labor Force Total Males (2021)	4,208	52.0%	6,051	51.0%	14,911	50.1%
Male Civilian Employed	2,170	51.6%	3,229	53.4%	8,353	56.0%
Male Civilian Unemployed	72	1.7%	124	2.0%	365	2.4%
Males in Armed Forces	-	-	-	-	37	0.2%
Males Not in Labor Force	1,966	46.7%	2,698	44.6%	6,156	41.3%
Labor Force Total Females (2021)	3,882	48.0%	5,803	49.0%	14,877	49.9%
Female Civilian Employed	1,838	47.4%	2,832	48.8%	7,038	47.3%
Female Civilian Unemployed	89	2.3%	127	2.2%	320	2.2%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	1,954	50.3%	2,844	49.0%	7,518	50.5%
Unemployment Rate	162	2.0%	251	2.1%	685	2.3%
Occupation (2021)						
Occupation Population Age 16 Years or Over	4,009		6,062		15,391	
Occupation Total Males	2,170	54.1%	3,229	53.3%	8,353	54.3%
Occupation Total Females	1,838	45.9%	2,832	46.7%	7,038	45.7%
Management, Business, Financial Operations	598	14.9%	832	13.7%	2,177	14.1%
Professional, Related	686	17.1%	1,042	17.2%	2,927	19.0%
Service	756	18.9%	1,109	18.3%	2,880	18.7%
Sales, Office	902	22.5%	1,365	22.5%	3,113	20.2%
Farming, Fishing, Forestry	8	0.2%	26	0.4%	125	0.8%
Construction, Extraction, Maintenance	515	12.8%	823	13.6%	2,035	13.2%
Production, Transport, Material Moving	545	13.6%	864	14.2%	2,134	13.9%
White Collar Workers	2,186	54.5%	3,239	53.4%	8,217	53.4%
Blue Collar Workers	1,823	45.5%	2,822	46.6%	7,174	46.6%

Cushing, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Units In Structure (2021)						
Total Units	4,022		5,966		15,027	
1 Detached Unit	3,161	78.6%	4,472	75.0%	10,880	72.4%
1 Attached Unit	37	0.9%	52	0.9%	172	1.1%
2 Units	65	1.6%	104	1.7%	219	1.5%
3 to 4 Units	117	2.9%	161	2.7%	257	1.7%
5 to 9 Units	60	1.5%	126	2.1%	282	1.9%
10 to 19 Units	13	0.3%	13	0.2%	57	0.4%
20 to 49 Units	25	0.6%	36	0.6%	97	0.6%
50 or More Units	2	-	3	-	26	0.2%
Mobile Home or Trailer	366	9.1%	736	12.3%	2,579	17.2%
Other Structure	16	0.4%	22	0.4%	83	0.6%
Homes Built By Year (2021)						
Homes Built 2014 or later	108	2.2%	214	3.0%	894	5.1%
Homes Built 2010 to 2013	27	0.6%	60	0.9%	280	1.6%
Homes Built 2000 to 2009	390	8.1%	653	9.2%	2,174	12.4%
Homes Built 1990 to 1999	309	6.4%	489	6.9%	1,677	9.5%
Homes Built 1980 to 1989	472	9.8%	751	10.6%	2,271	12.9%
Homes Built 1970 to 1979	861	17.9%	1,249	17.7%	2,894	16.5%
Homes Built 1960 to 1969	301	6.2%	486	6.9%	1,068	6.1%
Homes Built 1950 to 1959	563	11.7%	688	9.7%	1,261	7.2%
Homes Built 1940 to 1949	237	4.9%	326	4.6%	581	3.3%
Homes Built Before 1939	595	12.4%	807	11.4%	1,552	8.8%
Median Age of Homes	44.9	yrs	42.9	yrs	37.4	yrs
Home Values (2021)						
Owner Specified Housing Units	2,679		4,066		10,873	
Home Values \$1,000,000 or More	3	0.1%	13	0.3%	73	0.7%
Home Values \$750,000 to \$999,999	33	1.2%	36	0.9%	130	1.2%
Home Values \$500,000 to \$749,999	42	1.6%	66	1.6%	217	2.0%
Home Values \$400,000 to \$499,999	55	2.0%	85	2.1%	225	2.1%
Home Values \$300,000 to \$399,999	71	2.7%	141	3.5%	461	4.2%
Home Values \$250,000 to \$299,999	214	8.0%	297	7.3%	806	7.4%
Home Values \$200,000 to \$249,999	259	9.7%	420	10.3%	1,183	10.9%
Home Values \$175,000 to \$199,999	146	5.4%	197	4.8%	586	5.4%
Home Values \$150,000 to \$174,999	287	10.7%	402	9.9%	1,175	10.8%
Home Values \$125,000 to \$149,999	104	3.9%	166	4.1%	539	5.0%
Home Values \$100,000 to \$124,999	324	12.1%	450	11.1%	1,194	11.0%
Home Values \$90,000 to \$99,999	94	3.5%	152	3.7%	398	3.7%
Home Values \$80,000 to \$89,999	192	7.2%	308	7.6%	673	6.2%
Home Values \$70,000 to \$79,999	64	2.4%	106	2.6%	282	2.6%
Home Values \$60,000 to \$69,999	290	10.8%	378	9.3%	705	6.5%
Home Values \$50,000 to \$59,999	63	2.3%	117	2.9%	310	2.9%
Home Values \$35,000 to \$49,999	108	4.0%	190	4.7%	440	4.0%
Home Values \$25,000 to \$34,999	59	2.2%	150	3.7%	379	3.5%
Home Values \$10,000 to \$24,999	174	6.5%	257	6.3%	753	6.9%
Home Values Under \$10,000	97	3.6%	136	3.4%	342	3.1%
Owner-Occupied Median Home Value	\$120,305		\$119,159		\$133,654	
Renter-Occupied Median Rent	\$516		\$486		\$498	

Cushing, Oklahoma Drive Time	10 min drivetime	15 min drivetime	30 min drivetime
Total Annual Consumer Expenditure (2021)			
Total Household Expenditure	\$197.53 M	\$294.46 M	\$784.39 M
Total Non-Retail Expenditure	\$104.03 M	\$155.06 M	\$412.74 M
Total Retail Expenditure	\$93.51 M	\$139.4 M	\$371.64 M
Apparel	\$6.8 M	\$10.14 M	\$27.1 M
Contributions	\$6.18 M	\$9.23 M	\$24.73 M
Education	\$5.26 M	\$7.86 M	\$21.32 M
Entertainment	\$10.91 M	\$16.26 M	\$43.55 M
Food and Beverages	\$29.42 M	\$43.86 M	\$116.64 M
Furnishings and Equipment	\$6.79 M	\$10.12 M	\$27.1 M
Gifts	\$4.58 M	\$6.82 M	\$18.36 M
Health Care	\$17.3 M	\$25.8 M	\$68.41 M
Household Operations	\$7.65 M	\$11.42 M	\$30.46 M
Miscellaneous Expenses	\$3.72 M	\$5.54 M	\$14.75 M
Personal Care	\$2.64 M	\$3.94 M	\$10.5 M
Personal Insurance	\$1.31 M	\$1.96 M	\$5.3 M
Reading	\$429.89 K	\$641.07 K	\$1.71 M
Shelter	\$41.79 M	\$62.22 M	\$165.29 M
Tobacco	\$1.34 M	\$2 M	\$5.21 M
Transportation	\$36.1 M	\$53.79 M	\$143.58 M
Utilities	\$15.32 M	\$22.85 M	\$60.39 M
Monthly Household Consumer Expenditure (2021)			
Total Household Expenditure	\$4,263	\$4,287	\$4,461
Total Non-Retail Expenditure	\$2,245 52.7%	\$2,257 52.7%	\$2,347 52.6%
Total Retail Expenditures	\$2,018 47.3%	\$2,029 47.3%	\$2,114 47.4%
Apparel	\$147 3.4%	\$148 3.4%	\$154 3.5%
Contributions	\$133 3.1%	\$134 3.1%	\$141 3.2%
Education	\$114 2.7%	\$114 2.7%	\$121 2.7%
Entertainment	\$235 5.5%	\$237 5.5%	\$248 5.6%
Food and Beverages	\$635 14.9%	\$638 14.9%	\$663 14.9%
Furnishings and Equipment	\$146 3.4%	\$147 3.4%	\$154 3.5%
Gifts	\$99 2.3%	\$99 2.3%	\$104 2.3%
Health Care	\$373 8.8%	\$376 8.8%	\$389 8.7%
Household Operations	\$165 3.9%	\$166 3.9%	\$173 3.9%
Miscellaneous Expenses	\$80 1.9%	\$81 1.9%	\$84 1.9%
Personal Care	\$57 1.3%	\$57 1.3%	\$60 1.3%
Personal Insurance	\$28 0.7%	\$29 0.7%	\$30 0.7%
Reading	\$9 0.2%	\$9 0.2%	\$10 0.2%
Shelter	\$902 21.2%	\$906 21.1%	\$940 21.1%
Tobacco	\$29 0.7%	\$29 0.7%	\$30 0.7%
Transportation	\$779 18.3%	\$783 18.3%	\$817 18.3%
Utilities	\$331 7.8%	\$333 7.8%	\$343 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

Retail Gap Report



Cushing, 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	\$4.13 M / \$613.51 K	85	\$6.16 M / \$624.88 K	90	\$16.47 M / \$2.27 M	86
Men's Clothing Stores	\$145.06 K / -	100	\$216.59 K / -	100	\$578.84 K / -	100
Women's Clothing Stores	\$635.21 K / \$334.63 K	47	\$947.41 K / \$334.63 K	65	\$2.53 M / \$769.88 K	70
Children's, Infants' Clothing Stores	\$275.38 K / -	100	\$410.49 K / -	100	\$1.1 M / -	100
Family Clothing Stores	\$1.69 M / -	100	\$2.53 M / -	100	\$6.75 M / \$31.94 K	100
Clothing Accessory Stores	\$135.1 K / -	100	\$201.4 K / -	100	\$538.41 K / \$38.87 K	93
Other Apparel Stores	\$206.53 K / \$278.88 K	-26	\$308.35 K / \$290.25 K	6	\$824.09 K / \$613.55 K	26
Shoe Stores	\$699 K / -	100	\$1.04 M / -	100	\$2.78 M / \$715.23 K	74
Jewelry Stores	\$317.63 K / -	100	\$473.72 K / -	100	\$1.27 M / \$104.05 K	92
Luggage Stores	\$25.74 K / -	100	\$38.86 K / -	100	\$104.04 K / -	100
Furniture, Home Furnishings Stores	\$2 M / \$1.55 M	23	\$2.99 M / \$1.66 M	44	\$8.01 M / \$1.74 M	78
Furniture Stores	\$1.23 M / \$1.45 M	-16	\$1.83 M / \$1.45 M	21	\$4.91 M / \$1.5 M	69
Floor Covering Stores	\$211.42 K / \$97.84 K	54	\$315.91 K / \$210.21 K	33	\$847.24 K / \$233.32 K	72
Other Home Furnishing Stores	\$567.17 K / -	100	\$845.48 K / -	100	\$2.26 M / -	100
Electronics, Appliance Stores	\$1.55 M / \$7.72 M	-80	\$2.31 M / \$7.72 M	-70	\$6.18 M / \$7.97 M	-22
Building Material, Garden Equipment, Supplies Dealers	\$5.03 M / \$2.89 M	42	\$7.51 M / \$7.37 M	2	\$20.08 M / \$54.46 M	-63
Home Centers	\$2.37 M / \$1.48 M	37	\$3.53 M / \$1.95 M	45	\$9.44 M / \$9.07 M	4
Paint, Wallpaper Stores	\$172.89 K / -	100	\$258.17 K / -	100	\$690.62 K / -	100
Hardware Stores	\$217.05 K / -	100	\$324.05 K / -	100	\$865.99 K / -	100
Other Building Materials Stores	\$1.68 M / \$244.01 K	85	\$2.51 M / \$3.86 M	-35	\$6.7 M / \$39.89 M	-83
Outdoor Power Equipment Stores	\$78.38 K / \$2.96 K	96	\$117.64 K / \$46.83 K	60	\$316.68 K / \$450.04 K	-30
Nursery, Garden Stores	\$515.96 K / \$1.17 M	-56	\$769.39 K / \$1.52 M	-49	\$2.06 M / \$5.04 M	-59
Food, Beverage Stores	\$13.95 M / \$13.93 M	0	\$20.81 M / \$14.86 M	29	\$55.19 M / \$18.56 M	66
Grocery Stores	\$12.48 M / \$11.76 M	6	\$18.61 M / \$12.25 M	34	\$49.36 M / \$14.54 M	71
Convenience Stores	\$485.57 K / \$1.04 M	-53	\$724.49 K / \$1.1 M	-34	\$1.92 M / \$1.82 M	5
Meat Markets	\$143.03 K / -	100	\$213.43 K / -	100	\$566.06 K / \$124.81 K	78
Fish, Seafood Markets	\$52.5 K / -	100	\$78.2 K / -	100	\$206.82 K / -	100
Fruit, Vegetable Markets	\$87.36 K / -	100	\$130.1 K / -	100	\$344.65 K / -	100
Other Specialty Food Markets	\$150.12 K / \$479.19 K	-69	\$224.25 K / \$481.06 K	-53	\$595.15 K / \$526.49 K	12
Liquor Stores	\$551.93 K / \$644.09 K	-14	\$822.1 K / \$1.03 M	-20	\$2.2 M / \$1.54 M	30

Retail Gap Report



Cushing, 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	\$3.41 M / \$3.12 M	8	\$5.08 M / \$3.56 M	30	\$13.49 M / \$4.58 M	66
Pharmacy, Drug Stores	\$2.86 M / \$3.02 M	-6	\$4.26 M / \$3.46 M	19	\$11.31 M / \$4.38 M	61
Cosmetics, Beauty Stores	\$167.11 K / -	100	\$248.82 K / -	100	\$661.59 K / \$78.89 K	88
Optical Goods Stores	\$190.62 K / -	100	\$284.23 K / -	100	\$755.48 K / \$19.75 K	97
Other Health, Personal Care Stores	\$194.96 K / \$99.47 K	49	\$290.48 K / \$99.47 K	66	\$771.39 K / \$99.47 K	87
Sporting Goods, Hobby, Book, Music Stores	\$1.52 M / \$432.37 K	72	\$2.27 M / \$587.35 K	74	\$6.11 M / \$3.19 M	48
Sporting Goods Stores	\$825.03 K / \$347.96 K	58	\$1.23 M / \$502.94 K	59	\$3.32 M / \$2.67 M	20
Hobby, Toy, Game Stores	\$249.16 K / \$84.42 K	66	\$371.6 K / \$84.42 K	77	\$991.34 K / \$518.07 K	48
Sewing, Needlecraft Stores	\$75.74 K / -	100	\$113.14 K / -	100	\$303.63 K / -	100
Musical Instrument Stores	\$71.81 K / -	100	\$107.24 K / -	100	\$286.38 K / -	100
Book Stores	\$301.8 K / -	100	\$450.66 K / -	100	\$1.21 M / -	100
General Merchandise Stores	\$13.48 M / \$2.16 M	84	\$20.1 M / \$5.72 M	72	\$53.49 M / \$15.67 M	71
Department Stores	\$3.43 M / \$246.36 K	93	\$5.12 M / \$269.76 K	95	\$13.67 M / \$4.2 M	69
Warehouse Superstores	\$8.73 M / -	100	\$13.02 M / -	100	\$34.61 M / -	100
Other General Merchandise Stores	\$1.31 M / \$1.92 M	-31	\$1.96 M / \$5.45 M	-64	\$5.22 M / \$11.47 M	-54
Miscellaneous Store Retailers	\$1.82 M / \$756.92 K	58	\$2.72 M / \$1.19 M	56	\$7.25 M / \$2.83 M	61
Florists	\$63.97 K / \$15.31 K	76	\$95.38 K / \$40.05 K	58	\$254.67 K / \$91.88 K	64
Office, Stationary Stores	\$178.2 K / -	100	\$265.61 K / -	100	\$708.77 K / -	100
Gift, Souvenir Stores	\$217.41 K / -	100	\$324.25 K / \$32.87 K	90	\$865.23 K / \$57.67 K	93
Used Merchandise Stores	\$124.26 K / \$53.76 K	57	\$185.43 K / \$197.28 K	-6	\$494.87 K / \$413.43 K	16
Pet, Pet Supply Stores	\$734.54 K / -	100	\$1.1 M / -	100	\$2.93 M / -	100
Art Dealers	\$58.77 K / -	100	\$87.79 K / -	100	\$234.43 K / -	100
Mobile Home Dealers	\$108.94 K / \$5.51 K	95	\$162.66 K / \$87.09 K	46	\$434.33 K / \$836.93 K	-48
Other Miscellaneous Retail Stores	\$336.19 K / \$682.34 K	-51	\$501.46 K / \$835.93 K	-40	\$1.33 M / \$1.43 M	-7
Non-Store Retailers	\$6.13 M / \$1.68 M	73	\$9.14 M / \$2.4 M	74	\$24.37 M / \$6.21 M	75
Mail Order, Catalog Stores	\$5.07 M / \$12.28 K	100	\$7.56 M / \$634.68 K	92	\$20.18 M / \$3.52 M	83
Vending Machines	\$143.47 K / -	100	\$214.17 K / -	100	\$568.35 K / -	100
Fuel Dealers	\$519 K / \$1.67 M	-69	\$775.52 K / \$1.77 M	-56	\$2.06 M / \$2.7 M	-24
Other Direct Selling Establishments	\$393.6 K / -	100	\$587.1 K / -	100	\$1.56 M / -	100

Retail Gap Report



Cushing, Oklahoma	10 min drivetime		15 min drivetime		30 min drivetime	
Drive Time	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$11.68 M / \$9.9 M	15	\$17.39 M / \$12.05 M	31	\$46.5 M / \$22.88 M	51
Hotels, Other Travel Accommodations	\$642.23 K / \$140.2 K	78	\$956.42 K / \$198.08 K	79	\$2.56 M / \$307.71 K	88
RV Parks	\$6.08 K / \$4.82 K	21	\$9.57 K / \$6.06 K	37	\$25.6 K / \$20.51 K	20
Rooming, Boarding Houses	\$4.11 K / -	100	\$5.99 K / -	100	\$16.15 K / -	100
Full Service Restaurants	\$6.83 M / \$6.82 M	0	\$10.18 M / \$7.22 M	29	\$27.21 M / \$11.72 M	57
Limited Service Restaurants	\$3.18 M / \$3.22 M	-1	\$4.73 M / \$4.92 M	-4	\$12.64 M / \$10.38 M	18
Special Food Services, Catering	\$1.02 M / -	100	\$1.51 M / \$42.62 K	97	\$4.04 M / \$1.26 M	69
Drinking Places	\$286.95 K / \$535	100	\$427.5 K / \$85.5 K	80	\$1.15 M / \$346.34 K	70
Gasoline Stations	\$10.3 M / \$32.17 M	-68	\$15.35 M / \$42.64 M	-64	\$40.74 M / \$82.3 M	-51
Motor Vehicle, Parts Dealers	\$18.21 M / \$8.84 M	51	\$27.13 M / \$12.84 M	53	\$72.61 M / \$34.43 M	53
New Car Dealers	\$13.97 M / \$5.03 M	64	\$20.82 M / \$7.36 M	65	\$55.73 M / \$19.21 M	66
Used Car Dealers	\$1.44 M / \$347.06 K	76	\$2.15 M / \$872.35 K	59	\$5.75 M / \$2.93 M	49
Recreational Vehicle Dealers	\$278.61 K / \$1.04 M	-73	\$414.54 K / \$1.24 M	-67	\$1.12 M / \$3.08 M	-63
Motorcycle, Boat Dealers	\$615.92 K / \$1.19 M	-48	\$918.21 K / \$1.19 M	-23	\$2.47 M / \$5.5 M	-55
Auto Parts, Accessories	\$1.14 M / \$1.24 M	-8	\$1.7 M / \$2.07 M	-18	\$4.51 M / \$2.62 M	42
Tire Dealers	\$760.63 K / -	100	\$1.13 M / \$117.14 K	90	\$3.02 M / \$1.08 M	64
2021 Population	10,119		14,885		37,530	
2026 Population	9,566		14,147		36,219	
% Population Change 2021-2026	-5.5%		-5.0%		-3.5%	
2021 Adult Population Age 18+	7,951		11,604		29,043	
2021 Population Male	5,254		7,598		18,927	
2021 Population Female	4,865		7,287		18,603	
2021 Households	3,861		5,724		14,652	
2021 Median Household Income	49,419		48,121		51,972	
2021 Average Household Income	63,017		63,493		67,501	

Retail Potential

Retail Potential Profile



Cushing, Oklahoma Drive Time	10 min drivetime	15 min drivetime	30 min drivetime
2021 Population	10,119	14,885	37,530
2026 Population	9,566	14,147	36,219
% Population Change 2010-2021	-4.5%	-4.5%	-3.1%
2021 Adult Population Age 18+	\$7,951	\$11,604	\$29,043
2021 Population Male	\$5,254	\$7,598	\$18,927
2021 Population Female	\$4,865	\$7,287	\$18,603
2021 Households	\$3,861	\$5,724	\$14,652
2021 Median Household Income	\$49,419	\$48,121	\$51,972
2021 Average Household Income	\$63,017	\$63,493	\$67,501
Clothing, Clothing Accessories Stores	\$4.13 M	\$6.16 M	\$16.47 M
Men's Clothing Stores	\$145.06 K	\$216.59 K	\$578.84 K
Women's Clothing Stores	\$635.21 K	\$947.41 K	\$2.53 M
Children's, Infants' Clothing Stores	\$275.38 K	\$410.49 K	\$1.1 M
Family Clothing Stores	\$1.69 M	\$2.53 M	\$6.75 M
Clothing Accessory Stores	\$135.1 K	\$201.4 K	\$538.41 K
Other Apparel Stores	\$206.53 K	\$308.35 K	\$824.09 K
Shoe Stores	\$699 K	\$1.04 M	\$2.78 M
Jewelry Stores	\$317.63 K	\$473.72 K	\$1.27 M
Luggage Stores	\$25.74 K	\$38.86 K	\$104.04 K
Furniture, Home Furnishings Stores	\$2 M	\$2.99 M	\$8.01 M
Furniture Stores	\$1.23 M	\$1.83 M	\$4.91 M
Floor Covering Stores	\$211.42 K	\$315.91 K	\$847.24 K
Other Home Furnishing Stores	\$567.17 K	\$845.48 K	\$2.26 M
Electronics, Appliance Stores	\$1.55 M	\$2.31 M	\$6.18 M
Gasoline Stations	\$10.3 M	\$15.35 M	\$40.74 M
Building Material, Garden Equipment, Supplies Dealers	\$5.03 M	\$7.51 M	\$20.08 M
Home Centers	\$2.37 M	\$3.53 M	\$9.44 M
Paint, Wallpaper Stores	\$172.89 K	\$258.17 K	\$690.62 K
Hardware Stores	\$217.05 K	\$324.05 K	\$865.99 K
Other Building Materials Stores	\$1.68 M	\$2.51 M	\$6.7 M
Outdoor Power Equipment Stores	\$78.38 K	\$117.64 K	\$316.68 K
Nursery, Garden Stores	\$515.96 K	\$769.39 K	\$2.06 M
Food, Beverage Stores	\$13.95 M	\$20.81 M	\$55.19 M
Grocery Stores	\$12.48 M	\$18.61 M	\$49.36 M
Convenience Stores	\$485.57 K	\$724.49 K	\$1.92 M
Meat Markets	\$143.03 K	\$213.43 K	\$566.06 K
Fish, Seafood Markets	\$52.5 K	\$78.2 K	\$206.82 K
Fruit, Vegetable Markets	\$87.36 K	\$130.1 K	\$344.65 K
Other Specialty Food Markets	\$150.12 K	\$224.25 K	\$595.15 K
Liquor Stores	\$551.93 K	\$822.1 K	\$2.2 M

Retail Potential Profile



Cushing, Oklahoma Drive Time	10 min drivetime	15 min drivetime	30 min drivetime
Health, Personal Care Stores	\$3.41 M	\$5.08 M	\$13.49 M
Pharmacy, Drug Stores	\$2.86 M	\$4.26 M	\$11.31 M
Cosmetics, Beauty Stores	\$167.11 K	\$248.82 K	\$661.59 K
Optical Goods Stores	\$190.62 K	\$284.23 K	\$755.48 K
Other Health, Personal Care Stores	\$194.96 K	\$290.48 K	\$771.39 K
Sporting Goods, Hobby, Book, Music Stores	\$1.52 M	\$2.27 M	\$6.11 M
Sporting Goods Stores	\$825.03 K	\$1.23 M	\$3.32 M
Hobby, Toy, Game Stores	\$249.16 K	\$371.6 K	\$991.34 K
Sewing, Needlecraft Stores	\$75.74 K	\$113.14 K	\$303.63 K
Musical Instrument Stores	\$71.81 K	\$107.24 K	\$286.38 K
Book Stores	\$301.8 K	\$450.66 K	\$1.21 M
General Merchandise Stores	\$13.48 M	\$20.1 M	\$53.49 M
Department Stores	\$3.43 M	\$5.12 M	\$13.67 M
Warehouse Superstores	\$8.73 M	\$13.02 M	\$34.61 M
Other General Merchandise Stores	\$1.31 M	\$1.96 M	\$5.22 M
Miscellaneous Store Retailers	\$1.82 M	\$2.72 M	\$7.25 M
Florists	\$63.97 K	\$95.38 K	\$254.67 K
Office, Stationary Stores	\$178.2 K	\$265.61 K	\$708.77 K
Gift, Souvenir Stores	\$217.41 K	\$324.25 K	\$865.23 K
Used Merchandise Stores	\$124.26 K	\$185.43 K	\$494.87 K
Pet, Pet Supply Stores	\$734.54 K	\$1.1 M	\$2.93 M
Art Dealers	\$58.77 K	\$87.79 K	\$234.43 K
Mobile Home Dealers	\$108.94 K	\$162.66 K	\$434.33 K
Other Miscellaneous Retail Stores	\$336.19 K	\$501.46 K	\$1.33 M
Non-Store Retailers	\$6.13 M	\$9.14 M	\$24.37 M
Mail Order, Catalog Stores	\$5.07 M	\$7.56 M	\$20.18 M
Vending Machines	\$143.47 K	\$214.17 K	\$568.35 K
Fuel Dealers	\$519 K	\$775.52 K	\$2.06 M
Other Direct Selling Establishments	\$393.6 K	\$587.1 K	\$1.56 M
Accommodation, Food Services	\$11.96 M	\$17.82 M	\$47.64 M
Hotels, Other Travel Accommodations	\$642.23 K	\$956.42 K	\$2.56 M
RV Parks	\$6.08 K	\$9.57 K	\$25.6 K
Rooming, Boarding Houses	\$4.11 K	\$5.99 K	\$16.15 K
Full Service Restaurants	\$6.83 M	\$10.18 M	\$27.21 M
Limited Service Restaurants	\$3.18 M	\$4.73 M	\$12.64 M
Special Food Services, Catering	\$1.02 M	\$1.51 M	\$4.04 M
Drinking Places	\$286.95 K	\$427.5 K	\$1.15 M
Motor Vehicle, Parts Dealers	\$18.21 M	\$27.13 M	\$72.61 M
New Car Dealers	\$13.97 M	\$20.82 M	\$55.73 M
Used Car Dealers	\$1.44 M	\$2.15 M	\$5.75 M
Recreational Vehicle Dealers	\$278.61 K	\$414.54 K	\$1.12 M
Motorcycle, Boat Dealers	\$615.92 K	\$918.21 K	\$2.47 M
Auto Parts, Accessories	\$1.14 M	\$1.7 M	\$4.51 M
Tire Dealers	\$760.63 K	\$1.13 M	\$3.02 M

Income Summary

Income Summary Report



Cushing, Oklahoma	10 min		15 min		30 min	
Drive Time	drivetime		drivetime		drivetime	
Population						
Estimated Population (2021)	10,119		14,885		37,530	
Projected Population (2026)	9,566		14,147		36,219	
Census Population (2010)	10,596		15,591		38,733	
Census Population (2000)	10,951		15,716		36,544	
Projected Annual Growth (2021 to 2026)	-553	-1.1%	-737	-1.0%	-1,311	-0.7%
Historical Annual Growth (2010 to 2021)	-477	-0.4%	-706	-0.4%	-1,203	-0.3%
Historical Annual Growth (2000 to 2010)	-355	-0.3%	-125	-	2,189	0.6%
Households						
Estimated Households (2021)	3,861		5,724		14,652	
Projected Households (2026)	3,709		5,542		14,404	
Census Households (2010)	4,022		5,966		15,027	
Census Households (2000)	4,046		5,912		13,993	
Projected Annual Growth (2021 to 2026)	-152	-0.8%	-183	-0.6%	-248	-0.3%
Historical Annual Growth (2010 to 2021)	-161	-0.4%	-242	-0.4%	-375	-0.2%
Historical Annual Growth (2000 to 2010)	-24	-	54	-	1,034	0.7%
Average Household Income						
Estimated Average Household Income (2021)	\$63,017		\$63,493		\$67,501	
Projected Average Household Income (2026)	\$79,435		\$79,700		\$82,458	
Census Average Household Income (2010)	\$46,792		\$50,040		\$52,232	
Census Average Household Income (2000)	\$34,684		\$36,111		\$38,115	
Projected Annual Growth (2021 to 2026)	\$16,419	5.2%	\$16,207	5.1%	\$14,957	4.4%
Historical Annual Growth (2010 to 2021)	\$16,225	3.2%	\$13,453	2.4%	\$15,269	2.7%
Historical Annual Growth (2000 to 2010)	\$12,108	3.5%	\$13,930	3.9%	\$14,117	3.7%
Median Household Income						
Estimated Median Household Income (2021)	\$49,419		\$48,121		\$51,972	
Projected Median Household Income (2026)	\$56,826		\$55,293		\$59,718	
Census Median Household Income (2010)	\$38,528		\$39,265		\$41,864	
Census Median Household Income (2000)	\$28,368		\$29,068		\$30,914	
Projected Annual Growth (2021 to 2026)	\$7,407	3.0%	\$7,172	3.0%	\$7,747	3.0%
Historical Annual Growth (2010 to 2021)	\$10,890	2.6%	\$8,856	2.1%	\$10,107	2.2%
Historical Annual Growth (2000 to 2010)	\$10,160	3.6%	\$10,197	3.5%	\$10,951	3.5%
Per Capita Income						
Estimated Per Capita Income (2021)	\$25,303		\$25,291		\$26,725	
Projected Per Capita Income (2026)	\$32,129		\$32,138		\$33,178	
Census Per Capita Income (2010)	\$17,762		\$19,148		\$20,265	
Census Per Capita Income (2000)	\$12,805		\$13,556		\$14,566	
Projected Annual Growth (2021 to 2026)	\$6,827	5.4%	\$6,847	5.4%	\$6,453	4.8%
Historical Annual Growth (2010 to 2021)	\$7,541	3.9%	\$6,142	2.9%	\$6,461	2.9%
Historical Annual Growth (2000 to 2010)	\$4,957	3.9%	\$5,592	4.1%	\$5,698	3.9%
Other Income						
Estimated Families (2021)	2,554		3,897		10,213	
Estimated Average Family Income (2021)	\$75,962		\$74,192		\$80,088	
Estimated Median Family Income (2021)	\$63,214		\$60,567		\$63,310	
Estimated Average Household Net Worth (2021)	\$328,670		\$333,059		\$362,119	

Crime Risk Profile

Crime Risk Profile



Cushing, Oklahoma Drive Time	10 min drivetime	15 min drivetime	30 min drivetime
Demographics			
Population	10,119	14,885	37,530
Census Population	10,596	15,591	38,733
Households	3,861	5,724	14,652
Average Household Income	\$63,017	\$63,493	\$67,501
Median Household Income	\$49,419	\$48,121	\$51,972
Per Capita Income	\$25,303	\$25,291	\$26,725
Total Crime			
Crime Index	108	97	83
Crime Level	Average	Average	Below Average
Personal Crime			
Crime Index	60	59	55
Crime Level	Below Average	Low Risk	Low Risk
Murder			
Crime Index	40	89	87
Crime Level	Low Risk	Below Average	Below Average
Rape			
Crime Index	113	97	88
Crime Level	Average	Average	Below Average
Robbery			
Crime Index	18	14	13
Crime Level	Very Low	Very Low	Very Low
Assault			
Crime Index	70	70	65
Crime Level	Below Average	Below Average	Below Average
Property Crime			
Crime Index	116	103	87
Crime Level	Average	Average	Below Average
Burglary			
Crime Index	145	143	129
Crime Level	Above Average	Above Average	Above Average
Larceny			
Crime Index	108	92	74
Crime Level	Average	Average	Below Average
Motor Vehicle Theft			
Crime Index	119	111	109
Crime Level	Average	Average	Average
* Crime Index: 100 = National Average Adjusted for Population			

Void Analysis

Void Analysis



Cushing, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Cushing
Drive Time			
Auto Parts Tires			
NAPA		1	1
O'Reilly		1	1
Banks			
Bank of the West		1	1
Banks Minor			
Bank		8	3
Convenience Stores			
Caseys General Store		2	0
Conoco		2	1
Kum & Go		1	1
Phillips 66		3	0
Shell		6	1
Sinclair		3	2
Valero		2	1
Discount Department Stores			
Wal-Mart Supercenter		1	1
Dollar Stores			
Dollar General		9	2
Dollar Tree		1	1
Drug Stores			
Walgreens		1	1
Education			
Day Care		8	5
High School		8	1
PK - 8		21	4
Trade Schools		1	0
Entertainment			
Theatres		1	0
Health Care			
Cardiovascular Disease		1	1
Certified Registered Nurse Anesthetist		3	1
Chiropractic		3	2
Clinical Social Worker		2	1
Emergency Medicine		1	1
Family Practice		8	5
General Practice		1	0

Void Analysis



Cushing, Oklahoma	Closest Location	Locations In 30 min drivetime	Locations In Cushing
Drive Time			
General Surgery		2	0
Internal Medicine		2	2
Nurse Practitioner		7	5
Ophthalmology		1	1
Optometry		1	1
Physical Therapy		1	1
Physician Assistant		3	1
Urgent Care		1	0
Urology		1	1
Home Improvement			
Do It Best		1	0
Sherwin-Williams		1	1
Tractor Supply Company		1	0
True Value		1	1
Hotels			
Best Western Plus		1	1
Restaurants Fast Food Major			
KFC		1	1
McDonald's		3	1
Sonic		3	1
Taco Bell		1	1
Restaurants Ice Cream Smoothie			
Braum's		1	1
Restaurants Pizza			
Pizza Hut		1	1
Simple Simons Pizza		3	0
Restaurants Sandwich			
Subway		2	1
Wireless Stores			
Cricket		1	1
Worship			
Baptist		5	2
Buddhist		1	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:

Retail Attractions, LLC

www.retailattractions.com

12150 East 96th Street North, Suite 107

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.