



Market Profile

Driving Time : 20 Minutes radii

Latitude: 35.985
Longitude: -96.75

20 Minutes

Population Summary	
2000 Total Population	24,284
2010 Total Population	24,810
2019 Total Population	25,816
2019 Group Quarters	834
2024 Total Population	26,298
2019-2024 Annual Rate	0.37%
2019 Total Daytime Population	22,390
Workers	6,826
Residents	15,564
Household Summary	
2000 Households	9,277
2000 Average Household Size	2.49
2010 Households	9,596
2010 Average Household Size	2.50
2019 Households	9,921
2019 Average Household Size	2.52
2024 Households	10,093
2024 Average Household Size	2.52
2019-2024 Annual Rate	0.34%
2010 Families	6,682
2010 Average Family Size	2.98
2019 Families	6,802
2019 Average Family Size	3.02
2024 Families	6,887
2024 Average Family Size	3.03
2019-2024 Annual Rate	0.25%
Housing Unit Summary	
2000 Housing Units	10,655
Owner Occupied Housing Units	64.8%
Renter Occupied Housing Units	22.3%
Vacant Housing Units	12.9%
2010 Housing Units	11,345
Owner Occupied Housing Units	61.3%
Renter Occupied Housing Units	23.3%
Vacant Housing Units	15.4%
2019 Housing Units	11,857
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	16.3%
2024 Housing Units	12,130
Owner Occupied Housing Units	62.7%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	16.8%
Median Household Income	
2019	\$42,635
2024	\$48,663
Median Home Value	
2019	\$112,333
2024	\$141,505
Per Capita Income	
2019	\$22,258
2024	\$25,778
Median Age	
2010	38.4
2019	39.9
2024	41.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Driving Time : 20 Minutes radii

Latitude: 35.985
Longitude: -96.75

20 Minutes

2019 Households by Income

Household Income Base	9,921
<\$15,000	13.4%
\$15,000 - \$24,999	14.1%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	9.4%
\$150,000 - \$199,999	2.9%
\$200,000+	1.8%
Average Household Income	\$57,859

2024 Households by Income

Household Income Base	10,093
<\$15,000	11.3%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	16.1%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	9.9%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	4.2%
\$200,000+	2.2%
Average Household Income	\$67,122

2019 Owner Occupied Housing Units by Value

Total	7,372
<\$50,000	19.5%
\$50,000 - \$99,999	26.5%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	14.6%
\$200,000 - \$249,999	8.0%
\$250,000 - \$299,999	7.5%
\$300,000 - \$399,999	3.5%
\$400,000 - \$499,999	1.7%
\$500,000 - \$749,999	0.8%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$152,916

2024 Owner Occupied Housing Units by Value

Total	7,605
<\$50,000	15.5%
\$50,000 - \$99,999	22.1%
\$100,000 - \$149,999	14.9%
\$150,000 - \$199,999	15.4%
\$200,000 - \$249,999	9.9%
\$250,000 - \$299,999	10.4%
\$300,000 - \$399,999	5.4%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	1.6%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$181,082

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Driving Time : 20 Minutes radii

Latitude: 35.985
Longitude: -96.75

20 Minutes

2010 Population by Age

Total	24,811
0 - 4	7.2%
5 - 9	6.9%
10 - 14	7.0%
15 - 24	12.0%
25 - 34	12.9%
35 - 44	11.9%
45 - 54	14.3%
55 - 64	12.5%
65 - 74	8.4%
75 - 84	5.1%
85 +	1.9%
18 +	74.7%

2019 Population by Age

Total	25,815
0 - 4	6.6%
5 - 9	6.4%
10 - 14	6.6%
15 - 24	11.3%
25 - 34	12.9%
35 - 44	12.0%
45 - 54	12.0%
55 - 64	13.5%
65 - 74	10.9%
75 - 84	5.7%
85 +	2.2%
18 +	76.9%

2024 Population by Age

Total	26,300
0 - 4	6.5%
5 - 9	6.3%
10 - 14	6.7%
15 - 24	11.3%
25 - 34	12.0%
35 - 44	12.1%
45 - 54	11.6%
55 - 64	12.7%
65 - 74	11.9%
75 - 84	6.8%
85 +	2.2%
18 +	76.7%

2010 Population by Sex

Males	12,477
Females	12,333

2019 Population by Sex

Males	12,984
Females	12,832

2024 Population by Sex

Males	13,237
Females	13,062

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Driving Time : 20 Minutes radii

Latitude: 35.985
Longitude: -96.75

20 Minutes

2010 Population by Race/Ethnicity

Total	24,808
White Alone	84.0%
Black Alone	2.2%
American Indian Alone	6.9%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	5.9%
Hispanic Origin	3.1%
Diversity Index	33.2

2019 Population by Race/Ethnicity

Total	25,816
White Alone	81.8%
Black Alone	2.4%
American Indian Alone	7.6%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.8%
Two or More Races	7.0%
Hispanic Origin	4.3%
Diversity Index	37.9

2024 Population by Race/Ethnicity

Total	26,299
White Alone	80.5%
Black Alone	2.5%
American Indian Alone	8.0%
Asian Alone	0.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.0%
Two or More Races	7.7%
Hispanic Origin	5.1%
Diversity Index	40.9

2010 Population by Relationship and Household Type

Total	24,810
In Households	96.6%
In Family Households	82.9%
Householder	26.9%
Spouse	20.3%
Child	30.5%
Other relative	2.7%
Nonrelative	2.6%
In Nonfamily Households	13.7%
In Group Quarters	3.4%
Institutionalized Population	3.3%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

June 15, 2020



Market Profile

Driving Time : 20 Minutes radii

Latitude: 35.985
Longitude: -96.75

20 Minutes

2019 Population 25+ by Educational Attainment

Total	17,869
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	10.8%
High School Graduate	35.0%
GED/Alternative Credential	6.8%
Some College, No Degree	22.0%
Associate Degree	5.4%
Bachelor's Degree	10.4%
Graduate/Professional Degree	5.5%

2019 Population 15+ by Marital Status

Total	20,782
Never Married	25.5%
Married	53.2%
Widowed	7.4%
Divorced	13.9%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	96.9%
Civilian Unemployed (Unemployment Rate)	3.1%

2019 Employed Population 16+ by Industry

Total	9,896
Agriculture/Mining	8.5%
Construction	10.3%
Manufacturing	9.4%
Wholesale Trade	2.0%
Retail Trade	9.6%
Transportation/Utilities	8.0%
Information	1.2%
Finance/Insurance/Real Estate	4.7%
Services	41.6%
Public Administration	4.7%

2019 Employed Population 16+ by Occupation

Total	9,896
White Collar	48.3%
Management/Business/Financial	10.1%
Professional	16.8%
Sales	8.4%
Administrative Support	12.9%
Services	18.4%
Blue Collar	33.3%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	10.4%
Installation/Maintenance/Repair	5.6%
Production	9.0%
Transportation/Material Moving	7.3%

2010 Population By Urban/ Rural Status

Total Population	24,810
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	27.2%
Rural Population	72.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

June 15, 2020



Market Profile

Driving Time : 20 Minutes radii

Latitude: 35.985
Longitude: -96.75

20 Minutes

2010 Households by Type

Total	9,597
Households with 1 Person	26.1%
Households with 2+ People	73.9%
Family Households	69.6%
Husband-wife Families	52.5%
With Related Children	21.9%
Other Family (No Spouse Present)	17.1%
Other Family with Male Householder	5.7%
With Related Children	3.8%
Other Family with Female Householder	11.4%
With Related Children	7.9%
Nonfamily Households	4.2%
All Households with Children	34.1%
Multigenerational Households	3.2%
Unmarried Partner Households	6.6%
Male-female	6.1%
Same-sex	0.6%

2010 Households by Size

Total	9,595
1 Person Household	26.1%
2 Person Household	35.7%
3 Person Household	15.9%
4 Person Household	12.5%
5 Person Household	5.8%
6 Person Household	2.5%
7 + Person Household	1.4%

2010 Households by Tenure and Mortgage Status

Total	9,596
Owner Occupied	72.5%
Owned with a Mortgage/Loan	38.8%
Owned Free and Clear	33.6%
Renter Occupied	27.5%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	11,345
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	29.1%
Rural Housing Units	70.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Driving Time : 20 Minutes radii

Latitude: 35.985
Longitude: -96.75

20 Minutes

Top 3 Tapestry Segments

1. Small Town Simplicity (12C)
2. Heartland Communities (6F)
3. Southern Satellites (10A)

2019 Consumer Spending

Apparel & Services: Total \$	\$13,929,363
Average Spent	\$1,404.03
Spending Potential Index	66
Education: Total \$	\$9,190,475
Average Spent	\$926.37
Spending Potential Index	58
Entertainment/Recreation: Total \$	\$23,267,266
Average Spent	\$2,345.25
Spending Potential Index	72
Food at Home: Total \$	\$37,057,642
Average Spent	\$3,735.27
Spending Potential Index	72
Food Away from Home: Total \$	\$24,291,524
Average Spent	\$2,448.50
Spending Potential Index	67
Health Care: Total \$	\$45,145,220
Average Spent	\$4,550.47
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$14,188,309
Average Spent	\$1,430.13
Spending Potential Index	67
Personal Care Products & Services: Total \$	\$5,727,691
Average Spent	\$577.33
Spending Potential Index	65
Shelter: Total \$	\$111,431,601
Average Spent	\$11,231.89
Spending Potential Index	61
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,345,071
Average Spent	\$1,748.32
Spending Potential Index	70
Travel: Total \$	\$13,667,035
Average Spent	\$1,377.59
Spending Potential Index	61
Vehicle Maintenance & Repairs: Total \$	\$8,062,910
Average Spent	\$812.71
Spending Potential Index	71

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

June 15, 2020