



**RETAIL ATTRACTIONS, LLC**  

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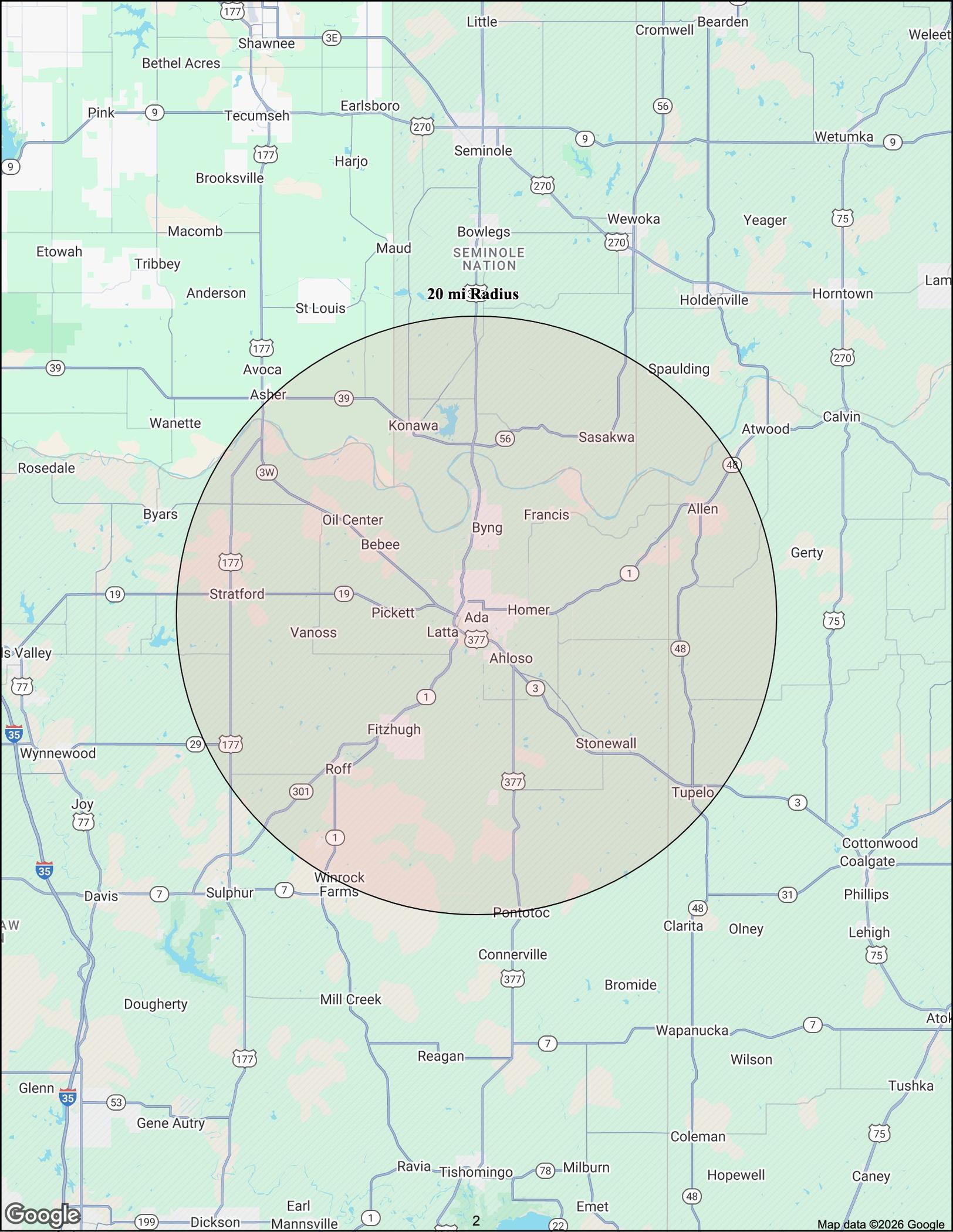
**Economic Development Consulting**

**Ada, Oklahoma  
20mi Radius  
1st Quarter 2026**

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# Demographics



20 mi Radius

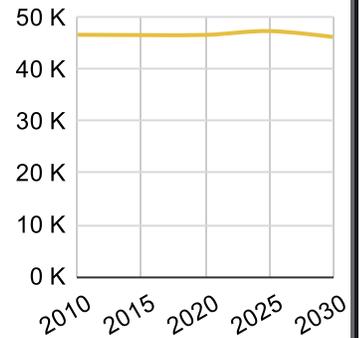
SEMINOLE NATION

**Ada, Oklahoma**

**20 mi radius**

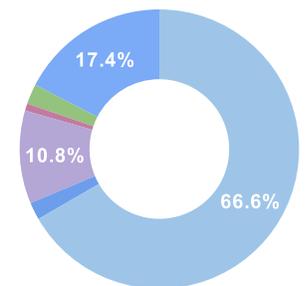
**Population**

|                                      |                      |
|--------------------------------------|----------------------|
| Estimated Population (2025)          | 47,406               |
| Projected Population (2030)          | 46,271               |
| Census Population (2020)             | 46,658               |
| Census Population (2010)             | 46,694               |
| Projected Annual Growth (2025-2030)  | -1,135 -0.5%         |
| Historical Annual Growth (2020-2025) | 748 0.3%             |
| Historical Annual Growth (2010-2020) | -36 -                |
| Estimated Population Density (2025)  | 38 <i>psm</i>        |
| Trade Area Size                      | 1,256.5 <i>sq mi</i> |



**Race and Ethnicity (2025)**

|  |        |       |
|--|--------|-------|
| <b>Not Hispanic or Latino Population</b> | 44,311 | 93.5% |
| White                                    | 30,176 | 68.1% |
| Black or African American                | 944    | 2.1%  |
| American Indian or Alaska Native         | 4,983  | 11.2% |
| Asian                                    | 394    | 0.9%  |
| Hawaiian or Pacific Islander             | 8      | -     |
| Other Race                               | 227    | 0.5%  |
| Two or More Races                        | 7,579  | 17.1% |
| <b>Hispanic or Latino Population</b>     | 3,095  | 6.5%  |
| White                                    | 1,415  | 45.7% |
| Black or African American                | 19     | 0.6%  |
| American Indian or Alaska Native         | 123    | 4.0%  |
| Asian                                    | 2      | -     |
| Hispanic Hawaiian or Pacific Islander    | -      | -     |
| Other Race                               | 865    | 28.0% |
| Two or More Races                        | 670    | 21.6% |



- White
- Black or African American
- American Indian or Alaskan Native
- Asian
- Hawaiian or Pacific Islander
- Other Race
- 2+ Races



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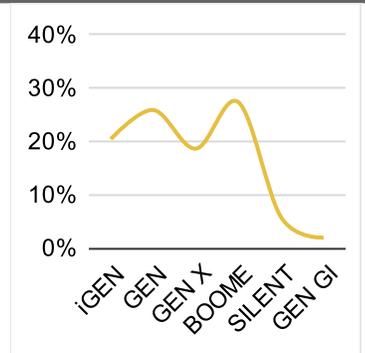
**20 mi radius**

**Age Distribution (2025)**

|                      |       |      |
|----------------------|-------|------|
| Age Under 5 Years    | 2,963 | 6.3% |
| Age 5 to 9 Years     | 3,292 | 6.9% |
| Age 10 to 14 Years   | 3,427 | 7.2% |
| Age 15 to 19 Years   | 3,166 | 6.7% |
| Age 20 to 24 Years   | 3,012 | 6.4% |
| Age 25 to 29 Years   | 2,931 | 6.2% |
| Age 30 to 34 Years   | 3,159 | 6.7% |
| Age 35 to 39 Years   | 3,060 | 6.5% |
| Age 40 to 44 Years   | 3,081 | 6.5% |
| Age 45 to 49 Years   | 2,691 | 5.7% |
| Age 50 to 54 Years   | 2,605 | 5.5% |
| Age 55 to 59 Years   | 2,584 | 5.5% |
| Age 60 to 64 Years   | 2,908 | 6.1% |
| Age 65 to 69 Years   | 2,678 | 5.6% |
| Age 70 to 74 Years   | 2,180 | 4.6% |
| Age 75 to 79 Years   | 1,697 | 3.6% |
| Age 80 to 84 Years   | 1,043 | 2.2% |
| Age 85 Years or Over | 927   | 2.0% |
| Median Age           | 37.2  |      |

**Generation (2025)**

|  |        |       |
|--|--------|-------|
| iGeneration (Age Under 15 Years)                 | 9,682  | 20.4% |
| Generation 9/11 Millennials (Age 15 to 34 Years) | 12,268 | 25.9% |
| Gen Xers (Age 35 to 49 Years)                    | 8,832  | 18.6% |
| Baby Boomers (Age 50 to 74 Years)                | 12,957 | 27.3% |
| Silent Generation (Age 75 to 84 Years)           | 2,740  | 5.8%  |
| G.I. Generation (Age 85 Years or Over)           | 927    | 2.0%  |



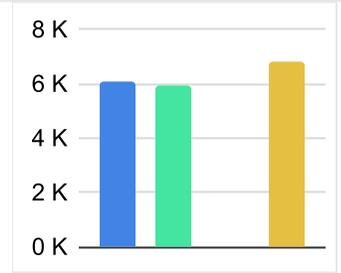
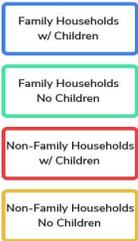


**Ada, Oklahoma**

**20 mi radius**

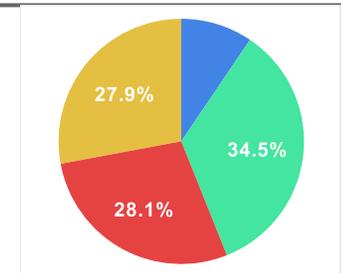
**Household Type (2025)**

|                                     |              |
|-------------------------------------|--------------|
| Total Households                    | 18,827       |
| Family Households                   | 11,989 63.7% |
| Family Households with Children     | 6,071 50.6%  |
| Family Households No Children       | 5,918 49.4%  |
| Non-Family Households               | 6,838 36.3%  |
| Non-Family Households with Children | 11 0.2%      |
| Non-Family Households No Children   | 6,827 99.8%  |



**Education Attainment (2025)**

|                                  |              |
|----------------------------------|--------------|
| Elementary or Some High School   | 2,986 9.5%   |
| High School Graduate             | 10,875 34.5% |
| Some College or Associate Degree | 8,872 28.1%  |
| Bachelor or Graduate Degree      | 8,812 27.9%  |



**Household Income (2025)**

|                                    |             |
|------------------------------------|-------------|
| Estimated Average Household Income | \$83,335    |
| Estimated Median Household Income  | \$64,775    |
| HH Income Under \$10,000           | 902 4.8%    |
| HH Income \$10,000 to \$34,999     | 4,431 23.5% |
| HH Income \$35,000 to \$49,999     | 2,260 12.0% |
| HH Income \$50,000 to \$74,999     | 3,472 18.4% |
| HH Income \$75,000 to \$99,999     | 2,593 13.8% |
| HH Income \$100,000 to \$149,999   | 3,037 16.1% |
| HH Income \$150,000 or More        | 2,132 11.3% |



**RETAIL ATTRACTIONS, LLC**  
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**20 mi radius**

**Population**

|                                      |         |       |
|--------------------------------------|---------|-------|
| Estimated Population (2025)          | 47,406  |       |
| Projected Population (2030)          | 46,271  |       |
| Census Population (2020)             | 46,658  |       |
| Census Population (2010)             | 46,694  |       |
| Projected Annual Growth (2025-2030)  | -1,135  | -0.5% |
| Historical Annual Growth (2020-2025) | 748     | 0.3%  |
| Historical Annual Growth (2010-2020) | -36     | -     |
| Estimated Population Density (2025)  | 38      | psm   |
| Trade Area Size                      | 1,256.5 | sq mi |

**Households**

|                                      |        |       |
|--------------------------------------|--------|-------|
| Estimated Households (2025)          | 18,827 |       |
| Projected Households (2030)          | 18,418 |       |
| Census Households (2020)             | 18,454 |       |
| Census Households (2010)             | 18,204 |       |
| Projected Annual Growth (2025-2030)  | -408   | -0.4% |
| Historical Annual Change (2010-2025) | 622    | 0.2%  |

**Average Household Income**

|   |          |      |
|---|----------|------|
| Estimated Average Household Income (2025) | \$83,335 |      |
| Projected Average Household Income (2030) | \$82,969 |      |
| Census Average Household Income (2010)    | \$48,502 |      |
| Census Average Household Income (2000)    | \$35,233 |      |
| Projected Annual Change (2025-2030)       | -\$366   | -    |
| Historical Annual Change (2000-2025)      | \$48,102 | 5.5% |

**Median Household Income**

|  |          |       |
|--|----------|-------|
| Estimated Median Household Income (2025) | \$64,775 |       |
| Projected Median Household Income (2030) | \$64,369 |       |
| Census Median Household Income (2010)    | \$37,757 |       |
| Census Median Household Income (2000)    | \$27,267 |       |
| Projected Annual Change (2025-2030)      | -\$406   | -0.1% |
| Historical Annual Change (2000-2025)     | \$37,508 | 5.5%  |

**Per Capita Income**

|  |           |      |
|--|-----------|------|
| Estimated Per Capita Income (2025)           | \$33,205  |      |
| Projected Per Capita Income (2030)           | \$33,140  |      |
| Census Per Capita Income (2010)              | \$18,910  |      |
| Census Per Capita Income (2000)              | \$13,922  |      |
| Projected Annual Change (2025-2030)          | -\$66     | -    |
| Historical Annual Change (2000-2025)         | \$19,283  | 5.5% |
| Estimated Average Household Net Worth (2025) | \$788,852 |      |

## Ada, Oklahoma

### 20 mi radius

#### Race and Ethnicity

|   |        |       |
|---|--------|-------|
| Total Population (2025)                       | 47,406 |       |
| White (2025)                                  | 31,592 | 66.6% |
| Black or African American (2025)              | 963    | 2.0%  |
| American Indian or Alaska Native (2025)       | 5,106  | 10.8% |
| Asian (2025)                                  | 396    | 0.8%  |
| Hawaiian or Pacific Islander (2025)           | 8      | -     |
| Other Race (2025)                             | 1,093  | 2.3%  |
| Two or More Races (2025)                      | 8,249  | 17.4% |
| Population < 18 (2025)                        | 11,532 | 24.3% |
| White Not Hispanic                            | 5,602  | 48.6% |
| Black or African American                     | 213    | 1.8%  |
| Asian   | 80     | 0.7%  |
| Other Race Not Hispanic                       | 4,370  | 37.9% |
| Hispanic                                      | 1,269  | 11.0% |
| Not Hispanic or Latino Population (2025)      | 44,311 | 93.5% |
| Not Hispanic White                            | 30,176 | 68.1% |
| Not Hispanic Black or African American        | 944    | 2.1%  |
| Not Hispanic American Indian or Alaska Native | 4,983  | 11.2% |
| Not Hispanic Asian                            | 394    | 0.9%  |
| Not Hispanic Hawaiian or Pacific Islander     | 8      | -     |
| Not Hispanic Other Race                       | 227    | 0.5%  |
| Not Hispanic Two or More Races                | 7,579  | 17.1% |
| Hispanic or Latino Population (2025)          | 3,095  | 6.5%  |
| Hispanic White                                | 1,415  | 45.7% |
| Hispanic Black or African American            | 19     | 0.6%  |
| Hispanic American Indian or Alaska Native     | 123    | 4.0%  |
| Hispanic Asian                                | 2      | -     |
| Hispanic Hawaiian or Pacific Islander         | -      | -     |
| Hispanic Other Race                           | 865    | 28.0% |
| Hispanic Two or More Races                    | 670    | 21.6% |
| Not Hispanic or Latino Population (2020)      | 44,129 | 94.6% |
| Hispanic or Latino Population (2020)          | 2,529  | 5.4%  |
| Not Hispanic or Latino Population (2010)      | 44,935 | 96.2% |
| Hispanic or Latino Population (2010)          | 1,758  | 3.8%  |
| Not Hispanic or Latino Population (2030)      | 42,950 | 92.8% |
| Hispanic or Latino Population (2030)          | 3,320  | 7.2%  |
| Projected Annual Growth (2025-2030)           | 225    | 1.5%  |
| Historical Annual Growth (2010-2020)          | 771    | 4.4%  |

**Ada, Oklahoma**

**20 mi radius**

**Total Age Distribution (2025)**

|                      |        |       |
|----------------------|--------|-------|
| Total Population     | 47,406 |       |
| Age Under 5 Years    | 2,963  | 6.3%  |
| Age 5 to 9 Years     | 3,292  | 6.9%  |
| Age 10 to 14 Years   | 3,427  | 7.2%  |
| Age 15 to 19 Years   | 3,166  | 6.7%  |
| Age 20 to 24 Years   | 3,012  | 6.4%  |
| Age 25 to 29 Years   | 2,931  | 6.2%  |
| Age 30 to 34 Years   | 3,159  | 6.7%  |
| Age 35 to 39 Years   | 3,060  | 6.5%  |
| Age 40 to 44 Years   | 3,081  | 6.5%  |
| Age 45 to 49 Years   | 2,691  | 5.7%  |
| Age 50 to 54 Years   | 2,605  | 5.5%  |
| Age 55 to 59 Years   | 2,584  | 5.5%  |
| Age 60 to 64 Years   | 2,908  | 6.1%  |
| Age 65 to 69 Years   | 2,678  | 5.6%  |
| Age 70 to 74 Years   | 2,180  | 4.6%  |
| Age 75 to 79 Years   | 1,697  | 3.6%  |
| Age 80 to 84 Years   | 1,043  | 2.2%  |
| Age 85 Years or Over | 927    | 2.0%  |
| Median Age           | 37.2   |       |
| Age 19 Years or Less | 12,849 | 27.1% |
| Age 20 to 64 Years   | 26,032 | 54.9% |
| Age 65 Years or Over | 8,526  | 18.0% |

**Female Age Distribution (2025)**

|                      |        |       |
|----------------------|--------|-------|
| Female Population    | 23,648 | 49.9% |
| Age Under 5 Years    | 1,358  | 5.7%  |
| Age 5 to 9 Years     | 1,627  | 6.9%  |
| Age 10 to 14 Years   | 1,673  | 7.1%  |
| Age 15 to 19 Years   | 1,477  | 6.2%  |
| Age 20 to 24 Years   | 1,414  | 6.0%  |
| Age 25 to 29 Years   | 1,469  | 6.2%  |
| Age 30 to 34 Years   | 1,640  | 6.9%  |
| Age 35 to 39 Years   | 1,503  | 6.4%  |
| Age 40 to 44 Years   | 1,508  | 6.4%  |
| Age 45 to 49 Years   | 1,396  | 5.9%  |
| Age 50 to 54 Years   | 1,272  | 5.4%  |
| Age 55 to 59 Years   | 1,273  | 5.4%  |
| Age 60 to 64 Years   | 1,478  | 6.2%  |
| Age 65 to 69 Years   | 1,391  | 5.9%  |
| Age 70 to 74 Years   | 1,159  | 4.9%  |
| Age 75 to 79 Years   | 909    | 3.8%  |
| Age 80 to 84 Years   | 560    | 2.4%  |
| Age 85 Years or Over | 541    | 2.3%  |
| Female Median Age    | 38.2   |       |
| Age 19 Years or Less | 6,135  | 25.9% |
| Age 20 to 64 Years   | 12,953 | 54.8% |
| Age 65 Years or Over | 4,560  | 19.3% |



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**Ada, Oklahoma**

**20 mi radius**

**Male Age Distribution (2025)**

|                      |        |       |
|----------------------|--------|-------|
| Male Population      | 23,758 | 50.1% |
| Age Under 5 Years    | 1,605  | 6.8%  |
| Age 5 to 9 Years     | 1,666  | 7.0%  |
| Age 10 to 14 Years   | 1,754  | 7.4%  |
| Age 15 to 19 Years   | 1,690  | 7.1%  |
| Age 20 to 24 Years   | 1,598  | 6.7%  |
| Age 25 to 29 Years   | 1,461  | 6.2%  |
| Age 30 to 34 Years   | 1,519  | 6.4%  |
| Age 35 to 39 Years   | 1,557  | 6.6%  |
| Age 40 to 44 Years   | 1,573  | 6.6%  |
| Age 45 to 49 Years   | 1,295  | 5.5%  |
| Age 50 to 54 Years   | 1,333  | 5.6%  |
| Age 55 to 59 Years   | 1,311  | 5.5%  |
| Age 60 to 64 Years   | 1,430  | 6.0%  |
| Age 65 to 69 Years   | 1,287  | 5.4%  |
| Age 70 to 74 Years   | 1,021  | 4.3%  |
| Age 75 to 79 Years   | 788    | 3.3%  |
| Age 80 to 84 Years   | 483    | 2.0%  |
| Age 85 Years or Over | 386    | 1.6%  |
| Male Median Age      | 36.3   |       |
| Age 19 Years or Less | 6,714  | 28.3% |
| Age 20 to 64 Years   | 13,078 | 55.0% |
| Age 65 Years or Over | 3,965  | 16.7% |

**Males per 100 Females (2025)**

|                      |     |       |
|----------------------|-----|-------|
| Overall Comparison   | 100 |       |
| Age Under 5 Years    | 118 | 54.2% |
| Age 5 to 9 Years     | 102 | 50.6% |
| Age 10 to 14 Years   | 105 | 51.2% |
| Age 15 to 19 Years   | 114 | 53.4% |
| Age 20 to 24 Years   | 113 | 53.1% |
| Age 25 to 29 Years   | 99  | 49.9% |
| Age 30 to 34 Years   | 93  | 48.1% |
| Age 35 to 39 Years   | 104 | 50.9% |
| Age 40 to 44 Years   | 104 | 51.1% |
| Age 45 to 49 Years   | 93  | 48.1% |
| Age 50 to 54 Years   | 105 | 51.2% |
| Age 55 to 59 Years   | 103 | 50.7% |
| Age 60 to 64 Years   | 97  | 49.2% |
| Age 65 to 69 Years   | 93  | 48.1% |
| Age 70 to 74 Years   | 88  | 46.8% |
| Age 75 to 79 Years   | 87  | 46.4% |
| Age 80 to 84 Years   | 86  | 46.3% |
| Age 85 Years or Over | 71  | 41.6% |
| Age 19 Years or Less | 109 | 52.3% |
| Age 20 to 39 Years   | 102 | 50.4% |
| Age 40 to 64 Years   | 100 | 50.1% |
| Age 65 Years or Over | 87  | 46.5% |

**Ada, Oklahoma**

**20 mi radius**

**Household Type (2025)**

|                                       |           |       |
|---------------------------------------|-----------|-------|
| Total Households                      | 18,827    |       |
| Households with Children              | 6,082     | 32.3% |
| Average Household Size                | 2.5       |       |
| Household Density per Square Mile     | 15        |       |
| Population Family                     | 37,505    | 79.1% |
| Population Non-Family                 | 9,174     | 19.4% |
| Population Group Quarters             | 727       | 1.5%  |
| Family Households                     | 11,989    | 63.7% |
| Married Couple Households             | 8,677     | 72.4% |
| Other Family Households with Children | 3,312     | 27.6% |
| Family Households with Children       | 6,071     | 50.6% |
| Married Couple with Children          | 4,055     | 66.8% |
| Other Family Households with Children | 2,016     | 33.2% |
| Family Households No Children         | 5,918     | 49.4% |
| Married Couple No Children            | 4,622     | 78.1% |
| Other Family Households No Children   | 1,296     | 21.9% |
| Non-Family Households                 | 6,838     | 36.3% |
| Non-Family Households with Children   | 11        | 0.2%  |
| Non-Family Households No Children     | 6,827     | 99.8% |
| Average Family Household Size         | 3.1       |       |
| Average Family Income                 | \$102,966 |       |
| Median Family Income                  | \$81,393  |       |
| Average Non-Family Household Size     | 1.3       |       |

**Marital Status (2025)**

|                                 |        |       |
|---------------------------------|--------|-------|
| Population Age 15 Years or Over | 37,724 |       |
| Never Married                   | 10,272 | 27.2% |
| Currently Married               | 18,041 | 47.8% |
| Previously Married              | 9,411  | 24.9% |
| Separated                       | 1,312  | 13.9% |
| Widowed                         | 2,796  | 29.7% |
| Divorced                        | 5,303  | 56.4% |

**Educational Attainment (2025)**

|  |        |       |
|--|--------|-------|
| Adult Population Age 25 Years or Over        | 31,545 |       |
| Elementary (Grade Level 0 to 8)              | 790    | 2.5%  |
| Some High School (Grade Level 9 to 11)       | 2,196  | 7.0%  |
| High School Graduate                         | 10,875 | 34.5% |
| Some College                                 | 6,593  | 20.9% |
| Associate Degree Only                        | 2,278  | 7.2%  |
| Bachelor Degree Only                         | 5,489  | 17.4% |
| Graduate Degree                              | 3,323  | 10.5% |
| Any College (Some College or Higher)         | 17,684 | 56.1% |
| College Degree + (Bachelor Degree or Higher) | 8,812  | 27.9% |

**Ada, Oklahoma**

**20 mi radius**

**Housing**

|                                      |        |       |
|--------------------------------------|--------|-------|
| Total Housing Units (2025)           | 21,692 |       |
| Total Housing Units (2020)           | 21,263 |       |
| Historical Annual Growth (2020-2025) | 429    | -     |
| Housing Units Occupied (2025)        | 18,827 | 86.8% |
| Housing Units Owner-Occupied         | 12,239 | 65.0% |
| Housing Units Renter-Occupied        | 6,588  | 35.0% |
| Housing Units Vacant (2025)          | 2,865  | 13.2% |

**Household Size (2025)**

|                             |        |       |
|-----------------------------|--------|-------|
| Total Households            | 18,827 |       |
| 1 Person Households         | 5,441  | 28.9% |
| 2 Person Households         | 6,368  | 33.8% |
| 3 Person Households         | 2,832  | 15.0% |
| 4 Person Households         | 2,274  | 12.1% |
| 5 Person Households         | 1,112  | 5.9%  |
| 6 Person Households         | 493    | 2.6%  |
| 7 or More Person Households | 306    | 1.6%  |

**Household Income Distribution (2025)**

|                                  |       |       |
|----------------------------------|-------|-------|
| HH Income \$200,000 or More      | 870   | 4.6%  |
| HH Income \$150,000 to \$199,999 | 1,261 | 6.7%  |
| HH Income \$125,000 to \$149,999 | 1,143 | 6.1%  |
| HH Income \$100,000 to \$124,999 | 1,894 | 10.1% |
| HH Income \$75,000 to \$99,999   | 2,593 | 13.8% |
| HH Income \$50,000 to \$74,999   | 3,472 | 18.4% |
| HH Income \$35,000 to \$49,999   | 2,260 | 12.0% |
| HH Income \$25,000 to \$34,999   | 1,893 | 10.1% |
| HH Income \$15,000 to \$24,999   | 1,622 | 8.6%  |
| HH Income \$10,000 to \$14,999   | 916   | 4.9%  |
| HH Income Under \$10,000         | 902   | 4.8%  |

**Household Vehicles (2025)**

|  |        |       |
|--|--------|-------|
| Households 0 Vehicles Available                | 1,395  | 7.4%  |
| Households 1 Vehicle Available                 | 6,200  | 32.9% |
| Households 2 Vehicles Available                | 6,703  | 35.6% |
| Households 3 or More Vehicles Available        | 4,528  | 24.0% |
| Total Vehicles Available                       | 34,992 |       |
| Average Vehicles per Household                 | 1.9    |       |
| Owner-Occupied Household Vehicles              | 26,298 | 75.2% |
| Average Vehicles per Owner-Occupied Household  | 2.1    |       |
| Renter-Occupied Household Vehicles             | 8,695  | 24.8% |
| Average Vehicles per Renter-Occupied Household | 1.3    |       |

**Travel Time (2025)**

|                                      |        |       |
|--------------------------------------|--------|-------|
| Worker Base Age 16 years or Over     | 22,034 |       |
| Travel to Work in 14 Minutes or Less | 8,999  | 40.8% |
| Travel to Work in 15 to 29 Minutes   | 7,802  | 35.4% |
| Travel to Work in 30 to 59 Minutes   | 3,205  | 14.5% |
| Travel to Work in 60 Minutes or More | 1,015  | 4.6%  |
| Work at Home                         | 1,013  | 4.6%  |
| Average Minutes Travel to Work       | 16.8   |       |

**Ada, Oklahoma**

**20 mi radius**

**Transportation To Work (2025)**

|   |        |       |
|---|--------|-------|
| Worker Base Age 16 years or Over        | 22,034 |       |
| Drive to Work Alone                     | 18,243 | 82.8% |
| Drive to Work in Carpool                | 1,581  | 7.2%  |
| Travel to Work by Public Transportation | 38     | 0.2%  |
| Drive to Work on Motorcycle             | 16     | -     |
| Bicycle to Work                         | 20     | -     |
| Walk to Work                            | 937    | 4.3%  |
| Other Means                             | 186    | 0.8%  |
| Work at Home                            | 1,013  | 4.6%  |

**Daytime Demographics (2025)**

|  |        |       |
|--|--------|-------|
| Total Businesses                               | 1,200  |       |
| Total Employees                                | 10,954 |       |
| Company Headquarter Businesses                 | 34     | 2.9%  |
| Company Headquarter Employees                  | 1,176  | 10.7% |
| Employee Population per Business               | 9.1    | to 1  |
| Residential Population per Business            | 39.5   | to 1  |
| Adj. Daytime Demographics Age 16 Years or Over | 26,051 |       |

**Labor Force**

|  |        |       |
|--|--------|-------|
| Labor Population Age 16 Years or Over (2025) | 37,153 |       |
| Labor Force Total Males (2025)               | 18,426 | 49.6% |
| Male Civilian Employed                       | 11,614 | 63.0% |
| Male Civilian Unemployed                     | 468    | 2.5%  |
| Males in Armed Forces                        | 22     | 0.1%  |
| Males Not in Labor Force                     | 6,322  | 34.3% |
| Labor Force Total Females (2025)             | 18,727 | 50.4% |
| Female Civilian Employed                     | 10,420 | 55.6% |
| Female Civilian Unemployed                   | 192    | 1.0%  |
| Females in Armed Forces                      | -      | -     |
| Females Not in Labor Force                   | 8,114  | 43.3% |
| Unemployment Rate                            | 660    | 1.8%  |

**Occupation (2025)**

|  |        |       |
|--|--------|-------|
| Occupation Population Age 16 Years or Over | 22,034 |       |
| Occupation Total Males                     | 11,614 | 52.7% |
| Occupation Total Females                   | 10,420 | 47.3% |
| Management, Business, Financial Operations | 3,015  | 13.7% |
| Professional, Related                      | 5,537  | 25.1% |
| Service                                    | 3,250  | 14.8% |
| Sales, Office                              | 4,525  | 20.5% |
| Farming, Fishing, Forestry                 | 155    | 0.7%  |
| Construction, Extraction, Maintenance      | 2,587  | 11.7% |
| Production, Transport, Material Moving     | 2,964  | 13.5% |
| White Collar Workers                       | 13,078 | 59.4% |
| Blue Collar Workers                        | 8,957  | 40.6% |



| <b>Ada, Oklahoma</b>               |           |        |
|------------------------------------|-----------|--------|
| <b>20 mi radius</b>                |           |        |
| <b>Units In Structure (2025)</b>   |           |        |
| Total Units                        |           | 18,827 |
| 1 Detached Unit                    | 14,717    | 78.2%  |
| 1 Attached Unit                    | 178       | 0.9%   |
| 2 Units                            | 600       | 3.2%   |
| 3 to 4 Units                       | 671       | 3.6%   |
| 5 to 9 Units                       | 446       | 2.4%   |
| 10 to 19 Units                     | 221       | 1.2%   |
| 20 to 49 Units                     | 201       | 1.1%   |
| 50 or More Units                   | 141       | 0.7%   |
| Mobile Home or Trailer             | 1,598     | 8.5%   |
| Other Structure                    | 54        | 0.3%   |
| <b>Homes Built By Year (2025)</b>  |           |        |
| Homes Built 2020 or later          | 291       | 1.3%   |
| Homes Built 2010 to 2019           | 2,123     | 9.8%   |
| Homes Built 2000 to 2009           | 2,358     | 10.9%  |
| Homes Built 1990 to 1999           | 1,625     | 7.5%   |
| Homes Built 1980 to 1989           | 2,510     | 11.6%  |
| Homes Built 1970 to 1979           | 3,794     | 17.5%  |
| Homes Built 1960 to 1969           | 2,358     | 10.9%  |
| Homes Built 1950 to 1959           | 1,655     | 7.6%   |
| Homes Built 1940 to 1949           | 889       | 4.1%   |
| Homes Built Before 1939            | 1,222     | 5.6%   |
| Median Age of Homes                | 45.0      | yrs    |
| <b>Home Values (2025)</b>          |           |        |
| Owner Specified Housing Units      | 12,239    |        |
| Home Values \$1,000,000 or More    | 98        | 0.8%   |
| Home Values \$750,000 to \$999,999 | 195       | 1.6%   |
| Home Values \$500,000 to \$749,999 | 447       | 3.7%   |
| Home Values \$400,000 to \$499,999 | 514       | 4.2%   |
| Home Values \$300,000 to \$399,999 | 988       | 8.1%   |
| Home Values \$250,000 to \$299,999 | 1,133     | 9.3%   |
| Home Values \$200,000 to \$249,999 | 1,482     | 12.1%  |
| Home Values \$175,000 to \$199,999 | 879       | 7.2%   |
| Home Values \$150,000 to \$174,999 | 929       | 7.6%   |
| Home Values \$125,000 to \$149,999 | 860       | 7.0%   |
| Home Values \$100,000 to \$124,999 | 1,224     | 10.0%  |
| Home Values \$90,000 to \$99,999   | 455       | 3.7%   |
| Home Values \$80,000 to \$89,999   | 496       | 4.1%   |
| Home Values \$70,000 to \$79,999   | 410       | 3.3%   |
| Home Values \$60,000 to \$69,999   | 464       | 3.8%   |
| Home Values \$50,000 to \$59,999   | 367       | 3.0%   |
| Home Values \$35,000 to \$49,999   | 469       | 3.8%   |
| Home Values \$25,000 to \$34,999   | 336       | 2.7%   |
| Home Values \$10,000 to \$24,999   | 314       | 2.6%   |
| Home Values Under \$10,000         | 180       | 1.5%   |
| Owner-Occupied Median Home Value   | \$167,771 |        |
| Renter-Occupied Median Rent        | \$640     |        |

**Ada, Oklahoma**

**20 mi radius**

**Total Annual Consumer Expenditure (2025)**

|                                     |            |
|-------------------------------------|------------|
| Total Household Expenditure         | \$1.65 B   |
| Total Non-Retail Expenditure        | \$775.95 M |
| Total Retail Expenditure            | \$869.51 M |
| Alcoholic Beverages                 | \$10.03 M  |
| Apparel                             | \$30.89 M  |
| Contributions                       | \$50.01 M  |
| Education                           | \$36.29 M  |
| Entertainment                       | \$95.95 M  |
| Food Away From Home                 | \$73.09 M  |
| Grocery                             | \$119.26 M |
| Health Care                         | \$123.38 M |
| Household Furnishings and Equipment | \$43.88 M  |
| Household Operations                | \$31.46 M  |
| Miscellaneous Expenses              | \$28.4 M   |
| Personal Care                       | \$22.91 M  |
| Shelter                             | \$272.79 M |
| Tax and Retirement                  | \$332.14 M |
| Tobacco and Related                 | \$10.19 M  |
| Transportation                      | \$279.1 M  |
| Utilities                           | \$85.71 M  |

**Monthly Household Consumer Expenditure (2025)**

|                                     |         |       |
|-------------------------------------|---------|-------|
| Total Household Expenditure         | \$7,283 |       |
| Total Non-Retail Expenditure        | \$3,435 | 47.2% |
| Total Retail Expenditures           | \$3,849 | 52.8% |
| Alcoholic Beverages                 | \$44    | 0.6%  |
| Apparel                             | \$137   | 1.9%  |
| Contributions                       | \$221   | 3.0%  |
| Education                           | \$161   | 2.2%  |
| Entertainment                       | \$425   | 5.8%  |
| Food Away From Home                 | \$324   | 4.4%  |
| Grocery                             | \$528   | 7.2%  |
| Health Care                         | \$546   | 7.5%  |
| Household Furnishings and Equipment | \$194   | 2.7%  |
| Household Operations                | \$139   | 1.9%  |
| Miscellaneous Expenses              | \$126   | 1.7%  |
| Personal Care                       | \$101   | 1.4%  |
| Shelter                             | \$1,207 | 16.6% |
| Tax and Retirement                  | \$1,470 | -     |
| Tobacco and Related                 | \$45    | 0.6%  |
| Transportation                      | \$1,235 | 17.0% |
| Utilities                           | \$379   | 5.2%  |

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# OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

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## **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

## Ada, Oklahoma

## 20mi Radius

|  | Potential / Sales       | Index |
|--|-------------------------|-------|
| <b>Clothing, Clothing Accessories Stores</b>                 | \$54.13 M / \$8.95 M    | 83    |
| Men's Clothing Stores  | \$2.23 M / \$375.81 K   | 83    |
| Women's Clothing Stores                                      | \$4.51 M / \$1.01 M     | 78    |
| Children's, Infants' Clothing Stores                         | \$4.21 M / -            | 100   |
| Family Clothing Stores                                       | \$26.37 M / \$4.8 M     | 82    |
| Clothing Accessory Stores                                    | \$1.25 M / \$-2         | 100   |
| Other Apparel Stores   | \$1.58 M / \$990.22 K   | 37    |
| Shoe Stores  | \$11.25 M / \$1.77 M    | 84    |
| Jewelry Stores   | \$2.43 M / \$-1         | 100   |
| Luggage Stores   | \$304.63 K / -          | 100   |
| <b>Furniture, Home Furnishings Stores</b>                    | \$47.71 M / \$17.49 M   | 63    |
| Furniture Stores   | \$22.26 M / \$11.53 M   | 48    |
| Floor Covering Stores  | \$3.16 M / \$5.96 M     | -47   |
| Other Home Furnishing Stores                                 | \$22.3 M / -            | 100   |
| <b>Electronics, Appliance Stores</b>                         | \$46.06 M / \$19.8 M    | 57    |
| <b>Building Material, Garden Equipment, Supplies Dealers</b> | \$45.52 M / \$27.18 M   | 40    |
| Home Centers   | \$25.57 M / \$15.45 M   | 40    |
| Paint, Wallpaper Stores                                      | \$5.26 M / \$2.42 M     | 54    |
| Hardware Stores  | \$2.85 M / \$2.09 M     | 27    |
| Other Building Materials Stores                              | \$8.1 M / \$3.39 M      | 58    |
| Outdoor Power Equipment Stores                               | \$491.68 K / \$573.91 K | -14   |
| Nursery, Garden Stores                                       | \$3.25 M / \$3.24 M     | 0     |
| <b>Food, Beverage Stores</b>                                 | \$69.78 M / \$14.07 M   | 80    |
| Grocery Stores   | \$54.05 M / \$6.73 M    | 88    |
| Convenience Stores   | \$4.81 M / \$2.01 M     | 58    |
| Meat Markets   | \$318.07 K / \$49.17 K  | 85    |
| Fish, Seafood Markets  | \$109.17 K / -          | 100   |
| Fruit, Vegetable Markets                                     | \$208.12 K / \$-1       | 100   |
| Other Specialty Food Markets                                 | \$426.25 K / \$149.88 K | 65    |
| Liquor Stores  | \$9.86 M / \$5.13 M     | 48    |

## Ada, Oklahoma

## 20mi Radius

|  | Potential / Sales       | Index |
|--|-------------------------|-------|
| <b>Health, Personal Care Stores</b>              | \$45.03 M / \$26.43 M   | 41    |
| Pharmacy, Drug Stores                            | \$39.6 M / \$23.37 M    | 41    |
| Cosmetics, Beauty Stores                         | \$2.28 M / \$532.75 K   | 77    |
| Optical Goods Stores                             | \$713.76 K / \$152.67 K | 79    |
| Other Health, Personal Care Stores               | \$2.44 M / \$2.38 M     | 3     |
| <b>Sporting Goods, Hobby, Book, Music Stores</b> | \$54.95 M / \$36.2 M    | 34    |
| Sporting Goods Stores                            | \$21.06 M / \$12.33 M   | 41    |
| Hobby, Toy, Game Stores                          | \$15.16 M / \$8.09 M    | 47    |
| Sewing, Needlecraft Stores                       | \$11 M / \$1.92 M       | 83    |
| Musical Instrument Stores                        | \$3.69 M / \$2.91 M     | 21    |
| Book Stores                                      | \$4.04 M / \$10.96 M    | -63   |
| <b>General Merchandise Stores</b>                | \$173.96 M / \$195.96 M | -11   |
| Department Stores                                | \$60.77 M / \$154.64 M  | -61   |
| Warehouse Superstores                            | \$96.18 M / -           | 100   |
| Other General Merchandise Stores                 | \$17 M / \$41.31 M      | -59   |
| <b>Miscellaneous Store Retailers</b>             | \$22.43 M / \$11.27 M   | 50    |
| Florists   | \$533.53 K / \$238.73 K | 55    |
| Office, Stationary Stores                        | \$2.26 M / \$-1         | 100   |
| Gift, Souvenir Stores                            | \$4.54 M / \$1.52 M     | 67    |
| Used Merchandise Stores                          | \$1.62 M / \$743.81 K   | 54    |
| Pet, Pet Supply Stores                           | \$4.15 M / \$314.24 K   | 92    |
| Art Dealers                                      | \$663.26 K / \$-1       | 100   |
| Mobile Home Dealers                              | \$456.02 K / -          | 100   |
| Other Miscellaneous Retail Stores                | \$8.21 M / \$8.46 M     | -3    |
| <b>Non-Store Retailers</b>                       | \$102.88 M / \$3.67 M   | 96    |
| Mail Order, Catalog Stores                       | \$96.4 M / \$3.13 M     | 97    |
| Vending Machines                                 | \$441.59 K / \$-1       | 100   |
| Fuel Dealers                                     | \$558.97 K / \$543.66 K | 3     |
| Other Direct Selling Establishments              | \$5.49 M / -            | 100   |

**Ada, Oklahoma**

**20mi Radius**

|                                     | Potential / Sales     | Index  |
|-------------------------------------|-----------------------|--------|
| <b>Accommodation, Food Services</b> | \$88.21 M / \$44.13 M | 50     |
| Hotels, Other Travel Accommodations | \$5.66 M / \$2.56 M   | 55     |
| RV Parks                            | \$56.57 K / -         | 100    |
| Rooming, Boarding Houses            | \$31.8 K / -          | 100    |
| Full Service Restaurants            | \$51.53 M / \$25.84 M | 50     |
| Limited Service Restaurants         | \$23.92 M / \$18.88 M | 21     |
| Special Food Services, Catering     | \$7.01 M / \$-1       | 100    |
| Drinking Places                     | \$4.82 M / \$1.67 M   | 65     |
| <b>Gasoline Stations</b>            | \$35.45 M / \$11.87 M | 67     |
| <b>Motor Vehicle, Parts Dealers</b> | \$78.58 M / \$57.72 M | 27     |
| New Car Dealers                     | \$45.37 M / \$49.12 M | -8     |
| Used Car Dealers                    | \$4.21 M / \$2.48 M   | 41     |
| Recreational Vehicle Dealers        | \$8.13 M / -          | 100    |
| Motorcycle, Boat Dealers            | \$10.74 M / \$-3      | 100    |
| Auto Parts, Accessories             | \$6.5 M / \$2.25 M    | 65     |
| Tire Dealers                        | \$3.63 M / \$3.88 M   | -6     |
| 2025 Population                     |                       | 47,406 |
| 2030 Population                     |                       | 46,271 |
| % Population Change 2025-2030       |                       | -2.4%  |
| 2025 Adult Population Age 18+       |                       | 35,874 |
| 2025 Population Male                |                       | 23,758 |
| 2025 Population Female              |                       | 23,648 |
| 2025 Households                     |                       | 18,827 |
| 2025 Median Household Income        |                       | 64,775 |
| 2025 Average Household Income       |                       | 83,335 |

# **Retail Potential**

| <b>Ada, Oklahoma</b>   |                  |
|--|------------------|
| <b>20mi Radius</b>   |                  |
| 2025 Population  | 47,406           |
| 2030 Population  | 46,271           |
| % Population Change 2020-2025                                | 1.6%             |
| 2025 Adult Population Age 18+                                | \$35,874         |
| 2025 Population Male   | \$23,758         |
| 2025 Population Female                                       | \$23,648         |
| 2025 Households  | \$18,827         |
| 2025 Median Household Income                                 | \$64,775         |
| 2025 Average Household Income                                | \$83,335         |
| <b>Clothing, Clothing Accessories Stores</b>                 | <b>\$54.13 M</b> |
| Men's Clothing Stores  | \$2.23 M         |
| Women's Clothing Stores                                      | \$4.51 M         |
| Children's, Infants' Clothing Stores                         | \$4.21 M         |
| Family Clothing Stores                                       | \$26.37 M        |
| Clothing Accessory Stores                                    | \$1.25 M         |
| Other Apparel Stores   | \$1.58 M         |
| Shoe Stores  | \$11.25 M        |
| Jewelry Stores   | \$2.43 M         |
| Luggage Stores   | \$304.63 K       |
| <b>Furniture, Home Furnishings Stores</b>                    | <b>\$47.71 M</b> |
| Furniture Stores   | \$22.26 M        |
| Floor Covering Stores  | \$3.16 M         |
| Other Home Furnishing Stores                                 | \$22.3 M         |
| <b>Electronics, Appliance Stores</b>                         | <b>\$46.06 M</b> |
| <b>Gasoline Stations</b>                                     | <b>\$35.45 M</b> |
| <b>Building Material, Garden Equipment, Supplies Dealers</b> | <b>\$45.52 M</b> |
| Home Centers   | \$25.57 M        |
| Paint, Wallpaper Stores                                      | \$5.26 M         |
| Hardware Stores  | \$2.85 M         |
| Other Building Materials Stores                              | \$8.1 M          |
| Outdoor Power Equipment Stores                               | \$491.68 K       |
| Nursery, Garden Stores                                       | \$3.25 M         |
| <b>Food, Beverage Stores</b>                                 | <b>\$69.78 M</b> |
| Grocery Stores   | \$54.05 M        |
| Convenience Stores   | \$4.81 M         |
| Meat Markets   | \$318.07 K       |
| Fish, Seafood Markets  | \$109.17 K       |
| Fruit, Vegetable Markets                                     | \$208.12 K       |
| Other Specialty Food Markets                                 | \$426.25 K       |
| Liquor Stores  | \$9.86 M         |

**Ada, Oklahoma****20mi Radius**

|  |            |
|--|------------|
| <b>Health, Personal Care Stores</b>              | \$45.03 M  |
| Pharmacy, Drug Stores                            | \$39.6 M   |
| Cosmetics, Beauty Stores                         | \$2.28 M   |
| Optical Goods Stores                             | \$713.76 K |
| Other Health, Personal Care Stores               | \$2.44 M   |
| <b>Sporting Goods, Hobby, Book, Music Stores</b> | \$54.95 M  |
| Sporting Goods Stores                            | \$21.06 M  |
| Hobby, Toy, Game Stores                          | \$15.16 M  |
| Sewing, Needlecraft Stores                       | \$11 M     |
| Musical Instrument Stores                        | \$3.69 M   |
| Book Stores                                      | \$4.04 M   |
| <b>General Merchandise Stores</b>                | \$173.96 M |
| Department Stores                                | \$60.77 M  |
| Warehouse Superstores                            | \$96.18 M  |
| Other General Merchandise Stores                 | \$17 M     |
| <b>Miscellaneous Store Retailers</b>             | \$22.43 M  |
| Florists   | \$533.53 K |
| Office, Stationary Stores                        | \$2.26 M   |
| Gift, Souvenir Stores                            | \$4.54 M   |
| Used Merchandise Stores                          | \$1.62 M   |
| Pet, Pet Supply Stores                           | \$4.15 M   |
| Art Dealers                                      | \$663.26 K |
| Mobile Home Dealers                              | \$456.02 K |
| Other Miscellaneous Retail Stores                | \$8.21 M   |
| <b>Non-Store Retailers</b>                       | \$102.88 M |
| Mail Order, Catalog Stores                       | \$96.4 M   |
| Vending Machines                                 | \$441.59 K |
| Fuel Dealers                                     | \$558.97 K |
| Other Direct Selling Establishments              | \$5.49 M   |
| <b>Accommodation, Food Services</b>              | \$93.03 M  |
| Hotels, Other Travel Accommodations              | \$5.66 M   |
| RV Parks   | \$56.57 K  |
| Rooming, Boarding Houses                         | \$31.8 K   |
| Full Service Restaurants                         | \$51.53 M  |
| Limited Service Restaurants                      | \$23.92 M  |
| Special Food Services, Catering                  | \$7.01 M   |
| Drinking Places                                  | \$4.82 M   |
| <b>Motor Vehicle, Parts Dealers</b>              | \$78.58 M  |
| New Car Dealers                                  | \$45.37 M  |
| Used Car Dealers                                 | \$4.21 M   |
| Recreational Vehicle Dealers                     | \$8.13 M   |
| Motorcycle, Boat Dealers                         | \$10.74 M  |
| Auto Parts, Accessories                          | \$6.5 M    |
| Tire Dealers                                     | \$3.63 M   |

# **Income Summary**

| <b>Ada, Oklahoma</b>                           |           |       |
|--|-----------|-------|
| <b>20 mi radius</b>                            |           |       |
| <b>Population</b>                              |           |       |
| Estimated Population (2025)                    | 47,406    |       |
| Projected Population (2030)                    | 46,271    |       |
| Census Population (2020)                       | 46,658    |       |
| Census Population (2010)                       | 46,694    |       |
| <i>Projected Annual Growth (2025 to 2030)</i>  | -1,135    | -0.5% |
| <i>Historical Annual Growth (2020 to 2025)</i> | 748       | 0.3%  |
| <i>Historical Annual Growth (2010 to 2020)</i> | -36       | -     |
| <b>Households</b>                              |           |       |
| Estimated Households (2025)                    | 18,827    |       |
| Projected Households (2030)                    | 18,418    |       |
| Census Households (2020)                       | 18,454    |       |
| Census Households (2010)                       | 18,204    |       |
| <i>Projected Annual Growth (2025 to 2030)</i>  | -408      | -0.4% |
| <i>Historical Annual Growth (2020 to 2025)</i> | 372       | 0.4%  |
| <i>Historical Annual Growth (2010 to 2020)</i> | 250       | 0.1%  |
| <b>Average Household Income</b>                |           |       |
| Estimated Average Household Income (2025)      | \$83,335  |       |
| Projected Average Household Income (2030)      | \$82,969  |       |
| Census Average Household Income (2020)         | \$48,502  |       |
| Census Average Household Income (2010)         | \$35,233  |       |
| <i>Projected Annual Growth (2025 to 2030)</i>  | -\$366    | -     |
| <i>Historical Annual Growth (2020 to 2025)</i> | \$34,833  | 4.8%  |
| <i>Historical Annual Growth (2010 to 2020)</i> | \$13,269  | 3.8%  |
| <b>Median Household Income</b>                 |           |       |
| Estimated Median Household Income (2025)       | \$64,775  |       |
| Projected Median Household Income (2030)       | \$64,369  |       |
| Census Median Household Income (2020)          | \$37,757  |       |
| Census Median Household Income (2010)          | \$27,267  |       |
| <i>Projected Annual Growth (2025 to 2030)</i>  | -\$406    | -0.1% |
| <i>Historical Annual Growth (2020 to 2025)</i> | \$27,017  | 4.8%  |
| <i>Historical Annual Growth (2010 to 2020)</i> | \$10,490  | 3.8%  |
| <b>Per Capita Income</b>                       |           |       |
| Estimated Per Capita Income (2025)             | \$33,205  |       |
| Projected Per Capita Income (2030)             | \$33,140  |       |
| Census Per Capita Income (2020)                | \$18,910  |       |
| Census Per Capita Income (2010)                | \$13,922  |       |
| <i>Projected Annual Growth (2025 to 2030)</i>  | -\$66     | -     |
| <i>Historical Annual Growth (2020 to 2025)</i> | \$14,296  | 5.0%  |
| <i>Historical Annual Growth (2010 to 2020)</i> | \$4,988   | 3.6%  |
| <b>Other Income</b>                            |           |       |
| Estimated Families (2025)                      | 11,989    |       |
| Estimated Average Family Income (2025)         | \$102,966 |       |
| Estimated Median Family Income (2025)          | \$81,393  |       |
| Estimated Average Household Net Worth (2025)   | \$788,852 |       |

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



| <b>Ada, Oklahoma</b>                |            |                 |
|-------------------------------------|------------|-----------------|
| <b>20 mi radius</b>                 |            |                 |
| Estimated Population                |            | 47,406          |
| Estimated Households                |            | 18,827          |
| <b>Household Expenditure</b>        |            | <b>\$1.65 B</b> |
| Per Household ~ Per Capita          | \$87,401   | \$34,710        |
| Non-Retail Expenditures             | \$775.95 M | 47.2%           |
| Per Household ~ Per Capita          | \$41,216   | \$16,368        |
| Retail Expenditures                 | \$869.51 M | 52.8%           |
| Per Household ~ Per Capita          | \$46,185   | \$18,342        |
| Alcoholic Beverages                 | \$10.03 M  | 0.6%            |
| Per Household ~ Per Capita          | \$533      | \$211           |
| Apparel                             | \$30.89 M  | 1.9%            |
| Per Household ~ Per Capita          | \$1,641    | \$652           |
| Contributions                       | \$50.01 M  | 3.0%            |
| Per Household ~ Per Capita          | \$2,656    | \$1,055         |
| Education                           | \$36.29 M  | 2.2%            |
| Per Household ~ Per Capita          | \$1,927    | \$765           |
| Entertainment                       | \$95.95 M  | 5.8%            |
| Per Household ~ Per Capita          | \$5,096    | \$2,024         |
| Food Away From Home                 | \$73.09 M  | 4.4%            |
| Per Household ~ Per Capita          | \$3,882    | \$1,542         |
| Grocery                             | \$119.26 M | 7.2%            |
| Per Household ~ Per Capita          | \$6,335    | \$2,516         |
| Health Care                         | \$123.38 M | 7.5%            |
| Per Household ~ Per Capita          | \$6,554    | \$2,603         |
| Household Furnishings and Equipment | \$43.88 M  | 2.7%            |
| Per Household ~ Per Capita          | \$2,331    | \$926           |
| Household Operations                | \$31.46 M  | 1.9%            |
| Per Household ~ Per Capita          | \$1,671    | \$664           |
| Miscellaneous Expenses              | \$28.4 M   | 1.7%            |
| Per Household ~ Per Capita          | \$1,508    | \$599           |
| Personal Care                       | \$22.91 M  | 1.4%            |
| Per Household ~ Per Capita          | \$1,217    | \$483           |
| Shelter                             | \$272.79 M | 16.6%           |
| Per Household ~ Per Capita          | \$14,490   | \$5,754         |
| Tax and Retirement                  | \$332.14 M | 20.2%           |
| Per Household ~ Per Capita          | \$17,642   | \$7,006         |
| Tobacco and Related                 | \$10.19 M  | 0.6%            |
| Per Household ~ Per Capita          | \$541      | \$215           |
| Transportation                      | \$279.1 M  | 17.0%           |
| Per Household ~ Per Capita          | \$14,825   | \$5,887         |
| Utilities                           | \$85.71 M  | 5.2%            |
| Per Household ~ Per Capita          | \$4,553    | \$1,808         |

| <b>Ada, Oklahoma</b>                                 |  |               |
|--|--|---------------|
| <b>20 mi radius</b>                                  |  |               |
| <b>Population / Households (2025)</b>                |  |               |
| Estimated Population                                 |  | 47,406        |
| Estimated Households                                 |  | 18,827        |
| <b>Total Annual Consumer Expenditure (2025)</b>      |  |               |
| Total Household Expenditure                          |  | \$1.65 B      |
| Total Non-Retail Expenditure                         |  | \$775.95 M    |
| Total Retail Expenditure                             |  | \$869.51 M    |
| Alcoholic Beverages                                  |  | \$10.03 M     |
| Apparel  |  | \$30.89 M     |
| Contributions  |  | \$50.01 M     |
| Education  |  | \$36.29 M     |
| Entertainment  |  | \$95.95 M     |
| Food Away From Home                                  |  | \$73.09 M     |
| Grocery  |  | \$119.26 M    |
| Health Care  |  | \$123.38 M    |
| Household Furnishings and Equipment                  |  | \$43.88 M     |
| Household Operations                                 |  | \$31.46 M     |
| Miscellaneous Expenses                               |  | \$28.4 M      |
| Personal Care  |  | \$22.91 M     |
| Shelter  |  | \$272.79 M    |
| Tax and Retirement                                   |  | \$332.14 M    |
| Tobacco and Related                                  |  | \$10.19 M     |
| Transportation                                       |  | \$279.1 M     |
| Utilities  |  | \$85.71 M     |
| <b>Monthly Household Consumer Expenditure (2025)</b> |  |               |
| Total Household Expenditure                          |  | \$7,283       |
| Total Non-Retail Expenditure                         |  | \$3,435 47.2% |
| Total Retail Expenditure                             |  | \$3,849 52.8% |
| Alcoholic Beverages                                  |  | \$44 0.6%     |
| Apparel  |  | \$137 1.9%    |
| Contributions  |  | \$221 3.0%    |
| Education  |  | \$161 2.2%    |
| Entertainment  |  | \$425 5.8%    |
| Food Away From Home                                  |  | \$324 4.4%    |
| Grocery  |  | \$528 7.2%    |
| Health Care  |  | \$546 7.5%    |
| Household Furnishings and Equipment                  |  | \$194 2.7%    |
| Household Operations                                 |  | \$139 1.9%    |
| Miscellaneous Expenses                               |  | \$126 1.7%    |
| Personal Care  |  | \$101 1.4%    |
| Shelter  |  | \$1,207 16.6% |
| Tax and Retirement                                   |  | \$1,470 20.2% |
| Tobacco and Related                                  |  | \$45 0.6%     |
| Transportation                                       |  | \$1,235 17.0% |
| Utilities  |  | \$379 5.2%    |

| <b>Ada, Oklahoma</b>                              |             |
|---|-------------|
| <b>20 mi radius</b>                               |             |
| <b>Population / Households (2030)</b>             |             |
| Projected Population                              | 46,271      |
| Projected Households                              | -           |
| <b>Total Annual Consumer Expenditure (2030)</b>   |             |
| Total Household Expenditure                       | \$1.59 B    |
| Total Non-Retail Expenditure                      | \$750.62 M  |
| Total Retail Expenditure                          | \$840.45 M  |
| Alcoholic Beverages                               | \$9.69 M    |
| Apparel   | \$29.88 M   |
| Contributions                                     | \$48.3 M    |
| Education   | \$35.06 M   |
| Entertainment                                     | \$92.83 M   |
| Food Away From Home                               | \$70.69 M   |
| Grocery   | \$115.58 M  |
| Health Care                                       | \$119.17 M  |
| Household Furnishings and Equipment               | \$42.44 M   |
| Household Operations                              | \$30.45 M   |
| Miscellaneous Expenses                            | \$27.47 M   |
| Personal Care                                     | \$22.19 M   |
| Shelter   | \$264.53 M  |
| Tax and Retirement                                | \$320.2 M   |
| Tobacco and Related                               | \$9.91 M    |
| Transportation                                    | \$269.61 M  |
| Utilities   | \$83.08 M   |
| <b>Consumer Expenditure Growth (2025 to 2030)</b> |             |
| Total Household Expenditure                       | \$-54.39 M  |
| Total Non-Retail Expenditure                      | \$-25.33 M  |
| Total Retail Expenditure                          | \$-29.06 M  |
| Alcoholic Beverages                               | \$-332.5 K  |
| Apparel   | \$-1.01 M   |
| Contributions                                     | \$-1.71 M   |
| Education   | \$-1.23 M   |
| Entertainment                                     | \$-3.12 M   |
| Food Away From Home                               | \$-2.4 M    |
| Grocery   | \$-3.68 M   |
| Health Care                                       | \$-4.21 M   |
| Household Furnishings and Equipment               | \$-1.45 M   |
| Household Operations                              | \$-1.01 M   |
| Miscellaneous Expenses                            | \$-930.39 K |
| Personal Care                                     | \$-717.7 K  |
| Shelter   | \$-8.27 M   |
| Tax and Retirement                                | \$-11.94 M  |
| Tobacco and Related                               | \$-281.11 K |
| Transportation                                    | \$-9.49 M   |
| Utilities   | \$-2.63 M   |

# **Crime Risk**

| <b>Ada, Oklahoma</b>       |               |
|----------------------------|---------------|
| <b>20 mi radius</b>        |               |
| <b>Demographics</b>        |               |
| Population                 | 47,406        |
| Census Population          | 46,658        |
| Households                 | 18,827        |
| Average Household Income   | \$83,335      |
| Median Household Income    | \$64,775      |
| Per Capita Income          | \$33,205      |
| <b>Total Crime</b>         |               |
| Crime Index                | 75            |
| Crime Level                | Below Average |
| <b>Personal Crime</b>      |               |
| Crime Index                | 66            |
| Crime Level                | Below Average |
| <b>Murder</b>              |               |
| Crime Index                | 78            |
| Crime Level                | Below Average |
| <b>Rape</b>                |               |
| Crime Index                | 116           |
| Crime Level                | Average       |
| <b>Robbery</b>             |               |
| Crime Index                | 28            |
| Crime Level                | Very Low      |
| <b>Assault</b>             |               |
| Crime Index                | 69            |
| Crime Level                | Below Average |
| <b>Property Crime</b>      |               |
| Crime Index                | 76            |
| Crime Level                | Below Average |
| <b>Burglary</b>            |               |
| Crime Index                | 138           |
| Crime Level                | Above Average |
| <b>Larceny</b>             |               |
| Crime Index                | 65            |
| Crime Level                | Below Average |
| <b>Motor Vehicle Theft</b> |               |
| Crime Index                | 75            |
| Crime Level                | Below Average |

\* Crime Index: 100 = National Average Adjusted for Population

# **Void Analysis**

| <b>Ada, Oklahoma<br/>20mi Radius</b> | <b>Site / Market<br/>Locations</b> | <b>Avg Square<br/>Footage</b> | <b>Closest Location</b> |
|--------------------------------------|------------------------------------|-------------------------------|-------------------------|
| <b>Auto Parts Tires</b>              |                                    |                               |                         |
| AutoZone                             | 1 / 1                              | 6,600                         |                         |
| Joe Hudson's Collision Center        | 1 / 1                              | 15,000                        |                         |
| NAPA                                 | 2 / 2                              | 6,200                         |                         |
| O'Reilly                             | 1 / 1                              | 8,500                         |                         |
| Take 5 Oil Change                    | 1 / 1                              | 2,100                         |                         |
| Valvoline Instant Oil Change         | 1 / 1                              | 3,400                         |                         |
| <b>Banks</b>                         |                                    |                               |                         |
| BancFirst                            | 2 / 0                              | 8,500                         |                         |
| BMO Harris Bank                      | 1 / 1                              | 5,400                         |                         |
| Simmons First National Bank          | 1 / 1                              | 5,700                         |                         |
| <b>Banks Minor</b>                   |                                    |                               |                         |
| Bank                                 | 15 / 13                            |                               |                         |
| <b>Clothing Apparel</b>              |                                    |                               |                         |
| Cato                                 | 1 / 1                              | 5,000                         |                         |
| maurices                             | 1 / 1                              | 6,000                         |                         |
| <b>Convenience Stores</b>            |                                    |                               |                         |
| Alon                                 | 1 / 1                              | 3,500                         |                         |
| Conoco                               | 7 / 6                              | 2,500                         |                         |
| Love's                               | 2 / 2                              | 7,300                         |                         |
| Murphy USA                           | 1 / 1                              | 2,100                         |                         |
| Phillips 66                          | 8 / 6                              | 2,500                         |                         |
| Shell                                | 2 / 1                              | 1,800                         |                         |
| Sinclair                             | 2 / 1                              | 2,000                         |                         |
| Valero                               | 3 / 3                              | 3,200                         |                         |
| <b>Craft Fabric Stores</b>           |                                    |                               |                         |
| Hobby Lobby                          | 1 / 1                              | 68,500                        |                         |
| <b>Dealerships</b>                   |                                    |                               |                         |
| Chevrolet                            | 1 / 1                              |                               |                         |
| Chrysler                             | 1 / 1                              |                               |                         |
| Dodge                                | 1 / 1                              |                               |                         |
| Ford                                 | 1 / 1                              |                               |                         |
| Jeep                                 | 1 / 1                              |                               |                         |
| Lincoln                              | 1 / 1                              |                               |                         |
| Nissan                               | 1 / 1                              |                               |                         |
| RAM                                  | 1 / 1                              |                               |                         |
| <b>Discount Department Stores</b>    |                                    |                               |                         |

| Ada, Oklahoma<br>20mi Radius | Site / Market<br>Locations | Avg Square<br>Footage | Closest Location |
|------------------------------|----------------------------|-----------------------|------------------|
| Walmart Supercenter          | 1 / 1                      | 189,700               |                  |
| <b>Dollar Stores</b>         |                            |                       |                  |
| Dollar General               | 9 / 7                      | 9,600                 |                  |
| Dollar Tree                  | 1 / 1                      | 11,800                |                  |
| Family Dollar                | 1 / 1                      | 9,400                 |                  |
| Family Dollar   Dollar Tree  | 1 / 0                      | 12,100                |                  |
| <b>Drug Stores</b>           |                            |                       |                  |
| Walgreens                    | 1 / 1                      | 14,800                |                  |
| <b>Education</b>             |                            |                       |                  |
| College                      | 1 / 1                      |                       |                  |
| Day Care                     | 21 / 18                    |                       |                  |
| High School                  | 11 / 7                     |                       |                  |
| PK - 8                       | 22 / 16                    |                       |                  |
| Trade Schools                | 1 / 1                      |                       |                  |
| <b>Entertainment</b>         |                            |                       |                  |
| Cinemark                     | 1 / 1                      | 61,900                |                  |
| Theatres                     | 1 / 1                      |                       |                  |
| <b>EV Charging Stations</b>  |                            |                       |                  |
| ChargePoint                  | 1 / 1                      |                       |                  |
| Independent                  | 5 / 5                      |                       |                  |
| <b>Furniture Household</b>   |                            |                       |                  |
| Aaron's                      | 1 / 1                      | 9,000                 |                  |
| Bassett                      | 1 / 1                      | 17,300                |                  |
| Rent A Center                | 1 / 1                      | 5,700                 |                  |
| <b>Grocery Stores</b>        |                            |                       |                  |
| ALDI                         | 1 / 1                      | 16,600                |                  |
| <b>Health Beauty</b>         |                            |                       |                  |
| Bath & Body Works            | 1 / 1                      | 3,800                 |                  |
| Great Clips                  | 1 / 1                      | 1,900                 |                  |
| Sally Beauty Supply          | 1 / 1                      | 2,300                 |                  |
| Supercuts                    | 1 / 1                      | 1,800                 |                  |
| <b>Health Care</b>           |                            |                       |                  |
| Addiction Medicine           | 1 / 0                      |                       |                  |
| Anesthesiology               | 2 / 2                      |                       |                  |
| Audiologist                  | 2 / 2                      |                       |                  |
| Cardiovascular Disease       | 2 / 2                      |                       |                  |
| Certified Nurse Midwife      | 1 / 1                      |                       |                  |

| Ada, Oklahoma<br>20mi Radius           | Site / Market<br>Locations | Avg Square<br>Footage | Closest Location |
|--|----------------------------|-----------------------|------------------|
| Certified Registered Nurse Anesthetist | 3 / 3                      |                       |                  |
| Chiropractic                           | 4 / 4                      |                       |                  |
| Clinical Nurse Specialist              | 1 / 0                      |                       |                  |
| Clinical Psychologist                  | 3 / 2                      |                       |                  |
| Clinical Social Worker                 | 8 / 7                      |                       |                  |
| Diagnostic Radiology                   | 2 / 2                      |                       |                  |
| Dialysis Centers                       | 1 / 1                      |                       |                  |
| Emergency Medicine                     | 2 / 2                      |                       |                  |
| Endocrinology                          | 3 / 2                      |                       |                  |
| Family Practice                        | 10 / 8                     |                       |                  |
| Gastroenterology                       | 1 / 1                      |                       |                  |
| General Surgery                        | 3 / 3                      |                       |                  |
| Hematology and Oncology                | 1 / 1                      |                       |                  |
| Hospitalist                            | 2 / 2                      |                       |                  |
| Internal Medicine                      | 5 / 4                      |                       |                  |
| Nephrology                             | 1 / 1                      |                       |                  |
| Nurse Practitioner                     | 14 / 13                    |                       |                  |
| Obstetrics and Gynecology              | 3 / 3                      |                       |                  |
| Ophthalmology                          | 2 / 2                      |                       |                  |
| Optometry                              | 7 / 7                      |                       |                  |
| Orthopedic Surgery                     | 2 / 2                      |                       |                  |
| Otolaryngology                         | 5 / 4                      |                       |                  |
| Pathology                              | 2 / 2                      |                       |                  |
| Pediatric Medicine                     | 1 / 1                      |                       |                  |
| Physical Therapy                       | 3 / 3                      |                       |                  |
| Physician Assistant                    | 14 / 13                    |                       |                  |
| Plastic and Reconstructive Surgery     | 1 / 1                      |                       |                  |
| Podiatry                               | 2 / 2                      |                       |                  |
| Psychiatry                             | 2 / 2                      |                       |                  |
| Speech Language Pathologist            | 1 / 0                      |                       |                  |
| Urology                                | 2 / 2                      |                       |                  |
| <b>Home Improvement</b>                |                            |                       |                  |
| Ace Hardware                           | 1 / 1                      | 16,200                |                  |
| Do It Best                             | 1 / 1                      | 16,200                |                  |
| Home Depot                             | 1 / 1                      | 120,600               |                  |
| Sherwin-Williams                       | 1 / 1                      | 7,300                 |                  |
| Tractor Supply Company                 | 1 / 1                      | 26,300                |                  |

| <b>Ada, Oklahoma<br/>20mi Radius</b>  | <b>Site / Market<br/>Locations</b> | <b>Avg Square<br/>Footage</b> | <b>Closest Location</b> |
|---------------------------------------|------------------------------------|-------------------------------|-------------------------|
| True Value                            | 1 / 1                              | 12,800                        |                         |
| <b>Hotels</b>                         |                                    |                               |                         |
| Americas Best Value Inn               | 1 / 1                              | 15,000                        |                         |
| Best Western Hotels                   | 1 / 1                              | 20,400                        |                         |
| Hampton Inn                           | 1 / 1                              | 18,300                        |                         |
| Holiday Inn Express                   | 1 / 1                              | 16,400                        |                         |
| La Quinta Inn & Suites                | 1 / 1                              | 24,600                        |                         |
| Motel 6                               | 1 / 1                              | 24,300                        |                         |
| Quality                               | 1 / 1                              | 15,700                        |                         |
| <b>Office Supply</b>                  |                                    |                               |                         |
| Staples                               | 1 / 1                              | 22,400                        |                         |
| <b>Pet Stores</b>                     |                                    |                               |                         |
| Petsense                              | 1 / 1                              | 5,500                         |                         |
| <b>Restaurants Casual</b>             |                                    |                               |                         |
| Applebee's                            | 1 / 1                              | 5,400                         |                         |
| Chili's                               | 1 / 1                              | 5,800                         |                         |
| <b>Restaurants Coffee Donuts</b>      |                                    |                               |                         |
| Starbucks                             | 1 / 1                              | 1,800                         |                         |
| <b>Restaurants Fast Food Major</b>    |                                    |                               |                         |
| Arby's                                | 1 / 1                              | 3,300                         |                         |
| Burger King                           | 1 / 1                              | 4,000                         |                         |
| Chick-fil-A                           | 1 / 1                              | 4,300                         |                         |
| KFC                                   | 1 / 1                              | 3,100                         |                         |
| McDonald's                            | 1 / 1                              | 4,600                         |                         |
| Sonic                                 | 3 / 1                              | 2,800                         |                         |
| Taco Bell                             | 1 / 1                              | 2,500                         |                         |
| <b>Restaurants Fast Food Minor</b>    |                                    |                               |                         |
| Chicken Express                       | 1 / 1                              | 3,000                         |                         |
| Krispy Krunchy Chicken                | 3 / 2                              |                               |                         |
| Whataburger                           | 1 / 1                              | 3,000                         |                         |
| <b>Restaurants Ice Cream Smoothie</b> |                                    |                               |                         |
| Braum's                               | 2 / 2                              | 5,100                         |                         |
| Tropical Smoothie Cafe                | 1 / 1                              | 1,700                         |                         |
| <b>Restaurants Pizza</b>              |                                    |                               |                         |
| Domino's Pizza                        | 1 / 1                              | 2,100                         |                         |
| Godfather's Pizza                     | 2 / 2                              | 2,700                         |                         |
| Little Caesars                        | 1 / 1                              | 1,800                         |                         |

| Ada, Oklahoma               | Site / Market Locations | Avg Square Footage | Closest Location |
|-----------------------------|-------------------------|--------------------|------------------|
| <b>20mi Radius</b>          |                         |                    |                  |
| Papa John's                 | 1 / 1                   | 1,500              |                  |
| Pizza Hut                   | 1 / 1                   | 2,800              |                  |
| Simple Simon's Pizza        | 2 / 2                   | 2,000              |                  |
| <b>Restaurants Sandwich</b> |                         |                    |                  |
| Jimmy John's                | 1 / 1                   | 2,000              |                  |
| Subway                      | 2 / 2                   | 1,700              |                  |
| <b>Shoes Footwear</b>       |                         |                    |                  |
| Boot Barn                   | 1 / 1                   | 11,000             |                  |
| Browns Shoe Fit             | 1 / 1                   | 6,000              |                  |
| Shoe Dept Encore            | 1 / 1                   | 16,000             |                  |
| <b>Specialty</b>            |                         |                    |                  |
| Cannabis                    | 2 / 2                   |                    |                  |
| Goodwill                    | 1 / 1                   | 24,100             |                  |
| Hallmark                    | 1 / 1                   | 5,600              |                  |
| <b>Sporting Goods</b>       |                         |                    |                  |
| Hibbett Sports              | 1 / 1                   | 7,600              |                  |
| <b>Wireless Stores</b>      |                         |                    |                  |
| AT&T                        | 1 / 1                   | 3,500              |                  |
| Cricket                     | 1 / 1                   | 1,600              |                  |
| T-Mobile                    | 1 / 1                   | 1,800              |                  |
| <b>Worship</b>              |                         |                    |                  |
| Baptist                     | 4 / 4                   |                    |                  |
| Christian                   | 1 / 1                   |                    |                  |