

RETAIL ATTRACTIONS, LLC

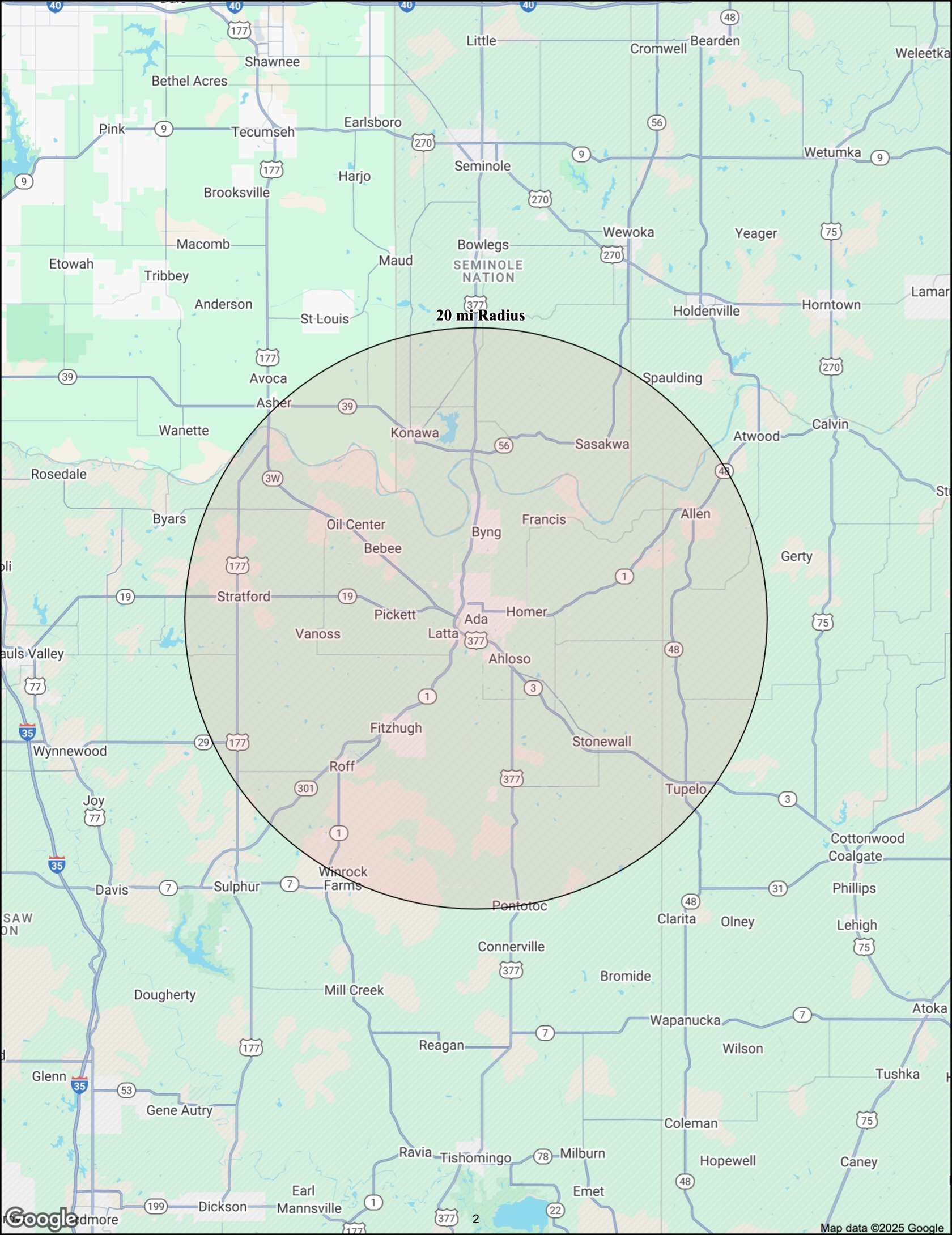
Economic Development Consulting

**Ada, Oklahoma
20mi Radius
3rd Quarter 2025**

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Demographics



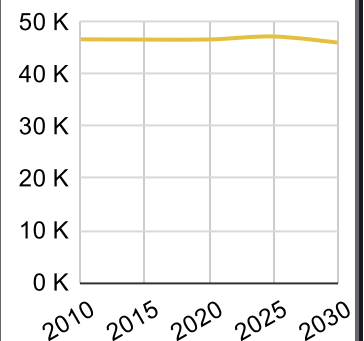
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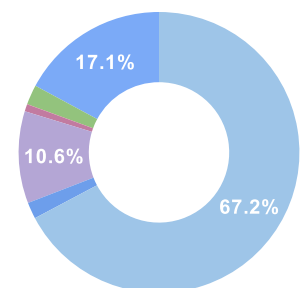
Population

Estimated Population (2025)	47,238	
Projected Population (2030)	46,067	
Census Population (2020)	46,658	
Census Population (2010)	46,694	
Projected Annual Growth (2025-2030)	-1,171	-0.5%
Historical Annual Growth (2020-2025)	580	0.2%
Historical Annual Growth (2010-2020)	-36	-
Estimated Population Density (2025)	38	psm
Trade Area Size	1,256.5	sq mi



Race and Ethnicity (2025)

Not Hispanic or Latino Population	44,235	93.6%
White	30,390	68.7%
Black or African American	878	2.0%
American Indian or Alaska Native	4,893	11.1%
Asian	390	0.9%
Hawaiian or Pacific Islander	10	-
Other Race	230	0.5%
Two or More Races	7,444	16.8%
Hispanic or Latino Population	3,003	6.4%
White	1,375	45.8%
Black or African American	17	0.6%
American Indian or Alaska Native	112	3.7%
Asian	4	0.1%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	846	28.2%
Two or More Races	649	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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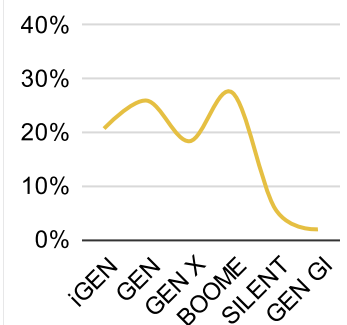
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Age Distribution (2025)

Age Under 5 Years	3,005	6.4%
Age 5 to 9 Years	3,396	7.2%
Age 10 to 14 Years	3,376	7.1%
Age 15 to 19 Years	3,142	6.7%
Age 20 to 24 Years	3,079	6.5%
Age 25 to 29 Years	2,860	6.1%
Age 30 to 34 Years	3,159	6.7%
Age 35 to 39 Years	3,031	6.4%
Age 40 to 44 Years	3,007	6.4%
Age 45 to 49 Years	2,627	5.6%
Age 50 to 54 Years	2,644	5.6%
Age 55 to 59 Years	2,591	5.5%
Age 60 to 64 Years	2,965	6.3%
Age 65 to 69 Years	2,548	5.4%
Age 70 to 74 Years	2,192	4.6%
Age 75 to 79 Years	1,691	3.6%
Age 80 to 84 Years	1,021	2.2%
Age 85 Years or Over	904	1.9%
Median Age	37.0	

Generation (2025)

iGeneration (Age Under 15 Years)	9,777	20.7%
Generation 9/11 Millennials (Age 15 to 34 Years)	12,241	25.9%
Gen Xers (Age 35 to 49 Years)	8,665	18.3%
Baby Boomers (Age 50 to 74 Years)	12,939	27.4%
Silent Generation (Age 75 to 84 Years)	2,712	5.7%
G.I. Generation (Age 85 Years or Over)	904	1.9%



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Household Type (2025)

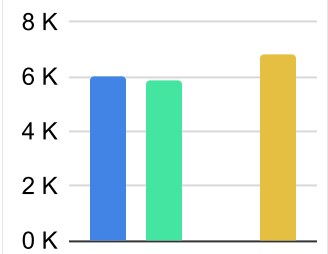
Total Households	18,702
Family Households	11,905 63.7%
Family Households with Children	6,036 50.7%
Family Households No Children	5,869 49.3%
Non-Family Households	6,798 36.3%
Non-Family Households with Children	9 0.1%
Non-Family Households No Children	6,788 99.9%

Family Households
w/ Children

Family Households
No Children

Non-Family Households
w/ Children

Non-Family Households
No Children



Education Attainment (2025)

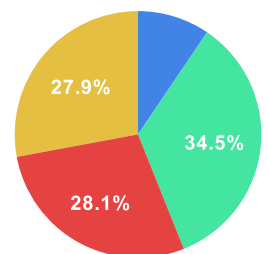
Elementary or Some High School	2,957 9.5%
High School Graduate	10,770 34.5%
Some College or Associate Degree	8,788 28.1%
Bachelor or Graduate Degree	8,725 27.9%

Elementary or
Some High School

High School
Graduate

Some College or
Associate Degree

Bachelor or
Graduate Degree



Household Income (2025)

Estimated Average Household Income	\$82,701
Estimated Median Household Income	\$64,031
HH Income Under \$10,000	896 4.8%
HH Income \$10,000 to \$34,999	4,413 23.6%
HH Income \$35,000 to \$49,999	2,264 12.1%
HH Income \$50,000 to \$74,999	3,587 19.2%
HH Income \$75,000 to \$99,999	2,437 13.0%
HH Income \$100,000 to \$149,999	3,045 16.3%
HH Income \$150,000 or More	2,060 11.0%

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Population

Estimated Population (2025)	47,238	
Projected Population (2030)	46,067	
Census Population (2020)	46,658	
Census Population (2010)	46,694	
Projected Annual Growth (2025-2030)	-1,171	-0.5%
Historical Annual Growth (2020-2025)	580	0.2%
Historical Annual Growth (2010-2020)	-36	-
Estimated Population Density (2025)	38	psm
Trade Area Size	1,256.5	sq mi

Households

Estimated Households (2025)	18,702	
Projected Households (2030)	18,256	
Census Households (2020)	18,454	
Census Households (2010)	18,204	
Projected Annual Growth (2025-2030)	-447	-0.5%
Historical Annual Change (2010-2025)	498	0.2%

Average Household Income

Estimated Average Household Income (2025)	\$82,701	
Projected Average Household Income (2030)	\$81,469	
Census Average Household Income (2010)	\$48,502	
Census Average Household Income (2000)	\$35,233	
Projected Annual Change (2025-2030)	-\$1,232	-0.3%
Historical Annual Change (2000-2025)	\$47,468	5.4%

Median Household Income

Estimated Median Household Income (2025)	\$64,031	
Projected Median Household Income (2030)	\$63,281	
Census Median Household Income (2010)	\$37,757	
Census Median Household Income (2000)	\$27,267	
Projected Annual Change (2025-2030)	-\$750	-0.2%
Historical Annual Change (2000-2025)	\$36,764	5.4%

Per Capita Income

Estimated Per Capita Income (2025)	\$32,853	
Projected Per Capita Income (2030)	\$32,398	
Census Per Capita Income (2010)	\$18,910	
Census Per Capita Income (2000)	\$13,922	
Projected Annual Change (2025-2030)	-\$455	-0.3%
Historical Annual Change (2000-2025)	\$18,931	5.4%
Estimated Average Household Net Worth (2025)	\$785,835	

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Race and Ethnicity

Total Population (2025)	47,238	
White (2025)	31,764	67.2%
Black or African American (2025)	895	1.9%
American Indian or Alaska Native (2025)	5,005	10.6%
Asian (2025)	394	0.8%
Hawaiian or Pacific Islander (2025)	10	-
Other Race (2025)	1,077	2.3%
Two or More Races (2025)	8,093	17.1%
Population < 18 (2025)	11,605	24.6%
White Not Hispanic	5,732	49.4%
Black or African American	188	1.6%
Asian	72	0.6%
Other Race Not Hispanic	4,348	37.5%
Hispanic	1,264	10.9%
Not Hispanic or Latino Population (2025)	44,235	93.6%
Not Hispanic White	30,390	68.7%
Not Hispanic Black or African American	878	2.0%
Not Hispanic American Indian or Alaska Native	4,893	11.1%
Not Hispanic Asian	390	0.9%
Not Hispanic Hawaiian or Pacific Islander	10	-
Not Hispanic Other Race	230	0.5%
Not Hispanic Two or More Races	7,444	16.8%
Hispanic or Latino Population (2025)	3,003	6.4%
Hispanic White	1,375	45.8%
Hispanic Black or African American	17	0.6%
Hispanic American Indian or Alaska Native	112	3.7%
Hispanic Asian	4	0.1%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	846	28.2%
Hispanic Two or More Races	649	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)	42,839	93.0%
Hispanic or Latino Population (2030)	3,228	7.0%
Projected Annual Growth (2025-2030)	225	1.5%
Historical Annual Growth (2010-2020)	771	4.4%

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Total Age Distribution (2025)

Total Population	47,238	
Age Under 5 Years	3,005	6.4%
Age 5 to 9 Years	3,396	7.2%
Age 10 to 14 Years	3,376	7.1%
Age 15 to 19 Years	3,142	6.7%
Age 20 to 24 Years	3,079	6.5%
Age 25 to 29 Years	2,860	6.1%
Age 30 to 34 Years	3,159	6.7%
Age 35 to 39 Years	3,031	6.4%
Age 40 to 44 Years	3,007	6.4%
Age 45 to 49 Years	2,627	5.6%
Age 50 to 54 Years	2,644	5.6%
Age 55 to 59 Years	2,591	5.5%
Age 60 to 64 Years	2,965	6.3%
Age 65 to 69 Years	2,548	5.4%
Age 70 to 74 Years	2,192	4.6%
Age 75 to 79 Years	1,691	3.6%
Age 80 to 84 Years	1,021	2.2%
Age 85 Years or Over	904	1.9%
Median Age	37.0	
Age 19 Years or Less	12,919	27.3%
Age 20 to 64 Years	25,964	55.0%
Age 65 Years or Over	8,355	17.7%

Female Age Distribution (2025)

Female Population	23,548	49.8%
Age Under 5 Years	1,409	6.0%
Age 5 to 9 Years	1,641	7.0%
Age 10 to 14 Years	1,644	7.0%
Age 15 to 19 Years	1,485	6.3%
Age 20 to 24 Years	1,416	6.0%
Age 25 to 29 Years	1,484	6.3%
Age 30 to 34 Years	1,647	7.0%
Age 35 to 39 Years	1,453	6.2%
Age 40 to 44 Years	1,490	6.3%
Age 45 to 49 Years	1,349	5.7%
Age 50 to 54 Years	1,259	5.3%
Age 55 to 59 Years	1,299	5.5%
Age 60 to 64 Years	1,501	6.4%
Age 65 to 69 Years	1,330	5.6%
Age 70 to 74 Years	1,149	4.9%
Age 75 to 79 Years	889	3.8%
Age 80 to 84 Years	576	2.4%
Age 85 Years or Over	528	2.2%
Female Median Age	37.9	
Age 19 Years or Less	6,179	26.2%
Age 20 to 64 Years	12,897	54.8%
Age 65 Years or Over	4,472	19.0%

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Male Age Distribution (2025)

Male Population	23,690	50.2%
Age Under 5 Years	1,596	6.7%
Age 5 to 9 Years	1,755	7.4%
Age 10 to 14 Years	1,732	7.3%
Age 15 to 19 Years	1,657	7.0%
Age 20 to 24 Years	1,663	7.0%
Age 25 to 29 Years	1,377	5.8%
Age 30 to 34 Years	1,513	6.4%
Age 35 to 39 Years	1,578	6.7%
Age 40 to 44 Years	1,517	6.4%
Age 45 to 49 Years	1,278	5.4%
Age 50 to 54 Years	1,386	5.8%
Age 55 to 59 Years	1,292	5.5%
Age 60 to 64 Years	1,464	6.2%
Age 65 to 69 Years	1,218	5.1%
Age 70 to 74 Years	1,043	4.4%
Age 75 to 79 Years	801	3.4%
Age 80 to 84 Years	445	1.9%
Age 85 Years or Over	376	1.6%
Male Median Age	36.2	
Age 19 Years or Less	6,740	28.5%
Age 20 to 64 Years	13,066	55.2%
Age 65 Years or Over	3,883	16.4%

Males per 100 Females (2025)

Overall Comparison	101	
Age Under 5 Years	113	53.1%
Age 5 to 9 Years	107	51.7%
Age 10 to 14 Years	105	51.3%
Age 15 to 19 Years	112	52.8%
Age 20 to 24 Years	117	54.0%
Age 25 to 29 Years	93	48.1%
Age 30 to 34 Years	92	47.9%
Age 35 to 39 Years	109	52.1%
Age 40 to 44 Years	102	50.5%
Age 45 to 49 Years	95	48.6%
Age 50 to 54 Years	110	52.4%
Age 55 to 59 Years	99	49.9%
Age 60 to 64 Years	98	49.4%
Age 65 to 69 Years	92	47.8%
Age 70 to 74 Years	91	47.6%
Age 75 to 79 Years	90	47.4%
Age 80 to 84 Years	77	43.6%
Age 85 Years or Over	71	41.6%
Age 19 Years or Less	109	52.2%
Age 20 to 39 Years	102	50.5%
Age 40 to 64 Years	101	50.1%
Age 65 Years or Over	87	46.5%

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Household Type (2025)

Total Households	18,702	
Households with Children	6,045	32.3%
Average Household Size	2.5	
Household Density per Square Mile	15	
Population Family	37,407	79.2%
Population Non-Family	9,104	19.3%
Population Group Quarters	727	1.5%
Family Households	11,905	63.7%
Married Couple Households	8,623	72.4%
Other Family Households with Children	3,282	27.6%
Family Households with Children	6,036	50.7%
Married Couple with Children	4,031	66.8%
Other Family Households with Children	2,005	33.2%
Family Households No Children	5,869	49.3%
Married Couple No Children	4,592	78.2%
Other Family Households No Children	1,277	21.8%
Non-Family Households	6,798	36.3%
Non-Family Households with Children	9	0.1%
Non-Family Households No Children	6,788	99.9%
Average Family Household Size	3.1	
Average Family Income	\$102,164	
Median Family Income	\$80,458	
Average Non-Family Household Size	1.3	

Marital Status (2025)

Population Age 15 Years or Over	37,461	
Never Married	10,531	28.1%
Currently Married	17,830	47.6%
Previously Married	9,099	24.3%
Separated	1,355	14.9%
Widowed	2,736	30.1%
Divorced	5,009	55.0%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	31,240	
Elementary (Grade Level 0 to 8)	780	2.5%
Some High School (Grade Level 9 to 11)	2,177	7.0%
High School Graduate	10,770	34.5%
Some College	6,530	20.9%
Associate Degree Only	2,258	7.2%
Bachelor Degree Only	5,438	17.4%
Graduate Degree	3,287	10.5%
Any College (Some College or Higher)	17,513	56.1%
College Degree + (Bachelor Degree or Higher)	8,725	27.9%

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Housing

Total Housing Units (2025)	21,646	
Total Housing Units (2020)	21,263	
Historical Annual Growth (2020-2025)	383	-
Housing Units Occupied (2025)	18,702	86.4%
Housing Units Owner-Occupied	12,179	65.1%
Housing Units Renter-Occupied	6,523	34.9%
Housing Units Vacant (2025)	2,943	13.6%

Household Size (2025)

Total Households	18,702	
1 Person Households	5,401	28.9%
2 Person Households	6,329	33.8%
3 Person Households	2,817	15.1%
4 Person Households	2,263	12.1%
5 Person Households	1,106	5.9%
6 Person Households	485	2.6%
7 or More Person Households	302	1.6%

Household Income Distribution (2025)

HH Income \$200,000 or More	858	4.6%
HH Income \$150,000 to \$199,999	1,203	6.4%
HH Income \$125,000 to \$149,999	1,172	6.3%
HH Income \$100,000 to \$124,999	1,873	10.0%
HH Income \$75,000 to \$99,999	2,437	13.0%
HH Income \$50,000 to \$74,999	3,587	19.2%
HH Income \$35,000 to \$49,999	2,264	12.1%
HH Income \$25,000 to \$34,999	1,879	10.0%
HH Income \$15,000 to \$24,999	1,585	8.5%
HH Income \$10,000 to \$14,999	949	5.1%
HH Income Under \$10,000	896	4.8%

Household Vehicles (2025)

Households 0 Vehicles Available	1,382	7.4%
Households 1 Vehicle Available	6,149	32.9%
Households 2 Vehicles Available	6,661	35.6%
Households 3 or More Vehicles Available	4,510	24.1%
Total Vehicles Available	34,804	
Average Vehicles per Household	1.9	
Owner-Occupied Household Vehicles	26,181	75.2%
Average Vehicles per Owner-Occupied Household	2.1	
Renter-Occupied Household Vehicles	8,623	24.8%
Average Vehicles per Renter-Occupied Household	1.3	

Travel Time (2025)

Worker Base Age 16 years or Over	20,397	
Travel to Work in 14 Minutes or Less	8,330	40.8%
Travel to Work in 15 to 29 Minutes	7,216	35.4%
Travel to Work in 30 to 59 Minutes	2,980	14.6%
Travel to Work in 60 Minutes or More	946	4.6%
Work at Home	925	4.5%
Average Minutes Travel to Work	16.8	

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Transportation To Work (2025)

Worker Base Age 16 years or Over	20,397	
Drive to Work Alone	16,883	82.8%
Drive to Work in Carpool	1,480	7.3%
Travel to Work by Public Transportation	37	0.2%
Drive to Work on Motorcycle	15	-
Bicycle to Work	19	-
Walk to Work	865	4.2%
Other Means	173	0.8%
Work at Home	925	4.5%

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	39.4	to 1
Adj. Daytime Demographics Age 16 Years or Over	27,430	

Labor Force

Labor Population Age 16 Years or Over (2025)	36,895	
Labor Force Total Males (2025)	18,308	49.6%
Male Civilian Employed	10,839	59.2%
Male Civilian Unemployed	460	2.5%
Males in Armed Forces	22	0.1%
Males Not in Labor Force	6,988	38.2%
Labor Force Total Females (2025)	18,586	50.4%
Female Civilian Employed	9,558	51.4%
Female Civilian Unemployed	194	1.0%
Females in Armed Forces	-	-
Females Not in Labor Force	8,834	47.5%
Unemployment Rate	654	1.8%

Occupation (2025)

Occupation Population Age 16 Years or Over	20,397	
Occupation Total Males	10,839	53.1%
Occupation Total Females	9,558	46.9%
Management, Business, Financial Operations	2,786	13.7%
Professional, Related	5,091	25.0%
Service	3,014	14.8%
Sales, Office	4,170	20.4%
Farming, Fishing, Forestry	145	0.7%
Construction, Extraction, Maintenance	2,421	11.9%
Production, Transport, Material Moving	2,770	13.6%
White Collar Workers	12,047	59.1%
Blue Collar Workers	8,350	40.9%

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Units In Structure (2025)

Total Units	18,702	
1 Detached Unit	14,625	78.2%
1 Attached Unit	175	0.9%
2 Units	595	3.2%
3 to 4 Units	664	3.6%
5 to 9 Units	441	2.4%
10 to 19 Units	219	1.2%
20 to 49 Units	199	1.1%
50 or More Units	139	0.7%
Mobile Home or Trailer	1,589	8.5%
Other Structure	55	0.3%

Homes Built By Year (2025)

Homes Built 2020 or later	290	1.3%
Homes Built 2010 to 2019	2,112	9.8%
Homes Built 2000 to 2009	2,346	10.8%
Homes Built 1990 to 1999	1,613	7.5%
Homes Built 1980 to 1989	2,494	11.5%
Homes Built 1970 to 1979	3,769	17.4%
Homes Built 1960 to 1969	2,342	10.8%
Homes Built 1950 to 1959	1,642	7.6%
Homes Built 1940 to 1949	880	4.1%
Homes Built Before 1939	1,213	5.6%
Median Age of Homes	44.9	yrs

Home Values (2025)

Owner Specified Housing Units	12,179	
Home Values \$1,000,000 or More	99	0.8%
Home Values \$750,000 to \$999,999	194	1.6%
Home Values \$500,000 to \$749,999	444	3.6%
Home Values \$400,000 to \$499,999	511	4.2%
Home Values \$300,000 to \$399,999	983	8.1%
Home Values \$250,000 to \$299,999	1,127	9.3%
Home Values \$200,000 to \$249,999	1,475	12.1%
Home Values \$175,000 to \$199,999	874	7.2%
Home Values \$150,000 to \$174,999	923	7.6%
Home Values \$125,000 to \$149,999	856	7.0%
Home Values \$100,000 to \$124,999	1,219	10.0%
Home Values \$90,000 to \$99,999	452	3.7%
Home Values \$80,000 to \$89,999	495	4.1%
Home Values \$70,000 to \$79,999	408	3.3%
Home Values \$60,000 to \$69,999	461	3.8%
Home Values \$50,000 to \$59,999	366	3.0%
Home Values \$35,000 to \$49,999	467	3.8%
Home Values \$25,000 to \$34,999	334	2.7%
Home Values \$10,000 to \$24,999	316	2.6%
Home Values Under \$10,000	178	1.5%
Owner-Occupied Median Home Value	\$167,462	
Renter-Occupied Median Rent	\$640	

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Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$1.63 B
Total Non-Retail Expenditure	\$769.35 M
Total Retail Expenditure	\$862.94 M
Alcoholic Beverages	\$9.95 M
Apparel	\$30.67 M
Contributions	\$49.51 M
Education	\$35.95 M
Entertainment	\$95.27 M
Food Away From Home	\$72.55 M
Grocery	\$118.85 M
Health Care	\$122.55 M
Household Furnishings and Equipment	\$43.55 M
Household Operations	\$31.26 M
Miscellaneous Expenses	\$28.17 M
Personal Care	\$22.81 M
Shelter	\$271.31 M
Tax and Retirement	\$327.94 M
Tobacco and Related	\$10.22 M
Transportation	\$276.28 M
Utilities	\$85.44 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$7,273	
Total Non-Retail Expenditure	\$3,428	47.1%
Total Retail Expenditures	\$3,845	52.9%
Alcoholic Beverages	\$44	0.6%
Apparel	\$137	1.9%
Contributions	\$221	3.0%
Education	\$160	2.2%
Entertainment	\$425	5.8%
Food Away From Home	\$323	4.4%
Grocery	\$530	7.3%
Health Care	\$546	7.5%
Household Furnishings and Equipment	\$194	2.7%
Household Operations	\$139	1.9%
Miscellaneous Expenses	\$126	1.7%
Personal Care	\$102	1.4%
Shelter	\$1,209	16.6%
Tax and Retirement	\$1,461	-
Tobacco and Related	\$46	0.6%
Transportation	\$1,231	16.9%
Utilities	\$381	5.2%

OPPORTUNITY GAP CATEGORY INFORMATION

(RETAIL CATEGORIES)

Vehicle and Parts Dealers

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

Furniture and Home Furnishings Stores

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

Electronics and Appliance Stores

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

Building Materials and Garden Supply Stores

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

Food and Beverage Stores

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

Health and Personal Care Stores

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

Sporting Goods and Hobby Stores

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

Foodservice and Drinking Places

Full-service restaurants, limited service eating places, special foodservices, taverns and bars

Ada, Oklahoma

20mi Radius

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$53.75 M / \$8.89 M	83
Men's Clothing Stores	\$2.22 M / \$374.25 K	83
Women's Clothing Stores	\$4.48 M / \$1.01 M	77
Children's, Infants' Clothing Stores	\$4.17 M / -	100
Family Clothing Stores	\$26.18 M / \$4.77 M	82
Clothing Accessory Stores	\$1.24 M / \$-2	100
Other Apparel Stores	\$1.57 M / \$984.21 K	37
Shoe Stores	\$11.17 M / \$1.76 M	84
Jewelry Stores	\$2.41 M / -	100
Luggage Stores	\$302.77 K / -	100
Furniture, Home Furnishings Stores	\$47.42 M / \$17.41 M	63
Furniture Stores	\$22.17 M / \$11.48 M	48
Floor Covering Stores	\$3.14 M / \$5.93 M	-47
Other Home Furnishing Stores	\$22.1 M / -	100
Electronics, Appliance Stores	\$45.69 M / \$19.7 M	57
Building Material, Garden Equipment, Supplies Dealers	\$45.22 M / \$27.01 M	40
Home Centers	\$25.4 M / \$15.36 M	40
Paint, Wallpaper Stores	\$5.22 M / \$2.4 M	54
Hardware Stores	\$2.83 M / \$2.08 M	27
Other Building Materials Stores	\$8.06 M / \$3.38 M	58
Outdoor Power Equipment Stores	\$488.56 K / \$570.73 K	-14
Nursery, Garden Stores	\$3.23 M / \$3.23 M	0
Food, Beverage Stores	\$69.22 M / \$13.97 M	80
Grocery Stores	\$53.64 M / \$6.69 M	88
Convenience Stores	\$4.77 M / \$2 M	58
Meat Markets	\$315.74 K / \$48.85 K	85
Fish, Seafood Markets	\$108.39 K / -	100
Fruit, Vegetable Markets	\$206.59 K / -	100
Other Specialty Food Markets	\$422.93 K / \$148.84 K	65
Liquor Stores	\$9.76 M / \$5.09 M	48

Ada, Oklahoma

20mi Radius

	Potential / Sales	Index
Health, Personal Care Stores	\$44.65 M / \$26.34 M	41
Pharmacy, Drug Stores	\$39.26 M / \$23.29 M	41
Cosmetics, Beauty Stores	\$2.26 M / \$531.2 K	76
Optical Goods Stores	\$712.07 K / \$153.09 K	79
Other Health, Personal Care Stores	\$2.42 M / \$2.37 M	2
Sporting Goods, Hobby, Book, Music Stores	\$54.56 M / \$36.01 M	34
Sporting Goods Stores	\$20.93 M / \$12.26 M	41
Hobby, Toy, Game Stores	\$15.08 M / \$8.05 M	47
Sewing, Needlecraft Stores	\$10.9 M / \$1.91 M	83
Musical Instrument Stores	\$3.65 M / \$2.88 M	21
Book Stores	\$4 M / \$10.91 M	-63
General Merchandise Stores	\$172.73 M / \$194.84 M	-11
Department Stores	\$60.34 M / \$153.76 M	-61
Warehouse Superstores	\$95.51 M / -	100
Other General Merchandise Stores	\$16.88 M / \$41.08 M	-59
Miscellaneous Store Retailers	\$22.27 M / \$11.22 M	50
Florists	\$529.46 K / \$237.19 K	55
Office, Stationary Stores	\$2.25 M / -	100
Gift, Souvenir Stores	\$4.5 M / \$1.51 M	66
Used Merchandise Stores	\$1.61 M / \$741.07 K	54
Pet, Pet Supply Stores	\$4.13 M / \$313.17 K	92
Art Dealers	\$658.89 K / -	100
Mobile Home Dealers	\$453.64 K / -	100
Other Miscellaneous Retail Stores	\$8.14 M / \$8.42 M	-3
Non-Store Retailers	\$102.11 M / \$3.65 M	96
Mail Order, Catalog Stores	\$95.67 M / \$3.11 M	97
Vending Machines	\$438.05 K / -	100
Fuel Dealers	\$554.13 K / \$540.2 K	3
Other Direct Selling Establishments	\$5.44 M / \$-1	100

Ada, Oklahoma

20mi Radius

	Potential / Sales	Index
Accommodation, Food Services	\$87.34 M / \$43.78 M	50
Hotels, Other Travel Accommodations	\$5.6 M / \$2.54 M	55
RV Parks	\$56.13 K / -	100
Rooming, Boarding Houses	\$31.49 K / -	100
Full Service Restaurants	\$51.03 M / \$25.63 M	50
Limited Service Restaurants	\$23.68 M / \$18.72 M	21
Special Food Services, Catering	\$6.94 M / -	100
Drinking Places	\$4.76 M / \$1.66 M	65
Gasoline Stations	\$35.13 M / \$11.81 M	66
Motor Vehicle, Parts Dealers	\$78.09 M / \$57.5 M	26
New Car Dealers	\$45.1 M / \$48.94 M	-8
Used Car Dealers	\$4.19 M / \$2.47 M	41
Recreational Vehicle Dealers	\$8.08 M / -	100
Motorcycle, Boat Dealers	\$10.67 M / \$-2	100
Auto Parts, Accessories	\$6.45 M / \$2.24 M	65
Tire Dealers	\$3.6 M / \$3.85 M	-6
2025 Population	47,238	
2030 Population	46,067	
% Population Change 2025-2030	-2.5%	
2025 Adult Population Age 18+	35,633	
2025 Population Male	23,690	
2025 Population Female	23,548	
2025 Households	18,702	
2025 Median Household Income	64,031	
2025 Average Household Income	82,701	

Retail Potential

Ada, Oklahoma	
20mi Radius	
2025 Population	47,238
2030 Population	46,067
% Population Change 2020-2025	1.2%
2025 Adult Population Age 18+	\$35,633
2025 Population Male	\$23,690
2025 Population Female	\$23,548
2025 Households	\$18,702
2025 Median Household Income	\$64,031
2025 Average Household Income	\$82,701
Clothing, Clothing Accessories Stores	\$53.75 M
Men's Clothing Stores	\$2.22 M
Women's Clothing Stores	\$4.48 M
Children's, Infants' Clothing Stores	\$4.17 M
Family Clothing Stores	\$26.18 M
Clothing Accessory Stores	\$1.24 M
Other Apparel Stores	\$1.57 M
Shoe Stores	\$11.17 M
Jewelry Stores	\$2.41 M
Luggage Stores	\$302.77 K
Furniture, Home Furnishings Stores	\$47.42 M
Furniture Stores	\$22.17 M
Floor Covering Stores	\$3.14 M
Other Home Furnishing Stores	\$22.1 M
Electronics, Appliance Stores	\$45.69 M
Gasoline Stations	\$35.13 M
Building Material, Garden Equipment, Supplies Dealers	\$45.22 M
Home Centers	\$25.4 M
Paint, Wallpaper Stores	\$5.22 M
Hardware Stores	\$2.83 M
Other Building Materials Stores	\$8.06 M
Outdoor Power Equipment Stores	\$488.56 K
Nursery, Garden Stores	\$3.23 M
Food, Beverage Stores	\$69.22 M
Grocery Stores	\$53.64 M
Convenience Stores	\$4.77 M
Meat Markets	\$315.74 K
Fish, Seafood Markets	\$108.39 K
Fruit, Vegetable Markets	\$206.59 K
Other Specialty Food Markets	\$422.93 K
Liquor Stores	\$9.76 M

Ada, Oklahoma

20mi Radius

Health, Personal Care Stores	\$44.65 M
Pharmacy, Drug Stores	\$39.26 M
Cosmetics, Beauty Stores	\$2.26 M
Optical Goods Stores	\$712.07 K
Other Health, Personal Care Stores	\$2.42 M
Sporting Goods, Hobby, Book, Music Stores	\$54.56 M
Sporting Goods Stores	\$20.93 M
Hobby, Toy, Game Stores	\$15.08 M
Sewing, Needlecraft Stores	\$10.9 M
Musical Instrument Stores	\$3.65 M
Book Stores	\$4 M
General Merchandise Stores	\$172.73 M
Department Stores	\$60.34 M
Warehouse Superstores	\$95.51 M
Other General Merchandise Stores	\$16.88 M
Miscellaneous Store Retailers	\$22.27 M
Florists	\$529.46 K
Office, Stationary Stores	\$2.25 M
Gift, Souvenir Stores	\$4.5 M
Used Merchandise Stores	\$1.61 M
Pet, Pet Supply Stores	\$4.13 M
Art Dealers	\$658.89 K
Mobile Home Dealers	\$453.64 K
Other Miscellaneous Retail Stores	\$8.14 M
Non-Store Retailers	\$102.11 M
Mail Order, Catalog Stores	\$95.67 M
Vending Machines	\$438.05 K
Fuel Dealers	\$554.13 K
Other Direct Selling Establishments	\$5.44 M
Accommodation, Food Services	\$92.1 M
Hotels, Other Travel Accommodations	\$5.6 M
RV Parks	\$56.13 K
Rooming, Boarding Houses	\$31.49 K
Full Service Restaurants	\$51.03 M
Limited Service Restaurants	\$23.68 M
Special Food Services, Catering	\$6.94 M
Drinking Places	\$4.76 M
Motor Vehicle, Parts Dealers	\$78.09 M
New Car Dealers	\$45.1 M
Used Car Dealers	\$4.19 M
Recreational Vehicle Dealers	\$8.08 M
Motorcycle, Boat Dealers	\$10.67 M
Auto Parts, Accessories	\$6.45 M
Tire Dealers	\$3.6 M

Income Summary

Ada, Oklahoma

20mi Radius

Population

Estimated Population (2025)	47,238	
Projected Population (2030)	46,067	
Census Population (2020)	46,658	
Census Population (2010)	46,694	
Projected Annual Growth (2025 to 2030)	-1,171	-0.5%
Historical Annual Growth (2020 to 2025)	580	0.2%
Historical Annual Growth (2010 to 2020)	-36	-

Households

Estimated Households (2025)	18,702	
Projected Households (2030)	18,256	
Census Households (2020)	18,454	
Census Households (2010)	18,204	
Projected Annual Growth (2025 to 2030)	-447	-0.5%
Historical Annual Growth (2020 to 2025)	248	0.3%
Historical Annual Growth (2010 to 2020)	250	0.1%

Average Household Income

Estimated Average Household Income (2025)	\$82,701	
Projected Average Household Income (2030)	\$81,469	
Census Average Household Income (2020)	\$48,502	
Census Average Household Income (2010)	\$35,233	
Projected Annual Growth (2025 to 2030)	-\$1,232	-0.3%
Historical Annual Growth (2020 to 2025)	\$34,199	4.7%
Historical Annual Growth (2010 to 2020)	\$13,269	3.8%

Median Household Income

Estimated Median Household Income (2025)	\$64,031	
Projected Median Household Income (2030)	\$63,281	
Census Median Household Income (2020)	\$37,757	
Census Median Household Income (2010)	\$27,267	
Projected Annual Growth (2025 to 2030)	-\$750	-0.2%
Historical Annual Growth (2020 to 2025)	\$26,274	4.6%
Historical Annual Growth (2010 to 2020)	\$10,490	3.8%

Per Capita Income

Estimated Per Capita Income (2025)	\$32,853	
Projected Per Capita Income (2030)	\$32,398	
Census Per Capita Income (2020)	\$18,910	
Census Per Capita Income (2010)	\$13,922	
Projected Annual Growth (2025 to 2030)	-\$455	-0.3%
Historical Annual Growth (2020 to 2025)	\$13,943	4.9%
Historical Annual Growth (2010 to 2020)	\$4,988	3.6%

Other Income

Estimated Families (2025)	11,905	
Estimated Average Family Income (2025)	\$102,164	
Estimated Median Family Income (2025)	\$80,458	
Estimated Average Household Net Worth (2025)	\$785,835	

Consumer Expenditure Summary

Ada, Oklahoma

20mi Radius

Estimated Population	47,238
Estimated Households	18,702
Household Expenditure	\$1.63 B
Per Household ~ Per Capita	\$87,278 \$34,555
Non-Retail Expenditures	\$769.35 M 47.1%
Per Household ~ Per Capita	\$41,137 \$16,287
Retail Expenditures	\$862.94 M 52.9%
Per Household ~ Per Capita	\$46,141 \$18,268
Alcoholic Beverages	\$9.95 M 0.6%
Per Household ~ Per Capita	\$532 \$211
Apparel	\$30.67 M 1.9%
Per Household ~ Per Capita	\$1,640 \$649
Contributions	\$49.51 M 3.0%
Per Household ~ Per Capita	\$2,647 \$1,048
Education	\$35.95 M 2.2%
Per Household ~ Per Capita	\$1,922 \$761
Entertainment	\$95.27 M 5.8%
Per Household ~ Per Capita	\$5,094 \$2,017
Food Away From Home	\$72.55 M 4.4%
Per Household ~ Per Capita	\$3,879 \$1,536
Grocery	\$118.85 M 7.3%
Per Household ~ Per Capita	\$6,355 \$2,516
Health Care	\$122.55 M 7.5%
Per Household ~ Per Capita	\$6,553 \$2,594
Household Furnishings and Equipment	\$43.55 M 2.7%
Per Household ~ Per Capita	\$2,328 \$922
Household Operations	\$31.26 M 1.9%
Per Household ~ Per Capita	\$1,672 \$662
Miscellaneous Expenses	\$28.17 M 1.7%
Per Household ~ Per Capita	\$1,506 \$596
Personal Care	\$22.81 M 1.4%
Per Household ~ Per Capita	\$1,220 \$483
Shelter	\$271.31 M 16.6%
Per Household ~ Per Capita	\$14,507 \$5,743
Tax and Retirement	\$327.94 M 20.1%
Per Household ~ Per Capita	\$17,535 \$6,942
Tobacco and Related	\$10.22 M 0.6%
Per Household ~ Per Capita	\$546 \$216
Transportation	\$276.28 M 16.9%
Per Household ~ Per Capita	\$14,772 \$5,849
Utilities	\$85.44 M 5.2%
Per Household ~ Per Capita	\$4,568 \$1,809

Ada, Oklahoma

20mi Radius

Population / Households (2025)

Estimated Population	47,238
Estimated Households	18,702

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$1.63 B
Total Non-Retail Expenditure	\$769.35 M
Total Retail Expenditure	\$862.94 M
Alcoholic Beverages	\$9.95 M
Apparel	\$30.67 M
Contributions	\$49.51 M
Education	\$35.95 M
Entertainment	\$95.27 M
Food Away From Home	\$72.55 M
Grocery	\$118.85 M
Health Care	\$122.55 M
Household Furnishings and Equipment	\$43.55 M
Household Operations	\$31.26 M
Miscellaneous Expenses	\$28.17 M
Personal Care	\$22.81 M
Shelter	\$271.31 M
Tax and Retirement	\$327.94 M
Tobacco and Related	\$10.22 M
Transportation	\$276.28 M
Utilities	\$85.44 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$7,273	
Total Non-Retail Expenditure	\$3,428	47.1%
Total Retail Expenditure	\$3,845	52.9%
Alcoholic Beverages	\$44	0.6%
Apparel	\$137	1.9%
Contributions	\$221	3.0%
Education	\$160	2.2%
Entertainment	\$425	5.8%
Food Away From Home	\$323	4.4%
Grocery	\$530	7.3%
Health Care	\$546	7.5%
Household Furnishings and Equipment	\$194	2.7%
Household Operations	\$139	1.9%
Miscellaneous Expenses	\$126	1.7%
Personal Care	\$102	1.4%
Shelter	\$1,209	16.6%
Tax and Retirement	\$1,461	20.1%
Tobacco and Related	\$46	0.6%
Transportation	\$1,231	16.9%
Utilities	\$381	5.2%

Ada, Oklahoma

20mi Radius

Population / Households (2030)

Projected Population	46,067
Projected Households	-

Total Annual Consumer Expenditure (2030)

Total Household Expenditure	\$1.57 B
Total Non-Retail Expenditure	\$739.04 M
Total Retail Expenditure	\$828.9 M
Alcoholic Beverages	\$9.54 M
Apparel	\$29.43 M
Contributions	\$47.41 M
Education	\$34.45 M
Entertainment	\$91.43 M
Food Away From Home	\$69.59 M
Grocery	\$114.26 M
Health Care	\$118.05 M
Household Furnishings and Equipment	\$41.76 M
Household Operations	\$30.02 M
Miscellaneous Expenses	\$27.03 M
Personal Care	\$21.92 M
Shelter	\$260.67 M
Tax and Retirement	\$313.85 M
Tobacco and Related	\$9.87 M
Transportation	\$266.51 M
Utilities	\$82.16 M

Consumer Expenditure Growth (2025 to 2030)

Total Household Expenditure	\$-64.35 M
Total Non-Retail Expenditure	\$-30.31 M
Total Retail Expenditure	\$-34.04 M
Alcoholic Beverages	\$-409.49 K
Apparel	\$-1.25 M
Contributions	\$-2.1 M
Education	\$-1.5 M
Entertainment	\$-3.84 M
Food Away From Home	\$-2.96 M
Grocery	\$-4.59 M
Health Care	\$-4.5 M
Household Furnishings and Equipment	\$-1.78 M
Household Operations	\$-1.25 M
Miscellaneous Expenses	\$-1.15 M
Personal Care	\$-893.41 K
Shelter	\$-10.64 M
Tax and Retirement	\$-14.1 M
Tobacco and Related	\$-354.53 K
Transportation	\$-9.77 M
Utilities	\$-3.28 M

Crime Risk

Ada, Oklahoma		
20mi Radius		
Demographics		
Population		47,238
Census Population		46,658
Households		18,702
Average Household Income		\$82,701
Median Household Income		\$64,031
Per Capita Income		\$32,853
Total Crime		
Crime Index		77
Crime Level		Below Average
Personal Crime		
Crime Index		65
Crime Level		Below Average
Murder		
Crime Index		70
Crime Level		Below Average
Rape		
Crime Index		110
Crime Level		Average
Robbery		
Crime Index		25
Crime Level		Very Low
Assault		
Crime Index		70
Crime Level		Below Average
Property Crime		
Crime Index		79
Crime Level		Below Average
Burglary		
Crime Index		146
Crime Level		Above Average
Larceny		
Crime Index		66
Crime Level		Below Average
Motor Vehicle Theft		
Crime Index		77
Crime Level		Below Average
* Crime Index: 100 = National Average Adjusted for Population		

Void Analysis

Ada, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
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	
Banks			
BancFirst	2 / 0	8,500	
BMO Harris Bank	1 / 1	5,400	
Simmons First National Bank	1 / 1	5,700	
Banks Minor			
Bank	15 / 13		
Clothing Apparel			
Cato	1 / 1	5,000	
maurices	1 / 1	6,000	
Convenience Stores			
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	
Craft Fabric Stores			
Hobby Lobby	1 / 1	68,500	
Dealerships			
Chevrolet	1 / 1		
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	1 / 1		
Jeep	1 / 1		
Lincoln	1 / 1		
Nissan	1 / 1		
RAM	1 / 1		
Discount Department Stores			

Ada, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Walmart Supercenter	1 / 1	189,700	
Dollar Stores			
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	
Drug Stores			
Walgreens	1 / 1	14,800	
Education			
College	1 / 1		
Day Care	21 / 18		
High School	11 / 7		
PK - 8	22 / 16		
Trade Schools	1 / 1		
Entertainment			
Cinemark	1 / 1	61,900	
Theatres	1 / 1		
EV Charging Stations			
ChargePoint	1 / 1		
Independent	5 / 5		
Furniture Household			
Aaron's	1 / 1	9,000	
Bassett	1 / 1	17,300	
Rent A Center	1 / 1	5,700	
Grocery Stores			
ALDI	1 / 1	16,600	
Health Beauty			
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	
Health Care			
Addiction Medicine	1 / 0		
Anesthesiology	2 / 2		
Audiologist	2 / 2		
Cardiovascular Disease	2 / 2		
Certified Nurse Midwife	1 / 1		

Ada, Oklahoma 20mi Radius		Site / Market Locations	Avg Square 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		
Home Improvement				
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	

Ada, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
True Value	1 / 1	12,800	
Hotels			
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	
Office Supply			
Staples	1 / 1	22,400	
Pet Stores			
Petsense	1 / 1	5,500	
Restaurants Casual			
Applebee's	1 / 1	5,400	
Chili's	1 / 1	5,800	
Restaurants Coffee Donuts			
Starbucks	1 / 1	1,800	
Restaurants Fast Food Major			
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	
Restaurants Fast Food Minor			
Chicken Express	1 / 1	3,000	
Whataburger	1 / 1	3,000	
Restaurants Ice Cream Smoothie			
Braum's	2 / 2	5,100	
Tropical Smoothie Cafe	1 / 1	1,700	
Restaurants Pizza			
Domino's Pizza	1 / 1	2,100	
Godfather's Pizza	2 / 2	2,700	
Little Caesars	1 / 1	1,800	
Papa John's	1 / 1	1,500	

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