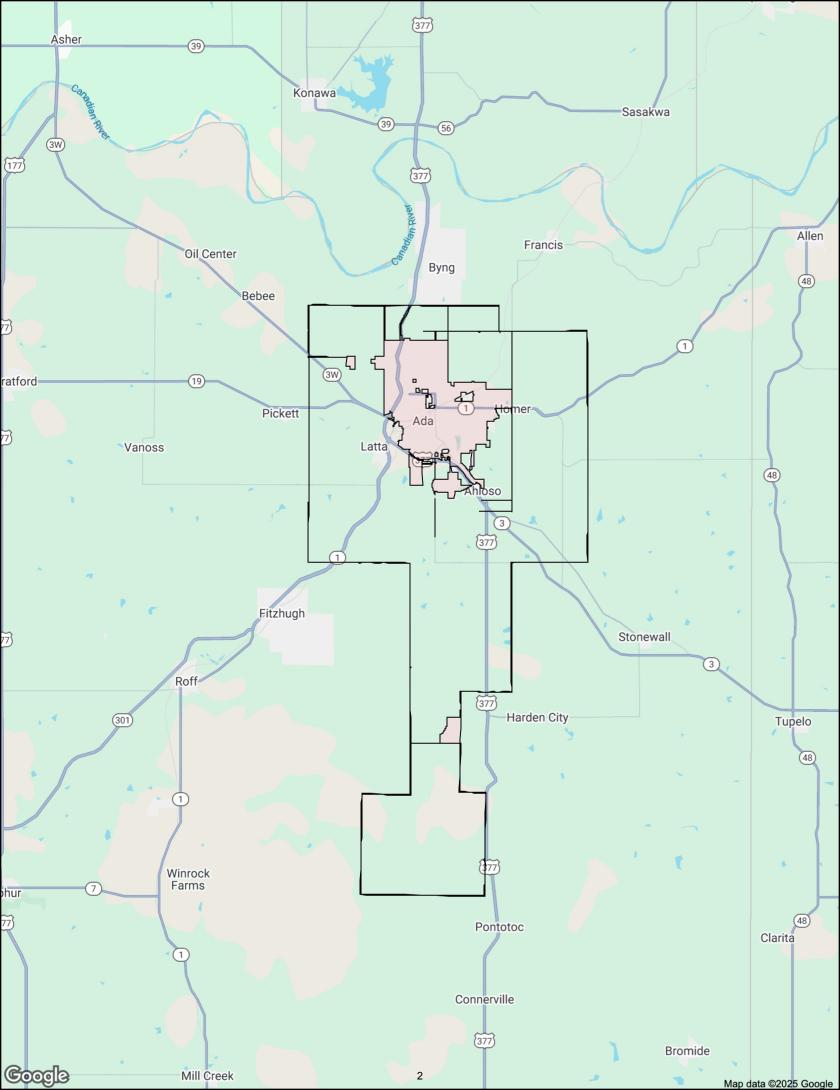


Ada, Oklahoma City Limits 3rd Quarter 2025

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Demographics





Ada, Oklahoma City Limits Population Estimated Population (2025) 16,536 Projected Population (2030) 15,600 Census Population (2020) 16,554 Census Population (2010) 17,113 Projected Annual Growth (2025-2030) -936 -1.1% Historical Annual Growth (2020-2025) -18 Historical Annual Growth (2010-2020) -559 -0.3% Estimated Population Density (2025) 850 psm Trade Area Size 19.4 sq mi 20 K 15 K 10 K 5 K 0 K 2010 2015 2020 2025 2030 Race and Ethnicity (2025) Not Hispanic or Latino Population 15,121 91.4% 9,726 64.3% White 562 3.7% Black or African American American Indian or Alaska Native 1,718 11.4% 268 Hawaiian or Pacific Islander 5 Other Race 95 0.6% Two or More Races 2,747 18.2% Hispanic or Latino Population 1,415 8.6% 572 40.4% Black or African American 11 0.8% American Indian or Alaska Native 62 4.4% 3 0.2% Hispanic Hawaiian or Pacific Islander Other Race 449 31.7% 318 22.5% Two or More Races 18.5% White Other Race Black or African American American Indian or Alaskan Native Asian Hawaiian or Pacific Islander 2+ Races



Ada, Oklahoma **City Limits** Age Distribution (2025) Age Under 5 Years 1,084 6.6% Age 5 to 9 Years 7.0% 1,156 6.7% Age 10 to 14 Years 1,107 Age 15 to 19 Years 1,151 7.0% Age 20 to 24 Years 1,541 9.3% 1,245 Age 25 to 29 Years 7.5% Age 30 to 34 Years 1,201 7.3% Age 35 to 39 Years 1,092 6.6% Age 40 to 44 Years 1,039 6.3% 823 5.0% Age 45 to 49 Years Age 50 to 54 Years 785 4.7% Age 55 to 59 Years 765 4.6% Age 60 to 64 Years 925 5.6% Age 65 to 69 Years 747 4.5% Age 70 to 74 Years 672 4.1% 514 Age 75 to 79 Years 3.1% Age 80 to 84 Years 335 2.0% Age 85 Years or Over 352 2.1% Median Age 33.1 Generation (2025) iGeneration (Age Under 15 Years) 3,347 20.2% Generation 9/11 Millennials (Age 15 to 34 Years) 5,138 31.1% Gen Xers (Age 35 to 49 Years) 2,954 17.9% Baby Boomers (Age 50 to 74 Years) 3,894 23.5% 849 Silent Generation (Age 75 to 84 Years) 5.1% G.I. Generation (Age 85 Years or Over) 352 2.1% 40% 30% 20% 10%



Ada, Oklahoma		
City Limits		
Household Type (2025)		
Total Households	6,936	
Family Households	3,900	56.2%
Family Households with Children	2,005	51.4%
Family Households No Children	1,895	48.6%
Non-Family Households	3,036	43.8%
Non-Family Households with Children	5	0.2%
Non-Family Households No Children	3,031	99.8%
Family Households	4 K	
w/ Children	3 K	
Family Households No Children		
Non-Family Households w/ Children	2 K	
	1 K	
Non-Family Households No Children	0 K	
Education Attainment (2025)		
Elementary or Some High School	1,055	10.1%
High School Graduate	3,095	29.5%
Some College or Associate Degree	3,038	28.9%
Bachelor or Graduate Degree	3,308	31.5%
Elementary or Some High School High School Graduate Some College or Associate Degree Bachelor or Graduate Degree	29.5	5%
Household Income (2025)		
Estimated Average Household Income	\$78,506	
Estimated Median Household Income	\$55,616	
HH Income Under \$10,000	293	4.2%
HH Income \$10,000 to \$34,999	1,943	28.0%
HH Income \$35,000 to \$49,999	876	12.6%
HH Income \$50,000 to \$74,999	1,385	20.0%
HH Income \$75,000 to \$99,999	749	10.8%
HH Income \$100,000 to \$149,999	1,080	15.6%
HH Income \$150,000 or More	608	8.8%



Ada Oklahama		
Ada, Oklahoma		
City Limits		
Population		
Estimated Population (2025)	16,536	
Projected Population (2030)	15,600	
Census Population (2020)	16,554	
Census Population (2010)	17,113	
Projected Annual Growth (2025-2030)	-936	-1.1%
Historical Annual Growth (2020-2025)	-18	-
Historical Annual Growth (2010-2020)	-559	-0.3%
Estimated Population Density (2025)	850	psm
Trade Area Size	19.4	sq mi
Households		
Estimated Households (2025)	6,936	
Projected Households (2030)	6,556	
Census Households (2020)	6,961	
Census Households (2010)	6,856	
Projected Annual Growth (2025-2030)	-380	-1.1%
Historical Annual Change (2010-2025)	80	-
Average Household Income		
Estimated Average Household Income (2025)	\$78,506	
Projected Average Household Income (2030)	\$77,250	
Census Average Household Income (2010)	\$45,949	
Census Average Household Income (2000)	\$33,435	
Projected Annual Change (2025-2030)	-\$1,256	-0.3%
Historical Annual Change (2000-2025)	\$45,071	5.4%
Median Household Income		
Estimated Median Household Income (2025)	\$55,616	
Projected Median Household Income (2030)	\$55,007	
Census Median Household Income (2010)	\$31,655	
Census Median Household Income (2000)	\$23,809	
Projected Annual Change (2025-2030)	-\$609	-0.2%
Historical Annual Change (2000-2025)	\$31,807	5.3%
Per Capita Income		
Estimated Per Capita Income (2025)	\$33,096	
Projected Per Capita Income (2030)	\$32,642	
Census Per Capita Income (2010)	\$18,411	
Census Per Capita Income (2000)	\$14,229	
Projected Annual Change (2025-2030)	-\$454	-0.3%
Historical Annual Change (2000-2025)	\$18,867	5.3%
Estimated Average Household Net Worth (2025)	\$581,425	



Ada, Oklahoma		
City Limits		
Race and Ethnicity		_
Total Population (2025)	16,536	
White (2025)	10,298	62.3%
Black or African American (2025)	573	3.5%
American Indian or Alaska Native (2025)	1,780	10.8%
Asian (2025)	271	1.6%
Hawaiian or Pacific Islander (2025)	5	-
Other Race (2025)	544	3.3%
Two or More Races (2025)	3,065	18.5%
Population < 18 (2025)	3,932	23.8%
White Not Hispanic	1,672	42.5%
Black or African American	123	3.1%
Asian	55	1.4%
Other Race Not Hispanic	1,515	38.5%
Hispanic	567	14.4%
Not Hispanic or Latino Population (2025)	15,121	91.4%
Not Hispanic White	9,726	64.3%
Not Hispanic Black or African American	562	3.7%
Not Hispanic American Indian or Alaska Native	1,718	11.4%
Not Hispanic Asian	268	1.8%
Not Hispanic Hawaiian or Pacific Islander	5	-
Not Hispanic Other Race	95	0.6%
Not Hispanic Two or More Races	2,747	18.2%
Hispanic or Latino Population (2025)	1,415	8.6%
Hispanic White	572	40.4%
Hispanic Black or African American	11	0.8%
Hispanic American Indian or Alaska Native	62	4.4%
Hispanic Asian	3	0.2%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	449	31.7%
Hispanic Two or More Races	318	22.5%
Not Hispanic or Latino Population (2020)	15,277	92.3%
Hispanic or Latino Population (2020)	1,277	7.7%
Not Hispanic or Latino Population (2010)	16,152	94.4%
Hispanic or Latino Population (2010)	961	5.6%
Not Hispanic or Latino Population (2030)	14,207	91.1%
Hispanic or Latino Population (2030)	1,393	8.9%
Projected Annual Growth (2025-2030)	-22	
Historical Annual Growth (2010-2020)	316	3.3%



Ada, Oklahoma		
City Limits		
Total Age Distribution (2025)		
Total Population	16,536	
Age Under 5 Years	1,084	6.6%
Age 5 to 9 Years Age 10 to 14 Years	1,156 1,107	7.0% 6.7%
Age 15 to 19 Years	1,151	
Age 20 to 24 Years	1,541	9.3%
Age 25 to 29 Years	1,245	7.5%
Age 30 to 34 Years	1,201	7.3%
Age 35 to 39 Years	1,092	
Age 40 to 44 Years	1,039	6.3%
Age 45 to 49 Years Age 50 to 54 Years	823 785	5.0% 4.7%
Age 55 to 59 Years	765	
Age 60 to 64 Years	925	5.6%
Age 65 to 69 Years	747	
Age 70 to 74 Years	672	4.1%
Age 75 to 79 Years	514	3.1%
Age 80 to 84 Years	335	2.0%
Age 85 Years or Over	352	2.1%
Median Age	33.1	
Age 19 Years or Less		27.2%
Age 20 to 64 Years Age 65 Years or Over		56.9% 15.8%
Female Age Distribution (2025)	2,020	13.670
Female Population	8 450	51.1%
Age Under 5 Years	518	
Age 5 to 9 Years	570	0.270
Age 10 to 14 Years	557	6.6%
Age 15 to 19 Years	558	6.6%
Age 20 to 24 Years	709	8.4%
Age 25 to 29 Years	640	7.6%
Age 30 to 34 Years	648	7.7%
Age 35 to 39 Years	534	
Age 40 to 44 Years	499	5.9%
Age 45 to 49 Years Age 50 to 54 Years	437 393	5.2% 4.7%
Age 55 to 59 Years	410	
Age 60 to 64 Years	494	5.8%
Age 65 to 69 Years	407	4.8%
Age 70 to 74 Years	380	4.5%
Age 75 to 79 Years	296	3.5%
Age 80 to 84 Years	203	2.4%
Age 85 Years or Over	194	
Female Median Age	34.2	
Age 19 Years or Less Age 20 to 64 Years	2,203 4,764	26.1%
Age 65 Years or Over		56.4% 17.5%



Ada, Oklahoma		
City Limits		
Male Age Distribution (2025)		_
Male Population		48.9%
Age Under 5 Years	566	7.0%
Age 5 to 9 Years Age 10 to 14 Years	586 550	7.2%
Age 15 to 19 Years	593	6.8% 7.3%
Age 20 to 24 Years	832	10.3%
Age 25 to 29 Years	605	7.5%
Age 30 to 34 Years	553	6.8%
Age 35 to 39 Years	558	6.9%
Age 40 to 44 Years	540	6.7%
Age 45 to 49 Years	386	4.8%
Age 50 to 54 Years	392	4.8%
Age 55 to 59 Years Age 60 to 64 Years	355 431	4.4%
Age 65 to 69 Years	340	5.3% 4.2%
Age 70 to 74 Years	292	3.6%
Age 75 to 79 Years	218	
Age 80 to 84 Years	132	1.6%
Age 85 Years or Over	158	2.0%
Male Median Age	31.8	
Age 19 Years or Less		28.4%
Age 20 to 64 Years		57.5%
Age 65 Years or Over	1,140	14.1%
Males per 100 Females (2025)		
Overall Comparison	96	
Age Under 5 Years	109	52.2%
Age 5 to 9 Years Age 10 to 14 Years		50.7% 49.7%
Age 15 to 19 Years		51.5%
Age 20 to 24 Years		54.0%
Age 25 to 29 Years		48.6%
Age 30 to 34 Years	85	46.0%
Age 35 to 39 Years	104	51.1%
Age 40 to 44 Years	108	
Age 45 to 49 Years		46.9%
Age 50 to 54 Years		49.9%
Age 55 to 59 Years Age 60 to 64 Years	87 87	46.4%
Age 65 to 69 Years		46.6% 45.5%
Age 70 to 74 Years	77	
Age 75 to 79 Years		42.4%
Age 80 to 84 Years		39.4%
Age 85 Years or Over		44.9%
Age 19 Years or Less	104	51.0%
Age 20 to 39 Years		50.2%
Age 40 to 64 Years	94	48.5%
Age 65 Years or Over	77	43.5%



Ada, Oklahoma		
City Limits		
Household Type (2025)		
Total Households	6,936	
Households with Children	2,010	29.0%
Average Household Size	2.3	
Household Density per Square Mile	357	
Population Family	12,111	73.2%
Population Non-Family	3,970	24.0%
Population Group Quarters	455	2.8%
Family Households	3,900	56.2%
Married Couple Households	2,395	61.4%
Other Family Households with Children	1,505	38.6%
Family Households with Children	2,005	51.4%
Married Couple with Children	1,163	58.0%
Other Family Households with Children	842	42.0%
Family Households No Children		48.6%
Married Couple No Children	1,232	65.0%
Other Family Households No Children		35.0%
Non-Family Households	3,036	43.8%
Non-Family Households with Children	5	0.2%
Non-Family Households No Children	3,031	99.8%
Average Family Household Size	3.1	
Average Family Income	\$97,793	
Median Family Income	\$73,614	
Average Non-Family Household Size	1.3	
Marital Status (2025)	-	-
Population Age 15 Years or Over	13,189	
Never Married	4,815	36.5%
Currently Married	4,873	36.9%
Previously Married	3,501	26.5%
Separated	552	15.8%
Widowed	860	24.6%
Divorced	2,089	59.7%
Educational Attainment (2025)	-	<u>-</u>
Adult Population Age 25 Years or Over	10,496	
Elementary (Grade Level 0 to 8)	332	3.2%
Some High School (Grade Level 9 to 11)	723	6.9%
High School Graduate	3,095	29.5%
Some College	2,050	19.5%
Associate Degree Only	988	
Bachelor Degree Only	1,921	18.3%
Graduate Degree	1,387	
Any College (Some College or Higher)		60.5%
College Degree + (Bachelor Degree or Higher)		31.5%



Ada, Oklahoma		
City Limits		
Housing	<u>.</u>	
Total Housing Units (2025)	8,138	
Total Housing Units (2020)	8,179	
Historical Annual Growth (2020-2025)	-41	-
Housing Units Occupied (2025)	6,936	85.2%
Housing Units Owner-Occupied	3,138	45.2%
Housing Units Renter-Occupied	3,798	54.8%
Housing Units Vacant (2025)	1,202	14.8%
Household Size (2025)		
Total Households	6,936	
1 Person Households	2,471	35.6%
2 Person Households	2,130	30.7%
3 Person Households	1,031	14.9%
4 Person Households	709	10.2%
5 Person Households	357	
6 Person Households	152	2.2%
7 or More Person Households	86	1.2%
Household Income Distribution (2025)		
HH Income \$200,000 or More	318	4.6%
HH Income \$150,000 to \$199,999	290	4.2%
HH Income \$125,000 to \$149,999	347	5.0%
HH Income \$100,000 to \$124,999	733	10.6%
HH Income \$75,000 to \$99,999	749	10.8%
HH Income \$50,000 to \$74,999	1,385	20.0%
HH Income \$35,000 to \$49,999		12.6%
HH Income \$25,000 to \$34,999		12.6%
HH Income \$15,000 to \$24,999	637	
HH Income \$10,000 to \$14,999	431	
HH Income Under \$10,000	293	4.2%
Household Vehicles (2025)		
Households 0 Vehicles Available		11.1%
Households 1 Vehicle Available		38.8%
Households 2 Vehicles Available		36.0%
Households 3 or More Vehicles Available		14.0%
Total Vehicles Available	10,901	
Average Vehicles per Household	1.6	
Owner-Occupied Household Vehicles	6,258	57.4%
Average Vehicles per Owner-Occupied Household Renter-Occupied Household Vehicles		42.6%
Average Vehicles per Renter-Occupied Household	1.2	
Travel Time (2025)		-
Worker Base Age 16 years or Over	7,706	
Travel to Work in 14 Minutes or Less		59.4%
Travel to Work in 15 to 29 Minutes		25.8%
Travel to Work in 30 to 59 Minutes	571	
Travel to Work in 60 Minutes or More	239	
Work at Home	331	
Average Minutes Travel to Work	11.7	



Ada, Oklahoma		
City Limits		
Transportation To Work (2025)		-
Worker Base Age 16 years or Over	7,706	
Drive to Work Alone	6,282	81.5%
Drive to Work in Carpool	565	7.3%
Travel to Work by Public Transportation	17	0.2%
Drive to Work on Motorcycle	8	0.1%
Bicycle to Work	13	0.2%
Walk to Work	393	5.1%
Other Means	97	1.3%
Work at Home	331	4.3%
Daytime Demographics (2025)		
Total Businesses	864	
Total Employees	8,639	
Company Headquarter Businesses	20	2.3%
Company Headquarter Employees	883	10.2%
Employee Population per Business		to 1
Residential Population per Business	19.1	to 1
Adj. Daytime Demographics Age 16 Years or Over	13,943	
Labor Force		
Labor Population Age 16 Years or Over (2025)	13,010	
Labor Force Total Males (2025)	6,283	48.3%
Male Civilian Employed	3,962	63.1%
Male Civilian Unemployed	182	2.9%
Males in Armed Forces	-	_
Males Not in Labor Force		34.0%
Labor Force Total Females (2025)		51.7%
Female Civilian Employed	3,744	55.7%
Female Civilian Unemployed	92	1.4%
Females in Armed Forces	-	-
Females Not in Labor Force		43.0%
Unemployment Rate	274	2.1%
Occupation (2025)		
Occupation Population Age 16 Years or Over	7,708	
Occupation Total Males		51.4%
Occupation Total Females		48.6%
Management, Business, Financial Operations		11.9%
Professional, Related		26.1%
Service		18.3%
Sales, Office		22.2%
Farming, Fishing, Forestry	38	0.5%
Construction, Extraction, Maintenance	757	0.070
Production, Transport, Material Moving		11.1%
White Collar Workers		60.3%
Blue Collar Workers	3,063	39.7%



Ada, Oklahoma		
City Limits		
Units In Structure (2025)		
Total Units	6,936	
1 Detached Unit	4,956	71.5%
1 Attached Unit	110	1.6%
2 Units	395	5.7%
3 to 4 Units	528	7.6%
5 to 9 Units	326	4.7%
10 to 19 Units	178	2.6%
20 to 49 Units	119	1.7%
50 or More Units	99	1.4%
Mobile Home or Trailer	224	3.2%
Other Structure	1	-
Homes Built By Year (2025)		
Homes Built 2020 or later	131	1.6%
Homes Built 2010 to 2019	436	5.4%
Homes Built 2000 to 2009	570	7.0%
Homes Built 1990 to 1999	406	5.0%
Homes Built 1980 to 1989	750	9.2%
Homes Built 1970 to 1979	1,413	17.4%
Homes Built 1960 to 1969	1,198	14.7%
Homes Built 1950 to 1959	916	11.3%
Homes Built 1940 to 1949	457	5.6%
Homes Built Before 1939	658	8.1%
Median Age of Homes	52.0	yrs
Home Values (2025)		
Owner Specified Housing Units	3,138	
Home Values \$1,000,000 or More	14	0.4%
Home Values \$750,000 to \$999,999	46	1.5%
Home Values \$500,000 to \$749,999	91	2.9%
Home Values \$400,000 to \$499,999	192	6.1%
Home Values \$300,000 to \$399,999		10.1%
Home Values \$250,000 to \$299,999	217	6.9%
Home Values \$200,000 to \$249,999		13.3%
Home Values \$175,000 to \$199,999	294	9.4%
Home Values \$150,000 to \$174,999	193	6.2%
Home Values \$125,000 to \$149,999	204	6.5%
Home Values \$100,000 to \$124,999		11.0%
Home Values \$90,000 to \$99,999	103	3.3%
Home Values \$80,000 to \$89,999	124	4.0%
Home Values \$70,000 to \$79,999	108	3.4%
Home Values \$60,000 to \$69,999	130	4.1%
Home Values \$50,000 to \$59,999	78	2.5%
Home Values \$35,000 to \$49,999	120	3.8%
Home Values \$25,000 to \$34,999	102	3.3%
Home Values \$10,000 to \$24,999	30	1.0%
Home Values Under \$10,000	16	0.5%
Owner-Occupied Median Home Value	\$176,445	
Renter-Occupied Median Rent	\$664	



Ada, Oklahoma		
City Limits		
Total Annual Consumer Expenditure (2025)		
Total Household Expenditure	\$569.22 M	
Total Non-Retail Expenditure	\$275.71 M	
Total Retail Expenditure	\$293.52 M	
Alcoholic Beverages	\$3.47 M	
Apparel	\$10.71 M	
Contributions	\$17.2 M	
Education	\$12.51 M	
Entertainment	\$33.26 M	
Food Away From Home	\$25.32 M	
Grocery	\$41.74 M	
Health Care	\$43.46 M	
Household Furnishings and Equipment	\$15.19 M	
Household Operations	\$10.92 M	
Miscellaneous Expenses	\$9.83 M	
Personal Care	\$8 M	
Shelter	\$101.12 M	
Tax and Retirement	\$112.33 M	
Tobacco and Related	\$3.63 M	
Transportation	\$90.53 M	
Utilities	\$30.02 M	
Monthly Household Consumer Expenditure (2025)		
Total Household Expenditure	\$6,839	
Total Non-Retail Expenditure	\$3,313	48.4%
Total Retail Expenditures	\$3,526	51.6%
Alcoholic Beverages	\$42	0.6%
Apparel	\$129	1.9%
Contributions	\$207	3.0%
Education	\$150	2.2%
Entertainment	\$400	5.8%
Food Away From Home	\$304	4.4%
Grocery	\$501	7.3%
Health Care	\$522	7.6%
Household Furnishings and Equipment	\$182	2.7%
Household Operations	\$131	1.9%
Miscellaneous Expenses	\$118	1.7%
Personal Care	\$96	1.4%
Shelter	\$1,215	17.8%
Tax and Retirement	\$1,350	-
Tobacco and Related	\$44	0.6%
Transportation	\$1,088	15.9%
Utilities	\$361	5.3%

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

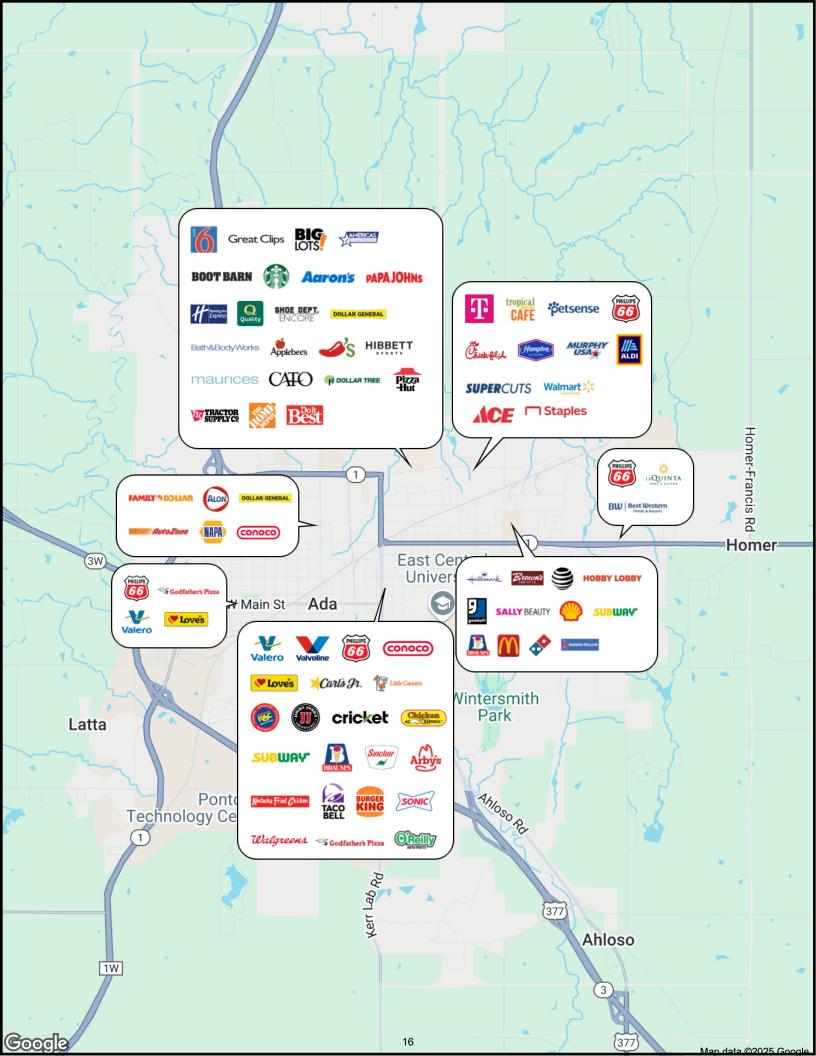
Department stores and other general merchandise stores

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		
City Limits		
	Potential / Sales	Inde
Clothing, Clothing Accessories Stores	\$18.74 M / \$3.43 M	82
Men's Clothing Stores	\$780.16 K / \$-137490	118
Women's Clothing Stores	\$1.56 M / \$705.59 K	55
Children's, Infants' Clothing Stores	\$1.45 M / \$-264123	118
Family Clothing Stores	\$9.09 M / \$2.42 M	73
Clothing Accessory Stores	\$433.99 K / \$-76910	118
Other Apparel Stores	\$549.05 K / \$508.56 K	7
Shoe Stores	\$3.92 M / \$442.38 K	89
Jewelry Stores	\$846.4 K / \$-146037	117
Luggage Stores	\$107.3 K/\$-18202	117
Furniture, Home Furnishings Stores	\$16.52 M / \$9.4 M	43
Furniture Stores	\$7.77 M / \$5.41 M	30
Floor Covering Stores	\$1.1 M / \$5.37 M	-79
Other Home Furnishing Stores	\$7.64 M / \$-1384587	118
Electronics, Appliance Stores	\$15.33 M / \$13.4 M	13
Building Material, Garden Equipment, Supplies Dealers	\$15.8 M / \$19.9 M	-21
Home Centers	\$8.87 M / \$11.39 M	-22
Paint, Wallpaper Stores	\$1.82 M / \$1.98 M	-8
Hardware Stores	\$989.28 K / \$1.82 M	-46
Other Building Materials Stores	\$2.82 M / \$1.14 M	60
Outdoor Power Equipment Stores	\$171.11 K / \$540.33 K	-68
Nursery, Garden Stores	\$1.13 M / \$3.03 M	-63
Food, Beverage Stores	\$23.49 M / \$5.48 M	77
Grocery Stores	\$18.17 M / \$1.74 M	90
Convenience Stores	\$1.59 M / \$571.98 K	64
Meat Markets	\$110.01 K / \$29.03 K	74
Fish, Seafood Markets	\$37.87 K/\$-6776	118
Fruit, Vegetable Markets	\$71.93 K / \$-12930	118
Other Specialty Food Markets	\$147.11 K / \$119.39 K	19
Liquor Stores	\$3.35 M / \$3.04 M	9



A L. Ollubarra		
Ada, Oklahoma		
City Limits		
	Potential / Sales	Inde
Health, Personal Care Stores	\$12.89 M / \$21.58 M	-4
Pharmacy, Drug Stores	\$11.4 M / \$20.13 M	-43
Cosmetics, Beauty Stores	\$627.22 K / \$337.8 K	46
Optical Goods Stores	\$181.17 K / \$98.36 K	46
Other Health, Personal Care Stores	\$680.84 K / \$1.01 M	-33
Sporting Goods, Hobby, Book, Music Stores	\$18.96 M / \$29.45 M	-36
Sporting Goods Stores	\$7.3 M / \$9.93 M	-26
Hobby, Toy, Game Stores	\$5.27 M / \$6.89 M	-23
Sewing, Needlecraft Stores	\$3.81 M/\$-667308	117
Musical Instrument Stores	\$1.24 M / \$2.65 M	-53
Book Stores	\$1.33 M / \$10.66 M	-88
General Merchandise Stores	\$58.84 M / \$156.49 M	-62
Department Stores	\$20.66 M / \$144.04 M	-86
Warehouse Superstores	\$32.35 M / \$-5988484	119
Other General Merchandise Stores	\$5.82 M / \$18.43 M	-68
Miscellaneous Store Retailers	\$7.66 M / \$8.45 M	-9
Florists	\$184.64 K / \$125.2 K	32
Office, Stationary Stores	\$784.39 K / \$-135576	117
Gift, Souvenir Stores	\$1.56 M / \$815.22 K	48
Used Merchandise Stores	\$567.3 K / \$496.21 K	13
Pet, Pet Supply Stores	\$1.45 M / \$-254736	118
Art Dealers	\$234.51 K / \$-39103	11
Mobile Home Dealers	\$158.56 K/\$-28305	118
Other Miscellaneous Retail Stores	\$2.72 M / \$7.47 M	-64
Non-Store Retailers	\$34.11 M/\$-5606491	11
Mail Order, Catalog Stores	\$31.91 M / \$-5335322	11
Vending Machines	\$152.45 K / \$-27575	11
Fuel Dealers	\$194.28 K / \$100.9 K	48
Other Direct Selling Establishments	\$1.85 M / \$-344492	11



Ada, Oklahoma		
City Limits		
	Potential / Sales	Index
Accommodation, Food Services	\$30.36 M / \$30.87 M	-2
Hotels, Other Travel Accommodations	\$1.95 M / \$1.98 M	-2
RV Parks	\$19.49 K / \$-3531	118
Rooming, Boarding Houses	\$10.96 K / \$-1984	118
Full Service Restaurants	\$17.74 M / \$16.54 M	7
Limited Service Restaurants	\$8.23 M / \$13.36 M	-38
Special Food Services, Catering	\$2.41 M / \$-439629	118
Drinking Places	\$1.65 M / \$1.08 M	34
Gasoline Stations	\$11.66 M / \$5.03 M	57
Motor Vehicle, Parts Dealers	\$27.51 M / \$42.96 M	-36
New Car Dealers	\$15.97 M / \$37.45 M	-57
Used Car Dealers	\$1.48 M / \$1.71 M	-13
Recreational Vehicle Dealers	\$2.82 M / \$-506549	118
Motorcycle, Boat Dealers	\$3.73 M / \$-665685	118
Auto Parts, Accessories	\$2.26 M / \$1.67 M	26
Tire Dealers	\$1.26 M / \$3.31 M	-62
2025 Population	16,536	ŝ
2030 Population	15,600)
% Population Change 2025-2030	-5.7%	6
2025 Adult Population Age 18+	12,602	2
2025 Population Male	8,086	ŝ
2025 Population Female	8,450)
2025 Households	6,936	5
2025 Median Household Income	55,616	ŝ
2025 Average Household Income	78,506	õ

Retail Potential



Ada, Oklahoma	
City Limits	
2025 Population	16,536
2030 Population	15,600
% Population Change 2020-2025	-0.1%
2025 Adult Population Age 18+	\$12,602
2025 Population Male	\$8,086
2025 Population Female	\$8,450
2025 Households	\$6,936
2025 Median Household Income	\$55,616
2025 Average Household Income	\$78,506
Clothing, Clothing Accessories Stores	\$18.74 M
Men's Clothing Stores	\$780.16 K
Women's Clothing Stores	\$1.56 M
Children's, Infants' Clothing Stores	\$1.45 M
Family Clothing Stores	\$9.09 M
Clothing Accessory Stores	\$433.99 K
Other Apparel Stores	\$549.05 K
Shoe Stores	\$3.92 M
Jewelry Stores	\$846.4 K
Luggage Stores	\$107.3 K
Furniture, Home Furnishings Stores	\$16.52 M
Furniture Stores	\$7.77 M
Floor Covering Stores	\$1.1 M
Other Home Furnishing Stores	\$7.64 M
Electronics, Appliance Stores	\$15.33 M
Gasoline Stations	\$11.66 M
Building Material, Garden Equipment, Supplies Dealers	\$15.8 M
Home Centers	\$8.87 M
Paint, Wallpaper Stores	\$1.82 M
Hardware Stores	\$989.28 K
Other Building Materials Stores	\$2.82 M
Outdoor Power Equipment Stores	\$171.11 K
Nursery, Garden Stores	\$1.13 M
Food, Beverage Stores	\$23.49 M
Grocery Stores	\$18.17 M
Convenience Stores	\$1.59 M
Meat Markets	\$110.01 K
Fish, Seafood Markets	\$37.87 K
Fruit, Vegetable Markets	\$71.93 K
Fruit, Vegetable Markets Other Specialty Food Markets	\$71.93 K \$147.11 K



Ada, Oklahoma	
City Limits	
Health, Personal Care Stores	\$12.89 M
Pharmacy, Drug Stores	\$11.4 M
Cosmetics, Beauty Stores	\$627.22 K
Optical Goods Stores	\$181.17 K
Other Health, Personal Care Stores	\$680.84 K
Sporting Goods, Hobby, Book, Music Stores	\$18.96 M
Sporting Goods Stores	\$7.3 M
Hobby, Toy, Game Stores	\$5.27 M
Sewing, Needlecraft Stores	\$3.81 M
Musical Instrument Stores Book Stores	\$1.24 M \$1.33 M
General Merchandise Stores	\$1.33 M \$58.84 M
Department Stores	\$20.66 M
Warehouse Superstores	\$32.35 M
Other General Merchandise Stores	\$5.82 M
Miscellaneous Store Retailers	\$7.66 M
Florists	\$184.64 K
Office, Stationary Stores	\$784.39 K
Gift, Souvenir Stores	\$1.56 M
Used Merchandise Stores	\$567.3 K
Pet, Pet Supply Stores	\$1.45 M
Art Dealers	\$234.51 K
Mobile Home Dealers	\$158.56 K
Other Miscellaneous Retail Stores	\$2.72 M
Non-Store Retailers	\$34.11 M
Mail Order, Catalog Stores	\$31.91 M
Vending Machines	\$152.45 K
Fuel Dealers	\$194.28 K
Other Direct Selling Establishments	\$1.85 M
Accommodation, Food Services	\$32.01 M
Hotels, Other Travel Accommodations	\$1.95 M
RV Parks Rooming, Boarding Houses	\$19.49 K \$10.96 K
Full Service Restaurants	\$10.30 K
Limited Service Restaurants	\$17.74 M \$8.23 M
Special Food Services, Catering	\$2.41 M
Drinking Places	\$1.65 M
Motor Vehicle, Parts Dealers	\$27.51 M
New Car Dealers	\$15.97 M
Used Car Dealers	\$1.48 M
Recreational Vehicle Dealers	\$2.82 M
Motorcycle, Boat Dealers	\$3.73 M
Auto Parts, Accessories	\$2.26 M
Tire Dealers	\$1.26 M

Income Summary



Ada, Oklahoma		
City Limits		
Population		
Estimated Population (2025)	16,536	
Projected Population (2030)	15,600	
Census Population (2020)	16,554	
Census Population (2010)	17,113	
Projected Annual Growth (2025 to 2030)	-936	-1.1%
Historical Annual Growth (2020 to 2025)	-330	-
Historical Annual Growth (2010 to 2020)	-559	-0.3%
Households		21272
Estimated Households (2025)	6,936	
Projected Households (2030)	6,556	
Census Households (2020)	6,961	
Census Households (2010)	6,856	
Projected Annual Growth (2025 to 2030)	-380	-1.1%
Historical Annual Growth (2020 to 2025)	-25	
Historical Annual Growth (2010 to 2020)	105	0.2%
Average Household Income	103	
Estimated Average Household Income (2025)	\$78,506	
Projected Average Household Income (2030)	\$77,250	
Census Average Household Income (2020)	\$45,949	
Census Average Household Income (2010)	\$33,435	
Projected Annual Growth (2025 to 2030)	-\$1,256	-0.3%
Historical Annual Growth (2020 to 2025)	\$32,557	4.7%
Historical Annual Growth (2010 to 2020)	\$12,514	3.7%
Median Household Income	, , , , , , , , , , , , , , , , , , ,	
Estimated Median Household Income (2025)	\$55,616	
Projected Median Household Income (2030)	\$55,007	
Census Median Household Income (2020)	\$31,655	
Census Median Household Income (2010)	\$23,809	
Projected Annual Growth (2025 to 2030)	-\$609	-0.2%
Historical Annual Growth (2020 to 2025)	\$23,961	5.0%
Historical Annual Growth (2010 to 2020)	\$7,846	3.3%
Per Capita Income		
Estimated Per Capita Income (2025)	\$33,096	
Projected Per Capita Income (2030)	\$32,642	
Census Per Capita Income (2020)	\$18,411	
Census Per Capita Income (2010)	\$14,229	
Projected Annual Growth (2025 to 2030)	-\$454	-0.3%
Historical Annual Growth (2020 to 2025)	\$14,685	5.3%
Historical Annual Growth (2010 to 2020)	\$4,182	2.9%
Other Income		
Estimated Families (2025)	3,900	
Estimated Average Family Income (2025)	\$97,793	
Estimated Median Family Income (2025)	\$73,614	
Estimated Average Household Net Worth (2025)	\$581,425	



Ada, Oklahoma		
City Limits		
Estimated Population	-	16,536
Estimated Households		6,936
Household Expenditure		\$569.22 M
Per Household ~ Per Capita	\$82,068	\$34,423
Non-Retail Expenditures	\$275.71 M	48.4%
Per Household ~ Per Capita	\$39,750	\$16,673
Retail Expenditures	\$293.52 M	51.6%
Per Household ~ Per Capita	\$42,318	\$17,750
Alcoholic Beverages	\$3.47 M	0.6%
Per Household ~ Per Capita	\$500	\$210
Apparel	\$10.71 M	1.9%
Per Household ~ Per Capita	\$1,544	\$648
Contributions	\$17.2 M	3.0%
Per Household ~ Per Capita	\$2,479	\$1,040
Education	\$12.51 M	2.2%
Per Household ~ Per Capita	\$1,803	\$756
Entertainment	\$33.26 M	5.8%
Per Household ~ Per Capita	\$4,796	\$2,012
Food Away From Home	\$25.32 M	4.4%
Per Household ~ Per Capita	\$3,650	\$1,531
Grocery	\$41.74 M	7.3%
Per Household ~ Per Capita	\$6,018	\$2,524
Health Care	\$43.46 M	7.6%
Per Household ~ Per Capita	\$6,266	\$2,628
Household Furnishings and Equipment	\$15.19 M	2.7%
Per Household ~ Per Capita	\$2,190	\$918
Household Operations	\$10.92 M	1.9%
Per Household ~ Per Capita	\$1,575	\$660
Miscellaneous Expenses	\$9.83 M	1.7%
Per Household ~ Per Capita	\$1,418	\$595
Personal Care	\$8 M	1.4%
Per Household ~ Per Capita	\$1,153	\$484
Shelter	\$101.12 M	17.8%
Per Household ~ Per Capita	\$14,579	\$6,115
Tax and Retirement	\$112.33 M	19.7%
Per Household ~ Per Capita	\$16,195	\$6,793
Tobacco and Related	\$3.63 M	0.6%
Per Household ~ Per Capita	\$523	\$220
Transportation	\$90.53 M	15.9%
Per Household ~ Per Capita	\$13,052	\$5,475
Utilities	\$30.02 M	5.3%
Per Household ~ Per Capita	\$4,329	\$1,816



Ada, Oklahoma		
City Limits		
Population / Households (2025)		
Estimated Population	16,536	
Estimated Households	6,936	
Total Annual Consumer Expenditure (2025)		
Total Household Expenditure	\$569.22 M	
Total Non-Retail Expenditure	\$275.71 M	
Total Retail Expenditure	\$293.52 M	
Alcoholic Beverages	\$3.47 M	
Apparel	\$10.71 M	
Contributions	\$17.2 M	
Education	\$12.51 M	
Entertainment	\$33.26 M	
Food Away From Home	\$25.32 M	
Grocery	\$41.74 M	
Health Care	\$43.46 M	
Household Furnishings and Equipment	\$15.19 M	
Household Operations	\$10.92 M	
Miscellaneous Expenses	\$9.83 M	
Personal Care	\$8 M	
Shelter	\$101.12 M	
Tax and Retirement	\$112.33 M	
Tobacco and Related	\$3.63 M	
Transportation	\$90.53 M	
Utilities	\$30.02 M	
Monthly Household Consumer Expenditure (2025)		
Total Household Expenditure	\$6,839	
Total Non-Retail Expenditure	\$3,313	48.4%
Total Retail Expenditure	\$3,526	51.6%
Alcoholic Beverages	\$42	0.6%
Apparel	\$129	1.9%
Contributions	\$207	3.0%
Education	\$150	2.2%
Entertainment	\$400	5.8%
Food Away From Home	\$304	4.4%
Grocery	\$501	7.3%
Health Care	\$522	7.6%
Household Furnishings and Equipment	\$182	2.7%
Household Operations	\$131	1.9%
Miscellaneous Expenses	\$118	1.7%
Personal Care	\$96	1.4%
Shelter	\$1,215	17.8%
Tax and Retirement	\$1,350	19.7%
Tobacco and Related	\$44	0.6%
Transportation	\$1,088	15.9%
Utilities	\$361	5.3%



Ada, Oklahoma	
City Limits	
Population / Households (2030)	
Projected Population	15,600
Projected Households	-
Total Annual Consumer Expenditure (2030)	
Total Household Expenditure	\$530.84 M
Total Non-Retail Expenditure	\$257.38 M
Total Retail Expenditure	\$273.46 M
Alcoholic Beverages	\$3.22 M
Apparel	\$9.95 M
Contributions	\$16.01 M
Education	\$11.64 M
Entertainment	\$30.91 M
Food Away From Home	\$23.52 M
Grocery	\$38.66 M
Health Care	\$41.46 M
Household Furnishings and Equipment	\$14.12 M
Household Operations	\$10.15 M
Miscellaneous Expenses	\$9.14 M
Personal Care	\$7.41 M
Shelter	\$94.11 M
Tax and Retirement	\$105.32 M
Tobacco and Related	\$3.36 M
Transportation	\$84.07 M
Utilities	\$27.8 M
Consumer Expenditure Growth (2025 to 2030)	
Total Household Expenditure	\$-38.38 M
Total Non-Retail Expenditure	\$-18.33 M
Total Retail Expenditure	\$-20.05 M
Alcoholic Beverages	\$-243.66 K
Apparel	\$-759.44 K
Contributions	\$-1.18 M
Education	\$-868.04 K
Entertainment	\$-2.36 M
Food Away From Home	\$-1.79 M
Grocery	\$-3.08 M
Health Care	\$-2 M
Household Furnishings and Equipment	\$-1.07 M
Household Operations	\$-773.99 K
Miscellaneous Expenses	\$-695.17 K
Personal Care	\$-584.76 K
Shelter	\$-7.01 M
Tax and Retirement	\$-7.01 M
Tobacco and Related	\$-273.54 K
Transportation	\$-6.46 M
Utilities	\$-2.22 M

Crime Risk



Ada, Oklahoma	
City Limits	
Demographics	
Population	16,536
Census Population	16,554
Households	6,936
Average Household Income	\$78,506
Median Household Income	\$55,616
Per Capita Income	\$33,096
Total Crime	
Crime Index	116
Crime Level	Average
Personal Crime	
Crime Index	74
Crime Level	Below Average
Murder	
Crime Index	67
Crime Level	Below Average
Rape	
Crime Index	120
Crime Level	Above Average
Robbery	
Crime Index	45
Crime Level	Low Risk
Assault	
Crime Index	75
Crime Level	Below Average
Property Crime	
Crime Index	124
Crime Level	Above Average
Burglary	
Crime Index	194
Crime Level	Very High
Larceny	
Crime Index	114
Crime Level	Average
Motor Vehicle Theft	
Crime Index	95
Crime Level	Average
* Crime Index: 100 = National Average Adjusted for Population	

Void Analysis



Ada	a, Oklahoma	Site / Market	Avg Square	Closest Location
City	y Limits	Locations	Footage	Closest Location
	Auto Parts Tires			
	AutoZone	1/1	6,600	
rom	Joe Hudson's Collision Center	0/1	15,000	1.74 Mi NW
	NAPA	1/2	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			
	BMO Harris Bank	1/1	5,400	
	Simmons First National Bank	1/1	5,700	
	Banks Minor			
	Bank	9/13		
	Clothing Apparel			
	Cato	1/1	5,000	
	maurices	1/1	6,000	
	Convenience Stores			
	Alon	1/1	3,500	
	Conoco	2/6	2,500	
	Love's	2/2	7,300	
	Murphy USA	1/1	2,100	
	Phillips 66	3/6	2,500	
	Shell	1/1	1,800	
	Sinclair	1/1	2,000	
	Valero	2/3	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			
	Walmart Supercenter	1/1	189,700	



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	a, Oklahoma / Limits	Site / Market Locations	Avg Square Footage	Closest Location
	Dollar Stores			
	Dollar General	2/7	9,600	
	Dollar Tree	1/1	11,800	
	Family Dollar	1/1	9,400	
	Drug Stores			
	Walgreens	1/1	14,800	
	Education			
	College	1/1		
	Day Care	9 / 18		
	High School	1/7		
	PK - 8	6 / 16		
	Trade Schools	1/1		
	Entertainment			
	Cinemark	1/1	61,900	
	Theatres	1/1		
	EV Charging Stations			
KOID	ChargePoint	0/1		2.87 Mi SE
	Independent	4/5		
	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			
	Anesthesiology	2/2		
	Audiologist	2/2		
	Cardiovascular Disease	2/2		
	Certified Nurse Midwife	1/1		
	Certified Registered Nurse Anesthetist	3/3		
	Chiropractic	4 / 4		
	Clinical Psychologist	2/2		



				· · · · · · · · · · · · · · · · · · ·
	a, Oklahoma v Limits	Site / Market Locations	Avg Square Footage	Closest Location
	Clinical Social Worker	6/7		
	Diagnostic Radiology	2/2		
	Dialysis Centers	1/1		
	Emergency Medicine	2/2		
	Endocrinology	2/2		
	Family Practice	8/8		
	Gastroenterology	1/1		
	General Surgery	3/3		
	Hematology and Oncology	1/1		
	Hospitalist	2/2		
	Internal Medicine	4 / 4		
	Nephrology	1/1		
	Nurse Practitioner	11/13		
	Obstetrics and Gynecology	3/3		
	Ophthalmology	2/2		
	Optometry	7/7		
	Orthopedic Surgery	2/2		
	Otolaryngology	4 / 4		
	Pathology	2/2		
	Pediatric Medicine	1/1		
	Physical Therapy	3/3		
	Physician Assistant	11/13		
	Plastic and Reconstructive Surgery	1/1		
	Podiatry	2/2		
	Psychiatry	2/2		
	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	
VOID	True Value	0/1	12,800	11.35 Mi SE
	Hotels			
	Americas Best Value Inn	1/1	15,000	
	Best Western Hotels	1/1	20,400	
	Hampton Inn	1/1	18,300	



	a, Oklahoma v Limits	Site / Market Locations	Avg Square Footage	Closest Location
	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	1/1	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	
	Pizza Hut	1/1	2,800	
void	Simple Simon's Pizza	0/2	2,000	14.24 Mi SW
	Restaurants Sandwich			
	Jimmy John's	1/1	2,000	
	Subway	2/2	1,700	



Ada, Oklahoma City Limits	Site / Market Locations	Avg Square Footage	Closest Location
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	3 / 4		
Christian	1/1		