



RETAIL ATTRACTIONS, LLC

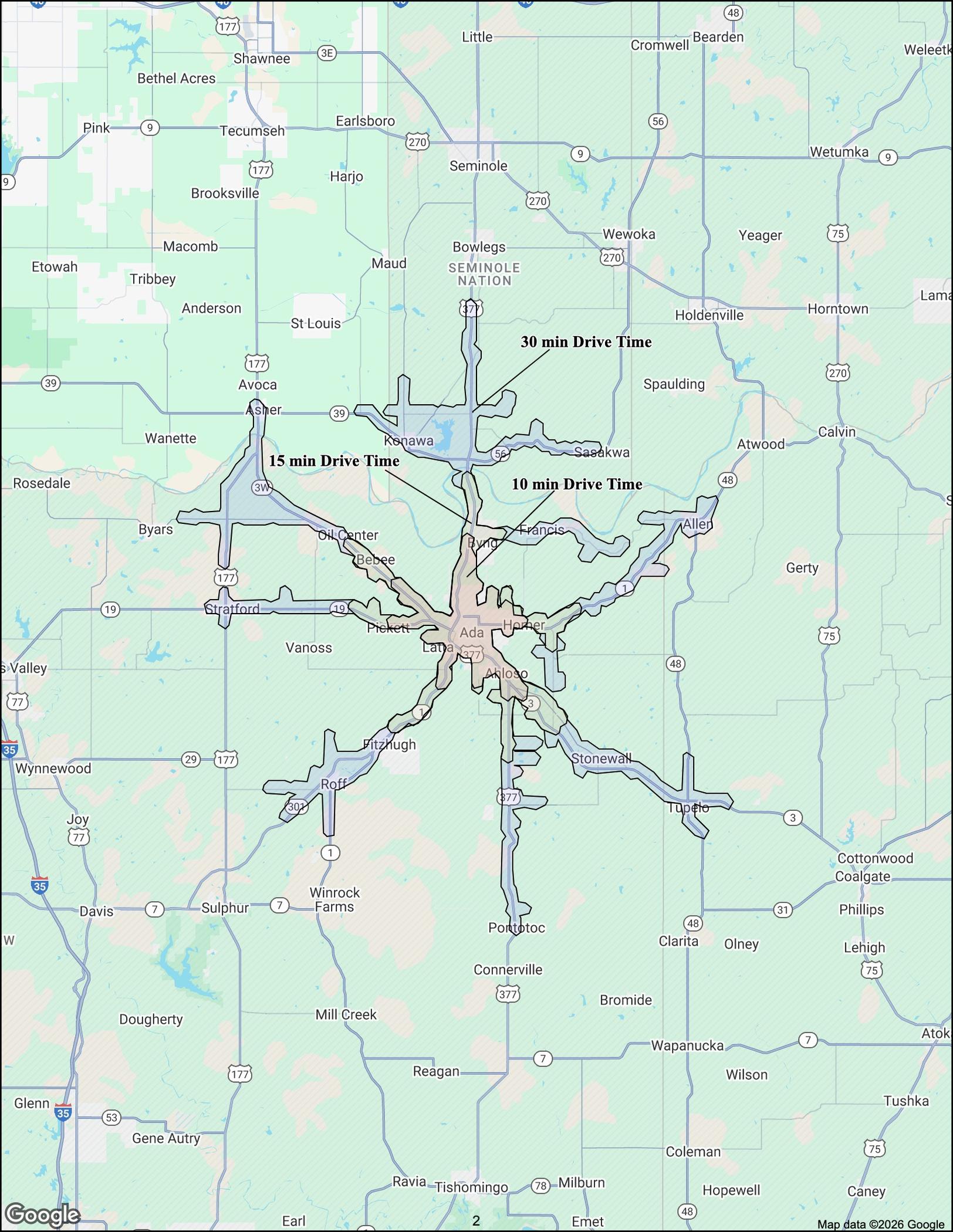
Economic Development Consulting

**Ada, Oklahoma
Drive Time
1st Quarter 2026**

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Demographics

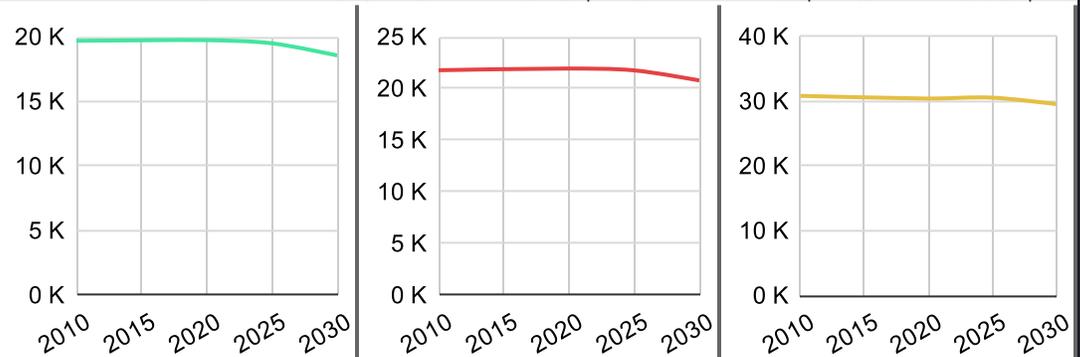


15 min Drive Time

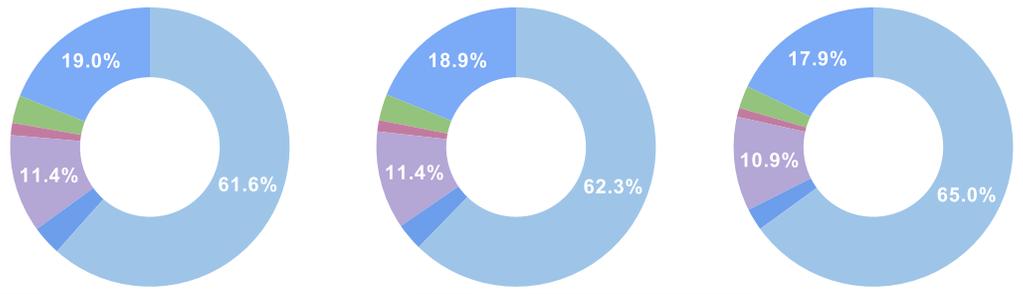
30 min Drive Time

10 min Drive Time

Ada, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Population			
Estimated Population (2025)	19,506	21,765	30,576
Projected Population (2030)	18,564	20,788	29,577
Census Population (2020)	19,749	21,943	30,431
Census Population (2010)	19,699	21,779	30,852
Projected Annual Growth (2025-2030)	-942 -1.0%	-976 -0.9%	-999 -0.7%
Historical Annual Growth (2020-2025)	-243 -0.2%	-178 -0.2%	146 -
Historical Annual Growth (2010-2020)	50 -	164 -	-421 -0.1%
Estimated Population Density (2025)	511 <i>psm</i>	303 <i>psm</i>	130 <i>psm</i>
Trade Area Size	38.2 <i>sq mi</i>	71.7 <i>sq mi</i>	236.0 <i>sq mi</i>

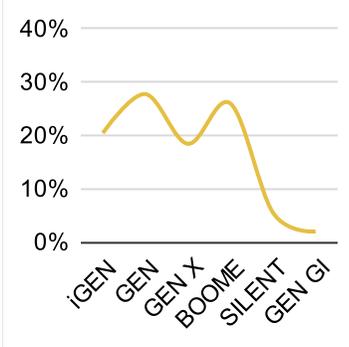
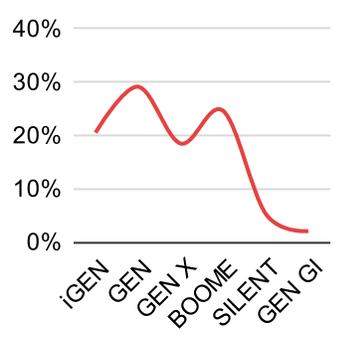
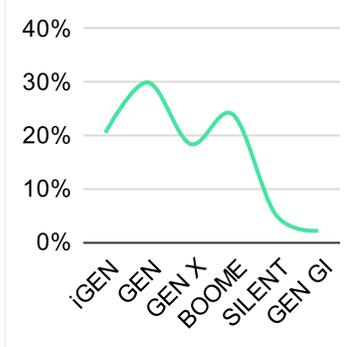


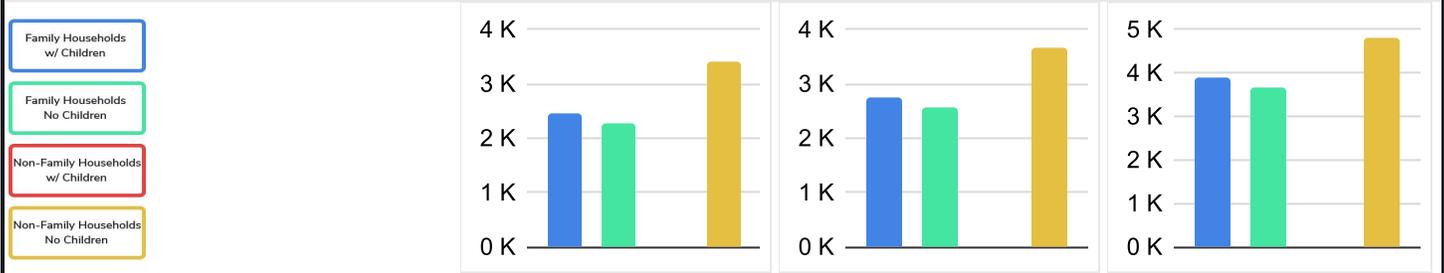
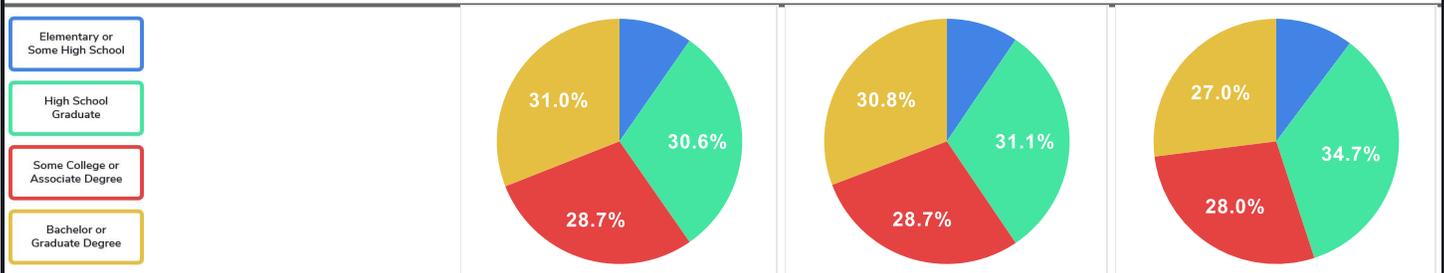
Race and Ethnicity (2025)			
Not Hispanic or Latino Population			
White	17,864	91.6%	20,003 91.9%
Black or African American	655	3.7%	676 3.4%
American Indian or Alaska Native	2,144	12.0%	2,396 12.0%
Asian	275	1.5%	281 1.4%
Hawaiian or Pacific Islander	5	-	5 -
Other Race	103	0.6%	113 0.6%
Two or More Races	3,345	18.7%	3,715 18.6%
Hispanic or Latino Population			
White	1,642	8.4%	1,762 8.1%
Black or African American	13	0.8%	13 0.7%
American Indian or Alaska Native	71	4.3%	74 4.2%
Asian	-	-	- -
Hispanic Hawaiian or Pacific Islander	-	-	- -
Other Race	517	31.5%	547 31.1%
Two or More Races	367	22.3%	391 22.2%



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

Ada, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Age Distribution (2025)						
Age Under 5 Years	1,272	6.5%	1,409	6.5%	1,970	6.4%
Age 5 to 9 Years	1,357	7.0%	1,516	7.0%	2,124	6.9%
Age 10 to 14 Years	1,364	7.0%	1,537	7.1%	2,149	7.0%
Age 15 to 19 Years	1,353	6.9%	1,497	6.9%	2,061	6.7%
Age 20 to 24 Years	1,622	8.3%	1,719	7.9%	2,218	7.3%
Age 25 to 29 Years	1,445	7.4%	1,557	7.2%	2,071	6.8%
Age 30 to 34 Years	1,419	7.3%	1,564	7.2%	2,132	7.0%
Age 35 to 39 Years	1,337	6.9%	1,484	6.8%	1,992	6.5%
Age 40 to 44 Years	1,228	6.3%	1,374	6.3%	1,955	6.4%
Age 45 to 49 Years	1,022	5.2%	1,162	5.3%	1,684	5.5%
Age 50 to 54 Years	934	4.8%	1,062	4.9%	1,603	5.2%
Age 55 to 59 Years	937	4.8%	1,085	5.0%	1,600	5.2%
Age 60 to 64 Years	1,073	5.5%	1,231	5.7%	1,786	5.8%
Age 65 to 69 Years	935	4.8%	1,074	4.9%	1,620	5.3%
Age 70 to 74 Years	784	4.0%	898	4.1%	1,331	4.4%
Age 75 to 79 Years	626	3.2%	709	3.3%	1,046	3.4%
Age 80 to 84 Years	388	2.0%	438	2.0%	631	2.1%
Age 85 Years or Over	412	2.1%	446	2.0%	603	2.0%
Median Age	34.1		34.7		35.8	
Generation (2025)						
iGeneration (Age Under 15 Years)	3,992	20.5%	4,462	20.5%	6,244	20.4%
Generation 9/11 Millennials (Age 15 to 34 Years)	5,839	29.9%	6,338	29.1%	8,483	27.7%
Gen Xers (Age 35 to 49 Years)	3,587	18.4%	4,020	18.5%	5,631	18.4%
Baby Boomers (Age 50 to 74 Years)	4,663	23.9%	5,350	24.6%	7,940	26.0%
Silent Generation (Age 75 to 84 Years)	1,014	5.2%	1,148	5.3%	1,677	5.5%
G.I. Generation (Age 85 Years or Over)	412	2.1%	446	2.0%	603	2.0%



Ada, Oklahoma		10 min drive time	15 min drive time	30 min drive time
Household Type (2025)				
Total Households		8,124	8,989	12,391
Family Households		4,713 58.0%	5,320 59.2%	7,560 61.0%
Family Households with Children		2,443 51.8%	2,738 51.5%	3,876 51.3%
Family Households No Children		2,270 48.2%	2,582 48.5%	3,684 48.7%
Non-Family Households		3,412 42.0%	3,669 40.8%	4,830 39.0%
Non-Family Households with Children		6 0.2%	6 0.2%	7 0.2%
Non-Family Households No Children		3,406 99.8%	3,663 99.8%	4,823 99.8%
				
Education Attainment (2025)				
Elementary or Some High School		1,214 9.7%	1,333 9.5%	2,056 10.3%
High School Graduate		3,841 30.6%	4,376 31.1%	6,962 34.7%
Some College or Associate Degree		3,598 28.7%	4,042 28.7%	5,623 28.0%
Bachelor or Graduate Degree		3,885 31.0%	4,335 30.8%	5,412 27.0%
				
Household Income (2025)				
Estimated Average Household Income		\$79,378	\$81,113	\$77,776
Estimated Median Household Income		\$60,150	\$61,845	\$59,441
HH Income Under \$10,000		378 4.6%	401 4.5%	613 4.9%
HH Income \$10,000 to \$34,999		2,166 26.7%	2,305 25.6%	3,293 26.6%
HH Income \$35,000 to \$49,999		973 12.0%	1,069 11.9%	1,523 12.3%
HH Income \$50,000 to \$74,999		1,571 19.3%	1,741 19.4%	2,319 18.7%
HH Income \$75,000 to \$99,999		1,004 12.4%	1,152 12.8%	1,672 13.5%
HH Income \$100,000 to \$149,999		1,307 16.1%	1,460 16.2%	1,865 15.1%
HH Income \$150,000 or More		726 8.9%	862 9.6%	1,105 8.9%

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Population						
Estimated Population (2025)	19,506		21,765		30,576	
Projected Population (2030)	18,564		20,788		29,577	
Census Population (2020)	19,749		21,943		30,431	
Census Population (2010)	19,699		21,779		30,852	
Projected Annual Growth (2025-2030)	-942	-1.0%	-976	-0.9%	-999	-0.7%
Historical Annual Growth (2020-2025)	-243	-	-178	-0.2%	146	-
Historical Annual Growth (2010-2020)	50	-	164	-	-421	-0.1%
Estimated Population Density (2025)	511 <i>psm</i>		303 <i>psm</i>		130 <i>psm</i>	
Trade Area Size	38.2 <i>sq mi</i>		71.7 <i>sq mi</i>		236.0 <i>sq mi</i>	
Households						
Estimated Households (2025)	8,124		8,989		12,391	
Projected Households (2030)	7,750		8,605		12,015	
Census Households (2020)	8,136		8,968		12,252	
Census Households (2010)	7,817		8,610		12,125	
Projected Annual Growth (2025-2030)	-375	-0.9%	-383	-0.9%	-375	-0.6%
Historical Annual Change (2010-2025)	308	0.3%	379	0.3%	266	0.1%
Average Household Income						
Estimated Average Household Income (2025)	\$79,378		\$81,113		\$77,776	
Projected Average Household Income (2030)	\$79,049		\$80,832		\$77,397	
Census Average Household Income (2010)	\$45,915		\$46,381		\$45,449	
Census Average Household Income (2000)	\$33,786		\$34,149		\$33,232	
Projected Annual Change (2025-2030)	-\$329	-	-\$281	-	-\$379	-
Historical Annual Change (2000-2025)	\$45,592	5.4%	\$46,964	5.5%	\$44,543	5.4%
Median Household Income						
Estimated Median Household Income (2025)	\$60,150		\$61,845		\$59,441	
Projected Median Household Income (2030)	\$59,714		\$61,462		\$58,948	
Census Median Household Income (2010)	\$34,319		\$34,887		\$34,888	
Census Median Household Income (2000)	\$25,167		\$25,704		\$25,155	
Projected Annual Change (2025-2030)	-\$436	-0.1%	-\$382	-0.1%	-\$493	-0.2%
Historical Annual Change (2000-2025)	\$34,982	5.6%	\$36,141	5.6%	\$34,286	5.5%
Per Capita Income						
Estimated Per Capita Income (2025)	\$33,211		\$33,642		\$31,632	
Projected Per Capita Income (2030)	\$33,158		\$33,610		\$31,559	
Census Per Capita Income (2010)	\$18,224		\$18,341		\$17,862	
Census Per Capita Income (2000)	\$13,871		\$13,900		\$13,330	
Projected Annual Change (2025-2030)	-\$53	-	-\$32	-	-\$72	-
Historical Annual Change (2000-2025)	\$19,340	5.6%	\$19,742	5.7%	\$18,302	5.5%
Estimated Average Household Net Worth (2025)	\$598,678		\$632,548		\$671,912	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Ada, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Race and Ethnicity						
Total Population (2025)	19,506		21,765		30,576	
White (2025)	12,012	61.6%	13,553	62.3%	19,881	65.0%
Black or African American (2025)	668	3.4%	689	3.2%	782	2.6%
American Indian or Alaska Native (2025)	2,215	11.4%	2,470	11.3%	3,335	10.9%
Asian (2025)	275	1.4%	281	1.3%	316	1.0%
Hawaiian or Pacific Islander (2025)	5	-	5	-	6	-
Other Race (2025)	620	3.2%	660	3.0%	795	2.6%
Two or More Races (2025)	3,712	19.0%	4,107	18.9%	5,461	17.9%
Population < 18 (2025)	4,709	24.1%	5,267	24.2%	7,389	24.2%
White Not Hispanic	1,966	41.8%	2,248	42.7%	3,435	46.5%
Black or African American	152	3.2%	157	3.0%	175	2.4%
Asian	58	1.2%	59	1.1%	67	0.9%
Other Race Not Hispanic	1,872	39.8%	2,094	39.8%	2,830	38.3%
Hispanic	660	14.0%	709	13.5%	883	11.9%
Not Hispanic or Latino Population (2025)	17,864	91.6%	20,003	91.9%	28,379	92.8%
Not Hispanic White	11,337	63.5%	12,817	64.1%	18,920	66.7%
Not Hispanic Black or African American	655	3.7%	676	3.4%	768	2.7%
Not Hispanic American Indian or Alaska Native	2,144	12.0%	2,396	12.0%	3,242	11.4%
Not Hispanic Asian	275	1.5%	281	1.4%	316	1.1%
Not Hispanic Hawaiian or Pacific Islander	5	-	5	-	6	-
Not Hispanic Other Race	103	0.6%	113	0.6%	153	0.5%
Not Hispanic Two or More Races	3,345	18.7%	3,715	18.6%	4,975	17.5%
Hispanic or Latino Population (2025)	1,642	8.4%	1,762	8.1%	2,197	7.2%
Hispanic White	675	41.1%	736	41.8%	961	43.7%
Hispanic Black or African American	13	0.8%	13	0.7%	14	0.6%
Hispanic American Indian or Alaska Native	71	4.3%	74	4.2%	94	4.3%
Hispanic Asian	-	-	-	-	-	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Hispanic Other Race	517	31.5%	547	31.1%	642	29.2%
Hispanic Two or More Races	367	22.3%	391	22.2%	485	22.1%
Not Hispanic or Latino Population (2020)	18,298	92.7%	20,394	92.9%	28,581	93.9%
Hispanic or Latino Population (2020)	1,451	7.3%	1,548	7.1%	1,850	6.1%
Not Hispanic or Latino Population (2010)	18,653	94.7%	20,671	94.9%	29,529	95.7%
Hispanic or Latino Population (2010)	1,047	5.3%	1,108	5.1%	1,322	4.3%
Not Hispanic or Latino Population (2030)	16,935	91.2%	19,034	91.6%	27,301	92.3%
Hispanic or Latino Population (2030)	1,629	8.8%	1,755	8.4%	2,277	7.7%
Projected Annual Growth (2025-2030)	-14	-0.2%	-7	-	79	0.7%
Historical Annual Growth (2010-2020)	404	3.9%	441	4.0%	527	4.0%



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Economic Development Consulting

Ada, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Total Age Distribution (2025)						
Total Population	19,506		21,765		30,576	
Age Under 5 Years	1,272	6.5%	1,409	6.5%	1,970	6.4%
Age 5 to 9 Years	1,357	7.0%	1,516	7.0%	2,124	6.9%
Age 10 to 14 Years	1,364	7.0%	1,537	7.1%	2,149	7.0%
Age 15 to 19 Years	1,353	6.9%	1,497	6.9%	2,061	6.7%
Age 20 to 24 Years	1,622	8.3%	1,719	7.9%	2,218	7.3%
Age 25 to 29 Years	1,445	7.4%	1,557	7.2%	2,071	6.8%
Age 30 to 34 Years	1,419	7.3%	1,564	7.2%	2,132	7.0%
Age 35 to 39 Years	1,337	6.9%	1,484	6.8%	1,992	6.5%
Age 40 to 44 Years	1,228	6.3%	1,374	6.3%	1,955	6.4%
Age 45 to 49 Years	1,022	5.2%	1,162	5.3%	1,684	5.5%
Age 50 to 54 Years	934	4.8%	1,062	4.9%	1,603	5.2%
Age 55 to 59 Years	937	4.8%	1,085	5.0%	1,600	5.2%
Age 60 to 64 Years	1,073	5.5%	1,231	5.7%	1,786	5.8%
Age 65 to 69 Years	935	4.8%	1,074	4.9%	1,620	5.3%
Age 70 to 74 Years	784	4.0%	898	4.1%	1,331	4.4%
Age 75 to 79 Years	626	3.2%	709	3.3%	1,046	3.4%
Age 80 to 84 Years	388	2.0%	438	2.0%	631	2.1%
Age 85 Years or Over	412	2.1%	446	2.0%	603	2.0%
Median Age	34.1		34.7		35.8	
Age 19 Years or Less	5,346	27.4%	5,960	27.4%	8,305	27.2%
Age 20 to 64 Years	11,016	56.5%	12,239	56.2%	17,041	55.7%
Age 65 Years or Over	3,145	16.1%	3,566	16.4%	5,231	17.1%
Female Age Distribution (2025)						
Female Population	9,941	51.0%	11,057	50.8%	15,341	50.2%
Age Under 5 Years	593	6.0%	660	6.0%	886	5.8%
Age 5 to 9 Years	682	6.9%	762	6.9%	1,053	6.9%
Age 10 to 14 Years	683	6.9%	766	6.9%	1,052	6.9%
Age 15 to 19 Years	636	6.4%	703	6.4%	956	6.2%
Age 20 to 24 Years	761	7.7%	805	7.3%	1,039	6.8%
Age 25 to 29 Years	727	7.3%	787	7.1%	1,032	6.7%
Age 30 to 34 Years	765	7.7%	838	7.6%	1,115	7.3%
Age 35 to 39 Years	672	6.8%	740	6.7%	987	6.4%
Age 40 to 44 Years	586	5.9%	659	6.0%	946	6.2%
Age 45 to 49 Years	546	5.5%	617	5.6%	893	5.8%
Age 50 to 54 Years	476	4.8%	539	4.9%	791	5.2%
Age 55 to 59 Years	486	4.9%	560	5.1%	805	5.2%
Age 60 to 64 Years	561	5.6%	635	5.7%	928	6.0%
Age 65 to 69 Years	499	5.0%	572	5.2%	852	5.6%
Age 70 to 74 Years	447	4.5%	503	4.5%	730	4.8%
Age 75 to 79 Years	365	3.7%	409	3.7%	581	3.8%
Age 80 to 84 Years	217	2.2%	243	2.2%	344	2.2%
Age 85 Years or Over	239	2.4%	258	2.3%	351	2.3%
Female Median Age	35.4		35.9		37.2	
Age 19 Years or Less	2,595	26.1%	2,891	26.1%	3,948	25.7%
Age 20 to 64 Years	5,579	56.1%	6,181	55.9%	8,536	55.6%
Age 65 Years or Over	1,767	17.8%	1,986	18.0%	2,857	18.6%



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Ada, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Male Age Distribution (2025)						
Male Population	9,565	49.0%	10,708	49.2%	15,235	49.8%
Age Under 5 Years	678	7.1%	750	7.0%	1,084	7.1%
Age 5 to 9 Years	675	7.1%	754	7.0%	1,071	7.0%
Age 10 to 14 Years	680	7.1%	771	7.2%	1,097	7.2%
Age 15 to 19 Years	718	7.5%	794	7.4%	1,105	7.3%
Age 20 to 24 Years	861	9.0%	914	8.5%	1,179	7.7%
Age 25 to 29 Years	718	7.5%	770	7.2%	1,039	6.8%
Age 30 to 34 Years	654	6.8%	726	6.8%	1,016	6.7%
Age 35 to 39 Years	665	7.0%	745	7.0%	1,005	6.6%
Age 40 to 44 Years	642	6.7%	715	6.7%	1,009	6.6%
Age 45 to 49 Years	476	5.0%	544	5.1%	791	5.2%
Age 50 to 54 Years	458	4.8%	523	4.9%	812	5.3%
Age 55 to 59 Years	451	4.7%	525	4.9%	795	5.2%
Age 60 to 64 Years	511	5.3%	596	5.6%	858	5.6%
Age 65 to 69 Years	436	4.6%	502	4.7%	769	5.0%
Age 70 to 74 Years	337	3.5%	395	3.7%	601	3.9%
Age 75 to 79 Years	261	2.7%	300	2.8%	466	3.1%
Age 80 to 84 Years	171	1.8%	195	1.8%	286	1.9%
Age 85 Years or Over	173	1.8%	188	1.8%	252	1.7%
Male Median Age	33.1		33.7		34.7	
Age 19 Years or Less	2,751	28.8%	3,069	28.7%	4,357	28.6%
Age 20 to 64 Years	5,436	56.8%	6,059	56.6%	8,505	55.8%
Age 65 Years or Over	1,378	14.4%	1,580	14.8%	2,374	15.6%
Males per 100 Females (2025)						
Overall Comparison	96		97		99	
Age Under 5 Years	114	53.4%	114	53.2%	122	55.0%
Age 5 to 9 Years	99	49.7%	99	49.7%	102	50.4%
Age 10 to 14 Years	100	49.9%	101	50.2%	104	51.0%
Age 15 to 19 Years	113	53.0%	113	53.0%	116	53.6%
Age 20 to 24 Years	113	53.1%	114	53.2%	114	53.2%
Age 25 to 29 Years	99	49.7%	98	49.4%	101	50.2%
Age 30 to 34 Years	85	46.1%	87	46.4%	91	47.7%
Age 35 to 39 Years	99	49.8%	101	50.2%	102	50.4%
Age 40 to 44 Years	110	52.3%	108	52.0%	107	51.6%
Age 45 to 49 Years	87	46.6%	88	46.9%	89	47.0%
Age 50 to 54 Years	96	49.0%	97	49.3%	103	50.6%
Age 55 to 59 Years	93	48.1%	94	48.4%	99	49.7%
Age 60 to 64 Years	91	47.7%	94	48.4%	93	48.1%
Age 65 to 69 Years	87	46.6%	88	46.7%	90	47.4%
Age 70 to 74 Years	75	43.0%	79	44.0%	82	45.2%
Age 75 to 79 Years	72	41.7%	73	42.3%	80	44.5%
Age 80 to 84 Years	79	44.2%	80	44.5%	83	45.4%
Age 85 Years or Over	72	42.0%	73	42.1%	72	41.8%
Age 19 Years or Less	106	51.5%	106	51.5%	110	52.5%
Age 20 to 39 Years	99	49.8%	100	49.9%	102	50.4%
Age 40 to 64 Years	96	48.9%	96	49.1%	98	49.4%
Age 65 Years or Over	78	43.8%	80	44.3%	83	45.4%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Ada, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Household Type (2025)						
Total Households	8,124		8,989		12,391	
Households with Children	2,448	30.1%	2,745	30.5%	3,883	31.3%
Average Household Size	2.3		2.4		2.4	
Household Density per Square Mile	213		125		53	
Population Family	14,569	74.7%	16,465	75.6%	23,608	77.2%
Population Non-Family	4,462	22.9%	4,807	22.1%	6,429	21.0%
Population Group Quarters	474	2.4%	493	2.3%	540	1.8%
Family Households	4,713	58.0%	5,320	59.2%	7,560	61.0%
Married Couple Households	2,971	63.0%	3,456	65.0%	5,093	67.4%
Other Family Households with Children	1,742	37.0%	1,864	35.0%	2,467	32.6%
Family Households with Children	2,443	51.8%	2,738	51.5%	3,876	51.3%
Married Couple with Children	1,441	59.0%	1,659	60.6%	2,415	62.3%
Other Family Households with Children	1,002	41.0%	1,079	39.4%	1,461	37.7%
Family Households No Children	2,270	48.2%	2,582	48.5%	3,684	48.7%
Married Couple No Children	1,530	67.4%	1,797	69.6%	2,678	72.7%
Other Family Households No Children	740	32.6%	785	30.4%	1,007	27.3%
Non-Family Households	3,412	42.0%	3,669	40.8%	4,830	39.0%
Non-Family Households with Children	6	0.2%	6	0.2%	7	0.2%
Non-Family Households No Children	3,406	99.8%	3,663	99.8%	4,823	99.8%
Average Family Household Size	3.1		3.1		3.1	
Average Family Income	\$98,830		\$101,182		\$95,844	
Median Family Income	\$80,509		\$81,839		\$76,757	
Average Non-Family Household Size	1.3		1.3		1.3	
Marital Status (2025)						
Population Age 15 Years or Over	15,514		17,302		24,333	
Never Married	5,254	33.9%	5,643	32.6%	7,353	30.2%
Currently Married	6,223	40.1%	7,229	41.8%	10,610	43.6%
Previously Married	4,037	26.0%	4,431	25.6%	6,370	26.2%
Separated	602	14.9%	641	14.5%	918	14.4%
Widowed	988	24.5%	1,125	25.4%	1,752	27.5%
Divorced	2,447	60.6%	2,665	60.1%	3,701	58.1%
Educational Attainment (2025)						
Adult Population Age 25 Years or Over	12,538		14,086		20,053	
Elementary (Grade Level 0 to 8)	366	2.9%	396	2.8%	557	2.8%
Some High School (Grade Level 9 to 11)	848	6.8%	937	6.7%	1,499	7.5%
High School Graduate	3,841	30.6%	4,376	31.1%	6,962	34.7%
Some College	2,488	19.8%	2,829	20.1%	4,094	20.4%
Associate Degree Only	1,110	8.9%	1,213	8.6%	1,529	7.6%
Bachelor Degree Only	2,257	18.0%	2,542	18.0%	3,266	16.3%
Graduate Degree	1,629	13.0%	1,793	12.7%	2,146	10.7%
Any College (Some College or Higher)	7,483	59.7%	8,377	59.5%	11,035	55.0%
College Degree + (Bachelor Degree or Higher)	3,885	31.0%	4,335	30.8%	5,412	27.0%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Ada, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Housing						
Total Housing Units (2025)	9,394		10,364		14,363	
Total Housing Units (2020)	9,498		10,421		14,292	
Historical Annual Growth (2020-2025)	-104	-	-56	-	71	-
Housing Units Occupied (2025)	8,124	86.5%	8,989	86.7%	12,391	86.3%
Housing Units Owner-Occupied	3,927	48.3%	4,620	51.4%	7,108	57.4%
Housing Units Renter-Occupied	4,198	51.7%	4,369	48.6%	5,282	42.6%
Housing Units Vacant (2025)	1,270	13.5%	1,375	13.3%	1,972	13.7%
Household Size (2025)						
Total Households	8,124		8,989		12,391	
1 Person Households	2,773	34.1%	2,974	33.1%	3,875	31.3%
2 Person Households	2,527	31.1%	2,848	31.7%	4,035	32.6%
3 Person Households	1,233	15.2%	1,367	15.2%	1,869	15.1%
4 Person Households	865	10.6%	978	10.9%	1,400	11.3%
5 Person Households	433	5.3%	490	5.4%	692	5.6%
6 Person Households	188	2.3%	212	2.4%	320	2.6%
7 or More Person Households	105	1.3%	120	1.3%	200	1.6%
Household Income Distribution (2025)						
HH Income \$200,000 or More	362	4.5%	409	4.6%	504	4.1%
HH Income \$150,000 to \$199,999	364	4.5%	452	5.0%	601	4.9%
HH Income \$125,000 to \$149,999	451	5.6%	508	5.7%	680	5.5%
HH Income \$100,000 to \$124,999	856	10.5%	952	10.6%	1,185	9.6%
HH Income \$75,000 to \$99,999	1,004	12.4%	1,152	12.8%	1,672	13.5%
HH Income \$50,000 to \$74,999	1,571	19.3%	1,741	19.4%	2,319	18.7%
HH Income \$35,000 to \$49,999	973	12.0%	1,069	11.9%	1,523	12.3%
HH Income \$25,000 to \$34,999	986	12.1%	1,053	11.7%	1,398	11.3%
HH Income \$15,000 to \$24,999	708	8.7%	747	8.3%	1,188	9.6%
HH Income \$10,000 to \$14,999	471	5.8%	505	5.6%	707	5.7%
HH Income Under \$10,000	378	4.6%	401	4.5%	613	4.9%
Household Vehicles (2025)						
Households 0 Vehicles Available	866	10.7%	892	9.9%	1,120	9.0%
Households 1 Vehicle Available	3,094	38.1%	3,304	36.8%	4,414	35.6%
Households 2 Vehicles Available	2,843	35.0%	3,172	35.3%	4,301	34.7%
Households 3 or More Vehicles Available	1,322	16.3%	1,621	18.0%	2,555	20.6%
Total Vehicles Available	13,152		15,015		21,557	
Average Vehicles per Household	1.6		1.7		1.7	
Owner-Occupied Household Vehicles	7,983	60.7%	9,567	63.7%	14,855	68.9%
Average Vehicles per Owner-Occupied Household	2.0		2.1		2.1	
Renter-Occupied Household Vehicles	5,169	39.3%	5,447	36.3%	6,702	31.1%
Average Vehicles per Renter-Occupied Household	1.2		1.2		1.3	
Travel Time (2025)						
Worker Base Age 16 years or Over	9,712		10,819		14,313	
Travel to Work in 14 Minutes or Less	5,374	55.3%	5,696	52.6%	6,550	45.8%
Travel to Work in 15 to 29 Minutes	2,820	29.0%	3,367	31.1%	4,751	33.2%
Travel to Work in 30 to 59 Minutes	745	7.7%	903	8.3%	1,809	12.6%
Travel to Work in 60 Minutes or More	333	3.4%	387	3.6%	569	4.0%
Work at Home	440	4.5%	466	4.3%	634	4.4%
Average Minutes Travel to Work	12.5		13.1		15.6	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Ada, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Transportation To Work (2025)						
Worker Base Age 16 years or Over	9,712		10,819		14,313	
Drive to Work Alone	7,934	81.7%	8,918	82.4%	11,815	82.5%
Drive to Work in Carpool	684	7.0%	733	6.8%	990	6.9%
Travel to Work by Public Transportation	19	0.2%	21	0.2%	26	0.2%
Drive to Work on Motorcycle	10	0.1%	10	-	15	0.1%
Bicycle to Work	15	0.2%	15	0.1%	16	0.1%
Walk to Work	500	5.1%	539	5.0%	682	4.8%
Other Means	111	1.1%	118	1.1%	136	0.9%
Work at Home	440	4.5%	466	4.3%	634	4.4%
Daytime Demographics (2025)						
Total Businesses	951		990		1,110	
Total Employees	9,459		9,646		10,532	
Company Headquarter Businesses	21	2.2%	22	2.2%	33	2.9%
Company Headquarter Employees	909	9.6%	922	9.6%	1,126	10.7%
Employee Population per Business	9.9 to 1		9.7 to 1		9.5 to 1	
Residential Population per Business	20.5 to 1		22.0 to 1		27.5 to 1	
Adj. Daytime Demographics Age 16 Years or Over	15,037		15,875		20,184	
Labor Force						
Labor Population Age 16 Years or Over (2025)	15,293		17,054		23,973	
Labor Force Total Males (2025)	7,409	48.4%	8,299	48.7%	11,782	49.1%
Male Civilian Employed	4,964	67.0%	5,553	66.9%	7,465	63.4%
Male Civilian Unemployed	215	2.9%	241	2.9%	332	2.8%
Males in Armed Forces	2	-	6	-	9	-
Males Not in Labor Force	2,227	30.1%	2,499	30.1%	3,976	33.8%
Labor Force Total Females (2025)	7,884	51.6%	8,755	51.3%	12,191	50.9%
Female Civilian Employed	4,748	60.2%	5,266	60.1%	6,848	56.2%
Female Civilian Unemployed	101	1.3%	111	1.3%	139	1.1%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	3,035	38.5%	3,378	38.6%	5,205	42.7%
Unemployment Rate	316	2.1%	352	2.1%	470	2.0%
Occupation (2025)						
Occupation Population Age 16 Years or Over	9,712		10,819		14,313	
Occupation Total Males	4,964	51.1%	5,553	51.3%	7,465	52.2%
Occupation Total Females	4,748	48.9%	5,266	48.7%	6,848	47.8%
Management, Business, Financial Operations	1,223	12.6%	1,376	12.7%	1,808	12.6%
Professional, Related	2,525	26.0%	2,812	26.0%	3,504	24.5%
Service	1,727	17.8%	1,856	17.2%	2,332	16.3%
Sales, Office	2,108	21.7%	2,333	21.6%	3,015	21.1%
Farming, Fishing, Forestry	63	0.6%	66	0.6%	104	0.7%
Construction, Extraction, Maintenance	968	10.0%	1,113	10.3%	1,634	11.4%
Production, Transport, Material Moving	1,097	11.3%	1,262	11.7%	1,917	13.4%
White Collar Workers	5,857	60.3%	6,521	60.3%	8,326	58.2%
Blue Collar Workers	3,855	39.7%	4,298	39.7%	5,987	41.8%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Ada, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Units In Structure (2025)						
Total Units	8,124		8,989		12,391	
1 Detached Unit	5,846	72.0%	6,577	73.2%	9,341	75.4%
1 Attached Unit	112	1.4%	118	1.3%	146	1.2%
2 Units	429	5.3%	443	4.9%	532	4.3%
3 to 4 Units	545	6.7%	556	6.2%	603	4.9%
5 to 9 Units	356	4.4%	361	4.0%	392	3.2%
10 to 19 Units	183	2.3%	185	2.1%	194	1.6%
20 to 49 Units	151	1.9%	154	1.7%	159	1.3%
50 or More Units	110	1.3%	111	1.2%	123	1.0%
Mobile Home or Trailer	367	4.5%	457	5.1%	869	7.0%
Other Structure	26	0.3%	28	0.3%	33	0.3%
Homes Built By Year (2025)						
Homes Built 2020 or later	148	1.6%	164	1.6%	189	1.3%
Homes Built 2010 to 2019	701	7.5%	850	8.2%	1,187	8.3%
Homes Built 2000 to 2009	782	8.3%	895	8.6%	1,329	9.3%
Homes Built 1990 to 1999	545	5.8%	635	6.1%	926	6.4%
Homes Built 1980 to 1989	945	10.1%	1,088	10.5%	1,523	10.6%
Homes Built 1970 to 1979	1,632	17.4%	1,804	17.4%	2,516	17.5%
Homes Built 1960 to 1969	1,218	13.0%	1,298	12.5%	1,643	11.4%
Homes Built 1950 to 1959	979	10.4%	1,019	9.8%	1,360	9.5%
Homes Built 1940 to 1949	488	5.2%	521	5.0%	715	5.0%
Homes Built Before 1939	685	7.3%	714	6.9%	1,002	7.0%
Median Age of Homes	49.4 yrs		48.4 yrs		48.0 yrs	
Home Values (2025)						
Owner Specified Housing Units	3,927		4,620		7,108	
Home Values \$1,000,000 or More	18	0.4%	23	0.5%	44	0.6%
Home Values \$750,000 to \$999,999	58	1.5%	76	1.6%	90	1.3%
Home Values \$500,000 to \$749,999	117	3.0%	142	3.1%	219	3.1%
Home Values \$400,000 to \$499,999	219	5.6%	249	5.4%	317	4.5%
Home Values \$300,000 to \$399,999	384	9.8%	435	9.4%	567	8.0%
Home Values \$250,000 to \$299,999	281	7.2%	374	8.1%	525	7.4%
Home Values \$200,000 to \$249,999	542	13.8%	628	13.6%	807	11.4%
Home Values \$175,000 to \$199,999	323	8.2%	374	8.1%	477	6.7%
Home Values \$150,000 to \$174,999	292	7.4%	365	7.9%	536	7.5%
Home Values \$125,000 to \$149,999	240	6.1%	281	6.1%	481	6.8%
Home Values \$100,000 to \$124,999	417	10.6%	485	10.5%	738	10.4%
Home Values \$90,000 to \$99,999	146	3.7%	162	3.5%	285	4.0%
Home Values \$80,000 to \$89,999	176	4.5%	196	4.2%	331	4.7%
Home Values \$70,000 to \$79,999	128	3.2%	148	3.2%	289	4.1%
Home Values \$60,000 to \$69,999	149	3.8%	178	3.9%	302	4.3%
Home Values \$50,000 to \$59,999	107	2.7%	126	2.7%	253	3.6%
Home Values \$35,000 to \$49,999	128	3.3%	145	3.1%	337	4.7%
Home Values \$25,000 to \$34,999	119	3.0%	130	2.8%	227	3.2%
Home Values \$10,000 to \$24,999	39	1.0%	51	1.1%	179	2.5%
Home Values Under \$10,000	44	1.1%	51	1.1%	103	1.4%
Owner-Occupied Median Home Value	\$178,081		\$179,054		\$158,719	
Renter-Occupied Median Rent	\$656		\$656		\$633	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Ada, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Total Annual Consumer Expenditure (2025)			
Total Household Expenditure	\$676.35 M	\$760.06 M	\$1.03 B
Total Non-Retail Expenditure	\$325.9 M	\$365.15 M	\$487.8 M
Total Retail Expenditure	\$350.45 M	\$394.91 M	\$543.41 M
Alcoholic Beverages	\$4.12 M	\$4.64 M	\$6.27 M
Apparel	\$12.73 M	\$14.3 M	\$19.41 M
Contributions	\$20.47 M	\$23.08 M	\$30.91 M
Education	\$14.88 M	\$16.76 M	\$22.53 M
Entertainment	\$39.57 M	\$44.41 M	\$60.32 M
Food Away From Home	\$30.11 M	\$33.82 M	\$45.85 M
Grocery	\$49.6 M	\$55.39 M	\$76.43 M
Health Care	\$51.28 M	\$57.1 M	\$79.84 M
Household Furnishings and Equipment	\$18.07 M	\$20.3 M	\$27.48 M
Household Operations	\$12.98 M	\$14.56 M	\$19.83 M
Miscellaneous Expenses	\$11.7 M	\$13.14 M	\$17.8 M
Personal Care	\$9.51 M	\$10.63 M	\$14.61 M
Shelter	\$118.94 M	\$131.98 M	\$176.75 M
Tax and Retirement	\$133.71 M	\$151.7 M	\$199.65 M
Tobacco and Related	\$4.3 M	\$4.76 M	\$6.72 M
Transportation	\$108.71 M	\$123.68 M	\$171.8 M
Utilities	\$35.67 M	\$39.82 M	\$55.02 M
Monthly Household Consumer Expenditure (2025)			
Total Household Expenditure	\$6,938	\$7,046	\$6,935
Total Non-Retail Expenditure	\$3,343 48.2%	\$3,385 48.0%	\$3,281 47.3%
Total Retail Expenditures	\$3,595 51.8%	\$3,661 52.0%	\$3,655 52.7%
Alcoholic Beverages	\$42 0.6%	\$43 0.6%	\$42 0.6%
Apparel	\$131 1.9%	\$133 1.9%	\$131 1.9%
Contributions	\$210 3.0%	\$214 3.0%	\$208 3.0%
Education	\$153 2.2%	\$155 2.2%	\$152 2.2%
Entertainment	\$406 5.9%	\$412 5.8%	\$406 5.8%
Food Away From Home	\$309 4.5%	\$314 4.4%	\$308 4.4%
Grocery	\$509 7.3%	\$514 7.3%	\$514 7.4%
Health Care	\$526 7.6%	\$529 7.5%	\$537 7.7%
Household Furnishings and Equipment	\$185 2.7%	\$188 2.7%	\$185 2.7%
Household Operations	\$133 1.9%	\$135 1.9%	\$133 1.9%
Miscellaneous Expenses	\$120 1.7%	\$122 1.7%	\$120 1.7%
Personal Care	\$98 1.4%	\$99 1.4%	\$98 1.4%
Shelter	\$1,220 17.6%	\$1,224 17.4%	\$1,189 17.1%
Tax and Retirement	\$1,372 19.8%	\$1,406 20.0%	\$1,343 20.0%
Tobacco and Related	\$44 0.6%	\$44 0.6%	\$45 0.7%
Transportation	\$1,115 16.1%	\$1,147 16.3%	\$1,155 16.7%
Utilities	\$366 5.3%	\$369 5.2%	\$370 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	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$22.28 M / \$7.79 M	65	\$24.99 M / \$8.14 M	67	\$34.17 M / \$8.27 M	76
Men's Clothing Stores	\$926.99 K / \$-1	100	\$1.04 M / \$78.94 K	92	\$1.43 M / \$214.41 K	85
Women's Clothing Stores	\$1.85 M / \$967.48 K	48	\$2.08 M / \$967.48 K	53	\$2.84 M / \$967.48 K	66
Children's, Infants' Clothing Stores	\$1.73 M / -	100	\$1.94 M / -	100	\$2.62 M / -	100
Family Clothing Stores	\$10.83 M / \$4.8 M	56	\$12.16 M / \$4.8 M	61	\$16.57 M / \$4.8 M	71
Clothing Accessory Stores	\$515.57 K / \$-2	100	\$577.13 K / \$-2	100	\$792.85 K / \$-2	100
Other Apparel Stores	\$652.82 K / \$725 K	-10	\$732.22 K / \$822.87 K	-11	\$997.98 K / \$822.86 K	18
Shoe Stores	\$4.65 M / \$1.29 M	72	\$5.2 M / \$1.47 M	72	\$7.17 M / \$1.47 M	80
Jewelry Stores	\$1 M / \$-1	100	\$1.12 M / \$-1	100	\$1.55 M / \$-1	100
Luggage Stores	\$126.82 K / -	100	\$141.29 K / -	100	\$196.94 K / -	100
Furniture, Home Furnishings Stores	\$19.68 M / \$13.32 M	32	\$22.08 M / \$14.72 M	33	\$30.11 M / \$15.09 M	50
Furniture Stores	\$9.24 M / \$7.74 M	16	\$10.33 M / \$9.13 M	12	\$14.23 M / \$9.13 M	36
Floor Covering Stores	\$1.31 M / \$5.59 M	-77	\$1.46 M / \$5.59 M	-74	\$2.01 M / \$5.96 M	-66
Other Home Furnishing Stores	\$9.13 M / -	100	\$10.28 M / -	100	\$13.87 M / -	100
Electronics, Appliance Stores	\$18.33 M / \$17.26 M	6	\$20.72 M / \$17.75 M	14	\$28.71 M / \$18.6 M	35
Building Material, Garden Equipment, Supplies Dealers	\$18.79 M / \$25.36 M	-26	\$21.07 M / \$25.42 M	-17	\$28.73 M / \$26.83 M	7
Home Centers	\$10.56 M / \$15.09 M	-30	\$11.84 M / \$15.15 M	-22	\$16.14 M / \$15.21 M	6
Paint, Wallpaper Stores	\$2.17 M / \$2.42 M	-10	\$2.43 M / \$2.42 M	1	\$3.29 M / \$2.42 M	27
Hardware Stores	\$1.18 M / \$2.09 M	-44	\$1.32 M / \$2.09 M	-37	\$1.8 M / \$2.09 M	-14
Other Building Materials Stores	\$3.35 M / \$1.94 M	42	\$3.75 M / \$1.94 M	48	\$5.14 M / \$3.29 M	36
Outdoor Power Equipment Stores	\$203.38 K / \$573.91 K	-65	\$227.81 K / \$573.91 K	-60	\$311.51 K / \$573.91 K	-46
Nursery, Garden Stores	\$1.34 M / \$3.24 M	-59	\$1.5 M / \$3.24 M	-54	\$2.05 M / \$3.24 M	-37
Food, Beverage Stores	\$28.05 M / \$9.75 M	65	\$31.65 M / \$10.21 M	68	\$43.39 M / \$13.33 M	69
Grocery Stores	\$21.71 M / \$5.12 M	76	\$24.49 M / \$5.39 M	78	\$33.67 M / \$6.5 M	81
Convenience Stores	\$1.91 M / \$703.73 K	63	\$2.16 M / \$887.44 K	59	\$2.98 M / \$1.6 M	46
Meat Markets	\$130.86 K / \$49.17 K	62	\$146.98 K / \$49.17 K	67	\$199.68 K / \$49.17 K	75
Fish, Seafood Markets	\$44.98 K / -	100	\$50.52 K / -	100	\$68.51 K / -	100
Fruit, Vegetable Markets	\$85.55 K / \$-1	100	\$96.11 K / \$-1	100	\$130.55 K / \$-1	100
Other Specialty Food Markets	\$175.22 K / \$146.95 K	16	\$196.97 K / \$146.95 K	25	\$266.73 K / \$146.95 K	45
Liquor Stores	\$3.99 M / \$3.73 M	7	\$4.51 M / \$3.73 M	17	\$6.06 M / \$5.03 M	17

Ada, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$15.87 M / \$24.54 M	-35	\$18.39 M / \$24.77 M	-26	\$26.61 M / \$24.9 M	6
Pharmacy, Drug Stores	\$14.02 M / \$22.53 M	-38	\$16.23 M / \$22.55 M	-28	\$23.44 M / \$22.68 M	3
Cosmetics, Beauty Stores	\$778.53 K / \$532.75 K	32	\$908.62 K / \$532.75 K	41	\$1.33 M / \$532.75 K	60
Optical Goods Stores	\$228.76 K / \$152.67 K	33	\$268.91 K / \$152.67 K	43	\$417.53 K / \$152.67 K	63
Other Health, Personal Care Stores	\$842.62 K / \$1.33 M	-37	\$980.86 K / \$1.54 M	-36	\$1.43 M / \$1.54 M	-7
Sporting Goods, Hobby, Book, Music Stores	\$22.55 M / \$34.03 M	-34	\$25.29 M / \$34.43 M	-27	\$34.71 M / \$35.12 M	-1
Sporting Goods Stores	\$8.69 M / \$12.07 M	-28	\$9.74 M / \$12.07 M	-19	\$13.31 M / \$12.07 M	9
Hobby, Toy, Game Stores	\$6.27 M / \$8.09 M	-22	\$7.02 M / \$8.09 M	-13	\$9.65 M / \$8.09 M	16
Sewing, Needlecraft Stores	\$4.51 M / -	100	\$5.05 M / \$402.87 K	92	\$6.99 M / \$1.09 M	84
Musical Instrument Stores	\$1.49 M / \$2.91 M	-49	\$1.68 M / \$2.91 M	-42	\$2.25 M / \$2.91 M	-23
Book Stores	\$1.59 M / \$10.96 M	-85	\$1.81 M / \$10.96 M	-84	\$2.51 M / \$10.96 M	-77
General Merchandise Stores	\$70.25 M / \$179.11 M	-61	\$79.1 M / \$179.54 M	-56	\$109.02 M / \$190.3 M	-43
Department Stores	\$24.66 M / \$154.64 M	-84	\$27.75 M / \$154.64 M	-82	\$38.08 M / \$154.64 M	-75
Warehouse Superstores	\$38.64 M / -	100	\$43.55 M / -	100	\$60.23 M / -	100
Other General Merchandise Stores	\$6.94 M / \$24.47 M	-72	\$7.8 M / \$24.9 M	-69	\$10.7 M / \$35.66 M	-70
Miscellaneous Store Retailers	\$9.12 M / \$9.79 M	-7	\$10.25 M / \$10.05 M	2	\$14.18 M / \$10.43 M	26
Florists	\$219.8 K / \$176.06 K	20	\$246.76 K / \$189.65 K	23	\$335.49 K / \$191.4 K	43
Office, Stationary Stores	\$930.13 K / \$-1	100	\$1.04 M / \$-1	100	\$1.45 M / \$-1	100
Gift, Souvenir Stores	\$1.86 M / \$1.14 M	39	\$2.09 M / \$1.22 M	42	\$2.85 M / \$1.36 M	52
Used Merchandise Stores	\$671.04 K / \$604.79 K	10	\$748.49 K / \$640.32 K	14	\$1.04 M / \$676.07 K	35
Pet, Pet Supply Stores	\$1.72 M / \$-2	100	\$1.92 M / \$66.01 K	97	\$2.66 M / \$179.29 K	93
Art Dealers	\$276.69 K / \$-1	100	\$307.74 K / \$-1	100	\$431.5 K / \$-1	100
Mobile Home Dealers	\$188.57 K / -	100	\$211.16 K / -	100	\$289.36 K / -	100
Other Miscellaneous Retail Stores	\$3.26 M / \$7.87 M	-59	\$3.68 M / \$7.93 M	-54	\$5.11 M / \$8.03 M	-36
Non-Store Retailers	\$40.87 M / \$917.3 K	98	\$46.2 M / \$917.3 K	98	\$63.88 M / \$3.5 M	95
Mail Order, Catalog Stores	\$38.25 M / \$781.39 K	98	\$43.24 M / \$781.39 K	98	\$59.84 M / \$2.96 M	95
Vending Machines	\$181.42 K / -	100	\$203.96 K / -	100	\$276.18 K / -	100
Fuel Dealers	\$230.65 K / \$135.92 K	41	\$258.51 K / \$135.92 K	47	\$353.42 K / \$535.21 K	-34
Other Direct Selling Establishments	\$2.21 M / -	100	\$2.49 M / -	100	\$3.42 M / -	100

Ada, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$36.14 M / \$36.89 M	-2	\$40.73 M / \$37.63 M	8	\$54.62 M / \$41.49 M	24
Hotels, Other Travel Accommodations	\$2.32 M / \$2.31 M	0	\$2.61 M / \$2.32 M	11	\$3.5 M / \$2.42 M	31
RV Parks	\$23.22 K / -	100	\$26.08 K / -	100	\$35.54 K / -	100
Rooming, Boarding Houses	\$13.03 K / -	100	\$14.68 K / -	100	\$19.74 K / -	100
Full Service Restaurants	\$21.12 M / \$21.5 M	-2	\$23.8 M / \$22.28 M	6	\$31.91 M / \$23.62 M	26
Limited Service Restaurants	\$9.8 M / \$13.71 M	-29	\$11.04 M / \$13.93 M	-21	\$14.81 M / \$17.05 M	-13
Special Food Services, Catering	\$2.87 M / \$-1	100	\$3.24 M / \$-1	100	\$4.35 M / \$-1	100
Drinking Places	\$1.96 M / \$1.33 M	32	\$2.22 M / \$1.33 M	40	\$2.95 M / \$1.36 M	54
Gasoline Stations	\$13.96 M / \$6.22 M	55	\$15.83 M / \$7.16 M	55	\$21.97 M / \$8.9 M	60
Motor Vehicle, Parts Dealers	\$32.58 M / \$49.7 M	-34	\$36.38 M / \$50.02 M	-27	\$50.35 M / \$53.41 M	-6
New Car Dealers	\$18.87 M / \$41.69 M	-55	\$21.02 M / \$41.88 M	-50	\$29.29 M / \$45.06 M	-35
Used Car Dealers	\$1.75 M / \$2.12 M	-18	\$1.95 M / \$2.2 M	-11	\$2.72 M / \$2.33 M	15
Recreational Vehicle Dealers	\$3.35 M / -	100	\$3.76 M / -	100	\$5.14 M / -	100
Motorcycle, Boat Dealers	\$4.43 M / -	100	\$4.97 M / -	100	\$6.8 M / \$-1	100
Auto Parts, Accessories	\$2.68 M / \$2.25 M	16	\$3 M / \$2.25 M	25	\$4.1 M / \$2.25 M	45
Tire Dealers	\$1.5 M / \$3.63 M	-59	\$1.68 M / \$3.68 M	-54	\$2.29 M / \$3.77 M	-39
2025 Population	19,506		21,765		30,576	
2030 Population	18,564		20,788		29,577	
% Population Change 2025-2030	-4.8%		-4.5%		-3.3%	
2025 Adult Population Age 18+	14,797		16,498		23,188	
2025 Population Male	9,565		10,708		15,235	
2025 Population Female	9,941		11,057		15,341	
2025 Households	8,124		8,989		12,391	
2025 Median Household Income	60,150		61,845		59,441	
2025 Average Household Income	79,378		81,113		77,776	

Retail Potential

Retail Potential Profile



Ada, Oklahoma	10 min drive time	15 min drive time	30 min drive time
2025 Population	19,506	21,765	30,576
2030 Population	18,564	20,788	29,577
% Population Change 2020-2025	-1.2%	-0.8%	0.5%
2025 Adult Population Age 18+	\$14,797	\$16,498	\$23,188
2025 Population Male	\$9,565	\$10,708	\$15,235
2025 Population Female	\$9,941	\$11,057	\$15,341
2025 Households	\$8,124	\$8,989	\$12,391
2025 Median Household Income	\$60,150	\$61,845	\$59,441
2025 Average Household Income	\$79,378	\$81,113	\$77,776
Clothing, Clothing Accessories Stores	\$22.28 M	\$24.99 M	\$34.17 M
Men's Clothing Stores	\$926.99 K	\$1.04 M	\$1.43 M
Women's Clothing Stores	\$1.85 M	\$2.08 M	\$2.84 M
Children's, Infants' Clothing Stores	\$1.73 M	\$1.94 M	\$2.62 M
Family Clothing Stores	\$10.83 M	\$12.16 M	\$16.57 M
Clothing Accessory Stores	\$515.57 K	\$577.13 K	\$792.85 K
Other Apparel Stores	\$652.82 K	\$732.22 K	\$997.98 K
Shoe Stores	\$4.65 M	\$5.2 M	\$7.17 M
Jewelry Stores	\$1 M	\$1.12 M	\$1.55 M
Luggage Stores	\$126.82 K	\$141.29 K	\$196.94 K
Furniture, Home Furnishings Stores	\$19.68 M	\$22.08 M	\$30.11 M
Furniture Stores	\$9.24 M	\$10.33 M	\$14.23 M
Floor Covering Stores	\$1.31 M	\$1.46 M	\$2.01 M
Other Home Furnishing Stores	\$9.13 M	\$10.28 M	\$13.87 M
Electronics, Appliance Stores	\$18.33 M	\$20.72 M	\$28.71 M
Gasoline Stations	\$13.96 M	\$15.83 M	\$21.97 M
Building Material, Garden Equipment, Supplies Dealers	\$18.79 M	\$21.07 M	\$28.73 M
Home Centers	\$10.56 M	\$11.84 M	\$16.14 M
Paint, Wallpaper Stores	\$2.17 M	\$2.43 M	\$3.29 M
Hardware Stores	\$1.18 M	\$1.32 M	\$1.8 M
Other Building Materials Stores	\$3.35 M	\$3.75 M	\$5.14 M
Outdoor Power Equipment Stores	\$203.38 K	\$227.81 K	\$311.51 K
Nursery, Garden Stores	\$1.34 M	\$1.5 M	\$2.05 M
Food, Beverage Stores	\$28.05 M	\$31.65 M	\$43.39 M
Grocery Stores	\$21.71 M	\$24.49 M	\$33.67 M
Convenience Stores	\$1.91 M	\$2.16 M	\$2.98 M
Meat Markets	\$130.86 K	\$146.98 K	\$199.68 K
Fish, Seafood Markets	\$44.98 K	\$50.52 K	\$68.51 K
Fruit, Vegetable Markets	\$85.55 K	\$96.11 K	\$130.55 K
Other Specialty Food Markets	\$175.22 K	\$196.97 K	\$266.73 K
Liquor Stores	\$3.99 M	\$4.51 M	\$6.06 M

Retail Potential Profile



Ada, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Health, Personal Care Stores	\$15.87 M	\$18.39 M	\$26.61 M
Pharmacy, Drug Stores	\$14.02 M	\$16.23 M	\$23.44 M
Cosmetics, Beauty Stores	\$778.53 K	\$908.62 K	\$1.33 M
Optical Goods Stores	\$228.76 K	\$268.91 K	\$417.53 K
Other Health, Personal Care Stores	\$842.62 K	\$980.86 K	\$1.43 M
Sporting Goods, Hobby, Book, Music Stores	\$22.55 M	\$25.29 M	\$34.71 M
Sporting Goods Stores	\$8.69 M	\$9.74 M	\$13.31 M
Hobby, Toy, Game Stores	\$6.27 M	\$7.02 M	\$9.65 M
Sewing, Needlecraft Stores	\$4.51 M	\$5.05 M	\$6.99 M
Musical Instrument Stores	\$1.49 M	\$1.68 M	\$2.25 M
Book Stores	\$1.59 M	\$1.81 M	\$2.51 M
General Merchandise Stores	\$70.25 M	\$79.1 M	\$109.02 M
Department Stores	\$24.66 M	\$27.75 M	\$38.08 M
Warehouse Superstores	\$38.64 M	\$43.55 M	\$60.23 M
Other General Merchandise Stores	\$6.94 M	\$7.8 M	\$10.7 M
Miscellaneous Store Retailers	\$9.12 M	\$10.25 M	\$14.18 M
Florists	\$219.8 K	\$246.76 K	\$335.49 K
Office, Stationary Stores	\$930.13 K	\$1.04 M	\$1.45 M
Gift, Souvenir Stores	\$1.86 M	\$2.09 M	\$2.85 M
Used Merchandise Stores	\$671.04 K	\$748.49 K	\$1.04 M
Pet, Pet Supply Stores	\$1.72 M	\$1.92 M	\$2.66 M
Art Dealers	\$276.69 K	\$307.74 K	\$431.5 K
Mobile Home Dealers	\$188.57 K	\$211.16 K	\$289.36 K
Other Miscellaneous Retail Stores	\$3.26 M	\$3.68 M	\$5.11 M
Non-Store Retailers	\$40.87 M	\$46.2 M	\$63.88 M
Mail Order, Catalog Stores	\$38.25 M	\$43.24 M	\$59.84 M
Vending Machines	\$181.42 K	\$203.96 K	\$276.18 K
Fuel Dealers	\$230.65 K	\$258.51 K	\$353.42 K
Other Direct Selling Establishments	\$2.21 M	\$2.49 M	\$3.42 M
Accommodation, Food Services	\$38.11 M	\$42.95 M	\$57.58 M
Hotels, Other Travel Accommodations	\$2.32 M	\$2.61 M	\$3.5 M
RV Parks	\$23.22 K	\$26.08 K	\$35.54 K
Rooming, Boarding Houses	\$13.03 K	\$14.68 K	\$19.74 K
Full Service Restaurants	\$21.12 M	\$23.8 M	\$31.91 M
Limited Service Restaurants	\$9.8 M	\$11.04 M	\$14.81 M
Special Food Services, Catering	\$2.87 M	\$3.24 M	\$4.35 M
Drinking Places	\$1.96 M	\$2.22 M	\$2.95 M
Motor Vehicle, Parts Dealers	\$32.58 M	\$36.38 M	\$50.35 M
New Car Dealers	\$18.87 M	\$21.02 M	\$29.29 M
Used Car Dealers	\$1.75 M	\$1.95 M	\$2.72 M
Recreational Vehicle Dealers	\$3.35 M	\$3.76 M	\$5.14 M
Motorcycle, Boat Dealers	\$4.43 M	\$4.97 M	\$6.8 M
Auto Parts, Accessories	\$2.68 M	\$3 M	\$4.1 M
Tire Dealers	\$1.5 M	\$1.68 M	\$2.29 M

Income Summary

Income Summary Report



Ada, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Population						
Estimated Population (2025)	19,506		21,765		30,576	
Projected Population (2030)	18,564		20,788		29,577	
Census Population (2020)	19,749		21,943		30,431	
Census Population (2010)	19,699		21,779		30,852	
<i>Projected Annual Growth (2025 to 2030)</i>	-942	-1.0%	-976	-0.9%	-999	-0.7%
<i>Historical Annual Growth (2020 to 2025)</i>	-243	-0.2%	-178	-0.2%	146	-
<i>Historical Annual Growth (2010 to 2020)</i>	50	-	164	-	-421	-0.1%
Households						
Estimated Households (2025)	8,124		8,989		12,391	
Projected Households (2030)	7,750		8,605		12,015	
Census Households (2020)	8,136		8,968		12,252	
Census Households (2010)	7,817		8,610		12,125	
<i>Projected Annual Growth (2025 to 2030)</i>	-375	-0.9%	-383	-0.9%	-375	-0.6%
<i>Historical Annual Growth (2020 to 2025)</i>	-11	-	21	-	138	0.2%
<i>Historical Annual Growth (2010 to 2020)</i>	319	0.4%	358	0.4%	127	0.1%
Average Household Income						
Estimated Average Household Income (2025)	\$79,378		\$81,113		\$77,776	
Projected Average Household Income (2030)	\$79,049		\$80,832		\$77,397	
Census Average Household Income (2020)	\$45,915		\$46,381		\$45,449	
Census Average Household Income (2010)	\$33,786		\$34,149		\$33,232	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$329	-	-\$281	-	-\$379	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$33,463	4.9%	\$34,732	5.0%	\$32,327	4.7%
<i>Historical Annual Growth (2010 to 2020)</i>	\$12,129	3.6%	\$12,233	3.6%	\$12,217	3.7%
Median Household Income						
Estimated Median Household Income (2025)	\$60,150		\$61,845		\$59,441	
Projected Median Household Income (2030)	\$59,714		\$61,462		\$58,948	
Census Median Household Income (2020)	\$34,319		\$34,887		\$34,888	
Census Median Household Income (2010)	\$25,167		\$25,704		\$25,155	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$436	-0.1%	-\$382	-0.1%	-\$493	-0.2%
<i>Historical Annual Growth (2020 to 2025)</i>	\$25,831	5.0%	\$26,958	5.2%	\$24,554	4.7%
<i>Historical Annual Growth (2010 to 2020)</i>	\$9,151	3.6%	\$9,183	3.6%	\$9,732	3.9%
Per Capita Income						
Estimated Per Capita Income (2025)	\$33,211		\$33,642		\$31,632	
Projected Per Capita Income (2030)	\$33,158		\$33,610		\$31,559	
Census Per Capita Income (2020)	\$18,224		\$18,341		\$17,862	
Census Per Capita Income (2010)	\$13,871		\$13,900		\$13,330	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$53	-	-\$32	-	-\$72	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$14,988	5.5%	\$15,300	5.6%	\$13,770	5.1%
<i>Historical Annual Growth (2010 to 2020)</i>	\$4,353	3.1%	\$4,442	3.2%	\$4,532	3.4%
Other Income						
Estimated Families (2025)	4,713		5,320		7,560	
Estimated Average Family Income (2025)	\$98,830		\$101,182		\$95,844	
Estimated Median Family Income (2025)	\$80,509		\$81,839		\$76,757	
Estimated Average Household Net Worth (2025)	\$598,678		\$632,548		\$671,912	

Consumer Expenditure Summary

Consumer Expenditure Summary



Ada, Oklahoma						
	10 min drive time		15 min drive time		30 min drive time	
Estimated Population	19,506		21,765		30,576	
Estimated Households	8,124		8,989		12,391	
Household Expenditure	\$676.35 M		\$760.06 M		\$1.03 B	
Per Household ~ Per Capita	\$83,250	\$34,674	\$84,555	\$34,922	\$83,226	\$33,726
Non-Retail Expenditures	\$325.9 M	48.2%	\$365.15 M	48.0%	\$487.8 M	47.3%
Per Household ~ Per Capita	\$40,115	\$16,708	\$40,622	\$16,777	\$39,369	\$15,954
Retail Expenditures	\$350.45 M	51.8%	\$394.91 M	52.0%	\$543.41 M	52.7%
Per Household ~ Per Capita	\$43,136	\$17,966	\$43,933	\$18,145	\$43,857	\$17,772
Alcoholic Beverages	\$4.12 M	0.6%	\$4.64 M	0.6%	\$6.27 M	0.6%
Per Household ~ Per Capita	\$508	\$211	\$516	\$213	\$506	\$205
Apparel	\$12.73 M	1.9%	\$14.3 M	1.9%	\$19.41 M	1.9%
Per Household ~ Per Capita	\$1,568	\$653	\$1,590	\$657	\$1,566	\$635
Contributions	\$20.47 M	3.0%	\$23.08 M	3.0%	\$30.91 M	3.0%
Per Household ~ Per Capita	\$2,519	\$1,049	\$2,567	\$1,060	\$2,494	\$1,011
Education	\$14.88 M	2.2%	\$16.76 M	2.2%	\$22.53 M	2.2%
Per Household ~ Per Capita	\$1,832	\$763	\$1,864	\$770	\$1,818	\$737
Entertainment	\$39.57 M	5.9%	\$44.41 M	5.8%	\$60.32 M	5.8%
Per Household ~ Per Capita	\$4,871	\$2,029	\$4,941	\$2,041	\$4,869	\$1,973
Food Away From Home	\$30.11 M	4.5%	\$33.82 M	4.4%	\$45.85 M	4.4%
Per Household ~ Per Capita	\$3,706	\$1,544	\$3,762	\$1,554	\$3,700	\$1,500
Grocery	\$49.6 M	7.3%	\$55.39 M	7.3%	\$76.43 M	7.4%
Per Household ~ Per Capita	\$6,105	\$2,543	\$6,162	\$2,545	\$6,168	\$2,500
Health Care	\$51.28 M	7.6%	\$57.1 M	7.5%	\$79.84 M	7.7%
Per Household ~ Per Capita	\$6,312	\$2,629	\$6,352	\$2,623	\$6,444	\$2,611
Household Furnishings and Equipment	\$18.07 M	2.7%	\$20.3 M	2.7%	\$27.48 M	2.7%
Per Household ~ Per Capita	\$2,224	\$926	\$2,258	\$933	\$2,218	\$899
Household Operations	\$12.98 M	1.9%	\$14.56 M	1.9%	\$19.83 M	1.9%
Per Household ~ Per Capita	\$1,598	\$666	\$1,620	\$669	\$1,600	\$648
Miscellaneous Expenses	\$11.7 M	1.7%	\$13.14 M	1.7%	\$17.8 M	1.7%
Per Household ~ Per Capita	\$1,440	\$600	\$1,462	\$604	\$1,437	\$582
Personal Care	\$9.51 M	1.4%	\$10.63 M	1.4%	\$14.61 M	1.4%
Per Household ~ Per Capita	\$1,170	\$487	\$1,183	\$488	\$1,179	\$478
Shelter	\$118.94 M	17.6%	\$131.98 M	17.4%	\$176.75 M	17.1%
Per Household ~ Per Capita	\$14,641	\$6,098	\$14,682	\$6,064	\$14,265	\$5,781
Tax and Retirement	\$133.71 M	19.8%	\$151.7 M	20.0%	\$199.65 M	19.4%
Per Household ~ Per Capita	\$16,458	\$6,855	\$16,877	\$6,970	\$16,113	\$6,530
Tobacco and Related	\$4.3 M	0.6%	\$4.76 M	0.6%	\$6.72 M	0.7%
Per Household ~ Per Capita	\$529	\$220	\$530	\$219	\$543	\$220
Transportation	\$108.71 M	16.1%	\$123.68 M	16.3%	\$171.8 M	16.7%
Per Household ~ Per Capita	\$13,380	\$5,573	\$13,759	\$5,683	\$13,865	\$5,619
Utilities	\$35.67 M	5.3%	\$39.82 M	5.2%	\$55.02 M	5.3%
Per Household ~ Per Capita	\$4,391	\$1,829	\$4,430	\$1,830	\$4,441	\$1,800

Consumer Expenditure Trend



Ada, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Population / Households (2025)						
Estimated Population	19,506		21,765		30,576	
Estimated Households	8,124		8,989		12,391	
Total Annual Consumer Expenditure (2025)						
Total Household Expenditure	\$676.35 M		\$760.06 M		\$1.03 B	
Total Non-Retail Expenditure	\$325.9 M		\$365.15 M		\$487.8 M	
Total Retail Expenditure	\$350.45 M		\$394.91 M		\$543.41 M	
Alcoholic Beverages	\$4.12 M		\$4.64 M		\$6.27 M	
Apparel	\$12.73 M		\$14.3 M		\$19.41 M	
Contributions	\$20.47 M		\$23.08 M		\$30.91 M	
Education	\$14.88 M		\$16.76 M		\$22.53 M	
Entertainment	\$39.57 M		\$44.41 M		\$60.32 M	
Food Away From Home	\$30.11 M		\$33.82 M		\$45.85 M	
Grocery	\$49.6 M		\$55.39 M		\$76.43 M	
Health Care	\$51.28 M		\$57.1 M		\$79.84 M	
Household Furnishings and Equipment	\$18.07 M		\$20.3 M		\$27.48 M	
Household Operations	\$12.98 M		\$14.56 M		\$19.83 M	
Miscellaneous Expenses	\$11.7 M		\$13.14 M		\$17.8 M	
Personal Care	\$9.51 M		\$10.63 M		\$14.61 M	
Shelter	\$118.94 M		\$131.98 M		\$176.75 M	
Tax and Retirement	\$133.71 M		\$151.7 M		\$199.65 M	
Tobacco and Related	\$4.3 M		\$4.76 M		\$6.72 M	
Transportation	\$108.71 M		\$123.68 M		\$171.8 M	
Utilities	\$35.67 M		\$39.82 M		\$55.02 M	
Monthly Household Consumer Expenditure (2025)						
Total Household Expenditure	\$6,938		\$7,046		\$6,935	
Total Non-Retail Expenditure	\$3,343	48.2%	\$3,385	48.0%	\$3,281	47.3%
Total Retail Expenditure	\$3,595	51.8%	\$3,661	52.0%	\$3,655	52.7%
Alcoholic Beverages	\$42	0.6%	\$43	0.6%	\$42	0.6%
Apparel	\$131	1.9%	\$133	1.9%	\$131	1.9%
Contributions	\$210	3.0%	\$214	3.0%	\$208	3.0%
Education	\$153	2.2%	\$155	2.2%	\$152	2.2%
Entertainment	\$406	5.9%	\$412	5.8%	\$406	5.8%
Food Away From Home	\$309	4.5%	\$314	4.4%	\$308	4.4%
Grocery	\$509	7.3%	\$514	7.3%	\$514	7.4%
Health Care	\$526	7.6%	\$529	7.5%	\$537	7.7%
Household Furnishings and Equipment	\$185	2.7%	\$188	2.7%	\$185	2.7%
Household Operations	\$133	1.9%	\$135	1.9%	\$133	1.9%
Miscellaneous Expenses	\$120	1.7%	\$122	1.7%	\$120	1.7%
Personal Care	\$98	1.4%	\$99	1.4%	\$98	1.4%
Shelter	\$1,220	17.6%	\$1,224	17.4%	\$1,189	17.1%
Tax and Retirement	\$1,372	19.8%	\$1,406	20.0%	\$1,343	19.4%
Tobacco and Related	\$44	0.6%	\$44	0.6%	\$45	0.7%
Transportation	\$1,115	16.1%	\$1,147	16.3%	\$1,155	16.7%
Utilities	\$366	5.3%	\$369	5.2%	\$370	5.3%

Consumer Expenditure Trend



Ada, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Population / Households (2030)			
Projected Population	18,564	20,788	29,577
Projected Households	-	-	-
Total Annual Consumer Expenditure (2030)			
Total Household Expenditure	\$635.16 M	\$717.53 M	\$986.01 M
Total Non-Retail Expenditure	\$305.57 M	\$344.3 M	\$466.11 M
Total Retail Expenditure	\$329.59 M	\$373.23 M	\$519.9 M
Alcoholic Beverages	\$3.87 M	\$4.37 M	\$5.99 M
Apparel	\$11.95 M	\$13.49 M	\$18.55 M
Contributions	\$19.17 M	\$21.73 M	\$29.5 M
Education	\$13.95 M	\$15.79 M	\$21.51 M
Entertainment	\$37.13 M	\$41.91 M	\$57.68 M
Food Away From Home	\$28.24 M	\$31.9 M	\$43.83 M
Grocery	\$46.62 M	\$52.37 M	\$73.2 M
Health Care	\$49.28 M	\$54.88 M	\$77.12 M
Household Furnishings and Equipment	\$16.94 M	\$19.14 M	\$26.26 M
Household Operations	\$12.18 M	\$13.74 M	\$18.96 M
Miscellaneous Expenses	\$10.98 M	\$12.4 M	\$17.02 M
Personal Care	\$8.93 M	\$10.05 M	\$13.99 M
Shelter	\$111.93 M	\$124.85 M	\$169.36 M
Tax and Retirement	\$124.84 M	\$142.49 M	\$190.09 M
Tobacco and Related	\$4.06 M	\$4.52 M	\$6.46 M
Transportation	\$101.56 M	\$116.23 M	\$163.76 M
Utilities	\$33.54 M	\$37.66 M	\$52.71 M
Consumer Expenditure Growth (2025 to 2030)			
Total Household Expenditure	\$-41.19 M	\$-42.53 M	\$-45.2 M
Total Non-Retail Expenditure	\$-20.33 M	\$-20.85 M	\$-21.69 M
Total Retail Expenditure	\$-20.86 M	\$-21.68 M	\$-23.52 M
Alcoholic Beverages	\$-257.08 K	\$-264.55 K	\$-278.66 K
Apparel	\$-787.29 K	\$-807.83 K	\$-854.34 K
Contributions	\$-1.3 M	\$-1.34 M	\$-1.41 M
Education	\$-936.83 K	\$-967.39 K	\$-1.02 M
Entertainment	\$-2.44 M	\$-2.5 M	\$-2.64 M
Food Away From Home	\$-1.87 M	\$-1.92 M	\$-2.02 M
Grocery	\$-2.98 M	\$-3.02 M	\$-3.23 M
Health Care	\$-2 M	\$-2.22 M	\$-2.72 M
Household Furnishings and Equipment	\$-1.12 M	\$-1.15 M	\$-1.22 M
Household Operations	\$-799.24 K	\$-817.75 K	\$-864.72 K
Miscellaneous Expenses	\$-724.28 K	\$-745.13 K	\$-782.85 K
Personal Care	\$-575.15 K	\$-585.3 K	\$-623.87 K
Shelter	\$-7.01 M	\$-7.12 M	\$-7.39 M
Tax and Retirement	\$-8.87 M	\$-9.21 M	\$-9.56 M
Tobacco and Related	\$-243.12 K	\$-241.95 K	\$-263.69 K
Transportation	\$-7.15 M	\$-7.45 M	\$-8.03 M
Utilities	\$-2.13 M	\$-2.16 M	\$-2.31 M

Crime Risk

Ada, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Demographics			
Population	19,506	21,765	30,576
Census Population	19,749	21,943	30,431
Households	8,124	8,989	12,391
Average Household Income	\$79,378	\$81,113	\$77,776
Median Household Income	\$60,150	\$61,845	\$59,441
Per Capita Income	\$33,211	\$33,642	\$31,632
Total Crime			
Crime Index	108	102	90
Crime Level	Average	Average	Below Average
Personal Crime			
Crime Index	79	76	75
Crime Level	Below Average	Below Average	Below Average
Murder			
Crime Index	84	80	80
Crime Level	Below Average	Below Average	Below Average
Rape			
Crime Index	115	118	123
Crime Level	Average	Average	Above Average
Robbery			
Crime Index	44	42	37
Crime Level	Low Risk	Low Risk	Low Risk
Assault			
Crime Index	83	79	79
Crime Level	Below Average	Below Average	Below Average
Property Crime			
Crime Index	114	107	93
Crime Level	Average	Average	Average
Burglary			
Crime Index	191	180	163
Crime Level	Very High	Very High	High Risk
Larceny			
Crime Index	101	95	80
Crime Level	Average	Average	Below Average
Motor Vehicle Theft			
Crime Index	102	96	86
Crime Level	Average	Average	Below Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Ada, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
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	3 / 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 Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Walmart Supercenter	1 / 1	189,700	
Dollar Stores			
Dollar General	10 / 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	20 / 18		
High School	9 / 7		
PK - 8	18 / 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		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	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	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
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	
Krispy Krunchy Chicken	3 / 2		
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	

Ada, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Papa John's	1 / 1	1,500	
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		