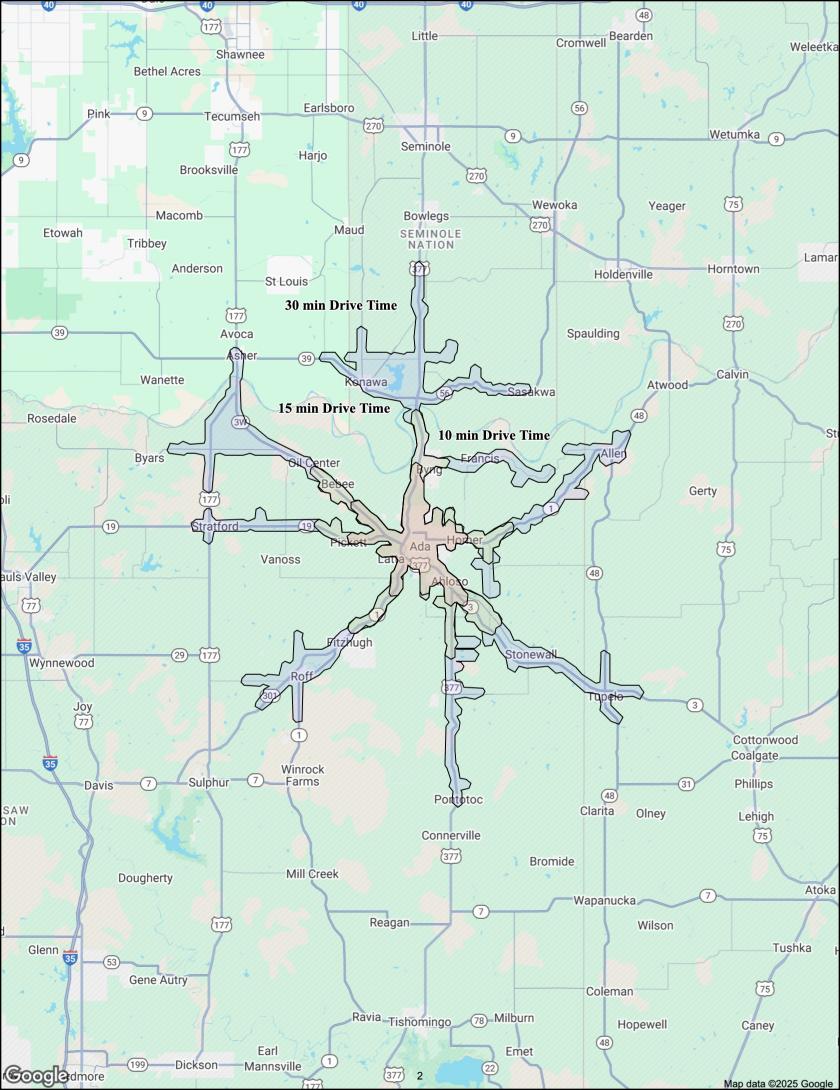


Ada, Oklahoma Drive Time 3rd Quarter 2025

Table Of Contents

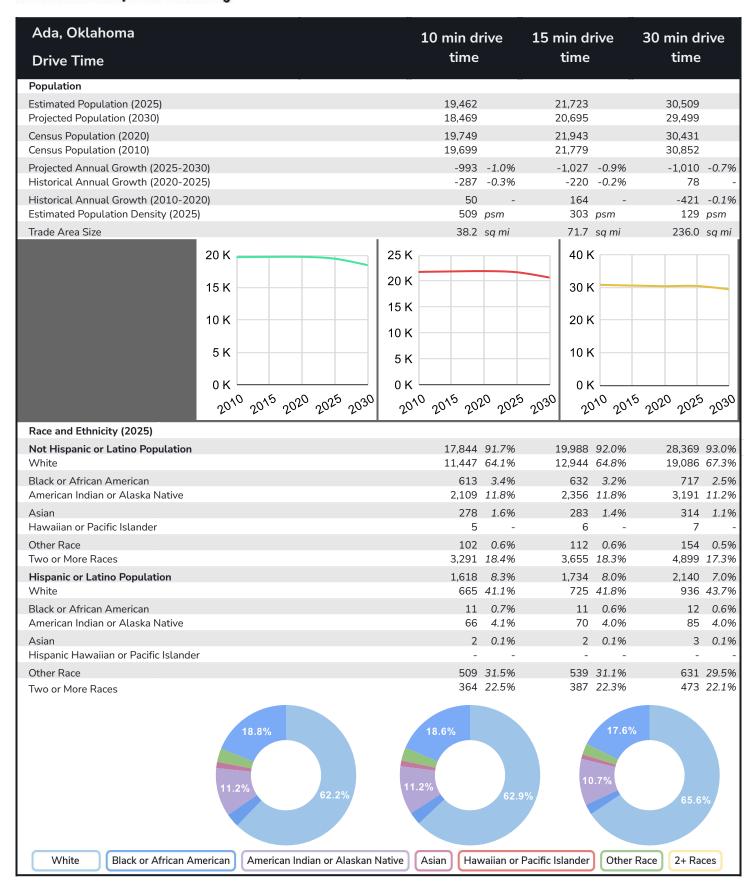
- 1. Demographics
- 15. Opportunity Gap
- 19. Retail Potential
- 22. Income Summary
- 24. Consumer Expenditure Summary
- 28. Crime Risk
- 30. Void Analysis

Demographics





Economic Development Consulting





Ada, Oklahoma	10 min dr	ive 1	15 min dr	ive	30 min d	rive
Drive Time	time		time		time	
Age Distribution (2025)						
Age Under 5 Years	1,291	6.6%	1,432	6.6%	1,992	6.5%
Age 5 to 9 Years	1,413	7.3%	1,579	7.3%	2,178	7.1%
Age 10 to 14 Years	1,339	6.9%	1,509	6.9%	2,136	7.0%
Age 15 to 19 Years	1,321	6.8%	1,464	6.7%	2,047	6.7%
Age 20 to 24 Years	1,677	8.6%	1,778	8.2%	2,269	7.4%
Age 25 to 29 Years	1,424	7.3%	1,535	7.1%	2,030	6.7%
Age 30 to 34 Years	1,424	7.3%	1,573	7.2%	2,123	7.0%
Age 35 to 39 Years	1,316	6.8%	1,464	6.7%	1,977	6.5%
Age 40 to 44 Years	1,192	6.1%	1,336	6.1%	1,909	6.3%
Age 45 to 49 Years	992	5.1%	1,129	5.2%	1,637	5.4%
Age 50 to 54 Years	951	4.9%	1,082	5.0%	1,639	5.4%
Age 55 to 59 Years	931	4.8%	1,080	5.0%	1,600	5.2%
Age 60 to 64 Years	1,105	5.7%	1,265	5.8%	1,836	6.0%
Age 65 to 69 Years	887	4.6%	1,018	4.7%	1,550	5.1%
Age 70 to 74 Years	799	4.1%	914	4.2%	1,334	4.4%
Age 75 to 79 Years	620	3.2%	703	3.2%	1,038	3.4%
Age 80 to 84 Years	384	2.0%	433	2.0%	625	2.0%
Age 85 Years or Over	397	2.0%	430	2.0%	590	1.9%
Median Age	33.9		34.5		35.7	
Generation (2025)						
iGeneration (Age Under 15 Years)	4,044	20.8%	4,521	20.8%	6,306	20.7%
Generation 9/11 Millennials (Age 15 to 34 Years)	5,846	30.0%	6,350	29.2%	8,469	27.8%
Gen Xers (Age 35 to 49 Years)	3,500	18.0%	3,928	18.1%	5,523	18.1%
Baby Boomers (Age 50 to 74 Years)	4,672	24.0%	5,358	24.7%	7,959	26.1%
Silent Generation (Age 75 to 84 Years)	1,003	5.2%	1,136	5.2%	1,663	5.4%
G.I. Generation (Age 85 Years or Over)	397	2.0%	430	2.0%	590	1.9%
40%	40%		40%			
30%	30%		30%			
		\wedge			$\setminus \wedge$	
20%	20%		20%			
10%	10%	-	10%			
0%	0% —	/	0%		<u> </u>	<u> </u>
CEN EF HO SILLELY CO	GET GET GET	ONE CELY	'	(FL)	SEROBLES	, S
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Ada, Oklahoma		10 min dı	rive 1!	5 min d	rive	30 min d	rive
Drive Time		time		time		time	
Household Type (2025)		-					
Total Households		8,049		8,909		12,314	
Family Households		4,669	58.0%	5,274	59.2%	7,519	61.1%
Family Households with Children		2,418	51.8%	2,715	51.5%	3,854	51.3%
Family Households No Children		2,251	48.2%	2,559	48.5%	3,665	48.7%
Non-Family Households		3,380	42.0%	3,636	40.8%	4,795	38.9%
Non-Family Households with Children		6	0.2%	6	0.2%	7	0.2%
Non-Family Households No Children		3,374	99.8%	3,629	99.8%	4,787	99.8%
Family Households	4 K	4 K		5	K		
w/ Children	3 K	3 K		4	к		
Family Households No Children				3	к —		
Non-Family Households	2 K	2 K —		2	к —		
w/ Children	1 K	1 K —		1	к —		
Non-Family Households No Children	0 K	0 K		0	к —		
Education Attainment (2025)							
Elementary or Some High School		1,199	9.6%	1,317	9.4%	2,037	10.2%
High School Graduate		3,803	30.6%	4,335	31.1%	6,905	34.7%
Some College or Associate Degree		3,567	28.7%	4,009	28.7%	5,577	28.0%
Bachelor or Graduate Degree		3,851	31.0%	4,300	30.8%	5,368	27.0%
Elementary or Some High School High School Graduate Some College or Associate Degree Bachelor or Graduate Degree	31.0% 30.6%	30.8%	31.1%		27.0%	34.79	%
Household Income (2025)		4		*			
Estimated Average Household Income		\$78,767		\$80,493		\$77,158	
Estimated Median Household Income		\$59,540	4.607	\$61,199	4.507	\$58,802	E 00'
HH Income Under \$10,000		373	4.6%	397	4.5%	610	
HH Income \$10,000 to \$34,999			26.7%		25.7%		26.7%
HH Income \$35,000 to \$49,999			12.1%		12.0%		12.4%
HH Income \$50,000 to \$74,999			20.0%		20.1%		19.4%
HH Income \$75,000 to \$99,999			11.6%		12.1%		12.7%
HH Income \$100,000 to \$149,999			16.2%		16.4%		15.2%
HH Income \$150,000 or More		698	8.7%	829	9.3%	1,065	8.6%



Ada, Oklahoma	10 min d	rive	15 min d	rive	30 min d	rive
Drive Time	time		time		time	
Population						
Estimated Population (2025)	19,462		21,723		30,509	
Projected Population (2030)	18,469		20,695		29,499	
Census Population (2020)	19,749		21,943		30,431	
Census Population (2010)	19,699		21,779		30,852	
Projected Annual Growth (2025-2030)	-993	-1.0%	-1,027	-0.9%	-1,010	-0.7%
Historical Annual Growth (2020-2025)	-287	-	-220	-0.2%	78	-
Historical Annual Growth (2010-2020)	50	-	164	-	-421	-0.1%
Estimated Population Density (2025)	509	psm	303	psm	129	psm
Trade Area Size	38.2	sq mi	71.7	sq mi	236.0	sq mi
Households						
Estimated Households (2025)	8,049		8,909		12,314	
Projected Households (2030)	7,660		8,512		11,924	
Census Households (2020)	8,136		8,968		12,252	
Census Households (2010)	7,817		8,610		12,125	
Projected Annual Growth (2025-2030)	-388	-1.0%	-397	-0.9%	-390	-0.6%
Historical Annual Change (2010-2025)	232	0.2%	299	0.2%	189	0.1%
Average Household Income						
Estimated Average Household Income (2025)	\$78,767		\$80,493		\$77,158	
Projected Average Household Income (2030)	\$77,642		\$79,385		\$75,997	
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)	-\$1,125	-0.3%	-\$1,108	-0.3%	-\$1,160	-0.3%
Historical Annual Change (2000-2025)	\$44,981	5.3%	\$46,345	5.4%	\$43,925	5.3%
Median Household Income						
Estimated Median Household Income (2025)	\$59,540		\$61,199		\$58,802	
Projected Median Household Income (2030)	\$58,880		\$60,582		\$58,129	
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)	-\$660	-0.2%	-\$618	-0.2%	-\$673	-0.2%
Historical Annual Change (2000-2025)	\$34,373	5.5%	\$35,496	5.5%	\$33,647	5.4%
Per Capita Income						
Estimated Per Capita Income (2025)	\$32,724		\$33,155		\$31,255	
Projected Per Capita Income (2030)	\$32,360		\$32,800		\$30,836	
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)	-\$364	-0.2%	-\$354	-0.2%	-\$419	-0.3%
Historical Annual Change (2000-2025)	\$18,853	5.4%	\$19,255	5.5%	\$17,926	5.4%
Estimated Average Household Net Worth (2025)	\$605,756		\$640,542		\$673,538	



Roe and Ethnicity Total Population (2025) 19.462 2.17.23 30.50 1.50 White (2025) 12.112 6.27% 13.668 6.2% 20.02 5.5% Bluck or African American (2025) 623 3.2% 6.643 3.0% 72.0 2.4% American Indian or Alaska Native (2025) 280 1.2% 1.2% 1.2% 1.2% 1.2% 1.0%	Ada, Oklahoma	10 min drive				30 min d	
Potentia	Drive Time	time		time		time	
Minte (2025) 12.11 5.27 13.68 5.79 20.02 5.67 Black or African American (2025) 2.37 2.38 2	Race and Ethnicity						_
Black or African American (2025)	Total Population (2025)	19,462		21,723		30,509	
American Indian or Alaska Native (2025) 2,175 11.2% 2.426 11.2% 3.37 10.7% Asian (2025) 280 1.4% 285 1.3% 317 10.0% Chber Race (2025) 5 5 6 7 7 2-6 Two or More Races (2025) 3.65 1.8% 4.04 1.6% 5.37 1.76 Population : 18 (2025) 4,736 2.4% 4.04 1.8% 5.30 2.4% 7.42 2.4% With Not Hispanic 2,015 4.7% 2.30 2.5% 3.522 4.73% Asian 5 1.2% 5.30 2.4% 5.2% 3.52 4.7% Asian 6 7.2% 2.5% 1.1% 9.3% 2.2% 3.52 4.7% Asian Or 11 4 7.2 1.6% 8.3 1.9% 3.2% 2.2% 3.2% 3.2% 3.2% 3.2% 3.2% 3.2% 3.2% 3.2% 3.2% 3.2% 3.2% <t< td=""><td>White (2025)</td><td>12,112</td><td>62.2%</td><td>13,669</td><td>62.9%</td><td>20,022</td><td>65.6%</td></t<>	White (2025)	12,112	62.2%	13,669	62.9%	20,022	65.6%
Asian (2025) 280 1.4% 285 1.3% 317 1.0% Hawaiian or Pacific Islander (2025) 15 - 6 - 7 - Other Race (2025) 3164 1.8% 642 1.6% 5.372 1.76% Population < 18 (2025)	Black or African American (2025)	623	3.2%	643	3.0%	729	2.4%
Hawaiian or Pacific Islander (2025) 5 6 - 7 7 Other Races (2025) 3611 3.1% 651 3.0% 755 2.6% Two or More Races (2025) 3664 1.88% 4.042 1.6% 5.372 1.76% Population < 18 (2025)	American Indian or Alaska Native (2025)	2,175	11.2%	2,426	11.2%	3,276	10.7%
Other Race (2025) 611 3.1% 651 3.0% 785 2.6% Two or More Races (2025) 3.654 18.8% 4.042 18.6% 5.372 17.6% Population × 18 (2025) 4.736 24.3% 5.300 24.4% 7.42 24.4% White Not Hispanic 2.015 4.25% 2.304 43.5% 3.52 24.73% Black or African American 136 2.9% 156 1.1% 63 0.8% Other Race Not Hispanic 1.80 39.3% 2.081 39.3% 2.819 1.79% Hispanic American 1.86 41.7% 1.988 2.0% 2.819 1.9% Not Hispanic Valtine Population (2025) 17.84 91.7% 1.988 2.0% 28.36 1.9% Not Hispanic White 11.44 64.1% 1.7 1.2% 1.2% Not Hispanic American Indian or Alaska Native 2.19 1.18 2.35 1.1% 3.11 1.2% Not Hispanic American Indian or Pacific Islander 2.5 <t< td=""><td>Asian (2025)</td><td>280</td><td>1.4%</td><td>285</td><td>1.3%</td><td>317</td><td>1.0%</td></t<>	Asian (2025)	280	1.4%	285	1.3%	317	1.0%
Two or More Races (2025) 3.65 kl.84 kl.89 kl.89 kl.90 kl.40 kl.86 kl.90 kl.40 kl.90 kl.40 kl.90 kl.90 kl.40 kl.90 kl.90 kl.40 kl.40 kl.40 kl.90 kl.90 kl.40 kl.40 kl.40 kl.40 kl.90 kl.90 kl.90 kl.40 kl.40 kl.40 kl.90 kl.90 kl.40 kl.40 kl.90 kl.90 kl.40 kl.40 kl.40 kl.90 kl.90 kl.40 kl.90 kl.90 kl.40 kl.90 kl.90 kl.40 kl.90 kl.40 kl.90 kl.40 kl.40 kl.90 kl.40 kl	Hawaiian or Pacific Islander (2025)	5	-	6	-	7	-
Population < 18 (2025) 4,736 2.436 5,300 2.446 7,422 2.436 White Not Hispanic 2,015 42.5% 2,304 43.5% 3,522 47.3% Black or African American 136 2.9% 139 2.6% 155 2.1% Asian 55 1.2% 56 1.1% 63 0.8% Other Race Not Hispanic 1.860 9.3% 2,081 3.93% 2,813 3.79% Hispanic 1.860 1.41% 7.70 13.6% 883 11.9% Not Hispanic Author 1.844 91.7% 19.98 9.2% 28.369 3.0% Not Hispanic Author 11.447 64.1% 12.94 64.8% 19.08 6.73% Not Hispanic Alack or African American 11.447 64.1% 12.94 64.8% 19.08 6.73% Not Hispanic Alack or African American 2.10 1.86 2.35 1.14 2.35 1.14 1.2% Not Hispanic Other Race 3.29 1.6	Other Race (2025)	611	3.1%	651	3.0%	785	2.6%
White Not Hispanic 2,015 4.25% 2.304 4.35% 3,522 47.3% Black or African American 136 2.9% 139 2.6% 155 2.1% Asian 55 1.2% 55 1.1% 63 0.9% Other Race Not Hispanic 1860 39.3% 20.08 29.3% 2.818 3.79% Not Hispanic or Latino Population (2025) 17,44 91.7% 19,98 9.0% 28.36 9.3% Not Hispanic White 11,447 64.9 12,94 64.9% 19,08 7.7 25% Not Hispanic American Indian or Alaska Native 21,09 11.9% 2,35 11.9% 3,19 1,25 Not Hispanic American Indian or Pacific Islander 27 6 6 1.2 7.7 7 Not Hispanic Cher Race 32,91 18.4% 3,65 1.8 3,34 1.9 1.1 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0<	Two or More Races (2025)	3,654	18.8%	4,042	18.6%	5,372	17.6%
Black or African American 136 2.9% 1.39 2.6% 1.5% 2.1% Asian 55 1.2% 56 1.1% 63 0.8% Other Race Not Hispanic 1.860 33.3% 2.081 33.9% 2.818 3.79% Not Hispanic Or Latino Population (2025) 1.784 4.7% 19.04 64.8% 19.06 6.73% Not Hispanic White 11.44 61.4 12.94 64.8% 19.06 6.73% Not Hispanic Alain 613 3.4% 623 2.9% 11.2% Not Hispanic Alain 2.09 1.8% 2.36 1.9% 3.19 1.2% Not Hispanic Alain 2.09 1.8% 2.3 1.4% 3.11 1.2% Not Hispanic Alain 2.0 6 1.6 7 7 7 Not Hispanic Alain 2.0 6 1.5 6 1.6 1.6 1.5 1.2 0.7 1.2 1.2 1.2 1.2 1.2 1.2 1	Population < 18 (2025)	4,736	24.3%	5,300	24.4%	7,442	24.4%
Asian 55 1.2% 56 1.1% 63 9.8% Other Race Not Hispanic 1.86 39.3% 2.081 39.3% 2.813 37.9% Hispanic 670 1.41% 720 13.6% 883 1.19% Not Hispanic Or Latino Population (2025) 17,84 9.7% 19,98 9.20% 28.36 9.30% Not Hispanic White 11,44 64.9% 12,94 64.8% 19,08 67.3% Not Hispanic Black or African American 613 3.4% 623 1.2% 7.7 2.5% Not Hispanic American Indian or Alaska Native 2,09 11.8% 2,356 11.8% 3.11 1.7% Not Hispanic Other Race 102 0.6% 112 0.6% 3.1 1.7% Not Hispanic Other Race 3.291 1.84% 3.655 1.8.3% 4.899 1.73% Hispanic Paulition (2025) 1.618 8.3% 1.74 8.0% 2.14 0.7% Hispanic Paulition Population (2025) 1.618	White Not Hispanic	2,015	42.5%	2,304	43.5%	3,522	47.3%
Other Race Not Hispanic 1,860 39.3% 2,081 39.3% 2,819 37.9% Hispanic 670 14.1% 720 13.6% 883 1.19% Not Hispanic or Latino Population (2025) 17,844 91.7% 19,988 92.0% 28,369 93.0% Not Hispanic Dake or African American 613 3.4% 632 3.2% 717 2.5% Not Hispanic American Indian or Alaska Native 2,109 1.8% 2,356 1.8% 31.1 1.12% Not Hispanic Hawaiian or Pacific Islander 5 - 6 - 7 7 - Not Hispanic Davis Indian or Alaska Native 102 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 112 0.6% 12	Black or African American	136	2.9%	139	2.6%	155	2.1%
Hispanic 670 14.1% 720 13.6% 883 11.9% Not Hispanic or Latino Population (2025) 17.84 91.7% 19.98 92.0% 28.369 93.0% Not Hispanic White 11.447 64.1% 12.944 64.8% 19.086 67.3% Not Hispanic Black or African American 613 3.4% 632 3.2% 717 25.8% Not Hispanic American Indian or Alaska Native 2,109 11.8% 23.56 11.8% 31.91 11.2% Not Hispanic Hawaiian or Pacific Islander 5 - 6 - 7 - Not Hispanic White 3.291 18.4% 3.655 18.3% 17.3 - Hispanic White 665 41.1% 72.5 4.899 17.3% Hispanic Merican Indian or Alaska Native 665 41.4% 70 4.0% 43.7 Hispanic Hawaiian or Pacific Islander - - - - - - - Hispanic Other Race 50 3.15%	Asian	55	1.2%	56	1.1%	63	0.8%
Not Hispanic or Latino Population (2025) 17.844 9.7% 19.988 9.0% 28.369 9.0% Not Hispanic White 11,447 6.1% 12.944 64.8% 19.086 67.3% Not Hispanic Black or African American 613 3.4% 632 3.2% 717 2.5% Not Hispanic American Indian or Alaska Native 2,109 11.8% 23.56 1.8% 3.191 1.2% Not Hispanic Asian 278 1.6% 283 1.4% 31.9 1.1% Not Hispanic Hawaiian or Pacific Islander 5 6 6 7 7 Not Hispanic Other Race 3.29 1.8% 3.655 1.8% 4.189 1.7% Not Hispanic Or Paulation (2025) 1.618 8.7% 1.12 6.0% 4.189 1.7% Hispanic Black or African American 1.65 4.1% 725 4.1% 7.0% Hispanic Asian 2.6 4.1% 7 4.0% 4.2% Hispanic Asian 2.2 4.0 4.0 4.0<	Other Race Not Hispanic	1,860	39.3%	2,081	39.3%	2,819	37.9%
Not Hispanic White 11,447 6.1% 12,944 6.4% 19,086 6.73% Not Hispanic Black or African American 613 3.4% 632 3.2% 717 2.5% Not Hispanic American Indian or Alaska Native 2,109 11.8% 2,356 1.8% 3,191 11.2% Not Hispanic Asian 278 1.6% 283 1.4% 31.4 11.2% Not Hispanic Depart Indian or Pacific Islander 5 - 6 - 7 - Not Hispanic Other Race 3,291 18.4% 3,655 1.83% 4,899 1.73% Hispanic Other Races 3,291 18.4% 3,655 1.83% 4,899 1.73% Hispanic Other Races 3,291 18.4% 3,655 1.83% 4,899 1.73% Hispanic Alasian 665 4.1% 725 4.18% 9,36 4,73% Hispanic American Indian or Alaska Native 6 6 4.1% 70 4.0% 1.0% Hispanic Other Race 5	Hispanic	670	14.1%	720	13.6%	883	11.9%
Not Hispanic Black or African American 613 3.4% 632 3.2% 717 2.5% Not Hispanic American Indian or Alaska Native 2.109 11.8% 2.356 1.8% 3.191 11.2% Not Hispanic Asian 278 1.6% 283 1.4% 314 1.1% Not Hispanic Depart Race 102 0.6% 112 0.6% 154 0.5% Not Hispanic Orber Races 3.291 18.4% 3.655 18.3% 4.899 1.73% Hispanic Or Latino Population (2025) 1.618 8.3% 1,734 8.0% 2,140 7.0% Hispanic White 665 41.1% 725 41.8% 93.6 43.7% Hispanic American Indian or Alaska Native 66 4.1% 70 4.0% 85 4.0% Hispanic Abasin 2 0.1% 2 0.1% 3.1% 633 2.1% 3.0% Hispanic American Indian or Alaska Native 66 4.1% 70 4.0% 85 4.0% Hispan	Not Hispanic or Latino Population (2025)	17,844	91.7%	19,988	92.0%	28,369	93.0%
Not Hispanic American Indian or Alaska Native 2,109 11.8% 23.58 11.8% 3,191 11.8% Not Hispanic Asian 278 1.6% 283 1.4% 314 1.1% Not Hispanic Hawaiian or Pacific Islander 5 - 6 - 7 - Not Hispanic Other Race 102 0.6% 112 0.6% 154 0.5% Not Hispanic Two or More Races 3,291 18.4% 3,655 18.3% 4,899 17.3% Hispanic Valtine Population (2025) 1,618 8.3% 1,734 8.0% 2,140 7.0% Hispanic Black or African American 11 0.7% 11 0.6% 12 0.6% Hispanic American Indian or Alaska Native 66 4.1% 70 4.0% 85 4.0% Hispanic Pawaiian or Pacific Islander 2 0.1% 2 0.1% 2 0.1% 2 0.1% 2 0.1% 2 0.1% 2 0.1% 0.1% 0.1% 0.1% 0.1%	Not Hispanic White	11,447	64.1%	12,944	64.8%	19,086	67.3%
Not Hispanic Asian 278 1.6% 283 1.4% 314 1.1% Not Hispanic Hawaiian or Pacific Islander 5 - 6 - 7 - Not Hispanic Other Race 102 0.6% 112 0.6% 154 0.5% Not Hispanic Two or More Races 3.291 18.4% 3.655 18.3% 4.899 17.3% Hispanic Other Race 665 41.1% 725 41.8% 936 43.7% Hispanic White 665 41.1% 725 41.8% 936 43.7% Hispanic Black or African American 11 0.7% 11 0.6% 12 0.6% Hispanic American Indian or Alaska Native 66 4.1% 70 4.0% 85 4.0% Hispanic Hawaiian or Pacific Islander -	Not Hispanic Black or African American	613	3.4%	632	3.2%	717	2.5%
Not Hispanic Hawaiian or Pacific Islander 5 - 6 - 7 - Not Hispanic Other Race 102 0.6% 112 0.6% 154 0.5% Not Hispanic Two or More Races 3,291 18.4% 3,655 18.3% 4,899 17.3% Hispanic Other Race 3,291 18.6% 1,734 8.0% 2,140 7.0% Hispanic White 665 41.1% 725 41.8% 936 43.7% Hispanic Black or African American 11 0.7% 11 0.6% 12 0.6% Hispanic American Indian or Alaska Native 66 4.1% 70 4.0% 85 4.0% Hispanic Asian 2 0.1% 2 0.1% 3 0.1% Hispanic Pacific Islander 5 1 2 0.1% 2 0.1% 2 0.1% 2 0.1% 2 0.1% 2 0.1% 2 0.1% 2 0.1% 0.2% 2.3 0.1% 0.1%	Not Hispanic American Indian or Alaska Native	2,109	11.8%	2,356	11.8%	3,191	11.2%
Not Hispanic Other Races 102 0.6% 112 0.6% 154 0.5% Not Hispanic Two or More Races 3.291 18.4% 3,655 18.3% 4,899 17.3% Hispanic Or Latino Population (2025) 1,618 8.3% 1,734 8.0% 2,140 7.0% Hispanic White 665 41.1% 725 41.8% 936 43.7% Hispanic Black or African American 11 0.7% 11 1.0% 12 0.0% Hispanic American Indian or Alaska Native 66 4.1% 70 4.0% 85 4.0% Hispanic Asian 2 0.1% 2 0.1% 2 0.1% 3 0.1% Hispanic Hawaiian or Pacific Islander 7	Not Hispanic Asian	278	1.6%	283	1.4%	314	1.1%
Not Hispanic Two or More Races 3,291 18.4% 3,655 18.3% 4,899 17.3% Hispanic or Latino Population (2025) 1,618 8.3% 1,734 8.0% 2,140 7.0% Hispanic White 665 41.1% 725 41.8% 936 43.7% Hispanic Black or African American 11 0.7% 11 0.6% 12 0.6% Hispanic American Indian or Alaska Native 66 4.1% 70 4.0% 85 4.0% Hispanic Asian 2 0.1% 2 0.1% 3 0.1% Hispanic Hawaiian or Pacific Islander - <td< td=""><td>Not Hispanic Hawaiian or Pacific Islander</td><td>5</td><td>-</td><td>6</td><td>_</td><td>7</td><td>-</td></td<>	Not Hispanic Hawaiian or Pacific Islander	5	-	6	_	7	-
Hispanic or Latino Population (2025) 1,618 8.3% 1,734 8.0% 2,140 7.0% Hispanic White 665 41.1% 725 41.8% 936 43.7% Hispanic Black or African American 11 0.7% 11 0.6% 12 0.6% Hispanic American Indian or Alaska Native 66 4.1% 70 4.0% 85 4.0% Hispanic Asian 2 0.1% 2 0.1% 3 0.1% Hispanic Dawaiian or Pacific Islander -	Not Hispanic Other Race	102	0.6%	112	0.6%	154	0.5%
Hispanic White 665 41.1% 725 41.8% 936 43.7% Hispanic Black or African American 11 0.7% 11 0.6% 12 0.6% Hispanic American Indian or Alaska Native 66 4.1% 70 4.0% 85 4.0% Hispanic Asian 2 0.1% 2 0.1% 3 0.1% Hispanic Hawaiian or Pacific Islander -<	Not Hispanic Two or More Races	3,291	18.4%	3,655	18.3%	4,899	17.3%
Hispanic Black or African American 11 0.7% 11 0.6% 12 0.6% Hispanic American Indian or Alaska Native 66 4.1% 70 4.0% 85 4.0% Hispanic Asian 2 0.1% 2 0.1% 3 0.1% Hispanic Hawaiian or Pacific Islander - -	Hispanic or Latino Population (2025)	1,618	8.3%	1,734	8.0%	2,140	7.0%
Hispanic American Indian or Alaska Native 66 4.1% 70 4.0% 85 4.0% Hispanic Asian 2 0.1% 2 0.1% 3 0.1% Hispanic Hawaiian or Pacific Islander - <	Hispanic White	665	41.1%	725	41.8%	936	43.7%
Hispanic Asian 2 0.1% 2 0.1% 3 0.1% Hispanic Hawaiian or Pacific Islander -	Hispanic Black or African American	11	0.7%	11	0.6%	12	0.6%
Hispanic Asian 2 0.1% 2 0.1% 3 0.1% Hispanic Hawaiian or Pacific Islander -	Hispanic American Indian or Alaska Native	66	4.1%	70	4.0%	85	4.0%
Hispanic Other Race 509 31.5% 539 31.1% 631 29.5% Hispanic Two or More Races 364 22.5% 387 22.3% 473 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% Not Hispanic or Latino Population (2010) 1,047 5.3% 1,108 5.1% 1,322 4.3% Not Hispanic or Latino Population (2030) 16,860 91.3% 18,963 91.6% 27,277 92.5% Hispanic or Latino Population (2030) 1,610 8.7% 1,733 8.4% 2,221 7.5% Projected Annual Growth (2025-2030) -8 - -2 - 81 0.8%				2			
Hispanic Two or More Races 364 22.5% 387 22.3% 473 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) 16,860 91.3% 18,963 91.6% 27,277 92.5% Hispanic or Latino Population (2030) 1,610 8.7% 1,733 8.4% 2,221 7.5% Projected Annual Growth (2025-2030) -8 - -2 - 81 0.8%	Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Hispanic Two or More Races 364 22.5% 387 22.3% 473 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) 16,860 91.3% 18,963 91.6% 27,277 92.5% Hispanic or Latino Population (2030) 1,610 8.7% 1,733 8.4% 2,221 7.5% Projected Annual Growth (2025-2030) -8 - -2 - 81 0.8%	Hispanic Other Race	509	31.5%	539	31.1%	631	29.5%
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) 16,860 91.3% 18,963 91.6% 27,277 92.5% Hispanic or Latino Population (2030) 1,610 8.7% 1,733 8.4% 2,221 7.5% Projected Annual Growth (2025-2030) -8 - -2 - 81 0.8%	Hispanic Two or More Races					473	22.1%
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) 16,860 91.3% 18,963 91.6% 27,277 92.5% Hispanic or Latino Population (2030) 1,610 8.7% 1,733 8.4% 2,221 7.5% Projected Annual Growth (2025-2030) 8 - -2 - 81 0.8%	·						
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) 16,860 91.3% 18,963 91.6% 27,277 92.5% Hispanic or Latino Population (2030) 1,610 8.7% 1,733 8.4% 2,221 7.5% Projected Annual Growth (2025-2030) -8 - -2 - 81 0.8%		1.451	7.3%				
Hispanic or Latino Population (2010) 1,047 5.3% 1,108 5.1% 1,322 4.3% Not Hispanic or Latino Population (2030) 16,860 91.3% 18,963 91.6% 27,277 92.5% Hispanic or Latino Population (2030) 1,610 8.7% 1,733 8.4% 2,221 7.5% Projected Annual Growth (2025-2030) -8 - -2 - 81 0.8%							
Not Hispanic or Latino Population (2030) 16,860 91.3% 18,963 91.6% 27,277 92.5% Hispanic or Latino Population (2030) 1,610 8.7% 1,733 8.4% 2,221 7.5% Projected Annual Growth (2025-2030) -8 - -2 - 81 0.8%							
Hispanic or Latino Population (2030) 1,610 8.7% 1,733 8.4% 2,221 7.5% Projected Annual Growth (2025-2030) -8 - -2 - 81 0.8%							
Projected Annual Growth (2025-2030) -82 - 81 0.8%							
					-		
Historical Annual Growth (2010-2020) 404 3.9% 441 4.0% 527 4.0%	Historical Annual Growth (2010-2020)	404	3.9%	441	4.0%	527	4.0%



Ada, Oklahoma	10 min drive		15 min d		30 min drive	
Drive Time	time		time		time	
Total Age Distribution (2025)		-		-		-
Total Population	19,462		21,723		30,509	
Age Under 5 Years	1,291	6.6%	1,432	6.6%	1,992	6.5%
Age 5 to 9 Years	1,413	7.3%	1,579	7.3%	2,178	7.1%
Age 10 to 14 Years	1,339	6.9%	1,509	6.9%	2,136	7.0%
Age 15 to 19 Years	1,321	6.8%	1,464	6.7%	2,047	6.7%
Age 20 to 24 Years	1,677	8.6%	1,778	8.2%	2,269	7.4%
Age 25 to 29 Years	1,424	7.3%	1,535	7.1%	2,030	6.7%
Age 30 to 34 Years	1,424	7.3%	1,573	7.2%	2,123	7.0%
Age 35 to 39 Years Age 40 to 44 Years	1,316 1,192	6.8%	1,464	6.7%	1,977 1,909	6.5%
		6.1%	1,336	6.1%		6.3%
Age 45 to 49 Years Age 50 to 54 Years	992 951	5.1% 4.9%	1,129 1,082	5.2% 5.0%	1,637 1,639	5.4%
Age 55 to 59 Years	931	4.9%	1,080	5.0%	1,600	5.4% 5.2%
Age 60 to 64 Years	1,105	5.7%	1,060	5.8%	1,836	6.0%
Age 65 to 69 Years	887	4.6%	1,018	4.7%	1,550	5.1%
Age 70 to 74 Years	799	4.1%	914	4.2%	1,334	4.4%
Age 75 to 79 Years	620	3.2%	703	3.2%	1,038	3.4%
Age 80 to 84 Years	384	2.0%	433	2.0%	625	2.0%
Age 85 Years or Over	397	2.0%	430	2.0%	590	1.9%
Median Age	33.9		34.5		35.7	
Age 19 Years or Less	5,365	27.6%	5,985	27.6%	8,353	27.4%
Age 20 to 64 Years	11,012	56.6%	12,240	56.3%	17,019	55.8%
Age 65 Years or Over	3,086	15.9%	3,498	16.1%	5,136	16.8%
Female Age Distribution (2025)						
Female Population	9,916	50.9%	11,033	50.8%	15,293	50.1%
Age Under 5 Years	613	6.2%	681	6.2%	923	6.0%
Age 5 to 9 Years	695	7.0%	775	7.0%	1,055	6.9%
Age 10 to 14 Years	669	6.8%	750	6.8%	1,044	6.8%
Age 15 to 19 Years	634	6.4%	703	6.4%	957	6.3%
Age 20 to 24 Years	775	7.8%	820	7.4%	1,048	6.9%
Age 25 to 29 Years	743	7.5%	804	7.3%	1,046	6.8%
Age 30 to 34 Years	763	7.7%	838	7.6%	1,111	7.3%
Age 35 to 39 Years Age 40 to 44 Years	646	6.5%	712	6.5%	957	6.3%
	577	5.8%	651	5.9%	937	6.1%
Age 45 to 49 Years Age 50 to 54 Years	525 475	5.3%	595 537	5.4%	857 788	5.6%
Age 55 to 59 Years	491	4.8% 5.0%	567	4.9% 5.1%	822	5.2% 5.4%
Age 60 to 64 Years	577	5.8%	651	5.1%	951	6.2%
Age 65 to 69 Years	484	4.9%	555	5.0%	816	5.3%
Age 70 to 74 Years	444	4.5%	499	4.5%	715	4.7%
Age 75 to 79 Years	352	3.6%	396	3.6%	563	3.7%
Age 80 to 84 Years	225	2.3%	253	2.3%	365	2.4%
Age 85 Years or Over	228	2.3%	246	2.2%	339	2.2%
Female Median Age	35.0		35.5		36.9	
Age 19 Years or Less	2,611	26.3%	2,909	26.4%	3,979	26.0%
Age 20 to 64 Years	5,572	56.2%		56.0%	8,516	55.7%
Age 65 Years or Over	1,733	17.5%	1,948	17.7%	2,798	18.3%



Ada, Oklahoma	10 min drive		15 min d	rive	30 min drive	
Drive Time	time		time		time	
Male Age Distribution (2025)	_					
Male Population	9,546	49.1%	10,690	49.2%	15,216	49.9%
Age Under 5 Years	678	7.1%	751	7.0%	1,069	7.0%
Age 5 to 9 Years	719	7.5%	804	7.5%	1,124	7.4%
Age 10 to 14 Years	670	7.0%	760	7.1%	1,091	7.2%
Age 15 to 19 Years	687	7.2%	761	7.1%	1,091	7.2%
Age 20 to 24 Years	902	9.4%	958	9.0%	1,221	8.0%
Age 25 to 29 Years	681	7.1%	731	6.8%	984	6.5%
Age 30 to 34 Years	662	6.9%	735	6.9%	1,012	6.7%
Age 35 to 39 Years	670	7.0%	751	7.0%	1,021	6.7%
Age 40 to 44 Years	615	6.4%	685	6.4%	971	6.4%
Age 45 to 49 Years	467	4.9%	534	5.0%	780	5.1%
Age 50 to 54 Years	476	5.0%	545	5.1%	851	5.6%
Age 55 to 59 Years	440	4.6%	512	4.8%	778	5.1%
Age 60 to 64 Years	528	5.5%	614	5.7%	885	5.8%
Age 65 to 69 Years	402	4.2%	464	4.3%	733	4.8%
Age 70 to 74 Years	355	3.7%	415	3.9%	620	4.1%
Age 75 to 79 Years	268	2.8%	307	2.9%	475	3.1%
Age 80 to 84 Years	158	1.7%	180	1.7%	260	1.7%
Age 85 Years or Over	169	1.8%	184	1.7%	250	1.6%
Male Median Age	33.0		33.5		34.6	
Age 19 Years or Less	2,754	28.8%	3,076	28.8%	4,375	28.8%
Age 20 to 64 Years	5,440	57.0%	6,064	56.7%	8,503	55.9%
Age 65 Years or Over	1,352	14.2%	1,550	14.5%	2,338	15.4%
Males per 100 Females (2025)						
Overall Comparison	96		97		99	
Age Under 5 Years	111	52.5%	110	52.4%	116	53.7%
Age 5 to 9 Years	103	50.9%	104	50.9%	107	51.6%
Age 10 to 14 Years	100	50.0%	101	50.3%	105	51.1%
Age 15 to 19 Years	108	52.0%	108	52.0%	114	53.3%
Age 20 to 24 Years	116	53.8%	117	53.9%	117	53.8%
Age 25 to 29 Years	92	47.8%	91	47.6%	94	48.5%
Age 30 to 34 Years	87	46.5%	88	46.7%	91	47.7%
Age 35 to 39 Years	104	50.9%	105	51.3%	107	51.6%
Age 40 to 44 Years	106	51.6%	105	51.3%	104	50.9%
Age 45 to 49 Years	89	47.1%	90	47.3%	91	47.7%
Age 50 to 54 Years	100	50.1%	101	50.4%	108	51.9%
Age 55 to 59 Years	90	47.2%	90	47.5%	95	48.6%
Age 60 to 64 Years	91	47.8%	94	48.5%	93	48.2%
Age 65 to 69 Years	83	45.4%	84	45.5%	90	47.3%
Age 70 to 74 Years	80	44.5%	83	45.5%	87	46.4%
Age 75 to 79 Years	76	43.2%		43.7%	84	45.8%
Age 80 to 84 Years	70	41.2%		41.6%	71	41.6%
Age 85 Years or Over		42.6%		42.8%		42.4%
Age 19 Years or Less		51.3%	106	51.4%		52.4%
Age 20 to 39 Years		49.9%	100	50.0%		50.5%
Age 40 to 64 Years		48.8%	96	49.1%	98	
Age 65 Years or Over		43.8%		44.3%		45.5%



Ada, Oklahoma	10 min d	rive	15 min d	rive	30 min d	rive
Drive Time	time		time		time	
Household Type (2025)	-					
Total Households	8,049		8,909		12,314	
Households with Children	2,424	30.1%	2,721	30.5%	3,861	31.4%
Average Household Size	2.4		2.4		2.4	
Household Density per Square Mile	211		124		52	
Population Family	14,544	74.7%	16,444	75.7%	23,589	77.3%
Population Non-Family	4,443	22.8%	4,786	22.0%	6,380	20.9%
Population Group Quarters	474	2.4%	493	2.3%	540	1.8%
Family Households	4,669	58.0%	5,274	59.2%	7,519	61.1%
Married Couple Households	2,950	63.2%	3,435	65.1%	5,075	67.5%
Other Family Households with Children	1,718	36.8%	1,839	34.9%	2,444	32.5%
Family Households with Children	2,418	51.8%	2,715	51.5%	3,854	51.3%
Married Couple with Children	1,427	59.0%	1,644	60.6%	2,404	62.4%
Other Family Households with Children	991	41.0%	1,070	39.4%	1,450	37.6%
Family Households No Children	2,251	48.2%	2,559	48.5%	3,665	48.7%
Married Couple No Children	1,524	67.7%	1,791	70.0%	2,670	72.9%
Other Family Households No Children	727	32.3%	768	30.0%		27.1%
Non-Family Households	3,380	42.0%	3,636	40.8%	4,795	38.9%
Non-Family Households with Children	6	0.2%	6	0.2%	7	
Non-Family Households No Children	3,374	99.8%	3,629	99.8%	4,787	99.8%
Average Family Household Size	3.1		3.1		3.1	
Average Family Income	\$97,992		\$100,336		\$94,997	
Median Family Income	\$79,230		\$80,609		\$75,715	
Average Non-Family Household Size	1.3		1.3		1.3	
Marital Status (2025)	_					
Population Age 15 Years or Over	15,418		17,202		24,203	
Never Married	5,413	35.1%	5,810	33.8%	7,538	31.1%
Currently Married	5,956	38.6%	6,974	40.5%	10,325	42.7%
Previously Married	4,050	26.3%	4,418	25.7%	6,340	26.2%
Separated	650	16.1%	687	15.6%	986	15.5%
Widowed	1,015	25.1%	1,140	25.8%	1,776	28.0%
Divorced	2,385	58.9%	2,591	58.6%	3,578	56.4%
Educational Attainment (2025)	<u>:</u>	<u>:</u>				<u>-</u>
Adult Population Age 25 Years or Over	12,420		13,960		19,886	
Elementary (Grade Level 0 to 8)	361	2.9%	391	2.8%	548	2.8%
Some High School (Grade Level 9 to 11)	837	6.7%	926	6.6%	1,489	7.5%
High School Graduate	3,803	30.6%	4,335	31.1%	6,905	34.7%
Some College	2,466	19.9%	2,806	20.1%	4,060	20.4%
Associate Degree Only	1,101	8.9%	1,203	8.6%	1,518	7.6%
Bachelor Degree Only	2,238	18.0%	2,521	18.1%	3,241	16.3%
Graduate Degree	1,614	13.0%		12.7%	2,127	10.7%
Any College (Some College or Higher)	7,419	59.7%	8,308	59.5%	10,945	55.0%
College Degree + (Bachelor Degree or Higher)	3,851	31.0%	4,300		5,368	



Ada, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Housing	-					_
Total Housing Units (2025)	9,389		10,360		14,350	
Total Housing Units (2020)	9,498		10,421		14,292	
Historical Annual Growth (2020-2025)	-109	-	-61	_	59	-
Housing Units Occupied (2025)	8,049	85.7%	8,909	86.0%	12,314	85.8%
Housing Units Owner-Occupied	3,897	48.4%	4,586	51.5%	7,081	57.5%
Housing Units Renter-Occupied		51.6%	4,323	48.5%		42.5%
Housing Units Vacant (2025)	1,340	14.3%	1,450	14.0%	2,036	14.2%
Household Size (2025)						
Total Households	8,049		8,909		12,314	
1 Person Households	2,746	34.1%	2,945	33.1%	3,842	31.2%
2 Person Households	2,507	31.1%	2,825	31.7%	4,019	32.6%
3 Person Households	1,224	15.2%	1,358	15.2%	1,861	15.1%
4 Person Households	855	10.6%	969	10.9%	1,396	11.3%
5 Person Households	429	5.3%	486	5.5%	687	5.6%
6 Person Households	185	2.3%	208	2.3%	314	2.5%
7 or More Person Households	103	1.3%	118	1.3%	194	1.6%
Household Income Distribution (2025)						
HH Income \$200,000 or More	356	4.4%	402	4.5%	496	4.0%
HH Income \$150,000 to \$199,999	342	4.2%	426	4.8%	569	4.6%
HH Income \$125,000 to \$149,999	464	5.8%	522	5.9%	701	5.7%
HH Income \$100,000 to \$124,999	842	10.5%	938	10.5%	1,171	9.5%
HH Income \$75,000 to \$99,999	937	11.6%	1,078	12.1%	1,565	12.7%
HH Income \$50,000 to \$74,999	1,610	20.0%	1,786	20.1%	2,390	19.4%
HH Income \$35,000 to \$49,999	975	12.1%	1,072	12.0%	1,530	12.4%
HH Income \$25,000 to \$34,999	976	12.1%	1,042	11.7%	1,389	11.3%
HH Income \$15,000 to \$24,999	687	8.5%	725	8.1%	1,160	9.4%
HH Income \$10,000 to \$14,999	487	6.1%	523	5.9%	733	6.0%
HH Income Under \$10,000	373	4.6%	397	4.5%	610	5.0%
Household Vehicles (2025)						
Households 0 Vehicles Available	859	10.7%	884	9.9%		9.0%
Households 1 Vehicle Available	3,066	38.1%	3,275	36.8%	4,380	35.6%
Households 2 Vehicles Available		35.0%	•	35.3%	•	34.7%
Households 3 or More Vehicles Available		16.2%	1,604	18.0%	2,544	20.7%
Total Vehicles Available	13,019		14,875		21,440	
Average Vehicles per Household	1.6		1.7		1.7	
Owner-Occupied Household Vehicles		60.8%		63.8%		69.0%
Average Vehicles per Owner-Occupied Household	2.0		2.1		2.1	
Renter-Occupied Household Vehicles		39.2%		36.2%		31.0%
Average Vehicles per Renter-Occupied Household Travel Time (2025)	1.2		1.2		1.3	
Worker Base Age 16 years or Over	8,977		10,001		13,272	
Travel to Work in 14 Minutes or Less		55.5%		52.8%		45.8%
Travel to Work in 15 to 29 Minutes		28.9%		31.0%		33.2%
Travel to Work in 30 to 59 Minutes	688	7.7%	834	8.3%		12.7%
Travel to Work in 60 Minutes or More	310	3.5%	361	3.6%	533	4.0%
Work at Home	401	4.5%	425	4.2%	579	4.4%
Average Minutes Travel to Work	12.5		13.1	→.∠ 70	15.6	



Ada, Oklahoma	10 min d	rive	15 min d	rive	30 min d	rive
Drive Time	time		time		time	
Transportation To Work (2025)						_
Worker Base Age 16 years or Over	8,977		10,001		13,272	
Drive to Work Alone	7,336	81.7%	8,247	82.5%	10,951	82.5%
Drive to Work in Carpool	634	7.1%	681	6.8%	929	7.0%
Travel to Work by Public Transportation	19	0.2%	21	0.2%	27	0.2%
Drive to Work on Motorcycle	9	-	9	-	13	-
Bicycle to Work	14	0.2%	14	0.1%	15	0.1%
Walk to Work	459	5.1%	495	4.9%	631	4.8%
Other Means	104	1.2%	111	1.1%	126	1.0%
Work at Home	401	4.5%	425	4.2%	579	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	21.9	to 1	27.5	to 1
Adj. Daytime Demographics Age 16 Years or Over	15,687		16,603		21,095	
Labor Force						
Labor Population Age 16 Years or Over (2025)	15,208		16,964		23,844	
Labor Force Total Males (2025)	7,363	48.4%	8,248	48.6%	11,734	49.2%
Male Civilian Employed	4,627	62.8%	5,174	62.7%	6,983	59.5%
Male Civilian Unemployed	213	2.9%	239	2.9%	326	2.8%
Males in Armed Forces	2	-	6	-	9	-
Males Not in Labor Force	2,520	34.2%	2,829	34.3%	4,416	37.6%
Labor Force Total Females (2025)	7,845	51.6%	8,716	51.4%	12,110	50.8%
Female Civilian Employed	4,350	55.5%	4,827	55.4%	6,289	51.9%
Female Civilian Unemployed	101	1.3%	112	1.3%	140	1.2%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force		43.3%		43.3%		46.9%
Unemployment Rate	314	2.1%	351	2.1%	466	2.0%
Occupation (2025)						
Occupation Population Age 16 Years or Over	8,977		10,001		13,272	
Occupation Total Males	4,627	51.5%	5,174	51.7%	6,983	52.6%
Occupation Total Females	4,350	48.5%	4,827	48.3%	6,289	47.4%
Management, Business, Financial Operations	1,129	12.6%	1,269	12.7%	1,677	12.6%
Professional, Related		25.8%		25.8%		24.3%
Service		17.8%		17.2%		16.3%
Sales, Office		21.7%	2,153	21.5%		21.0%
Farming, Fishing, Forestry	59	0.7%	62	0.6%	96	0.7%
Construction, Extraction, Maintenance		10.1%	1,039	10.4%		11.6%
Production, Transport, Material Moving		11.4%		11.8%		13.5%
White Collar Workers		60.0%		60.0%		57.9%
Blue Collar Workers	3,589	40.0%	4,001	40.0%	5,591	42.1%



2 Units	Ada, Oklahoma	10 min drive		15 min d	rive	30 min drive	
Total Units	Drive Time	time		time		time	
1 Detached Unit 1 Attached Un	Units In Structure (2025)		-				-
1 Attached Units 427 5.3% 441 4.9% 529 4.3% 2 Units 520 4.5% 553 6.2% 559 4.3% 3 to 4 Units 520 4.3% 550 9 4.9% 550 9 4.	Total Units	8,049		8,909		12,314	
2 Units	1 Detached Unit	5,790	71.9%	6,519	73.2%	9,285	75.4%
Sto 4 Units	1 Attached Unit	111	1.4%	116	1.3%	143	1.2%
5 to 9 Units 353	2 Units	427	5.3%	441	4.9%	529	4.3%
10 to 19 Units 20 to 49 Units 21 to 49 Units 31 di 9 1.9% 152 1.7% 158 1.39 20 to 49 Units 107 1.3% 108 1.2% 150 1.20 1.20 Mobile Home or Trailer 26 3.3% 27 0.3% 27 0.3% 28 0.39 Tother Structure 28 0.3% 27 0.3% 27 0.3% 28 0.39 Thomes Built 2020 or later Homes Built 2020 or later Homes Built 2020 or later Homes Built 2020 or 129 969 1.7% 8.3% 880 8.6% 1.323 8.2% Homes Built 1990 to 1999 9.50 6.50 6.50 6.30 6.1% 9.23 8.2% Homes Built 1990 to 1999 9.50 6.50 6.50 6.30 6.1% 9.23 8.4% Homes Built 1990 to 1999 9.51 1.617 1.2% 1.768 1.73 8.25 8.2% Homes Built 1990 to 1999 9.51 1.617 1.2% 1.768 1.73 8.25 8.24 8.25 8.25 8.25 8.25 8.25 8.25 8.25 8.25	3 to 4 Units	542	6.7%	553	6.2%	599	4.9%
20 to 49 Units	5 to 9 Units	353	4.4%	358	4.0%	389	3.2%
50 or More Units 107 1.3% 108 1.2% 1.20 1.0% Mobile Home or Trailer 26 6.3% 451 5.1% 843 7.0% 34 0.3% 3	10 to 19 Units	182	2.3%	184	2.1%	192	1.6%
Mobile Home or Trailer 361 4.5% 451 5.1% 864 7.0% Other Structure 26 3.0% 27 0.3% 32 3.0% Homes Built 2020 or later 147 1.6% 163 1.6% 1.88 1.3% Homes Built 2020 to 12019 691 7.4% 840 8.1% 1.129 2.2% Homes Built 1990 to 1999 540 5.8% 630 6.1% 923 6.4% Homes Built 1990 to 1999 540 5.8% 630 6.1% 923 6.4% Homes Built 1990 to 1999 540 5.8% 630 6.1% 923 6.4% Homes Built 1990 to 1999 1617 1.72% 1.788 1.73% 2.502 1.74% Homes Built 1990 to 1999 610 1.76 1.788 1.73% 2.502 1.74% Homes Built 1990 to 1999 611 1.72% 1.788 1.73% 2.502 1.74% Homes Built 1940 to 1949 488 5.2% 517 518<	20 to 49 Units	149	1.9%	152	1.7%	158	1.3%
Debit Structure 26 0.3% 27 0.3% 34 0.3% 36 0.	50 or More Units	107	1.3%	108	1.2%	120	1.0%
Homes Built 2020 or later 147 1.6% 1.63 1.6% 1.81 1.73 1.6% 1.81 1.73 1.6% 1.81 1.73 1.85 1.73 1.85 1.73 1.85 1.73 1.85 1.73 1.85 1.73 1.85 1.73 1.85 1.73 1.85 1.73 1.85 1.73 1.85 1.73	Mobile Home or Trailer	361	4.5%	451		864	7.0%
Homes Built 2020 or later	Other Structure	26	0.3%	27	0.3%	34	0.3%
Homes Built 2010 to 2019 691 7.4% 840 8.1% 1.179 8.2% Homes Built 2000 to 2009 775 8.3% 636 6.1% 1.323 9.2% Homes Built 1990 to 1999 540 5.5% 630 6.1% 1.232 9.2% Homes Built 1960 to 1989 1,617 1.72% 1.178 17.3% 2,502 17.4% Homes Built 1960 to 1969 1,217 1.29% 1.287 1.28 1.24 1.361 1.4% Homes Built 1950 to 1959 971 1.03% 1.011 9.8% 1.351 9.4% Homes Built 1960 to 1949 484 5.2% 710 6.8% 701 4.9% Homes Built 1990 to 1949 484 5.2% 710 6.8% 701 4.9% Homes Built 1990 to 1949 481 5.2% 710 6.8% 701 4.9% Home Sulues Sult 1960 to 1949 383 8.6% 4.5% 7.08 7.0 4.9% Home Values \$1,000,000 or More 17 <t< td=""><td>Homes Built By Year (2025)</td><td></td><td></td><td></td><td></td><td></td><td></td></t<>	Homes Built By Year (2025)						
Homes Built 2000 to 2009	Homes Built 2020 or later	147	1.6%	163	1.6%	188	1.3%
Homes Built 1990 to 1999	Homes Built 2010 to 2019	691	7.4%	840	8.1%	1,179	8.2%
Homes Built 1980 to 1989	Homes Built 2000 to 2009	775	8.3%	887	8.6%		9.2%
Homes Built 1970 to 1979	Homes Built 1990 to 1999	540	5.8%				6.4%
Homes Built 1960 to 1969	Homes Built 1980 to 1989						
Homes Built 1950 to 1959 971 10.3% 1,011 9.8% 1,351 9.4% 1,000 1,00							
Homes Built 1940 to 1949							11.4%
Homes Built Before 1939 680 7.2% 710 6.8% 995 6.9% Median Age of Homes 49.4 vrs 48.4 vrs 48.0	Homes Built 1950 to 1959	971					9.4%
Median Age of Homes 49.4 vrs 48.4 vrs 48.0 vrs Home Values (2025) Owner Specified Housing Units 3.897 4.586 7,081 Home Values \$1,000,000 or More 17 0.4% 23 0.5% 44 0.6% Home Values \$750,000 to \$999,999 57 1.5% 75 1.6% 90 1.3% Home Values \$500,000 to \$749,999 116 3.0% 141 3.1% 218 3.1% Home Values \$300,000 to \$399,999 219 5.6% 249 5.4% 317 4.5% Home Values \$200,000 to \$249,999 279 7.2% 370 8.1% 523 7.4% Home Values \$250,000 to \$299,999 279 7.2% 370 8.1% 523 7.4% Home Values \$200,000 to \$129,999 319 8.2% 370 8.1% 523 7.4% Home Values \$150,000 to \$199,999 319 8.2% 370 8.1% 523 7.4% Home Values \$150,000 to \$199,999 319 8.2% 370 8.1% 523 7.4% Home Values \$150,000 to \$174,999 290 7.4% 362 7.9% 533 7.5% Home Values \$150,000 to \$149,999 319 8.2% 370 8.1% 474 4.7% Home Values \$50,000 to \$249,999 144 3.7% 161 3.5%							4.9%
Name Values \$1,000,000 or More 17 0.4% 23 0.5% 4.4 0.6% 4.5%							6.9%
Owner Specified Housing Units 3.897 4,586 7,081 Home Values \$1,000,000 or More 17 0.4% 23 0.5% 44 0.6% Home Values \$750,000 to \$999,999 57 1.5% 75 1.6% 90 1.3% Home Values \$500,000 to \$749,999 116 3.0% 141 3.1% 218 3.1% Home Values \$400,000 to \$499,999 219 5.6% 249 5.4% 317 4.5% Home Values \$250,000 to \$399,999 383 9.8% 433 9.4% 566 8.0% Home Values \$250,000 to \$299,999 279 7.2% 370 8.1% 523 7.4% Home Values \$250,000 to \$299,999 319 8.2% 370 8.1% 802 11.3% Home Values \$175,000 to \$199,999 319 8.2% 370 8.1% 474 6.7% Home Values \$150,000 to \$174,999 290 7.4% 362 7.9% 533 7.5% Home Values \$150,000 to \$174,999 239 6.1% 280 6.1% 481 6.8% Home Values \$100,000 to \$174,999 413 10.6% 480 10.5% 734 10.4% Home Values \$100,000 to \$124,999 114 3.7% 161 3.5% 283 4.0% Home Values \$50,000 to \$89,999 175 4.5% 195 4.2% 329 4.6%	-	49.4	yrs	48.4	yrs	48.0	yrs
Home Values \$1,000,000 or More 17	· ·						
Home Values \$750,000 to \$999,999				4,586		7,081	
Home Values \$500,000 to \$749,999							0.6%
Home Values \$400,000 to \$499,999							1.3%
Home Values \$300,000 to \$399,999 383 9.8% 433 9.4% 566 8.0% Home Values \$250,000 to \$299,999 279 7.2% 370 8.1% 523 7.4% Home Values \$200,000 to \$249,999 537 13.8% 623 13.6% 802 11.3% Home Values \$175,000 to \$199,999 319 8.2% 370 8.1% 474 6.7% Home Values \$150,000 to \$174,999 290 7.4% 362 7.9% 533 7.5% Home Values \$100,000 to \$149,999 239 6.1% 280 6.1% 481 6.8% Home Values \$100,000 to \$124,999 413 10.6% 480 10.5% 734 10.4% Home Values \$90,000 to \$99,999 144 3.7% 161 3.5% 283 4.0% Home Values \$80,000 to \$89,999 175 4.5% 195 4.2% 329 4.6% Home Values \$60,000 to \$69,999 148 3.8% 177 3.9% 301 4.2% Home Values \$50,000 to \$69,999 160 2.7% 125 2.7% 254 3.6%							3.1%
Home Values \$250,000 to \$299,999							
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Home Values \$175,000 to \$199,999 319 8.2% 370 8.1% 474 6.7% Home Values \$150,000 to \$174,999 290 7.4% 362 7.9% 533 7.5% Home Values \$125,000 to \$149,999 239 6.1% 280 6.1% 481 6.8% Home Values \$100,000 to \$124,999 413 10.6% 480 10.5% 734 10.4% Home Values \$90,000 to \$99,999 144 3.7% 161 3.5% 283 4.0% Home Values \$80,000 to \$89,999 175 4.5% 195 4.2% 329 4.6% Home Values \$70,000 to \$79,999 126 3.2% 146 3.2% 287 4.1% Home Values \$60,000 to \$69,999 148 3.8% 177 3.9% 301 4.2% Home Values \$50,000 to \$59,999 106 2.7% 125 2.7% 254 3.6% Home Values \$35,000 to \$49,999 128 3.3% 144 3.1% 335 4.7% Home Values \$10,000 to \$24,999 39 1.0% 51 1.1% 183 2.6% Home							
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Home Values \$100,000 to \$124,999 413 10.6% 480 10.5% 734 10.4% Home Values \$90,000 to \$99,999 144 3.7% 161 3.5% 283 4.0% Home Values \$80,000 to \$89,999 175 4.5% 195 4.2% 329 4.6% Home Values \$70,000 to \$79,999 126 3.2% 146 3.2% 287 4.1% Home Values \$60,000 to \$69,999 148 3.8% 177 3.9% 301 4.2% Home Values \$50,000 to \$59,999 106 2.7% 125 2.7% 254 3.6% Home Values \$35,000 to \$49,999 128 3.3% 144 3.1% 335 4.7% Home Values \$25,000 to \$49,999 119 3.0% 130 2.8% 226 3.2% Home Values \$10,000 to \$24,999 39 1.0% 51 1.1% 183 2.6% Home Values Under \$10,000 43 1.1% 51 1.1% 101 1.4% Owner-Occupied Median Home Value \$177,674 \$178,683 \$158,230							
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Home Values Under \$10,000 43 1.1% 51 1.1% 101 1.4% Owner-Occupied Median Home Value \$177,674 \$178,683 \$158,230							
Owner-Occupied Median Home Value \$177,674 \$178,683 \$158,230							
			1.1%		1.1%		1.4%
Renter-Occupied Median Rent \$656 \$656 \$633	·						



Food Away From Home \$308 4.5% \$313 4.5% \$308 4.4% Grocery \$509 7.4% \$515 7.3% \$515 7.4% Health Care \$525 7.6% \$529 7.5% \$537 7.8% 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% \$1,190 17.2% Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% Tobacco and Related \$44 0.6% \$45 0.6% \$46 0.7% Transportation \$1,110 16.0% \$1,122 16.2% \$1,151	Ada, Oklahoma	10 min d	rive	15 min d	rive	30 min d	rive
Total Household Expenditure	Drive Time	time		time		time	
Total Non-Retail Expenditure	Total Annual Consumer Expenditure (2025)						
Total Retail Expenditure	Total Household Expenditure	\$668.55 M		\$751.99 M		\$1.02 B	
Alcoholic Beverages	Total Non-Retail Expenditure	\$322.1 M		\$361.15 M		\$483.97 M	
Signate Sign	Total Retail Expenditure	\$346.45 M		\$390.84 M		\$539.4 M	
Contributions	Alcoholic Beverages	\$4.08 M		\$4.59 M		\$6.22 M	
Statistion	Apparel	\$12.6 M		\$14.16 M		\$19.27 M	
Patestainment Say	Contributions	\$20.2 M		\$22.79 M		\$30.61 M	
Food Away From Home	Education	\$14.7 M		\$16.56 M		\$22.33 M	
Pearl Pear	Entertainment	\$39.14 M		\$43.98 M		\$59.91 M	
Health Care	Food Away From Home	\$29.78 M		\$33.48 M		\$45.52 M	
Noteshold Furnishings and Equipment \$17.86 M \$20.09 M \$19.72 M \$19.76 M \$19.75 M \$19.	Grocery	\$49.19 M		\$55.05 M		\$76.14 M	
Miscellaneous Expenses	Health Care	\$50.75 M		\$56.56 M		\$79.35 M	
Miscelaneous Expenses	Household Furnishings and Equipment	\$17.86 M		\$20.09 M		\$27.28 M	
Personal Care		\$12.85 M		\$14.43 M		\$19.7 M	
Shelter	Miscellaneous Expenses	\$11.57 M		\$13.01 M		\$17.66 M	
Tax and Retirement \$131.7 M \$149.4 M \$197.35 M \$105.00 M \$105.00 M \$105.00 M \$107.23 M \$120.05 M \$170.15 M \$107.15 M \$107.23 M \$120.05 M \$170.15 M \$107.15 M	·	\$9.42 M		\$10.56 M		\$14.54 M	
Tobacco and Related \$4.28 M \$4.76 M \$6.74 M Transportation \$107.23 M \$122.05 M \$170.15 M Utilities \$35.39 M \$35.59 M \$54.83 M Monthly Household Consumer Expenditure (2025) Total Household Expenditure \$6.92 S \$7.03 M \$6.92 S Total Non-Retail Expenditure \$3.33 S \$4.2 S \$3.78 S \$6.92 S Total Retail Expenditures \$3.58 S \$1.8 S \$3.65 S \$2.0 S \$3.65 S \$2.0 S \$3.65 S \$2.0 S \$3.65 S \$3.65 S \$3.65 S \$3.6 S	Shelter	\$117.82 M		\$130.89 M		\$175.77 M	
Transportation \$107.23 M \$122.05 M \$170.15 M \$254.83 M \$235.90 M \$254.83 M	Tax and Retirement	\$131.7 M		\$149.46 M		\$197.35 M	
Transportation \$107.23 M \$122.05 M \$170.15 M \$254.83 M \$235.90 M \$254.83 M	Tobacco and Related	\$4.28 M		\$4.76 M		\$6.74 M	
Monthly Household Consumer Expenditure (2025) \$6,922 \$7,034 \$6,925 \$6,925 \$7,034 \$6,925 \$7,034 \$6,925 \$7,034 \$6,925 \$7,034 \$6,925 \$7,034 \$6,925 \$7,034 \$6,926 \$7,335 \$1,806 \$3,335 \$8,206 \$3,375 \$4,306 \$3,306 \$3,307 \$3,305 \$2,206 \$3,306 \$3,207 \$3,006 \$3,006 \$3,006 \$3,006 \$3,007 \$3,007 \$3,007 \$3,007 \$3,007 \$3,007 \$3,007 \$3,007 \$3,007 \$3,007 \$3,007 \$3,007	Transportation	\$107.23 M		\$122.05 M		\$170.15 M	
Total Household Expenditure \$6,922 \$7,034 \$6,926 Total Non-Retail Expenditure \$3,335 48.2% \$3,378 48.0% \$3,275 47.3% Total Retail Expenditures \$3,887 \$1.8% \$3,656 \$2.0% \$3,650 \$2.7% Alcoholic Beverages \$42 0.6% \$43 0.6% \$42 0.6% Apparel \$130 1.9% \$132 1.9% \$130 1.9% Contributions \$209 3.0% \$213 3.0% \$207 3.0% Education \$152 2.2% \$155 2.2% \$151 2.2% Entertainment \$405 5.9% \$411 5.8% \$405 5.9% Food Away From Home \$308 4.5% \$313 4.5% \$308 4.4% Grocery \$509 7.4% \$515 7.3% \$515 7.4% Health Care \$525 7.6% \$529 7.5% \$515 7.4% Household Dyerations	Utilities	\$35.39 M		\$39.59 M		\$54.83 M	
Total Non-Retail Expenditure \$3,335 48.2% \$3,378 48.0% \$3,275 47.3% Total Retail Expenditures \$3,587 51.8% \$3,656 52.0% \$3,650 52.7% Alcoholic Beverages \$42 0.6% \$43 0.6% \$42 0.6% Apparel \$130 1.9% \$132 1.9% \$130 1.9% Contributions \$209 3.0% \$213 3.0% \$207 3.0% Education \$152 2.2% \$155 2.2% \$151 2.2% Entertainment \$405 5.9% \$411 5.8% \$405 5.9% Food Away From Home \$308 4.5% \$313 4.5% \$308 4.4% Grocery \$509 7.4% \$515 7.3% \$515 7.4% Health Care \$525 7.6% \$529 7.5% \$537 7.8% Household Purnishings and Equipment \$18 2.7% \$18 2.7% \$18 2.7% <td>Monthly Household Consumer Expenditure (2025)</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>-</td>	Monthly Household Consumer Expenditure (2025)						-
Total Retail Expenditures \$3,587 \$1.8% \$3,656 \$2.0% \$3,650 \$2.7% Alcoholic Beverages \$42 0.6% \$43 0.6% \$42 0.6% Apparel \$130 1.9% \$132 1.9% \$130 1.9% Contributions \$209 3.0% \$213 3.0% \$207 3.0% Education \$152 2.2% \$155 2.2% \$151 2.2% Entertainment \$405 5.9% \$411 5.8% \$405 5.9% Food Away From Home \$308 4.5% \$313 4.5% \$308 4.4% Grocery \$509 7.4% \$515 7.3% \$515 7.4% Health Care \$525 7.6% \$529 7.5% \$537 7.8% Household Furnishings and Equipment \$185 2.7% \$188 2.7% \$185 2.7% Household Operations \$133 1.9% \$135 1.9% \$133 1.9%	Total Household Expenditure	\$6,922		\$7,034		\$6,926	
Total Retail Expenditures \$3,587 \$1.8% \$3,656 \$2.0% \$3,650 \$2.7% Alcoholic Beverages \$42 0.6% \$43 0.6% \$42 0.6% Apparel \$130 1.9% \$132 1.9% \$130 1.9% Contributions \$209 3.0% \$213 3.0% \$207 3.0% Education \$152 2.2% \$155 2.2% \$151 2.2% Entertainment \$405 5.9% \$411 5.8% \$405 5.9% Food Away From Home \$308 4.5% \$313 4.5% \$308 4.4% Grocery \$509 7.4% \$515 7.3% \$515 7.4% Health Care \$525 7.6% \$529 7.5% \$537 7.8% Household Furnishings and Equipment \$185 2.7% \$188 2.7% \$185 2.7% Miscellaneous Expenses \$12 1.7% \$12 1.7% \$12 1.7%	Total Non-Retail Expenditure	\$3,335	48.2%	\$3,378	48.0%	\$3,275	47.3%
Apparel \$130 1.9% \$132 1.9% \$130 1.9% Contributions \$209 3.0% \$213 3.0% \$207 3.0% Education \$152 2.2% \$155 2.2% \$151 2.2% Entertainment \$405 5.9% \$411 5.8% \$405 5.9% Food Away From Home \$308 4.5% \$313 4.5% \$308 4.4% Grocery \$509 7.4% \$515 7.3% \$515 7.4% Health Care \$525 7.6% \$529 7.5% \$537 7.8% 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% <t< td=""><td></td><td>\$3,587</td><td>51.8%</td><td>\$3,656</td><td>52.0%</td><td>\$3,650</td><td>52.7%</td></t<>		\$3,587	51.8%	\$3,656	52.0%	\$3,650	52.7%
Apparel \$130 1.9% \$132 1.9% \$130 1.9% Contributions \$209 3.0% \$213 3.0% \$207 3.0% Education \$152 2.2% \$155 2.2% \$151 2.2% Entertainment \$405 5.9% \$411 5.8% \$405 5.9% Food Away From Home \$308 4.5% \$313 4.5% \$308 4.4% Grocery \$509 7.4% \$515 7.3% \$515 7.4% Health Care \$525 7.6% \$529 7.5% \$513 7.8% 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% Shelter \$1,20 1.6% \$1,224 17.4% \$1,190 17.2%	Alcoholic Beverages	\$42	0.6%	\$43	0.6%	\$42	0.6%
Education \$152 2.2% \$155 2.2% \$151 2.2% Entertainment \$405 5.9% \$411 5.8% \$405 5.9% Food Away From Home \$308 4.5% \$313 4.5% \$308 4.4% Grocery \$509 7.4% \$515 7.3% \$515 7.4% Health Care \$525 7.6% \$529 7.5% \$537 7.8% 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% \$1,190 17.2% Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% </td <td></td> <td>\$130</td> <td>1.9%</td> <td>\$132</td> <td>1.9%</td> <td>\$130</td> <td>1.9%</td>		\$130	1.9%	\$132	1.9%	\$130	1.9%
Entertainment \$405 5.9% \$411 5.8% \$405 5.9% Food Away From Home \$308 4.5% \$313 4.5% \$308 4.4% Grocery \$509 7.4% \$515 7.3% \$515 7.4% Health Care \$525 7.6% \$529 7.5% \$537 7.8% 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% \$1,190 17.2% Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% Tobacco and Related \$44 0.6% \$45 0.6% \$1,151 16.6%<	Contributions	\$209	3.0%	\$213	3.0%	\$207	3.0%
Food Away From Home \$308 4.5% \$313 4.5% \$308 4.4% Grocery \$509 7.4% \$515 7.3% \$515 7.4% Health Care \$525 7.6% \$529 7.5% \$537 7.8% 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% \$1,190 17.2% Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% Tobacco and Related \$44 0.6% \$45 0.6% \$46 0.7% Transportation \$1,110 16.0% \$1,122 16.2% \$1,151	Education	\$152	2.2%	\$155	2.2%	\$151	2.2%
Food Away From Home \$308 4.5% \$313 4.5% \$308 4.4% Grocery \$509 7.4% \$515 7.3% \$515 7.4% Health Care \$525 7.6% \$529 7.5% \$537 7.8% 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% \$1,190 17.2% Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% Tobacco and Related \$44 0.6% \$45 0.6% \$46 0.7% Transportation \$1,110 16.0% \$1,122 16.2% \$1,151	Entertainment	\$405	5.9%	\$411	5.8%	\$405	5.9%
Health Care \$525 7.6% \$529 7.5% \$537 7.8% 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% \$1,190 17.2% Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% Tobacco and Related \$44 0.6% \$45 0.6% \$46 0.7% Transportation \$1,110 16.0% \$1,142 16.2% \$1,151 16.6%	Food Away From Home		4.5%				4.4%
Health Care \$525 7.6% \$529 7.5% \$537 7.8% 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% \$1,190 17.2% Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% Tobacco and Related \$44 0.6% \$45 0.6% \$46 0.7% Transportation \$1,110 16.0% \$1,142 16.2% \$1,151 16.6%		\$509	7.4%		7.3%	\$515	7.4%
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% \$1,190 17.2% Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% Tobacco and Related \$44 0.6% \$45 0.6% \$46 0.7% Transportation \$1,110 16.0% \$1,142 16.2% \$1,151 16.6%	•		7.6%				
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% \$1,190 17.2% Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% Tobacco and Related \$44 0.6% \$45 0.6% \$46 0.7% Transportation \$1,110 16.0% \$1,142 16.2% \$1,151 16.6%	Household Furnishings and Equipment	\$185	2.7%	\$188		\$185	2.7%
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% \$1,190 17.2% Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% Tobacco and Related \$44 0.6% \$45 0.6% \$46 0.7% Transportation \$1,110 16.0% \$1,142 16.2% \$1,151 16.6%							
Shelter \$1,220 17.6% \$1,224 17.4% \$1,190 17.2% Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% Tobacco and Related \$44 0.6% \$45 0.6% \$46 0.7% Transportation \$1,110 16.0% \$1,142 16.2% \$1,151 16.6%	Miscellaneous Expenses	\$120	1.7%	\$122	1.7%	\$120	1.7%
Shelter \$1,220 17.6% \$1,224 17.4% \$1,190 17.2% Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% Tobacco and Related \$44 0.6% \$45 0.6% \$46 0.7% Transportation \$1,110 16.0% \$1,142 16.2% \$1,151 16.6%	·						
Tax and Retirement \$1,364 19.7% \$1,398 19.9% \$1,336 19.9% Tobacco and Related \$44 0.6% \$45 0.6% \$46 0.7% Transportation \$1,110 16.0% \$1,142 16.2% \$1,151 16.6%	Shelter		17.6%	\$1,224	17.4%		17.2%
Tobacco and Related \$44 0.6% \$45 0.6% \$46 0.7% Transportation \$1,110 16.0% \$1,142 16.2% \$1,151 16.6%							
Transportation \$1,110 16.0% \$1,142 16.2% \$1,151 16.6%	Tobacco and Related						_
5 a a a a a a a a a a a a a a a a a a a	Utilities	\$366	5.3%	\$370	5.3%	\$371	5.4%

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 tir	ne	15 min drive tir	ne	30 min drive tiı	me
Drive Time						
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$22.04 M / \$7.74 M	65	\$24.75 M / \$8.09 M	67	\$33.93 M / \$8.22 M	76
Men's Clothing Stores	\$918.98 K / -	100	\$1.03 M / \$78.62 K	92	\$1.42 M / \$213.53 K	85
Women's Clothing Stores	\$1.83 M / \$961.46 K	48	\$2.06 M / \$961.46 K	53	\$2.82 M / \$961.46 K	66
Children's, Infants' Clothing Stores	\$1.71 M/-	100	\$1.92 M/-	100	\$2.6 M / -	100
Family Clothing Stores	\$10.71 M / \$4.77 M	55	\$12.04 M / \$4.77 M	60	\$16.45 M / \$4.77 M	71
Clothing Accessory Stores	\$510.5 K / \$-1	100	\$572.26 K / \$-1	100	\$788.35 K/\$-1	100
Other Apparel Stores	\$646.03 K / \$720.6 K	-10	\$725.54 K / \$817.87 K	-11	\$991.64 K / \$817.87 K	18
Shoe Stores	\$4.6 M / \$1.29 M	72	\$5.15 M / \$1.46 M	72	\$7.12 M / \$1.46 M	79
Jewelry Stores	\$989.34 K / -	100	\$1.11 M/-	100	\$1.54 M / -	100
Luggage Stores	\$125.55 K/-	100	\$140.03 K/-	100	\$195.76 K/-	100
Furniture, Home Furnishings Stores	\$19.47 M / \$13.27 M	32	\$21.88 M / \$14.66 M	33	\$29.92 M / \$15.03 M	50
Furniture Stores	\$9.16 M / \$7.71 M	16	\$10.26 M/\$9.1 M	11	\$14.17 M / \$9.1 M	36
Floor Covering Stores	\$1.3 M / \$5.56 M	-77	\$1.45 M / \$5.56 M	-74	\$2 M / \$5.93 M	-66
Other Home Furnishing Stores	\$9.01 M/-	100	\$10.16 M/-	100	\$13.74 M/-	100
Electronics, Appliance Stores	\$18.11 M / \$17.17 M	5	\$20.49 M / \$17.66 M	14	\$28.48 M / \$18.51 M	35
Building Material, Garden Equipment, Supplies Dealers	\$18.59 M / \$25.21 M	-26	\$20.88 M / \$25.26 M	-17	\$28.55 M / \$26.67 M	7
Home Centers	\$10.44 M / \$15 M	-30	\$11.73 M / \$15.06 M	-22	\$16.03 M / \$15.12 M	6
Paint, Wallpaper Stores	\$2.14 M / \$2.4 M	-11	\$2.41 M / \$2.4 M	0	\$3.27 M / \$2.4 M	26
Hardware Stores	\$1.16 M / \$2.08 M	-44	\$1.31 M / \$2.08 M	-37	\$1.79 M / \$2.08 M	-14
Other Building Materials Stores	\$3.32 M / \$1.93 M	42	\$3.72 M / \$1.93 M	48	\$5.11 M / \$3.27 M	36
Outdoor Power Equipment Stores	\$201.24 K / \$570.73 K	-65	\$225.71 K / \$570.73 K	-60	\$309.56 K / \$570.73 K	-46
Nursery, Garden Stores	\$1.33 M / \$3.23 M	-59	\$1.49 M / \$3.23 M	-54	\$2.04 M / \$3.23 M	-37
Food, Beverage Stores	\$27.72 M / \$9.68 M	65	\$31.31 M / \$10.14 M	68	\$43.05 M / \$13.24 M	69
Grocery Stores	\$21.47 M / \$5.09 M	76	\$24.24 M / \$5.36 M	<i>7</i> 8	\$33.42 M / \$6.46 M	81
Convenience Stores	\$1.88 M / \$699.77 K	63	\$2.13 M / \$882.45 K	59	\$2.96 M / \$1.59 M	46
Meat Markets	\$129.43 K / \$48.85 K	62	\$145.52 K / \$48.85 K	66	\$198.26 K / \$48.85 K	75
Fish, Seafood Markets	\$44.5 K/-	100	\$50.03 K/-	100	\$68.03 K/-	100
Fruit, Vegetable Markets	\$84.61 K/-	100	\$95.15 K/-	100	\$129.61 K/-	100
Other Specialty Food Markets	\$173.18 K / \$145.93 K	16	\$194.88 K / \$145.93 K	25	\$264.64 K / \$145.93 K	45
Liquor Stores	\$3.94 M / \$3.7 M	6	\$4.46 M / \$3.7 M	17	\$6.01 M / \$4.99 M	17



Ada, Oklahoma Drive Time	10 min drive tin		15 min drive tir	ime 30 min drive ti		
· · · · · · · · · · · · · · · · · · ·	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$15.67 M / \$24.46 M	-36	\$18.19 M / \$24.69 M	-26	\$26.4 M / \$24.82 M	6
Pharmacy, Drug Stores	\$13.84 M / \$22.45 M	-38	\$16.05 M / \$22.47 M	-29	\$23.25 M / \$22.6 M	3
Cosmetics, Beauty Stores	\$768.64 K / \$531.2 K	31	\$898.65 K / \$531.2 K	41	\$1.32 M / \$531.2 K	60
Optical Goods Stores	\$226.57 K / \$153.09 K	32	\$267.26 K / \$153.09 K	43	\$416.68 K / \$153.09 K	63
Other Health, Personal Care Stores	\$832.04 K / \$1.33 M	-37	\$970.19 K / \$1.53 M	-37	\$1.42 M / \$1.53 M	-7
Sporting Goods, Hobby, Book, Music Stores	\$22.3 M / \$33.85 M	-34	\$25.04 M / \$34.25 M	-27	\$34.48 M / \$34.93 M	-1
Sporting Goods Stores	\$8.59 M / \$12 M	-28	\$9.65 M / \$12 M	-20	\$13.23 M / \$12 M	9
Hobby, Toy, Game Stores	\$6.21 M / \$8.05 M	-23	\$6.96 M / \$8.05 M	-14	\$9.59 M / \$8.05 M	16
Sewing, Needlecraft Stores	\$4.46 M / -	100	\$4.99 M / \$400.53 K	92	\$6.94 M / \$1.09 M	84
Musical Instrument Stores	\$1.46 M / \$2.88 M	-49	\$1.66 M / \$2.88 M	-42	\$2.22 M / \$2.88 M	-23
Book Stores	\$1.58 M / \$10.91 M	-86	\$1.79 M / \$10.91 M	-84	\$2.49 M / \$10.91 M	-77
General Merchandise Stores	\$69.47 M / \$178.09 M	-61	\$78.32 M / \$178.51 M	-56	\$108.26 M / \$189.22 M	-43
Department Stores	\$24.39 M / \$153.76 M	-84	\$27.48 M / \$153.76 M	-82	\$37.81 M / \$153.76 M	<i>-7</i> 5
Warehouse Superstores	\$38.22 M / -	100	\$43.12 M / -	100	\$59.82 M / -	100
Other General Merchandise Stores	\$6.87 M / \$24.33 M	-72	\$7.72 M / \$24.76 M	-69	\$10.63 M / \$35.46 M	-70
Miscellaneous Store Retailers	\$9.02 M / \$9.75 M	-7	\$10.15 M/\$10 M	1	\$14.08 M / \$10.38 M	26
Florists	\$217.23 K / \$174.93 K	19	\$244.13 K / \$188.42 K	23	\$332.87 K / \$190.16 K	43
Office, Stationary Stores	\$920.73 K / -	100	\$1.03 M/-	100	\$1.44 M / -	100
Gift, Souvenir Stores	\$1.83 M / \$1.13 M	38	\$2.06 M / \$1.21 M	41	\$2.83 M / \$1.35 M	52
Used Merchandise Stores	\$663.91 K / \$602.56 K	9	\$741.19 K / \$637.96 K	14	\$1.04 M / \$673.58 K	35
Pet, Pet Supply Stores	\$1.71 M/-	100	\$1.91 M / \$65.78 K	97	\$2.65 M / \$178.68 K	93
Art Dealers	\$273.87 K/-	100	\$304.86 K/-	100	\$428.75 K/-	100
Mobile Home Dealers	\$186.8 K / -	100	\$209.51 K/-	100	\$287.84 K / -	100
Other Miscellaneous Retail Stores	\$3.22 M / \$7.84 M	-59	\$3.64 M / \$7.89 M	-54	\$5.07 M / \$7.99 M	-37
Non-Store Retailers	\$40.4 M / \$912.28 K	98	\$45.72 M / \$912.28 K	98	\$63.41 M / \$3.48 M	95
Mail Order, Catalog Stores	\$37.81 M / \$777.23 K	98	\$42.8 M / \$777.23 K	98	\$59.39 M / \$2.95 M	95
Vending Machines	\$179.32 K/-	100	\$201.8 K/-	100	\$274.03 K/-	100
Fuel Dealers	\$227.81 K / \$135.05 K	41	\$255.52 K / \$135.05 K	47	\$350.46 K / \$531.8 K	-34
Other Direct Selling Establishments	\$2.18 M / \$-1	100	\$2.47 M/\$-1	100	\$3.39 M / \$-1	100



Ada, Oklahoma Drive Time	10 min drive tin	ne	15 min drive tiı	ne	30 min drive tiı	me
Drive Time	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$35.67 M / \$36.59 M	-3	\$40.22 M / \$37.33 M	7	\$54.1 M / \$41.15 M	24
Hotels, Other Travel Accommodations	\$2.29 M / \$2.29 M	0	\$2.58 M / \$2.3 M	11	\$3.47 M / \$2.4 M	31
RV Parks	\$22.94 K / -	100	\$25.79 K/-	100	\$35.27 K/-	100
Rooming, Boarding Houses	\$12.87 K/-	100	\$14.5 K/-	100	\$19.55 K/-	100
Full Service Restaurants	\$20.84 M / \$21.33 M	-2	\$23.5 M / \$22.1 M	6	\$31.61 M / \$23.42 M	26
Limited Service Restaurants	\$9.67 M / \$13.59 M	-29	\$10.91 M / \$13.81 M	-21	\$14.67 M/\$16.91 M	-13
Special Food Services, Catering	\$2.84 M / -	100	\$3.2 M / -	100	\$4.31 M/-	100
Drinking Places	\$1.94 M / \$1.32 M	32	\$2.19 M / \$1.32 M	40	\$2.92 M / \$1.34 M	54
Gasoline Stations	\$13.79 M / \$6.19 M	55	\$15.64 M / \$7.12 M	54	\$21.79 M / \$8.85 M	59
Motor Vehicle, Parts Dealers	\$32.25 M / \$49.5 M	-35	\$36.06 M / \$49.82 M	-28	\$50.05 M / \$53.2 M	-6
New Car Dealers	\$18.68 M / \$41.54 M	-55	\$20.84 M / \$41.73 M	-50	\$29.13 M / \$44.89 M	-35
Used Car Dealers	\$1.74 M / \$2.12 M	-18	\$1.94 M / \$2.19 M	-12	\$2.71 M / \$2.32 M	14
Recreational Vehicle Dealers	\$3.32 M / -	100	\$3.73 M / -	100	\$5.11 M/-	100
Motorcycle, Boat Dealers	\$4.39 M / \$-1	100	\$4.92 M/\$-1	100	\$6.76 M/\$-1	100
Auto Parts, Accessories	\$2.65 M / \$2.24 M	16	\$2.97 M / \$2.24 M	25	\$4.07 M / \$2.24 M	45
Tire Dealers	\$1.48 M / \$3.61 M	-59	\$1.66 M/\$3.66 M	-55	\$2.27 M / \$3.75 M	-39
2025 Population	19,462	2	21,723	21,723 30,		9
2030 Population	18,469		20,695	5	29,499	Э
% Population Change 2025-2030	-5.1%)	-4.7%	6	-3.3%	6
2025 Adult Population Age 18+	14,726		16,423	3	23,067	7
2025 Population Male	9,546	6	10,690)	15,210	6
2025 Population Female	9,916	9,916		3	15,293	3
2025 Households	8,049)	8,909		12,314	
2025 Median Household Income	59,540		61,199)	58,802	2
2025 Average Household Income	78,767	7	80,493		77,158	8

Retail Potential



Ada, Oklahoma	10 min	15 min	30 min
Drive Time	drive time	drive time	drive time
2025 Population	19,462	21,723	30,509
2030 Population	18,469	20,695	29,499
% Population Change 2020-2025	-1.5%	-1.0%	0.3%
2025 Adult Population Age 18+	\$14,726	\$16,423	\$23,067
2025 Population Male	\$9,546	\$10,690	\$15,216
2025 Population Female	\$9,916	\$11,033	\$15,293
2025 Households	\$8,049	\$8,909	\$12,314
2025 Median Household Income	\$59,540	\$61,199	\$58,802
2025 Average Household Income	\$78,767	\$80,493	\$77,158
Clothing, Clothing Accessories Stores	\$22.04 M	\$24.75 M	\$33.93 M
Men's Clothing Stores	\$918.98 K	\$1.03 M	\$1.42 M
Women's Clothing Stores	\$1.83 M	\$2.06 M	\$2.82 M
Children's, Infants' Clothing Stores	\$1.71 M	\$1.92 M	\$2.6 M
Family Clothing Stores	\$10.71 M	\$12.04 M	\$16.45 M
Clothing Accessory Stores	\$510.5 K	\$572.26 K	\$788.35 K
Other Apparel Stores	\$646.03 K	\$725.54 K	\$991.64 K
Shoe Stores	\$4.6 M	\$5.15 M	\$7.12 M
Jewelry Stores	\$989.34 K	\$1.11 M	\$1.54 M
Luggage Stores	\$125.55 K	\$140.03 K	\$195.76 K
Furniture, Home Furnishings Stores	\$19.47 M	\$21.88 M	\$29.92 M
Furniture Stores	\$9.16 M	\$10.26 M	\$14.17 M
Floor Covering Stores	\$1.3 M	\$1.45 M	\$2 M
Other Home Furnishing Stores	\$9.01 M	\$10.16 M	\$13.74 M
Electronics, Appliance Stores	\$18.11 M	\$20.49 M	\$28.48 M
Gasoline Stations	\$13.79 M	\$15.64 M	\$21.79 M
Building Material, Garden Equipment, Supplies Dealers	\$18.59 M	\$20.88 M	\$28.55 M
Home Centers	\$10.44 M	\$11.73 M	\$16.03 M
Paint, Wallpaper Stores	\$2.14 M	\$2.41 M	\$3.27 M
Hardware Stores	\$1.16 M	\$1.31 M	\$1.79 M
Other Building Materials Stores	\$3.32 M	\$3.72 M	\$5.11 M
Outdoor Power Equipment Stores	\$201.24 K	\$225.71 K	\$309.56 K
Nursery, Garden Stores	\$1.33 M	\$1.49 M	\$2.04 M
Food, Beverage Stores	\$27.72 M	\$31.31 M	\$43.05 M
Grocery Stores	\$21.47 M	\$24.24 M	\$33.42 M
Convenience Stores	\$1.88 M	\$2.13 M	\$2.96 M
Meat Markets	\$129.43 K	\$145.52 K	\$198.26 K
Fish, Seafood Markets	\$44.5 K	\$50.03 K	\$68.03 K
Fruit, Vegetable Markets	\$84.61 K	\$95.15 K	\$129.61 K
Other Specialty Food Markets	\$173.18 K	\$194.88 K	\$264.64 K
Liquor Stores	\$3.94 M	\$4.46 M	\$6.01 M



Health, Personal Care Stores	Ada, Oklahoma	10 min	15 min	30 min
Pharmacy, Drug Stores	Drive Time	drive time	drive time	drive time
Cosmetics, Beauty Stores \$768.64 K \$998.65 K \$1.32 M Optical Goods Stores \$226.57 K \$276.76 K \$416.68 K Chrider Health, Personal Care Stores \$323.04 K \$970.19 K \$1.42 M Sporting Goods, Hobby, Book, Music Stores \$22.3 M \$25.04 M \$34.48 M Sporting Goods Stores \$8.99 M \$66.64 M \$39.99 M Sewing, Needlecraft Stores \$4.46 M \$4.99 M \$6.94 M Musical Instrument Stores \$1.46 M \$4.99 M \$6.94 M Book Stores \$1.85 M \$1.79 M \$2.49 M General Merchandies Stores \$68.47 M \$78.32 M \$10.22 M General Merchandies Stores \$8.94 M \$78.32 M \$10.63 M Warehouse Superstores \$38.27 M \$77.2 M \$10.63 M Other General Merchandies Stores \$68.97 M \$77.2 M \$10.63 M Miscellaneous Store Retailers \$30.22 M \$11.03 M \$14.40 M Florists \$27.02 K \$24.13 K \$32.82 M Office, Stulonary Stores \$1.80 M \$2.02 M </td <td>Health, Personal Care Stores</td> <td>\$15.67 M</td> <td>\$18.19 M</td> <td>\$26.4 M</td>	Health, Personal Care Stores	\$15.67 M	\$18.19 M	\$26.4 M
Optical Goods Stores \$226.57 K \$267.26 K \$416.68 K Other Health, Personal Care Stores \$820.44 K \$970.19 K \$1.42 M \$370.49 K \$1.42 M \$34.48 M \$590.19 K \$1.42 M \$34.48 M \$590.19 K \$1.42 M \$34.48 M \$50.04 M \$34.48 M \$50.05 M \$34.48 M \$50.05 M \$34.32 M \$35.04 M \$34.48 M \$50.05 M \$35.32 M \$50.05 M \$35.32 M \$50.05 M \$35.32 M \$60.94 M <td>Pharmacy, Drug Stores</td> <td>\$13.84 M</td> <td>\$16.05 M</td> <td>\$23.25 M</td>	Pharmacy, Drug Stores	\$13.84 M	\$16.05 M	\$23.25 M
Other Health, Personal Care Stores \$832.04 K \$970.19 K \$1.42 M Sporting Goods, Hobby, Book, Music Stores \$22.3 M \$55.04 M \$34.48 M Sporting Goods Stores \$85.99 M \$96.69 M \$13.23 M Hobby, Toy, Game Stores \$6.21 M \$6.96 M \$9.59 M Sewing, Needlecraft Stores \$4.46 M \$4.99 M \$6.54 M Sewing, Needlecraft Stores \$4.46 M \$4.99 M \$6.94 M Book Stores \$1.58 M \$1.79 M \$2.22 M Book Stores \$6.94 M \$78.32 M \$10.02 M Book Stores \$6.94 M \$78.32 M \$10.02 M Book Stores \$5.94 M \$78.32 M \$10.02 M Book Stores \$5.94 M \$78.32 M \$10.02 M \$10.02 M \$2.10 M \$2.24 M \$3.78 M \$2.24 M \$3.78 M \$3.10 M \$3.14 M	Cosmetics, Beauty Stores	\$768.64 K	\$898.65 K	\$1.32 M
Sporting Goods, Hobby, Book, Music Stores \$22.3 M \$25.04 M \$34.84 M Sporting Goods Stores \$85.9 M \$9.65 M \$13.23 M Abbby, Tox, Game Stores \$62.14 M \$6.9 M \$9.95 M Sewing, Needlecraft Stores \$4.46 M \$4.9 M \$6.94 M Musical Instrument Stores \$14.6 M \$1.6 M \$2.24 M Book Stores \$69.47 M \$78.32 M \$10.26 M General Merchandise Stores \$69.47 M \$78.32 M \$10.26 M Warehouse Superstores \$38.22 M \$27.48 M \$37.81 M Other General Merchandise Stores \$8.87 M \$77.27 M \$10.63 M Miscellaneous Store Retailers \$9.00 M \$10.15 M \$14.06 M Horists \$217.23 K \$24.41 M \$33.87 K Office, Stationary Stores \$38.93 M \$20.00 M \$10.15 M \$14.40 M Gift, Souvenir Stores \$38.93 M \$20.00 M \$2.14 M \$6.61, M \$1.44 M \$1.60 M \$2.20 M \$1.14 M \$1.14 M \$1.14 M \$1.14 M \$1.14 M \$1.	Optical Goods Stores	\$226.57 K	\$267.26 K	\$416.68 K
Sporting Goods Stores \$8.59 M \$9.65 M \$13.23 M Hobby, Toy, Game Stores \$5.21 M \$6.96 M \$9.99 M Sewing, Needlerfart Stores \$4.46 M \$4.49 M \$6.94 M Musical Instrument Stores \$1.16 M \$1.66 M \$2.22 M Book Stores \$15.68 M \$1.79 M \$2.49 M General Merchandise Stores \$69.47 M \$78.32 M \$108.26 M Department Stores \$3.42 M \$3.21 M \$9.92 M Workhouse Superstores \$3.82 M \$43.12 M \$9.92 M Other General Merchandise Stores \$6.87 M \$7.72 M \$10.63 M Miscellaneous Stora Retailers \$9.02 M \$10.15 M \$14.08 M Florists \$217.23 K \$244.13 K \$9.92 M Office, Stationary Stores \$9.20 M \$10.15 M \$14.08 M Gift, Souvenir Stores \$1.83 M \$2.06 M \$2.83 M Used Merchandise Stores \$6.63 M \$7.41.19 K \$1.44 M Gift, Souvenir Stores \$1.83 M \$2.06 M \$2.83 M	Other Health, Personal Care Stores	\$832.04 K	·	\$1.42 M
Michael Stores \$6.21 M \$6.96 M \$9.99 M \$6.95 M		·		
Sewing, Needlecraft Stores \$4.46 M \$4.99 M \$6.94 M Musical Instrument Stores \$1.46 M \$1.66 M \$2.22 M Book Stores \$1.58 M \$1.79 M \$2.49 M General Merchandise Stores \$59.47 M \$78.32 M \$10.81.66 M Department Stores \$24.39 M \$27.48 M \$37.81 M Warehouse Superstores \$38.22 M \$43.12 M \$59.82 M Other General Merchandise Stores \$68.77 M \$10.63 M \$59.82 M \$77.72 M \$10.63 M Miscellaneous Store Retailers \$9.02 M \$71.15 M \$14.08				
Musical Instrument Stores \$1.46 M \$1.66 M \$2.22 M Book Stores \$1.58 M \$1.79 M \$2.49 M General Merchandise Stores \$69.47 M \$78.32 M \$108.26 M Department Stores \$24.39 M \$27.48 M \$37.61 M Warehouse Superstores \$38.22 M \$43.12 M \$59.92 M Other General Merchandise Stores \$68.87 M \$7.72 M \$10.63 M Miscellaneous Store Retailers \$90.07 M \$10.15 M \$14.08 M Florists \$217.23 K \$244.13 K \$332.87 K Office, Stationary Stores \$90.73 K \$10.30 M \$14.44 M Gift, Souwerin' Stores \$18.83 M \$2.06 M \$2.88 M Used Merchandise Stores \$66.391 K \$741.19 K \$1.04 M Pet, Pet Supply Stores \$1.71 M \$19.19 M \$2.65 M Art Dealers \$273.87 K \$304.86 K \$42.82 K Mobile Home Dealers \$18.68 K \$20.95 K \$2.87 M Other Miscellaneous Retail Stores \$3.22 M \$3.44 M \$5.07 M				
Book Stores \$1.58 M \$1.79 M \$2.49 M General Merchandise Stores \$69.47 M \$79.32 M \$108.26 M Department Stores \$24.39 M \$27.48 M \$37.81 M Warehouse Superstores \$38.22 M \$43.12 M \$59.92 M Other General Merchandise Stores \$68.7 M \$7.72 M \$10.63 M Miscellaneous Store Retailers \$90.20 M \$10.15 M \$14.08 M Horists \$920.73 K \$10.13 M \$14.08 M Office, Stationary Stores \$920.73 K \$10.30 M \$1.44 M Gift, Souvenir Stores \$920.73 K \$10.30 M \$1.44 M Gift, Souvenir Stores \$66.39 It \$74.11 M \$1.91 M \$2.65 M Art Dealers \$66.39 It \$74.11 M \$1.91 M \$2.65 M Art Dealers \$1.71 M \$1.91 M \$2.65 M Art Dealers \$27.38 K \$30.48 K \$42.87 K Mobile Home Dealers \$1.72 M \$1.94 M \$5.27 M \$6.34 M \$5.07 M \$2.87 M \$6.34 M \$5.07 M \$6.3				
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Warehouse Superstores \$38.22 M \$43.12 M \$59.82 M Other General Merchandise Stores \$6.87 M \$7.72 M \$10.63 M Miscellaneous Store Retailers \$90.20 M \$10.15 M \$10.63 M Horists \$21.72 K \$244.13 K \$332.87 K Office, Stationary Stores \$920.73 K \$10.3 M \$1.44 M Gift, Souvenir Stores \$1.83 M \$2.06 M \$2.83 M Used Merchandis Stores \$66.31 M \$20.61 M \$2.65 M Art Dealers \$61.71 M \$1.91 M \$2.65 M Art Dealers \$273.87 K \$304.86 K \$428.75 K Mobile Home Dealers \$18.68 K \$209.51 K \$287.94 K Other Miscellaneous Retail Stores \$3.22 M \$3.44 M \$5.07 M Non-Store Retailers \$3.22 M \$3.44 M \$5.07 M Mail Order, Catalog Stores \$37.81 M \$42.81 M \$53.91 M Vending Machines \$179.32 K \$201.8 K \$274.03 K Fuel Dealers \$22.78 M \$2.25 M \$3.90 M Ac				
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Miscellaneous Store Retailers	·			
Florists		 		
Office, Stationary Stores \$920.73 K \$1.03 M \$1.44 M Gift, Souvenir Stores \$1.83 M \$2.06 M \$2.83 M Used Merchandise Stores \$663.91 K \$741.19 K \$1.04 M Pet, Pet Supply Stores \$1.71 M \$1.91 M \$2.65 M Art Dealers \$273.87 K \$304.86 K \$248.75 K Mobile Home Dealers \$186.8 K \$209.51 K \$287.94 K Other Miscellaneous Retail Stores \$3.22 M \$3.64 M \$5.07 M Non-Store Retailers \$40.4 M \$45.72 M \$63.41 M Mail Order, Catalog Stores \$37.81 M \$42.8 M \$59.39 M Vending Machines \$179.32 K \$201.8 K \$274.03 K Fuel Dealers \$227.81 K \$255.52 K \$350.46 K Other Direct Selling Establishments \$227.81 K \$255.52 K \$350.46 K Other Direct Selling Establishments \$2.29 M \$2.4 M \$3.39 M Accommodation, Food Services \$37.6 M \$42.41 M \$57.02 M Hottels, Other Travel Accommodations \$2.29 M \$2.58 M		·		
Gift, Souvenir Stores \$1.83 M \$2.06 M \$2.83 M Used Merchandise Stores \$663.91 K \$741.19 K \$1.04 M Pet, Pet Supply Stores \$1.71 M \$1.91 M \$2.65 M Art Dealers \$273.87 K \$30.486 K \$428.75 K Mobile Home Dealers \$186.8 K \$209.51 K \$287.84 K Other Miscellaneous Retail Stores \$3.22 M \$3.64 M \$5.07 M Non-Store Retailers \$40.4 M \$45.72 M \$63.41 M Mail Order, Catalog Stores \$37.81 M \$42.8 M \$59.39 M Vending Machines \$179.32 K \$201.8 K \$274.03 K Fuel Dealers \$21.8 M \$2.27 M \$3.39 M Accommodation, Food Services \$37.6 M \$2.47 M \$3.39 M Accommodation, Food Services \$37.6 M \$42.41 M \$57.02 M Hotels, Other Travel Accommodations \$2.29 M \$2.58 M \$3.47 M RV Parks \$2.29 M \$2.54 M \$5.02 M \$3.57 K Rooming, Boarding Houses \$1.28 M \$2.29 M \$3.5 M				
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1 HE DEGLES 31.40 M 31.00 M 37.77 M	Tire Dealers	\$1.48 M	\$1.66 M	\$2.27 M

Income Summary



Ada, Oklahoma	10 min d	rive	15 min d	rive	30 min d	lrive
Drive Time	time		time	:	time	:
Population	<u>-</u>					
Estimated Population (2025)	19,462		21,723		30,509	
Projected Population (2030)	18,469		20,695		29,499	
Census Population (2020)	19,749		21,943		30,431	
Census Population (2010)	19,699		21,779		30,852	
Projected Annual Growth (2025 to 2030)	-993	-1.0%	-1,027	-0.9%	-1,010	-0.7%
Historical Annual Growth (2020 to 2025)	-287	-0.3%	-220	-0.2%	78	-
Historical Annual Growth (2010 to 2020)	50	-	164	-	-421	-0.1%
Households						
Estimated Households (2025)	8,049		8,909		12,314	
Projected Households (2030)	7,660		8,512		11,924	
Census Households (2020)	8,136		8,968		12,252	
Census Households (2010)	7,817		8,610		12,125	
Projected Annual Growth (2025 to 2030)	-388	-1.0%	-397	-0.9%	-390	-0.6%
Historical Annual Growth (2020 to 2025)	-87	-0.2%	-59	-0.1%	61	0.1%
Historical Annual Growth (2010 to 2020)	319	0.4%	358	0.4%	127	0.1%
Average Household Income						
Estimated Average Household Income (2025)	\$78,767		\$80,493		\$77,158	
Projected Average Household Income (2030)	\$77,642		\$79,385		\$75,997	
Census Average Household Income (2020)	\$45,915		\$46,381		\$45,449	
Census Average Household Income (2010)	\$33,786		\$34,149		\$33,232	
Projected Annual Growth (2025 to 2030)	-\$1,125	-0.3%	-\$1,108	-0.3%	-\$1,160	-0.3%
Historical Annual Growth (2020 to 2025)	\$32,851	4.8%	\$34,112	4.9%	\$31,709	4.7%
Historical Annual Growth (2010 to 2020)	\$12,129	3.6%	\$12,233	3.6%	\$12,217	3.7%
Median Household Income						
Estimated Median Household Income (2025)	\$59,540		\$61,199		\$58,802	
Projected Median Household Income (2030)	\$58,880		\$60,582		\$58,129	
Census Median Household Income (2020)	\$34,319		\$34,887		\$34,888	
Census Median Household Income (2010)	\$25,167		\$25,704		\$25,155	
Projected Annual Growth (2025 to 2030)	-\$660	-0.2%	-\$618	-0.2%	-\$673	-0.2%
Historical Annual Growth (2020 to 2025)	\$25,221	4.9%	\$26,313	5.0%	\$23,914	4.6%
Historical Annual Growth (2010 to 2020)	\$9,151	3.6%	\$9,183	3.6%	\$9,732	3.9%
Per Capita Income						
Estimated Per Capita Income (2025)	\$32,724		\$33,155		\$31,255	
Projected Per Capita Income (2030)	\$32,360		\$32,800		\$30,836	
Census Per Capita Income (2020)	\$18,224		\$18,341		\$17,862	
Census Per Capita Income (2010)	\$13,871		\$13,900		\$13,330	
Projected Annual Growth (2025 to 2030)	-\$364	-0.2%	-\$354	-0.2%	-\$419	-0.3%
Historical Annual Growth (2020 to 2025)	\$14,501	5.3%	\$14,813	5.4%	\$13,394	5.0%
Historical Annual Growth (2010 to 2020)	\$4,353	3.1%	\$4,442	3.2%	\$4,532	3.4%
Other Income						
Estimated Families (2025)	4,669		5,274		7,519	
Estimated Average Family Income (2025)	\$97,992		\$100,336		\$94,997	
Estimated Median Family Income (2025)	\$79,230		\$80,609		\$75,715	
Estimated Average Household Net Worth (2025)	\$605,756		\$640,542		\$673,538	



Ada, Oklahoma		-				
Drive Time	10 min d	rive time	15 min d	rive time	30 min d	rive time
Estimated Population	<u>.</u>	19,462		21,723		30,509
Estimated Households		8,049		8,909		12,314
Household Expenditure		\$668.55 M		\$751.99 M		\$1.02 B
Per Household ~ Per Capita	\$83,064	\$34,352	\$84,403	\$34,617	\$83,109	\$33,544
Non-Retail Expenditures	\$322.1 M	48.2%	\$361.15 M	48.0%	\$483.97 M	47.3%
Per Household ~ Per Capita	\$40,019	\$16,550	\$40,536	\$16,625	\$39,304	\$15,863
Retail Expenditures	\$346.45 M	51.8%	\$390.84 M	52.0%	\$539.4 M	52.7%
Per Household ~ Per Capita	\$43,045	\$17,802	\$43,867	\$17,992	\$43,805	\$17,680
Alcoholic Beverages	\$4.08 M	0.6%	\$4.59 M	0.6%	\$6.22 M	0.6%
Per Household ~ Per Capita	\$506	\$209	\$515	\$211	\$505	\$204
Apparel	\$12.6 M	1.9%	\$14.16 M	1.9%	\$19.27 M	1.9%
Per Household ~ Per Capita	\$1,565	\$647	\$1,589	\$652	\$1,565	\$632
Contributions	\$20.2 M	3.0%	\$22.79 M	3.0%	\$30.61 M	3.0%
Per Household ~ Per Capita	\$2,510	\$1,038	\$2,558	\$1,049	\$2,486	\$1,003
Education	\$14.7 M	2.2%	\$16.56 M	2.2%	\$22.33 M	2.2%
Per Household ~ Per Capita	\$1,826	\$755	\$1,859	\$762	\$1,813	\$732
Entertainment	\$39.14 M	5.9%	\$43.98 M	5.8%	\$59.91 M	5.9%
Per Household ~ Per Capita	\$4,862	\$2,011	\$4,936	\$2,025	\$4,865	\$1,964
Food Away From Home	\$29.78 M	4.5%	\$33.48 M	4.5%	\$45.52 M	4.4%
Per Household ~ Per Capita	\$3,700	\$1,530	\$3,758	\$1,541	\$3,697	\$1,492
Grocery	\$49.19 M	7.4%	\$55.05 M	7.3%	\$76.14 M	7.4%
Per Household ~ Per Capita	\$6,112	\$2,528	\$6,178	\$2,534	\$6,183	\$2,496
Health Care	\$50.75 M	7.6%	\$56.56 M	7.5%	\$79.35 M	7.8%
Per Household ~ Per Capita	\$6,306	\$2,608	\$6,349	\$2,604	\$6,444	\$2,601
Household Furnishings and Equipment	\$17.86 M	2.7%	\$20.09 M	2.7%	\$27.28 M	2.7%
Per Household ~ Per Capita	\$2,219	\$918	\$2,255	\$925	\$2,215	\$894
Household Operations	\$12.85 M	1.9%	\$14.43 M	1.9%	\$19.7 M	1.9%
Per Household ~ Per Capita	\$1,597	\$660	\$1,620	\$664	\$1,600	\$646
Miscellaneous Expenses	\$11.57 M	1.7%	\$13.01 M	1.7%	\$17.66 M	1.7%
Per Household ~ Per Capita	\$1,437	\$594	\$1,460	\$599	\$1,434	\$579
Personal Care	\$9.42 M	1.4%	\$10.56 M	1.4%	\$14.54 M	1.4%
Per Household ~ Per Capita	\$1,171	\$484	\$1,185	\$486	\$1,181	\$477
Shelter	\$117.82 M	17.6%	\$130.89 M	17.4%	\$175.77 M	17.2%
Per Household ~ Per Capita	\$14,639	\$6,054	\$14,691	\$6,025	\$14,275	\$5,761
Tax and Retirement	\$131.7 M	19.7%	\$149.46 M	19.9%	\$197.35 M	19.3%
Per Household ~ Per Capita	\$16,363	\$6,767	\$16,775	\$6,880	\$16,027	\$6,469
Tobacco and Related	\$4.28 M	0.6%	\$4.76 M	0.6%	\$6.74 M	0.7%
Per Household ~ Per Capita	\$532	\$220	\$534	\$219	\$547	\$221
Transportation	\$107.23 M	16.0%	\$122.05 M	16.2%	\$170.15 M	16.6%
Per Household ~ Per Capita	\$13,323	\$5,510	\$13,699	\$5,619	\$13,818	\$5,577
Utilities	\$35.39 M	5.3%	\$39.59 M	5.3%	\$54.83 M	5.4%
Per Household ~ Per Capita	\$4,397	\$1,818	\$4,443	\$1,822	\$4,453	\$1,797



Ada, Oklahoma	10 min c	drive	15 min (drive	30 min (drive
Drive Time	time	<u> </u>	time	е	time	е
Population / Households (2025)	<u>.</u>					
Estimated Population	19,462		21,723		30,509	
Estimated Households	8,049		8,909		12,314	
Total Annual Consumer Expenditure (2025)						
Total Household Expenditure	\$668.55 M		\$751.99 M		\$1.02 B	
Total Non-Retail Expenditure	\$322.1 M		\$361.15 M		\$483.97 M	
Total Retail Expenditure	\$346.45 M		\$390.84 M		\$539.4 M	
Alcoholic Beverages	\$4.08 M		\$4.59 M		\$6.22 M	
Apparel	\$12.6 M		\$14.16 M		\$19.27 M	
Contributions	\$20.2 M		\$22.79 M		\$30.61 M	
Education	\$14.7 M		\$16.56 M		\$22.33 M	
Entertainment	\$39.14 M		\$43.98 M		\$59.91 M	
Food Away From Home	\$29.78 M		\$33.48 M		\$45.52 M	
Grocery	\$49.19 M		\$55.05 M		\$76.14 M	
Health Care	\$50.75 M		\$56.56 M		\$79.35 M	
Household Furnishings and Equipment	\$17.86 M		\$20.09 M		\$27.28 M	
Household Operations	\$12.85 M		\$14.43 M		\$19.7 M	
Miscellaneous Expenses	\$11.57 M		\$13.01 M		\$17.66 M	
Personal Care	\$9.42 M		\$10.56 M		\$14.54 M	
Shelter	\$117.82 M		\$130.89 M		\$175.77 M	
Tax and Retirement	\$131.7 M		\$149.46 M		\$197.35 M	
Tobacco and Related	\$4.28 M		\$4.76 M		\$6.74 M	
Transportation	\$107.23 M		\$122.05 M		\$170.15 M	
Utilities	\$35.39 M		\$39.59 M		\$54.83 M	
Monthly Household Consumer Expenditure (2025)						
Total Household Expenditure	\$6,922		\$7,034		\$6,926	
Total Non-Retail Expenditure	\$3,335	48.2%	\$3,378	48.0%	\$3,275	47.3%
Total Retail Expenditure	\$3,587	51.8%	\$3,656	52.0%	\$3,650	52.7%
Alcoholic Beverages	\$42	0.6%	\$43	0.6%	\$42	0.6%
Apparel	\$130	1.9%	\$132	1.9%	\$130	1.9%
Contributions	\$209	3.0%	\$213	3.0%	\$207	3.0%
Education	\$152	2.2%	\$155	2.2%	\$151	2.2%
Entertainment	\$405	5.9%	\$411	5.8%	\$405	5.9%
Food Away From Home	\$308	4.5%	\$313	4.5%	\$308	4.4%
Grocery	\$509	7.4%	\$515	7.3%	\$515	7.4%
Health Care	\$525	7.6%	\$529	7.5%	\$537	7.8%
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%	\$1,190	17.2%
Tax and Retirement	\$1,364	19.7%	\$1,398	19.9%	\$1,336	19.3%
Tobacco and Related	\$44	0.6%	\$45	0.6%	\$46	0.7%
Transportation	\$1,110	16.0%	\$1,142	16.2%	\$1,151	16.6%
Utilities	\$366	5.3%	\$370	5.3%	\$371	5.4%



Ada, Oklahoma	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
Population / Households (2030)	<u>. </u>	<u>-</u>	<u>.</u>
Projected Population	18,469	20,695	29,499
Projected Households	-	-	-
Total Annual Consumer Expenditure (2030)	<u> </u>	· · · · · · · · · · · · · · · · · · ·	<u>:</u>
Total Household Expenditure	\$628.46 M	\$709.17 M	\$976.47 M
Total Non-Retail Expenditure	\$302.85 M	\$340.69 M	\$461.76 M
Total Retail Expenditure	\$325.61 M	\$368.48 M	\$514.7 M
Alcoholic Beverages	\$3.82 M	\$4.31 M	\$5.92 M
Apparel	\$11.81 M	\$13.32 M	\$18.36 M
Contributions	\$18.94 M	\$21.44 M	\$29.14 M
Education	\$13.78 M	\$15.58 M	\$21.26 M
Entertainment	\$36.69 M	\$41.37 M	\$57.07 M
Food Away From Home	\$27.91 M	\$31.49 M	\$43.35 M
Grocery	\$46.06 M	\$51.73 M	\$72.55 M
Health Care	\$48.7 M	\$54.25 M	\$76.5 M
Household Furnishings and Equipment	\$16.74 M	\$18.89 M	\$25.97 M
Household Operations	\$12.05 M	\$13.58 M	\$18.78 M
Miscellaneous Expenses	\$10.84 M	\$12.23 M	\$16.82 M
Personal Care	\$8.82 M	\$9.92 M	\$13.85 M
Shelter	\$110.63 M	\$123.3 M	\$167.58 M
Tax and Retirement	\$123.98 M	\$141.07 M	\$188.16 M
Tobacco and Related	\$4.01 M	\$4.48 M	\$6.43 M
Transportation	\$100.55 M	\$115.02 M	\$162.48 M
Utilities	\$33.14 M	\$37.2 M	\$52.25 M
Consumer Expenditure Growth (2025 to 2030)			
Total Household Expenditure	\$-40.09 M	\$-42.82 M	\$-46.91 M
Total Non-Retail Expenditure	\$-19.25 M	\$-20.47 M	\$-22.21 M
Total Retail Expenditure	\$-20.84 M	\$-22.36 M	\$-24.7 M
Alcoholic Beverages	\$-255.38 K	\$-272.64 K	\$-297.42 K
Apparel	\$-791.74 K	\$-844.1 K	\$-919.56 K
Contributions	\$-1.26 M	\$-1.35 M	\$-1.47 M
Education	\$-917.11 K	\$-980.83 K	\$-1.07 M
Entertainment	\$-2.45 M	\$-2.61 M	\$-2.84 M
Food Away From Home	\$-1.87 M	\$-1.99 M	\$-2.17 M
Grocery	\$-3.13 M	\$-3.32 M	\$-3.59 M
Health Care	\$-2.05 M	\$-2.32 M	\$-2.84 M
Household Furnishings and Equipment	\$-1.12 M	\$-1.2 M	\$-1.3 M
Household Operations	\$-803.11 K	\$-855.86 K	\$-929.5 K
Miscellaneous Expenses	\$-725.52 K	\$-772.9 K	\$-840.52 K
Personal Care	\$-598.02 K	\$-635.09 K	\$-689.01 K
Shelter	\$-7.2 M	\$-7.58 M	\$-8.19 M
Tax and Retirement	\$-7.71 M	\$-8.39 M	\$-9.19 M
Tobacco and Related	\$-268.59 K	\$-283.59 K	\$-302.31 K
Transportation	\$-6.68 M	\$-7.03 M	\$-7.66 M
Utilities	\$-2.25 M	\$-2.39 M	\$-2.58 M

Crime Risk



Ada, Oklahoma	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
Demographics			
Population	19,462	21,723	30,509
Census Population	19,749	21,943	30,431
Households	8,049	8,909	12,314
Average Household Income	\$78,767	\$80,493	\$77,158
Median Household Income	\$59,540	\$61,199	\$58,802
Per Capita Income	\$32,724	\$33,155	\$31,255
Total Crime			
Crime Index	106	101	90
Crime Level	Average	Average	Below Average
Personal Crime			
Crime Index	69	68	70
Crime Level	Below Average	Below Average	Below Average
Murder			
Crime Index	72	69	70
Crime Level	Below Average	Below Average	Below Average
Rape			
Crime Index	104	109	114
Crime Level	Average	Average	Average
Robbery			
Crime Index	41	38	34
Crime Level	Low Risk	Low Risk	Low Risk
Assault			
Crime Index	71	71	75
Crime Level	Below Average	Below Average	Below Average
Property Crime			
Crime Index	113	108	93
Crime Level	Average	Average	Average
Burglary			
Crime Index	186	180	165
Crime Level	Very High	High Risk	High Risk
Larceny			
Crime Index	102	96	80
Crime Level	Average	Average	Below Average
Motor Vehicle Theft			
Crime Index	94	91	86
Crime Level	Average	Average	Below Average
* Crime Index: 100 = National Average Adjusted for Population			

Void Analysis



la, Oklahoma	Site / Market	Avg Square	Closest Locatio
ive 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		



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Ada, Oklahoma Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
	1/1	189,700	
Walmart Supercenter Dollar Stores	1/1	169,700	
Dollar General	10/7	9,600	
Dollar Tree	1/1	11,800	
Family Dollar	1/1	9,400	
Family Dollar Dollar Tree	1/1	12,100	
Drug Stores	170	12,100	
Walgreens	1/1	14,800	
Education	1/1	14,000	
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 Drive Time	Site / Market Locations	Avg Square Footage	Closest Location	
Certified Registered Nurse Anesthetist	3/3			
Chiropractic	4 / 4			
Clinical Nurse Specialist	1/0			
Clinical Psychologist	3/2			
Clinical Social Worker	8/7			
Diagnostic Radiology	2/2			
Dialysis Centers	1/1			
Emergency Medicine	2/2			
Endocrinology	3/2			
Family Practice	10/8			
Gastroenterology	1/1			
General Surgery	3/3			
Hematology and Oncology	1/1			
Hospitalist	2/2			
Internal Medicine	5/4			
Nephrology	1/1			
Nurse Practitioner	14/13			
Obstetrics and Gynecology	3/3			
Ophthalmology	2/2			
Optometry	7/7			
Orthopedic Surgery	2/2			
Otolaryngology	5/4			
Pathology	2/2			
Pediatric Medicine	1/1			
Physical Therapy	3/3			
Physician Assistant	14/13			
Plastic and Reconstructive Surgery	1/1			
Podiatry	2/2			
Psychiatry	2/2			
Speech Language Pathologist	1/0			
Urology	2/2			
Home Improvement				
Ace Hardware	1/1	16,200		
Do It Best	1/1	16,200		
Home Depot	1/1	120,600		
Sherwin-Williams	1/1	7,300		
Tractor Supply Company	1/1	26,300		



		Economic Development Consuming		
Ada, Oklahoma Drive Time	Site / Market Locations	Avg Square Footage	Closest Location	
True Value	1/1	12,800		
Hotels	4.4	45.000		
Americas Best Value Inn	1/1	15,000		
Best Western Hotels	1/1	20,400		
Hampton Inn	1/1	18,300		
Holiday Inn Express	1/1	16,400		
La Quinta Inn & Suites	1/1	24,600		
Motel 6	1/1	24,300		
Quality	1/1	15,700		
Office Supply				
Staples	1/1	22,400		
Pet Stores				
Petsense	1/1	5,500		
Restaurants Casual				
Applebee's	1/1	5,400		
Chili's	1/1	5,800		
Restaurants Coffee Donuts				
Starbucks	1/1	1,800		
Restaurants Fast Food Major				
Arby's	1/1	3,300		
Burger King	1/1	4,000		
Chick-fil-A	1/1	4,300		
KFC	1/1	3,100		
McDonald's	1/1	4,600		
Sonic	3/1	2,800		
Taco Bell	1/1	2,500		
Restaurants Fast Food Minor				
Chicken Express	1/1	3,000		
Whataburger	1/1	3,000		
Restaurants Ice Cream Smoothie				
Braum's	2/2	5,100		
Tropical Smoothie Cafe	1/1	1,700		
Restaurants Pizza				
Domino's Pizza	1/1	2,100		
Godfather's Pizza	2/2	2,700		
Little Caesars	1/1	1,800		
Papa John's	1/1	1,500		



Ada, Oklahoma	Site / Market	Avg Square Footage	Closest Location
Drive Time	Locations		
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		