

RETAIL ATTRACTIONS, LLC

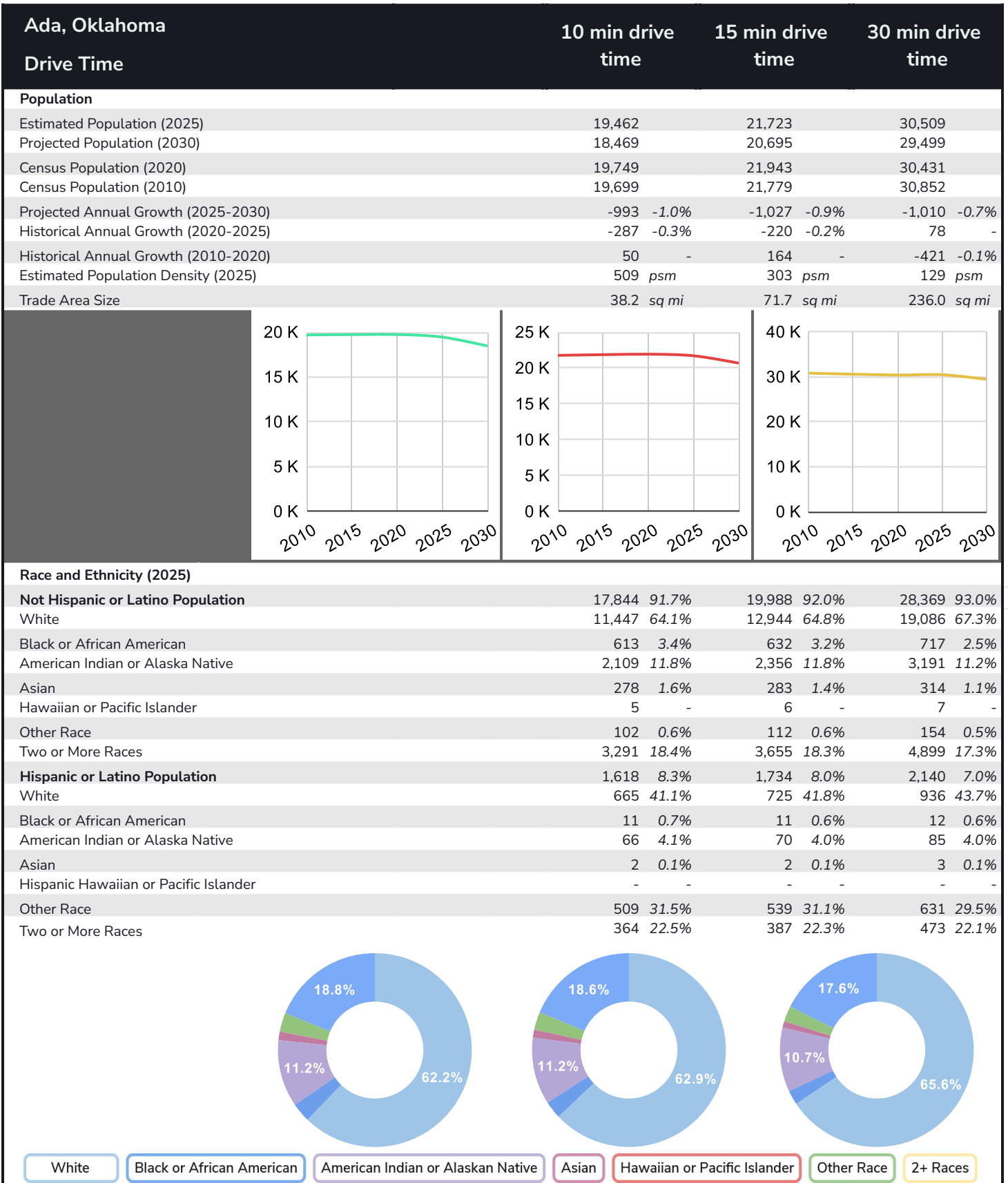
Economic Development Consulting

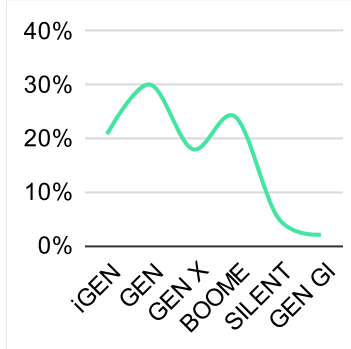
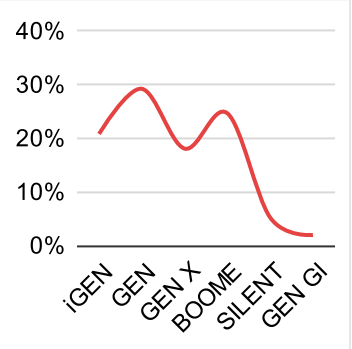
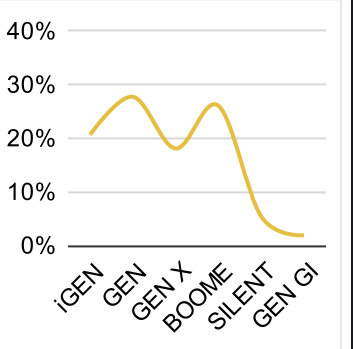
**Ada, Oklahoma
Drive Time
3rd Quarter 2025**

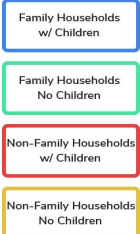
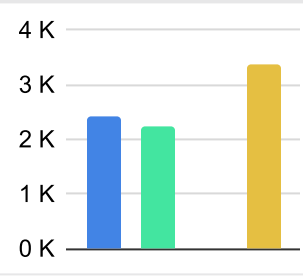
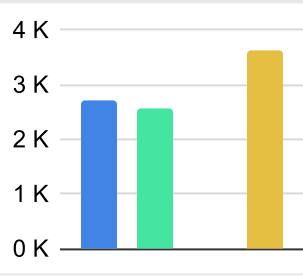
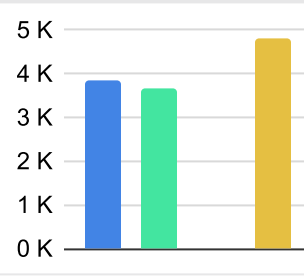

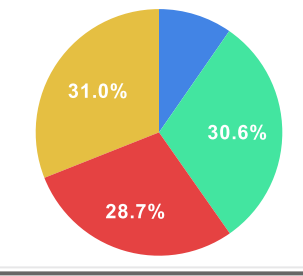
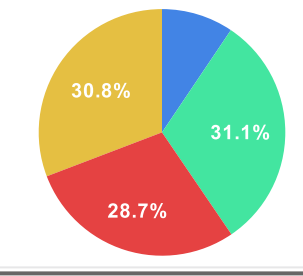
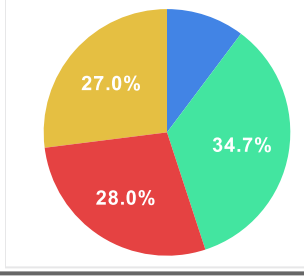
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Demographics



Ada, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive 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%
							

Ada, Oklahoma		10 min drive time	15 min drive time	30 min drive time
Drive 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%
				
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%
				
Household Income (2025)				
Estimated Average Household Income		\$78,767	\$80,493	\$77,158
Estimated Median Household Income		\$59,540	\$61,199	\$58,802
HH Income Under \$10,000		373 4.6%	397 4.5%	610 5.0%
HH Income \$10,000 to \$34,999		2,150 26.7%	2,289 25.7%	3,282 26.7%
HH Income \$35,000 to \$49,999		975 12.1%	1,072 12.0%	1,530 12.4%
HH Income \$50,000 to \$74,999		1,610 20.0%	1,786 20.1%	2,390 19.4%
HH Income \$75,000 to \$99,999		937 11.6%	1,078 12.1%	1,565 12.7%
HH Income \$100,000 to \$149,999		1,306 16.2%	1,459 16.4%	1,872 15.2%
HH Income \$150,000 or More		698 8.7%	829 9.3%	1,065 8.6%

Ada, Oklahoma	10 min drive	15 min drive	30 min drive
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 <i>psm</i>	303 <i>psm</i>	129 <i>psm</i>
Trade Area Size	38.2 <i>sq mi</i>	71.7 <i>sq mi</i>	236.0 <i>sq mi</i>
Households			
Estimated Households (2025)	8,049	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

Ada, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Race and Ethnicity						
Total Population (2025)	19,462		21,723		30,509	
White (2025)	12,112	62.2%	13,669	62.9%	20,022	65.6%
Black or African American (2025)	623	3.2%	643	3.0%	729	2.4%
American Indian or Alaska Native (2025)	2,175	11.2%	2,426	11.2%	3,276	10.7%
Asian (2025)	280	1.4%	285	1.3%	317	1.0%
Hawaiian or Pacific Islander (2025)	5	-	6	-	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%	7,442	24.4%
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	39.3%	2,081	39.3%	2,819	37.9%
Hispanic	670	14.1%	720	13.6%	883	11.9%
Not Hispanic or Latino Population (2025)	17,844	91.7%	19,988	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	2.5%
Not Hispanic American Indian or Alaska Native	2,109	11.8%	2,356	11.8%	3,191	11.2%
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 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	-	-	-	-	-	-
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%
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%
Historical Annual Growth (2010-2020)	404	3.9%	441	4.0%	527	4.0%

Ada, Oklahoma	10 min drive		15 min drive		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	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	
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	646	6.5%	712	6.5%	957	6.3%
Age 40 to 44 Years	577	5.8%	651	5.9%	937	6.1%
Age 45 to 49 Years	525	5.3%	595	5.4%	857	5.6%
Age 50 to 54 Years	475	4.8%	537	4.9%	788	5.2%
Age 55 to 59 Years	491	5.0%	567	5.1%	822	5.4%
Age 60 to 64 Years	577	5.8%	651	5.9%	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%	6,176	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 drive		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%	78	43.7%	84	45.8%
Age 80 to 84 Years		70	41.2%	71	41.6%	71	41.6%
Age 85 Years or Over		74	42.6%	75	42.8%	74	42.4%
Age 19 Years or Less		105	51.3%	106	51.4%	110	52.4%
Age 20 to 39 Years		100	49.9%	100	50.0%	102	50.5%
Age 40 to 64 Years		95	48.8%	96	49.1%	98	49.5%
Age 65 Years or Over		78	43.8%	80	44.3%	84	45.5%

Ada, Oklahoma	10 min drive		15 min drive		30 min drive	
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%	995	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	0.2%
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)						
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%	1,778	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	30.8%	5,368	27.0%

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	4,152	51.6%	4,323	48.5%	5,233	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%	1,113	9.0%
Households 1 Vehicle Available	3,066	38.1%	3,275	36.8%	4,380	35.6%
Households 2 Vehicles Available	2,818	35.0%	3,146	35.3%	4,277	34.7%
Households 3 or More Vehicles Available	1,306	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	7,919	60.8%	9,496	63.8%	14,799	69.0%
Average Vehicles per Owner-Occupied Household	2.0		2.1		2.1	
Renter-Occupied Household Vehicles	5,100	39.2%	5,380	36.2%	6,641	31.0%
Average Vehicles per Renter-Occupied Household	1.2		1.2		1.3	
Travel Time (2025)						
Worker Base Age 16 years or Over	8,977		10,001		13,272	
Travel to Work in 14 Minutes or Less	4,981	55.5%	5,280	52.8%	6,080	45.8%
Travel to Work in 15 to 29 Minutes	2,598	28.9%	3,103	31.0%	4,400	33.2%
Travel to Work in 30 to 59 Minutes	688	7.7%	834	8.3%	1,679	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		15.6	

Ada, Oklahoma	10 min drive		15 min drive		30 min drive	
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	3,394	43.3%	3,777	43.3%	5,681	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	2,313	25.8%	2,578	25.8%	3,221	24.3%
Service	1,601	17.8%	1,721	17.2%	2,164	16.3%
Sales, Office	1,946	21.7%	2,153	21.5%	2,783	21.0%
Farming, Fishing, Forestry	59	0.7%	62	0.6%	96	0.7%
Construction, Extraction, Maintenance	904	10.1%	1,039	10.4%	1,533	11.6%
Production, Transport, Material Moving	1,025	11.4%	1,179	11.8%	1,798	13.5%
White Collar Workers	5,388	60.0%	6,000	60.0%	7,681	57.9%
Blue Collar Workers	3,589	40.0%	4,001	40.0%	5,591	42.1%

Ada, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Units In Structure (2025)						
Total Units	8,049		8,909		12,314	
1 Detached Unit	5,790	71.9%	6,519	73.2%	9,285	75.4%
1 Attached Unit	111	1.4%	116	1.3%	143	1.2%
2 Units	427	5.3%	441	4.9%	529	4.3%
3 to 4 Units	542	6.7%	553	6.2%	599	4.9%
5 to 9 Units	353	4.4%	358	4.0%	389	3.2%
10 to 19 Units	182	2.3%	184	2.1%	192	1.6%
20 to 49 Units	149	1.9%	152	1.7%	158	1.3%
50 or More Units	107	1.3%	108	1.2%	120	1.0%
Mobile Home or Trailer	361	4.5%	451	5.1%	864	7.0%
Other Structure	26	0.3%	27	0.3%	34	0.3%
Homes Built By Year (2025)						
Homes Built 2020 or later	147	1.6%	163	1.6%	188	1.3%
Homes Built 2010 to 2019	691	7.4%	840	8.1%	1,179	8.2%
Homes Built 2000 to 2009	775	8.3%	887	8.6%	1,323	9.2%
Homes Built 1990 to 1999	540	5.8%	630	6.1%	923	6.4%
Homes Built 1980 to 1989	935	10.0%	1,076	10.4%	1,512	10.5%
Homes Built 1970 to 1979	1,617	17.2%	1,788	17.3%	2,502	17.4%
Homes Built 1960 to 1969	1,209	12.9%	1,287	12.4%	1,631	11.4%
Homes Built 1950 to 1959	971	10.3%	1,011	9.8%	1,351	9.4%
Homes Built 1940 to 1949	484	5.2%	517	5.0%	710	4.9%
Homes Built Before 1939	680	7.2%	710	6.8%	995	6.9%
Median Age of Homes	49.4	yrs	48.4	yrs	48.0	yrs
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 \$400,000 to \$499,999	219	5.6%	249	5.4%	317	4.5%
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 \$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 \$25,000 to \$34,999	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	
Renter-Occupied Median Rent	\$656		\$656		\$633	

Ada, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
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 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 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%	
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 Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$22.04 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	78	\$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		10 min drive time		15 min drive time		30 min drive time	
Drive Time		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	-75
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 time		15 min drive time		30 min 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		21,723		30,509	
2030 Population	18,469		20,695		29,499	
% Population Change 2025-2030	-5.1%		-4.7%		-3.3%	
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	

Retail Potential

Retail Potential Profile



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

Retail Potential Profile



Ada, Oklahoma Drive Time	10 min drive time	15 min drive time	30 min drive time
Health, Personal Care Stores	\$15.67 M	\$18.19 M	\$26.4 M
Pharmacy, Drug Stores	\$13.84 M	\$16.05 M	\$23.25 M
Cosmetics, Beauty Stores	\$768.64 K	\$898.65 K	\$1.32 M
Optical Goods Stores	\$226.57 K	\$267.26 K	\$416.68 K
Other Health, Personal Care Stores	\$832.04 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	\$8.59 M	\$9.65 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	\$6.94 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	\$69.47 M	\$78.32 M	\$108.26 M
Department Stores	\$24.39 M	\$27.48 M	\$37.81 M
Warehouse Superstores	\$38.22 M	\$43.12 M	\$59.82 M
Other General Merchandise Stores	\$6.87 M	\$7.72 M	\$10.63 M
Miscellaneous Store Retailers	\$9.02 M	\$10.15 M	\$14.08 M
Florists	\$217.23 K	\$244.13 K	\$332.87 K
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	\$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	\$227.81 K	\$255.52 K	\$350.46 K
Other Direct Selling Establishments	\$2.18 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	\$22.94 K	\$25.79 K	\$35.27 K
Rooming, Boarding Houses	\$12.87 K	\$14.5 K	\$19.55 K
Full Service Restaurants	\$20.84 M	\$23.5 M	\$31.61 M
Limited Service Restaurants	\$9.67 M	\$10.91 M	\$14.67 M
Special Food Services, Catering	\$2.84 M	\$3.2 M	\$4.31 M
Drinking Places	\$1.94 M	\$2.19 M	\$2.92 M
Motor Vehicle, Parts Dealers	\$32.25 M	\$36.06 M	\$50.05 M
New Car Dealers	\$18.68 M	\$20.84 M	\$29.13 M
Used Car Dealers	\$1.74 M	\$1.94 M	\$2.71 M
Recreational Vehicle Dealers	\$3.32 M	\$3.73 M	\$5.11 M
Motorcycle, Boat Dealers	\$4.39 M	\$4.92 M	\$6.76 M
Auto Parts, Accessories	\$2.65 M	\$2.97 M	\$4.07 M
Tire Dealers	\$1.48 M	\$1.66 M	\$2.27 M

Income Summary

Income Summary Report



Ada, Oklahoma	10 min drive		15 min drive		30 min drive	
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 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	

Consumer Expenditure Summary

Consumer Expenditure Summary



Ada, Oklahoma						
Drive Time		10 min drive time	15 min drive time	30 min drive time		
Estimated Population		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

Consumer Expenditure Trend



Ada, Oklahoma	10 min drive		15 min drive		30 min drive		
Drive Time	time		time		time		
Population / Households (2025)							
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%

Consumer Expenditure Trend



Ada, Oklahoma	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
Population / Households (2030)			
Projected Population	18,469	20,695	29,499
Projected Households	-	-	-
Total Annual Consumer Expenditure (2030)			
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 time	15 min drive time	30 min drive time
Drive 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

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

Ada, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Walmart Supercenter	1 / 1	189,700	
Dollar Stores			
Dollar General	10 / 7	9,600	
Dollar Tree	1 / 1	11,800	
Family Dollar	1 / 1	9,400	
Family Dollar Dollar Tree	1 / 0	12,100	
Drug Stores			
Walgreens	1 / 1	14,800	
Education			
College	1 / 1		
Day Care	20 / 18		
High School	9 / 7		
PK - 8	18 / 16		
Trade Schools	1 / 1		
Entertainment			
Cinemark	1 / 1	61,900	
Theatres	1 / 1		
EV Charging Stations			
ChargePoint	1 / 1		
Independent	5 / 5		
Furniture Household			
Aaron's	1 / 1	9,000	
Bassett	1 / 1	17,300	
Rent A Center	1 / 1	5,700	
Grocery Stores			
ALDI	1 / 1	16,600	
Health Beauty			
Bath & Body Works	1 / 1	3,800	
Great Clips	1 / 1	1,900	
Sally Beauty Supply	1 / 1	2,300	
Supercuts	1 / 1	1,800	
Health Care			
Addiction Medicine	1 / 0		
Anesthesiology	2 / 2		
Audiologist	2 / 2		
Cardiovascular Disease	2 / 2		
Certified Nurse Midwife	1 / 1		

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

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

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