



RETAIL ATTRACTIONS, LLC

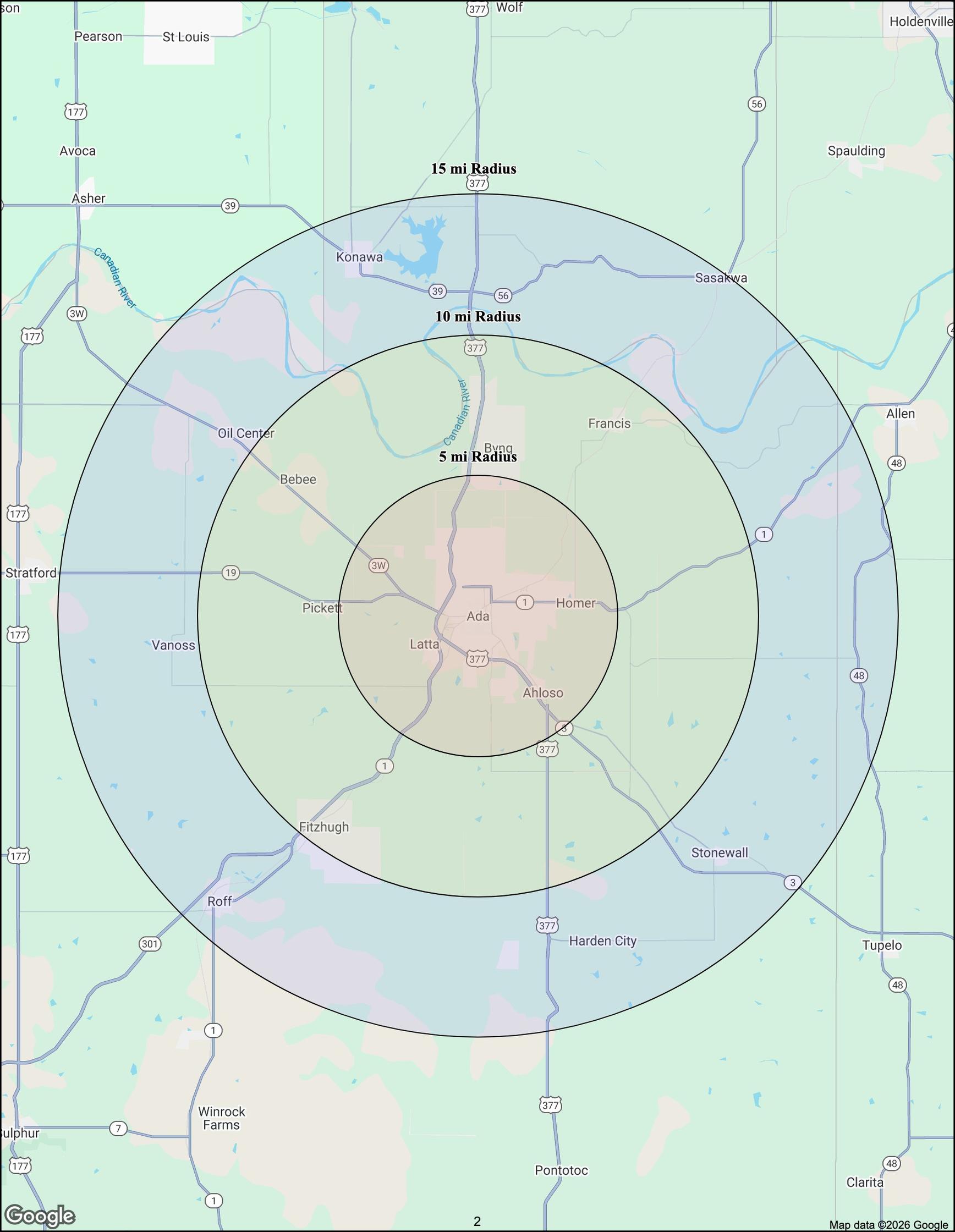
Economic Development Consulting

**Ada, Oklahoma
Radius
1st Quarter 2026**

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Demographics



15 mi Radius

10 mi Radius

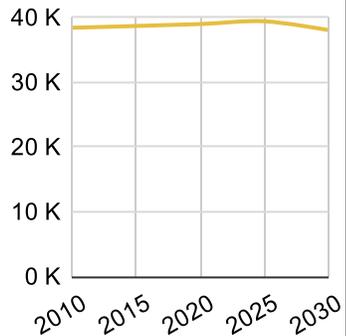
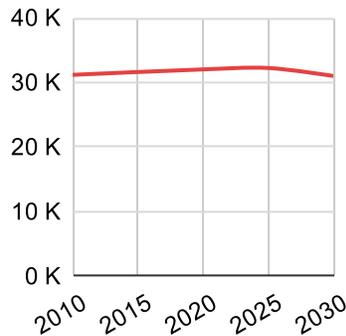
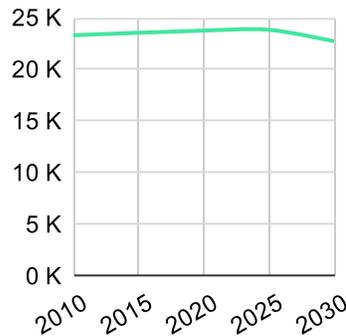
5 mi Radius

Ada, Oklahoma

5 mi radius 10 mi radius 15 mi radius

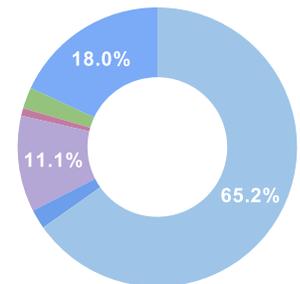
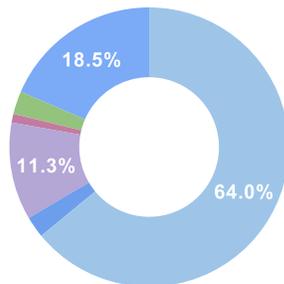
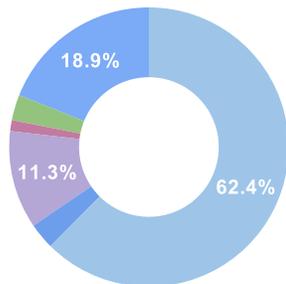
Population

Estimated Population (2025)	23,849	32,248	39,436
Projected Population (2030)	22,735	31,009	38,085
Census Population (2020)	23,776	32,032	39,007
Census Population (2010)	23,326	31,188	38,438
Projected Annual Growth (2025-2030)	-1,114 -0.9%	-1,239 -0.8%	-1,351 -0.7%
Historical Annual Growth (2020-2025)	72 -	217 0.1%	430 0.2%
Historical Annual Growth (2010-2020)	450 0.2%	844 0.3%	569 0.1%
Estimated Population Density (2025)	304 <i>psm</i>	103 <i>psm</i>	56 <i>psm</i>
Trade Area Size	78.5 <i>sq mi</i>	314.0 <i>sq mi</i>	706.8 <i>sq mi</i>



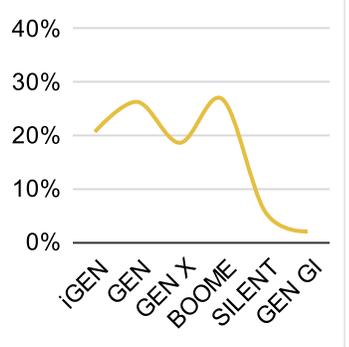
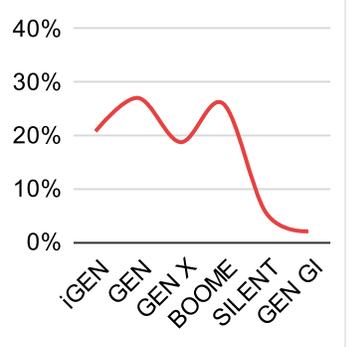
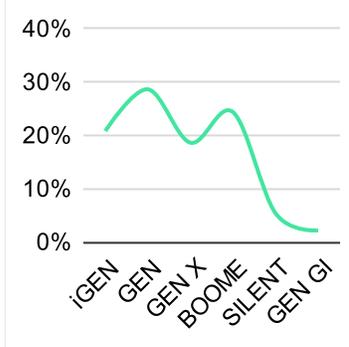
Race and Ethnicity (2025)

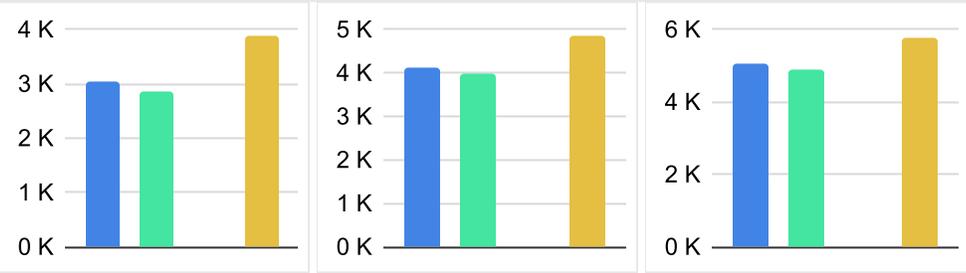
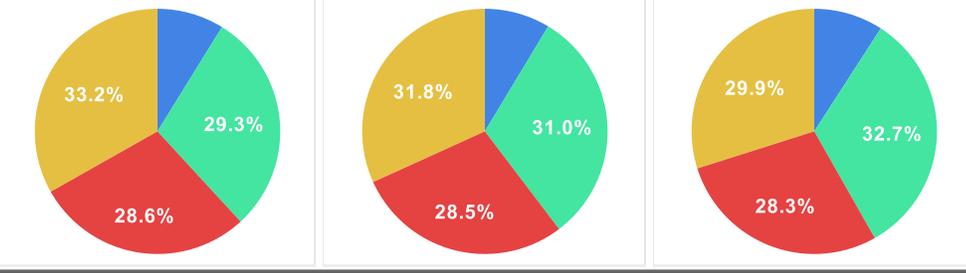
Not Hispanic or Latino Population	21,940	92.0%	29,890	92.7%	36,716	93.1%
White	14,084	64.2%	19,611	65.6%	24,497	66.7%
Black or African American	712	3.2%	791	2.6%	872	2.4%
American Indian or Alaska Native	2,625	12.0%	3,548	11.9%	4,285	11.7%
Asian	301	1.4%	323	1.1%	341	0.9%
Hawaiian or Pacific Islander	6	-	7	-	7	-
Other Race	119	0.5%	156	0.5%	187	0.5%
Two or More Races	4,093	18.7%	5,455	18.2%	6,526	17.8%
Hispanic or Latino Population	1,908	8.0%	2,358	7.3%	2,720	6.9%
White	805	42.2%	1,036	43.9%	1,220	44.8%
Black or African American	14	0.7%	14	0.6%	17	0.6%
American Indian or Alaska Native	80	4.2%	93	3.9%	108	4.0%
Asian	1	-	1	-	1	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Other Race	584	30.6%	698	29.6%	783	28.8%
Two or More Races	424	22.2%	516	21.9%	591	21.7%



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

Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Age Distribution (2025)							
Age Under 5 Years	1,565	6.6%	2,069	6.4%	2,518	6.4%	
Age 5 to 9 Years	1,668	7.0%	2,265	7.0%	2,739	6.9%	
Age 10 to 14 Years	1,730	7.3%	2,361	7.3%	2,887	7.3%	
Age 15 to 19 Years	1,643	6.9%	2,174	6.7%	2,621	6.6%	
Age 20 to 24 Years	1,823	7.6%	2,199	6.8%	2,582	6.5%	
Age 25 to 29 Years	1,679	7.0%	2,104	6.5%	2,494	6.3%	
Age 30 to 34 Years	1,685	7.1%	2,234	6.9%	2,669	6.8%	
Age 35 to 39 Years	1,634	6.9%	2,174	6.7%	2,592	6.6%	
Age 40 to 44 Years	1,536	6.4%	2,076	6.4%	2,551	6.5%	
Age 45 to 49 Years	1,272	5.3%	1,789	5.5%	2,194	5.6%	
Age 50 to 54 Years	1,162	4.9%	1,653	5.1%	2,113	5.4%	
Age 55 to 59 Years	1,133	4.8%	1,686	5.2%	2,143	5.4%	
Age 60 to 64 Years	1,326	5.6%	1,912	5.9%	2,388	6.1%	
Age 65 to 69 Years	1,197	5.0%	1,722	5.3%	2,176	5.5%	
Age 70 to 74 Years	992	4.2%	1,394	4.3%	1,740	4.4%	
Age 75 to 79 Years	786	3.3%	1,098	3.4%	1,396	3.5%	
Age 80 to 84 Years	498	2.1%	688	2.1%	852	2.2%	
Age 85 Years or Over	520	2.2%	649	2.0%	783	2.0%	
Median Age	34.8		36.0		36.7		
Generation (2025)							
iGeneration (Age Under 15 Years)	4,963	20.8%	6,695	20.8%	8,144	20.6%	
Generation 9/11 Millennials (Age 15 to 34 Years)	6,830	28.6%	8,712	27.0%	10,365	26.3%	
Gen Xers (Age 35 to 49 Years)	4,442	18.6%	6,039	18.7%	7,337	18.6%	
Baby Boomers (Age 50 to 74 Years)	5,809	24.4%	8,367	25.9%	10,560	26.8%	
Silent Generation (Age 75 to 84 Years)	1,285	5.4%	1,786	5.5%	2,248	5.7%	
G.I. Generation (Age 85 Years or Over)	520	2.2%	649	2.0%	783	2.0%	



Ada, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Household Type (2025)				
Total Households		9,784	12,975	15,749
Family Households		5,882 60.1%	8,110 62.5%	9,954 63.2%
Family Households with Children		3,034 51.6%	4,135 51.0%	5,039 50.6%
Family Households No Children		2,848 48.4%	3,975 49.0%	4,915 49.4%
Non-Family Households		3,902 39.9%	4,865 37.5%	5,795 36.8%
Non-Family Households with Children		6 0.2%	8 0.2%	9 0.2%
Non-Family Households No Children		3,896 99.8%	4,857 99.8%	5,786 99.8%
				
Education Attainment (2025)				
Elementary or Some High School		1,358 8.8%	1,828 8.6%	2,381 9.1%
High School Graduate		4,526 29.3%	6,573 31.0%	8,523 32.7%
Some College or Associate Degree		4,417 28.6%	6,045 28.5%	7,386 28.3%
Bachelor or Graduate Degree		5,119 33.2%	6,733 31.8%	7,800 29.9%
				
Household Income (2025)				
Estimated Average Household Income		\$82,762	\$86,071	\$85,021
Estimated Median Household Income		\$63,064	\$66,661	\$66,154
HH Income Under \$10,000		472 4.8%	570 4.4%	737 4.7%
HH Income \$10,000 to \$34,999		2,425 24.8%	2,948 22.7%	3,624 23.0%
HH Income \$35,000 to \$49,999		1,201 12.3%	1,530 11.8%	1,836 11.7%
HH Income \$50,000 to \$74,999		1,866 19.1%	2,468 19.0%	2,942 18.7%
HH Income \$75,000 to \$99,999		1,112 11.4%	1,686 13.0%	2,135 13.6%
HH Income \$100,000 to \$149,999		1,677 17.1%	2,232 17.2%	2,606 16.5%
HH Income \$150,000 or More		1,032 10.5%	1,541 11.9%	1,868 11.9%

Ada, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2025)	23,849		32,248		39,436	
Projected Population (2030)	22,735		31,009		38,085	
Census Population (2020)	23,776		32,032		39,007	
Census Population (2010)	23,326		31,188		38,438	
Projected Annual Growth (2025-2030)	-1,114	-0.9%	-1,239	-0.8%	-1,351	-0.7%
Historical Annual Growth (2020-2025)	72	-	217	0.1%	430	0.2%
Historical Annual Growth (2010-2020)	450	0.2%	844	0.3%	569	0.1%
Estimated Population Density (2025)	304 <i>psm</i>		103 <i>psm</i>		56 <i>psm</i>	
Trade Area Size	78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	
Households						
Estimated Households (2025)	9,784		12,975		15,749	
Projected Households (2030)	9,358		12,521		15,264	
Census Households (2020)	9,710		12,823		15,494	
Census Households (2010)	9,266		12,240		15,008	
Projected Annual Growth (2025-2030)	-426	-0.9%	-454	-0.7%	-485	-0.6%
Historical Annual Change (2010-2025)	518	0.4%	736	0.4%	741	0.3%
Average Household Income						
Estimated Average Household Income (2025)	\$82,762		\$86,071		\$85,021	
Projected Average Household Income (2030)	\$82,419		\$85,797		\$84,719	
Census Average Household Income (2010)	\$49,221		\$49,665		\$49,004	
Census Average Household Income (2000)	\$35,879		\$36,425		\$35,744	
Projected Annual Change (2025-2030)	-\$343	-	-\$274	-	-\$302	-
Historical Annual Change (2000-2025)	\$46,883	5.2%	\$49,647	5.5%	\$49,277	5.5%
Median Household Income						
Estimated Median Household Income (2025)	\$63,064		\$66,661		\$66,154	
Projected Median Household Income (2030)	\$62,710		\$66,364		\$65,820	
Census Median Household Income (2010)	\$36,640		\$37,798		\$37,759	
Census Median Household Income (2000)	\$26,874		\$27,883		\$27,541	
Projected Annual Change (2025-2030)	-\$354	-0.1%	-\$297	-	-\$333	-0.1%
Historical Annual Change (2000-2025)	\$36,190	5.4%	\$38,779	5.6%	\$38,613	5.6%
Per Capita Income						
Estimated Per Capita Income (2025)	\$34,099		\$34,775		\$34,083	
Projected Per Capita Income (2030)	\$34,079		\$34,794		\$34,089	
Census Per Capita Income (2010)	\$19,552		\$19,493		\$19,134	
Census Per Capita Income (2000)	\$14,717		\$14,586		\$14,164	
Projected Annual Change (2025-2030)	-\$20	-	\$19	-	\$6	-
Historical Annual Change (2000-2025)	\$19,382	5.3%	\$20,190	5.5%	\$19,918	5.6%
Estimated Average Household Net Worth (2025)	\$694,526		\$755,140		\$781,320	

Ada, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Race and Ethnicity						
Total Population (2025)	23,849		32,248		39,436	
White (2025)	14,889	62.4%	20,647	64.0%	25,717	65.2%
Black or African American (2025)	726	3.0%	805	2.5%	889	2.3%
American Indian or Alaska Native (2025)	2,705	11.3%	3,641	11.3%	4,393	11.1%
Asian (2025)	302	1.3%	324	1.0%	342	0.9%
Hawaiian or Pacific Islander (2025)	6	-	7	-	7	-
Other Race (2025)	703	2.9%	854	2.6%	970	2.5%
Two or More Races (2025)	4,518	18.9%	5,971	18.5%	7,117	18.0%
Population < 18 (2025)	5,868 24.6%		7,925 24.6%		9,651 24.5%	
White Not Hispanic	2,505	42.7%	3,549	44.8%	4,485	46.5%
Black or African American	168	2.9%	183	2.3%	197	2.0%
Asian	63	1.1%	65	0.8%	69	0.7%
Other Race Not Hispanic	2,337	39.8%	3,148	39.7%	3,767	39.0%
Hispanic	795	13.5%	979	12.4%	1,134	11.7%
Not Hispanic or Latino Population (2025)	21,940 92.0%		29,890 92.7%		36,716 93.1%	
Not Hispanic White	14,084	64.2%	19,611	65.6%	24,497	66.7%
Not Hispanic Black or African American	712	3.2%	791	2.6%	872	2.4%
Not Hispanic American Indian or Alaska Native	2,625	12.0%	3,548	11.9%	4,285	11.7%
Not Hispanic Asian	301	1.4%	323	1.1%	341	0.9%
Not Hispanic Hawaiian or Pacific Islander	6	-	7	-	7	-
Not Hispanic Other Race	119	0.5%	156	0.5%	187	0.5%
Not Hispanic Two or More Races	4,093	18.7%	5,455	18.2%	6,526	17.8%
Hispanic or Latino Population (2025)	1,908 8.0%		2,358 7.3%		2,720 6.9%	
Hispanic White	805	42.2%	1,036	43.9%	1,220	44.8%
Hispanic Black or African American	14	0.7%	14	0.6%	17	0.6%
Hispanic American Indian or Alaska Native	80	4.2%	93	3.9%	108	4.0%
Hispanic Asian	1	-	1	-	1	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Hispanic Other Race	584	30.6%	698	29.6%	783	28.8%
Hispanic Two or More Races	424	22.2%	516	21.9%	591	21.7%
Not Hispanic or Latino Population (2020)	22,139 93.1%		30,034 93.8%		36,751 94.2%	
Hispanic or Latino Population (2020)	1,637 6.9%		1,997 6.2%		2,256 5.8%	
Not Hispanic or Latino Population (2010)	22,174 95.1%		29,810 95.6%		36,886 96.0%	
Hispanic or Latino Population (2010)	1,152 4.9%		1,378 4.4%		1,552 4.0%	
Not Hispanic or Latino Population (2030)	20,828 91.6%		28,628 92.3%		35,339 92.8%	
Hispanic or Latino Population (2030)	1,907 8.4%		2,381 7.7%		2,746 7.2%	
Projected Annual Growth (2025-2030)	-1 -		23 0.2%		26 0.2%	
Historical Annual Growth (2010-2020)	484 4.2%		619 4.5%		704 4.5%	

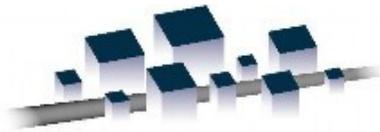
Ada, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Total Age Distribution (2025)						
Total Population	23,849		32,248		39,436	
Age Under 5 Years	1,565	6.6%	2,069	6.4%	2,518	6.4%
Age 5 to 9 Years	1,668	7.0%	2,265	7.0%	2,739	6.9%
Age 10 to 14 Years	1,730	7.3%	2,361	7.3%	2,887	7.3%
Age 15 to 19 Years	1,643	6.9%	2,174	6.7%	2,621	6.6%
Age 20 to 24 Years	1,823	7.6%	2,199	6.8%	2,582	6.5%
Age 25 to 29 Years	1,679	7.0%	2,104	6.5%	2,494	6.3%
Age 30 to 34 Years	1,685	7.1%	2,234	6.9%	2,669	6.8%
Age 35 to 39 Years	1,634	6.9%	2,174	6.7%	2,592	6.6%
Age 40 to 44 Years	1,536	6.4%	2,076	6.4%	2,551	6.5%
Age 45 to 49 Years	1,272	5.3%	1,789	5.5%	2,194	5.6%
Age 50 to 54 Years	1,162	4.9%	1,653	5.1%	2,113	5.4%
Age 55 to 59 Years	1,133	4.8%	1,686	5.2%	2,143	5.4%
Age 60 to 64 Years	1,326	5.6%	1,912	5.9%	2,388	6.1%
Age 65 to 69 Years	1,197	5.0%	1,722	5.3%	2,176	5.5%
Age 70 to 74 Years	992	4.2%	1,394	4.3%	1,740	4.4%
Age 75 to 79 Years	786	3.3%	1,098	3.4%	1,396	3.5%
Age 80 to 84 Years	498	2.1%	688	2.1%	852	2.2%
Age 85 Years or Over	520	2.2%	649	2.0%	783	2.0%
Median Age	34.8		36.0		36.7	
Age 19 Years or Less	6,606	27.7%	8,870	27.5%	10,765	27.3%
Age 20 to 64 Years	13,249	55.6%	17,827	55.3%	21,725	55.1%
Age 65 Years or Over	3,993	16.7%	5,551	17.2%	6,947	17.6%
Female Age Distribution (2025)						
Female Population	12,175	51.0%	16,286	50.5%	19,803	50.2%
Age Under 5 Years	730	6.0%	972	6.0%	1,166	5.9%
Age 5 to 9 Years	836	6.9%	1,135	7.0%	1,371	6.9%
Age 10 to 14 Years	867	7.1%	1,174	7.2%	1,431	7.2%
Age 15 to 19 Years	772	6.3%	1,020	6.3%	1,229	6.2%
Age 20 to 24 Years	862	7.1%	1,031	6.3%	1,218	6.2%
Age 25 to 29 Years	859	7.1%	1,086	6.7%	1,273	6.4%
Age 30 to 34 Years	903	7.4%	1,177	7.2%	1,395	7.0%
Age 35 to 39 Years	818	6.7%	1,062	6.5%	1,265	6.4%
Age 40 to 44 Years	743	6.1%	1,013	6.2%	1,254	6.3%
Age 45 to 49 Years	669	5.5%	931	5.7%	1,143	5.8%
Age 50 to 54 Years	595	4.9%	829	5.1%	1,042	5.3%
Age 55 to 59 Years	585	4.8%	852	5.2%	1,060	5.4%
Age 60 to 64 Years	695	5.7%	964	5.9%	1,199	6.1%
Age 65 to 69 Years	642	5.3%	914	5.6%	1,148	5.8%
Age 70 to 74 Years	552	4.5%	750	4.6%	932	4.7%
Age 75 to 79 Years	452	3.7%	612	3.8%	756	3.8%
Age 80 to 84 Years	278	2.3%	378	2.3%	462	2.3%
Age 85 Years or Over	315	2.6%	385	2.4%	460	2.3%
Female Median Age	36.0		37.0		37.6	
Age 19 Years or Less	3,205	26.3%	4,300	26.4%	5,197	26.2%
Age 20 to 64 Years	6,730	55.3%	8,946	54.9%	10,848	54.8%
Age 65 Years or Over	2,240	18.4%	3,040	18.7%	3,757	19.0%

Ada, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Male Age Distribution (2025)						
Male Population	11,674	49.0%	15,962	49.5%	19,634	49.8%
Age Under 5 Years	835	7.2%	1,097	6.9%	1,351	6.9%
Age 5 to 9 Years	832	7.1%	1,131	7.1%	1,368	7.0%
Age 10 to 14 Years	863	7.4%	1,187	7.4%	1,456	7.4%
Age 15 to 19 Years	871	7.5%	1,154	7.2%	1,392	7.1%
Age 20 to 24 Years	961	8.2%	1,168	7.3%	1,364	6.9%
Age 25 to 29 Years	820	7.0%	1,018	6.4%	1,221	6.2%
Age 30 to 34 Years	781	6.7%	1,057	6.6%	1,274	6.5%
Age 35 to 39 Years	816	7.0%	1,111	7.0%	1,328	6.8%
Age 40 to 44 Years	793	6.8%	1,063	6.7%	1,297	6.6%
Age 45 to 49 Years	603	5.2%	857	5.4%	1,051	5.4%
Age 50 to 54 Years	566	4.9%	824	5.2%	1,071	5.5%
Age 55 to 59 Years	547	4.7%	834	5.2%	1,083	5.5%
Age 60 to 64 Years	631	5.4%	948	5.9%	1,189	6.1%
Age 65 to 69 Years	554	4.7%	807	5.1%	1,028	5.2%
Age 70 to 74 Years	439	3.8%	644	4.0%	808	4.1%
Age 75 to 79 Years	335	2.9%	485	3.0%	640	3.3%
Age 80 to 84 Years	220	1.9%	310	1.9%	391	2.0%
Age 85 Years or Over	205	1.8%	264	1.7%	323	1.6%
Male Median Age	33.7		35.2		35.9	
Age 19 Years or Less	3,401	29.1%	4,569	28.6%	5,567	28.4%
Age 20 to 64 Years	6,520	55.8%	8,881	55.6%	10,876	55.4%
Age 65 Years or Over	1,753	15.0%	2,511	15.7%	3,190	16.2%
Males per 100 Females (2025)						
Overall Comparison	96		98		99	
Age Under 5 Years	114	53.4%	113	53.0%	116	53.7%
Age 5 to 9 Years	99	49.9%	100	49.9%	100	49.9%
Age 10 to 14 Years	100	49.9%	101	50.3%	102	50.4%
Age 15 to 19 Years	113	53.0%	113	53.1%	113	53.1%
Age 20 to 24 Years	112	52.7%	113	53.1%	112	52.8%
Age 25 to 29 Years	95	48.8%	94	48.4%	96	49.0%
Age 30 to 34 Years	87	46.4%	90	47.3%	91	47.7%
Age 35 to 39 Years	100	49.9%	105	51.1%	105	51.2%
Age 40 to 44 Years	107	51.6%	105	51.2%	103	50.8%
Age 45 to 49 Years	90	47.4%	92	47.9%	92	47.9%
Age 50 to 54 Years	95	48.8%	99	49.9%	103	50.7%
Age 55 to 59 Years	93	48.3%	98	49.5%	102	50.5%
Age 60 to 64 Years	91	47.6%	98	49.6%	99	49.8%
Age 65 to 69 Years	86	46.3%	88	46.9%	90	47.3%
Age 70 to 74 Years	80	44.3%	86	46.2%	87	46.5%
Age 75 to 79 Years	74	42.6%	79	44.2%	85	45.8%
Age 80 to 84 Years	79	44.1%	82	45.1%	85	45.8%
Age 85 Years or Over	65	39.4%	69	40.7%	70	41.2%
Age 19 Years or Less	106	51.5%	106	51.5%	107	51.7%
Age 20 to 39 Years	98	49.5%	100	50.0%	101	50.2%
Age 40 to 64 Years	96	48.9%	99	49.7%	100	50.0%
Age 65 Years or Over	78	43.9%	83	45.2%	85	45.9%

Ada, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Household Type (2025)						
Total Households	9,784		12,975		15,749	
Households with Children	3,040	31.1%	4,144	31.9%	5,048	32.1%
Average Household Size	2.4		2.4		2.5	
Household Density per Square Mile	125		41		22	
Population Family	18,227	76.4%	25,180	78.1%	31,051	78.7%
Population Non-Family	5,107	21.4%	6,415	19.9%	7,676	19.5%
Population Group Quarters	514	2.2%	653	2.0%	710	1.8%
Family Households	5,882	60.1%	8,110	62.5%	9,954	63.2%
Married Couple Households	3,907	66.4%	5,692	70.2%	7,103	71.4%
Other Family Households with Children	1,975	33.6%	2,419	29.8%	2,851	28.6%
Family Households with Children	3,034	51.6%	4,135	51.0%	5,039	50.6%
Married Couple with Children	1,884	62.1%	2,692	65.1%	3,333	66.2%
Other Family Households with Children	1,150	37.9%	1,443	34.9%	1,706	33.8%
Family Households No Children	2,848	48.4%	3,975	49.0%	4,915	49.4%
Married Couple No Children	2,023	71.0%	3,000	75.5%	3,770	76.7%
Other Family Households No Children	825	29.0%	975	24.5%	1,145	23.3%
Non-Family Households	3,902	39.9%	4,865	37.5%	5,795	36.8%
Non-Family Households with Children	6	0.2%	8	0.2%	9	0.2%
Non-Family Households No Children	3,896	99.8%	4,857	99.8%	5,786	99.8%
Average Family Household Size	3.1		3.1		3.1	
Average Family Income	\$103,115		\$107,335		\$105,854	
Median Family Income	\$83,169		\$85,575		\$83,878	
Average Non-Family Household Size	1.3		1.3		1.3	
Marital Status (2025)						
Population Age 15 Years or Over	18,886		25,553		31,293	
Never Married	6,058	32.1%	7,503	29.4%	8,842	28.3%
Currently Married	7,997	42.3%	11,756	46.0%	14,689	46.9%
Previously Married	4,831	25.6%	6,294	24.6%	7,762	24.8%
Separated	716	14.8%	882	14.0%	1,089	14.0%
Widowed	1,273	26.3%	1,784	28.3%	2,277	29.3%
Divorced	2,842	58.8%	3,628	57.6%	4,396	56.6%
Educational Attainment (2025)						
Adult Population Age 25 Years or Over	15,420		21,179		26,090	
Elementary (Grade Level 0 to 8)	388	2.5%	514	2.4%	639	2.4%
Some High School (Grade Level 9 to 11)	970	6.3%	1,313	6.2%	1,742	6.7%
High School Graduate	4,526	29.3%	6,573	31.0%	8,523	32.7%
Some College	3,128	20.3%	4,378	20.7%	5,429	20.8%
Associate Degree Only	1,289	8.4%	1,667	7.9%	1,957	7.5%
Bachelor Degree Only	3,005	19.5%	4,067	19.2%	4,799	18.4%
Graduate Degree	2,114	13.7%	2,666	12.6%	3,001	11.5%
Any College (Some College or Higher)	9,536	61.8%	12,778	60.3%	15,186	58.2%
College Degree + (Bachelor Degree or Higher)	5,119	33.2%	6,733	31.8%	7,800	29.9%

Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Housing							
Total Housing Units (2025)		11,240		14,827		18,064	
Total Housing Units (2020)		11,232		14,693		17,782	
Historical Annual Growth (2020-2025)		7	-	135	-	282	-
Housing Units Occupied (2025)		9,784 87.0%		12,975 87.5%		15,749 87.2%	
Housing Units Owner-Occupied		5,161 52.8%		7,714 59.5%		9,851 62.5%	
Housing Units Renter-Occupied		4,623 47.2%		5,261 40.5%		5,898 37.5%	
Housing Units Vacant (2025)		1,456 13.0%		1,852 12.5%		2,315 12.8%	
Household Size (2025)							
Total Households		9,784		12,975		15,749	
1 Person Households		3,177	32.5%	3,919	30.2%	4,646	29.5%
2 Person Households		3,109	31.8%	4,298	33.1%	5,270	33.5%
3 Person Households		1,490	15.2%	1,981	15.3%	2,393	15.2%
4 Person Households		1,103	11.3%	1,522	11.7%	1,874	11.9%
5 Person Households		545	5.6%	754	5.8%	921	5.8%
6 Person Households		230	2.3%	317	2.4%	403	2.6%
7 or More Person Households		131	1.3%	184	1.4%	243	1.5%
Household Income Distribution (2025)							
HH Income \$200,000 or More		502	5.1%	667	5.1%	780	5.0%
HH Income \$150,000 to \$199,999		530	5.4%	874	6.7%	1,088	6.9%
HH Income \$125,000 to \$149,999		594	6.1%	808	6.2%	957	6.1%
HH Income \$100,000 to \$124,999		1,083	11.1%	1,424	11.0%	1,650	10.5%
HH Income \$75,000 to \$99,999		1,112	11.4%	1,686	13.0%	2,135	13.6%
HH Income \$50,000 to \$74,999		1,866	19.1%	2,468	19.0%	2,942	18.7%
HH Income \$35,000 to \$49,999		1,201	12.3%	1,530	11.8%	1,836	11.7%
HH Income \$25,000 to \$34,999		1,110	11.3%	1,357	10.5%	1,586	10.1%
HH Income \$15,000 to \$24,999		817	8.3%	968	7.5%	1,266	8.0%
HH Income \$10,000 to \$14,999		499	5.1%	623	4.8%	772	4.9%
HH Income Under \$10,000		472	4.8%	570	4.4%	737	4.7%
Household Vehicles (2025)							
Households 0 Vehicles Available		981	10.0%	1,081	8.3%	1,258	8.0%
Households 1 Vehicle Available		3,642	37.2%	4,396	33.9%	5,161	32.8%
Households 2 Vehicles Available		3,534	36.1%	4,742	36.5%	5,715	36.3%
Households 3 or More Vehicles Available		1,627	16.6%	2,756	21.2%	3,616	23.0%
Total Vehicles Available		16,173		23,150		28,755	
Average Vehicles per Household		1.7		1.8		1.8	
Owner-Occupied Household Vehicles		10,464 64.7%		16,394 70.8%		21,060 73.2%	
Average Vehicles per Owner-Occupied Household		2.0		2.1		2.1	
Renter-Occupied Household Vehicles		5,710 35.3%		6,756 29.2%		7,695 26.8%	
Average Vehicles per Renter-Occupied Household		1.2		1.3		1.3	
Travel Time (2025)							
Worker Base Age 16 years or Over		11,723		15,844		18,976	
Travel to Work in 14 Minutes or Less		6,444	55.0%	7,637	48.2%	8,371	44.1%
Travel to Work in 15 to 29 Minutes		3,389	28.9%	5,377	33.9%	6,752	35.6%
Travel to Work in 30 to 59 Minutes		909	7.8%	1,529	9.7%	2,247	11.8%
Travel to Work in 60 Minutes or More		439	3.7%	656	4.1%	830	4.4%
Work at Home		542	4.6%	645	4.1%	776	4.1%
Average Minutes Travel to Work		12.5		14.1		15.4	

Ada, Oklahoma							
Radius	5 mi radius		10 mi radius		15 mi radius		
Transportation To Work (2025)							
Worker Base Age 16 years or Over	11,723		15,844		18,976		
Drive to Work Alone	9,570	81.6%	13,183	83.2%	15,770	83.1%	
Drive to Work in Carpool	885	7.5%	1,101	6.9%	1,343	7.1%	
Travel to Work by Public Transportation	24	0.2%	28	0.2%	30	0.2%	
Drive to Work on Motorcycle	10	-	10	-	16	-	
Bicycle to Work	18	0.2%	20	0.1%	20	0.1%	
Walk to Work	541	4.6%	702	4.4%	848	4.5%	
Other Means	133	1.1%	155	1.0%	173	0.9%	
Work at Home	542	4.6%	645	4.1%	776	4.1%	
Daytime Demographics (2025)							
Total Businesses	978		1,079		1,152		
Total Employees	9,582		10,078		10,714		
Company Headquarter Businesses	21	2.2%	25	2.3%	30	2.6%	
Company Headquarter Employees	920	9.6%	986	9.8%	1,141	10.6%	
Employee Population per Business	9.8 to 1		9.3 to 1		9.3 to 1		
Residential Population per Business	24.4 to 1		29.9 to 1		34.2 to 1		
Adj. Daytime Demographics Age 16 Years or Over	16,469		19,398		22,554		
Labor Force							
Labor Population Age 16 Years or Over (2025)	18,611		25,178		30,836		
Labor Force Total Males (2025)	8,986	48.3%	12,348	49.0%	15,218	49.3%	
Male Civilian Employed	6,024	67.0%	8,246	66.8%	9,927	65.2%	
Male Civilian Unemployed	239	2.7%	328	2.7%	383	2.5%	
Males in Armed Forces	1	-	13	0.1%	20	0.1%	
Males Not in Labor Force	2,723	30.3%	3,760	30.5%	4,888	32.1%	
Labor Force Total Females (2025)	9,625	51.7%	12,830	51.0%	15,619	50.7%	
Female Civilian Employed	5,699	59.2%	7,598	59.2%	9,049	57.9%	
Female Civilian Unemployed	117	1.2%	154	1.2%	173	1.1%	
Females in Armed Forces	-	-	-	-	-	-	
Females Not in Labor Force	3,809	39.6%	5,078	39.6%	6,397	41.0%	
Unemployment Rate	356	1.9%	482	1.9%	556	1.8%	
Occupation (2025)							
Occupation Population Age 16 Years or Over	11,723		15,844		18,976		
Occupation Total Males	6,024	51.4%	8,246	52.0%	9,927	52.3%	
Occupation Total Females	5,699	48.6%	7,598	48.0%	9,049	47.7%	
Management, Business, Financial Operations	1,627	13.9%	2,181	13.8%	2,589	13.6%	
Professional, Related	3,221	27.5%	4,259	26.9%	4,929	26.0%	
Service	1,965	16.8%	2,452	15.5%	2,843	15.0%	
Sales, Office	2,475	21.1%	3,324	21.0%	3,970	20.9%	
Farming, Fishing, Forestry	74	0.6%	90	0.6%	107	0.6%	
Construction, Extraction, Maintenance	1,121	9.6%	1,698	10.7%	2,147	11.3%	
Production, Transport, Material Moving	1,239	10.6%	1,840	11.6%	2,391	12.6%	
White Collar Workers	7,324	62.5%	9,765	61.6%	11,488	60.5%	
Blue Collar Workers	4,399	37.5%	6,079	38.4%	7,488	39.5%	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Units In Structure (2025)							
Total Units		9,784		12,975		15,749	
1 Detached Unit		7,231	73.9%	9,916	76.4%	12,223	77.6%
1 Attached Unit		122	1.2%	140	1.1%	150	1.0%
2 Units		459	4.7%	503	3.9%	535	3.4%
3 to 4 Units		573	5.9%	612	4.7%	638	4.1%
5 to 9 Units		385	3.9%	411	3.2%	429	2.7%
10 to 19 Units		204	2.1%	210	1.6%	214	1.4%
20 to 49 Units		184	1.9%	194	1.5%	198	1.3%
50 or More Units		121	1.2%	124	1.0%	133	0.8%
Mobile Home or Trailer		469	4.8%	823	6.3%	1,182	7.5%
Other Structure		36	0.4%	42	0.3%	46	0.3%
Homes Built By Year (2025)							
Homes Built 2020 or later		166	1.5%	228	1.5%	247	1.4%
Homes Built 2010 to 2019		883	7.9%	1,451	9.8%	1,828	10.1%
Homes Built 2000 to 2009		1,037	9.2%	1,495	10.1%	1,892	10.5%
Homes Built 1990 to 1999		752	6.7%	1,061	7.2%	1,331	7.4%
Homes Built 1980 to 1989		1,145	10.2%	1,672	11.3%	2,049	11.3%
Homes Built 1970 to 1979		2,061	18.3%	2,673	18.0%	3,176	17.6%
Homes Built 1960 to 1969		1,488	13.2%	1,773	12.0%	2,031	11.2%
Homes Built 1950 to 1959		1,046	9.3%	1,195	8.1%	1,422	7.9%
Homes Built 1940 to 1949		496	4.4%	609	4.1%	768	4.3%
Homes Built Before 1939		710	6.3%	817	5.5%	1,004	5.6%
Median Age of Homes		47.8 yrs		45.4 yrs		45.1 yrs	
Home Values (2025)							
Owner Specified Housing Units		5,161		7,714		9,851	
Home Values \$1,000,000 or More		19	0.4%	40	0.5%	62	0.6%
Home Values \$750,000 to \$999,999		74	1.4%	136	1.8%	165	1.7%
Home Values \$500,000 to \$749,999		153	3.0%	247	3.2%	336	3.4%
Home Values \$400,000 to \$499,999		282	5.5%	387	5.0%	466	4.7%
Home Values \$300,000 to \$399,999		491	9.5%	683	8.9%	801	8.1%
Home Values \$250,000 to \$299,999		481	9.3%	798	10.3%	955	9.7%
Home Values \$200,000 to \$249,999		724	14.0%	1,057	13.7%	1,214	12.3%
Home Values \$175,000 to \$199,999		434	8.4%	647	8.4%	777	7.9%
Home Values \$150,000 to \$174,999		409	7.9%	636	8.2%	776	7.9%
Home Values \$125,000 to \$149,999		366	7.1%	512	6.6%	692	7.0%
Home Values \$100,000 to \$124,999		545	10.6%	793	10.3%	1,015	10.3%
Home Values \$90,000 to \$99,999		182	3.5%	259	3.4%	359	3.6%
Home Values \$80,000 to \$89,999		194	3.8%	274	3.6%	367	3.7%
Home Values \$70,000 to \$79,999		146	2.8%	226	2.9%	308	3.1%
Home Values \$60,000 to \$69,999		152	2.9%	257	3.3%	355	3.6%
Home Values \$50,000 to \$59,999		114	2.2%	180	2.3%	253	2.6%
Home Values \$35,000 to \$49,999		130	2.5%	184	2.4%	344	3.5%
Home Values \$25,000 to \$34,999		144	2.8%	193	2.5%	265	2.7%
Home Values \$10,000 to \$24,999		56	1.1%	107	1.4%	205	2.1%
Home Values Under \$10,000		64	1.2%	97	1.3%	137	1.4%
Owner-Occupied Median Home Value		\$183,111		\$183,040		\$174,258	
Renter-Occupied Median Rent		\$667		\$666		\$652	

Ada, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
Total Annual Consumer Expenditure (2025)				
Total Household Expenditure		\$841.9 M	\$1.15 B	\$1.39 B
Total Non-Retail Expenditure		\$405.66 M	\$550.15 M	\$661.15 M
Total Retail Expenditure		\$436.24 M	\$600.26 M	\$730.31 M
Alcoholic Beverages		\$5.15 M	\$7.03 M	\$8.49 M
Apparel		\$15.85 M	\$21.6 M	\$26.11 M
Contributions		\$25.73 M	\$35.32 M	\$42.54 M
Education		\$18.66 M	\$25.56 M	\$30.81 M
Entertainment		\$49.23 M	\$67.06 M	\$81.08 M
Food Away From Home		\$37.51 M	\$51.16 M	\$61.82 M
Grocery		\$60.98 M	\$82.37 M	\$100.02 M
Health Care		\$62.51 M	\$83.96 M	\$102.71 M
Household Furnishings and Equipment		\$22.53 M	\$30.75 M	\$37.14 M
Household Operations		\$16.14 M	\$21.96 M	\$26.56 M
Miscellaneous Expenses		\$14.57 M	\$19.89 M	\$24.03 M
Personal Care		\$11.72 M	\$15.87 M	\$19.25 M
Shelter		\$145.31 M	\$193.37 M	\$231.86 M
Tax and Retirement		\$171.92 M	\$237.92 M	\$285.42 M
Tobacco and Related		\$5.2 M	\$6.91 M	\$8.44 M
Transportation		\$135.05 M	\$190.55 M	\$233.35 M
Utilities		\$43.82 M	\$59.13 M	\$71.83 M
Monthly Household Consumer Expenditure (2025)				
Total Household Expenditure		\$7,171	\$7,388	\$7,363
Total Non-Retail Expenditure		\$3,455 48.2%	\$3,533 47.8%	\$3,498 47.5%
Total Retail Expenditures		\$3,716 51.8%	\$3,855 52.2%	\$3,864 52.5%
Alcoholic Beverages		\$44 0.6%	\$45 0.6%	\$45 0.6%
Apparel		\$135 1.9%	\$139 1.9%	\$138 1.9%
Contributions		\$219 3.1%	\$227 3.1%	\$225 3.1%
Education		\$159 2.2%	\$164 2.2%	\$163 2.2%
Entertainment		\$419 5.8%	\$431 5.8%	\$429 5.8%
Food Away From Home		\$320 4.5%	\$329 4.4%	\$327 4.4%
Grocery		\$519 7.2%	\$529 7.2%	\$529 7.2%
Health Care		\$532 7.4%	\$539 7.3%	\$543 7.4%
Household Furnishings and Equipment		\$192 2.7%	\$197 2.7%	\$197 2.7%
Household Operations		\$137 1.9%	\$141 1.9%	\$141 1.9%
Miscellaneous Expenses		\$124 1.7%	\$128 1.7%	\$127 1.7%
Personal Care		\$100 1.4%	\$102 1.4%	\$102 1.4%
Shelter		\$1,238 17.3%	\$1,242 16.8%	\$1,227 16.7%
Tax and Retirement		\$1,464 20.4%	\$1,528 20.7%	\$1,510 20.7%
Tobacco and Related		\$44 0.6%	\$44 0.6%	\$45 0.6%
Transportation		\$1,150 16.0%	\$1,224 16.6%	\$1,235 16.8%
Utilities		\$373 5.2%	\$380 5.1%	\$380 5.2%

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

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

Furniture and Home Furnishings Stores

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

Electronics and Appliance Stores

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

Building Materials and Garden Supply Stores

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

Food and Beverage Stores

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

Health and Personal Care Stores

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

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

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

Sporting Goods and Hobby Stores

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

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

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

Foodservice and Drinking Places

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

Ada, Oklahoma	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$27.62 M / \$7.88 M	71	\$37.6 M / \$8.91 M	76	\$45.59 M / \$8.93 M	80
Men's Clothing Stores	\$1.14 M / \$-1	100	\$1.54 M / \$333.69 K	78	\$1.87 M / \$356.96 K	81
Women's Clothing Stores	\$2.3 M / \$1.01 M	56	\$3.14 M / \$1.01 M	68	\$3.81 M / \$1.01 M	73
Children's, Infants' Clothing Stores	\$2.16 M / -	100	\$2.96 M / -	100	\$3.57 M / -	100
Family Clothing Stores	\$13.45 M / \$4.8 M	64	\$18.37 M / \$4.8 M	74	\$22.24 M / \$4.8 M	78
Clothing Accessory Stores	\$636.89 K / \$-2	100	\$863.82 K / \$-2	100	\$1.05 M / \$-2	100
Other Apparel Stores	\$810.96 K / \$740.91 K	9	\$1.1 M / \$990.22 K	10	\$1.34 M / \$990.22 K	26
Shoe Stores	\$5.73 M / \$1.32 M	77	\$7.75 M / \$1.77 M	77	\$9.43 M / \$1.77 M	81
Jewelry Stores	\$1.23 M / \$-1	100	\$1.66 M / \$-1	100	\$2.03 M / \$-1	100
Luggage Stores	\$154.55 K / -	100	\$207.93 K / -	100	\$253.92 K / -	100
Furniture, Home Furnishings Stores	\$24.37 M / \$13.55 M	44	\$33.22 M / \$17.11 M	48	\$40.22 M / \$17.11 M	57
Furniture Stores	\$11.38 M / \$7.96 M	30	\$15.39 M / \$11.53 M	25	\$18.68 M / \$11.53 M	38
Floor Covering Stores	\$1.61 M / \$5.59 M	-71	\$2.18 M / \$5.59 M	-61	\$2.65 M / \$5.59 M	-53
Other Home Furnishing Stores	\$11.38 M / -	100	\$15.64 M / -	100	\$18.88 M / -	100
Electronics, Appliance Stores	\$22.73 M / \$17.26 M	24	\$31.58 M / \$19.35 M	39	\$38.57 M / \$19.49 M	49
Building Material, Garden Equipment, Supplies Dealers	\$23.31 M / \$25.31 M	-8	\$31.71 M / \$25.53 M	19	\$38.39 M / \$27.13 M	29
Home Centers	\$13.08 M / \$15.05 M	-13	\$17.81 M / \$15.27 M	14	\$21.56 M / \$15.41 M	29
Paint, Wallpaper Stores	\$2.7 M / \$2.42 M	11	\$3.69 M / \$2.42 M	34	\$4.45 M / \$2.42 M	46
Hardware Stores	\$1.46 M / \$2.09 M	-30	\$1.98 M / \$2.09 M	-5	\$2.4 M / \$2.09 M	13
Other Building Materials Stores	\$4.15 M / \$1.94 M	53	\$5.63 M / \$1.94 M	66	\$6.82 M / \$3.39 M	50
Outdoor Power Equipment Stores	\$251.69 K / \$573.91 K	-56	\$341.71 K / \$573.91 K	-40	\$414.05 K / \$573.91 K	-28
Nursery, Garden Stores	\$1.66 M / \$3.24 M	-49	\$2.26 M / \$3.24 M	-30	\$2.74 M / \$3.24 M	-16
Food, Beverage Stores	\$35.06 M / \$10.07 M	71	\$48.33 M / \$10.88 M	77	\$58.73 M / \$13.98 M	76
Grocery Stores	\$27.11 M / \$5.21 M	81	\$37.34 M / \$5.66 M	85	\$45.42 M / \$6.73 M	85
Convenience Stores	\$2.37 M / \$937.18 K	60	\$3.31 M / \$1.29 M	61	\$4.04 M / \$1.93 M	52
Meat Markets	\$162.86 K / \$49.17 K	70	\$222.21 K / \$49.17 K	78	\$268.74 K / \$49.17 K	82
Fish, Seafood Markets	\$56.03 K / -	100	\$76.4 K / -	100	\$92.32 K / -	100
Fruit, Vegetable Markets	\$106.51 K / \$-1	100	\$145.41 K / \$-1	100	\$175.85 K / \$-1	100
Other Specialty Food Markets	\$218.28 K / \$146.95 K	33	\$298.45 K / \$146.95 K	51	\$360.59 K / \$146.95 K	59
Liquor Stores	\$5.04 M / \$3.73 M	26	\$6.94 M / \$3.73 M	46	\$8.38 M / \$5.13 M	39

Ada, Oklahoma	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$20.49 M / \$25.1 M	-18	\$29.8 M / \$26.13 M	12	\$37.11 M / \$26.42 M	29
Pharmacy, Drug Stores	\$18.07 M / \$23.1 M	-22	\$26.25 M / \$23.37 M	11	\$32.67 M / \$23.37 M	28
Cosmetics, Beauty Stores	\$1.02 M / \$532.75 K	48	\$1.5 M / \$532.75 K	64	\$1.87 M / \$532.75 K	72
Optical Goods Stores	\$299.85 K / \$152.67 K	49	\$447.36 K / \$152.67 K	66	\$571.97 K / \$152.67 K	73
Other Health, Personal Care Stores	\$1.1 M / \$1.31 M	-16	\$1.61 M / \$2.07 M	-23	\$2.01 M / \$2.37 M	-15
Sporting Goods, Hobby, Book, Music Stores	\$27.93 M / \$34.03 M	-18	\$38.04 M / \$35.73 M	6	\$46.19 M / \$35.85 M	22
Sporting Goods Stores	\$10.77 M / \$12.07 M	-11	\$14.64 M / \$12.07 M	18	\$17.73 M / \$12.07 M	32
Hobby, Toy, Game Stores	\$7.73 M / \$8.09 M	-4	\$10.49 M / \$8.09 M	23	\$12.73 M / \$8.09 M	36
Sewing, Needlecraft Stores	\$5.57 M / -	100	\$7.55 M / \$1.7 M	77	\$9.2 M / \$1.82 M	80
Musical Instrument Stores	\$1.89 M / \$2.91 M	-35	\$2.61 M / \$2.91 M	-10	\$3.15 M / \$2.91 M	8
Book Stores	\$1.97 M / \$10.96 M	-82	\$2.75 M / \$10.96 M	-75	\$3.37 M / \$10.96 M	-69
General Merchandise Stores	\$87.27 M / \$181.14 M	-52	\$119.94 M / \$184.59 M	-35	\$145.98 M / \$195.31 M	-25
Department Stores	\$30.67 M / \$154.64 M	-80	\$42.07 M / \$154.64 M	-73	\$51.1 M / \$154.64 M	-67
Warehouse Superstores	\$48 M / -	100	\$66.11 M / -	100	\$80.59 M / -	100
Other General Merchandise Stores	\$8.61 M / \$26.5 M	-68	\$11.77 M / \$29.94 M	-61	\$14.29 M / \$40.67 M	-65
Miscellaneous Store Retailers	\$11.24 M / \$10.1 M	10	\$15.41 M / \$11.13 M	28	\$18.78 M / \$11.22 M	40
Florists	\$272.71 K / \$173.07 K	37	\$372.17 K / \$211.15 K	43	\$450.34 K / \$234.56 K	48
Office, Stationary Stores	\$1.14 M / \$-1	100	\$1.54 M / \$-1	100	\$1.88 M / \$-1	100
Gift, Souvenir Stores	\$2.3 M / \$1.14 M	50	\$3.15 M / \$1.48 M	53	\$3.82 M / \$1.5 M	61
Used Merchandise Stores	\$818.31 K / \$607.18 K	26	\$1.1 M / \$732.69 K	34	\$1.35 M / \$738.83 K	45
Pet, Pet Supply Stores	\$2.12 M / \$-2	100	\$2.86 M / \$279.02 K	90	\$3.47 M / \$298.48 K	91
Art Dealers	\$335.2 K / \$-1	100	\$449.88 K / \$-1	100	\$550.93 K / \$-1	100
Mobile Home Dealers	\$233.36 K / -	100	\$316.63 K / -	100	\$383.81 K / -	100
Other Miscellaneous Retail Stores	\$4.03 M / \$8.18 M	-51	\$5.61 M / \$8.43 M	-33	\$6.87 M / \$8.44 M	-19
Non-Store Retailers	\$51.05 M / \$917.3 K	98	\$70.71 M / \$917.3 K	99	\$86.24 M / \$3.35 M	96
Mail Order, Catalog Stores	\$47.78 M / \$781.39 K	98	\$66.22 M / \$781.39 K	99	\$80.78 M / \$3.13 M	96
Vending Machines	\$226.27 K / \$-1	100	\$309.28 K / \$-1	100	\$373.67 K / \$-1	100
Fuel Dealers	\$285.14 K / \$135.92 K	52	\$387.87 K / \$135.92 K	65	\$470.51 K / \$226.53 K	52
Other Direct Selling Establishments	\$2.76 M / -	100	\$3.8 M / -	100	\$4.62 M / -	100

Ada, Oklahoma						
	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$45.36 M / \$38.21 M	16	\$62.23 M / \$41.8 M	33	\$74.97 M / \$43.82 M	42
Hotels, Other Travel Accommodations	\$2.91 M / \$2.43 M	17	\$3.99 M / \$2.45 M	39	\$4.81 M / \$2.55 M	47
RV Parks	\$28.83 K / -	100	\$39.38 K / -	100	\$47.7 K / -	100
Rooming, Boarding Houses	\$16.33 K / -	100	\$22.39 K / -	100	\$27 K / -	100
Full Service Restaurants	\$26.5 M / \$22.03 M	17	\$36.36 M / \$25.32 M	30	\$43.8 M / \$25.55 M	42
Limited Service Restaurants	\$12.3 M / \$14.78 M	-17	\$16.88 M / \$15.99 M	5	\$20.33 M / \$18.24 M	10
Special Food Services, Catering	\$3.6 M / \$-1	100	\$4.94 M / \$-1	100	\$5.95 M / \$-1	100
Drinking Places	\$2.48 M / \$1.45 M	42	\$3.42 M / \$1.45 M	58	\$4.11 M / \$1.58 M	62
Gasoline Stations	\$17.32 M / \$7.09 M	59	\$24.24 M / \$11.29 M	53	\$29.66 M / \$11.56 M	61
Motor Vehicle, Parts Dealers	\$40.01 M / \$51.94 M	-23	\$54.02 M / \$53.91 M	0	\$65.77 M / \$57.51 M	13
New Car Dealers	\$23.04 M / \$43.93 M	-48	\$30.99 M / \$45.37 M	-32	\$37.84 M / \$48.93 M	-23
Used Car Dealers	\$2.14 M / \$2.12 M	1	\$2.88 M / \$2.44 M	15	\$3.51 M / \$2.46 M	30
Recreational Vehicle Dealers	\$4.16 M / -	100	\$5.65 M / -	100	\$6.85 M / -	100
Motorcycle, Boat Dealers	\$5.49 M / -	100	\$7.45 M / \$-1	100	\$9.03 M / \$-2	100
Auto Parts, Accessories	\$3.32 M / \$2.25 M	32	\$4.52 M / \$2.25 M	50	\$5.48 M / \$2.25 M	59
Tire Dealers	\$1.86 M / \$3.63 M	-49	\$2.53 M / \$3.85 M	-34	\$3.06 M / \$3.86 M	-21
2025 Population	23,849		32,248		39,436	
2030 Population	22,735		31,009		38,085	
% Population Change 2025-2030	-4.7%		-3.8%		-3.4%	
2025 Adult Population Age 18+	17,981		24,324		29,785	
2025 Population Male	11,674		15,962		19,634	
2025 Population Female	12,175		16,286		19,803	
2025 Households	9,784		12,975		15,749	
2025 Median Household Income	63,064		66,661		66,154	
2025 Average Household Income	82,762		86,071		85,021	

Retail Potential

Retail Potential Profile



Ada, Oklahoma			
	5 mi radius	10 mi radius	15 mi radius
2025 Population	23,849	32,248	39,436
2030 Population	22,735	31,009	38,085
% Population Change 2020-2025	0.3%	0.7%	1.1%
2025 Adult Population Age 18+	\$17,981	\$24,324	\$29,785
2025 Population Male	\$11,674	\$15,962	\$19,634
2025 Population Female	\$12,175	\$16,286	\$19,803
2025 Households	\$9,784	\$12,975	\$15,749
2025 Median Household Income	\$63,064	\$66,661	\$66,154
2025 Average Household Income	\$82,762	\$86,071	\$85,021
Clothing, Clothing Accessories Stores	\$27.62 M	\$37.6 M	\$45.59 M
Men's Clothing Stores	\$1.14 M	\$1.54 M	\$1.87 M
Women's Clothing Stores	\$2.3 M	\$3.14 M	\$3.81 M
Children's, Infants' Clothing Stores	\$2.16 M	\$2.96 M	\$3.57 M
Family Clothing Stores	\$13.45 M	\$18.37 M	\$22.24 M
Clothing Accessory Stores	\$636.89 K	\$863.82 K	\$1.05 M
Other Apparel Stores	\$810.96 K	\$1.1 M	\$1.34 M
Shoe Stores	\$5.73 M	\$7.75 M	\$9.43 M
Jewelry Stores	\$1.23 M	\$1.66 M	\$2.03 M
Luggage Stores	\$154.55 K	\$207.93 K	\$253.92 K
Furniture, Home Furnishings Stores	\$24.37 M	\$33.22 M	\$40.22 M
Furniture Stores	\$11.38 M	\$15.39 M	\$18.68 M
Floor Covering Stores	\$1.61 M	\$2.18 M	\$2.65 M
Other Home Furnishing Stores	\$11.38 M	\$15.64 M	\$18.88 M
Electronics, Appliance Stores	\$22.73 M	\$31.58 M	\$38.57 M
Gasoline Stations	\$17.32 M	\$24.24 M	\$29.66 M
Building Material, Garden Equipment, Supplies Dealers	\$23.31 M	\$31.71 M	\$38.39 M
Home Centers	\$13.08 M	\$17.81 M	\$21.56 M
Paint, Wallpaper Stores	\$2.7 M	\$3.69 M	\$4.45 M
Hardware Stores	\$1.46 M	\$1.98 M	\$2.4 M
Other Building Materials Stores	\$4.15 M	\$5.63 M	\$6.82 M
Outdoor Power Equipment Stores	\$251.69 K	\$341.71 K	\$414.05 K
Nursery, Garden Stores	\$1.66 M	\$2.26 M	\$2.74 M
Food, Beverage Stores	\$35.06 M	\$48.33 M	\$58.73 M
Grocery Stores	\$27.11 M	\$37.34 M	\$45.42 M
Convenience Stores	\$2.37 M	\$3.31 M	\$4.04 M
Meat Markets	\$162.86 K	\$222.21 K	\$268.74 K
Fish, Seafood Markets	\$56.03 K	\$76.4 K	\$92.32 K
Fruit, Vegetable Markets	\$106.51 K	\$145.41 K	\$175.85 K
Other Specialty Food Markets	\$218.28 K	\$298.45 K	\$360.59 K
Liquor Stores	\$5.04 M	\$6.94 M	\$8.38 M

Retail Potential Profile



Ada, Oklahoma	5 mi radius	10 mi radius	15 mi radius
Health, Personal Care Stores	\$20.49 M	\$29.8 M	\$37.11 M
Pharmacy, Drug Stores	\$18.07 M	\$26.25 M	\$32.67 M
Cosmetics, Beauty Stores	\$1.02 M	\$1.5 M	\$1.87 M
Optical Goods Stores	\$299.85 K	\$447.36 K	\$571.97 K
Other Health, Personal Care Stores	\$1.1 M	\$1.61 M	\$2.01 M
Sporting Goods, Hobby, Book, Music Stores	\$27.93 M	\$38.04 M	\$46.19 M
Sporting Goods Stores	\$10.77 M	\$14.64 M	\$17.73 M
Hobby, Toy, Game Stores	\$7.73 M	\$10.49 M	\$12.73 M
Sewing, Needlecraft Stores	\$5.57 M	\$7.55 M	\$9.2 M
Musical Instrument Stores	\$1.89 M	\$2.61 M	\$3.15 M
Book Stores	\$1.97 M	\$2.75 M	\$3.37 M
General Merchandise Stores	\$87.27 M	\$119.94 M	\$145.98 M
Department Stores	\$30.67 M	\$42.07 M	\$51.1 M
Warehouse Superstores	\$48 M	\$66.11 M	\$80.59 M
Other General Merchandise Stores	\$8.61 M	\$11.77 M	\$14.29 M
Miscellaneous Store Retailers	\$11.24 M	\$15.41 M	\$18.78 M
Florists	\$272.71 K	\$372.17 K	\$450.34 K
Office, Stationary Stores	\$1.14 M	\$1.54 M	\$1.88 M
Gift, Souvenir Stores	\$2.3 M	\$3.15 M	\$3.82 M
Used Merchandise Stores	\$818.31 K	\$1.1 M	\$1.35 M
Pet, Pet Supply Stores	\$2.12 M	\$2.86 M	\$3.47 M
Art Dealers	\$335.2 K	\$449.88 K	\$550.93 K
Mobile Home Dealers	\$233.36 K	\$316.63 K	\$383.81 K
Other Miscellaneous Retail Stores	\$4.03 M	\$5.61 M	\$6.87 M
Non-Store Retailers	\$51.05 M	\$70.71 M	\$86.24 M
Mail Order, Catalog Stores	\$47.78 M	\$66.22 M	\$80.78 M
Vending Machines	\$226.27 K	\$309.28 K	\$373.67 K
Fuel Dealers	\$285.14 K	\$387.87 K	\$470.51 K
Other Direct Selling Establishments	\$2.76 M	\$3.8 M	\$4.62 M
Accommodation, Food Services	\$47.84 M	\$65.65 M	\$79.08 M
Hotels, Other Travel Accommodations	\$2.91 M	\$3.99 M	\$4.81 M
RV Parks	\$28.83 K	\$39.38 K	\$47.7 K
Rooming, Boarding Houses	\$16.33 K	\$22.39 K	\$27 K
Full Service Restaurants	\$26.5 M	\$36.36 M	\$43.8 M
Limited Service Restaurants	\$12.3 M	\$16.88 M	\$20.33 M
Special Food Services, Catering	\$3.6 M	\$4.94 M	\$5.95 M
Drinking Places	\$2.48 M	\$3.42 M	\$4.11 M
Motor Vehicle, Parts Dealers	\$40.01 M	\$54.02 M	\$65.77 M
New Car Dealers	\$23.04 M	\$30.99 M	\$37.84 M
Used Car Dealers	\$2.14 M	\$2.88 M	\$3.51 M
Recreational Vehicle Dealers	\$4.16 M	\$5.65 M	\$6.85 M
Motorcycle, Boat Dealers	\$5.49 M	\$7.45 M	\$9.03 M
Auto Parts, Accessories	\$3.32 M	\$4.52 M	\$5.48 M
Tire Dealers	\$1.86 M	\$2.53 M	\$3.06 M

Income Summary

Income Summary Report



Ada, Oklahoma						
	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2025)	23,849		32,248		39,436	
Projected Population (2030)	22,735		31,009		38,085	
Census Population (2020)	23,776		32,032		39,007	
Census Population (2010)	23,326		31,188		38,438	
<i>Projected Annual Growth (2025 to 2030)</i>	-1,114	-0.9%	-1,239	-0.8%	-1,351	-0.7%
<i>Historical Annual Growth (2020 to 2025)</i>	72	-	217	0.1%	430	0.2%
<i>Historical Annual Growth (2010 to 2020)</i>	450	0.2%	844	0.3%	569	0.1%
Households						
Estimated Households (2025)	9,784		12,975		15,749	
Projected Households (2030)	9,358		12,521		15,264	
Census Households (2020)	9,710		12,823		15,494	
Census Households (2010)	9,266		12,240		15,008	
<i>Projected Annual Growth (2025 to 2030)</i>	-426	-0.9%	-454	-0.7%	-485	-0.6%
<i>Historical Annual Growth (2020 to 2025)</i>	73	0.2%	152	0.2%	255	0.3%
<i>Historical Annual Growth (2010 to 2020)</i>	445	0.5%	583	0.5%	486	0.3%
Average Household Income						
Estimated Average Household Income (2025)	\$82,762		\$86,071		\$85,021	
Projected Average Household Income (2030)	\$82,419		\$85,797		\$84,719	
Census Average Household Income (2020)	\$49,221		\$49,665		\$49,004	
Census Average Household Income (2010)	\$35,879		\$36,425		\$35,744	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$343	-	-\$274	-	-\$302	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$33,541	4.5%	\$36,407	4.9%	\$36,017	4.9%
<i>Historical Annual Growth (2010 to 2020)</i>	\$13,342	3.7%	\$13,240	3.6%	\$13,260	3.7%
Median Household Income						
Estimated Median Household Income (2025)	\$63,064		\$66,661		\$66,154	
Projected Median Household Income (2030)	\$62,710		\$66,364		\$65,820	
Census Median Household Income (2020)	\$36,640		\$37,798		\$37,759	
Census Median Household Income (2010)	\$26,874		\$27,883		\$27,541	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$354	-0.1%	-\$297	-	-\$333	-0.1%
<i>Historical Annual Growth (2020 to 2025)</i>	\$26,424	4.8%	\$28,863	5.1%	\$28,394	5.0%
<i>Historical Annual Growth (2010 to 2020)</i>	\$9,766	3.6%	\$9,916	3.6%	\$10,219	3.7%
Per Capita Income						
Estimated Per Capita Income (2025)	\$34,099		\$34,775		\$34,083	
Projected Per Capita Income (2030)	\$34,079		\$34,794		\$34,089	
Census Per Capita Income (2020)	\$19,552		\$19,493		\$19,134	
Census Per Capita Income (2010)	\$14,717		\$14,586		\$14,164	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$20	-	\$19	-	\$6	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$14,547	5.0%	\$15,283	5.2%	\$14,949	5.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$4,835	3.3%	\$4,907	3.4%	\$4,969	3.5%
Other Income						
Estimated Families (2025)	5,882		8,110		9,954	
Estimated Average Family Income (2025)	\$103,115		\$107,335		\$105,854	
Estimated Median Family Income (2025)	\$83,169		\$85,575		\$83,878	
Estimated Average Household Net Worth (2025)	\$694,526		\$755,140		\$781,320	

Consumer Expenditure Summary

Consumer Expenditure Summary



Ada, Oklahoma						
	5 mi radius		10 mi radius		15 mi radius	
Estimated Population		23,849		32,248		39,436
Estimated Households		9,784		12,975		15,749
Household Expenditure		\$841.9 M		\$1.15 B		\$1.39 B
Per Household ~ Per Capita	\$86,049	\$35,302	\$88,662	\$35,673	\$88,350	\$35,284
Non-Retail Expenditures	\$405.66 M	48.2%	\$550.15 M	47.8%	\$661.15 M	47.5%
Per Household ~ Per Capita	\$41,462	\$17,010	\$42,400	\$17,060	\$41,979	\$16,765
Retail Expenditures	\$436.24 M	51.8%	\$600.26 M	52.2%	\$730.31 M	52.5%
Per Household ~ Per Capita	\$44,587	\$18,292	\$46,262	\$18,614	\$46,371	\$18,519
Alcoholic Beverages	\$5.15 M	0.6%	\$7.03 M	0.6%	\$8.49 M	0.6%
Per Household ~ Per Capita	\$526	\$216	\$542	\$218	\$539	\$215
Apparel	\$15.85 M	1.9%	\$21.6 M	1.9%	\$26.11 M	1.9%
Per Household ~ Per Capita	\$1,620	\$665	\$1,665	\$670	\$1,658	\$662
Contributions	\$25.73 M	3.1%	\$35.32 M	3.1%	\$42.54 M	3.1%
Per Household ~ Per Capita	\$2,630	\$1,079	\$2,722	\$1,095	\$2,701	\$1,079
Education	\$18.66 M	2.2%	\$25.56 M	2.2%	\$30.81 M	2.2%
Per Household ~ Per Capita	\$1,907	\$782	\$1,970	\$793	\$1,956	\$781
Entertainment	\$49.23 M	5.8%	\$67.06 M	5.8%	\$81.08 M	5.8%
Per Household ~ Per Capita	\$5,032	\$2,064	\$5,169	\$2,080	\$5,148	\$2,056
Food Away From Home	\$37.51 M	4.5%	\$51.16 M	4.4%	\$61.82 M	4.4%
Per Household ~ Per Capita	\$3,834	\$1,573	\$3,943	\$1,586	\$3,925	\$1,567
Grocery	\$60.98 M	7.2%	\$82.37 M	7.2%	\$100.02 M	7.2%
Per Household ~ Per Capita	\$6,233	\$2,557	\$6,348	\$2,554	\$6,351	\$2,536
Health Care	\$62.51 M	7.4%	\$83.96 M	7.3%	\$102.71 M	7.4%
Per Household ~ Per Capita	\$6,389	\$2,621	\$6,471	\$2,604	\$6,522	\$2,604
Household Furnishings and Equipment	\$22.53 M	2.7%	\$30.75 M	2.7%	\$37.14 M	2.7%
Per Household ~ Per Capita	\$2,303	\$945	\$2,370	\$954	\$2,358	\$942
Household Operations	\$16.14 M	1.9%	\$21.96 M	1.9%	\$26.56 M	1.9%
Per Household ~ Per Capita	\$1,650	\$677	\$1,692	\$681	\$1,687	\$674
Miscellaneous Expenses	\$14.57 M	1.7%	\$19.89 M	1.7%	\$24.03 M	1.7%
Per Household ~ Per Capita	\$1,490	\$611	\$1,533	\$617	\$1,525	\$609
Personal Care	\$11.72 M	1.4%	\$15.87 M	1.4%	\$19.25 M	1.4%
Per Household ~ Per Capita	\$1,198	\$492	\$1,223	\$492	\$1,222	\$488
Shelter	\$145.31 M	17.3%	\$193.37 M	16.8%	\$231.86 M	16.7%
Per Household ~ Per Capita	\$14,852	\$6,093	\$14,903	\$5,996	\$14,722	\$5,879
Tax and Retirement	\$171.92 M	20.4%	\$237.92 M	20.7%	\$285.42 M	20.5%
Per Household ~ Per Capita	\$17,572	\$7,209	\$18,336	\$7,378	\$18,123	\$7,237
Tobacco and Related	\$5.2 M	0.6%	\$6.91 M	0.6%	\$8.44 M	0.6%
Per Household ~ Per Capita	\$531	\$218	\$532	\$214	\$536	\$214
Transportation	\$135.05 M	16.0%	\$190.55 M	16.6%	\$233.35 M	16.8%
Per Household ~ Per Capita	\$13,804	\$5,663	\$14,686	\$5,909	\$14,816	\$5,917
Utilities	\$43.82 M	5.2%	\$59.13 M	5.1%	\$71.83 M	5.2%
Per Household ~ Per Capita	\$4,478	\$1,837	\$4,557	\$1,834	\$4,561	\$1,821

Consumer Expenditure Trend



Ada, Oklahoma						
	5 mi radius		10 mi radius		15 mi radius	
Population / Households (2025)						
Estimated Population	23,849		32,248		39,436	
Estimated Households	9,784		12,975		15,749	
Total Annual Consumer Expenditure (2025)						
Total Household Expenditure	\$841.9 M		\$1.15 B		\$1.39 B	
Total Non-Retail Expenditure	\$405.66 M		\$550.15 M		\$661.15 M	
Total Retail Expenditure	\$436.24 M		\$600.26 M		\$730.31 M	
Alcoholic Beverages	\$5.15 M		\$7.03 M		\$8.49 M	
Apparel	\$15.85 M		\$21.6 M		\$26.11 M	
Contributions	\$25.73 M		\$35.32 M		\$42.54 M	
Education	\$18.66 M		\$25.56 M		\$30.81 M	
Entertainment	\$49.23 M		\$67.06 M		\$81.08 M	
Food Away From Home	\$37.51 M		\$51.16 M		\$61.82 M	
Grocery	\$60.98 M		\$82.37 M		\$100.02 M	
Health Care	\$62.51 M		\$83.96 M		\$102.71 M	
Household Furnishings and Equipment	\$22.53 M		\$30.75 M		\$37.14 M	
Household Operations	\$16.14 M		\$21.96 M		\$26.56 M	
Miscellaneous Expenses	\$14.57 M		\$19.89 M		\$24.03 M	
Personal Care	\$11.72 M		\$15.87 M		\$19.25 M	
Shelter	\$145.31 M		\$193.37 M		\$231.86 M	
Tax and Retirement	\$171.92 M		\$237.92 M		\$285.42 M	
Tobacco and Related	\$5.2 M		\$6.91 M		\$8.44 M	
Transportation	\$135.05 M		\$190.55 M		\$233.35 M	
Utilities	\$43.82 M		\$59.13 M		\$71.83 M	
Monthly Household Consumer Expenditure (2025)						
Total Household Expenditure	\$7,171		\$7,388		\$7,363	
Total Non-Retail Expenditure	\$3,455	48.2%	\$3,533	47.8%	\$3,498	47.5%
Total Retail Expenditure	\$3,716	51.8%	\$3,855	52.2%	\$3,864	52.5%
Alcoholic Beverages	\$44	0.6%	\$45	0.6%	\$45	0.6%
Apparel	\$135	1.9%	\$139	1.9%	\$138	1.9%
Contributions	\$219	3.1%	\$227	3.1%	\$225	3.1%
Education	\$159	2.2%	\$164	2.2%	\$163	2.2%
Entertainment	\$419	5.8%	\$431	5.8%	\$429	5.8%
Food Away From Home	\$320	4.5%	\$329	4.4%	\$327	4.4%
Grocery	\$519	7.2%	\$529	7.2%	\$529	7.2%
Health Care	\$532	7.4%	\$539	7.3%	\$543	7.4%
Household Furnishings and Equipment	\$192	2.7%	\$197	2.7%	\$197	2.7%
Household Operations	\$137	1.9%	\$141	1.9%	\$141	1.9%
Miscellaneous Expenses	\$124	1.7%	\$128	1.7%	\$127	1.7%
Personal Care	\$100	1.4%	\$102	1.4%	\$102	1.4%
Shelter	\$1,238	17.3%	\$1,242	16.8%	\$1,227	16.7%
Tax and Retirement	\$1,464	20.4%	\$1,528	20.7%	\$1,510	20.5%
Tobacco and Related	\$44	0.6%	\$44	0.6%	\$45	0.6%
Transportation	\$1,150	16.0%	\$1,224	16.6%	\$1,235	16.8%
Utilities	\$373	5.2%	\$380	5.1%	\$380	5.2%

Consumer Expenditure Trend



Ada, Oklahoma			
	5 mi radius	10 mi radius	15 mi radius
Population / Households (2030)			
Projected Population	22,735	31,009	38,085
Projected Households	-	-	-
Total Annual Consumer Expenditure (2030)			
Total Household Expenditure	\$793.47 M	\$1.1 B	\$1.33 B
Total Non-Retail Expenditure	\$381.98 M	\$524.72 M	\$633.44 M
Total Retail Expenditure	\$411.49 M	\$572.67 M	\$699.63 M
Alcoholic Beverages	\$4.85 M	\$6.7 M	\$8.13 M
Apparel	\$14.93 M	\$20.61 M	\$25.02 M
Contributions	\$24.2 M	\$33.63 M	\$40.69 M
Education	\$17.55 M	\$24.35 M	\$29.48 M
Entertainment	\$46.38 M	\$63.98 M	\$77.71 M
Food Away From Home	\$35.33 M	\$48.79 M	\$59.22 M
Grocery	\$57.56 M	\$78.75 M	\$96.07 M
Health Care	\$59.88 M	\$80.57 M	\$98.48 M
Household Furnishings and Equipment	\$21.21 M	\$29.32 M	\$35.57 M
Household Operations	\$15.21 M	\$20.95 M	\$25.47 M
Miscellaneous Expenses	\$13.73 M	\$18.97 M	\$23.02 M
Personal Care	\$11.06 M	\$15.17 M	\$18.48 M
Shelter	\$137.37 M	\$185.01 M	\$222.78 M
Tax and Retirement	\$161.14 M	\$226.01 M	\$272.29 M
Tobacco and Related	\$4.92 M	\$6.63 M	\$8.14 M
Transportation	\$126.8 M	\$181.4 M	\$223.52 M
Utilities	\$41.36 M	\$56.54 M	\$69.01 M
Consumer Expenditure Growth (2025 to 2030)			
Total Household Expenditure	\$-48.42 M	\$-53.02 M	\$-58.39 M
Total Non-Retail Expenditure	\$-23.68 M	\$-25.43 M	\$-27.71 M
Total Retail Expenditure	\$-24.74 M	\$-27.59 M	\$-30.68 M
Alcoholic Beverages	\$-301.78 K	\$-328.27 K	\$-359.71 K
Apparel	\$-921.43 K	\$-995.94 K	\$-1.09 M
Contributions	\$-1.54 M	\$-1.69 M	\$-1.86 M
Education	\$-1.1 M	\$-1.21 M	\$-1.33 M
Entertainment	\$-2.85 M	\$-3.08 M	\$-3.37 M
Food Away From Home	\$-2.19 M	\$-2.37 M	\$-2.59 M
Grocery	\$-3.43 M	\$-3.62 M	\$-3.95 M
Health Care	\$-2.63 M	\$-3.39 M	\$-4.24 M
Household Furnishings and Equipment	\$-1.32 M	\$-1.43 M	\$-1.57 M
Household Operations	\$-934.19 K	\$-1 M	\$-1.1 M
Miscellaneous Expenses	\$-845.9 K	\$-920.45 K	\$-1.01 M
Personal Care	\$-665.12 K	\$-706.23 K	\$-772.03 K
Shelter	\$-7.93 M	\$-8.35 M	\$-9.08 M
Tax and Retirement	\$-10.79 M	\$-11.91 M	\$-13.13 M
Tobacco and Related	\$-275.97 K	\$-276.7 K	\$-302.83 K
Transportation	\$-8.25 M	\$-9.16 M	\$-9.83 M
Utilities	\$-2.46 M	\$-2.59 M	\$-2.82 M

Crime Risk

Ada, Oklahoma			
	5 mi radius	10 mi radius	15 mi radius
Demographics			
Population	23,849	32,248	39,436
Census Population	23,776	32,032	39,007
Households	9,784	12,975	15,749
Average Household Income	\$82,762	\$86,071	\$85,021
Median Household Income	\$63,064	\$66,661	\$66,154
Per Capita Income	\$34,099	\$34,775	\$34,083
Total Crime			
Crime Index	101	87	81
Crime Level	Average	Below Average	Below Average
Personal Crime			
Crime Index	71	65	67
Crime Level	Below Average	Below Average	Below Average
Murder			
Crime Index	83	75	76
Crime Level	Below Average	Below Average	Below Average
Rape			
Crime Index	110	113	121
Crime Level	Average	Average	Above Average
Robbery			
Crime Index	38	32	31
Crime Level	Low Risk	Low Risk	Low Risk
Assault			
Crime Index	74	67	69
Crime Level	Below Average	Below Average	Below Average
Property Crime			
Crime Index	107	91	84
Crime Level	Average	Average	Below Average
Burglary			
Crime Index	179	155	148
Crime Level	High Risk	High Risk	Above Average
Larceny			
Crime Index	95	80	73
Crime Level	Average	Below Average	Below Average
Motor Vehicle Theft			
Crime Index	94	83	79
Crime Level	Average	Below Average	Below Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Ada, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
AutoZone	1 / 1	6,600	
Joe Hudson's Collision Center	1 / 1	15,000	
NAPA	2 / 2	6,200	
O'Reilly	1 / 1	8,500	
Take 5 Oil Change	1 / 1	2,100	
Valvoline Instant Oil Change	1 / 1	3,400	
Banks			
BancFirst	1 / 0	8,500	
BMO Harris Bank	1 / 1	5,400	
Simmons First National Bank	1 / 1	5,700	
Banks Minor			
Bank	13 / 13		
Clothing Apparel			
Cato	1 / 1	5,000	
maurices	1 / 1	6,000	
Convenience Stores			
Alon	1 / 1	3,500	
Conoco	6 / 6	2,500	
Love's	2 / 2	7,300	
Murphy USA	1 / 1	2,100	
Phillips 66	6 / 6	2,500	
Shell	1 / 1	1,800	
Sinclair	1 / 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 Radius	Site / Market Locations	Avg Square Footage	Closest Location
Walmart Supercenter	1 / 1	189,700	
Dollar Stores			
Dollar General	7 / 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	17 / 18		
High School	8 / 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 Radius	Site / Market Locations	Avg Square Footage	Closest Location
Certified Registered Nurse Anesthetist	3 / 3		
Chiropractic	4 / 4		
Clinical Nurse Specialist	1 / 0		
Clinical Psychologist	2 / 2		
Clinical Social Worker	8 / 7		
Diagnostic Radiology	2 / 2		
Dialysis Centers	1 / 1		
Emergency Medicine	2 / 2		
Endocrinology	3 / 2		
Family Practice	9 / 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	12 / 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	13 / 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 Radius	Site / Market Locations	Avg Square Footage	Closest Location
True Value	1 / 1	12,800	
Hotels			
Americas Best Value Inn	1 / 1	15,000	
Best Western Hotels	1 / 1	20,400	
Hampton Inn	1 / 1	18,300	
Holiday Inn Express	1 / 1	16,400	
La Quinta Inn & Suites	1 / 1	24,600	
Motel 6	1 / 1	24,300	
Quality	1 / 1	15,700	
Office Supply			
Staples	1 / 1	22,400	
Pet Stores			
Petsense	1 / 1	5,500	
Restaurants Casual			
Applebee's	1 / 1	5,400	
Chili's	1 / 1	5,800	
Restaurants Coffee Donuts			
Starbucks	1 / 1	1,800	
Restaurants Fast Food Major			
Arby's	1 / 1	3,300	
Burger King	1 / 1	4,000	
Chick-fil-A	1 / 1	4,300	
KFC	1 / 1	3,100	
McDonald's	1 / 1	4,600	
Sonic	2 / 1	2,800	
Taco Bell	1 / 1	2,500	
Restaurants Fast Food Minor			
Chicken Express	1 / 1	3,000	
Krispy Krunchy Chicken	2 / 2		
Whataburger	1 / 1	3,000	
Restaurants Ice Cream Smoothie			
Braum's	2 / 2	5,100	
Tropical Smoothie Cafe	1 / 1	1,700	
Restaurants Pizza			
Domino's Pizza	1 / 1	2,100	
Godfather's Pizza	2 / 2	2,700	
Little Caesars	1 / 1	1,800	

Ada, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Papa John's	1 / 1	1,500	
Pizza Hut	1 / 1	2,800	
Simple Simon's Pizza	1 / 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		