

**RETAIL ATTRACTIONS, LLC**  

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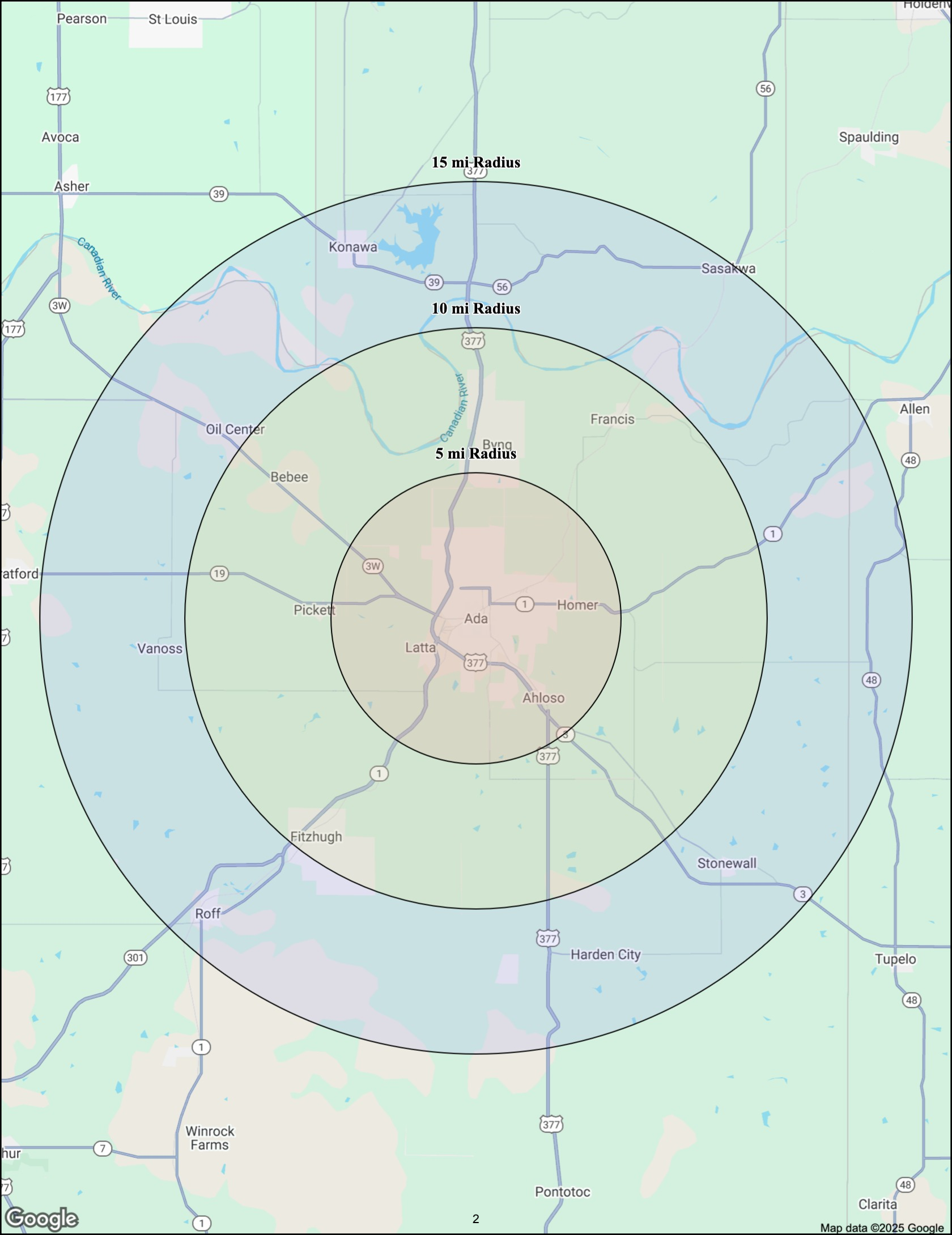
**Economic Development Consulting**

**Ada, Oklahoma  
Radius  
3rd Quarter 2025**

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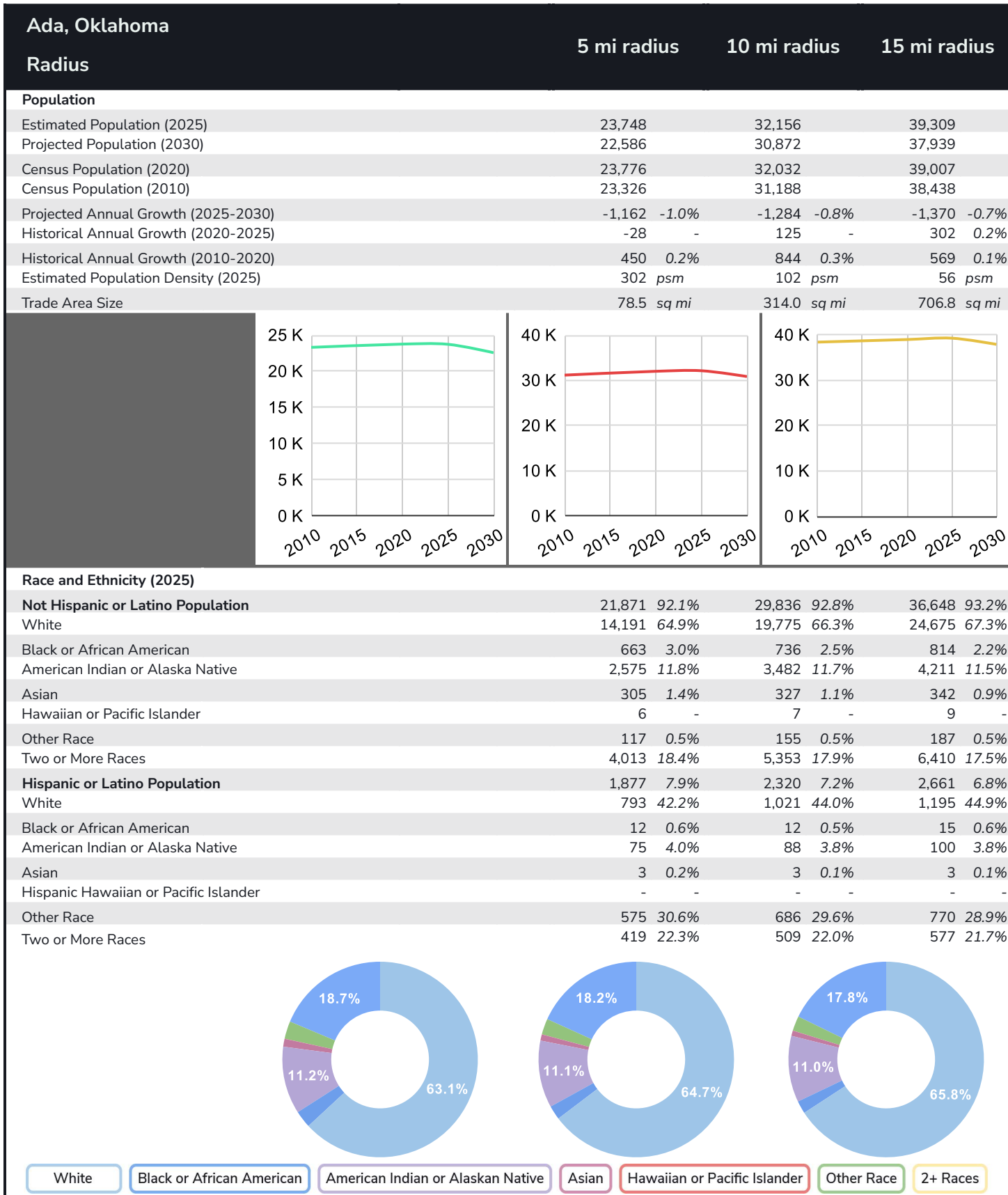
# Demographics

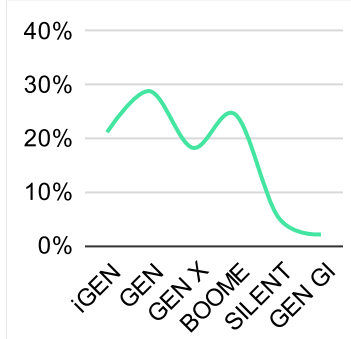
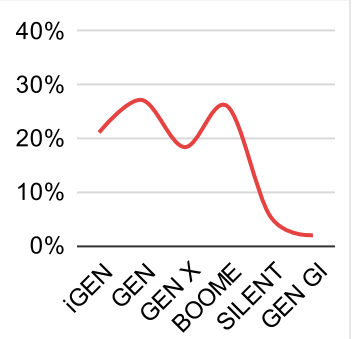
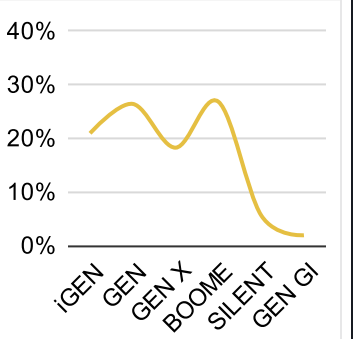


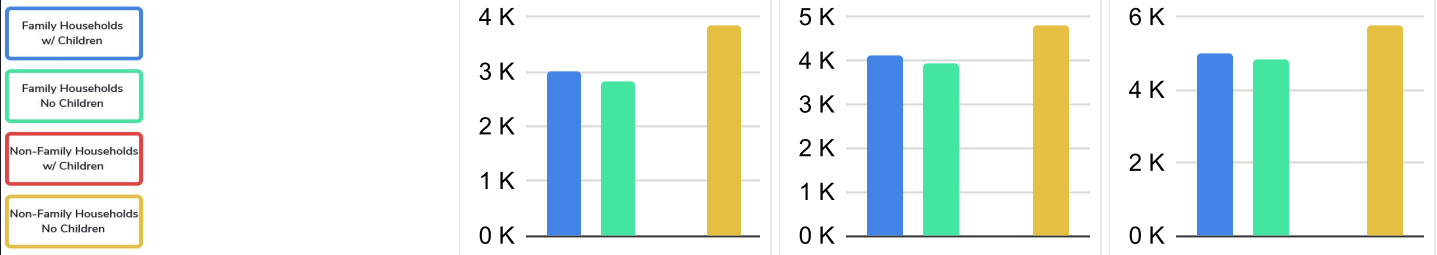
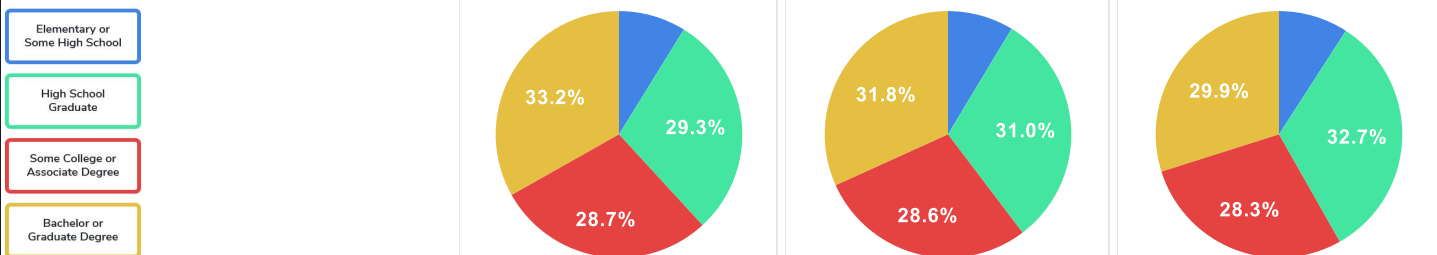
15 mi Radius

10 mi Radius

5 mi Radius



Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Age Distribution (2025)							
Age Under 5 Years		1,586	6.7%	2,105	6.5%	2,556	6.5%
Age 5 to 9 Years		1,739	7.3%	2,370	7.4%	2,853	7.3%
Age 10 to 14 Years		1,692	7.1%	2,305	7.2%	2,820	7.2%
Age 15 to 19 Years		1,606	6.8%	2,128	6.6%	2,586	6.6%
Age 20 to 24 Years		1,882	7.9%	2,272	7.1%	2,655	6.8%
Age 25 to 29 Years		1,653	7.0%	2,072	6.4%	2,449	6.2%
Age 30 to 34 Years		1,697	7.1%	2,258	7.0%	2,694	6.9%
Age 35 to 39 Years		1,605	6.8%	2,144	6.7%	2,559	6.5%
Age 40 to 44 Years		1,488	6.3%	2,016	6.3%	2,486	6.3%
Age 45 to 49 Years		1,238	5.2%	1,743	5.4%	2,133	5.4%
Age 50 to 54 Years		1,175	4.9%	1,674	5.2%	2,144	5.5%
Age 55 to 59 Years		1,132	4.8%	1,687	5.2%	2,145	5.5%
Age 60 to 64 Years		1,363	5.7%	1,956	6.1%	2,437	6.2%
Age 65 to 69 Years		1,129	4.8%	1,620	5.0%	2,057	5.2%
Age 70 to 74 Years		1,006	4.2%	1,418	4.4%	1,762	4.5%
Age 75 to 79 Years		777	3.3%	1,092	3.4%	1,379	3.5%
Age 80 to 84 Years		485	2.0%	674	2.1%	838	2.1%
Age 85 Years or Over		495	2.1%	622	1.9%	757	1.9%
Median Age		34.5		35.7		36.4	
Generation (2025)							
iGeneration (Age Under 15 Years)		5,018	21.1%	6,779	21.1%	8,229	20.9%
Generation 9/11 Millennials (Age 15 to 34 Years)		6,838	28.8%	8,731	27.2%	10,384	26.4%
Gen Xers (Age 35 to 49 Years)		4,331	18.2%	5,903	18.4%	7,177	18.3%
Baby Boomers (Age 50 to 74 Years)		5,804	24.4%	8,355	26.0%	10,545	26.8%
Silent Generation (Age 75 to 84 Years)		1,262	5.3%	1,766	5.5%	2,217	5.6%
G.I. Generation (Age 85 Years or Over)		495	2.1%	622	1.9%	757	1.9%
							

Ada, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Household Type (2025)</b>				
Total Households		9,689	12,868	15,629
Family Households		5,817 60.0%	8,038 62.5%	9,877 63.2%
Family Households with Children		3,002 51.6%	4,106 51.1%	5,018 50.8%
Family Households No Children		2,815 48.4%	3,932 48.9%	4,858 49.2%
Non-Family Households		3,872 40.0%	4,830 37.5%	5,753 36.8%
Non-Family Households with Children		6 0.2%	8 0.2%	8 0.1%
Non-Family Households No Children		3,866 99.8%	4,822 99.8%	5,745 99.9%
				
<b>Education Attainment (2025)</b>				
Elementary or Some High School		1,344 8.8%	1,809 8.6%	2,356 9.1%
High School Graduate		4,473 29.3%	6,511 31.0%	8,444 32.7%
Some College or Associate Degree		4,369 28.7%	5,991 28.6%	7,317 28.3%
Bachelor or Graduate Degree		5,057 33.2%	6,665 31.8%	7,722 29.9%
				
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$82,128	\$85,424	\$84,375
Estimated Median Household Income		\$62,531	\$66,004	\$65,468
HH Income Under \$10,000		466 4.8%	565 4.4%	733 4.7%
HH Income \$10,000 to \$34,999		2,403 24.8%	2,930 22.8%	3,607 23.1%
HH Income \$35,000 to \$49,999		1,194 12.3%	1,529 11.9%	1,838 11.8%
HH Income \$50,000 to \$74,999		1,919 19.8%	2,545 19.8%	3,037 19.4%
HH Income \$75,000 to \$99,999		1,038 10.7%	1,583 12.3%	2,005 12.8%
HH Income \$100,000 to \$149,999		1,676 17.3%	2,232 17.3%	2,608 16.7%
HH Income \$150,000 or More		993 10.2%	1,484 11.5%	1,802 11.5%

Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Population							
Estimated Population (2025)		23,748		32,156		39,309	
Projected Population (2030)		22,586		30,872		37,939	
Census Population (2020)		23,776		32,032		39,007	
Census Population (2010)		23,326		31,188		38,438	
Projected Annual Growth (2025-2030)		-1,162	-1.0%	-1,284	-0.8%	-1,370	-0.7%
Historical Annual Growth (2020-2025)		-28	-	125	-	302	0.2%
Historical Annual Growth (2010-2020)		450	0.2%	844	0.3%	569	0.1%
Estimated Population Density (2025)		302	psm	102	psm	56	psm
Trade Area Size		78.5	sq mi	314.0	sq mi	706.8	sq mi
Households							
Estimated Households (2025)		9,689		12,868		15,629	
Projected Households (2030)		9,237		12,388		15,116	
Census Households (2020)		9,710		12,823		15,494	
Census Households (2010)		9,266		12,240		15,008	
Projected Annual Growth (2025-2030)		-452	-0.9%	-479	-0.7%	-513	-0.7%
Historical Annual Change (2010-2025)		423	0.3%	628	0.3%	621	0.3%
Average Household Income							
Estimated Average Household Income (2025)		\$82,128		\$85,424		\$84,375	
Projected Average Household Income (2030)		\$80,923		\$84,246		\$83,183	
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)		-\$1,206	-0.3%	-\$1,178	-0.3%	-\$1,192	-0.3%
Historical Annual Change (2000-2025)		\$46,249	5.2%	\$48,999	5.4%	\$48,631	5.4%
Median Household Income							
Estimated Median Household Income (2025)		\$62,531		\$66,004		\$65,468	
Projected Median Household Income (2030)		\$61,752		\$65,339		\$64,809	
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)		-\$779	-0.2%	-\$665	-0.2%	-\$659	-0.2%
Historical Annual Change (2000-2025)		\$35,657	5.3%	\$38,121	5.5%	\$37,927	5.5%
Per Capita Income							
Estimated Per Capita Income (2025)		\$33,653		\$34,327		\$33,676	
Projected Per Capita Income (2030)		\$33,249		\$33,956		\$33,277	
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)		-\$404	-0.2%	-\$371	-0.2%	-\$399	-0.2%
Historical Annual Change (2000-2025)		\$18,936	5.1%	\$19,741	5.4%	\$19,511	5.5%
Estimated Average Household Net Worth (2025)		\$676,225		\$745,712		\$770,866	



Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Race and Ethnicity							
Total Population (2025)		23,748		32,156		39,309	
White (2025)		14,984	63.1%	20,796	64.7%	25,870	65.8%
Black or African American (2025)		675	2.8%	748	2.3%	829	2.1%
American Indian or Alaska Native (2025)		2,650	11.2%	3,571	11.1%	4,311	11.0%
Asian (2025)		308	1.3%	330	1.0%	345	0.9%
Hawaiian or Pacific Islander (2025)		6	-	7	-	9	-
Other Race (2025)		692	2.9%	842	2.6%	957	2.4%
Two or More Races (2025)		4,433	18.7%	5,862	18.2%	6,987	17.8%
Population < 18 (2025)		5,896	24.8%	7,975	24.8%	9,713	24.7%
White Not Hispanic		2,568	43.6%	3,635	45.6%	4,588	47.2%
Black or African American		149	2.5%	162	2.0%	174	1.8%
Asian		60	1.0%	62	0.8%	63	0.6%
Other Race Not Hispanic		2,316	39.3%	3,127	39.2%	3,751	38.6%
Hispanic		803	13.6%	990	12.4%	1,137	11.7%
Not Hispanic or Latino Population (2025)		21,871	92.1%	29,836	92.8%	36,648	93.2%
Not Hispanic White		14,191	64.9%	19,775	66.3%	24,675	67.3%
Not Hispanic Black or African American		663	3.0%	736	2.5%	814	2.2%
Not Hispanic American Indian or Alaska Native		2,575	11.8%	3,482	11.7%	4,211	11.5%
Not Hispanic Asian		305	1.4%	327	1.1%	342	0.9%
Not Hispanic Hawaiian or Pacific Islander		6	-	7	-	9	-
Not Hispanic Other Race		117	0.5%	155	0.5%	187	0.5%
Not Hispanic Two or More Races		4,013	18.4%	5,353	17.9%	6,410	17.5%
Hispanic or Latino Population (2025)		1,877	7.9%	2,320	7.2%	2,661	6.8%
Hispanic White		793	42.2%	1,021	44.0%	1,195	44.9%
Hispanic Black or African American		12	0.6%	12	0.5%	15	0.6%
Hispanic American Indian or Alaska Native		75	4.0%	88	3.8%	100	3.8%
Hispanic Asian		3	0.2%	3	0.1%	3	0.1%
Hispanic Hawaiian or Pacific Islander		-	-	-	-	-	-
Hispanic Other Race		575	30.6%	686	29.6%	770	28.9%
Hispanic Two or More Races		419	22.3%	509	22.0%	577	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)		20,705	91.7%	28,530	92.4%	35,252	92.9%
Hispanic or Latino Population (2030)		1,880	8.3%	2,342	7.6%	2,687	7.1%
Projected Annual Growth (2025-2030)		3	-	22	0.2%	26	0.2%
Historical Annual Growth (2010-2020)		484	4.2%	619	4.5%	704	4.5%

Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Total Age Distribution (2025)							
Total Population		23,748		32,156		39,309	
Age Under 5 Years		1,586	6.7%	2,105	6.5%	2,556	6.5%
Age 5 to 9 Years		1,739	7.3%	2,370	7.4%	2,853	7.3%
Age 10 to 14 Years		1,692	7.1%	2,305	7.2%	2,820	7.2%
Age 15 to 19 Years		1,606	6.8%	2,128	6.6%	2,586	6.6%
Age 20 to 24 Years		1,882	7.9%	2,272	7.1%	2,655	6.8%
Age 25 to 29 Years		1,653	7.0%	2,072	6.4%	2,449	6.2%
Age 30 to 34 Years		1,697	7.1%	2,258	7.0%	2,694	6.9%
Age 35 to 39 Years		1,605	6.8%	2,144	6.7%	2,559	6.5%
Age 40 to 44 Years		1,488	6.3%	2,016	6.3%	2,486	6.3%
Age 45 to 49 Years		1,238	5.2%	1,743	5.4%	2,133	5.4%
Age 50 to 54 Years		1,175	4.9%	1,674	5.2%	2,144	5.5%
Age 55 to 59 Years		1,132	4.8%	1,687	5.2%	2,145	5.5%
Age 60 to 64 Years		1,363	5.7%	1,956	6.1%	2,437	6.2%
Age 65 to 69 Years		1,129	4.8%	1,620	5.0%	2,057	5.2%
Age 70 to 74 Years		1,006	4.2%	1,418	4.4%	1,762	4.5%
Age 75 to 79 Years		777	3.3%	1,092	3.4%	1,379	3.5%
Age 80 to 84 Years		485	2.0%	674	2.1%	838	2.1%
Age 85 Years or Over		495	2.1%	622	1.9%	757	1.9%
Median Age		34.5		35.7		36.4	
Age 19 Years or Less		6,624	27.9%	8,908	27.7%	10,815	27.5%
Age 20 to 64 Years		13,232	55.7%	17,821	55.4%	21,700	55.2%
Age 65 Years or Over		3,892	16.4%	5,427	16.9%	6,793	17.3%
Female Age Distribution (2025)							
Female Population		12,116	51.0%	16,232	50.5%	19,730	50.2%
Age Under 5 Years		755	6.2%	1,004	6.2%	1,206	6.1%
Age 5 to 9 Years		847	7.0%	1,154	7.1%	1,387	7.0%
Age 10 to 14 Years		845	7.0%	1,141	7.0%	1,396	7.1%
Age 15 to 19 Years		773	6.4%	1,022	6.3%	1,234	6.3%
Age 20 to 24 Years		875	7.2%	1,045	6.4%	1,230	6.2%
Age 25 to 29 Years		875	7.2%	1,108	6.8%	1,293	6.6%
Age 30 to 34 Years		907	7.5%	1,190	7.3%	1,412	7.2%
Age 35 to 39 Years		784	6.5%	1,021	6.3%	1,216	6.2%
Age 40 to 44 Years		729	6.0%	998	6.1%	1,240	6.3%
Age 45 to 49 Years		646	5.3%	901	5.6%	1,100	5.6%
Age 50 to 54 Years		589	4.9%	821	5.1%	1,031	5.2%
Age 55 to 59 Years		596	4.9%	870	5.4%	1,088	5.5%
Age 60 to 64 Years		712	5.9%	981	6.0%	1,218	6.2%
Age 65 to 69 Years		617	5.1%	878	5.4%	1,100	5.6%
Age 70 to 74 Years		547	4.5%	747	4.6%	922	4.7%
Age 75 to 79 Years		438	3.6%	599	3.7%	736	3.7%
Age 80 to 84 Years		284	2.3%	388	2.4%	478	2.4%
Age 85 Years or Over		297	2.5%	364	2.2%	443	2.2%
Female Median Age		35.6		36.6		37.3	
Age 19 Years or Less		3,220	26.6%	4,321	26.6%	5,223	26.5%
Age 20 to 64 Years		6,713	55.4%	8,936	55.0%	10,828	54.9%
Age 65 Years or Over		2,183	18.0%	2,976	18.3%	3,679	18.6%

Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Male Age Distribution (2025)							
Male Population		11,632	49.0%	15,924	49.5%	19,579	49.8%
Age Under 5 Years		831	7.1%	1,101	6.9%	1,351	6.9%
Age 5 to 9 Years		892	7.7%	1,216	7.6%	1,467	7.5%
Age 10 to 14 Years		848	7.3%	1,164	7.3%	1,424	7.3%
Age 15 to 19 Years		833	7.2%	1,106	6.9%	1,352	6.9%
Age 20 to 24 Years		1,006	8.7%	1,227	7.7%	1,424	7.3%
Age 25 to 29 Years		778	6.7%	964	6.1%	1,156	5.9%
Age 30 to 34 Years		790	6.8%	1,068	6.7%	1,282	6.5%
Age 35 to 39 Years		821	7.1%	1,122	7.0%	1,343	6.9%
Age 40 to 44 Years		760	6.5%	1,019	6.4%	1,245	6.4%
Age 45 to 49 Years		592	5.1%	842	5.3%	1,033	5.3%
Age 50 to 54 Years		585	5.0%	853	5.4%	1,112	5.7%
Age 55 to 59 Years		536	4.6%	817	5.1%	1,057	5.4%
Age 60 to 64 Years		651	5.6%	974	6.1%	1,219	6.2%
Age 65 to 69 Years		512	4.4%	742	4.7%	957	4.9%
Age 70 to 74 Years		459	3.9%	672	4.2%	841	4.3%
Age 75 to 79 Years		339	2.9%	493	3.1%	644	3.3%
Age 80 to 84 Years		201	1.7%	286	1.8%	359	1.8%
Age 85 Years or Over		198	1.7%	258	1.6%	314	1.6%
Male Median Age		33.5		34.9		35.7	
Age 19 Years or Less		3,404	29.3%	4,587	28.8%	5,593	28.6%
Age 20 to 64 Years		6,519	56.0%	8,885	55.8%	10,872	55.5%
Age 65 Years or Over		1,709	14.7%	2,451	15.4%	3,114	15.9%
Males per 100 Females (2025)							
Overall Comparison		96		98		99	
Age Under 5 Years		110	52.4%	110	52.3%	112	52.8%
Age 5 to 9 Years		105	51.3%	105	51.3%	106	51.4%
Age 10 to 14 Years		100	50.1%	102	50.5%	102	50.5%
Age 15 to 19 Years		108	51.9%	108	52.0%	110	52.3%
Age 20 to 24 Years		115	53.5%	117	54.0%	116	53.7%
Age 25 to 29 Years		89	47.1%	87	46.5%	89	47.2%
Age 30 to 34 Years		87	46.5%	90	47.3%	91	47.6%
Age 35 to 39 Years		105	51.2%	110	52.4%	110	52.5%
Age 40 to 44 Years		104	51.0%	102	50.5%	100	50.1%
Age 45 to 49 Years		92	47.8%	93	48.3%	94	48.4%
Age 50 to 54 Years		99	49.8%	104	50.9%	108	51.9%
Age 55 to 59 Years		90	47.3%	94	48.4%	97	49.3%
Age 60 to 64 Years		92	47.8%	99	49.8%	100	50.0%
Age 65 to 69 Years		83	45.4%	85	45.8%	87	46.5%
Age 70 to 74 Years		84	45.6%	90	47.4%	91	47.7%
Age 75 to 79 Years		78	43.7%	82	45.2%	87	46.7%
Age 80 to 84 Years		71	41.5%	74	42.5%	75	42.9%
Age 85 Years or Over		67	40.0%	71	41.4%	71	41.5%
Age 19 Years or Less		106	51.4%	106	51.5%	107	51.7%
Age 20 to 39 Years		99	49.7%	100	50.1%	101	50.3%
Age 40 to 64 Years		95	48.8%	99	49.6%	100	50.0%
Age 65 Years or Over		78	43.9%	82	45.2%	85	45.8%

Ada, Oklahoma							
Radius	5 mi radius			10 mi radius		15 mi radius	
Household Type (2025)							
Total Households	9,689		12,868		15,629		
Households with Children	3,008	31.0%	4,114	32.0%	5,026	32.2%	
Average Household Size	2.4		2.4		2.5		
Household Density per Square Mile	123		41		22		
Population Family	18,149	76.4%	25,113	78.1%	30,969	78.8%	
Population Non-Family	5,085	21.4%	6,390	19.9%	7,631	19.4%	
Population Group Quarters	514	2.2%	653	2.0%	710	1.8%	
Family Households	5,817	60.0%	8,038	62.5%	9,877	63.2%	
Married Couple Households	3,869	66.5%	5,649	70.3%	7,057	71.5%	
Other Family Households with Children	1,947	33.5%	2,389	29.7%	2,820	28.5%	
Family Households with Children	3,002	51.6%	4,106	51.1%	5,018	50.8%	
Married Couple with Children	1,866	62.2%	2,669	65.0%	3,312	66.0%	
Other Family Households with Children	1,136	37.8%	1,437	35.0%	1,706	34.0%	
Family Households No Children	2,815	48.4%	3,932	48.9%	4,858	49.2%	
Married Couple No Children	2,003	71.2%	2,980	75.8%	3,745	77.1%	
Other Family Households No Children	811	28.8%	952	24.2%	1,113	22.9%	
Non-Family Households	3,872	40.0%	4,830	37.5%	5,753	36.8%	
Non-Family Households with Children	6	0.2%	8	0.2%	8	0.1%	
Non-Family Households No Children	3,866	99.8%	4,822	99.8%	5,745	99.9%	
Average Family Household Size	3.1		3.1		3.1		
Average Family Income	\$102,298		\$106,515		\$105,011		
Median Family Income	\$81,847		\$84,402		\$82,813		
Average Non-Family Household Size	1.3		1.3		1.3		
Marital Status (2025)							
Population Age 15 Years or Over	18,730		25,377		31,080		
Never Married	6,231	33.3%	7,656	30.2%	8,947	28.8%	
Currently Married	7,799	41.6%	11,683	46.0%	14,663	47.2%	
Previously Married	4,701	25.1%	6,037	23.8%	7,470	24.0%	
Separated	741	15.8%	894	14.8%	1,130	15.1%	
Widowed	1,279	27.2%	1,721	28.5%	2,208	29.6%	
Divorced	2,681	57.0%	3,421	56.7%	4,132	55.3%	
Educational Attainment (2025)							
Adult Population Age 25 Years or Over	15,242		20,977		25,839		
Elementary (Grade Level 0 to 8)	385	2.5%	510	2.4%	631	2.4%	
Some High School (Grade Level 9 to 11)	959	6.3%	1,299	6.2%	1,725	6.7%	
High School Graduate	4,473	29.3%	6,511	31.0%	8,444	32.7%	
Some College	3,094	20.3%	4,338	20.7%	5,378	20.8%	
Associate Degree Only	1,275	8.4%	1,653	7.9%	1,939	7.5%	
Bachelor Degree Only	2,971	19.5%	4,028	19.2%	4,753	18.4%	
Graduate Degree	2,086	13.7%	2,638	12.6%	2,969	11.5%	
Any College (Some College or Higher)	9,426	61.8%	12,656	60.3%	15,039	58.2%	
College Degree + (Bachelor Degree or Higher)	5,057	33.2%	6,665	31.8%	7,722	29.9%	

Ada, Oklahoma										
Radius		5 mi radius		10 mi radius		15 mi radius				
Housing										
Total Housing Units (2025)		11,222		14,811		18,035				
Total Housing Units (2020)		11,232		14,693		17,782				
Historical Annual Growth (2020-2025)		-10		-		118		-		254
Housing Units Occupied (2025)		9,689		86.3%		12,868		86.9%		15,629
Housing Units Owner-Occupied		5,118		52.8%		7,660		59.5%		9,789
Housing Units Renter-Occupied		4,571		47.2%		5,207		40.5%		5,840
Housing Units Vacant (2025)		1,533		13.7%		1,943		13.1%		2,406
Household Size (2025)										
Total Households		9,689				12,868				15,629
1 Person Households		3,152		32.5%		3,887		30.2%		4,605
2 Person Households		3,084		31.8%		4,262		33.1%		5,232
3 Person Households		1,472		15.2%		1,966		15.3%		2,379
4 Person Households		1,088		11.2%		1,508		11.7%		1,861
5 Person Households		539		5.6%		748		5.8%		916
6 Person Households		226		2.3%		312		2.4%		398
7 or More Person Households		128		1.3%		183		1.4%		239
Household Income Distribution (2025)										
HH Income \$200,000 or More		492		5.1%		654		5.1%		767
HH Income \$150,000 to \$199,999		501		5.2%		830		6.5%		1,035
HH Income \$125,000 to \$149,999		608		6.3%		827		6.4%		978
HH Income \$100,000 to \$124,999		1,068		11.0%		1,405		10.9%		1,630
HH Income \$75,000 to \$99,999		1,038		10.7%		1,583		12.3%		2,005
HH Income \$50,000 to \$74,999		1,919		19.8%		2,545		19.8%		3,037
HH Income \$35,000 to \$49,999		1,194		12.3%		1,529		11.9%		1,838
HH Income \$25,000 to \$34,999		1,096		11.3%		1,343		10.4%		1,573
HH Income \$15,000 to \$24,999		792		8.2%		941		7.3%		1,234
HH Income \$10,000 to \$14,999		515		5.3%		645		5.0%		800
HH Income Under \$10,000		466		4.8%		565		4.4%		733
Household Vehicles (2025)										
Households 0 Vehicles Available		971		10.0%		1,069		8.3%		1,245
Households 1 Vehicle Available		3,608		37.2%		4,359		33.9%		5,116
Households 2 Vehicles Available		3,501		36.1%		4,704		36.6%		5,674
Households 3 or More Vehicles Available		1,608		16.6%		2,735		21.3%		3,595
Total Vehicles Available		16,011				22,968				28,559
Average Vehicles per Household		1.7				1.8				1.8
Owner-Occupied Household Vehicles		10,375		64.8%		16,284		70.9%		20,933
Average Vehicles per Owner-Occupied Household		2.0				2.1				2.1
Renter-Occupied Household Vehicles		5,637		35.2%		6,684		29.1%		7,626
Average Vehicles per Renter-Occupied Household		1.2				1.3				1.3
Travel Time (2025)										
Worker Base Age 16 years or Over		10,793				14,606				17,562
Travel to Work in 14 Minutes or Less		5,947		55.1%		7,055		48.3%		7,746
Travel to Work in 15 to 29 Minutes		3,110		28.8%		4,946		33.9%		6,236
Travel to Work in 30 to 59 Minutes		838		7.8%		1,411		9.7%		2,094
Travel to Work in 60 Minutes or More		407		3.8%		607		4.2%		774
Work at Home		491		4.6%		586		4.0%		711
Average Minutes Travel to Work		12.5				14.1				15.5

Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Transportation To Work (2025)							
Worker Base Age 16 years or Over	10,793			14,606			17,562
Drive to Work Alone	8,812	81.6%		12,155	83.2%		14,589
Drive to Work in Carpool	822	7.6%		1,022	7.0%		1,258
Travel to Work by Public Transportation	23	0.2%		26	0.2%		29
Drive to Work on Motorcycle	9	-		9	-		14
Bicycle to Work	17	0.2%		19	0.1%		19
Walk to Work	495	4.6%		643	4.4%		781
Other Means	123	1.1%		144	1.0%		161
Work at Home	491	4.6%		586	4.0%		711
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
Company Headquarter Employees	920	9.6%		986	9.8%		1,141
Employee Population per Business	9.8	to 1		9.3	to 1		9.3
Residential Population per Business	24.3	to 1		29.8	to 1		34.1
Adj. Daytime Demographics Age 16 Years or Over	17,254			20,471			23,761
Labor Force							
Labor Population Age 16 Years or Over (2025)	18,466			25,012			30,629
Labor Force Total Males (2025)	8,910	48.3%		12,251	49.0%		15,103
Male Civilian Employed	5,597	62.8%		7,662	62.5%		9,257
Male Civilian Unemployed	237	2.7%		325	2.7%		378
Males in Armed Forces	1	-		13	0.1%		20
Males Not in Labor Force	3,075	34.5%		4,251	34.7%		5,448
Labor Force Total Females (2025)	9,556	51.7%		12,762	51.0%		15,525
Female Civilian Employed	5,196	54.4%		6,945	54.4%		8,305
Female Civilian Unemployed	117	1.2%		155	1.2%		174
Females in Armed Forces	-	-		-	-		-
Females Not in Labor Force	4,244	44.4%		5,662	44.4%		7,046
Unemployment Rate	353	1.9%		480	1.9%		553
Occupation (2025)							
Occupation Population Age 16 Years or Over	10,793			14,606			17,562
Occupation Total Males	5,597	51.9%		7,662	52.5%		9,257
Occupation Total Females	5,196	48.1%		6,945	47.5%		8,305
Management, Business, Financial Operations	1,494	13.8%		2,005	13.7%		2,387
Professional, Related	2,946	27.3%		3,904	26.7%		4,532
Service	1,816	16.8%		2,268	15.5%		2,637
Sales, Office	2,276	21.1%		3,058	20.9%		3,663
Farming, Fishing, Forestry	69	0.6%		85	0.6%		100
Construction, Extraction, Maintenance	1,042	9.7%		1,578	10.8%		2,005
Production, Transport, Material Moving	1,151	10.7%		1,710	11.7%		2,236
White Collar Workers	6,715	62.2%		8,967	61.4%		10,583
Blue Collar Workers	4,078	37.8%		5,640	38.6%		6,979

Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Units In Structure (2025)							
Total Units		9,689		12,868		15,629	
1 Detached Unit		7,160	73.9%	9,836	76.4%	12,135	77.6%
1 Attached Unit		120	1.2%	139	1.1%	148	0.9%
2 Units		456	4.7%	500	3.9%	531	3.4%
3 to 4 Units		569	5.9%	607	4.7%	632	4.0%
5 to 9 Units		382	3.9%	408	3.2%	425	2.7%
10 to 19 Units		203	2.1%	209	1.6%	212	1.4%
20 to 49 Units		183	1.9%	192	1.5%	196	1.3%
50 or More Units		119	1.2%	122	0.9%	130	0.8%
Mobile Home or Trailer		462	4.8%	814	6.3%	1,173	7.5%
Other Structure		35	0.4%	41	0.3%	47	0.3%
Homes Built By Year (2025)							
Homes Built 2020 or later		165	1.5%	227	1.5%	246	1.4%
Homes Built 2010 to 2019		871	7.8%	1,438	9.7%	1,816	10.1%
Homes Built 2000 to 2009		1,026	9.1%	1,484	10.0%	1,880	10.4%
Homes Built 1990 to 1999		745	6.6%	1,052	7.1%	1,320	7.3%
Homes Built 1980 to 1989		1,132	10.1%	1,657	11.2%	2,033	11.3%
Homes Built 1970 to 1979		2,041	18.2%	2,651	17.9%	3,152	17.5%
Homes Built 1960 to 1969		1,476	13.1%	1,759	11.9%	2,015	11.2%
Homes Built 1950 to 1959		1,037	9.2%	1,185	8.0%	1,410	7.8%
Homes Built 1940 to 1949		492	4.4%	603	4.1%	760	4.2%
Homes Built Before 1939		704	6.3%	811	5.5%	997	5.5%
Median Age of Homes		47.8	yrs	45.4	yrs	45.1	yrs
Home Values (2025)							
Owner Specified Housing Units		5,118		7,660		9,789	
Home Values \$1,000,000 or More		20	0.4%	40	0.5%	62	0.6%
Home Values \$750,000 to \$999,999		74	1.4%	135	1.8%	164	1.7%
Home Values \$500,000 to \$749,999		151	3.0%	245	3.2%	332	3.4%
Home Values \$400,000 to \$499,999		280	5.5%	385	5.0%	463	4.7%
Home Values \$300,000 to \$399,999		488	9.5%	677	8.8%	794	8.1%
Home Values \$250,000 to \$299,999		476	9.3%	791	10.3%	948	9.7%
Home Values \$200,000 to \$249,999		717	14.0%	1,049	13.7%	1,206	12.3%
Home Values \$175,000 to \$199,999		430	8.4%	642	8.4%	772	7.9%
Home Values \$150,000 to \$174,999		405	7.9%	631	8.2%	770	7.9%
Home Values \$125,000 to \$149,999		364	7.1%	509	6.6%	688	7.0%
Home Values \$100,000 to \$124,999		539	10.5%	788	10.3%	1,009	10.3%
Home Values \$90,000 to \$99,999		180	3.5%	256	3.3%	356	3.6%
Home Values \$80,000 to \$89,999		193	3.8%	272	3.6%	364	3.7%
Home Values \$70,000 to \$79,999		144	2.8%	225	2.9%	305	3.1%
Home Values \$60,000 to \$69,999		151	3.0%	256	3.3%	354	3.6%
Home Values \$50,000 to \$59,999		113	2.2%	178	2.3%	252	2.6%
Home Values \$35,000 to \$49,999		130	2.5%	183	2.4%	344	3.5%
Home Values \$25,000 to \$34,999		143	2.8%	192	2.5%	264	2.7%
Home Values \$10,000 to \$24,999		56	1.1%	107	1.4%	205	2.1%
Home Values Under \$10,000		63	1.2%	97	1.3%	136	1.4%
Owner-Occupied Median Home Value		\$182,747		\$182,756		\$173,899	
Renter-Occupied Median Rent		\$666		\$666		\$653	



Ada, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Total Annual Consumer Expenditure (2025)</b>				
Total Household Expenditure		\$830.4 M	\$1.14 B	\$1.38 B
Total Non-Retail Expenditure		\$399.73 M	\$543.51 M	\$653.65 M
Total Retail Expenditure		\$430.67 M	\$594.14 M	\$723.44 M
Alcoholic Beverages		\$5.08 M	\$6.96 M	\$8.4 M
Apparel		\$15.65 M	\$21.39 M	\$25.87 M
Contributions		\$25.34 M	\$34.86 M	\$42.01 M
Education		\$18.38 M	\$25.24 M	\$30.45 M
Entertainment		\$48.6 M	\$66.41 M	\$80.34 M
Food Away From Home		\$37.03 M	\$50.64 M	\$61.23 M
Grocery		\$60.4 M	\$81.91 M	\$99.53 M
Health Care		\$61.78 M	\$83.19 M	\$101.8 M
Household Furnishings and Equipment		\$22.23 M	\$30.43 M	\$36.77 M
Household Operations		\$15.94 M	\$21.76 M	\$26.34 M
Miscellaneous Expenses		\$14.38 M	\$19.68 M	\$23.79 M
Personal Care		\$11.6 M	\$15.77 M	\$19.14 M
Shelter		\$143.76 M	\$191.83 M	\$230.15 M
Tax and Retirement		\$168.52 M	\$233.79 M	\$280.67 M
Tobacco and Related		\$5.17 M	\$6.92 M	\$8.47 M
Transportation		\$133.12 M	\$188.06 M	\$230.62 M
Utilities		\$43.41 M	\$58.82 M	\$71.5 M
<b>Monthly Household Consumer Expenditure (2025)</b>				
Total Household Expenditure		\$7,142	\$7,368	\$7,343
Total Non-Retail Expenditure		\$3,438 48.1%	\$3,520 47.8%	\$3,485 47.5%
Total Retail Expenditures		\$3,704 51.9%	\$3,848 52.2%	\$3,857 52.5%
Alcoholic Beverages		\$44 0.6%	\$45 0.6%	\$45 0.6%
Apparel		\$135 1.9%	\$139 1.9%	\$138 1.9%
Contributions		\$218 3.1%	\$226 3.1%	\$224 3.1%
Education		\$158 2.2%	\$163 2.2%	\$162 2.2%
Entertainment		\$418 5.9%	\$430 5.8%	\$428 5.8%
Food Away From Home		\$318 4.5%	\$328 4.5%	\$326 4.4%
Grocery		\$519 7.3%	\$530 7.2%	\$531 7.2%
Health Care		\$531 7.4%	\$539 7.3%	\$543 7.4%
Household Furnishings and Equipment		\$191 2.7%	\$197 2.7%	\$196 2.7%
Household Operations		\$137 1.9%	\$141 1.9%	\$140 1.9%
Miscellaneous Expenses		\$124 1.7%	\$127 1.7%	\$127 1.7%
Personal Care		\$100 1.4%	\$102 1.4%	\$102 1.4%
Shelter		\$1,236 17.3%	\$1,242 16.9%	\$1,227 16.7%
Tax and Retirement		\$1,449 20.3%	\$1,514 20.6%	\$1,497 20.6%
Tobacco and Related		\$44 0.6%	\$45 0.6%	\$45 0.6%
Transportation		\$1,145 16.0%	\$1,218 16.5%	\$1,230 16.7%
Utilities		\$373 5.2%	\$381 5.2%	\$381 5.2%



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# OPPORTUNITY GAP CATEGORY INFORMATION

## (RETAIL CATEGORIES)

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### **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 Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$27.28 M / \$7.83 M	71	\$37.24 M / \$8.85 M	76	\$45.18 M / \$8.88 M	80
Men's Clothing Stores	\$1.13 M / -	100	\$1.53 M / \$332.31 K	78	\$1.86 M / \$355.48 K	81
Women's Clothing Stores	\$2.27 M / \$1.01 M	56	\$3.11 M / \$1.01 M	68	\$3.77 M / \$1.01 M	73
Children's, Infants' Clothing Stores	\$2.13 M / -	100	\$2.92 M / -	100	\$3.53 M / -	100
Family Clothing Stores	\$13.29 M / \$4.77 M	64	\$18.19 M / \$4.77 M	74	\$22.05 M / \$4.77 M	78
Clothing Accessory Stores	\$629.61 K / \$-1	100	\$856.75 K / \$-1	100	\$1.04 M / \$-2	100
Other Apparel Stores	\$800.96 K / \$736.41 K	8	\$1.09 M / \$984.21 K	10	\$1.32 M / \$984.21 K	26
Shoe Stores	\$5.66 M / \$1.32 M	77	\$7.68 M / \$1.76 M	77	\$9.34 M / \$1.76 M	81
Jewelry Stores	\$1.21 M / -	100	\$1.64 M / -	100	\$2.01 M / -	100
Luggage Stores	\$152.88 K / -	100	\$206.23 K / -	100	\$251.95 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$24.11 M / \$13.49 M	44	\$32.94 M / \$17.04 M	48	\$39.91 M / \$17.04 M	57
Furniture Stores	\$11.27 M / \$7.93 M	30	\$15.3 M / \$11.48 M	25	\$18.58 M / \$11.48 M	38
Floor Covering Stores	\$1.6 M / \$5.56 M	-71	\$2.17 M / \$5.56 M	-61	\$2.63 M / \$5.56 M	-53
Other Home Furnishing Stores	\$11.24 M / -	100	\$15.48 M / -	100	\$18.7 M / -	100
<b>Electronics, Appliance Stores</b>	\$22.44 M / \$17.17 M	23	\$31.23 M / \$19.25 M	38	\$38.19 M / \$19.39 M	49
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$23.03 M / \$25.16 M	-8	\$31.43 M / \$25.38 M	19	\$38.07 M / \$26.97 M	29
Home Centers	\$12.93 M / \$14.96 M	-14	\$17.65 M / \$15.17 M	14	\$21.38 M / \$15.32 M	28
Paint, Wallpaper Stores	\$2.67 M / \$2.4 M	10	\$3.65 M / \$2.4 M	34	\$4.41 M / \$2.4 M	46
Hardware Stores	\$1.44 M / \$2.08 M	-31	\$1.97 M / \$2.08 M	-5	\$2.38 M / \$2.08 M	13
Other Building Materials Stores	\$4.1 M / \$1.93 M	53	\$5.58 M / \$1.93 M	65	\$6.77 M / \$3.38 M	50
Outdoor Power Equipment Stores	\$248.66 K / \$570.73 K	-56	\$338.65 K / \$570.73 K	-41	\$410.63 K / \$570.73 K	-28
Nursery, Garden Stores	\$1.64 M / \$3.23 M	-49	\$2.24 M / \$3.23 M	-31	\$2.71 M / \$3.23 M	-16
<b>Food, Beverage Stores</b>	\$34.59 M / \$10.01 M	71	\$47.8 M / \$10.81 M	77	\$58.14 M / \$13.89 M	76
Grocery Stores	\$26.75 M / \$5.18 M	81	\$36.95 M / \$5.63 M	85	\$44.99 M / \$6.69 M	85
Convenience Stores	\$2.34 M / \$931.91 K	60	\$3.27 M / \$1.28 M	61	\$3.99 M / \$1.92 M	52
Meat Markets	\$160.78 K / \$48.85 K	70	\$219.98 K / \$48.85 K	78	\$266.22 K / \$48.85 K	82
Fish, Seafood Markets	\$55.32 K / -	100	\$75.65 K / -	100	\$91.47 K / -	100
Fruit, Vegetable Markets	\$105.15 K / -	100	\$143.95 K / -	100	\$174.21 K / -	100
Other Specialty Food Markets	\$215.5 K / \$145.93 K	32	\$295.36 K / \$145.93 K	51	\$357.12 K / \$145.93 K	59
Liquor Stores	\$4.96 M / \$3.7 M	25	\$6.85 M / \$3.7 M	46	\$8.27 M / \$5.09 M	39

# Retail Gap Report



Ada, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$20.18 M / \$25.01 M	-19	\$29.47 M / \$26.04 M	12	\$36.74 M / \$26.33 M	28
Pharmacy, Drug Stores	\$17.81 M / \$23.02 M	-23	\$25.96 M / \$23.29 M	10	\$32.33 M / \$23.29 M	28
Cosmetics, Beauty Stores	\$1 M / \$531.2 K	47	\$1.48 M / \$531.2 K	64	\$1.85 M / \$531.2 K	71
Optical Goods Stores	\$296.15 K / \$153.09 K	48	\$445.26 K / \$153.09 K	66	\$569.78 K / \$153.09 K	73
Other Health, Personal Care Stores	\$1.08 M / \$1.31 M	-17	\$1.59 M / \$2.07 M	-23	\$1.99 M / \$2.36 M	-16
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$27.57 M / \$33.85 M	-19	\$37.67 M / \$35.54 M	6	\$45.77 M / \$35.66 M	22
Sporting Goods Stores	\$10.63 M / \$12 M	-11	\$14.51 M / \$12 M	17	\$17.59 M / \$12 M	32
Hobby, Toy, Game Stores	\$7.65 M / \$8.05 M	-5	\$10.41 M / \$8.05 M	23	\$12.64 M / \$8.05 M	36
Sewing, Needlecraft Stores	\$5.49 M / -	100	\$7.46 M / \$1.69 M	77	\$9.1 M / \$1.81 M	80
Musical Instrument Stores	\$1.85 M / \$2.88 M	-36	\$2.57 M / \$2.88 M	-11	\$3.1 M / \$2.88 M	7
Book Stores	\$1.95 M / \$10.91 M	-82	\$2.72 M / \$10.91 M	-75	\$3.34 M / \$10.91 M	-69
<b>General Merchandise Stores</b>	\$86.21 M / \$180.1 M	-52	\$118.81 M / \$183.53 M	-35	\$144.71 M / \$194.2 M	-25
Department Stores	\$30.29 M / \$153.76 M	-80	\$41.67 M / \$153.76 M	-73	\$50.66 M / \$153.76 M	-67
Warehouse Superstores	\$47.41 M / \$-4	100	\$65.47 M / -	100	\$79.88 M / -	100
Other General Merchandise Stores	\$8.51 M / \$26.35 M	-68	\$11.66 M / \$29.78 M	-61	\$14.17 M / \$40.44 M	-65
<b>Miscellaneous Store Retailers</b>	\$11.11 M / \$10.05 M	9	\$15.26 M / \$11.07 M	27	\$18.62 M / \$11.16 M	40
Florists	\$269.39 K / \$171.95 K	36	\$368.47 K / \$209.78 K	43	\$446.18 K / \$233.05 K	48
Office, Stationary Stores	\$1.12 M / -	100	\$1.53 M / -	100	\$1.87 M / -	100
Gift, Souvenir Stores	\$2.27 M / \$1.13 M	50	\$3.12 M / \$1.47 M	53	\$3.79 M / \$1.49 M	61
Used Merchandise Stores	\$809.23 K / \$604.94 K	25	\$1.09 M / \$729.99 K	33	\$1.34 M / \$736.11 K	45
Pet, Pet Supply Stores	\$2.1 M / -	100	\$2.84 M / \$278.07 K	90	\$3.46 M / \$297.46 K	91
Art Dealers	\$331.69 K / -	100	\$446.07 K / -	100	\$546.45 K / -	100
Mobile Home Dealers	\$230.76 K / -	100	\$314.22 K / -	100	\$381.13 K / -	100
Other Miscellaneous Retail Stores	\$3.97 M / \$8.14 M	-51	\$5.55 M / \$8.39 M	-34	\$6.8 M / \$8.4 M	-19
<b>Non-Store Retailers</b>	\$50.4 M / \$912.27 K	98	\$70 M / \$912.28 K	99	\$85.44 M / \$3.33 M	96
Mail Order, Catalog Stores	\$47.17 M / \$777.23 K	98	\$65.55 M / \$777.22 K	99	\$80.03 M / \$3.11 M	96
Vending Machines	\$223.25 K / -	100	\$305.92 K / -	100	\$369.88 K / -	100
Fuel Dealers	\$281.4 K / \$135.05 K	52	\$383.49 K / \$135.05 K	65	\$465.48 K / \$225.09 K	52
Other Direct Selling Establishments	\$2.72 M / \$-1	100	\$3.76 M / \$-1	100	\$4.57 M / \$-1	100

# Retail Gap Report



Ada, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$44.68 M / \$37.9 M	15	\$61.43 M / \$41.47 M	32	\$74.05 M / \$43.47 M	41
Hotels, Other Travel Accommodations	\$2.86 M / \$2.41 M	16	\$3.94 M / \$2.43 M	38	\$4.75 M / \$2.53 M	47
RV Parks	\$28.45 K / -	100	\$38.96 K / -	100	\$47.23 K / -	100
Rooming, Boarding Houses	\$16.09 K / -	100	\$22.11 K / -	100	\$26.67 K / -	100
Full Service Restaurants	\$26.11 M / \$21.84 M	16	\$35.89 M / \$25.11 M	30	\$43.27 M / \$25.34 M	41
Limited Service Restaurants	\$12.12 M / \$14.66 M	-17	\$16.66 M / \$15.86 M	5	\$20.08 M / \$18.09 M	10
Special Food Services, Catering	\$3.55 M / -	100	\$4.88 M / -	100	\$5.88 M / -	100
Drinking Places	\$2.44 M / \$1.44 M	41	\$3.37 M / \$1.44 M	57	\$4.05 M / \$1.57 M	61
<b>Gasoline Stations</b>	\$17.09 M / \$7.05 M	59	\$23.95 M / \$11.24 M	53	\$29.34 M / \$11.5 M	61
<b>Motor Vehicle, Parts Dealers</b>	\$39.54 M / \$51.73 M	-24	\$53.55 M / \$53.7 M	0	\$65.23 M / \$57.28 M	12
New Car Dealers	\$22.79 M / \$43.77 M	-48	\$30.74 M / \$45.21 M	-32	\$37.55 M / \$48.76 M	-23
Used Car Dealers	\$2.12 M / \$2.12 M	0	\$2.85 M / \$2.43 M	15	\$3.48 M / \$2.45 M	30
Recreational Vehicle Dealers	\$4.11 M / -	100	\$5.61 M / -	100	\$6.79 M / -	100
Motorcycle, Boat Dealers	\$5.42 M / \$-1	100	\$7.39 M / \$-1	100	\$8.96 M / \$-1	100
Auto Parts, Accessories	\$3.28 M / \$2.24 M	32	\$4.47 M / \$2.24 M	50	\$5.42 M / \$2.24 M	59
Tire Dealers	\$1.83 M / \$3.61 M	-49	\$2.5 M / \$3.82 M	-35	\$3.03 M / \$3.84 M	-21
2025 Population	23,748		32,156		39,309	
2030 Population	22,586		30,872		37,939	
% Population Change 2025-2030	-4.9%		-4.0%		-3.5%	
2025 Adult Population Age 18+	17,852		24,181		29,597	
2025 Population Male	11,632		15,924		19,579	
2025 Population Female	12,116		16,232		19,730	
2025 Households	9,689		12,868		15,629	
2025 Median Household Income	62,531		66,004		65,468	
2025 Average Household Income	82,128		85,424		84,375	

# Retail Potential

## Retail Potential Profile



Ada, Oklahoma			
Radius	5 mi radius	10 mi radius	15 mi radius
2025 Population	23,748	32,156	39,309
2030 Population	22,586	30,872	37,939
% Population Change 2020-2025	-0.1%	0.4%	0.8%
2025 Adult Population Age 18+	\$17,852	\$24,181	\$29,597
2025 Population Male	\$11,632	\$15,924	\$19,579
2025 Population Female	\$12,116	\$16,232	\$19,730
2025 Households	\$9,689	\$12,868	\$15,629
2025 Median Household Income	\$62,531	\$66,004	\$65,468
2025 Average Household Income	\$82,128	\$85,424	\$84,375
<b>Clothing, Clothing Accessories Stores</b>	\$27.28 M	\$37.24 M	\$45.18 M
Men's Clothing Stores	\$1.13 M	\$1.53 M	\$1.86 M
Women's Clothing Stores	\$2.27 M	\$3.11 M	\$3.77 M
Children's, Infants' Clothing Stores	\$2.13 M	\$2.92 M	\$3.53 M
Family Clothing Stores	\$13.29 M	\$18.19 M	\$22.05 M
Clothing Accessory Stores	\$629.61 K	\$856.75 K	\$1.04 M
Other Apparel Stores	\$800.96 K	\$1.09 M	\$1.32 M
Shoe Stores	\$5.66 M	\$7.68 M	\$9.34 M
Jewelry Stores	\$1.21 M	\$1.64 M	\$2.01 M
Luggage Stores	\$152.88 K	\$206.23 K	\$251.95 K
<b>Furniture, Home Furnishings Stores</b>	\$24.11 M	\$32.94 M	\$39.91 M
Furniture Stores	\$11.27 M	\$15.3 M	\$18.58 M
Floor Covering Stores	\$1.6 M	\$2.17 M	\$2.63 M
Other Home Furnishing Stores	\$11.24 M	\$15.48 M	\$18.7 M
<b>Electronics, Appliance Stores</b>	\$22.44 M	\$31.23 M	\$38.19 M
<b>Gasoline Stations</b>	\$17.09 M	\$23.95 M	\$29.34 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$23.03 M	\$31.43 M	\$38.07 M
Home Centers	\$12.93 M	\$17.65 M	\$21.38 M
Paint, Wallpaper Stores	\$2.67 M	\$3.65 M	\$4.41 M
Hardware Stores	\$1.44 M	\$1.97 M	\$2.38 M
Other Building Materials Stores	\$4.1 M	\$5.58 M	\$6.77 M
Outdoor Power Equipment Stores	\$248.66 K	\$338.65 K	\$410.63 K
Nursery, Garden Stores	\$1.64 M	\$2.24 M	\$2.71 M
<b>Food, Beverage Stores</b>	\$34.59 M	\$47.8 M	\$58.14 M
Grocery Stores	\$26.75 M	\$36.95 M	\$44.99 M
Convenience Stores	\$2.34 M	\$3.27 M	\$3.99 M
Meat Markets	\$160.78 K	\$219.98 K	\$266.22 K
Fish, Seafood Markets	\$55.32 K	\$75.65 K	\$91.47 K
Fruit, Vegetable Markets	\$105.15 K	\$143.95 K	\$174.21 K
Other Specialty Food Markets	\$215.5 K	\$295.36 K	\$357.12 K
Liquor Stores	\$4.96 M	\$6.85 M	\$8.27 M

## Retail Potential Profile



Ada, Oklahoma				
Radius		5 mi radius	10 mi radius	15 mi radius
<b>Health, Personal Care Stores</b>		\$20.18 M	\$29.47 M	\$36.74 M
Pharmacy, Drug Stores		\$17.81 M	\$25.96 M	\$32.33 M
Cosmetics, Beauty Stores		\$1 M	\$1.48 M	\$1.85 M
Optical Goods Stores		\$296.15 K	\$445.26 K	\$569.78 K
Other Health, Personal Care Stores		\$1.08 M	\$1.59 M	\$1.99 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>		\$27.57 M	\$37.67 M	\$45.77 M
Sporting Goods Stores		\$10.63 M	\$14.51 M	\$17.59 M
Hobby, Toy, Game Stores		\$7.65 M	\$10.41 M	\$12.64 M
Sewing, Needlecraft Stores		\$5.49 M	\$7.46 M	\$9.1 M
Musical Instrument Stores		\$1.85 M	\$2.57 M	\$3.1 M
Book Stores		\$1.95 M	\$2.72 M	\$3.34 M
<b>General Merchandise Stores</b>		\$86.21 M	\$118.81 M	\$144.71 M
Department Stores		\$30.29 M	\$41.67 M	\$50.66 M
Warehouse Superstores		\$47.41 M	\$65.47 M	\$79.88 M
Other General Merchandise Stores		\$8.51 M	\$11.66 M	\$14.17 M
<b>Miscellaneous Store Retailers</b>		\$11.11 M	\$15.26 M	\$18.62 M
Florists		\$269.39 K	\$368.47 K	\$446.18 K
Office, Stationary Stores		\$1.12 M	\$1.53 M	\$1.87 M
Gift, Souvenir Stores		\$2.27 M	\$3.12 M	\$3.79 M
Used Merchandise Stores		\$809.23 K	\$1.09 M	\$1.34 M
Pet, Pet Supply Stores		\$2.1 M	\$2.84 M	\$3.46 M
Art Dealers		\$331.69 K	\$446.07 K	\$546.45 K
Mobile Home Dealers		\$230.76 K	\$314.22 K	\$381.13 K
Other Miscellaneous Retail Stores		\$3.97 M	\$5.55 M	\$6.8 M
<b>Non-Store Retailers</b>		\$50.4 M	\$70 M	\$85.44 M
Mail Order, Catalog Stores		\$47.17 M	\$65.55 M	\$80.03 M
Vending Machines		\$223.25 K	\$305.92 K	\$369.88 K
Fuel Dealers		\$281.4 K	\$383.49 K	\$465.48 K
Other Direct Selling Establishments		\$2.72 M	\$3.76 M	\$4.57 M
<b>Accommodation, Food Services</b>		\$47.12 M	\$64.79 M	\$78.1 M
Hotels, Other Travel Accommodations		\$2.86 M	\$3.94 M	\$4.75 M
RV Parks		\$28.45 K	\$38.96 K	\$47.23 K
Rooming, Boarding Houses		\$16.09 K	\$22.11 K	\$26.67 K
Full Service Restaurants		\$26.11 M	\$35.89 M	\$43.27 M
Limited Service Restaurants		\$12.12 M	\$16.66 M	\$20.08 M
Special Food Services, Catering		\$3.55 M	\$4.88 M	\$5.88 M
Drinking Places		\$2.44 M	\$3.37 M	\$4.05 M
<b>Motor Vehicle, Parts Dealers</b>		\$39.54 M	\$53.55 M	\$65.23 M
New Car Dealers		\$22.79 M	\$30.74 M	\$37.55 M
Used Car Dealers		\$2.12 M	\$2.85 M	\$3.48 M
Recreational Vehicle Dealers		\$4.11 M	\$5.61 M	\$6.79 M
Motorcycle, Boat Dealers		\$5.42 M	\$7.39 M	\$8.96 M
Auto Parts, Accessories		\$3.28 M	\$4.47 M	\$5.42 M
Tire Dealers		\$1.83 M	\$2.5 M	\$3.03 M

# **Income Summary**



# Income Summary Report



Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Population							
Estimated Population (2025)		23,748		32,156		39,309	
Projected Population (2030)		22,586		30,872		37,939	
Census Population (2020)		23,776		32,032		39,007	
Census Population (2010)		23,326		31,188		38,438	
Projected Annual Growth (2025 to 2030)		-1,162	-1.0%	-1,284	-0.8%	-1,370	-0.7%
Historical Annual Growth (2020 to 2025)		-28	-	125	-	302	0.2%
Historical Annual Growth (2010 to 2020)		450	0.2%	844	0.3%	569	0.1%
Households							
Estimated Households (2025)		9,689		12,868		15,629	
Projected Households (2030)		9,237		12,388		15,116	
Census Households (2020)		9,710		12,823		15,494	
Census Households (2010)		9,266		12,240		15,008	
Projected Annual Growth (2025 to 2030)		-452	-0.9%	-479	-0.7%	-513	-0.7%
Historical Annual Growth (2020 to 2025)		-21	-	45	-	135	0.2%
Historical Annual Growth (2010 to 2020)		445	0.5%	583	0.5%	486	0.3%
Average Household Income							
Estimated Average Household Income (2025)		\$82,128		\$85,424		\$84,375	
Projected Average Household Income (2030)		\$80,923		\$84,246		\$83,183	
Census Average Household Income (2020)		\$49,221		\$49,665		\$49,004	
Census Average Household Income (2010)		\$35,879		\$36,425		\$35,744	
Projected Annual Growth (2025 to 2030)		-\$1,206	-0.3%	-\$1,178	-0.3%	-\$1,192	-0.3%
Historical Annual Growth (2020 to 2025)		\$32,907	4.5%	\$35,759	4.8%	\$35,371	4.8%
Historical Annual Growth (2010 to 2020)		\$13,342	3.7%	\$13,240	3.6%	\$13,260	3.7%
Median Household Income							
Estimated Median Household Income (2025)		\$62,531		\$66,004		\$65,468	
Projected Median Household Income (2030)		\$61,752		\$65,339		\$64,809	
Census Median Household Income (2020)		\$36,640		\$37,798		\$37,759	
Census Median Household Income (2010)		\$26,874		\$27,883		\$27,541	
Projected Annual Growth (2025 to 2030)		-\$779	-0.2%	-\$665	-0.2%	-\$659	-0.2%
Historical Annual Growth (2020 to 2025)		\$25,891	4.7%	\$28,206	5.0%	\$27,709	4.9%
Historical Annual Growth (2010 to 2020)		\$9,766	3.6%	\$9,916	3.6%	\$10,219	3.7%
Per Capita Income							
Estimated Per Capita Income (2025)		\$33,653		\$34,327		\$33,676	
Projected Per Capita Income (2030)		\$33,249		\$33,956		\$33,277	
Census Per Capita Income (2020)		\$19,552		\$19,493		\$19,134	
Census Per Capita Income (2010)		\$14,717		\$14,586		\$14,164	
Projected Annual Growth (2025 to 2030)		-\$404	-0.2%	-\$371	-0.2%	-\$399	-0.2%
Historical Annual Growth (2020 to 2025)		\$14,101	4.8%	\$14,834	5.1%	\$14,542	5.1%
Historical Annual Growth (2010 to 2020)		\$4,835	3.3%	\$4,907	3.4%	\$4,969	3.5%
Other Income							
Estimated Families (2025)		5,817		8,038		9,877	
Estimated Average Family Income (2025)		\$102,298		\$106,515		\$105,011	
Estimated Median Family Income (2025)		\$81,847		\$84,402		\$82,813	
Estimated Average Household Net Worth (2025)		\$676,225		\$745,712		\$770,866	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Estimated Population		23,748		32,156		39,309	
Estimated Households		9,689		12,868		15,629	
<b>Household Expenditure</b>		\$830.4 M		\$1.14 B		\$1.38 B	
Per Household ~ Per Capita		\$85,705	\$34,967	\$88,413	\$35,379	\$88,110	\$35,033
Non-Retail Expenditures		\$399.73 M	48.1%	\$543.51 M	47.8%	\$653.65 M	47.5%
Per Household ~ Per Capita		\$41,256	\$16,832	\$42,239	\$16,902	\$41,823	\$16,629
Retail Expenditures		\$430.67 M	51.9%	\$594.14 M	52.2%	\$723.44 M	52.5%
Per Household ~ Per Capita		\$44,449	\$18,135	\$46,174	\$18,477	\$46,288	\$18,404
Alcoholic Beverages		\$5.08 M	0.6%	\$6.96 M	0.6%	\$8.4 M	0.6%
Per Household ~ Per Capita		\$524	\$214	\$541	\$216	\$538	\$214
Apparel		\$15.65 M	1.9%	\$21.39 M	1.9%	\$25.87 M	1.9%
Per Household ~ Per Capita		\$1,615	\$659	\$1,662	\$665	\$1,655	\$658
Contributions		\$25.34 M	3.1%	\$34.86 M	3.1%	\$42.01 M	3.1%
Per Household ~ Per Capita		\$2,615	\$1,067	\$2,709	\$1,084	\$2,688	\$1,069
Education		\$18.38 M	2.2%	\$25.24 M	2.2%	\$30.45 M	2.2%
Per Household ~ Per Capita		\$1,897	\$774	\$1,962	\$785	\$1,949	\$775
Entertainment		\$48.6 M	5.9%	\$66.41 M	5.8%	\$80.34 M	5.8%
Per Household ~ Per Capita		\$5,016	\$2,047	\$5,161	\$2,065	\$5,141	\$2,044
Food Away From Home		\$37.03 M	4.5%	\$50.64 M	4.5%	\$61.23 M	4.4%
Per Household ~ Per Capita		\$3,821	\$1,559	\$3,935	\$1,575	\$3,918	\$1,558
Grocery		\$60.4 M	7.3%	\$81.91 M	7.2%	\$99.53 M	7.2%
Per Household ~ Per Capita		\$6,234	\$2,543	\$6,366	\$2,547	\$6,368	\$2,532
Health Care		\$61.78 M	7.4%	\$83.19 M	7.3%	\$101.8 M	7.4%
Per Household ~ Per Capita		\$6,377	\$2,602	\$6,465	\$2,587	\$6,513	\$2,590
Household Furnishings and Equipment		\$22.23 M	2.7%	\$30.43 M	2.7%	\$36.77 M	2.7%
Per Household ~ Per Capita		\$2,294	\$936	\$2,365	\$946	\$2,353	\$936
Household Operations		\$15.94 M	1.9%	\$21.76 M	1.9%	\$26.34 M	1.9%
Per Household ~ Per Capita		\$1,645	\$671	\$1,691	\$677	\$1,685	\$670
Miscellaneous Expenses		\$14.38 M	1.7%	\$19.68 M	1.7%	\$23.79 M	1.7%
Per Household ~ Per Capita		\$1,484	\$606	\$1,529	\$612	\$1,522	\$605
Personal Care		\$11.6 M	1.4%	\$15.77 M	1.4%	\$19.14 M	1.4%
Per Household ~ Per Capita		\$1,198	\$489	\$1,225	\$490	\$1,224	\$487
Shelter		\$143.76 M	17.3%	\$191.83 M	16.9%	\$230.15 M	16.7%
Per Household ~ Per Capita		\$14,837	\$6,053	\$14,908	\$5,966	\$14,726	\$5,855
Tax and Retirement		\$168.52 M	20.3%	\$233.79 M	20.6%	\$280.67 M	20.4%
Per Household ~ Per Capita		\$17,392	\$7,096	\$18,169	\$7,271	\$17,958	\$7,140
Tobacco and Related		\$5.17 M	0.6%	\$6.92 M	0.6%	\$8.47 M	0.6%
Per Household ~ Per Capita		\$534	\$218	\$538	\$215	\$542	\$215
Transportation		\$133.12 M	16.0%	\$188.06 M	16.5%	\$230.62 M	16.7%
Per Household ~ Per Capita		\$13,739	\$5,606	\$14,615	\$5,848	\$14,756	\$5,867
Utilities		\$43.41 M	5.2%	\$58.82 M	5.2%	\$71.5 M	5.2%
Per Household ~ Per Capita		\$4,480	\$1,828	\$4,571	\$1,829	\$4,575	\$1,819

## Consumer Expenditure Trend



Ada, Oklahoma		5 mi radius		10 mi radius		15 mi radius							
Radius													
Population / Households (2025)													
Estimated Population		23,748		32,156		39,309							
Estimated Households		9,689		12,868		15,629							
Total Annual Consumer Expenditure (2025)													
Total Household Expenditure		\$830.4 M		\$1.14 B		\$1.38 B							
Total Non-Retail Expenditure		\$399.73 M		\$543.51 M		\$653.65 M							
Total Retail Expenditure		\$430.67 M		\$594.14 M		\$723.44 M							
Alcoholic Beverages		\$5.08 M		\$6.96 M		\$8.4 M							
Apparel		\$15.65 M		\$21.39 M		\$25.87 M							
Contributions		\$25.34 M		\$34.86 M		\$42.01 M							
Education		\$18.38 M		\$25.24 M		\$30.45 M							
Entertainment		\$48.6 M		\$66.41 M		\$80.34 M							
Food Away From Home		\$37.03 M		\$50.64 M		\$61.23 M							
Grocery		\$60.4 M		\$81.91 M		\$99.53 M							
Health Care		\$61.78 M		\$83.19 M		\$101.8 M							
Household Furnishings and Equipment		\$22.23 M		\$30.43 M		\$36.77 M							
Household Operations		\$15.94 M		\$21.76 M		\$26.34 M							
Miscellaneous Expenses		\$14.38 M		\$19.68 M		\$23.79 M							
Personal Care		\$11.6 M		\$15.77 M		\$19.14 M							
Shelter		\$143.76 M		\$191.83 M		\$230.15 M							
Tax and Retirement		\$168.52 M		\$233.79 M		\$280.67 M							
Tobacco and Related		\$5.17 M		\$6.92 M		\$8.47 M							
Transportation		\$133.12 M		\$188.06 M		\$230.62 M							
Utilities		\$43.41 M		\$58.82 M		\$71.5 M							
Monthly Household Consumer Expenditure (2025)													
Total Household Expenditure		\$7,142		\$7,368		\$7,343							
Total Non-Retail Expenditure		\$3,438		48.1%		\$3,485		47.5%					
Total Retail Expenditure		\$3,704		51.9%		\$3,848		52.2%		\$3,857		52.5%	
Alcoholic Beverages		\$44		0.6%		\$45		0.6%		\$45		0.6%	
Apparel		\$135		1.9%		\$139		1.9%		\$138		1.9%	
Contributions		\$218		3.1%		\$226		3.1%		\$224		3.1%	
Education		\$158		2.2%		\$163		2.2%		\$162		2.2%	
Entertainment		\$418		5.9%		\$430		5.8%		\$428		5.8%	
Food Away From Home		\$318		4.5%		\$328		4.5%		\$326		4.4%	
Grocery		\$519		7.3%		\$530		7.2%		\$531		7.2%	
Health Care		\$531		7.4%		\$539		7.3%		\$543		7.4%	
Household Furnishings and Equipment		\$191		2.7%		\$197		2.7%		\$196		2.7%	
Household Operations		\$137		1.9%		\$141		1.9%		\$140		1.9%	
Miscellaneous Expenses		\$124		1.7%		\$127		1.7%		\$127		1.7%	
Personal Care		\$100		1.4%		\$102		1.4%		\$102		1.4%	
Shelter		\$1,236		17.3%		\$1,242		16.9%		\$1,227		16.7%	
Tax and Retirement		\$1,449		20.3%		\$1,514		20.6%		\$1,497		20.4%	
Tobacco and Related		\$44		0.6%		\$45		0.6%		\$45		0.6%	
Transportation		\$1,145		16.0%		\$1,218		16.5%		\$1,230		16.7%	
Utilities		\$373		5.2%		\$381		5.2%		\$381		5.2%	

# Consumer Expenditure Trend



Ada, Oklahoma			
Radius	5 mi radius	10 mi radius	15 mi radius
<b>Population / Households (2030)</b>			
Projected Population	22,586	30,872	37,939
Projected Households	-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>			
Total Household Expenditure	\$781.43 M	\$1.08 B	\$1.31 B
Total Non-Retail Expenditure	\$376.52 M	\$516.46 M	\$623.2 M
Total Retail Expenditure	\$404.91 M	\$563.68 M	\$688.85 M
Alcoholic Beverages	\$4.77 M	\$6.59 M	\$7.99 M
Apparel	\$14.69 M	\$20.27 M	\$24.61 M
Contributions	\$23.79 M	\$33.03 M	\$39.93 M
Education	\$17.26 M	\$23.92 M	\$28.95 M
Entertainment	\$45.62 M	\$62.92 M	\$76.44 M
Food Away From Home	\$34.75 M	\$47.97 M	\$58.23 M
Grocery	\$56.64 M	\$77.56 M	\$94.74 M
Health Care	\$58.97 M	\$79.52 M	\$97.33 M
Household Furnishings and Equipment	\$20.86 M	\$28.82 M	\$34.97 M
Household Operations	\$14.97 M	\$20.62 M	\$25.07 M
Miscellaneous Expenses	\$13.5 M	\$18.64 M	\$22.62 M
Personal Care	\$10.88 M	\$14.93 M	\$18.21 M
Shelter	\$135.12 M	\$181.98 M	\$219.21 M
Tax and Retirement	\$158.92 M	\$222.06 M	\$267.1 M
Tobacco and Related	\$4.86 M	\$6.56 M	\$8.08 M
Transportation	\$125.15 M	\$179.06 M	\$220.5 M
Utilities	\$40.7 M	\$55.7 M	\$68.07 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>			
Total Household Expenditure	\$-48.97 M	\$-57.51 M	\$-65.04 M
Total Non-Retail Expenditure	\$-23.22 M	\$-27.05 M	\$-30.45 M
Total Retail Expenditure	\$-25.75 M	\$-30.47 M	\$-34.59 M
Alcoholic Beverages	\$-312.39 K	\$-366.48 K	\$-412.66 K
Apparel	\$-962.32 K	\$-1.13 M	\$-1.26 M
Contributions	\$-1.55 M	\$-1.83 M	\$-2.08 M
Education	\$-1.13 M	\$-1.33 M	\$-1.5 M
Entertainment	\$-2.99 M	\$-3.49 M	\$-3.91 M
Food Away From Home	\$-2.28 M	\$-2.67 M	\$-3 M
Grocery	\$-3.76 M	\$-4.35 M	\$-4.79 M
Health Care	\$-2.82 M	\$-3.67 M	\$-4.47 M
Household Furnishings and Equipment	\$-1.37 M	\$-1.6 M	\$-1.8 M
Household Operations	\$-973.23 K	\$-1.14 M	\$-1.27 M
Miscellaneous Expenses	\$-888.19 K	\$-1.04 M	\$-1.16 M
Personal Care	\$-721.19 K	\$-836.5 K	\$-925.93 K
Shelter	\$-8.63 M	\$-9.85 M	\$-10.94 M
Tax and Retirement	\$-9.59 M	\$-11.73 M	\$-13.57 M
Tobacco and Related	\$-318.44 K	\$-363.66 K	\$-387.27 K
Transportation	\$-7.97 M	\$-9 M	\$-10.13 M
Utilities	\$-2.7 M	\$-3.12 M	\$-3.43 M

# **Crime Risk**

Ada, Oklahoma				
Radius	5 mi radius	10 mi radius	15 mi radius	
<b>Demographics</b>				
Population	23,748	32,156	39,309	
Census Population	23,776	32,032	39,007	
Households	9,689	12,868	15,629	
Average Household Income	\$82,128	\$85,424	\$84,375	
Median Household Income	\$62,531	\$66,004	\$65,468	
Per Capita Income	\$33,653	\$34,327	\$33,676	
<b>Total Crime</b>				
Crime Index	98	88	83	
Crime Level	Average	Below Average	Below Average	
<b>Personal Crime</b>				
Crime Index	62	61	66	
Crime Level	Below Average	Below Average	Below Average	
<b>Murder</b>				
Crime Index	72	66	67	
Crime Level	Below Average	Below Average	Below Average	
<b>Rape</b>				
Crime Index	100	106	114	
Crime Level	Average	Average	Average	
<b>Robbery</b>				
Crime Index	35	29	27	
Crime Level	Low Risk	Very Low	Very Low	
<b>Assault</b>				
Crime Index	64	64	70	
Crime Level	Below Average	Below Average	Below Average	
<b>Property Crime</b>				
Crime Index	105	93	86	
Crime Level	Average	Average	Below Average	
<b>Burglary</b>				
Crime Index	172	158	154	
Crime Level	High Risk	High Risk	High Risk	
<b>Larceny</b>				
Crime Index	95	82	73	
Crime Level	Average	Below Average	Below Average	
<b>Motor Vehicle Theft</b>				
Crime Index	86	80	80	
Crime Level	Below Average	Below Average	Below Average	
* Crime Index: 100 = National Average Adjusted for Population				

# **Void Analysis**



Ada, Oklahoma	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
<b>Auto Parts Tires</b>			
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	
<b>Banks</b>			
BancFirst	1 / 0	8,500	
BMO Harris Bank	1 / 1	5,400	
Simmons First National Bank	1 / 1	5,700	
<b>Banks Minor</b>			
Bank	13 / 13		
<b>Clothing Apparel</b>			
Cato	1 / 1	5,000	
maurices	1 / 1	6,000	
<b>Convenience Stores</b>			
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	
<b>Craft Fabric Stores</b>			
Hobby Lobby	1 / 1	68,500	
<b>Dealerships</b>			
Chevrolet	1 / 1		
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	1 / 1		
Jeep	1 / 1		
Lincoln	1 / 1		
Nissan	1 / 1		
RAM	1 / 1		
<b>Discount Department Stores</b>			

Ada, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Walmart Supercenter	1 / 1	189,700	
<b>Dollar Stores</b>			
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	
<b>Drug Stores</b>			
Walgreens	1 / 1	14,800	
<b>Education</b>			
College	1 / 1		
Day Care	17 / 18		
High School	8 / 7		
PK - 8	18 / 16		
Trade Schools	1 / 1		
<b>Entertainment</b>			
Cinemark	1 / 1	61,900	
Theatres	1 / 1		
<b>EV Charging Stations</b>			
ChargePoint	1 / 1		
Independent	5 / 5		
<b>Furniture Household</b>			
Aaron's	1 / 1	9,000	
Bassett	1 / 1	17,300	
Rent A Center	1 / 1	5,700	
<b>Grocery Stores</b>			
ALDI	1 / 1	16,600	
<b>Health Beauty</b>			
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	
<b>Health Care</b>			
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		
<b>Home Improvement</b>			
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	
<b>Hotels</b>			
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	
<b>Office Supply</b>			
Staples	1 / 1	22,400	
<b>Pet Stores</b>			
Petsense	1 / 1	5,500	
<b>Restaurants Casual</b>			
Applebee's	1 / 1	5,400	
Chili's	1 / 1	5,800	
<b>Restaurants Coffee Donuts</b>			
Starbucks	1 / 1	1,800	
<b>Restaurants Fast Food Major</b>			
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	
<b>Restaurants Fast Food Minor</b>			
Chicken Express	1 / 1	3,000	
Whataburger	1 / 1	3,000	
<b>Restaurants Ice Cream Smoothie</b>			
Braum's	2 / 2	5,100	
Tropical Smoothie Cafe	1 / 1	1,700	
<b>Restaurants Pizza</b>			
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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