

RETAIL ATTRACTIONS, LLC

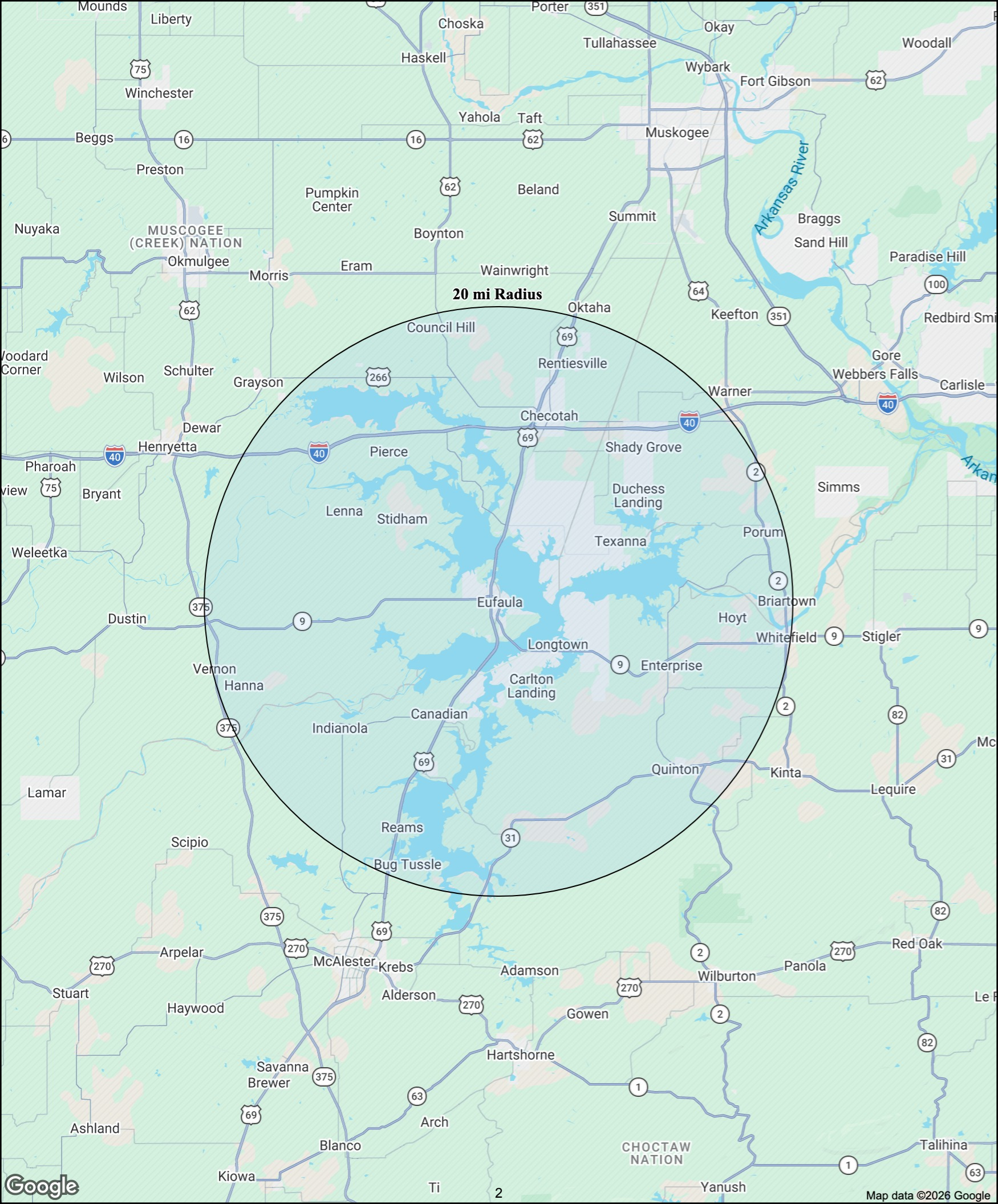
Economic Development Consulting

**Eufaula, Oklahoma
20mi Radius
2nd Quarter 2026**

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Demographics



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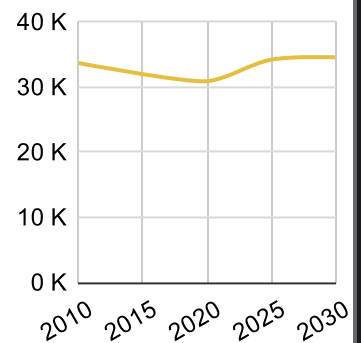
MUSCOGEE (CREEK) NATION

CHOCTAW NATION

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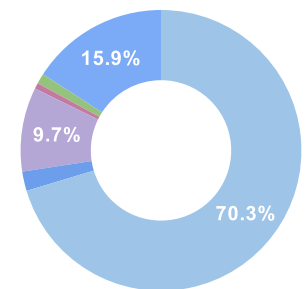
Population

Estimated Population (2025)	34,226
Projected Population (2030)	34,583
Census Population (2020)	30,925
Census Population (2010)	33,710
Projected Annual Growth (2025-2030)	357 0.2%
Historical Annual Growth (2020-2025)	3,302 1.9%
Historical Annual Growth (2010-2020)	-2,786 -0.8%
Estimated Population Density (2025)	27 <i>psm</i>
Trade Area Size	1,256.5 <i>sq mi</i>



Race and Ethnicity (2025)

Not Hispanic or Latino Population		Count	Percentage
White		23,315	70.8%
Black or African American		764	2.3%
American Indian or Alaska Native		3,278	10.0%
Asian		229	0.7%
Hawaiian or Pacific Islander		10	-
Other Race		161	0.5%
Two or More Races		5,166	15.7%
Hispanic or Latino Population		Count	Percentage
White		761	58.4%
Black or African American		-	-
American Indian or Alaska Native		38	2.9%
Asian		-	-
Hispanic Hawaiian or Pacific Islander		-	-
Other Race		236	18.1%
Two or More Races		268	20.6%



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

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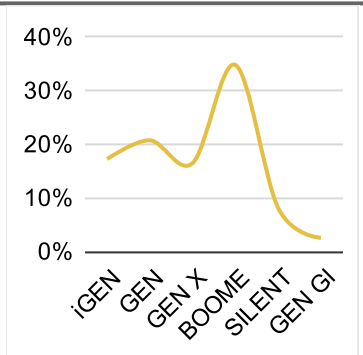
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Age Distribution (2025)

Age Under 5 Years	1,844	5.4%
Age 5 to 9 Years	1,979	5.8%
Age 10 to 14 Years	2,077	6.1%
Age 15 to 19 Years	2,037	6.0%
Age 20 to 24 Years	1,678	4.9%
Age 25 to 29 Years	1,638	4.8%
Age 30 to 34 Years	1,750	5.1%
Age 35 to 39 Years	1,787	5.2%
Age 40 to 44 Years	1,970	5.8%
Age 45 to 49 Years	1,890	5.5%
Age 50 to 54 Years	2,149	6.3%
Age 55 to 59 Years	2,103	6.1%
Age 60 to 64 Years	2,754	8.0%
Age 65 to 69 Years	2,645	7.7%
Age 70 to 74 Years	2,261	6.6%
Age 75 to 79 Years	1,737	5.1%
Age 80 to 84 Years	1,050	3.1%
Age 85 Years or Over	876	2.6%
Median Age	45.0	

Generation (2025)

iGeneration (Age Under 15 Years)	5,900	17.2%
Generation 9/11 Millennials (Age 15 to 34 Years)	7,103	20.8%
Gen Xers (Age 35 to 49 Years)	5,647	16.5%
Baby Boomers (Age 50 to 74 Years)	11,914	34.8%
Silent Generation (Age 75 to 84 Years)	2,787	8.1%
G.I. Generation (Age 85 Years or Over)	876	2.6%

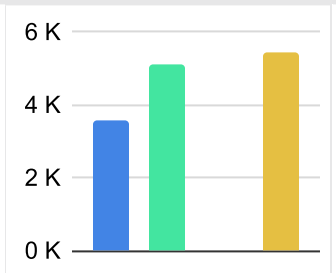
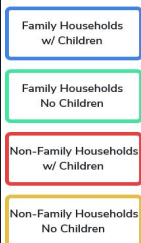


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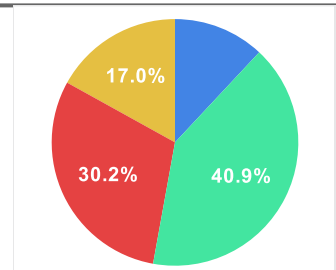
Household Type (2025)

Total Households	14,110
Family Households	8,686 61.6%
Family Households with Children	3,567 41.1%
Family Households No Children	5,119 58.9%
Non-Family Households	5,424 38.4%
Non-Family Households with Children	3 -
Non-Family Households No Children	5,421 99.9%



Education Attainment (2025)

Elementary or Some High School	2,944 12.0%
High School Graduate	10,063 40.9%
Some College or Associate Degree	7,432 30.2%
Bachelor or Graduate Degree	4,172 17.0%



Household Income (2025)

Estimated Average Household Income	\$73,668
Estimated Median Household Income	\$49,615
HH Income Under \$10,000	1,478 10.5%
HH Income \$10,000 to \$34,999	3,550 25.2%
HH Income \$35,000 to \$49,999	2,113 15.0%
HH Income \$50,000 to \$74,999	2,582 18.3%
HH Income \$75,000 to \$99,999	1,559 11.0%
HH Income \$100,000 to \$149,999	1,493 10.6%
HH Income \$150,000 or More	1,334 9.5%

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Population

Estimated Population (2025)	34,226	
Projected Population (2030)	34,583	
Census Population (2020)	30,925	
Census Population (2010)	33,710	
Projected Annual Growth (2025-2030)	357	0.2%
Historical Annual Growth (2020-2025)	3,302	2.1%
Historical Annual Growth (2010-2020)	-2,786	-0.8%
Estimated Population Density (2025)	27	psm
Trade Area Size	1,256.5	sq mi

Households

Estimated Households (2025)	14,110	
Projected Households (2030)	14,090	
Census Households (2020)	12,957	
Census Households (2010)	14,048	
Projected Annual Growth (2025-2030)	-20	-
Historical Annual Change (2010-2025)	61	-

Average Household Income

Estimated Average Household Income (2025)	\$73,668	
Projected Average Household Income (2030)	\$73,502	
Census Average Household Income (2010)	\$41,138	
Census Average Household Income (2000)	\$37,142	
Projected Annual Change (2025-2030)	-\$166	-
Historical Annual Change (2000-2025)	\$36,526	3.9%

Median Household Income

Estimated Median Household Income (2025)	\$49,615	
Projected Median Household Income (2030)	\$49,310	
Census Median Household Income (2010)	\$31,751	
Census Median Household Income (2000)	\$26,048	
Projected Annual Change (2025-2030)	-\$304	-0.1%
Historical Annual Change (2000-2025)	\$23,566	3.6%

Per Capita Income

Estimated Per Capita Income (2025)	\$30,445	
Projected Per Capita Income (2030)	\$30,021	
Census Per Capita Income (2010)	\$17,148	
Census Per Capita Income (2000)	\$15,412	
Projected Annual Change (2025-2030)	-\$424	-0.3%
Historical Annual Change (2000-2025)	\$15,033	3.9%
Estimated Average Household Net Worth (2025)	\$947,460	

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Race and Ethnicity

Total Population (2025)	34,226	
White (2025)	24,077	70.3%
Black or African American (2025)	764	2.2%
American Indian or Alaska Native (2025)	3,315	9.7%
Asian (2025)	229	0.7%
Hawaiian or Pacific Islander (2025)	10	-
Other Race (2025)	397	1.2%
Two or More Races (2025)	5,434	15.9%
Population < 18 (2025)	7,237	21.1%
White Not Hispanic	3,918	54.1%
Black or African American	145	2.0%
Asian	68	0.9%
Other Race Not Hispanic	2,604	36.0%
Hispanic	503	6.9%
Not Hispanic or Latino Population (2025)	32,923	96.2%
Not Hispanic White	23,315	70.8%
Not Hispanic Black or African American	764	2.3%
Not Hispanic American Indian or Alaska Native	3,278	10.0%
Not Hispanic Asian	229	0.7%
Not Hispanic Hawaiian or Pacific Islander	10	-
Not Hispanic Other Race	161	0.5%
Not Hispanic Two or More Races	5,166	15.7%
Hispanic or Latino Population (2025)	1,304	3.8%
Hispanic White	761	58.4%
Hispanic Black or African American	-	-
Hispanic American Indian or Alaska Native	38	2.9%
Hispanic Asian	-	-
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	236	18.1%
Hispanic Two or More Races	268	20.6%
Not Hispanic or Latino Population (2020)	30,107	97.4%
Hispanic or Latino Population (2020)	818	2.6%
Not Hispanic or Latino Population (2010)	33,058	98.1%
Hispanic or Latino Population (2010)	652	1.9%
Not Hispanic or Latino Population (2030)	32,773	94.8%
Hispanic or Latino Population (2030)	1,810	5.2%
Projected Annual Growth (2025-2030)	507	7.8%
Historical Annual Growth (2010-2020)	166	2.5%



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Total Age Distribution (2025)

Total Population	34,226	
Age Under 5 Years	1,844	5.4%
Age 5 to 9 Years	1,979	5.8%
Age 10 to 14 Years	2,077	6.1%
Age 15 to 19 Years	2,037	6.0%
Age 20 to 24 Years	1,678	4.9%
Age 25 to 29 Years	1,638	4.8%
Age 30 to 34 Years	1,750	5.1%
Age 35 to 39 Years	1,787	5.2%
Age 40 to 44 Years	1,970	5.8%
Age 45 to 49 Years	1,890	5.5%
Age 50 to 54 Years	2,149	6.3%
Age 55 to 59 Years	2,103	6.1%
Age 60 to 64 Years	2,754	8.0%
Age 65 to 69 Years	2,645	7.7%
Age 70 to 74 Years	2,261	6.6%
Age 75 to 79 Years	1,737	5.1%
Age 80 to 84 Years	1,050	3.1%
Age 85 Years or Over	876	2.6%
Median Age	45.0	
Age 19 Years or Less	7,936	23.2%
Age 20 to 64 Years	17,720	51.8%
Age 65 Years or Over	8,570	25.0%

Female Age Distribution (2025)

Female Population	16,642	48.6%
Age Under 5 Years	875	5.3%
Age 5 to 9 Years	934	5.6%
Age 10 to 14 Years	951	5.7%
Age 15 to 19 Years	947	5.7%
Age 20 to 24 Years	785	4.7%
Age 25 to 29 Years	776	4.7%
Age 30 to 34 Years	897	5.4%
Age 35 to 39 Years	883	5.3%
Age 40 to 44 Years	950	5.7%
Age 45 to 49 Years	956	5.7%
Age 50 to 54 Years	1,068	6.4%
Age 55 to 59 Years	1,011	6.1%
Age 60 to 64 Years	1,403	8.4%
Age 65 to 69 Years	1,308	7.9%
Age 70 to 74 Years	1,091	6.6%
Age 75 to 79 Years	847	5.1%
Age 80 to 84 Years	530	3.2%
Age 85 Years or Over	429	2.6%
Female Median Age	45.6	
Age 19 Years or Less	3,707	22.3%
Age 20 to 64 Years	8,730	52.5%
Age 65 Years or Over	4,204	25.3%

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Male Age Distribution (2025)

Male Population	17,585	51.4%
Age Under 5 Years	969	5.5%
Age 5 to 9 Years	1,044	5.9%
Age 10 to 14 Years	1,126	6.4%
Age 15 to 19 Years	1,090	6.2%
Age 20 to 24 Years	893	5.1%
Age 25 to 29 Years	862	4.9%
Age 30 to 34 Years	853	4.9%
Age 35 to 39 Years	904	5.1%
Age 40 to 44 Years	1,019	5.8%
Age 45 to 49 Years	935	5.3%
Age 50 to 54 Years	1,081	6.1%
Age 55 to 59 Years	1,092	6.2%
Age 60 to 64 Years	1,351	7.7%
Age 65 to 69 Years	1,338	7.6%
Age 70 to 74 Years	1,170	6.7%
Age 75 to 79 Years	891	5.1%
Age 80 to 84 Years	520	3.0%
Age 85 Years or Over	448	2.5%
Male Median Age	44.4	
Age 19 Years or Less	4,229	24.0%
Age 20 to 64 Years	8,990	51.1%
Age 65 Years or Over	4,366	24.8%

Males per 100 Females (2025)

Overall Comparison	106	
Age Under 5 Years	111	52.6%
Age 5 to 9 Years	112	52.8%
Age 10 to 14 Years	118	54.2%
Age 15 to 19 Years	115	53.5%
Age 20 to 24 Years	114	53.2%
Age 25 to 29 Years	111	52.6%
Age 30 to 34 Years	95	48.8%
Age 35 to 39 Years	102	50.6%
Age 40 to 44 Years	107	51.7%
Age 45 to 49 Years	98	49.4%
Age 50 to 54 Years	101	50.3%
Age 55 to 59 Years	108	51.9%
Age 60 to 64 Years	96	49.0%
Age 65 to 69 Years	102	50.6%
Age 70 to 74 Years	107	51.7%
Age 75 to 79 Years	105	51.3%
Age 80 to 84 Years	98	49.5%
Age 85 Years or Over	104	51.1%
Age 19 Years or Less	114	53.3%
Age 20 to 39 Years	105	51.2%
Age 40 to 64 Years	102	50.4%
Age 65 Years or Over	104	50.9%

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Household Type (2025)

Total Households	14,110	
Households with Children	3,570	25.3%
Average Household Size	2.4	
Household Density per Square Mile	11	
Population Family	26,444	77.3%
Population Non-Family	7,412	21.7%
Population Group Quarters	370	1.1%
Family Households	8,686	61.6%
Married Couple Households	6,768	77.9%
Other Family Households	1,918	22.1%
Family Households with Children	3,567	41.1%
Married Couple with Children	2,376	66.6%
Other Family Households with Children	1,191	33.4%
Family Households No Children	5,119	58.9%
Married Couple No Children	4,392	85.8%
Other Family Households No Children	727	14.2%
Non-Family Households	5,424	38.4%
Non-Family Households with Children	3	-
Non-Family Households No Children	5,421	99.9%
Average Family Household Size	3.0	
Average Family Income	\$92,594	
Median Family Income	\$66,056	
Average Non-Family Household Size	1.4	

Marital Status (2025)

Population Age 15 Years or Over	28,327	
Never Married	6,657	23.5%
Currently Married	13,882	49.0%
Previously Married	7,788	27.5%
Separated	1,232	15.8%
Widowed	2,538	32.6%
Divorced	4,018	51.6%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	24,612	
Elementary (Grade Level 0 to 8)	925	3.8%
Some High School (Grade Level 9 to 11)	2,019	8.2%
High School Graduate	10,063	40.9%
Some College	5,312	21.6%
Associate Degree Only	2,120	8.6%
Bachelor Degree Only	2,750	11.2%
Graduate Degree	1,422	5.8%
Any College (Some College or Higher)	11,604	47.2%
College Degree + (Bachelor Degree or Higher)	4,172	17.0%

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Housing

Total Housing Units (2025)	20,342	
Total Housing Units (2020)	19,641	
Historical Annual Growth (2020-2025)	701	-
Housing Units Occupied (2025)	14,110	69.4%
Housing Units Owner-Occupied	11,204	79.4%
Housing Units Renter-Occupied	2,906	20.6%
Housing Units Vacant (2025)	6,232	30.6%

Household Size (2025)

Total Households	14,110	
1 Person Households	4,231	30.0%
2 Person Households	5,413	38.4%
3 Person Households	1,884	13.3%
4 Person Households	1,329	9.4%
5 Person Households	708	5.0%
6 Person Households	354	2.5%
7 or More Person Households	192	1.4%

Household Income Distribution (2025)

HH Income \$200,000 or More	647	4.6%
HH Income \$150,000 to \$199,999	687	4.9%
HH Income \$125,000 to \$149,999	608	4.3%
HH Income \$100,000 to \$124,999	885	6.3%
HH Income \$75,000 to \$99,999	1,559	11.0%
HH Income \$50,000 to \$74,999	2,582	18.3%
HH Income \$35,000 to \$49,999	2,113	15.0%
HH Income \$25,000 to \$34,999	1,311	9.3%
HH Income \$15,000 to \$24,999	1,517	10.8%
HH Income \$10,000 to \$14,999	722	5.1%
HH Income Under \$10,000	1,478	10.5%

Household Vehicles (2025)

Households 0 Vehicles Available	864	6.1%
Households 1 Vehicle Available	4,061	28.8%
Households 2 Vehicles Available	5,177	36.7%
Households 3 or More Vehicles Available	4,009	28.4%
Total Vehicles Available	28,394	
Average Vehicles per Household	2.0	
Owner-Occupied Household Vehicles	24,254	85.4%
Average Vehicles per Owner-Occupied Household	2.2	
Renter-Occupied Household Vehicles	4,140	14.6%
Average Vehicles per Renter-Occupied Household	1.4	

Travel Time (2025)

Worker Base Age 16 years or Over	11,634	
Travel to Work in 14 Minutes or Less	2,796	24.0%
Travel to Work in 15 to 29 Minutes	3,370	29.0%
Travel to Work in 30 to 59 Minutes	3,041	26.1%
Travel to Work in 60 Minutes or More	1,074	9.2%
Work at Home	1,353	11.6%
Average Minutes Travel to Work	22.5	

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Transportation To Work (2025)

Worker Base Age 16 years or Over	11,634	
Drive to Work Alone	8,965	77.1%
Drive to Work in Carpool	960	8.3%
Travel to Work by Public Transportation	37	0.3%
Drive to Work on Motorcycle	3	-
Bicycle to Work	2	-
Walk to Work	211	1.8%
Other Means	104	0.9%
Work at Home	1,353	11.6%

Daytime Demographics (2025)

Total Businesses	293	
Total Employees	2,554	
Company Headquarter Businesses	9	3.0%
Company Headquarter Employees	507	19.8%
Employee Population per Business	8.7	to 1
Residential Population per Business	116.9	to 1
Adj. Daytime Demographics Age 16 Years or Over	18,781	

Labor Force

Labor Population Age 16 Years or Over (2025)	27,885	
Labor Force Total Males (2025)	14,207	50.9%
Male Civilian Employed	6,334	44.6%
Male Civilian Unemployed	274	1.9%
Males in Armed Forces	23	0.2%
Males Not in Labor Force	7,575	53.3%
Labor Force Total Females (2025)	13,678	49.1%
Female Civilian Employed	5,300	38.7%
Female Civilian Unemployed	249	1.8%
Females in Armed Forces	-	-
Females Not in Labor Force	8,129	59.4%
Unemployment Rate	523	1.9%

Occupation (2025)

Occupation Population Age 16 Years or Over	11,634	
Occupation Total Males	6,334	54.4%
Occupation Total Females	5,300	45.6%
Management, Business, Financial Operations	1,432	12.3%
Professional, Related	2,425	20.8%
Service	1,951	16.8%
Sales, Office	2,210	19.0%
Farming, Fishing, Forestry	132	1.1%
Construction, Extraction, Maintenance	1,668	14.3%
Production, Transport, Material Moving	1,817	15.6%
White Collar Workers	6,067	52.1%
Blue Collar Workers	5,567	47.9%



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Units In Structure (2025)

Total Units	14,110	
1 Detached Unit	10,312	73.1%
1 Attached Unit	139	1.0%
2 Units	217	1.5%
3 to 4 Units	164	1.2%
5 to 9 Units	137	1.0%
10 to 19 Units	10	-
20 to 49 Units	38	0.3%
50 or More Units	16	0.1%
Mobile Home or Trailer	2,961	21.0%
Other Structure	116	0.8%

Occupied Homes Built By Year (2025)

Homes Built 2020 or later	206	1.5%
Homes Built 2010 to 2019	1,351	9.6%
Homes Built 2000 to 2009	2,222	15.7%
Homes Built 1990 to 1999	1,899	13.5%
Homes Built 1980 to 1989	2,217	15.7%
Homes Built 1970 to 1979	2,995	21.2%
Homes Built 1960 to 1969	1,267	9.0%
Homes Built 1950 to 1959	767	5.4%
Homes Built 1940 to 1949	426	3.0%
Homes Built Before 1939	760	5.4%
Median Age of Homes	41.5	yrs

Home Values (2025)

Owner Specified Housing Units	11,204	
Home Values \$1,000,000 or More	146	1.3%
Home Values \$750,000 to \$999,999	104	0.9%
Home Values \$500,000 to \$749,999	332	3.0%
Home Values \$400,000 to \$499,999	367	3.3%
Home Values \$300,000 to \$399,999	913	8.1%
Home Values \$250,000 to \$299,999	902	8.0%
Home Values \$200,000 to \$249,999	985	8.8%
Home Values \$175,000 to \$199,999	870	7.8%
Home Values \$150,000 to \$174,999	854	7.6%
Home Values \$125,000 to \$149,999	687	6.1%
Home Values \$100,000 to \$124,999	1,397	12.5%
Home Values \$90,000 to \$99,999	420	3.7%
Home Values \$80,000 to \$89,999	368	3.3%
Home Values \$70,000 to \$79,999	338	3.0%
Home Values \$60,000 to \$69,999	437	3.9%
Home Values \$50,000 to \$59,999	431	3.9%
Home Values \$35,000 to \$49,999	443	4.0%
Home Values \$25,000 to \$34,999	396	3.5%
Home Values \$10,000 to \$24,999	645	5.8%
Home Values Under \$10,000	170	1.5%
Owner-Occupied Median Home Value	\$150,096	
Renter-Occupied Median Rent	\$557	

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Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$1.12 B
Total Non-Retail Expenditure	\$508.32 M
Total Retail Expenditure	\$613.83 M
Alcoholic Beverages	\$6.66 M
Apparel	\$20.71 M
Contributions	\$32.56 M
Education	\$23.82 M
Entertainment	\$64.49 M
Food Away From Home	\$48.86 M
Grocery	\$82.74 M
Health Care	\$97.66 M
Household Furnishings and Equipment	\$29.24 M
Household Operations	\$21.28 M
Miscellaneous Expenses	\$18.94 M
Personal Care	\$15.76 M
Shelter	\$176.57 M
Tax and Retirement	\$210.91 M
Tobacco and Related	\$7.47 M
Transportation	\$204.84 M
Utilities	\$59.65 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$6,627	
Total Non-Retail Expenditure	\$3,002	45.3%
Total Retail Expenditures	\$3,625	54.7%
Alcoholic Beverages	\$39	0.6%
Apparel	\$122	1.8%
Contributions	\$192	2.9%
Education	\$141	2.1%
Entertainment	\$381	5.7%
Food Away From Home	\$289	4.4%
Grocery	\$489	7.4%
Health Care	\$577	8.7%
Household Furnishings and Equipment	\$173	2.6%
Household Operations	\$126	1.9%
Miscellaneous Expenses	\$112	1.7%
Personal Care	\$93	1.4%
Shelter	\$1,043	15.7%
Tax and Retirement	\$1,246	-
Tobacco and Related	\$44	0.7%
Transportation	\$1,210	18.3%
Utilities	\$352	5.3%

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

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

Furniture and Home Furnishings Stores

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

Electronics and Appliance Stores

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

Building Materials and Garden Supply Stores

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

Food and Beverage Stores

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

Health and Personal Care Stores

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

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

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

Sporting Goods and Hobby Stores

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

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

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

Foodservice and Drinking Places

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

Eufaula, Oklahoma

20mi Radius

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$37.67 M / \$677.23 K	98
Men's Clothing Stores	\$1.55 M / \$-1	100
Women's Clothing Stores	\$3.1 M / \$676.51 K	78
Children's, Infants' Clothing Stores	\$2.8 M / -	100
Family Clothing Stores	\$17.9 M / -	100
Clothing Accessory Stores	\$875.28 K / -	100
Other Apparel Stores	\$1.08 M / \$725	100
Shoe Stores	\$8.26 M / -	100
Jewelry Stores	\$1.87 M / -	100
Luggage Stores	\$233.34 K / -	100
Furniture, Home Furnishings Stores	\$32.15 M / \$5.12 M	84
Furniture Stores	\$15.38 M / \$4.19 M	73
Floor Covering Stores	\$2.18 M / \$931.21 K	57
Other Home Furnishing Stores	\$14.58 M / -	100
Electronics, Appliance Stores	\$33.4 M / \$-2	100
Building Material, Garden Equipment, Supplies Dealers	\$30.95 M / \$4.16 M	87
Home Centers	\$17.38 M / \$766.28 K	96
Paint, Wallpaper Stores	\$3.52 M / -	100
Hardware Stores	\$1.96 M / -	100
Other Building Materials Stores	\$5.54 M / \$3.39 M	39
Outdoor Power Equipment Stores	\$339.58 K / \$-1	100
Nursery, Garden Stores	\$2.22 M / -	100
Food, Beverage Stores	\$48.71 M / \$9.03 M	81
Grocery Stores	\$38 M / \$6.51 M	83
Convenience Stores	\$3.47 M / \$642.35 K	81
Meat Markets	\$214.59 K / -	100
Fish, Seafood Markets	\$73.05 K / -	100
Fruit, Vegetable Markets	\$140.2 K / \$-1	100
Other Specialty Food Markets	\$283.68 K / -	100
Liquor Stores	\$6.54 M / \$1.87 M	71

Eufaula, Oklahoma

20mi Radius

	Potential / Sales	Index
Health, Personal Care Stores	\$34.96 M / \$18.06 M	48
Pharmacy, Drug Stores	\$30.63 M / \$18.06 M	41
Cosmetics, Beauty Stores	\$1.79 M / \$-2	100
Optical Goods Stores	\$623.9 K / -	100
Other Health, Personal Care Stores	\$1.91 M / \$-1	100
Sporting Goods, Hobby, Book, Music Stores	\$38.89 M / \$15.97 M	59
Sporting Goods Stores	\$14.38 M / \$3.45 M	76
Hobby, Toy, Game Stores	\$10.63 M / \$1.01 M	90
Sewing, Needlecraft Stores	\$8.49 M / \$11.51 M	-26
Musical Instrument Stores	\$2.42 M / -	100
Book Stores	\$2.97 M / -	100
General Merchandise Stores	\$122.91 M / \$103.08 M	16
Department Stores	\$42.18 M / \$99.81 M	-58
Warehouse Superstores	\$68.88 M / -	100
Other General Merchandise Stores	\$11.86 M / \$3.26 M	72
Miscellaneous Store Retailers	\$16.27 M / \$2.22 M	86
Florists	\$362.14 K / -	100
Office, Stationary Stores	\$1.72 M / \$-1	100
Gift, Souvenir Stores	\$3.16 M / \$1.01 M	68
Used Merchandise Stores	\$1.24 M / \$247.93 K	80
Pet, Pet Supply Stores	\$2.89 M / \$-1	100
Art Dealers	\$526.79 K / \$-1	100
Mobile Home Dealers	\$312.3 K / \$-2	100
Other Miscellaneous Retail Stores	\$6.06 M / \$957.23 K	84
Non-Store Retailers	\$73.04 M / \$-5	100
Mail Order, Catalog Stores	\$68.56 M / \$-8	100
Vending Machines	\$295.34 K / -	100
Fuel Dealers	\$398.01 K / -	100
Other Direct Selling Establishments	\$3.79 M / -	100

Eufaula, Oklahoma

20mi Radius

	Potential / Sales	Index
Accommodation, Food Services	\$57.63 M / \$12.56 M	78
Hotels, Other Travel Accommodations	\$3.71 M / \$422	100
RV Parks	\$39.17 K / \$20.04 K	49
Rooming, Boarding Houses	\$20.91 K / \$-1	100
Full Service Restaurants	\$33.66 M / \$12.14 M	64
Limited Service Restaurants	\$15.61 M / \$3.5 M	78
Special Food Services, Catering	\$4.59 M / \$-1	100
Drinking Places	\$3.1 M / \$-1	100
Gasoline Stations	\$26.03 M / \$58.86 M	-56
Motor Vehicle, Parts Dealers	\$58.14 M / \$4.8 M	92
New Car Dealers	\$34.8 M / \$1.16 M	97
Used Car Dealers	\$3.24 M / \$708.14 K	78
Recreational Vehicle Dealers	\$5.52 M / -	100
Motorcycle, Boat Dealers	\$7.41 M / \$1.43 M	81
Auto Parts, Accessories	\$4.61 M / \$1.5 M	67
Tire Dealers	\$2.56 M / -	100
2025 Population		34,226
2030 Population		34,583
% Population Change 2025-2030		1.0%
2025 Adult Population Age 18+		26,989
2025 Population Male		17,585
2025 Population Female		16,642
2025 Households		14,110
2025 Median Household Income		49,615
2025 Average Household Income		73,668

Retail Potential

Eufaula, Oklahoma	
20mi Radius	
2025 Population	34,226
2030 Population	34,583
% Population Change 2020-2025	10.7%
2025 Adult Population Age 18+	\$26,989
2025 Population Male	\$17,585
2025 Population Female	\$16,642
2025 Households	\$14,110
2025 Median Household Income	\$49,615
2025 Average Household Income	\$73,668
Clothing, Clothing Accessories Stores	\$37.67 M
Men's Clothing Stores	\$1.55 M
Women's Clothing Stores	\$3.1 M
Children's, Infants' Clothing Stores	\$2.8 M
Family Clothing Stores	\$17.9 M
Clothing Accessory Stores	\$875.28 K
Other Apparel Stores	\$1.08 M
Shoe Stores	\$8.26 M
Jewelry Stores	\$1.87 M
Luggage Stores	\$233.34 K
Furniture, Home Furnishings Stores	\$32.15 M
Furniture Stores	\$15.38 M
Floor Covering Stores	\$2.18 M
Other Home Furnishing Stores	\$14.58 M
Electronics, Appliance Stores	\$33.4 M
Gasoline Stations	\$26.03 M
Building Material, Garden Equipment, Supplies Dealers	\$30.95 M
Home Centers	\$17.38 M
Paint, Wallpaper Stores	\$3.52 M
Hardware Stores	\$1.96 M
Other Building Materials Stores	\$5.54 M
Outdoor Power Equipment Stores	\$339.58 K
Nursery, Garden Stores	\$2.22 M
Food, Beverage Stores	\$48.71 M
Grocery Stores	\$38 M
Convenience Stores	\$3.47 M
Meat Markets	\$214.59 K
Fish, Seafood Markets	\$73.05 K
Fruit, Vegetable Markets	\$140.2 K
Other Specialty Food Markets	\$283.68 K
Liquor Stores	\$6.54 M

Eufaula, Oklahoma	
20mi Radius	
Health, Personal Care Stores	\$34.96 M
Pharmacy, Drug Stores	\$30.63 M
Cosmetics, Beauty Stores	\$1.79 M
Optical Goods Stores	\$623.9 K
Other Health, Personal Care Stores	\$1.91 M
Sporting Goods, Hobby, Book, Music Stores	\$38.89 M
Sporting Goods Stores	\$14.38 M
Hobby, Toy, Game Stores	\$10.63 M
Sewing, Needlecraft Stores	\$8.49 M
Musical Instrument Stores	\$2.42 M
Book Stores	\$2.97 M
General Merchandise Stores	\$122.91 M
Department Stores	\$42.18 M
Warehouse Superstores	\$68.88 M
Other General Merchandise Stores	\$11.86 M
Miscellaneous Store Retailers	\$16.27 M
Florists	\$362.14 K
Office, Stationary Stores	\$1.72 M
Gift, Souvenir Stores	\$3.16 M
Used Merchandise Stores	\$1.24 M
Pet, Pet Supply Stores	\$2.89 M
Art Dealers	\$526.79 K
Mobile Home Dealers	\$312.3 K
Other Miscellaneous Retail Stores	\$6.06 M
Non-Store Retailers	\$73.04 M
Mail Order, Catalog Stores	\$68.56 M
Vending Machines	\$295.34 K
Fuel Dealers	\$398.01 K
Other Direct Selling Establishments	\$3.79 M
Accommodation, Food Services	\$60.73 M
Hotels, Other Travel Accommodations	\$3.71 M
RV Parks	\$39.17 K
Rooming, Boarding Houses	\$20.91 K
Full Service Restaurants	\$33.66 M
Limited Service Restaurants	\$15.61 M
Special Food Services, Catering	\$4.59 M
Drinking Places	\$3.1 M
Motor Vehicle, Parts Dealers	\$58.14 M
New Car Dealers	\$34.8 M
Used Car Dealers	\$3.24 M
Recreational Vehicle Dealers	\$5.52 M
Motorcycle, Boat Dealers	\$7.41 M
Auto Parts, Accessories	\$4.61 M
Tire Dealers	\$2.56 M

Income Summary

Eufaula, Oklahoma		
20mi Radius		
Population		
Estimated Population (2025)	34,226	
Projected Population (2030)	34,583	
Census Population (2020)	30,925	
Census Population (2010)	33,710	
<i>Projected Annual Growth (2025 to 2030)</i>	357	0.2%
<i>Historical Annual Growth (2020 to 2025)</i>	3,302	1.9%
<i>Historical Annual Growth (2010 to 2020)</i>	-2,786	-0.8%
Households		
Estimated Households (2025)	14,110	
Projected Households (2030)	14,090	
Census Households (2020)	12,957	
Census Households (2010)	14,048	
<i>Projected Annual Growth (2025 to 2030)</i>	-20	-
<i>Historical Annual Growth (2020 to 2025)</i>	1,153	1.8%
<i>Historical Annual Growth (2010 to 2020)</i>	-1,091	-0.8%
Average Household Income		
Estimated Average Household Income (2025)	\$73,668	
Projected Average Household Income (2030)	\$73,502	
Census Average Household Income (2020)	\$41,138	
Census Average Household Income (2010)	\$37,142	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$166	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$32,531	5.3%
<i>Historical Annual Growth (2010 to 2020)</i>	\$3,996	1.1%
Median Household Income		
Estimated Median Household Income (2025)	\$49,615	
Projected Median Household Income (2030)	\$49,310	
Census Median Household Income (2020)	\$31,751	
Census Median Household Income (2010)	\$26,048	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$304	-0.1%
<i>Historical Annual Growth (2020 to 2025)</i>	\$17,863	3.8%
<i>Historical Annual Growth (2010 to 2020)</i>	\$5,703	2.2%
Per Capita Income		
Estimated Per Capita Income (2025)	\$30,445	
Projected Per Capita Income (2030)	\$30,021	
Census Per Capita Income (2020)	\$17,148	
Census Per Capita Income (2010)	\$15,412	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$424	-0.3%
<i>Historical Annual Growth (2020 to 2025)</i>	\$13,297	5.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$1,736	1.1%
Other Income		
Estimated Families (2025)	8,686	
Estimated Average Family Income (2025)	\$92,594	
Estimated Median Family Income (2025)	\$66,056	
Estimated Average Household Net Worth (2025)	\$947,460	

Consumer Expenditure Summary

Consumer Expenditure Summary



Eufaula, Oklahoma		
20mi Radius		
Estimated Population		34,226
Estimated Households		14,110
Household Expenditure		\$1.12 B
Per Household ~ Per Capita	\$79,530	\$32,786
Non-Retail Expenditures	\$508.32 M	45.3%
Per Household ~ Per Capita	\$36,026	\$14,852
Retail Expenditures	\$613.83 M	54.7%
Per Household ~ Per Capita	\$43,504	\$17,934
Alcoholic Beverages	\$6.66 M	0.6%
Per Household ~ Per Capita	\$472	\$195
Apparel	\$20.71 M	1.8%
Per Household ~ Per Capita	\$1,468	\$605
Contributions	\$32.56 M	2.9%
Per Household ~ Per Capita	\$2,308	\$951
Education	\$23.82 M	2.1%
Per Household ~ Per Capita	\$1,688	\$696
Entertainment	\$64.49 M	5.7%
Per Household ~ Per Capita	\$4,571	\$1,884
Food Away From Home	\$48.86 M	4.4%
Per Household ~ Per Capita	\$3,463	\$1,428
Grocery	\$82.74 M	7.4%
Per Household ~ Per Capita	\$5,864	\$2,417
Health Care	\$97.66 M	8.7%
Per Household ~ Per Capita	\$6,921	\$2,853
Household Furnishings and Equipment	\$29.24 M	2.6%
Per Household ~ Per Capita	\$2,073	\$854
Household Operations	\$21.28 M	1.9%
Per Household ~ Per Capita	\$1,508	\$622
Miscellaneous Expenses	\$18.94 M	1.7%
Per Household ~ Per Capita	\$1,342	\$553
Personal Care	\$15.76 M	1.4%
Per Household ~ Per Capita	\$1,117	\$460
Shelter	\$176.57 M	15.7%
Per Household ~ Per Capita	\$12,514	\$5,159
Tax and Retirement	\$210.91 M	18.8%
Per Household ~ Per Capita	\$14,948	\$6,162
Tobacco and Related	\$7.47 M	0.7%
Per Household ~ Per Capita	\$529	\$218
Transportation	\$204.84 M	18.3%
Per Household ~ Per Capita	\$14,518	\$5,985
Utilities	\$59.65 M	5.3%
Per Household ~ Per Capita	\$4,227	\$1,743

Eufaula, Oklahoma		
20mi Radius		
Population / Households (2025)		
Estimated Population		34,226
Estimated Households		14,110
Total Annual Consumer Expenditure (2025)		
Total Household Expenditure		\$1.12 B
Total Non-Retail Expenditure		\$508.32 M
Total Retail Expenditure		\$613.83 M
Alcoholic Beverages		\$6.66 M
Apparel		\$20.71 M
Contributions		\$32.56 M
Education		\$23.82 M
Entertainment		\$64.49 M
Food Away From Home		\$48.86 M
Grocery		\$82.74 M
Health Care		\$97.66 M
Household Furnishings and Equipment		\$29.24 M
Household Operations		\$21.28 M
Miscellaneous Expenses		\$18.94 M
Personal Care		\$15.76 M
Shelter		\$176.57 M
Tax and Retirement		\$210.91 M
Tobacco and Related		\$7.47 M
Transportation		\$204.84 M
Utilities		\$59.65 M
Monthly Household Consumer Expenditure (2025)		
Total Household Expenditure		\$6,627
Total Non-Retail Expenditure		\$3,002 45.3%
Total Retail Expenditure		\$3,625 54.7%
Alcoholic Beverages		\$39 0.6%
Apparel		\$122 1.8%
Contributions		\$192 2.9%
Education		\$141 2.1%
Entertainment		\$381 5.7%
Food Away From Home		\$289 4.4%
Grocery		\$489 7.4%
Health Care		\$577 8.7%
Household Furnishings and Equipment		\$173 2.6%
Household Operations		\$126 1.9%
Miscellaneous Expenses		\$112 1.7%
Personal Care		\$93 1.4%
Shelter		\$1,043 15.7%
Tax and Retirement		\$1,246 18.8%
Tobacco and Related		\$44 0.7%
Transportation		\$1,210 18.3%
Utilities		\$352 5.3%

Eufaula, Oklahoma	
20mi Radius	
Population / Households (2030)	
Projected Population	34,583
Projected Households	-
Total Annual Consumer Expenditure (2030)	
Total Household Expenditure	\$1.11 B
Total Non-Retail Expenditure	\$503.11 M
Total Retail Expenditure	\$604.87 M
Alcoholic Beverages	\$6.59 M
Apparel	\$20.5 M
Contributions	\$32.17 M
Education	\$23.55 M
Entertainment	\$63.83 M
Food Away From Home	\$48.35 M
Grocery	\$82.06 M
Health Care	\$94.9 M
Household Furnishings and Equipment	\$28.94 M
Household Operations	\$21.07 M
Miscellaneous Expenses	\$18.74 M
Personal Care	\$15.62 M
Shelter	\$175.2 M
Tax and Retirement	\$208.15 M
Tobacco and Related	\$7.44 M
Transportation	\$201.71 M
Utilities	\$59.17 M
Consumer Expenditure Growth (2025 to 2030)	
Total Household Expenditure	\$-14.17 M
Total Non-Retail Expenditure	\$-5.21 M
Total Retail Expenditure	\$-8.97 M
Alcoholic Beverages	\$-71.7 K
Apparel	\$-212.6 K
Contributions	\$-390.09 K
Education	\$-273.4 K
Entertainment	\$-658.17 K
Food Away From Home	\$-507.55 K
Grocery	\$-679.79 K
Health Care	\$-2.76 M
Household Furnishings and Equipment	\$-309.26 K
Household Operations	\$-206.42 K
Miscellaneous Expenses	\$-204.23 K
Personal Care	\$-137.48 K
Shelter	\$-1.37 M
Tax and Retirement	\$-2.76 M
Tobacco and Related	\$-25.27 K
Transportation	\$-3.13 M
Utilities	\$-479.23 K

Crime Risk

Eufaula, Oklahoma	
20mi Radius	
Demographics	
Population	34,226
Census Population	30,925
Households	14,110
Average Household Income	\$73,668
Median Household Income	\$49,615
Per Capita Income	\$30,445
Total Crime	
Crime Index	85
Crime Level	Below Average
Personal Crime	
Crime Index	70
Crime Level	Below Average
Murder	
Crime Index	140
Crime Level	Above Average
Rape	
Crime Index	100
Crime Level	Average
Robbery	
Crime Index	23
Crime Level	Very Low
Assault	
Crime Index	76
Crime Level	Below Average
Property Crime	
Crime Index	88
Crime Level	Below Average
Burglary	
Crime Index	242
Crime Level	Very High
Larceny	
Crime Index	59
Crime Level	Low Risk
Motor Vehicle Theft	
Crime Index	87
Crime Level	Below Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



Eufaula, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
NAPA	2 / 1	6,200	
O'Reilly	2 / 1	8,500	
Banks			
Arvest Bank	1 / 1	6,600	
BOKF	1 / 1	4,900	
Banks Minor			
Bank	8 / 3		
Convenience Stores			
Casey's General Store	2 / 1	2,500 to 4,000	
Conoco	1 / 1	2,500	
Love's	1 / 0	7,300	
Phillips 66	3 / 1	2,500	
Pilot Flying J	1 / 0	14,500	
Shell	3 / 0	1,000 to 2,500	
Sinclair	5 / 2	2,000	
Sunoco	1 / 0	4,700	
Dealerships			
Chevrolet	2 / 1		
Chrysler	1 / 0		
Dodge	1 / 0		
Ford	1 / 1		
GMC	1 / 1		
Jeep	1 / 0		
RAM	1 / 0		
Dental			
Affordable Dentures	1 / 0	4,100	
Department Stores			
Bealls	1 / 0	25,600	
Discount Department Stores			
Walmart Supercenter	1 / 0	189,700	
Dollar Stores			
Dollar General	12 / 2	9,600	
Dollar Tree	1 / 0	11,800	
Family Dollar Dollar Tree	2 / 1	12,100	
Education			
Day Care	8 / 3		

Eufaula, Oklahoma	Site / Market	Avg Square	Closest Location
20mi Radius	Locations	Footage	
High School	9 / 1		
PK - 8	15 / 0		
Health Care			
Certified Nurse Midwife	1 / 1		
Chiropractic	3 / 3		
Clinical Nurse Specialist	1 / 1		
Clinical Social Worker	3 / 2		
Dialysis Centers	1 / 1		
Family Practice	3 / 2		
Internal Medicine	1 / 1		
Nurse Practitioner	6 / 5		
Optometry	4 / 2		
Physical Therapy	1 / 1		
Psychiatry	1 / 0		
Registered Dietitian or Nutrition Professional	1 / 1		
Home Improvement			
True Value	3 / 1	12,800	
Hotels			
Best Western Hotels	1 / 1	20,400	
Restaurants Fast Food Major			
McDonald's	2 / 1	4,600	
Sonic	2 / 1	2,800	
Taco Bell	1 / 0	2,500	
Restaurants Ice Cream Smoothie			
Braum's	1 / 1	5,100	
Restaurants Pizza			
Godfather's Pizza	1 / 0	2,700	
Pizza Hut	1 / 0	2,800	
Simple Simon's Pizza	7 / 1	2,000	
Restaurants Sandwich			
Subway	3 / 1	1,700	
Specialty			
USPS	11 / 1		
Worship			
Baptist	2 / 0		
Methodist Episcopal	1 / 1		