

RETAIL ATTRACTIONS, LLC

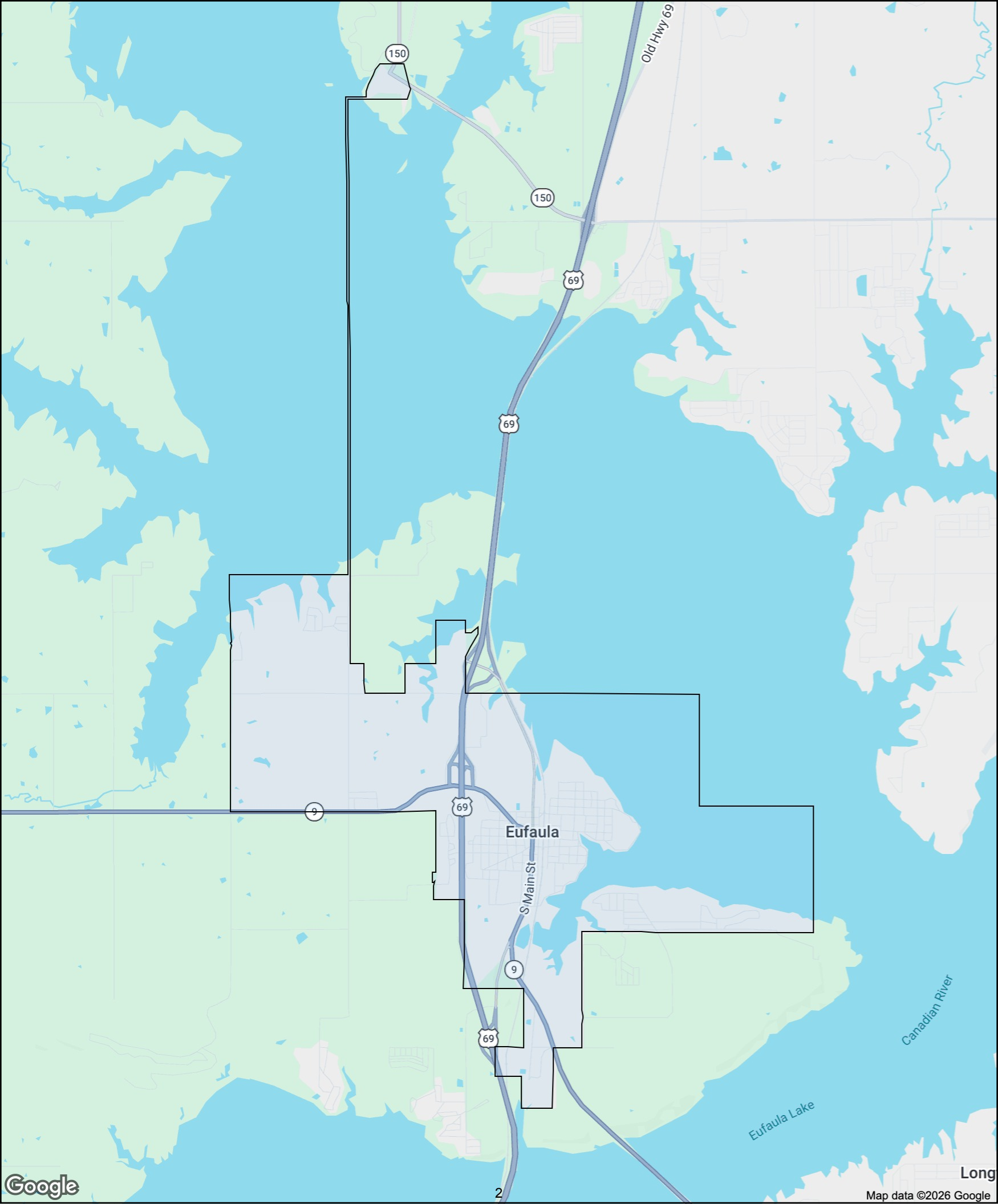
Economic Development Consulting

**Eufaula, Oklahoma
City Limits
2nd Quarter 2026**

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Demographics



150

150

69

69

69

9

69

Old Hwy 69

Eufaula

S Main St

Canadian River

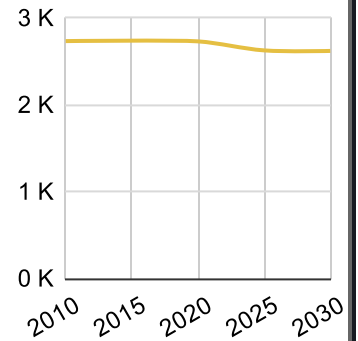
Eufaula Lake

Eufaula, Oklahoma

City Limits

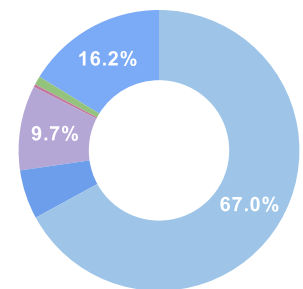
Population

Estimated Population (2025)	2,628
Projected Population (2030)	2,622
Census Population (2020)	2,732
Census Population (2010)	2,735
Projected Annual Growth (2025-2030)	-6 -
Historical Annual Growth (2020-2025)	-104 -0.8%
Historical Annual Growth (2010-2020)	-3 -
Estimated Population Density (2025)	273 <i>psm</i>
Trade Area Size	9.6 <i>sq mi</i>



Race and Ethnicity (2025)

Not Hispanic or Latino Population		Count	Percentage
White		1,710	67.3%
Black or African American		149	5.9%
American Indian or Alaska Native		253	10.0%
Asian		9	0.4%
Hawaiian or Pacific Islander		-	-
Other Race		14	0.6%
Two or More Races		404	15.9%
Hispanic or Latino Population		Count	Percentage
White		52	58.4%
Black or African American		-	-
American Indian or Alaska Native		3	3.4%
Asian		-	-
Hispanic Hawaiian or Pacific Islander		-	-
Other Race		12	13.5%
Two or More Races		22	24.7%



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

Eufaula, Oklahoma

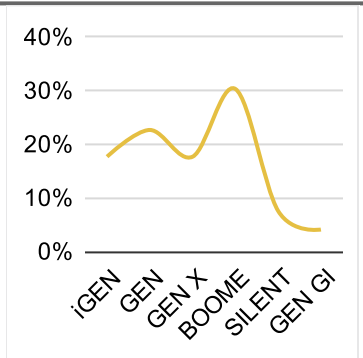
City Limits

Age Distribution (2025)

Age Under 5 Years	126	4.8%
Age 5 to 9 Years	156	5.9%
Age 10 to 14 Years	183	7.0%
Age 15 to 19 Years	151	5.7%
Age 20 to 24 Years	119	4.5%
Age 25 to 29 Years	134	5.1%
Age 30 to 34 Years	192	7.3%
Age 35 to 39 Years	137	5.2%
Age 40 to 44 Years	173	6.6%
Age 45 to 49 Years	155	5.9%
Age 50 to 54 Years	151	5.7%
Age 55 to 59 Years	133	5.1%
Age 60 to 64 Years	193	7.3%
Age 65 to 69 Years	171	6.5%
Age 70 to 74 Years	149	5.7%
Age 75 to 79 Years	110	4.2%
Age 80 to 84 Years	89	3.4%
Age 85 Years or Over	108	4.1%
Median Age	42.4	

Generation (2025)

iGeneration (Age Under 15 Years)	465	17.7%
Generation 9/11 Millennials (Age 15 to 34 Years)	596	22.7%
Gen Xers (Age 35 to 49 Years)	465	17.7%
Baby Boomers (Age 50 to 74 Years)	797	30.3%
Silent Generation (Age 75 to 84 Years)	199	7.6%
G.I. Generation (Age 85 Years or Over)	108	4.1%

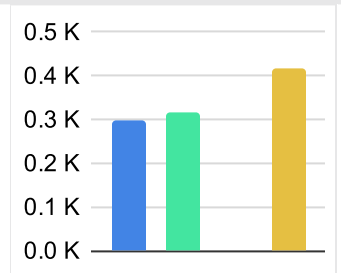


Eufaula, Oklahoma

City Limits

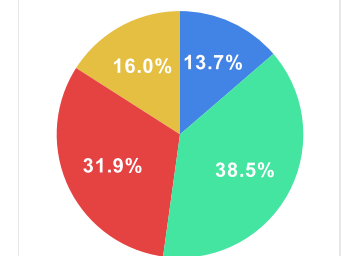
Household Type (2025)

Total Households	1,034
Family Households	616 59.6%
Family Households with Children	300 48.7%
Family Households No Children	316 51.3%
Non-Family Households	418 40.4%
Non-Family Households with Children	1 0.2%
Non-Family Households No Children	417 99.8%



Education Attainment (2025)

Elementary or Some High School	259 13.7%
High School Graduate	729 38.5%
Some College or Associate Degree	603 31.9%
Bachelor or Graduate Degree	302 16.0%



Household Income (2025)

Estimated Average Household Income	\$56,289
Estimated Median Household Income	\$38,476
HH Income Under \$10,000	118 11.4%
HH Income \$10,000 to \$34,999	338 32.7%
HH Income \$35,000 to \$49,999	195 18.9%
HH Income \$50,000 to \$74,999	187 18.1%
HH Income \$75,000 to \$99,999	71 6.9%
HH Income \$100,000 to \$149,999	87 8.4%
HH Income \$150,000 or More	37 3.6%

Eufaula, Oklahoma

City Limits

Population

Estimated Population (2025)	2,628	
Projected Population (2030)	2,622	
Census Population (2020)	2,732	
Census Population (2010)	2,735	
Projected Annual Growth (2025-2030)	-6	-
Historical Annual Growth (2020-2025)	-104	-0.8%
Historical Annual Growth (2010-2020)	-3	-
Estimated Population Density (2025)	273	psm
Trade Area Size	9.6	sq mi

Households

Estimated Households (2025)	1,034	
Projected Households (2030)	1,019	
Census Households (2020)	1,148	
Census Households (2010)	1,149	
Projected Annual Growth (2025-2030)	-15	-0.3%
Historical Annual Change (2010-2025)	-115	-0.7%

Average Household Income

Estimated Average Household Income (2025)	\$56,289	
Projected Average Household Income (2030)	\$56,080	
Census Average Household Income (2010)	\$39,184	
Census Average Household Income (2000)	\$34,267	
Projected Annual Change (2025-2030)	-\$209	-
Historical Annual Change (2000-2025)	\$22,022	2.6%

Median Household Income

Estimated Median Household Income (2025)	\$38,476	
Projected Median Household Income (2030)	\$38,175	
Census Median Household Income (2010)	\$29,713	
Census Median Household Income (2000)	\$21,299	
Projected Annual Change (2025-2030)	-\$301	-0.2%
Historical Annual Change (2000-2025)	\$17,177	3.2%

Per Capita Income

Estimated Per Capita Income (2025)	\$22,351	
Projected Per Capita Income (2030)	\$21,999	
Census Per Capita Income (2010)	\$16,476	
Census Per Capita Income (2000)	\$15,030	
Projected Annual Change (2025-2030)	-\$352	-0.3%
Historical Annual Change (2000-2025)	\$7,321	1.9%
Estimated Average Household Net Worth (2025)	\$599,738	

Eufaula, Oklahoma

City Limits

Race and Ethnicity

Total Population (2025)	2,628	
White (2025)	1,762	67.0%
Black or African American (2025)	149	5.7%
American Indian or Alaska Native (2025)	256	9.7%
Asian (2025)	9	0.3%
Hawaiian or Pacific Islander (2025)	-	-
Other Race (2025)	26	1.0%
Two or More Races (2025)	426	16.2%
Population < 18 (2025)	563	21.4%
White Not Hispanic	289	51.3%
Black or African American	39	6.9%
Asian	3	0.5%
Other Race Not Hispanic	190	33.7%
Hispanic	42	7.5%
Not Hispanic or Latino Population (2025)	2,539	96.6%
Not Hispanic White	1,710	67.3%
Not Hispanic Black or African American	149	5.9%
Not Hispanic American Indian or Alaska Native	253	10.0%
Not Hispanic Asian	9	0.4%
Not Hispanic Hawaiian or Pacific Islander	-	-
Not Hispanic Other Race	14	0.6%
Not Hispanic Two or More Races	404	15.9%
Hispanic or Latino Population (2025)	89	3.4%
Hispanic White	52	58.4%
Hispanic Black or African American	-	-
Hispanic American Indian or Alaska Native	3	3.4%
Hispanic Asian	-	-
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	12	13.5%
Hispanic Two or More Races	22	24.7%
Not Hispanic or Latino Population (2020)	2,655	97.2%
Hispanic or Latino Population (2020)	77	2.8%
Not Hispanic or Latino Population (2010)	2,672	97.7%
Hispanic or Latino Population (2010)	63	2.3%
Not Hispanic or Latino Population (2030)	2,491	95.0%
Hispanic or Latino Population (2030)	131	5.0%
Projected Annual Growth (2025-2030)	42	9.4%
Historical Annual Growth (2010-2020)	14	2.2%

Eufaula, Oklahoma

City Limits

Total Age Distribution (2025)

Total Population	2,628	
Age Under 5 Years	126	4.8%
Age 5 to 9 Years	156	5.9%
Age 10 to 14 Years	183	7.0%
Age 15 to 19 Years	151	5.7%
Age 20 to 24 Years	119	4.5%
Age 25 to 29 Years	134	5.1%
Age 30 to 34 Years	192	7.3%
Age 35 to 39 Years	137	5.2%
Age 40 to 44 Years	173	6.6%
Age 45 to 49 Years	155	5.9%
Age 50 to 54 Years	151	5.7%
Age 55 to 59 Years	133	5.1%
Age 60 to 64 Years	193	7.3%
Age 65 to 69 Years	171	6.5%
Age 70 to 74 Years	149	5.7%
Age 75 to 79 Years	110	4.2%
Age 80 to 84 Years	89	3.4%
Age 85 Years or Over	108	4.1%
Median Age	42.4	
Age 19 Years or Less	616	23.4%
Age 20 to 64 Years	1,387	52.8%
Age 65 Years or Over	627	23.9%

Female Age Distribution (2025)

Female Population	1,285	48.9%
Age Under 5 Years	66	5.1%
Age 5 to 9 Years	68	5.3%
Age 10 to 14 Years	90	7.0%
Age 15 to 19 Years	76	5.9%
Age 20 to 24 Years	62	4.8%
Age 25 to 29 Years	58	4.5%
Age 30 to 34 Years	92	7.2%
Age 35 to 39 Years	69	5.4%
Age 40 to 44 Years	77	6.0%
Age 45 to 49 Years	86	6.7%
Age 50 to 54 Years	72	5.6%
Age 55 to 59 Years	62	4.8%
Age 60 to 64 Years	84	6.5%
Age 65 to 69 Years	88	6.8%
Age 70 to 74 Years	87	6.8%
Age 75 to 79 Years	52	4.0%
Age 80 to 84 Years	54	4.2%
Age 85 Years or Over	41	3.2%
Female Median Age	43.0	
Age 19 Years or Less	300	23.3%
Age 20 to 64 Years	662	51.5%
Age 65 Years or Over	322	25.1%

Eufaula, Oklahoma

City Limits

Male Age Distribution (2025)

Male Population	1,343	51.1%
Age Under 5 Years	60	4.5%
Age 5 to 9 Years	88	6.6%
Age 10 to 14 Years	93	6.9%
Age 15 to 19 Years	75	5.6%
Age 20 to 24 Years	57	4.2%
Age 25 to 29 Years	76	5.7%
Age 30 to 34 Years	100	7.4%
Age 35 to 39 Years	68	5.1%
Age 40 to 44 Years	96	7.1%
Age 45 to 49 Years	69	5.1%
Age 50 to 54 Years	79	5.9%
Age 55 to 59 Years	71	5.3%
Age 60 to 64 Years	109	8.1%
Age 65 to 69 Years	83	6.2%
Age 70 to 74 Years	62	4.6%
Age 75 to 79 Years	58	4.3%
Age 80 to 84 Years	35	2.6%
Age 85 Years or Over	67	5.0%
Male Median Age	41.9	
Age 19 Years or Less	316	23.5%
Age 20 to 64 Years	725	54.0%
Age 65 Years or Over	305	22.7%

Males per 100 Females (2025)

Overall Comparison	105	
Age Under 5 Years	91	47.6%
Age 5 to 9 Years	129	56.4%
Age 10 to 14 Years	103	50.8%
Age 15 to 19 Years	99	49.7%
Age 20 to 24 Years	92	47.9%
Age 25 to 29 Years	131	56.7%
Age 30 to 34 Years	109	52.1%
Age 35 to 39 Years	99	49.6%
Age 40 to 44 Years	125	55.5%
Age 45 to 49 Years	80	44.5%
Age 50 to 54 Years	110	52.3%
Age 55 to 59 Years	115	53.4%
Age 60 to 64 Years	130	56.5%
Age 65 to 69 Years	94	48.5%
Age 70 to 74 Years	71	41.6%
Age 75 to 79 Years	112	52.7%
Age 80 to 84 Years	65	39.3%
Age 85 Years or Over	163	62.0%
Age 19 Years or Less	105	51.3%
Age 20 to 39 Years	107	51.7%
Age 40 to 64 Years	111	52.7%
Age 65 Years or Over	95	48.6%

Eufaula, Oklahoma

City Limits

Household Type (2025)

Total Households	1,034	
Households with Children	301	29.1%
Average Household Size	2.4	
Household Density per Square Mile	107	
Population Family	1,861	70.8%
Population Non-Family	588	22.4%
Population Group Quarters	179	6.8%
Family Households	616	59.6%
Married Couple Households	398	64.6%
Other Family Households	218	35.4%
Family Households with Children	300	48.7%
Married Couple with Children	166	55.3%
Other Family Households with Children	134	44.7%
Family Households No Children	316	51.3%
Married Couple No Children	232	73.4%
Other Family Households No Children	84	26.6%
Non-Family Households	418	40.4%
Non-Family Households with Children	1	0.2%
Non-Family Households No Children	417	99.8%
Average Family Household Size	3.0	
Average Family Income	\$68,636	
Median Family Income	\$50,384	
Average Non-Family Household Size	1.4	

Marital Status (2025)

Population Age 15 Years or Over	2,162	
Never Married	693	32.1%
Currently Married	726	33.6%
Previously Married	743	34.4%
Separated	89	12.0%
Widowed	276	37.1%
Divorced	378	50.9%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	1,893	
Elementary (Grade Level 0 to 8)	107	5.7%
Some High School (Grade Level 9 to 11)	152	8.0%
High School Graduate	729	38.5%
Some College	478	25.3%
Associate Degree Only	125	6.6%
Bachelor Degree Only	127	6.7%
Graduate Degree	175	9.2%
Any College (Some College or Higher)	905	47.8%
College Degree + (Bachelor Degree or Higher)	302	16.0%

Eufaula, Oklahoma

City Limits

Housing

Total Housing Units (2025)	1,516	
Total Housing Units (2020)	1,527	
Historical Annual Growth (2020-2025)	-11	-
Housing Units Occupied (2025)	1,034	68.2%
Housing Units Owner-Occupied	624	60.3%
Housing Units Renter-Occupied	410	39.7%
Housing Units Vacant (2025)	482	31.8%

Household Size (2025)

Total Households	1,034	
1 Person Households	328	31.7%
2 Person Households	397	38.4%
3 Person Households	141	13.6%
4 Person Households	73	7.1%
5 Person Households	53	5.1%
6 Person Households	28	2.7%
7 or More Person Households	14	1.4%

Household Income Distribution (2025)

HH Income \$200,000 or More	37	3.6%
HH Income \$150,000 to \$199,999	-	-
HH Income \$125,000 to \$149,999	32	3.1%
HH Income \$100,000 to \$124,999	55	5.3%
HH Income \$75,000 to \$99,999	71	6.9%
HH Income \$50,000 to \$74,999	187	18.1%
HH Income \$35,000 to \$49,999	195	18.9%
HH Income \$25,000 to \$34,999	127	12.3%
HH Income \$15,000 to \$24,999	134	13.0%
HH Income \$10,000 to \$14,999	77	7.4%
HH Income Under \$10,000	118	11.4%

Household Vehicles (2025)

Households 0 Vehicles Available	77	7.4%
Households 1 Vehicle Available	450	43.5%
Households 2 Vehicles Available	334	32.3%
Households 3 or More Vehicles Available	173	16.7%
Total Vehicles Available	1,640	
Average Vehicles per Household	1.6	
Owner-Occupied Household Vehicles	1,161	70.8%
Average Vehicles per Owner-Occupied Household	1.9	
Renter-Occupied Household Vehicles	479	29.2%
Average Vehicles per Renter-Occupied Household	1.2	

Travel Time (2025)

Worker Base Age 16 years or Over	730	
Travel to Work in 14 Minutes or Less	194	26.6%
Travel to Work in 15 to 29 Minutes	239	32.7%
Travel to Work in 30 to 59 Minutes	159	21.8%
Travel to Work in 60 Minutes or More	48	6.6%
Work at Home	89	12.2%
Average Minutes Travel to Work	19.6	

Eufaula, Oklahoma

City Limits

Transportation To Work (2025)

Worker Base Age 16 years or Over	730	
Drive to Work Alone	530	72.6%
Drive to Work in Carpool	95	13.0%
Travel to Work by Public Transportation	7	1.0%
Drive to Work on Motorcycle	-	-
Bicycle to Work	-	-
Walk to Work	9	1.2%
Other Means	-	-
Work at Home	89	12.2%

Daytime Demographics (2025)

Total Businesses	94	
Total Employees	673	
Company Headquarter Businesses	3	3.2%
Company Headquarter Employees	148	22.0%
Employee Population per Business	7.2	to 1
Residential Population per Business	28.0	to 1
Adj. Daytime Demographics Age 16 Years or Over	2,066	

Labor Force

Labor Population Age 16 Years or Over (2025)	2,134	
Labor Force Total Males (2025)	1,088	51.0%
Male Civilian Employed	412	37.9%
Male Civilian Unemployed	-	-
Males in Armed Forces	12	1.1%
Males Not in Labor Force	664	61.0%
Labor Force Total Females (2025)	1,046	49.0%
Female Civilian Employed	317	30.3%
Female Civilian Unemployed	23	2.2%
Females in Armed Forces	-	-
Females Not in Labor Force	706	67.5%
Unemployment Rate	23	1.1%

Occupation (2025)

Occupation Population Age 16 Years or Over	731	
Occupation Total Males	413	56.5%
Occupation Total Females	318	43.5%
Management, Business, Financial Operations	68	9.3%
Professional, Related	155	21.2%
Service	159	21.8%
Sales, Office	138	18.9%
Farming, Fishing, Forestry	20	2.7%
Construction, Extraction, Maintenance	79	10.8%
Production, Transport, Material Moving	112	15.3%
White Collar Workers	361	49.4%
Blue Collar Workers	370	50.6%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Eufaula, Oklahoma

City Limits

Units In Structure (2025)

Total Units	1,034	
1 Detached Unit	774	74.9%
1 Attached Unit	13	1.3%
2 Units	56	5.4%
3 to 4 Units	53	5.1%
5 to 9 Units	22	2.1%
10 to 19 Units	1	-
20 to 49 Units	3	0.3%
50 or More Units	1	-
Mobile Home or Trailer	110	10.6%
Other Structure	1	-

Occupied Homes Built By Year (2025)

Homes Built 2020 or later	20	1.9%
Homes Built 2010 to 2019	78	7.5%
Homes Built 2000 to 2009	73	7.1%
Homes Built 1990 to 1999	89	8.6%
Homes Built 1980 to 1989	92	8.9%
Homes Built 1970 to 1979	244	23.6%
Homes Built 1960 to 1969	138	13.3%
Homes Built 1950 to 1959	72	7.0%
Homes Built 1940 to 1949	47	4.5%
Homes Built Before 1939	182	17.6%
Median Age of Homes	52.5	yrs

Home Values (2025)

Owner Specified Housing Units	624	
Home Values \$1,000,000 or More	-	-
Home Values \$750,000 to \$999,999	-	-
Home Values \$500,000 to \$749,999	39	6.3%
Home Values \$400,000 to \$499,999	23	3.7%
Home Values \$300,000 to \$399,999	70	11.2%
Home Values \$250,000 to \$299,999	37	5.9%
Home Values \$200,000 to \$249,999	63	10.1%
Home Values \$175,000 to \$199,999	123	19.7%
Home Values \$150,000 to \$174,999	50	8.0%
Home Values \$125,000 to \$149,999	16	2.6%
Home Values \$100,000 to \$124,999	65	10.4%
Home Values \$90,000 to \$99,999	37	5.9%
Home Values \$80,000 to \$89,999	1	0.2%
Home Values \$70,000 to \$79,999	24	3.8%
Home Values \$60,000 to \$69,999	1	0.2%
Home Values \$50,000 to \$59,999	32	5.1%
Home Values \$35,000 to \$49,999	20	3.2%
Home Values \$25,000 to \$34,999	8	1.3%
Home Values \$10,000 to \$24,999	2	0.3%
Home Values Under \$10,000	12	1.9%
Owner-Occupied Median Home Value	\$183,840	
Renter-Occupied Median Rent	\$540	

Eufaula, Oklahoma

City Limits

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$70.65 M
Total Non-Retail Expenditure	\$31.83 M
Total Retail Expenditure	\$38.81 M
Alcoholic Beverages	\$414.53 K
Apparel	\$1.32 M
Contributions	\$1.91 M
Education	\$1.43 M
Entertainment	\$4.12 M
Food Away From Home	\$3.1 M
Grocery	\$5.76 M
Health Care	\$7.06 M
Household Furnishings and Equipment	\$1.84 M
Household Operations	\$1.38 M
Miscellaneous Expenses	\$1.19 M
Personal Care	\$1.07 M
Shelter	\$12.34 M
Tax and Retirement	\$10.95 M
Tobacco and Related	\$581.34 K
Transportation	\$11.99 M
Utilities	\$4.18 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$5,694	
Total Non-Retail Expenditure	\$2,566	45.1%
Total Retail Expenditures	\$3,128	54.9%
Alcoholic Beverages	\$33	0.6%
Apparel	\$107	1.9%
Contributions	\$154	2.7%
Education	\$116	2.0%
Entertainment	\$332	5.8%
Food Away From Home	\$250	4.4%
Grocery	\$464	8.2%
Health Care	\$569	10.0%
Household Furnishings and Equipment	\$148	2.6%
Household Operations	\$111	2.0%
Miscellaneous Expenses	\$96	1.7%
Personal Care	\$87	1.5%
Shelter	\$995	17.5%
Tax and Retirement	\$882	-
Tobacco and Related	\$47	0.8%
Transportation	\$966	17.0%
Utilities	\$337	5.9%

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

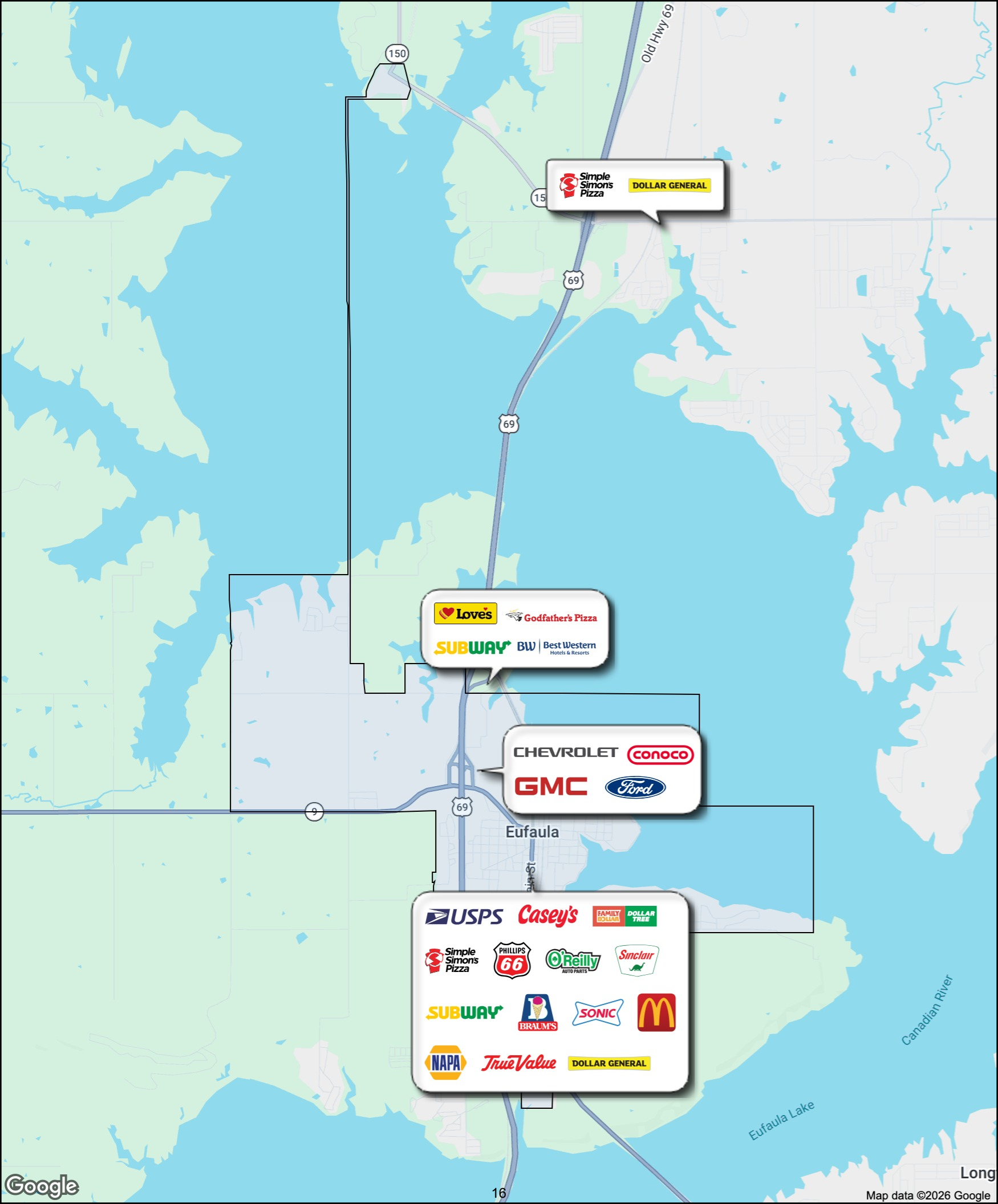
Department stores and other general merchandise stores

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

City Limits

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$2.46 M / \$225.52 K	91
Men's Clothing Stores	\$107.17 K / \$6	100
Women's Clothing Stores	\$200.17 K / \$225.51 K	-11
Children's, Infants' Clothing Stores	\$172.29 K / -	100
Family Clothing Stores	\$1.14 M / \$1	100
Clothing Accessory Stores	\$59 K / \$1	100
Other Apparel Stores	\$70.01 K / \$2	100
Shoe Stores	\$564.85 K / \$3	100
Jewelry Stores	\$129.66 K / \$1	100
Luggage Stores	\$16.73 K / \$-1	100
Furniture, Home Furnishings Stores	\$2.08 M / \$2.81 M	-26
Furniture Stores	\$1.06 M / \$2.1 M	-50
Floor Covering Stores	\$148.89 K / \$716.07 K	-79
Other Home Furnishing Stores	\$874.87 K / \$1	100
Electronics, Appliance Stores	\$2.07 M / \$4	100
Building Material, Garden Equipment, Supplies Dealers	\$2.02 M / -	100
Home Centers	\$1.13 M / \$-3	100
Paint, Wallpaper Stores	\$219.73 K / \$3	100
Hardware Stores	\$127.23 K / \$-2	100
Other Building Materials Stores	\$369.1 K / \$2	100
Outdoor Power Equipment Stores	\$22.51 K / \$-1	100
Nursery, Garden Stores	\$146.12 K / \$1	100
Food, Beverage Stores	\$3.02 M / \$1.52 M	50
Grocery Stores	\$2.38 M / \$1.52 M	36
Convenience Stores	\$208.58 K / \$-6	100
Meat Markets	\$13.65 K / \$4	100
Fish, Seafood Markets	\$4.63 K / -	100
Fruit, Vegetable Markets	\$8.88 K / \$2	100
Other Specialty Food Markets	\$17.68 K / \$-2	100
Liquor Stores	\$380.79 K / \$-4	100

Eufaula, Oklahoma

City Limits

	Potential / Sales	Index
Health, Personal Care Stores	\$1.94 M / \$14.87 M	-87
Pharmacy, Drug Stores	\$1.7 M / \$14.87 M	-89
Cosmetics, Beauty Stores	\$96.56 K / \$-5	100
Optical Goods Stores	\$36.19 K / -	100
Other Health, Personal Care Stores	\$104.67 K / \$5	100
Sporting Goods, Hobby, Book, Music Stores	\$2.57 M / \$12.52 M	-79
Sporting Goods Stores	\$952.79 K / \$1	100
Hobby, Toy, Game Stores	\$717.53 K / \$1.01 M	-29
Sewing, Needlecraft Stores	\$582.11 K / \$11.51 M	-95
Musical Instrument Stores	\$133.09 K / \$-5	100
Book Stores	\$181.33 K / \$-2	100
General Merchandise Stores	\$7.85 M / \$10	100
Department Stores	\$2.68 M / \$2	100
Warehouse Superstores	\$4.4 M / \$4	100
Other General Merchandise Stores	\$768.23 K / \$4	100
Miscellaneous Store Retailers	\$1.07 M / \$1.14 M	-7
Florists	\$23.04 K / \$-3	100
Office, Stationary Stores	\$119.55 K / -	100
Gift, Souvenir Stores	\$200.77 K / \$760.12 K	-74
Used Merchandise Stores	\$87.76 K / \$3	100
Pet, Pet Supply Stores	\$202.69 K / \$-4	100
Art Dealers	\$38.44 K / \$1	100
Mobile Home Dealers	\$20.92 K / \$-3	100
Other Miscellaneous Retail Stores	\$372.05 K / \$382.79 K	-3
Non-Store Retailers	\$4.53 M / \$1	100
Mail Order, Catalog Stores	\$4.25 M / \$-5	100
Vending Machines	\$18.44 K / \$4	100
Fuel Dealers	\$26.06 K / \$3	100
Other Direct Selling Establishments	\$235.08 K / \$-1	100

Eufaula, Oklahoma

City Limits

	Potential / Sales	Index
Accommodation, Food Services	\$3.41 M / \$224.7 K	93
Hotels, Other Travel Accommodations	\$218.69 K / \$4	100
RV Parks	\$2.5 K / \$5.61 K	-55
Rooming, Boarding Houses	\$1.25 K / \$-4	100
Full Service Restaurants	\$1.99 M / \$324.24 K	84
Limited Service Restaurants	\$923.61 K / \$68.26 K	93
Special Food Services, Catering	\$274.38 K / \$-4	100
Drinking Places	\$173.42 K / \$4	100
Gasoline Stations	\$1.57 M / \$-2	100
Motor Vehicle, Parts Dealers	\$4.06 M / \$2.65 M	35
New Car Dealers	\$2.49 M / \$5	100
Used Car Dealers	\$232.98 K / \$3	100
Recreational Vehicle Dealers	\$366.16 K / \$-3	100
Motorcycle, Boat Dealers	\$496.81 K / \$1.15 M	-57
Auto Parts, Accessories	\$302.19 K / \$1.5 M	-80
Tire Dealers	\$166.51 K / -	100
2025 Population		2,628
2030 Population		2,622
% Population Change 2025-2030		-0.2%
2025 Adult Population Age 18+		2,068
2025 Population Male		1,343
2025 Population Female		1,285
2025 Households		1,034
2025 Median Household Income		38,476
2025 Average Household Income		56,289

Retail Potential

Eufaula, Oklahoma	
City Limits	
2025 Population	2,628
2030 Population	2,622
% Population Change 2020-2025	-3.8%
2025 Adult Population Age 18+	\$2,068
2025 Population Male	\$1,343
2025 Population Female	\$1,285
2025 Households	\$1,034
2025 Median Household Income	\$38,476
2025 Average Household Income	\$56,289
Clothing, Clothing Accessories Stores	\$2.46 M
Men's Clothing Stores	\$107.17 K
Women's Clothing Stores	\$200.17 K
Children's, Infants' Clothing Stores	\$172.29 K
Family Clothing Stores	\$1.14 M
Clothing Accessory Stores	\$59 K
Other Apparel Stores	\$70.01 K
Shoe Stores	\$564.85 K
Jewelry Stores	\$129.66 K
Luggage Stores	\$16.73 K
Furniture, Home Furnishings Stores	\$2.08 M
Furniture Stores	\$1.06 M
Floor Covering Stores	\$148.89 K
Other Home Furnishing Stores	\$874.87 K
Electronics, Appliance Stores	\$2.07 M
Gasoline Stations	\$1.57 M
Building Material, Garden Equipment, Supplies Dealers	\$2.02 M
Home Centers	\$1.13 M
Paint, Wallpaper Stores	\$219.73 K
Hardware Stores	\$127.23 K
Other Building Materials Stores	\$369.1 K
Outdoor Power Equipment Stores	\$22.51 K
Nursery, Garden Stores	\$146.12 K
Food, Beverage Stores	\$3.02 M
Grocery Stores	\$2.38 M
Convenience Stores	\$208.58 K
Meat Markets	\$13.65 K
Fish, Seafood Markets	\$4.63 K
Fruit, Vegetable Markets	\$8.88 K
Other Specialty Food Markets	\$17.68 K
Liquor Stores	\$380.79 K

Eufaula, Oklahoma	
City Limits	
Health, Personal Care Stores	\$1.94 M
Pharmacy, Drug Stores	\$1.7 M
Cosmetics, Beauty Stores	\$96.56 K
Optical Goods Stores	\$36.19 K
Other Health, Personal Care Stores	\$104.67 K
Sporting Goods, Hobby, Book, Music Stores	\$2.57 M
Sporting Goods Stores	\$952.79 K
Hobby, Toy, Game Stores	\$717.53 K
Sewing, Needlecraft Stores	\$582.11 K
Musical Instrument Stores	\$133.09 K
Book Stores	\$181.33 K
General Merchandise Stores	\$7.85 M
Department Stores	\$2.68 M
Warehouse Superstores	\$4.4 M
Other General Merchandise Stores	\$768.23 K
Miscellaneous Store Retailers	\$1.07 M
Florists	\$23.04 K
Office, Stationary Stores	\$119.55 K
Gift, Souvenir Stores	\$200.77 K
Used Merchandise Stores	\$87.76 K
Pet, Pet Supply Stores	\$202.69 K
Art Dealers	\$38.44 K
Mobile Home Dealers	\$20.92 K
Other Miscellaneous Retail Stores	\$372.05 K
Non-Store Retailers	\$4.53 M
Mail Order, Catalog Stores	\$4.25 M
Vending Machines	\$18.44 K
Fuel Dealers	\$26.06 K
Other Direct Selling Establishments	\$235.08 K
Accommodation, Food Services	\$3.59 M
Hotels, Other Travel Accommodations	\$218.69 K
RV Parks	\$2.5 K
Rooming, Boarding Houses	\$1.25 K
Full Service Restaurants	\$1.99 M
Limited Service Restaurants	\$923.61 K
Special Food Services, Catering	\$274.38 K
Drinking Places	\$173.42 K
Motor Vehicle, Parts Dealers	\$4.06 M
New Car Dealers	\$2.49 M
Used Car Dealers	\$232.98 K
Recreational Vehicle Dealers	\$366.16 K
Motorcycle, Boat Dealers	\$496.81 K
Auto Parts, Accessories	\$302.19 K
Tire Dealers	\$166.51 K

Income Summary

Eufaula, Oklahoma			
City Limits			
Population			
Estimated Population (2025)		2,628	
Projected Population (2030)		2,622	
Census Population (2020)		2,732	
Census Population (2010)		2,735	
<i>Projected Annual Growth (2025 to 2030)</i>		-6	-
<i>Historical Annual Growth (2020 to 2025)</i>		-104	-0.8%
<i>Historical Annual Growth (2010 to 2020)</i>		-3	-
Households			
Estimated Households (2025)		1,034	
Projected Households (2030)		1,019	
Census Households (2020)		1,148	
Census Households (2010)		1,149	
<i>Projected Annual Growth (2025 to 2030)</i>		-15	-0.3%
<i>Historical Annual Growth (2020 to 2025)</i>		-114	-2.0%
<i>Historical Annual Growth (2010 to 2020)</i>		-1	-
Average Household Income			
Estimated Average Household Income (2025)		\$56,289	
Projected Average Household Income (2030)		\$56,080	
Census Average Household Income (2020)		\$39,184	
Census Average Household Income (2010)		\$34,267	
<i>Projected Annual Growth (2025 to 2030)</i>		-\$209	-
<i>Historical Annual Growth (2020 to 2025)</i>		\$17,105	2.9%
<i>Historical Annual Growth (2010 to 2020)</i>		\$4,917	1.4%
Median Household Income			
Estimated Median Household Income (2025)		\$38,476	
Projected Median Household Income (2030)		\$38,175	
Census Median Household Income (2020)		\$29,713	
Census Median Household Income (2010)		\$21,299	
<i>Projected Annual Growth (2025 to 2030)</i>		-\$301	-0.2%
<i>Historical Annual Growth (2020 to 2025)</i>		\$8,763	2.0%
<i>Historical Annual Growth (2010 to 2020)</i>		\$8,414	4.0%
Per Capita Income			
Estimated Per Capita Income (2025)		\$22,351	
Projected Per Capita Income (2030)		\$21,999	
Census Per Capita Income (2020)		\$16,476	
Census Per Capita Income (2010)		\$15,030	
<i>Projected Annual Growth (2025 to 2030)</i>		-\$352	-0.3%
<i>Historical Annual Growth (2020 to 2025)</i>		\$5,875	2.4%
<i>Historical Annual Growth (2010 to 2020)</i>		\$1,446	1.0%
Other Income			
Estimated Families (2025)		616	
Estimated Average Family Income (2025)		\$68,636	
Estimated Median Family Income (2025)		\$50,384	
Estimated Average Household Net Worth (2025)		\$599,738	

Consumer Expenditure Summary

Consumer Expenditure Summary



Eufaula, Oklahoma		
City Limits		
Estimated Population		2,628
Estimated Households		1,034
Household Expenditure		\$70,646,624
Per Household ~ Per Capita	\$68,324	\$26,882
Non-Retail Expenditures	\$31.83 M	45.1%
Per Household ~ Per Capita	\$30,787	\$12,113
Retail Expenditures	\$38.81 M	54.9%
Per Household ~ Per Capita	\$37,537	\$14,769
Alcoholic Beverages	\$414.53 K	0.6%
Per Household ~ Per Capita	\$401	\$158
Apparel	\$1.32 M	1.9%
Per Household ~ Per Capita	\$1,278	\$503
Contributions	\$1.91 M	2.7%
Per Household ~ Per Capita	\$1,851	\$728
Education	\$1.43 M	2.0%
Per Household ~ Per Capita	\$1,388	\$546
Entertainment	\$4.12 M	5.8%
Per Household ~ Per Capita	\$3,989	\$1,569
Food Away From Home	\$3.1 M	4.4%
Per Household ~ Per Capita	\$2,994	\$1,178
Grocery	\$5.76 M	8.2%
Per Household ~ Per Capita	\$5,570	\$2,192
Health Care	\$7.06 M	10.0%
Per Household ~ Per Capita	\$6,830	\$2,687
Household Furnishings and Equipment	\$1.84 M	2.6%
Per Household ~ Per Capita	\$1,777	\$699
Household Operations	\$1.38 M	2.0%
Per Household ~ Per Capita	\$1,335	\$525
Miscellaneous Expenses	\$1.19 M	1.7%
Per Household ~ Per Capita	\$1,151	\$453
Personal Care	\$1.07 M	1.5%
Per Household ~ Per Capita	\$1,039	\$409
Shelter	\$12.34 M	17.5%
Per Household ~ Per Capita	\$11,935	\$4,696
Tax and Retirement	\$10.95 M	15.5%
Per Household ~ Per Capita	\$10,586	\$4,165
Tobacco and Related	\$581.34 K	0.8%
Per Household ~ Per Capita	\$562	\$221
Transportation	\$11.99 M	17.0%
Per Household ~ Per Capita	\$11,594	\$4,562
Utilities	\$4.18 M	5.9%
Per Household ~ Per Capita	\$4,044	\$1,591

Eufaula, Oklahoma		
City Limits		
Population / Households (2025)		
Estimated Population		2,628
Estimated Households		1,034
Total Annual Consumer Expenditure (2025)		
Total Household Expenditure		\$70.65 M
Total Non-Retail Expenditure		\$31.83 M
Total Retail Expenditure		\$38.81 M
Alcoholic Beverages		\$414.53 K
Apparel		\$1.32 M
Contributions		\$1.91 M
Education		\$1.43 M
Entertainment		\$4.12 M
Food Away From Home		\$3.1 M
Grocery		\$5.76 M
Health Care		\$7.06 M
Household Furnishings and Equipment		\$1.84 M
Household Operations		\$1.38 M
Miscellaneous Expenses		\$1.19 M
Personal Care		\$1.07 M
Shelter		\$12.34 M
Tax and Retirement		\$10.95 M
Tobacco and Related		\$581.34 K
Transportation		\$11.99 M
Utilities		\$4.18 M
Monthly Household Consumer Expenditure (2025)		
Total Household Expenditure		\$5,694
Total Non-Retail Expenditure		\$2,566 45.1%
Total Retail Expenditure		\$3,128 54.9%
Alcoholic Beverages		\$33 0.6%
Apparel		\$107 1.9%
Contributions		\$154 2.7%
Education		\$116 2.0%
Entertainment		\$332 5.8%
Food Away From Home		\$250 4.4%
Grocery		\$464 8.2%
Health Care		\$569 10.0%
Household Furnishings and Equipment		\$148 2.6%
Household Operations		\$111 2.0%
Miscellaneous Expenses		\$96 1.7%
Personal Care		\$87 1.5%
Shelter		\$995 17.5%
Tax and Retirement		\$882 15.5%
Tobacco and Related		\$47 0.8%
Transportation		\$966 17.0%
Utilities		\$337 5.9%

Eufaula, Oklahoma

City Limits

Population / Households (2030)	
Projected Population	2,622
Projected Households	-
Total Annual Consumer Expenditure (2030)	
Total Household Expenditure	\$69.28 M
Total Non-Retail Expenditure	\$31.34 M
Total Retail Expenditure	\$37.94 M
Alcoholic Beverages	\$405.51 K
Apparel	\$1.29 M
Contributions	\$1.89 M
Education	\$1.41 M
Entertainment	\$4.02 M
Food Away From Home	\$3.02 M
Grocery	\$5.56 M
Health Care	\$6.95 M
Household Furnishings and Equipment	\$1.8 M
Household Operations	\$1.34 M
Miscellaneous Expenses	\$1.16 M
Personal Care	\$1.04 M
Shelter	\$12.01 M
Tax and Retirement	\$10.99 M
Tobacco and Related	\$554.07 K
Transportation	\$11.82 M
Utilities	\$4.03 M
Consumer Expenditure Growth (2025 to 2030)	
Total Household Expenditure	\$-1.37 M
Total Non-Retail Expenditure	\$-492.08 K
Total Retail Expenditure	\$-873.97 K
Alcoholic Beverages	\$-9.03 K
Apparel	\$-32.71 K
Contributions	\$-27.19 K
Education	\$-25.08 K
Entertainment	\$-104.88 K
Food Away From Home	\$-74.48 K
Grocery	\$-203.97 K
Health Care	\$-107.5 K
Household Furnishings and Equipment	\$-42.22 K
Household Operations	\$-37.37 K
Miscellaneous Expenses	\$-28.36 K
Personal Care	\$-35.56 K
Shelter	\$-329.66 K
Tax and Retirement	\$40.61 K
Tobacco and Related	\$-27.27 K
Transportation	\$-169.98 K
Utilities	\$-151.47 K

Crime Risk

Eufaula, Oklahoma	
City Limits	
Demographics	
Population	2,628
Census Population	2,732
Households	1,034
Average Household Income	\$56,289
Median Household Income	\$38,476
Per Capita Income	\$22,351
Total Crime	
Crime Index	87
Crime Level	Below Average
Personal Crime	
Crime Index	62
Crime Level	Below Average
Murder	
Crime Index	102
Crime Level	Average
Rape	
Crime Index	135
Crime Level	Above Average
Robbery	
Crime Index	19
Crime Level	Very Low
Assault	
Crime Index	62
Crime Level	Below Average
Property Crime	
Crime Index	92
Crime Level	Average
Burglary	
Crime Index	189
Crime Level	Very High
Larceny	
Crime Index	69
Crime Level	Below Average
Motor Vehicle Theft	
Crime Index	117
Crime Level	Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



Eufaula, Oklahoma	Site / Market	Avg Square	Closest Location
City Limits	Locations	Footage	
Auto Parts Tires			
NAPA	1 / 1	6,200	
O'Reilly	1 / 1	8,500	
Banks			
Arvest Bank	1 / 1	6,600	
BOKF	1 / 1	4,900	
Banks Minor			
Bank	3 / 3		
Convenience Stores			
Casey's General Store	1 / 1	2,500 to 4,000	
Conoco	1 / 1	2,500	
Phillips 66	1 / 1	2,500	
Sinclair	2 / 2	2,000	
Dealerships			
Chevrolet	1 / 1		
Ford	1 / 1		
GMC	1 / 1		
Dollar Stores			
Dollar General	2 / 2	9,600	
Family Dollar Dollar Tree	1 / 1	12,100	
Education			
Day Care	3 / 3		
High School	1 / 1		
Health Care			
Certified Nurse Midwife	1 / 1		
Chiropractic	3 / 3		
Clinical Nurse Specialist	1 / 1		
Clinical Social Worker	2 / 2		
Dialysis Centers	1 / 1		
Family Practice	2 / 2		
Internal Medicine	1 / 1		
Nurse Practitioner	5 / 5		
Optometry	2 / 2		
Physical Therapy	1 / 1		
Registered Dietitian or Nutrition Professional	1 / 1		
Home Improvement			
True Value	1 / 1	12,800	

Eufaula, Oklahoma	Site / Market Locations	Avg Square Footage	Closest Location
City Limits			
Hotels			
Best Western Hotels	1 / 1	20,400	
Restaurants Fast Food Major			
McDonald's	1 / 1	4,600	
Sonic	1 / 1	2,800	
Restaurants Ice Cream Smoothie			
Braum's	1 / 1	5,100	
Restaurants Pizza			
Simple Simon's Pizza	1 / 1	2,000	
Restaurants Sandwich			
Subway	1 / 1	1,700	
Specialty			
USPS	1 / 1		
Worship			
Methodist Episcopal	1 / 1		