

**RETAIL ATTRACTIONS, LLC**  

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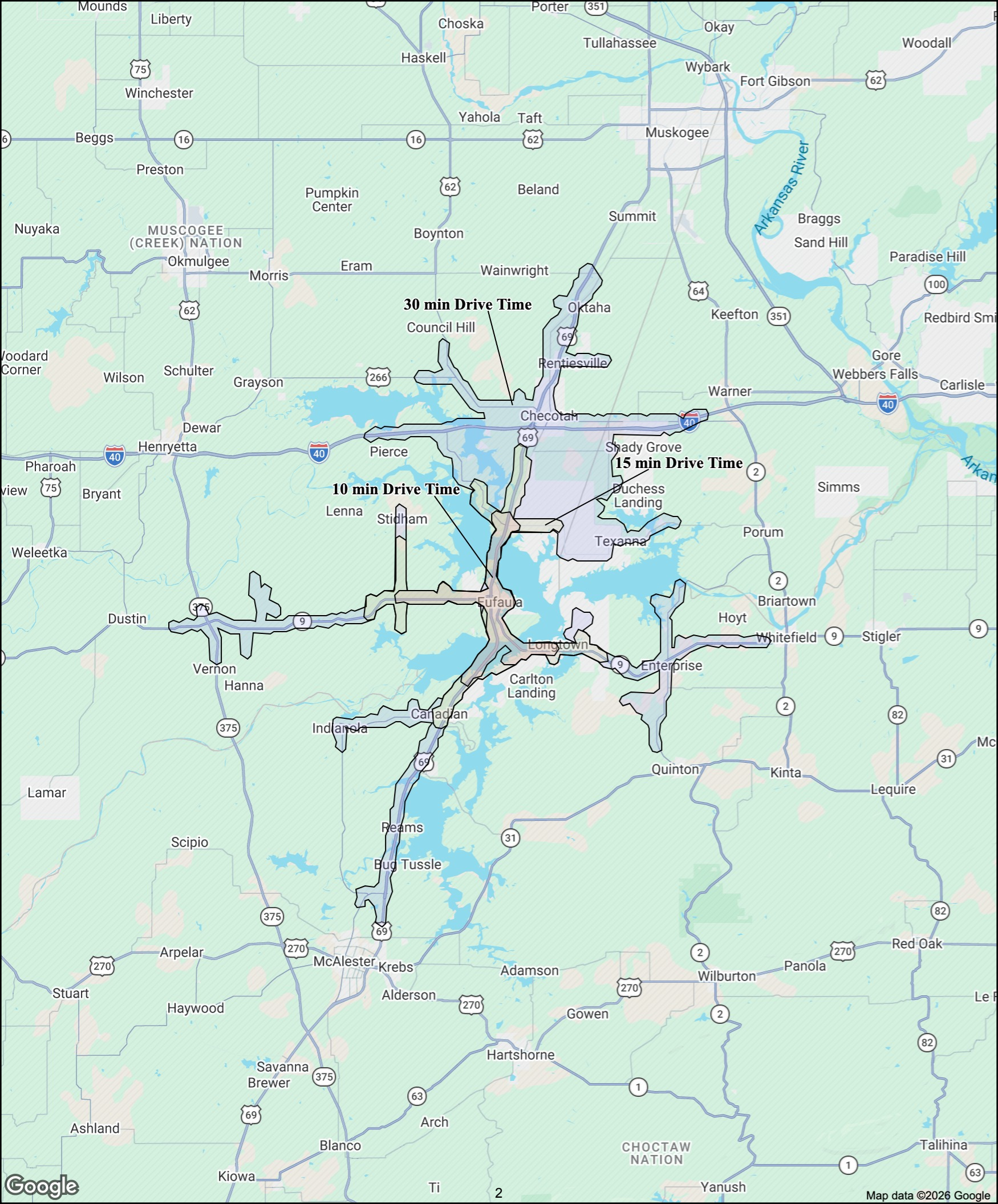
**Economic Development Consulting**

**Eufaula, Oklahoma  
Drive Time  
2nd Quarter 2026**

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# Demographics

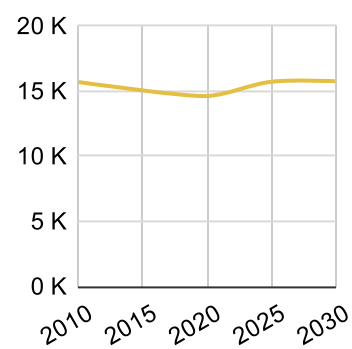
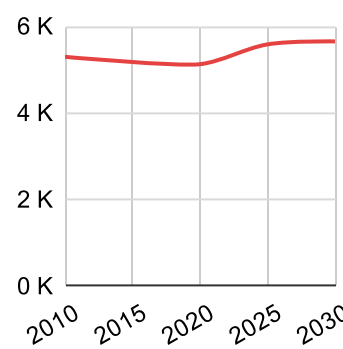
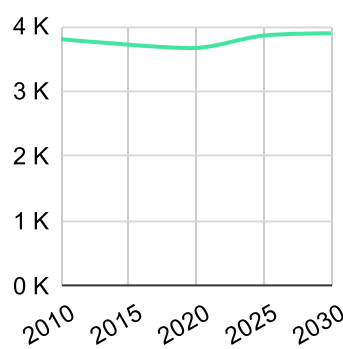


**30 min Drive Time**

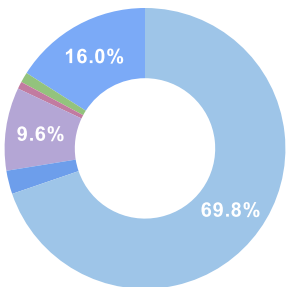
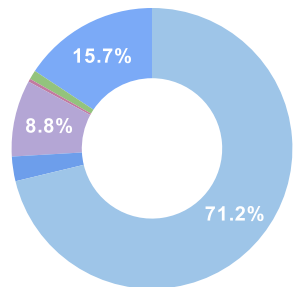
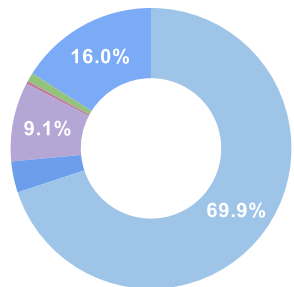
**15 min Drive Time**

**10 min Drive Time**

Eufaula, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Population</b>			
Estimated Population (2025)	3,858	5,585	15,724
Projected Population (2030)	3,893	5,653	15,764
Census Population (2020)	3,667	5,127	14,628
Census Population (2010)	3,803	5,297	15,704
Projected Annual Growth (2025-2030)	35 0.2%	68 0.2%	40 -
Historical Annual Growth (2020-2025)	191 1.0%	458 1.6%	1,096 1.4%
Historical Annual Growth (2010-2020)	-136 -0.4%	-170 -0.3%	-1,076 -0.7%
Estimated Population Density (2025)	159 <i>psm</i>	109 <i>psm</i>	65 <i>psm</i>
Trade Area Size	24.3 <i>sq mi</i>	51.1 <i>sq mi</i>	242.6 <i>sq mi</i>

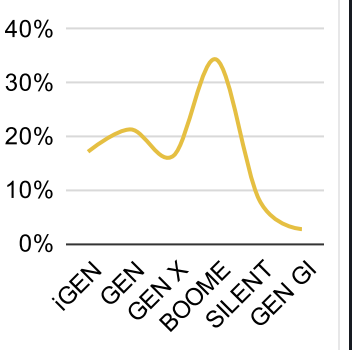
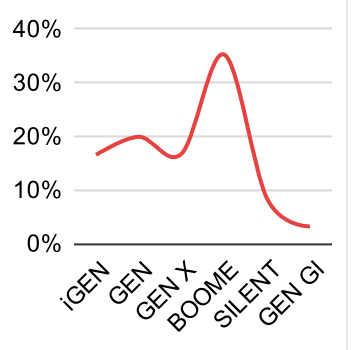
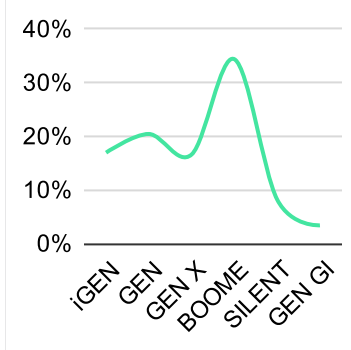


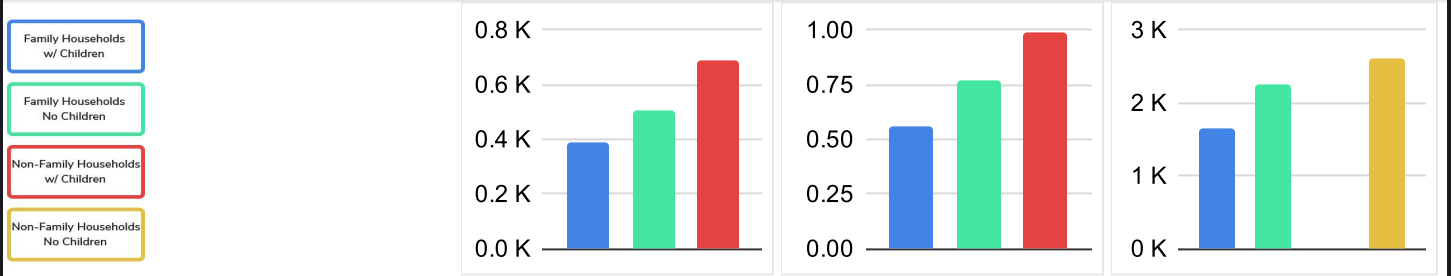
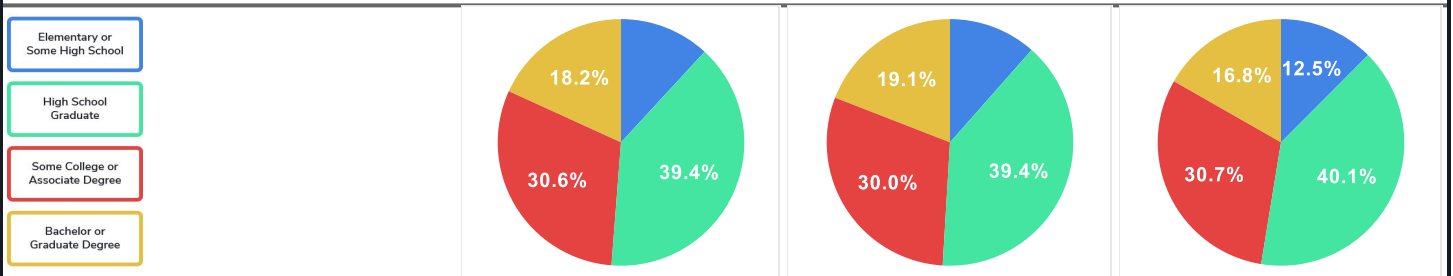
<b>Race and Ethnicity (2025)</b>						
<b>Not Hispanic or Latino Population</b>						
White	2,613	70.3%	3,859	71.7%	10,612	70.2%
Black or African American	139	3.7%	158	2.9%	424	2.8%
American Indian or Alaska Native	346	9.3%	486	9.0%	1,485	9.8%
Asian	13	0.4%	20	0.4%	129	0.9%
Hawaiian or Pacific Islander	-	-	-	-	2	-
Other Race	20	0.5%	28	0.5%	77	0.5%
Two or More Races	586	15.8%	830	15.4%	2,375	15.7%
<b>Hispanic or Latino Population</b>						
White	84	59.9%	119	58.6%	356	57.6%
Black or African American	-	-	-	-	-	-
American Indian or Alaska Native	5	3.3%	6	3.1%	18	2.9%
Asian	-	-	-	-	-	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Other Race	19	13.5%	31	15.3%	106	17.2%
Two or More Races	33	23.2%	46	22.9%	138	22.3%



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

Eufaula, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Drive Time						
<b>Age Distribution (2025)</b>						
Age Under 5 Years	182	4.7%	253	4.5%	864	5.5%
Age 5 to 9 Years	225	5.8%	319	5.7%	915	5.8%
Age 10 to 14 Years	247	6.4%	351	6.3%	914	5.8%
Age 15 to 19 Years	217	5.6%	323	5.8%	904	5.7%
Age 20 to 24 Years	173	4.5%	243	4.4%	802	5.1%
Age 25 to 29 Years	173	4.5%	237	4.2%	785	5.0%
Age 30 to 34 Years	225	5.8%	309	5.5%	857	5.4%
Age 35 to 39 Years	190	4.9%	286	5.1%	804	5.1%
Age 40 to 44 Years	235	6.1%	339	6.1%	913	5.8%
Age 45 to 49 Years	216	5.6%	312	5.6%	862	5.5%
Age 50 to 54 Years	226	5.9%	332	5.9%	962	6.1%
Age 55 to 59 Years	227	5.9%	333	6.0%	934	5.9%
Age 60 to 64 Years	311	8.1%	453	8.1%	1,256	8.0%
Age 65 to 69 Years	299	7.8%	454	8.1%	1,215	7.7%
Age 70 to 74 Years	263	6.8%	396	7.1%	1,030	6.6%
Age 75 to 79 Years	199	5.1%	283	5.1%	797	5.1%
Age 80 to 84 Years	118	3.1%	184	3.3%	489	3.1%
Age 85 Years or Over	131	3.4%	179	3.2%	423	2.7%
Median Age	45.6		46.3		44.8	
<b>Generation (2025)</b>						
iGeneration (Age Under 15 Years)	654	17.0%	924	16.5%	2,693	17.1%
Generation 9/11 Millennials (Age 15 to 34 Years)	789	20.4%	1,112	19.9%	3,347	21.3%
Gen Xers (Age 35 to 49 Years)	641	16.6%	936	16.8%	2,579	16.4%
Baby Boomers (Age 50 to 74 Years)	1,327	34.4%	1,967	35.2%	5,396	34.3%
Silent Generation (Age 75 to 84 Years)	317	8.2%	467	8.4%	1,286	8.2%
G.I. Generation (Age 85 Years or Over)	131	3.4%	179	3.2%	423	2.7%



Eufaula, Oklahoma		10 min drive time	15 min drive time	30 min drive time
Drive Time				
<b>Household Type (2025)</b>				
Total Households		1,582	2,315	6,507
Family Households		894 56.5%	1,321 57.1%	3,905 60.0%
Family Households with Children		390 43.6%	555 42.0%	1,646 42.2%
Family Households No Children		504 56.4%	766 58.0%	2,259 57.8%
Non-Family Households		688 43.5%	993 42.9%	2,602 40.0%
Non-Family Households with Children		- -	- -	2 -
Non-Family Households No Children		687 99.9%	993 99.9%	2,600 99.9%
				
<b>Education Attainment (2025)</b>				
Elementary or Some High School		334 11.9%	471 11.5%	1,413 12.5%
High School Graduate		1,108 39.4%	1,615 39.4%	4,542 40.1%
Some College or Associate Degree		860 30.6%	1,227 30.0%	3,474 30.7%
Bachelor or Graduate Degree		512 18.2%	782 19.1%	1,897 16.8%
				
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$70,688	\$72,026	\$73,888
Estimated Median Household Income		\$43,414	\$46,674	\$48,346
HH Income Under \$10,000		194 12.2%	244 10.5%	790 12.1%
HH Income \$10,000 to \$34,999		470 29.7%	638 27.6%	1,644 25.3%
HH Income \$35,000 to \$49,999		264 16.7%	371 16.0%	939 14.4%
HH Income \$50,000 to \$74,999		246 15.6%	415 17.9%	1,120 17.2%
HH Income \$75,000 to \$99,999		102 6.5%	202 8.7%	715 11.0%
HH Income \$100,000 to \$149,999		169 10.7%	245 10.6%	683 10.5%
HH Income \$150,000 or More		136 8.6%	200 8.6%	616 9.5%

<b>Eufaula, Oklahoma</b>	<b>10 min drive time</b>	<b>15 min drive time</b>	<b>30 min drive time</b>
<b>Drive Time</b>			
<b>Population</b>			
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Projected Population (2030)	3,893	5,653	15,764
Census Population (2020)	3,667	5,127	14,628
Census Population (2010)	3,803	5,297	15,704
Projected Annual Growth (2025-2030)	35 0.2%	68 0.2%	40 -
Historical Annual Growth (2020-2025)	191 -	458 1.8%	1,096 1.5%
Historical Annual Growth (2010-2020)	-136 -0.4%	-170 -0.3%	-1,076 -0.7%
Estimated Population Density (2025)	159 <i>psm</i>	109 <i>psm</i>	65 <i>psm</i>
Trade Area Size	24.3 <i>sq mi</i>	51.1 <i>sq mi</i>	242.6 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2025)	1,582	2,315	6,507
Projected Households (2030)	1,578	2,319	6,449
Census Households (2020)	1,575	2,215	6,157
Census Households (2010)	1,628	2,272	6,570
Projected Annual Growth (2025-2030)	-4 -	4 -	-58 -0.2%
Historical Annual Change (2010-2025)	-46 -0.2%	43 0.1%	-63 -
<b>Average Household Income</b>			
Estimated Average Household Income (2025)	\$70,688	\$72,026	\$73,888
Projected Average Household Income (2030)	\$70,622	\$71,927	\$73,828
Census Average Household Income (2010)	\$39,675	\$40,717	\$40,712
Census Average Household Income (2000)	\$35,560	\$35,742	\$38,572
Projected Annual Change (2025-2030)	-\$66 -	-\$98 -	-\$60 -
Historical Annual Change (2000-2025)	\$35,129 4.0%	\$36,283 4.1%	\$35,315 3.7%
<b>Median Household Income</b>			
Estimated Median Household Income (2025)	\$43,414	\$46,674	\$48,346
Projected Median Household Income (2030)	\$43,052	\$46,386	\$48,172
Census Median Household Income (2010)	\$30,239	\$30,642	\$30,984
Census Median Household Income (2000)	\$23,621	\$24,809	\$25,958
Projected Annual Change (2025-2030)	-\$362 -0.2%	-\$288 -0.1%	-\$174 -
Historical Annual Change (2000-2025)	\$19,793 3.4%	\$21,865 3.5%	\$22,388 3.4%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2025)	\$29,112	\$29,980	\$30,699
Projected Per Capita Income (2030)	\$28,746	\$29,630	\$30,326
Census Per Capita Income (2010)	\$16,979	\$17,463	\$17,033
Census Per Capita Income (2000)	\$15,613	\$15,788	\$16,090
Projected Annual Change (2025-2030)	-\$366 -0.3%	-\$349 -0.2%	-\$373 -0.2%
Historical Annual Change (2000-2025)	\$13,500 3.5%	\$14,192 3.6%	\$14,609 3.6%
Estimated Average Household Net Worth (2025)	\$890,283	\$905,479	\$943,602



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

<b>Eufaula, Oklahoma</b>	<b>10 min drive time</b>		<b>15 min drive time</b>		<b>30 min drive time</b>	
<b>Drive Time</b>						
<b>Race and Ethnicity</b>						
Total Population (2025)	3,858		5,585		15,724	
White (2025)	2,697	69.9%	3,978	71.2%	10,967	69.8%
Black or African American (2025)	139	3.6%	158	2.8%	424	2.7%
American Indian or Alaska Native (2025)	351	9.1%	492	8.8%	1,503	9.6%
Asian (2025)	13	0.3%	20	0.4%	129	0.8%
Hawaiian or Pacific Islander (2025)	-	-	-	-	2	-
Other Race (2025)	39	1.0%	59	1.1%	184	1.2%
Two or More Races (2025)	619	16.0%	877	15.7%	2,513	16.0%
Population < 18 (2025)	797	20.7%	1,140	20.4%	3,279	20.9%
White Not Hispanic	424	53.2%	629	55.2%	1,759	53.6%
Black or African American	35	4.4%	37	3.2%	67	2.1%
Asian	5	0.6%	8	0.7%	37	1.1%
Other Race Not Hispanic	276	34.6%	388	34.0%	1,177	35.9%
Hispanic	58	7.3%	78	6.8%	238	7.3%
Not Hispanic or Latino Population (2025)	3,718	96.4%	5,382	96.4%	15,106	96.1%
Not Hispanic White	2,613	70.3%	3,859	71.7%	10,612	70.2%
Not Hispanic Black or African American	139	3.7%	158	2.9%	424	2.8%
Not Hispanic American Indian or Alaska Native	346	9.3%	486	9.0%	1,485	9.8%
Not Hispanic Asian	13	0.4%	20	0.4%	129	0.9%
Not Hispanic Hawaiian or Pacific Islander	-	-	-	-	2	-
Not Hispanic Other Race	20	0.5%	28	0.5%	77	0.5%
Not Hispanic Two or More Races	586	15.8%	830	15.4%	2,375	15.7%
Hispanic or Latino Population (2025)	141	3.6%	203	3.6%	618	3.9%
Hispanic White	84	59.9%	119	58.6%	356	57.6%
Hispanic Black or African American	-	-	-	-	-	-
Hispanic American Indian or Alaska Native	5	3.3%	6	3.1%	18	2.9%
Hispanic Asian	-	-	-	-	-	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Hispanic Other Race	19	13.5%	31	15.3%	106	17.2%
Hispanic Two or More Races	33	23.2%	46	22.9%	138	22.3%
Not Hispanic or Latino Population (2020)	3,569	97.3%	4,990	97.3%	14,228	97.3%
Hispanic or Latino Population (2020)	99	2.7%	137	2.7%	401	2.7%
Not Hispanic or Latino Population (2010)	3,719	97.8%	5,185	97.9%	15,392	98.0%
Hispanic or Latino Population (2010)	84	2.2%	112	2.1%	312	2.0%
Not Hispanic or Latino Population (2030)	3,688	94.7%	5,355	94.7%	14,910	94.6%
Hispanic or Latino Population (2030)	205	5.3%	298	5.3%	854	5.4%
Projected Annual Growth (2025-2030)	65	9.2%	95	9.4%	236	7.6%
Historical Annual Growth (2010-2020)	14	1.7%	25	2.2%	89	2.8%



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

<b>Eufaula, Oklahoma</b>		<b>10 min drive</b>		<b>15 min drive</b>		<b>30 min drive</b>	
<b>Drive Time</b>		<b>time</b>		<b>time</b>		<b>time</b>	
<b>Total Age Distribution (2025)</b>							
Total Population		3,858		5,585		15,724	
Age Under 5 Years		182	4.7%	253	4.5%	864	5.5%
Age 5 to 9 Years		225	5.8%	319	5.7%	915	5.8%
Age 10 to 14 Years		247	6.4%	351	6.3%	914	5.8%
Age 15 to 19 Years		217	5.6%	323	5.8%	904	5.7%
Age 20 to 24 Years		173	4.5%	243	4.4%	802	5.1%
Age 25 to 29 Years		173	4.5%	237	4.2%	785	5.0%
Age 30 to 34 Years		225	5.8%	309	5.5%	857	5.4%
Age 35 to 39 Years		190	4.9%	286	5.1%	804	5.1%
Age 40 to 44 Years		235	6.1%	339	6.1%	913	5.8%
Age 45 to 49 Years		216	5.6%	312	5.6%	862	5.5%
Age 50 to 54 Years		226	5.9%	332	5.9%	962	6.1%
Age 55 to 59 Years		227	5.9%	333	6.0%	934	5.9%
Age 60 to 64 Years		311	8.1%	453	8.1%	1,256	8.0%
Age 65 to 69 Years		299	7.8%	454	8.1%	1,215	7.7%
Age 70 to 74 Years		263	6.8%	396	7.1%	1,030	6.6%
Age 75 to 79 Years		199	5.1%	283	5.1%	797	5.1%
Age 80 to 84 Years		118	3.1%	184	3.3%	489	3.1%
Age 85 Years or Over		131	3.4%	179	3.2%	423	2.7%
Median Age		45.6		46.3		44.8	
Age 19 Years or Less		871	22.6%	1,247	22.3%	3,596	22.9%
Age 20 to 64 Years		1,976	51.2%	2,843	50.9%	8,174	52.0%
Age 65 Years or Over		1,011	26.2%	1,495	26.8%	3,953	25.1%
<b>Female Age Distribution (2025)</b>							
Female Population		1,891	49.0%	2,720	48.7%	7,669	48.8%
Age Under 5 Years		86	4.6%	117	4.3%	410	5.4%
Age 5 to 9 Years		109	5.8%	156	5.8%	435	5.7%
Age 10 to 14 Years		119	6.3%	165	6.0%	419	5.5%
Age 15 to 19 Years		112	5.9%	162	5.9%	437	5.7%
Age 20 to 24 Years		84	4.5%	118	4.3%	366	4.8%
Age 25 to 29 Years		80	4.2%	109	4.0%	372	4.9%
Age 30 to 34 Years		112	5.9%	160	5.9%	436	5.7%
Age 35 to 39 Years		96	5.1%	138	5.1%	396	5.2%
Age 40 to 44 Years		108	5.7%	158	5.8%	440	5.7%
Age 45 to 49 Years		117	6.2%	158	5.8%	436	5.7%
Age 50 to 54 Years		109	5.7%	166	6.1%	464	6.1%
Age 55 to 59 Years		107	5.7%	158	5.8%	443	5.8%
Age 60 to 64 Years		148	7.8%	224	8.2%	644	8.4%
Age 65 to 69 Years		152	8.0%	222	8.2%	611	8.0%
Age 70 to 74 Years		140	7.4%	204	7.5%	513	6.7%
Age 75 to 79 Years		94	5.0%	132	4.8%	384	5.0%
Age 80 to 84 Years		67	3.5%	100	3.7%	262	3.4%
Age 85 Years or Over		51	2.7%	74	2.7%	199	2.6%
Female Median Age		45.8		46.7		45.4	
Age 19 Years or Less		427	22.6%	599	22.0%	1,702	22.2%
Age 20 to 64 Years		961	50.8%	1,388	51.0%	3,998	52.1%
Age 65 Years or Over		503	26.6%	732	26.9%	1,969	25.7%



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<b>Eufaula, Oklahoma</b>		<b>10 min drive</b>		<b>15 min drive</b>		<b>30 min drive</b>	
<b>Drive Time</b>		<b>time</b>		<b>time</b>		<b>time</b>	
<b>Male Age Distribution (2025)</b>							
Male Population		1,967	51.0%	2,864	51.3%	8,055	51.2%
Age Under 5 Years		95	4.9%	137	4.8%	454	5.6%
Age 5 to 9 Years		116	5.9%	163	5.7%	480	6.0%
Age 10 to 14 Years		128	6.5%	187	6.5%	495	6.1%
Age 15 to 19 Years		106	5.4%	161	5.6%	466	5.8%
Age 20 to 24 Years		89	4.5%	125	4.4%	436	5.4%
Age 25 to 29 Years		93	4.7%	128	4.5%	413	5.1%
Age 30 to 34 Years		113	5.7%	149	5.2%	421	5.2%
Age 35 to 39 Years		93	4.7%	147	5.1%	409	5.1%
Age 40 to 44 Years		127	6.5%	181	6.3%	473	5.9%
Age 45 to 49 Years		99	5.0%	154	5.4%	426	5.3%
Age 50 to 54 Years		117	6.0%	166	5.8%	497	6.2%
Age 55 to 59 Years		120	6.1%	175	6.1%	490	6.1%
Age 60 to 64 Years		163	8.3%	229	8.0%	611	7.6%
Age 65 to 69 Years		148	7.5%	231	8.1%	603	7.5%
Age 70 to 74 Years		124	6.3%	192	6.7%	517	6.4%
Age 75 to 79 Years		105	5.3%	151	5.3%	413	5.1%
Age 80 to 84 Years		51	2.6%	84	2.9%	227	2.8%
Age 85 Years or Over		80	4.1%	104	3.6%	224	2.8%
Male Median Age		45.5		46.0		44.2	
Age 19 Years or Less		445	22.6%	647	22.6%	1,894	23.5%
Age 20 to 64 Years		1,014	51.6%	1,455	50.8%	4,176	51.8%
Age 65 Years or Over		508	25.8%	762	26.6%	1,984	24.6%
<b>Males per 100 Females (2025)</b>							
Overall Comparison		104		105		105	
Age Under 5 Years		111	52.5%	117	53.9%	111	52.5%
Age 5 to 9 Years		106	51.5%	104	51.0%	110	52.4%
Age 10 to 14 Years		107	51.7%	113	53.1%	118	54.2%
Age 15 to 19 Years		95	48.6%	100	50.0%	107	51.6%
Age 20 to 24 Years		105	51.2%	106	51.5%	119	54.4%
Age 25 to 29 Years		117	53.9%	118	54.1%	111	52.6%
Age 30 to 34 Years		101	50.2%	93	48.3%	97	49.1%
Age 35 to 39 Years		97	49.2%	106	51.5%	103	50.8%
Age 40 to 44 Years		117	54.0%	114	53.3%	108	51.8%
Age 45 to 49 Years		85	45.9%	98	49.5%	98	49.4%
Age 50 to 54 Years		108	51.9%	100	50.1%	107	51.7%
Age 55 to 59 Years		112	52.7%	111	52.6%	111	52.5%
Age 60 to 64 Years		110	52.5%	102	50.5%	95	48.7%
Age 65 to 69 Years		98	49.4%	104	51.0%	99	49.7%
Age 70 to 74 Years		89	47.0%	94	48.5%	101	50.2%
Age 75 to 79 Years		111	52.6%	115	53.5%	107	51.8%
Age 80 to 84 Years		77	43.4%	84	45.6%	86	46.4%
Age 85 Years or Over		158	61.3%	140	58.3%	113	53.0%
Age 19 Years or Less		104	51.0%	108	51.9%	111	52.7%
Age 20 to 39 Years		104	51.0%	105	51.1%	107	51.7%
Age 40 to 64 Years		106	51.5%	105	51.2%	103	50.7%
Age 65 Years or Over		101	50.3%	104	51.0%	101	50.2%



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

<b>Eufaula, Oklahoma</b>	<b>10 min drive time</b>		<b>15 min drive time</b>		<b>30 min drive time</b>	
<b>Drive Time</b>						
<b>Household Type (2025)</b>						
Total Households	1,582		2,315		6,507	
Households with Children	391	24.7%	556	24.0%	1,648	25.3%
Average Household Size	2.3		2.3		2.4	
Household Density per Square Mile	65		45		27	
Population Family	2,719	70.5%	3,996	71.6%	11,839	75.3%
Population Non-Family	969	25.1%	1,406	25.2%	3,601	22.9%
Population Group Quarters	170	4.4%	183	3.3%	284	1.8%
Family Households	894	56.5%	1,321	57.1%	3,905	60.0%
Married Couple Households	647	72.3%	992	75.0%	2,981	76.3%
Other Family Households	247	27.7%	330	25.0%	925	23.7%
Family Households with Children	390	43.6%	555	42.0%	1,646	42.2%
Married Couple with Children	233	59.7%	342	61.5%	1,064	64.6%
Other Family Households with Children	157	40.3%	214	38.5%	583	35.4%
Family Households No Children	504	56.4%	766	58.0%	2,259	57.8%
Married Couple No Children	414	82.1%	650	84.8%	1,917	84.9%
Other Family Households No Children	90	17.9%	116	15.2%	342	15.1%
Non-Family Households	688	43.5%	993	42.9%	2,602	40.0%
Non-Family Households with Children	-	-	-	-	2	-
Non-Family Households No Children	687	99.9%	993	99.9%	2,600	99.9%
Average Family Household Size	3.0		3.0		3.0	
Average Family Income	\$90,876		\$91,754		\$94,546	
Median Family Income	\$63,626		\$65,228		\$67,685	
Average Non-Family Household Size	1.4		1.4		1.4	
<b>Marital Status (2025)</b>						
Population Age 15 Years or Over	3,204		4,661		13,031	
Never Married	840	26.2%	1,117	24.0%	3,069	23.6%
Currently Married	1,301	40.6%	2,109	45.2%	6,023	46.2%
Previously Married	1,064	33.2%	1,435	30.8%	3,939	30.2%
Separated	132	12.4%	189	13.2%	639	16.2%
Widowed	420	39.4%	535	37.3%	1,307	33.2%
Divorced	512	48.2%	711	49.5%	1,994	50.6%
<b>Educational Attainment (2025)</b>						
Adult Population Age 25 Years or Over	2,814		4,095		11,325	
Elementary (Grade Level 0 to 8)	119	4.2%	170	4.2%	464	4.1%
Some High School (Grade Level 9 to 11)	214	7.6%	301	7.4%	949	8.4%
High School Graduate	1,108	39.4%	1,615	39.4%	4,542	40.1%
Some College	635	22.6%	896	21.9%	2,505	22.1%
Associate Degree Only	225	8.0%	330	8.1%	969	8.6%
Bachelor Degree Only	288	10.2%	458	11.2%	1,228	10.8%
Graduate Degree	224	8.0%	324	7.9%	669	5.9%
Any College (Some College or Higher)	1,372	48.8%	2,009	49.1%	5,371	47.4%
College Degree + (Bachelor Degree or Higher)	512	18.2%	782	19.1%	1,897	16.8%



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

<b>Eufaula, Oklahoma</b>	<b>10 min drive</b>		<b>15 min drive</b>		<b>30 min drive</b>	
<b>Drive Time</b>	<b>time</b>		<b>time</b>		<b>time</b>	
<b>Housing</b>						
Total Housing Units (2025)	2,363		3,445		9,553	
Total Housing Units (2020)	2,401		3,483		9,448	
Historical Annual Growth (2020-2025)	-38	-	-38	-	105	-
Housing Units Occupied (2025)	1,582	66.9%	2,315	67.2%	6,507	68.1%
Housing Units Owner-Occupied	1,115	70.5%	1,732	74.8%	4,965	76.3%
Housing Units Renter-Occupied	467	29.5%	583	25.2%	1,542	23.7%
Housing Units Vacant (2025)	782	33.1%	1,130	32.8%	3,046	31.9%
<b>Household Size (2025)</b>						
Total Households	1,582		2,315		6,507	
1 Person Households	533	33.7%	765	33.1%	2,014	31.0%
2 Person Households	586	37.0%	864	37.3%	2,495	38.3%
3 Person Households	202	12.8%	302	13.1%	861	13.2%
4 Person Households	126	7.9%	195	8.4%	573	8.8%
5 Person Households	76	4.8%	104	4.5%	321	4.9%
6 Person Households	35	2.2%	52	2.3%	157	2.4%
7 or More Person Households	24	1.5%	31	1.3%	85	1.3%
<b>Household Income Distribution (2025)</b>						
HH Income \$200,000 or More	96	6.1%	123	5.3%	309	4.8%
HH Income \$150,000 to \$199,999	39	2.5%	77	3.3%	307	4.7%
HH Income \$125,000 to \$149,999	67	4.2%	87	3.8%	303	4.7%
HH Income \$100,000 to \$124,999	103	6.5%	158	6.8%	380	5.8%
HH Income \$75,000 to \$99,999	102	6.5%	202	8.7%	715	11.0%
HH Income \$50,000 to \$74,999	246	15.6%	415	17.9%	1,120	17.2%
HH Income \$35,000 to \$49,999	264	16.7%	371	16.0%	939	14.4%
HH Income \$25,000 to \$34,999	191	12.1%	255	11.0%	667	10.2%
HH Income \$15,000 to \$24,999	190	12.0%	274	11.9%	643	9.9%
HH Income \$10,000 to \$14,999	89	5.6%	109	4.7%	333	5.1%
HH Income Under \$10,000	194	12.2%	244	10.5%	790	12.1%
<b>Household Vehicles (2025)</b>						
Households 0 Vehicles Available	125	7.9%	159	6.9%	469	7.2%
Households 1 Vehicle Available	614	38.8%	823	35.6%	1,997	30.7%
Households 2 Vehicles Available	528	33.4%	785	33.9%	2,318	35.6%
Households 3 or More Vehicles Available	315	19.9%	547	23.6%	1,724	26.5%
Total Vehicles Available	2,696		4,238		12,561	
Average Vehicles per Household	1.7		1.8		1.9	
Owner-Occupied Household Vehicles	2,133	79.1%	3,509	82.8%	10,458	83.3%
Average Vehicles per Owner-Occupied Household	1.9		2.0		2.1	
Renter-Occupied Household Vehicles	563	20.9%	730	17.2%	2,103	16.7%
Average Vehicles per Renter-Occupied Household	1.2		1.3		1.4	
<b>Travel Time (2025)</b>						
Worker Base Age 16 years or Over	1,147		1,741		5,312	
Travel to Work in 14 Minutes or Less	350	30.5%	476	27.3%	1,529	28.8%
Travel to Work in 15 to 29 Minutes	291	25.4%	484	27.8%	1,378	25.9%
Travel to Work in 30 to 59 Minutes	279	24.3%	405	23.3%	1,367	25.7%
Travel to Work in 60 Minutes or More	81	7.0%	140	8.1%	410	7.7%
Work at Home	146	12.8%	235	13.5%	628	11.8%
Average Minutes Travel to Work	20.4		20.3		20.4	



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

<b>Eufaula, Oklahoma</b>	<b>10 min drive time</b>		<b>15 min drive time</b>		<b>30 min drive time</b>	
<b>Drive Time</b>						
<b>Transportation To Work (2025)</b>						
Worker Base Age 16 years or Over	1,147		1,741		5,312	
Drive to Work Alone	850	74.1%	1,299	74.7%	4,050	76.2%
Drive to Work in Carpool	102	8.9%	138	7.9%	437	8.2%
Travel to Work by Public Transportation	6	0.5%	6	0.4%	19	0.4%
Drive to Work on Motorcycle	-	-	-	-	-	-
Bicycle to Work	-	-	-	-	-	-
Walk to Work	43	3.7%	56	3.2%	133	2.5%
Other Means	-	-	6	0.3%	45	0.8%
Work at Home	146	12.8%	235	13.5%	628	11.8%
<b>Daytime Demographics (2025)</b>						
Total Businesses	111		121		248	
Total Employees	795		830		2,213	
Company Headquarter Businesses	4	3.2%	4	3.0%	6	2.5%
Company Headquarter Employees	177	22.3%	177	21.3%	430	19.4%
Employee Population per Business	7.2	to 1	6.9	to 1	8.9	to 1
Residential Population per Business	34.8	to 1	46.3	to 1	63.3	to 1
Adj. Daytime Demographics Age 16 Years or Over	2,801		3,670		9,717	
<b>Labor Force</b>						
Labor Population Age 16 Years or Over (2025)	3,162		4,591		12,836	
Labor Force Total Males (2025)	1,608	50.8%	2,343	51.0%	6,523	50.8%
Male Civilian Employed	644	40.1%	979	41.8%	2,861	43.9%
Male Civilian Unemployed	6	0.4%	11	0.5%	115	1.8%
Males in Armed Forces	10	0.6%	10	0.4%	19	0.3%
Males Not in Labor Force	947	58.9%	1,344	57.4%	3,528	54.1%
Labor Force Total Females (2025)	1,555	49.2%	2,248	49.0%	6,312	49.2%
Female Civilian Employed	502	32.3%	762	33.9%	2,452	38.8%
Female Civilian Unemployed	26	1.6%	30	1.3%	126	2.0%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	1,027	66.1%	1,455	64.8%	3,735	59.2%
Unemployment Rate	32	1.0%	41	0.9%	240	1.9%
<b>Occupation (2025)</b>						
Occupation Population Age 16 Years or Over	1,147		1,741		5,312	
Occupation Total Males	644	56.2%	979	56.2%	2,861	53.8%
Occupation Total Females	502	43.8%	762	43.8%	2,452	46.2%
Management, Business, Financial Operations	134	11.7%	215	12.3%	687	12.9%
Professional, Related	272	23.7%	406	23.3%	1,128	21.2%
Service	199	17.3%	302	17.4%	945	17.8%
Sales, Office	222	19.4%	328	18.8%	1,031	19.4%
Farming, Fishing, Forestry	19	1.7%	22	1.3%	47	0.9%
Construction, Extraction, Maintenance	132	11.6%	204	11.7%	709	13.3%
Production, Transport, Material Moving	168	14.7%	263	15.1%	765	14.4%
White Collar Workers	628	54.8%	949	54.5%	2,846	53.6%
Blue Collar Workers	519	45.2%	792	45.5%	2,466	46.4%



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Eufaula, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
<b>Units In Structure (2025)</b>							
Total Units		1,582		2,315		6,507	
1 Detached Unit		1,181	74.7%	1,735	74.9%	4,722	72.6%
1 Attached Unit		29	1.8%	36	1.5%	82	1.3%
2 Units		57	3.6%	66	2.8%	107	1.6%
3 to 4 Units		65	4.1%	68	2.9%	123	1.9%
5 to 9 Units		24	1.5%	28	1.2%	95	1.5%
10 to 19 Units		-	-	1	-	5	-
20 to 49 Units		6	0.4%	7	0.3%	22	0.3%
50 or More Units		-	-	2	-	6	-
Mobile Home or Trailer		210	13.3%	362	15.6%	1,278	19.6%
Other Structure		7	0.5%	11	0.5%	67	1.0%
<b>Occupied Homes Built By Year (2025)</b>							
Homes Built 2020 or later		22	1.4%	33	1.4%	89	1.4%
Homes Built 2010 to 2019		127	8.1%	198	8.6%	588	9.0%
Homes Built 2000 to 2009		158	10.0%	295	12.7%	989	15.2%
Homes Built 1990 to 1999		173	10.9%	285	12.3%	823	12.7%
Homes Built 1980 to 1989		258	16.3%	356	15.4%	1,038	15.9%
Homes Built 1970 to 1979		354	22.4%	551	23.8%	1,415	21.8%
Homes Built 1960 to 1969		200	12.6%	262	11.3%	603	9.3%
Homes Built 1950 to 1959		71	4.5%	85	3.7%	351	5.4%
Homes Built 1940 to 1949		47	2.9%	53	2.3%	228	3.5%
Homes Built Before 1939		174	11.0%	195	8.4%	383	5.9%
Median Age of Homes		46.8	yrs	44.0	yrs	42.5	yrs
<b>Home Values (2025)</b>							
Owner Specified Housing Units		1,115		1,732		4,965	
Home Values \$1,000,000 or More		14	1.2%	21	1.2%	68	1.4%
Home Values \$750,000 to \$999,999		11	1.0%	17	1.0%	44	0.9%
Home Values \$500,000 to \$749,999		39	3.5%	67	3.9%	137	2.8%
Home Values \$400,000 to \$499,999		50	4.5%	78	4.5%	168	3.4%
Home Values \$300,000 to \$399,999		101	9.1%	144	8.3%	380	7.7%
Home Values \$250,000 to \$299,999		102	9.2%	163	9.4%	518	10.4%
Home Values \$200,000 to \$249,999		113	10.2%	178	10.3%	418	8.4%
Home Values \$175,000 to \$199,999		147	13.2%	211	12.2%	386	7.8%
Home Values \$150,000 to \$174,999		84	7.6%	124	7.2%	339	6.8%
Home Values \$125,000 to \$149,999		35	3.1%	66	3.8%	285	5.7%
Home Values \$100,000 to \$124,999		121	10.8%	197	11.4%	607	12.2%
Home Values \$90,000 to \$99,999		67	6.0%	84	4.9%	217	4.4%
Home Values \$80,000 to \$89,999		17	1.5%	33	1.9%	164	3.3%
Home Values \$70,000 to \$79,999		43	3.8%	61	3.5%	134	2.7%
Home Values \$60,000 to \$69,999		37	3.3%	69	4.0%	177	3.6%
Home Values \$50,000 to \$59,999		37	3.3%	52	3.0%	155	3.1%
Home Values \$35,000 to \$49,999		27	2.4%	49	2.8%	194	3.9%
Home Values \$25,000 to \$34,999		18	1.6%	37	2.2%	170	3.4%
Home Values \$10,000 to \$24,999		37	3.3%	65	3.7%	315	6.4%
Home Values Under \$10,000		14	1.3%	15	0.9%	88	1.8%
Owner-Occupied Median Home Value		\$179,434		\$177,065		\$155,013	
Renter-Occupied Median Rent		\$530		\$555		\$547	



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

<b>Eufaula, Oklahoma</b>	<b>10 min drive</b>	<b>15 min drive</b>	<b>30 min drive</b>
<b>Drive Time</b>	<b>time</b>	<b>time</b>	<b>time</b>
<b>Total Annual Consumer Expenditure (2025)</b>			
Total Household Expenditure	\$119.32 M	\$177.78 M	\$511.32 M
Total Non-Retail Expenditure	\$54.63 M	\$80.79 M	\$232.77 M
Total Retail Expenditure	\$64.69 M	\$96.99 M	\$278.55 M
Alcoholic Beverages	\$705.94 K	\$1.05 M	\$3.03 M
Apparel	\$2.21 M	\$3.28 M	\$9.43 M
Contributions	\$3.41 M	\$5.14 M	\$14.83 M
Education	\$2.51 M	\$3.76 M	\$10.85 M
Entertainment	\$6.88 M	\$10.22 M	\$29.39 M
Food Away From Home	\$5.2 M	\$7.74 M	\$22.26 M
Grocery	\$8.98 M	\$13.19 M	\$37.7 M
Health Care	\$10.99 M	\$16.11 M	\$44.89 M
Household Furnishings and Equipment	\$3.11 M	\$4.63 M	\$13.32 M
Household Operations	\$2.28 M	\$3.38 M	\$9.7 M
Miscellaneous Expenses	\$2.01 M	\$3 M	\$8.63 M
Personal Care	\$1.7 M	\$2.51 M	\$7.18 M
Shelter	\$19.47 M	\$28.46 M	\$81.28 M
Tax and Retirement	\$22.11 M	\$33.09 M	\$96.48 M
Tobacco and Related	\$837.56 K	\$1.21 M	\$3.41 M
Transportation	\$20.45 M	\$31.49 M	\$91.76 M
Utilities	\$6.48 M	\$9.51 M	\$27.18 M
<b>Monthly Household Consumer Expenditure (2025)</b>			
Total Household Expenditure	\$6,286	\$6,400	\$6,548
Total Non-Retail Expenditure	\$2,878 45.8%	\$2,909 45.4%	\$2,981 45.5%
Total Retail Expenditures	\$3,408 54.2%	\$3,492 54.6%	\$3,567 54.5%
Alcoholic Beverages	\$37 0.6%	\$38 0.6%	\$39 0.6%
Apparel	\$116 1.8%	\$118 1.8%	\$121 1.8%
Contributions	\$180 2.9%	\$185 2.9%	\$190 2.9%
Education	\$132 2.1%	\$135 2.1%	\$139 2.1%
Entertainment	\$362 5.8%	\$368 5.7%	\$376 5.7%
Food Away From Home	\$274 4.4%	\$279 4.4%	\$285 4.4%
Grocery	\$473 7.5%	\$475 7.4%	\$483 7.4%
Health Care	\$579 9.2%	\$580 9.1%	\$575 8.8%
Household Furnishings and Equipment	\$164 2.6%	\$167 2.6%	\$171 2.6%
Household Operations	\$120 1.9%	\$122 1.9%	\$124 1.9%
Miscellaneous Expenses	\$106 1.7%	\$108 1.7%	\$111 1.7%
Personal Care	\$90 1.4%	\$90 1.4%	\$92 1.4%
Shelter	\$1,026 16.3%	\$1,025 16.0%	\$1,041 15.9%
Tax and Retirement	\$1,165 18.5%	\$1,191 18.6%	\$1,236 18.6%
Tobacco and Related	\$44 0.7%	\$43 0.7%	\$44 0.7%
Transportation	\$1,077 17.1%	\$1,134 17.7%	\$1,175 17.9%
Utilities	\$341 5.4%	\$342 5.4%	\$348 5.3%

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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

Eufaula, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$4.05 M / \$225.5 K	94	\$6.02 M / \$225.5 K	96	\$17.19 M / \$451 K	97
Men's Clothing Stores	\$168.57 K / -	100	\$248.05 K / -	100	\$708.39 K / -	100
Women's Clothing Stores	\$331.98 K / \$225.5 K	32	\$493.85 K / \$225.5 K	54	\$1.41 M / \$451 K	68
Children's, Infants' Clothing Stores	\$296.52 K / -	100	\$443.07 K / -	100	\$1.27 M / -	100
Family Clothing Stores	\$1.9 M / -	100	\$2.84 M / -	100	\$8.15 M / -	100
Clothing Accessory Stores	\$94.79 K / -	100	\$140.08 K / -	100	\$399.37 K / -	100
Other Apparel Stores	\$115.37 K / -	100	\$171.07 K / -	100	\$490.41 K / -	100
Shoe Stores	\$906.18 K / -	100	\$1.34 M / -	100	\$3.78 M / -	100
Jewelry Stores	\$207.74 K / -	100	\$306.75 K / -	100	\$858.74 K / -	100
Luggage Stores	\$25.94 K / -	100	\$38.12 K / -	100	\$106.96 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$3.41 M / \$2.68 M	21	\$5.08 M / \$2.68 M	47	\$14.64 M / \$4.78 M	67
Furniture Stores	\$1.66 M / \$2.1 M	-21	\$2.45 M / \$2.1 M	14	\$7.01 M / \$4.19 M	40
Floor Covering Stores	\$236.15 K / \$582.77 K	-59	\$348.4 K / \$582.77 K	-40	\$995.83 K / \$587.59 K	41
Other Home Furnishing Stores	\$1.51 M / -	100	\$2.29 M / -	100	\$6.63 M / -	100
<b>Electronics, Appliance Stores</b>	\$3.44 M / -	100	\$5.21 M / \$-1	100	\$15.07 M / \$-1	100
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$3.31 M / -	100	\$4.92 M / -	100	\$14.11 M / \$3.44 M	76
Home Centers	\$1.86 M / -	100	\$2.76 M / -	100	\$7.92 M / \$116.1 K	99
Paint, Wallpaper Stores	\$374.45 K / -	100	\$557.64 K / -	100	\$1.61 M / -	100
Hardware Stores	\$209.46 K / -	100	\$311.47 K / -	100	\$892.53 K / -	100
Other Building Materials Stores	\$595.53 K / -	100	\$880.04 K / -	100	\$2.52 M / \$3.32 M	-24
Outdoor Power Equipment Stores	\$36.59 K / -	100	\$54.17 K / -	100	\$154.95 K / \$-1	100
Nursery, Garden Stores	\$238.48 K / -	100	\$353.84 K / -	100	\$1.01 M / -	100
<b>Food, Beverage Stores</b>	\$5.12 M / \$1.52 M	70	\$7.68 M / \$1.52 M	80	\$22.1 M / \$7.38 M	67
Grocery Stores	\$4 M / \$1.52 M	62	\$6 M / \$1.52 M	75	\$17.24 M / \$6.41 M	63
Convenience Stores	\$354.22 K / -	100	\$538.92 K / -	100	\$1.56 M / \$628.71 K	60
Meat Markets	\$22.82 K / -	100	\$34.02 K / -	100	\$97.72 K / -	100
Fish, Seafood Markets	\$7.77 K / -	100	\$11.58 K / -	100	\$33.27 K / -	100
Fruit, Vegetable Markets	\$14.88 K / -	100	\$22.21 K / -	100	\$63.84 K / -	100
Other Specialty Food Markets	\$29.91 K / -	100	\$44.82 K / -	100	\$129.15 K / -	100
Liquor Stores	\$684.14 K / -	100	\$1.03 M / -	100	\$2.97 M / \$347.13 K	88

Eufaula, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$3.46 M / \$14.87 M	-77	\$5.34 M / \$14.87 M	-64	\$15.53 M / \$18.06 M	-14
Pharmacy, Drug Stores	\$3.03 M / \$14.87 M	-80	\$4.68 M / \$14.87 M	-69	\$13.62 M / \$18.06 M	-25
Cosmetics, Beauty Stores	\$175.36 K / -	100	\$271.82 K / -	100	\$792.69 K / \$-2	100
Optical Goods Stores	\$60.92 K / -	100	\$94.56 K / -	100	\$273.31 K / -	100
Other Health, Personal Care Stores	\$188.5 K / -	100	\$291.46 K / -	100	\$848.53 K / \$-1	100
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$4.19 M / \$12.52 M	-67	\$6.22 M / \$12.52 M	-50	\$17.74 M / \$15.97 M	10
Sporting Goods Stores	\$1.55 M / -	100	\$2.29 M / -	100	\$6.55 M / \$3.45 M	47
Hobby, Toy, Game Stores	\$1.15 M / \$1.01 M	12	\$1.7 M / \$1.01 M	41	\$4.85 M / \$1.01 M	79
Sewing, Needlecraft Stores	\$945.31 K / \$11.51 M	-92	\$1.4 M / \$11.51 M	-88	\$3.9 M / \$11.51 M	-66
Musical Instrument Stores	\$251.12 K / -	100	\$379.57 K / -	100	\$1.1 M / -	100
Book Stores	\$301.66 K / -	100	\$460.69 K / -	100	\$1.34 M / -	100
<b>General Merchandise Stores</b>	\$12.96 M / -	100	\$19.42 M / -	100	\$55.77 M / \$101.45 M	-45
Department Stores	\$4.45 M / -	100	\$6.66 M / -	100	\$19.16 M / \$99.81 M	-81
Warehouse Superstores	\$7.25 M / -	100	\$10.87 M / -	100	\$31.22 M / -	100
Other General Merchandise Stores	\$1.26 M / -	100	\$1.88 M / -	100	\$5.4 M / \$1.64 M	70
<b>Miscellaneous Store Retailers</b>	\$1.72 M / \$1.12 M	35	\$2.58 M / \$1.12 M	57	\$7.39 M / \$2.16 M	71
Florists	\$38.39 K / -	100	\$57.45 K / -	100	\$165.12 K / -	100
Office, Stationary Stores	\$186.84 K / -	100	\$276.77 K / -	100	\$782.91 K / -	100
Gift, Souvenir Stores	\$333.32 K / \$760.12 K	-56	\$500.68 K / \$760.12 K	-34	\$1.44 M / \$1.01 M	29
Used Merchandise Stores	\$137.22 K / -	100	\$202.45 K / -	100	\$568.91 K / \$247.94 K	56
Pet, Pet Supply Stores	\$314.51 K / -	100	\$461.63 K / -	100	\$1.32 M / \$-1	100
Art Dealers	\$59 K / -	100	\$86.66 K / -	100	\$241.83 K / \$-1	100
Mobile Home Dealers	\$33.66 K / -	100	\$49.68 K / -	100	\$142.31 K / \$-1	100
Other Miscellaneous Retail Stores	\$620.06 K / \$357.16 K	42	\$944.45 K / \$357.16 K	62	\$2.73 M / \$902.77 K	67
<b>Non-Store Retailers</b>	\$7.61 M / -	100	\$11.46 M / -	100	\$33.04 M / \$-2	100
Mail Order, Catalog Stores	\$7.14 M / -	100	\$10.76 M / -	100	\$31.01 M / \$-2	100
Vending Machines	\$31.27 K / -	100	\$46.74 K / -	100	\$134.46 K / -	100
Fuel Dealers	\$42.96 K / -	100	\$63.94 K / -	100	\$182.05 K / -	100
Other Direct Selling Establishments	\$396.76 K / -	100	\$597.2 K / -	100	\$1.72 M / -	100

Eufaula, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$6.04 M / \$25.01 K	100	\$9.1 M / \$245.09 K	97	\$26.25 M / \$12.34 M	53
Hotels, Other Travel Accommodations	\$388.83 K / -	100	\$585.95 K / -	100	\$1.69 M / -	100
RV Parks	\$4.18 K / \$4.31 K	-3	\$6.24 K / \$4.31 K	31	\$17.85 K / \$8.06 K	55
Rooming, Boarding Houses	\$2.2 K / -	100	\$3.3 K / -	100	\$9.52 K / \$-1	100
Full Service Restaurants	\$3.53 M / \$264.65 K	93	\$5.31 M / \$553.42 K	90	\$15.33 M / \$10.76 M	30
Limited Service Restaurants	\$1.64 M / \$77.17 K	95	\$2.46 M / \$174.42 K	93	\$7.11 M / \$2.98 M	58
Special Food Services, Catering	\$482.12 K / -	100	\$724.77 K / -	100	\$2.09 M / -	100
Drinking Places	\$321.11 K / -	100	\$487.06 K / -	100	\$1.41 M / -	100
<b>Gasoline Stations</b>	\$2.64 M / -	100	\$4.04 M / -	100	\$11.7 M / \$54.6 M	-79
<b>Motor Vehicle, Parts Dealers</b>	\$6.42 M / \$2.38 M	63	\$9.44 M / \$2.38 M	75	\$26.62 M / \$4.25 M	84
New Car Dealers	\$3.88 M / -	100	\$5.69 M / -	100	\$15.96 M / \$1.16 M	93
Used Car Dealers	\$361.53 K / -	100	\$529.88 K / -	100	\$1.48 M / \$708.14 K	52
Recreational Vehicle Dealers	\$594.12 K / -	100	\$878.86 K / -	100	\$2.52 M / -	100
Motorcycle, Boat Dealers	\$801.26 K / \$882.13 K	-9	\$1.18 M / \$882.13 K	25	\$3.38 M / \$882.13 K	74
Auto Parts, Accessories	\$501.24 K / \$1.5 M	-67	\$741.6 K / \$1.5 M	-51	\$2.11 M / \$1.5 M	29
Tire Dealers	\$277.65 K / -	100	\$411.18 K / -	100	\$1.17 M / -	100
2025 Population		3,858		5,585		15,724
2030 Population		3,893		5,653		15,764
% Population Change 2025-2030		0.9%		1.2%		0.3%
2025 Adult Population Age 18+		3,062		4,445		12,445
2025 Population Male		1,967		2,864		8,055
2025 Population Female		1,891		2,720		7,669
2025 Households		1,582		2,315		6,507
2025 Median Household Income		43,414		46,674		48,346
2025 Average Household Income		70,688		72,026		73,888

# **Retail Potential**

# Retail Potential Profile



<b>Eufaula, Oklahoma</b>	<b>10 min</b>	<b>15 min</b>	<b>30 min</b>
<b>Drive Time</b>	<b>drive time</b>	<b>drive time</b>	<b>drive time</b>
2025 Population	3,858	5,585	15,724
2030 Population	3,893	5,653	15,764
% Population Change 2020-2025	5.2%	8.9%	7.5%
2025 Adult Population Age 18+	\$3,062	\$4,445	\$12,445
2025 Population Male	\$1,967	\$2,864	\$8,055
2025 Population Female	\$1,891	\$2,720	\$7,669
2025 Households	\$1,582	\$2,315	\$6,507
2025 Median Household Income	\$43,414	\$46,674	\$48,346
2025 Average Household Income	\$70,688	\$72,026	\$73,888
<b>Clothing, Clothing Accessories Stores</b>	<b>\$4.05 M</b>	<b>\$6.02 M</b>	<b>\$17.19 M</b>
Men's Clothing Stores	\$168.57 K	\$248.05 K	\$708.39 K
Women's Clothing Stores	\$331.98 K	\$493.85 K	\$1.41 M
Children's, Infants' Clothing Stores	\$296.52 K	\$443.07 K	\$1.27 M
Family Clothing Stores	\$1.9 M	\$2.84 M	\$8.15 M
Clothing Accessory Stores	\$94.79 K	\$140.08 K	\$399.37 K
Other Apparel Stores	\$115.37 K	\$171.07 K	\$490.41 K
Shoe Stores	\$906.18 K	\$1.34 M	\$3.78 M
Jewelry Stores	\$207.74 K	\$306.75 K	\$858.74 K
Luggage Stores	\$25.94 K	\$38.12 K	\$106.96 K
<b>Furniture, Home Furnishings Stores</b>	<b>\$3.41 M</b>	<b>\$5.08 M</b>	<b>\$14.64 M</b>
Furniture Stores	\$1.66 M	\$2.45 M	\$7.01 M
Floor Covering Stores	\$236.15 K	\$348.4 K	\$995.83 K
Other Home Furnishing Stores	\$1.51 M	\$2.29 M	\$6.63 M
<b>Electronics, Appliance Stores</b>	<b>\$3.44 M</b>	<b>\$5.21 M</b>	<b>\$15.07 M</b>
<b>Gasoline Stations</b>	<b>\$2.64 M</b>	<b>\$4.04 M</b>	<b>\$11.7 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>	<b>\$3.31 M</b>	<b>\$4.92 M</b>	<b>\$14.11 M</b>
Home Centers	\$1.86 M	\$2.76 M	\$7.92 M
Paint, Wallpaper Stores	\$374.45 K	\$557.64 K	\$1.61 M
Hardware Stores	\$209.46 K	\$311.47 K	\$892.53 K
Other Building Materials Stores	\$595.53 K	\$880.04 K	\$2.52 M
Outdoor Power Equipment Stores	\$36.59 K	\$54.17 K	\$154.95 K
Nursery, Garden Stores	\$238.48 K	\$353.84 K	\$1.01 M
<b>Food, Beverage Stores</b>	<b>\$5.12 M</b>	<b>\$7.68 M</b>	<b>\$22.1 M</b>
Grocery Stores	\$4 M	\$6 M	\$17.24 M
Convenience Stores	\$354.22 K	\$538.92 K	\$1.56 M
Meat Markets	\$22.82 K	\$34.02 K	\$97.72 K
Fish, Seafood Markets	\$7.77 K	\$11.58 K	\$33.27 K
Fruit, Vegetable Markets	\$14.88 K	\$22.21 K	\$63.84 K
Other Specialty Food Markets	\$29.91 K	\$44.82 K	\$129.15 K
Liquor Stores	\$684.14 K	\$1.03 M	\$2.97 M

# Retail Potential Profile



<b>Eufaula, Oklahoma</b>	<b>10 min</b>	<b>15 min</b>	<b>30 min</b>
<b>Drive Time</b>	<b>drive time</b>	<b>drive time</b>	<b>drive time</b>
<b>Health, Personal Care Stores</b>	\$3.46 M	\$5.34 M	\$15.53 M
Pharmacy, Drug Stores	\$3.03 M	\$4.68 M	\$13.62 M
Cosmetics, Beauty Stores	\$175.36 K	\$271.82 K	\$792.69 K
Optical Goods Stores	\$60.92 K	\$94.56 K	\$273.31 K
Other Health, Personal Care Stores	\$188.5 K	\$291.46 K	\$848.53 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$4.19 M	\$6.22 M	\$17.74 M
Sporting Goods Stores	\$1.55 M	\$2.29 M	\$6.55 M
Hobby, Toy, Game Stores	\$1.15 M	\$1.7 M	\$4.85 M
Sewing, Needlecraft Stores	\$945.31 K	\$1.4 M	\$3.9 M
Musical Instrument Stores	\$251.12 K	\$379.57 K	\$1.1 M
Book Stores	\$301.66 K	\$460.69 K	\$1.34 M
<b>General Merchandise Stores</b>	\$12.96 M	\$19.42 M	\$55.77 M
Department Stores	\$4.45 M	\$6.66 M	\$19.16 M
Warehouse Superstores	\$7.25 M	\$10.87 M	\$31.22 M
Other General Merchandise Stores	\$1.26 M	\$1.88 M	\$5.4 M
<b>Miscellaneous Store Retailers</b>	\$1.72 M	\$2.58 M	\$7.39 M
Florists	\$38.39 K	\$57.45 K	\$165.12 K
Office, Stationary Stores	\$186.84 K	\$276.77 K	\$782.91 K
Gift, Souvenir Stores	\$333.32 K	\$500.68 K	\$1.44 M
Used Merchandise Stores	\$137.22 K	\$202.45 K	\$568.91 K
Pet, Pet Supply Stores	\$314.51 K	\$461.63 K	\$1.32 M
Art Dealers	\$59 K	\$86.66 K	\$241.83 K
Mobile Home Dealers	\$33.66 K	\$49.68 K	\$142.31 K
Other Miscellaneous Retail Stores	\$620.06 K	\$944.45 K	\$2.73 M
<b>Non-Store Retailers</b>	\$7.61 M	\$11.46 M	\$33.04 M
Mail Order, Catalog Stores	\$7.14 M	\$10.76 M	\$31.01 M
Vending Machines	\$31.27 K	\$46.74 K	\$134.46 K
Fuel Dealers	\$42.96 K	\$63.94 K	\$182.05 K
Other Direct Selling Establishments	\$396.76 K	\$597.2 K	\$1.72 M
<b>Accommodation, Food Services</b>	\$6.36 M	\$9.58 M	\$27.66 M
Hotels, Other Travel Accommodations	\$388.83 K	\$585.95 K	\$1.69 M
RV Parks	\$4.18 K	\$6.24 K	\$17.85 K
Rooming, Boarding Houses	\$2.2 K	\$3.3 K	\$9.52 K
Full Service Restaurants	\$3.53 M	\$5.31 M	\$15.33 M
Limited Service Restaurants	\$1.64 M	\$2.46 M	\$7.11 M
Special Food Services, Catering	\$482.12 K	\$724.77 K	\$2.09 M
Drinking Places	\$321.11 K	\$487.06 K	\$1.41 M
<b>Motor Vehicle, Parts Dealers</b>	\$6.42 M	\$9.44 M	\$26.62 M
New Car Dealers	\$3.88 M	\$5.69 M	\$15.96 M
Used Car Dealers	\$361.53 K	\$529.88 K	\$1.48 M
Recreational Vehicle Dealers	\$594.12 K	\$878.86 K	\$2.52 M
Motorcycle, Boat Dealers	\$801.26 K	\$1.18 M	\$3.38 M
Auto Parts, Accessories	\$501.24 K	\$741.6 K	\$2.11 M
Tire Dealers	\$277.65 K	\$411.18 K	\$1.17 M

# **Income Summary**

# Income Summary Report



<b>Eufaula, Oklahoma</b>	<b>10 min drive time</b>		<b>15 min drive time</b>		<b>30 min drive time</b>	
<b>Drive Time</b>						
<b>Population</b>						
Estimated Population (2025)	3,858		5,585		15,724	
Projected Population (2030)	3,893		5,653		15,764	
Census Population (2020)	3,667		5,127		14,628	
Census Population (2010)	3,803		5,297		15,704	
<i>Projected Annual Growth (2025 to 2030)</i>	35	0.2%	68	0.2%	40	-
<i>Historical Annual Growth (2020 to 2025)</i>	191	1.0%	458	1.6%	1,096	1.4%
<i>Historical Annual Growth (2010 to 2020)</i>	-136	-0.4%	-170	-0.3%	-1,076	-0.7%
<b>Households</b>						
Estimated Households (2025)	1,582		2,315		6,507	
Projected Households (2030)	1,578		2,319		6,449	
Census Households (2020)	1,575		2,215		6,157	
Census Households (2010)	1,628		2,272		6,570	
<i>Projected Annual Growth (2025 to 2030)</i>	-4	-	4	-	-58	-0.2%
<i>Historical Annual Growth (2020 to 2025)</i>	7	-	100	0.9%	350	1.1%
<i>Historical Annual Growth (2010 to 2020)</i>	-53	-0.3%	-57	-0.3%	-413	-0.6%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$70,688		\$72,026		\$73,888	
Projected Average Household Income (2030)	\$70,622		\$71,927		\$73,828	
Census Average Household Income (2020)	\$39,675		\$40,717		\$40,712	
Census Average Household Income (2010)	\$35,560		\$35,742		\$38,572	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$66	-	-\$98	-	-\$60	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$31,013	5.2%	\$31,308	5.1%	\$33,175	5.4%
<i>Historical Annual Growth (2010 to 2020)</i>	\$4,116	1.2%	\$4,975	1.4%	\$2,140	0.6%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$43,414		\$46,674		\$48,346	
Projected Median Household Income (2030)	\$43,052		\$46,386		\$48,172	
Census Median Household Income (2020)	\$30,239		\$30,642		\$30,984	
Census Median Household Income (2010)	\$23,621		\$24,809		\$25,958	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$362	-0.2%	-\$288	-0.1%	-\$174	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$13,175	2.9%	\$16,032	3.5%	\$17,362	3.7%
<i>Historical Annual Growth (2010 to 2020)</i>	\$6,618	2.8%	\$5,834	2.4%	\$5,026	1.9%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$29,112		\$29,980		\$30,699	
Projected Per Capita Income (2030)	\$28,746		\$29,630		\$30,326	
Census Per Capita Income (2020)	\$16,979		\$17,463		\$17,033	
Census Per Capita Income (2010)	\$15,613		\$15,788		\$16,090	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$366	-0.3%	-\$349	-0.2%	-\$373	-0.2%
<i>Historical Annual Growth (2020 to 2025)</i>	\$12,133	4.8%	\$12,517	4.8%	\$13,667	5.3%
<i>Historical Annual Growth (2010 to 2020)</i>	\$1,366	0.9%	\$1,674	1.1%	\$942	0.6%
<b>Other Income</b>						
Estimated Families (2025)	894		1,321		3,905	
Estimated Average Family Income (2025)	\$90,876		\$91,754		\$94,546	
Estimated Median Family Income (2025)	\$63,626		\$65,228		\$67,685	
Estimated Average Household Net Worth (2025)	\$890,283		\$905,479		\$943,602	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Eufaula, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Estimated Population		3,858		5,585		15,724	
Estimated Households		1,582		2,315		6,507	
<b>Household Expenditure</b>		\$119.32 M		\$177.78 M		\$511.32 M	
Per Household ~ Per Capita	\$75,436	\$30,926	\$76,802	\$31,834	\$78,579	\$32,519	
Non-Retail Expenditures	\$54.63 M	45.8%	\$80.79 M	45.4%	\$232.77 M	45.5%	
Per Household ~ Per Capita	\$34,537	\$14,159	\$34,903	\$14,467	\$35,771	\$14,804	
Retail Expenditures	\$64.69 M	54.2%	\$96.99 M	54.6%	\$278.55 M	54.5%	
Per Household ~ Per Capita	\$40,898	\$16,767	\$41,899	\$17,367	\$42,808	\$17,716	
Alcoholic Beverages	\$705.94 K	0.6%	\$1.05 M	0.6%	\$3.03 M	0.6%	
Per Household ~ Per Capita	\$446	\$183	\$455	\$189	\$466	\$193	
Apparel	\$2.21 M	1.8%	\$3.28 M	1.8%	\$9.43 M	1.8%	
Per Household ~ Per Capita	\$1,395	\$572	\$1,418	\$588	\$1,450	\$600	
Contributions	\$3.41 M	2.9%	\$5.14 M	2.9%	\$14.83 M	2.9%	
Per Household ~ Per Capita	\$2,158	\$885	\$2,219	\$920	\$2,279	\$943	
Education	\$2.51 M	2.1%	\$3.76 M	2.1%	\$10.85 M	2.1%	
Per Household ~ Per Capita	\$1,586	\$650	\$1,626	\$674	\$1,667	\$690	
Entertainment	\$6.88 M	5.8%	\$10.22 M	5.7%	\$29.39 M	5.7%	
Per Household ~ Per Capita	\$4,347	\$1,782	\$4,416	\$1,830	\$4,517	\$1,869	
Food Away From Home	\$5.2 M	4.4%	\$7.74 M	4.4%	\$22.26 M	4.4%	
Per Household ~ Per Capita	\$3,286	\$1,347	\$3,345	\$1,386	\$3,420	\$1,415	
Grocery	\$8.98 M	7.5%	\$13.19 M	7.4%	\$37.7 M	7.4%	
Per Household ~ Per Capita	\$5,676	\$2,327	\$5,698	\$2,362	\$5,793	\$2,397	
Health Care	\$10.99 M	9.2%	\$16.11 M	9.1%	\$44.89 M	8.8%	
Per Household ~ Per Capita	\$6,949	\$2,849	\$6,959	\$2,885	\$6,899	\$2,855	
Household Furnishings and Equipment	\$3.11 M	2.6%	\$4.63 M	2.6%	\$13.32 M	2.6%	
Per Household ~ Per Capita	\$1,963	\$805	\$2,001	\$829	\$2,047	\$847	
Household Operations	\$2.28 M	1.9%	\$3.38 M	1.9%	\$9.7 M	1.9%	
Per Household ~ Per Capita	\$1,442	\$591	\$1,459	\$605	\$1,491	\$617	
Miscellaneous Expenses	\$2.01 M	1.7%	\$3 M	1.7%	\$8.63 M	1.7%	
Per Household ~ Per Capita	\$1,269	\$520	\$1,295	\$537	\$1,326	\$549	
Personal Care	\$1.7 M	1.4%	\$2.51 M	1.4%	\$7.18 M	1.4%	
Per Household ~ Per Capita	\$1,076	\$441	\$1,083	\$449	\$1,103	\$457	
Shelter	\$19.47 M	16.3%	\$28.46 M	16.0%	\$81.28 M	15.9%	
Per Household ~ Per Capita	\$12,311	\$5,047	\$12,297	\$5,097	\$12,492	\$5,170	
Tax and Retirement	\$22.11 M	18.5%	\$33.09 M	18.6%	\$96.48 M	18.9%	
Per Household ~ Per Capita	\$13,976	\$5,729	\$14,295	\$5,925	\$14,826	\$6,136	
Tobacco and Related	\$837.56 K	0.7%	\$1.21 M	0.7%	\$3.41 M	0.7%	
Per Household ~ Per Capita	\$530	\$217	\$521	\$216	\$523	\$217	
Transportation	\$20.45 M	17.1%	\$31.49 M	17.7%	\$91.76 M	17.9%	
Per Household ~ Per Capita	\$12,927	\$5,299	\$13,605	\$5,639	\$14,102	\$5,836	
Utilities	\$6.48 M	5.4%	\$9.51 M	5.4%	\$27.18 M	5.3%	
Per Household ~ Per Capita	\$4,098	\$1,680	\$4,110	\$1,703	\$4,176	\$1,728	

# Consumer Expenditure Trend



Eufaula, Oklahoma						
Drive Time		10 min drive time	15 min drive time	30 min drive time		
<b>Population / Households (2025)</b>						
Estimated Population		3,858	5,585	15,724		
Estimated Households		1,582	2,315	6,507		
<b>Total Annual Consumer Expenditure (2025)</b>						
Total Household Expenditure		\$119.32 M	\$177.78 M	\$511.32 M		
Total Non-Retail Expenditure		\$54.63 M	\$80.79 M	\$232.77 M		
Total Retail Expenditure		\$64.69 M	\$96.99 M	\$278.55 M		
Alcoholic Beverages		\$705.94 K	\$1.05 M	\$3.03 M		
Apparel		\$2.21 M	\$3.28 M	\$9.43 M		
Contributions		\$3.41 M	\$5.14 M	\$14.83 M		
Education		\$2.51 M	\$3.76 M	\$10.85 M		
Entertainment		\$6.88 M	\$10.22 M	\$29.39 M		
Food Away From Home		\$5.2 M	\$7.74 M	\$22.26 M		
Grocery		\$8.98 M	\$13.19 M	\$37.7 M		
Health Care		\$10.99 M	\$16.11 M	\$44.89 M		
Household Furnishings and Equipment		\$3.11 M	\$4.63 M	\$13.32 M		
Household Operations		\$2.28 M	\$3.38 M	\$9.7 M		
Miscellaneous Expenses		\$2.01 M	\$3 M	\$8.63 M		
Personal Care		\$1.7 M	\$2.51 M	\$7.18 M		
Shelter		\$19.47 M	\$28.46 M	\$81.28 M		
Tax and Retirement		\$22.11 M	\$33.09 M	\$96.48 M		
Tobacco and Related		\$837.56 K	\$1.21 M	\$3.41 M		
Transportation		\$20.45 M	\$31.49 M	\$91.76 M		
Utilities		\$6.48 M	\$9.51 M	\$27.18 M		
<b>Monthly Household Consumer Expenditure (2025)</b>						
Total Household Expenditure		\$6,286	\$6,400	\$6,548		
Total Non-Retail Expenditure		\$2,878	45.8%	\$2,909	45.4%	\$2,981
Total Retail Expenditure		\$3,408	54.2%	\$3,492	54.6%	\$3,567
Alcoholic Beverages		\$37	0.6%	\$38	0.6%	\$39
Apparel		\$116	1.8%	\$118	1.8%	\$121
Contributions		\$180	2.9%	\$185	2.9%	\$190
Education		\$132	2.1%	\$135	2.1%	\$139
Entertainment		\$362	5.8%	\$368	5.7%	\$376
Food Away From Home		\$274	4.4%	\$279	4.4%	\$285
Grocery		\$473	7.5%	\$475	7.4%	\$483
Health Care		\$579	9.2%	\$580	9.1%	\$575
Household Furnishings and Equipment		\$164	2.6%	\$167	2.6%	\$171
Household Operations		\$120	1.9%	\$122	1.9%	\$124
Miscellaneous Expenses		\$106	1.7%	\$108	1.7%	\$111
Personal Care		\$90	1.4%	\$90	1.4%	\$92
Shelter		\$1,026	16.3%	\$1,025	16.0%	\$1,041
Tax and Retirement		\$1,165	18.5%	\$1,191	18.6%	\$1,236
Tobacco and Related		\$44	0.7%	\$43	0.7%	\$44
Transportation		\$1,077	17.1%	\$1,134	17.7%	\$1,175
Utilities		\$341	5.4%	\$342	5.4%	\$348

# Consumer Expenditure Trend



<b>Eufaula, Oklahoma</b>	<b>10 min drive</b>	<b>15 min drive</b>	<b>30 min drive</b>
<b>Drive Time</b>	<b>time</b>	<b>time</b>	<b>time</b>
<b>Population / Households (2030)</b>			
Projected Population	3,893	5,653	15,764
Projected Households	-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>			
Total Household Expenditure	\$118.23 M	\$177.04 M	\$500.39 M
Total Non-Retail Expenditure	\$54.4 M	\$80.82 M	\$228.47 M
Total Retail Expenditure	\$63.83 M	\$96.22 M	\$271.92 M
Alcoholic Beverages	\$699.27 K	\$1.05 M	\$2.97 M
Apparel	\$2.18 M	\$3.27 M	\$9.24 M
Contributions	\$3.4 M	\$5.13 M	\$14.53 M
Education	\$2.49 M	\$3.76 M	\$10.63 M
Entertainment	\$6.8 M	\$10.19 M	\$28.79 M
Food Away From Home	\$5.14 M	\$7.72 M	\$21.8 M
Grocery	\$8.81 M	\$13.12 M	\$36.93 M
Health Care	\$10.73 M	\$15.7 M	\$43.36 M
Household Furnishings and Equipment	\$3.07 M	\$4.62 M	\$13.05 M
Household Operations	\$2.25 M	\$3.37 M	\$9.5 M
Miscellaneous Expenses	\$1.99 M	\$2.99 M	\$8.45 M
Personal Care	\$1.67 M	\$2.5 M	\$7.03 M
Shelter	\$19.24 M	\$28.38 M	\$79.81 M
Tax and Retirement	\$22.21 M	\$33.24 M	\$94.64 M
Tobacco and Related	\$816.93 K	\$1.2 M	\$3.35 M
Transportation	\$20.36 M	\$31.36 M	\$89.68 M
Utilities	\$6.36 M	\$9.46 M	\$26.62 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>			
Total Household Expenditure	\$-1.09 M	\$-743.47 K	\$-10.93 M
Total Non-Retail Expenditure	\$-227.12 K	\$27.99 K	\$-4.29 M
Total Retail Expenditure	\$-863.44 K	\$-771.47 K	\$-6.64 M
Alcoholic Beverages	\$-6.66 K	\$-2.82 K	\$-61.72 K
Apparel	\$-25.29 K	\$-11.04 K	\$-192.57 K
Contributions	\$-17.25 K	\$-6.62 K	\$-301.29 K
Education	\$-17.32 K	\$-7.06 K	\$-220.58 K
Entertainment	\$-79.78 K	\$-34.51 K	\$-600.87 K
Food Away From Home	\$-56.37 K	\$-24.35 K	\$-453.19 K
Grocery	\$-165.78 K	\$-74.46 K	\$-769.8 K
Health Care	\$-256.88 K	\$-410.52 K	\$-1.54 M
Household Furnishings and Equipment	\$-31.53 K	\$-13.6 K	\$-271.15 K
Household Operations	\$-28.62 K	\$-11.39 K	\$-196.14 K
Miscellaneous Expenses	\$-21.51 K	\$-10.47 K	\$-178.51 K
Personal Care	\$-28.74 K	\$-12.85 K	\$-146.76 K
Shelter	\$-228.65 K	\$-83.04 K	\$-1.47 M
Tax and Retirement	\$104.12 K	\$152.36 K	\$-1.83 M
Tobacco and Related	\$-20.63 K	\$-8.53 K	\$-58.21 K
Transportation	\$-86.18 K	\$-129.07 K	\$-2.08 M
Utilities	\$-123.5 K	\$-55.55 K	\$-554.48 K

# **Crime Risk**

Eufaula, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Demographics</b>			
Population	3,858	5,585	15,724
Census Population	3,667	5,127	14,628
Households	1,582	2,315	6,507
Average Household Income	\$70,688	\$72,026	\$73,888
Median Household Income	\$43,414	\$46,674	\$48,346
Per Capita Income	\$29,112	\$29,980	\$30,699
<b>Total Crime</b>			
Crime Index	81	77	102
Crime Level	Below Average	Below Average	Average
<b>Personal Crime</b>			
Crime Index	51	48	73
Crime Level	Low Risk	Low Risk	Below Average
<b>Murder</b>			
Crime Index	102	91	169
Crime Level	Average	Average	High Risk
<b>Rape</b>			
Crime Index	110	101	100
Crime Level	Average	Average	Average
<b>Robbery</b>			
Crime Index	16	13	34
Crime Level	Very Low	Very Low	Low Risk
<b>Assault</b>			
Crime Index	51	48	78
Crime Level	Low Risk	Low Risk	Below Average
<b>Property Crime</b>			
Crime Index	87	82	107
Crime Level	Below Average	Below Average	Average
<b>Burglary</b>			
Crime Index	231	242	282
Crime Level	Very High	Very High	Very High
<b>Larceny</b>			
Crime Index	52	48	73
Crime Level	Low Risk	Low Risk	Below Average
<b>Motor Vehicle Theft</b>			
Crime Index	122	102	111
Crime Level	Above Average	Average	Average

\* Crime Index: 100 = National Average Adjusted for Population

# Void Analysis

# Void Analysis



<b>Eufaula, Oklahoma</b>	<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>Drive Time</b>	<b>Locations</b>	<b>Footage</b>	
<b>Auto Parts Tires</b>			
NAPA	1 / 1	6,200	
O'Reilly	2 / 1	8,500	
<b>Banks</b>			
Arvest Bank	1 / 1	6,600	
BOKF	1 / 1	4,900	
<b>Banks Minor</b>			
Bank	7 / 3		
<b>Convenience Stores</b>			
Casey's General Store	2 / 1	2,500 to 4,000	
Conoco	1 / 1	2,500	
Love's	1 / 0	7,300	
Phillips 66	4 / 1	2,500	
Pilot Flying J	1 / 0	14,500	
Shell	2 / 0	1,000 to 2,500	
Sinclair	4 / 2	2,000	
Sunoco	1 / 0	4,700	
<b>Dealerships</b>			
Chevrolet	2 / 1		
Chrysler	1 / 0		
Dodge	1 / 0		
Ford	1 / 1		
GMC	1 / 1		
Jeep	1 / 0		
RAM	1 / 0		
<b>Dental</b>			
Affordable Dentures	1 / 0	4,100	
<b>Department Stores</b>			
Bealls	1 / 0	25,600	
<b>Discount Department Stores</b>			
Walmart Supercenter	1 / 0	189,700	
<b>Dollar Stores</b>			
Dollar General	10 / 2	9,600	
Dollar Tree	1 / 0	11,800	
Family Dollar   Dollar Tree	1 / 1	12,100	
<b>Education</b>			
Day Care	7 / 3		

<b>Eufaula, Oklahoma</b>		<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>Drive Time</b>		<b>Locations</b>	<b>Footage</b>	
High School		4 / 1		
PK - 8		8 / 0		
<b>Health Care</b>				
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		
<b>Home Improvement</b>				
True Value		2 / 1	12,800	
<b>Hotels</b>				
Best Western Hotels		1 / 1	20,400	
<b>Restaurants Fast Food Major</b>				
McDonald's		2 / 1	4,600	
Sonic		2 / 1	2,800	
Taco Bell		1 / 0	2,500	
<b>Restaurants Ice Cream Smoothie</b>				
Braum's		1 / 1	5,100	
<b>Restaurants Pizza</b>				
Godfather's Pizza		1 / 0	2,700	
Pizza Hut		1 / 0	2,800	
Simple Simon's Pizza		5 / 1	2,000	
<b>Restaurants Sandwich</b>				
Subway		3 / 1	1,700	
<b>Specialty</b>				
USPS		5 / 1		
<b>Worship</b>				
Baptist		2 / 0		
Methodist Episcopal		1 / 1		