

**RETAIL ATTRACTIONS, LLC**  

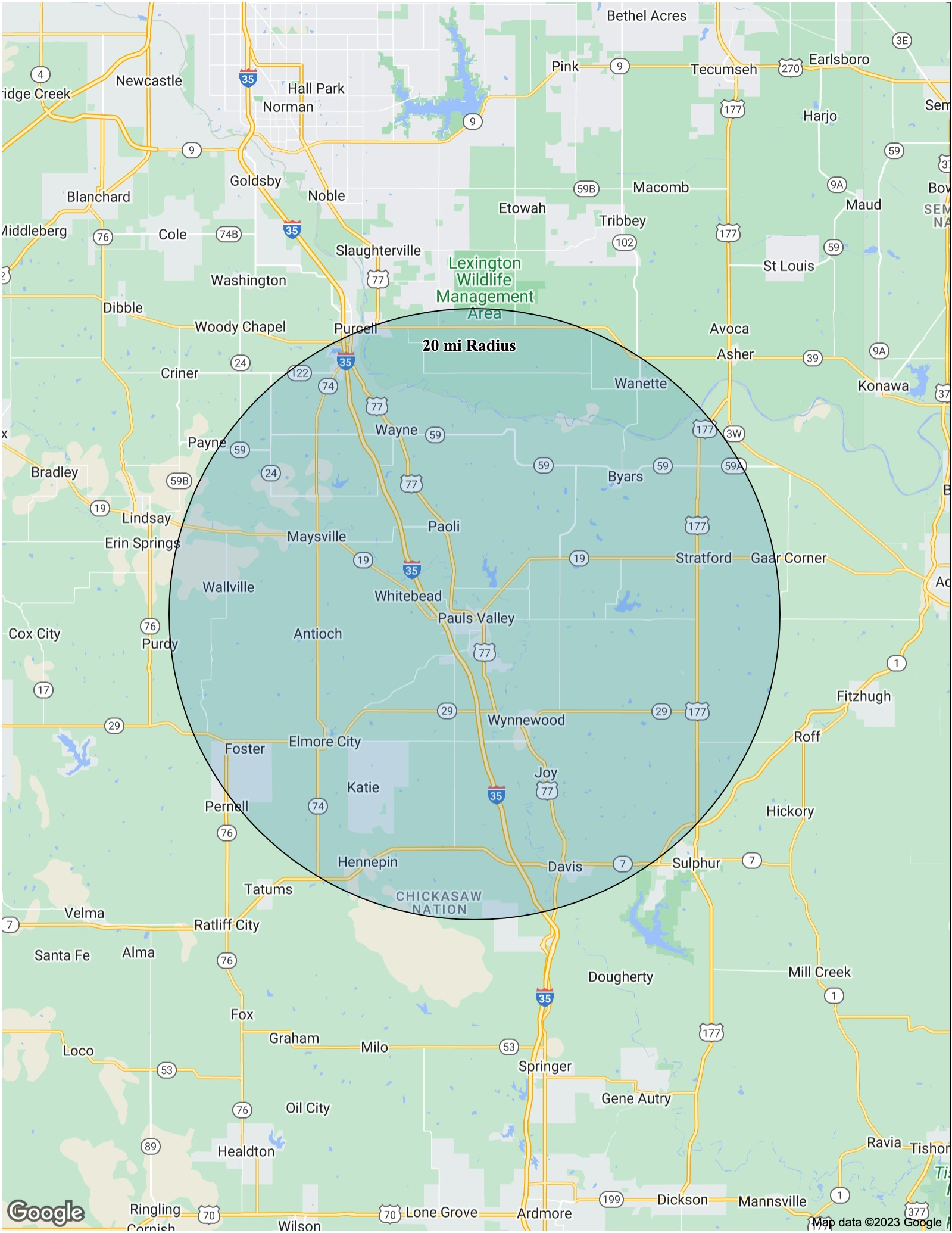
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**Economic Development Consulting**

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**Pauls Valley, Oklahoma  
Spring 2023  
20mi Radius**

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20 mi Radius

Lexington Wildlife Management Area

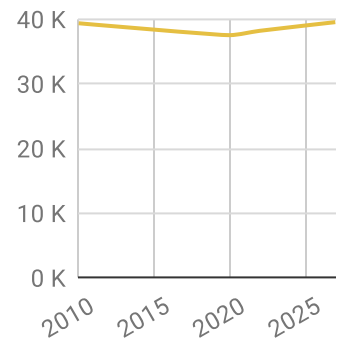
CHICKASAW NATION

# **Demographics**

**Pauls Valley, Oklahoma**  
**20mi Radius**

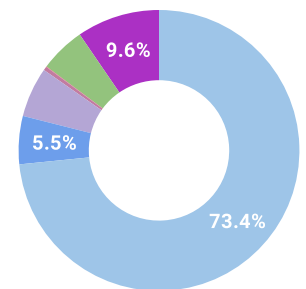
**Population**

Estimated Population (2022)	38,190
Projected Population (2027)	39,529
Census Population (2020)	37,511
Census Population (2010)	39,357
Projected Annual Growth (2022-2027)	1,339 0.7%
Historical Annual Growth (2020-2022)	679 0.9%
Historical Annual Growth (2010-2020)	-1,846 -0.5%
Estimated Population Density (2022)	30 <i>psm</i>
Trade Area Size	1,256.5 <i>sq mi</i>



**Race and Ethnicity (2022)**

<b>Not Hispanic or Latino Population</b>		
White	27,100	78.0%
Black or African American	2,101	6.0%
American Indian or Alaska Native	1,780	5.1%
Asian	161	0.5%
Hawaiian or Pacific Islander	13	-
Other Race	896	2.6%
Two or More Races	2,673	7.7%
<b>Hispanic or Latino Population</b>		
White	935	27.0%
Black or African American	15	0.4%
American Indian or Alaska Native	419	12.1%
Asian	8	0.2%
Hispanic Hawaiian or Pacific Islander	6	0.2%
Other Race	1,108	32.0%
Two or More Races	975	28.1%



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

**Pauls Valley, Oklahoma**

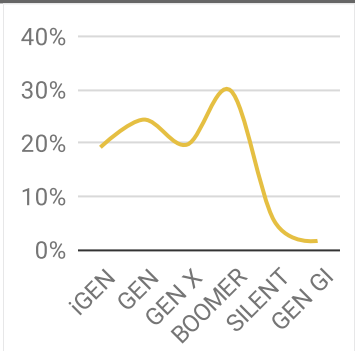
**20mi Radius**

**Age Distribution (2022)**

Age Under 5 Years	2,116	5.5%
Age 5 to 9 Years	2,487	6.5%
Age 10 to 14 Years	2,714	7.1%
Age 15 to 19 Years	2,500	6.5%
Age 20 to 24 Years	2,182	5.7%
Age 25 to 29 Years	2,261	5.9%
Age 30 to 34 Years	2,357	6.2%
Age 35 to 39 Years	2,573	6.7%
Age 40 to 44 Years	2,549	6.7%
Age 45 to 49 Years	2,394	6.3%
Age 50 to 54 Years	2,327	6.1%
Age 55 to 59 Years	2,385	6.2%
Age 60 to 64 Years	2,560	6.7%
Age 65 to 69 Years	2,354	6.2%
Age 70 to 74 Years	1,747	4.6%
Age 75 to 79 Years	1,251	3.3%
Age 80 to 84 Years	809	2.1%
Age 85 Years or Over	623	1.6%
Median Age	38.9	

**Generation (2022)**

iGeneration (Age Under 15 Years)	7,317	19.2%
Generation 9/11 Millennials (Age 15 to 34 Years)	9,301	24.4%
Gen Xers (Age 35 to 49 Years)	7,517	19.7%
Baby Boomers (Age 50 to 74 Years)	11,372	29.8%
Silent Generation (Age 75 to 84 Years)	2,060	5.4%
G.I. Generation (Age 85 Years or Over)	623	1.6%

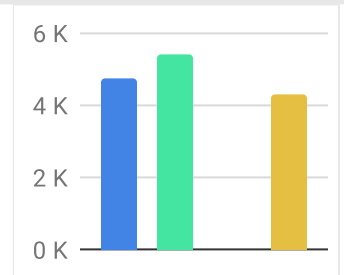


## Pauls Valley, Oklahoma

### 20mi Radius

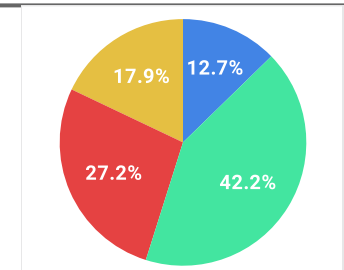
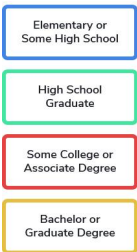
#### Household Type (2022)

Total Households	14,475
Family Households	10,157 70.2%
Family Households with Children	4,765 46.9%
Family Households No Children	5,392 53.1%
Non-Family Households	4,318 29.8%
Non-Family Households with Children	5 0.1%
Non-Family Households No Children	4,314 99.9%



#### Education Attainment (2022)

Elementary or Some High School	3,327 12.7%
High School Graduate	11,045 42.2%
Some College or Associate Degree	7,120 27.2%
Bachelor or Graduate Degree	4,698 17.9%



#### Household Income (2022)

Estimated Average Household Income	\$70,213
Estimated Median Household Income	\$57,155
HH Income Under \$10,000	830 5.7%
HH Income \$10,000 to \$34,999	3,471 24.0%
HH Income \$35,000 to \$49,999	2,175 15.0%
HH Income \$50,000 to \$74,999	3,057 21.1%
HH Income \$75,000 to \$99,999	1,901 13.1%
HH Income \$100,000 to \$149,999	1,877 13.0%
HH Income \$150,000 or More	1,164 8.0%

## Pauls Valley, Oklahoma

### 20mi Radius

#### Population

Estimated Population (2022)	38,190	
Projected Population (2027)	39,529	
Census Population (2020)	37,511	
Census Population (2010)	39,357	
Projected Annual Growth (2022-2027)	1,339	0.7%
Historical Annual Growth (2020-2022)	679	0.9%
Historical Annual Growth (2010-2020)	-1,846	-0.5%
Estimated Population Density (2022)	30	psm
Trade Area Size	1,256.5	sq mi

#### Households

Estimated Households (2022)	14,475	
Projected Households (2027)	14,823	
Census Households (2020)	14,248	
Census Households (2010)	15,018	
Projected Annual Growth (2022-2027)	348	0.5%
Historical Annual Change (2010-2022)	-543	-0.3%

#### Average Household Income

Estimated Average Household Income (2022)	\$70,213	
Projected Average Household Income (2027)	\$84,072	
Census Average Household Income (2010)	\$48,108	
Census Average Household Income (2000)	\$37,873	
Projected Annual Change (2022-2027)	\$13,859	3.9%
Historical Annual Change (2000-2022)	\$32,340	3.9%

#### Median Household Income

Estimated Median Household Income (2022)	\$57,155	
Projected Median Household Income (2027)	\$69,650	
Census Median Household Income (2010)	\$38,742	
Census Median Household Income (2000)	\$29,556	
Projected Annual Change (2022-2027)	\$12,495	4.4%
Historical Annual Change (2000-2022)	\$27,599	4.2%

#### Per Capita Income

Estimated Per Capita Income (2022)	\$27,277	
Projected Per Capita Income (2027)	\$32,167	
Census Per Capita Income (2010)	\$18,356	
Census Per Capita Income (2000)	\$14,208	
Projected Annual Change (2022-2027)	\$4,890	3.6%
Historical Annual Change (2000-2022)	\$13,069	4.2%
Estimated Average Household Net Worth (2022)	\$339,166	

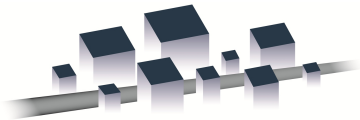
## Pauls Valley, Oklahoma

### 20mi Radius

#### Race and Ethnicity

Total Population (2022)	38,190	
White (2022)	28,035	73.4%
Black or African American (2022)	2,116	5.5%
American Indian or Alaska Native (2022)	2,199	5.8%
Asian (2022)	169	0.4%
Hawaiian or Pacific Islander (2022)	19	-
Other Race (2022)	2,004	5.2%
Two or More Races (2022)	3,648	9.6%
Population < 18 (2022)	8,954	23.4%
White Not Hispanic	5,473	61.1%
Black or African American	223	2.5%
Asian	46	0.5%
Other Race Not Hispanic	1,985	22.2%
Hispanic	1,226	13.7%
Not Hispanic or Latino Population (2022)	34,724	90.9%
Not Hispanic White	27,100	78.0%
Not Hispanic Black or African American	2,101	6.0%
Not Hispanic American Indian or Alaska Native	1,780	5.1%
Not Hispanic Asian	161	0.5%
Not Hispanic Hawaiian or Pacific Islander	13	-
Not Hispanic Other Race	896	2.6%
Not Hispanic Two or More Races	2,673	7.7%
Hispanic or Latino Population (2022)	3,466	9.1%
Hispanic White	935	27.0%
Hispanic Black or African American	15	0.4%
Hispanic American Indian or Alaska Native	419	12.1%
Hispanic Asian	8	0.2%
Hispanic Hawaiian or Pacific Islander	6	0.2%
Hispanic Other Race	1,108	32.0%
Hispanic Two or More Races	975	28.1%
Not Hispanic or Latino Population (2020)	34,094	90.9%
Hispanic or Latino Population (2020)	3,418	9.1%
Not Hispanic or Latino Population (2010)	36,936	93.8%
Hispanic or Latino Population (2010)	2,421	6.2%
Not Hispanic or Latino Population (2027)	36,015	91.1%
Hispanic or Latino Population (2027)	3,513	8.9%
Projected Annual Growth (2022-2027)	48	0.3%
Historical Annual Growth (2010-2020)	996	4.1%





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

**Pauls Valley, Oklahoma**

**20mi Radius**

**Total Age Distribution (2022)**

Total Population	38,190	
Age Under 5 Years	2,116	5.5%
Age 5 to 9 Years	2,487	6.5%
Age 10 to 14 Years	2,714	7.1%
Age 15 to 19 Years	2,500	6.5%
Age 20 to 24 Years	2,182	5.7%
Age 25 to 29 Years	2,261	5.9%
Age 30 to 34 Years	2,357	6.2%
Age 35 to 39 Years	2,573	6.7%
Age 40 to 44 Years	2,549	6.7%
Age 45 to 49 Years	2,394	6.3%
Age 50 to 54 Years	2,327	6.1%
Age 55 to 59 Years	2,385	6.2%
Age 60 to 64 Years	2,560	6.7%
Age 65 to 69 Years	2,354	6.2%
Age 70 to 74 Years	1,747	4.6%
Age 75 to 79 Years	1,251	3.3%
Age 80 to 84 Years	809	2.1%
Age 85 Years or Over	623	1.6%
Median Age	38.9	
Age 19 Years or Less	9,817	25.7%
Age 20 to 64 Years	21,589	56.5%
Age 65 Years or Over	6,784	17.8%

**Female Age Distribution (2022)**

Female Population	18,500	48.4%
Age Under 5 Years	1,046	5.7%
Age 5 to 9 Years	1,230	6.7%
Age 10 to 14 Years	1,259	6.8%
Age 15 to 19 Years	1,169	6.3%
Age 20 to 24 Years	987	5.3%
Age 25 to 29 Years	1,077	5.8%
Age 30 to 34 Years	1,114	6.0%
Age 35 to 39 Years	1,216	6.6%
Age 40 to 44 Years	1,179	6.4%
Age 45 to 49 Years	1,078	5.8%
Age 50 to 54 Years	1,104	6.0%
Age 55 to 59 Years	1,172	6.3%
Age 60 to 64 Years	1,292	7.0%
Age 65 to 69 Years	1,180	6.4%
Age 70 to 74 Years	893	4.8%
Age 75 to 79 Years	663	3.6%
Age 80 to 84 Years	467	2.5%
Age 85 Years or Over	372	2.0%
Female Median Age	39.7	
Age 19 Years or Less	4,704	25.4%
Age 20 to 64 Years	10,220	55.2%
Age 65 Years or Over	3,576	19.3%

**Pauls Valley, Oklahoma**

**20mi Radius**

**Male Age Distribution (2022)**

Male Population	19,690	51.6%
Age Under 5 Years	1,070	5.4%
Age 5 to 9 Years	1,257	6.4%
Age 10 to 14 Years	1,455	7.4%
Age 15 to 19 Years	1,331	6.8%
Age 20 to 24 Years	1,196	6.1%
Age 25 to 29 Years	1,184	6.0%
Age 30 to 34 Years	1,243	6.3%
Age 35 to 39 Years	1,357	6.9%
Age 40 to 44 Years	1,369	7.0%
Age 45 to 49 Years	1,317	6.7%
Age 50 to 54 Years	1,223	6.2%
Age 55 to 59 Years	1,213	6.2%
Age 60 to 64 Years	1,268	6.4%
Age 65 to 69 Years	1,174	6.0%
Age 70 to 74 Years	853	4.3%
Age 75 to 79 Years	588	3.0%
Age 80 to 84 Years	342	1.7%
Age 85 Years or Over	251	1.3%
Male Median Age	38.1	
Age 19 Years or Less	5,113	26.0%
Age 20 to 64 Years	11,370	57.7%
Age 65 Years or Over	3,208	16.3%

**Males per 100 Females (2022)**

Overall Comparison	106	
Age Under 5 Years	102	50.6%
Age 5 to 9 Years	102	50.5%
Age 10 to 14 Years	116	53.6%
Age 15 to 19 Years	114	53.2%
Age 20 to 24 Years	121	54.8%
Age 25 to 29 Years	110	52.4%
Age 30 to 34 Years	112	52.7%
Age 35 to 39 Years	112	52.7%
Age 40 to 44 Years	116	53.7%
Age 45 to 49 Years	122	55.0%
Age 50 to 54 Years	111	52.6%
Age 55 to 59 Years	103	50.9%
Age 60 to 64 Years	98	49.5%
Age 65 to 69 Years	99	49.9%
Age 70 to 74 Years	96	48.9%
Age 75 to 79 Years	89	47.0%
Age 80 to 84 Years	73	42.2%
Age 85 Years or Over	67	40.3%
Age 19 Years or Less	109	52.1%
Age 20 to 39 Years	113	53.1%
Age 40 to 64 Years	110	52.3%
Age 65 Years or Over	90	47.3%

## Pauls Valley, Oklahoma

### 20mi Radius

#### Household Type (2022)

Total Households	14,475	
Households with Children	4,770	33.0%
Average Household Size	2.5	
Household Density per Square Mile	12	
Population Family	31,358	82.1%
Population Non-Family	5,338	14.0%
Population Group Quarters	1,494	3.9%
Family Households	10,157	70.2%
Married Couple Households	7,745	76.3%
Other Family Households with Children	2,412	23.7%
Family Households with Children	4,765	46.9%
Married Couple with Children	3,272	68.7%
Other Family Households with Children	1,493	31.3%
Family Households No Children	5,392	53.1%
Married Couple No Children	4,473	83.0%
Other Family Households No Children	919	17.0%
Non-Family Households	4,318	29.8%
Non-Family Households with Children	5	0.1%
Non-Family Households No Children	4,314	99.9%
Average Family Household Size	3.1	
Average Family Income	\$79,099	
Median Family Income	\$66,560	
Average Non-Family Household Size	1.2	

#### Marital Status (2022)

Population Age 15 Years or Over	30,873	
Never Married	8,434	27.3%
Currently Married	14,310	46.4%
Previously Married	8,128	26.3%
Separated	1,597	19.7%
Widowed	2,299	28.3%
Divorced	4,231	52.1%

#### Educational Attainment (2022)

Adult Population Age 25 Years or Over	26,190	
Elementary (Grade Level 0 to 8)	1,208	4.6%
Some High School (Grade Level 9 to 11)	2,119	8.1%
High School Graduate	11,045	42.2%
Some College	5,881	22.5%
Associate Degree Only	1,239	4.7%
Bachelor Degree Only	3,185	12.2%
Graduate Degree	1,513	5.8%
Any College (Some College or Higher)	11,818	45.1%
College Degree + (Bachelor Degree or Higher)	4,698	17.9%

**Pauls Valley, Oklahoma**

**20mi Radius**

**Housing**

Total Housing Units (2022)	17,153	
Total Housing Units (2020)	16,687	
Historical Annual Growth (2020-2022)	465	-
Housing Units Occupied (2022)	14,475	84.4%
Housing Units Owner-Occupied	10,494	72.5%
Housing Units Renter-Occupied	3,982	27.5%
Housing Units Vacant (2022)	2,677	15.6%

**Household Size (2022)**

Total Households	14,475	
1 Person Households	3,780	26.1%
2 Person Households	5,413	37.4%
3 Person Households	2,219	15.3%
4 Person Households	1,753	12.1%
5 Person Households	838	5.8%
6 Person Households	339	2.3%
7 or More Person Households	132	0.9%

**Household Income Distribution (2022)**

HH Income \$200,000 or More	558	3.9%
HH Income \$150,000 to \$199,999	606	4.2%
HH Income \$125,000 to \$149,999	733	5.1%
HH Income \$100,000 to \$124,999	1,144	7.9%
HH Income \$75,000 to \$99,999	1,901	13.1%
HH Income \$50,000 to \$74,999	3,057	21.1%
HH Income \$35,000 to \$49,999	2,175	15.0%
HH Income \$25,000 to \$34,999	1,582	10.9%
HH Income \$15,000 to \$24,999	1,295	8.9%
HH Income \$10,000 to \$14,999	594	4.1%
HH Income Under \$10,000	830	5.7%

**Household Vehicles (2022)**

Households 0 Vehicles Available	537	3.7%
Households 1 Vehicle Available	4,248	29.3%
Households 2 Vehicles Available	5,220	36.1%
Households 3 or More Vehicles Available	4,470	30.9%
Total Vehicles Available	30,371	
Average Vehicles per Household	2.1	
Owner-Occupied Household Vehicles	23,887	78.6%
Average Vehicles per Owner-Occupied Household	2.3	
Renter-Occupied Household Vehicles	6,485	21.4%
Average Vehicles per Renter-Occupied Household	1.6	

**Travel Time (2022)**

Worker Base Age 16 years or Over	15,301	
Travel to Work in 14 Minutes or Less	4,713	30.8%
Travel to Work in 15 to 29 Minutes	4,387	28.7%
Travel to Work in 30 to 59 Minutes	3,840	25.1%
Travel to Work in 60 Minutes or More	1,619	10.6%
Work at Home	742	4.8%
Average Minutes Travel to Work	21.9	

## Pauls Valley, Oklahoma

### 20mi Radius

#### Transportation To Work (2022)

Worker Base Age 16 years or Over	15,301	
Drive to Work Alone	13,118	85.7%
Drive to Work in Carpool	997	6.5%
Travel to Work by Public Transportation	7	-
Drive to Work on Motorcycle	17	0.1%
Bicycle to Work	19	0.1%
Walk to Work	339	2.2%
Other Means	61	0.4%
Work at Home	742	4.8%

#### Daytime Demographics (2022)

Total Businesses	1,054	
Total Employees	9,088	
Company Headquarter Businesses	39	3.7%
Company Headquarter Employees	1,059	11.7%
Employee Population per Business	8.6	to 1
Residential Population per Business	36.2	to 1
Adj. Daytime Demographics Age 16 Years or Over	24,084	

#### Labor Force

Labor Population Age 16 Years or Over (2022)	30,312	
Labor Force Total Males (2022)	15,610	51.5%
Male Civilian Employed	8,399	53.8%
Male Civilian Unemployed	323	2.1%
Males in Armed Forces	15	-
Males Not in Labor Force	6,872	44.0%
Labor Force Total Females (2022)	14,703	48.5%
Female Civilian Employed	6,902	46.9%
Female Civilian Unemployed	243	1.6%
Females in Armed Forces	-	-
Females Not in Labor Force	7,559	51.4%
Unemployment Rate	566	1.9%

#### Occupation (2022)

Occupation Population Age 16 Years or Over	15,301	
Occupation Total Males	8,399	54.9%
Occupation Total Females	6,902	45.1%
Management, Business, Financial Operations	1,947	12.7%
Professional, Related	2,559	16.7%
Service	2,580	16.9%
Sales, Office	3,051	19.9%
Farming, Fishing, Forestry	145	0.9%
Construction, Extraction, Maintenance	1,931	12.6%
Production, Transport, Material Moving	3,088	20.2%
White Collar Workers	7,557	49.4%
Blue Collar Workers	7,744	50.6%



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**Economic Development Consulting**

**Pauls Valley, Oklahoma**

**20mi Radius**

**Units In Structure (2022)**

Total Units	14,475	
1 Detached Unit	11,825	81.7%
1 Attached Unit	129	0.9%
2 Units	167	1.2%
3 to 4 Units	290	2.0%
5 to 9 Units	147	1.0%
10 to 19 Units	92	0.6%
20 to 49 Units	83	0.6%
50 or More Units	83	0.6%
Mobile Home or Trailer	1,581	10.9%
Other Structure	77	0.5%

**Homes Built By Year (2022)**

Homes Built 2020 or later	205	1.2%
Homes Built 2010 to 2019	1,051	6.1%
Homes Built 2000 to 2009	1,805	10.5%
Homes Built 1990 to 1999	1,398	8.1%
Homes Built 1980 to 1989	2,096	12.2%
Homes Built 1970 to 1979	3,067	17.9%
Homes Built 1960 to 1969	1,762	10.3%
Homes Built 1950 to 1959	1,810	10.6%
Homes Built 1940 to 1949	554	3.2%
Homes Built Before 1939	726	4.2%
Median Age of Homes	46.2	yrs

**Home Values (2022)**

Owner Specified Housing Units	10,494	
Home Values \$1,000,000 or More	76	0.7%
Home Values \$750,000 to \$999,999	91	0.9%
Home Values \$500,000 to \$749,999	256	2.4%
Home Values \$400,000 to \$499,999	272	2.6%
Home Values \$300,000 to \$399,999	821	7.8%
Home Values \$250,000 to \$299,999	736	7.0%
Home Values \$200,000 to \$249,999	903	8.6%
Home Values \$175,000 to \$199,999	524	5.0%
Home Values \$150,000 to \$174,999	941	9.0%
Home Values \$125,000 to \$149,999	934	8.9%
Home Values \$100,000 to \$124,999	1,181	11.3%
Home Values \$90,000 to \$99,999	418	4.0%
Home Values \$80,000 to \$89,999	650	6.2%
Home Values \$70,000 to \$79,999	461	4.4%
Home Values \$60,000 to \$69,999	413	3.9%
Home Values \$50,000 to \$59,999	457	4.4%
Home Values \$35,000 to \$49,999	480	4.6%
Home Values \$25,000 to \$34,999	302	2.9%
Home Values \$10,000 to \$24,999	345	3.3%
Home Values Under \$10,000	233	2.2%
Owner-Occupied Median Home Value	\$145,172	
Renter-Occupied Median Rent	\$534	

**Pauls Valley, Oklahoma**

**20mi Radius**

**Total Annual Consumer Expenditure (2022)**

Total Household Expenditure	\$797.41 M
Total Non-Retail Expenditure	\$419.57 M
Total Retail Expenditure	\$377.85 M
Apparel	\$27.63 M
Contributions	\$25.31 M
Education	\$21.88 M
Entertainment	\$44.48 M
Food and Beverages	\$118.32 M
Furnishings and Equipment	\$27.68 M
Gifts	\$18.77 M
Health Care	\$69.33 M
Household Operations	\$31.01 M
Miscellaneous Expenses	\$15.03 M
Personal Care	\$10.68 M
Personal Insurance	\$5.44 M
Reading	\$1.74 M
Shelter	\$167.81 M
Tobacco	\$5.2 M
Transportation	\$146.2 M
Utilities	\$60.91 M

**Monthly Household Consumer Expenditure (2022)**

Total Household Expenditure	\$4,591	
Total Non-Retail Expenditure	\$2,415	52.6%
Total Retail Expenditures	\$2,175	47.4%
Apparel	\$159	3.5%
Contributions	\$146	3.2%
Education	\$126	2.7%
Entertainment	\$256	5.6%
Food and Beverages	\$681	14.8%
Furnishings and Equipment	\$159	3.5%
Gifts	\$108	2.4%
Health Care	\$399	8.7%
Household Operations	\$179	3.9%
Miscellaneous Expenses	\$87	1.9%
Personal Care	\$61	1.3%
Personal Insurance	\$31	0.7%
Reading	\$10	0.2%
Shelter	\$966	21.0%
Tobacco	\$30	0.7%
Transportation	\$842	18.3%
Utilities	\$351	7.6%

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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



## Pauls Valley, Oklahoma

### 20mi Radius

	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$16.79 M / \$6.81 M	59
Men's Clothing Stores	\$591.74 K / -	100
Women's Clothing Stores	\$2.58 M / \$1.48 M	43
Children's, Infants' Clothing Stores	\$1.11 M / \$219 K	80
Family Clothing Stores	\$6.88 M / \$4.64 M	33
Clothing Accessory Stores	\$549.02 K / \$164.01 K	70
Other Apparel Stores	\$840.32 K / -	100
Shoe Stores	\$2.83 M / \$305.59 K	89
Jewelry Stores	\$1.3 M / -	100
Luggage Stores	\$105.71 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$8.2 M / \$4.26 M	48
Furniture Stores	\$5.02 M / \$2.77 M	45
Floor Covering Stores	\$863.88 K / \$31.93 K	96
Other Home Furnishing Stores	\$2.31 M / \$1.47 M	36
<b>Electronics, Appliance Stores</b>	\$6.29 M / \$2.65 M	58
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$20.42 M / \$20.69 M	-1
Home Centers	\$9.6 M / \$2.85 M	70
Paint, Wallpaper Stores	\$701.78 K / \$538.14 K	23
Hardware Stores	\$881.9 K / \$995.69 K	-11
Other Building Materials Stores	\$6.81 M / \$5.54 M	19
Outdoor Power Equipment Stores	\$322.32 K / \$228.78 K	29
Nursery, Garden Stores	\$2.1 M / \$10.54 M	-80
<b>Food, Beverage Stores</b>	\$55.82 M / \$46.95 M	16
Grocery Stores	\$49.9 M / \$42.25 M	15
Convenience Stores	\$1.94 M / \$3.16 M	-39
Meat Markets	\$572.43 K / -	100
Fish, Seafood Markets	\$207.77 K / -	100
Fruit, Vegetable Markets	\$346.75 K / \$187.32 K	46
Other Specialty Food Markets	\$600.42 K / \$290.75 K	52
Liquor Stores	\$2.25 M / \$1.06 M	53

## Pauls Valley, Oklahoma

## 20mi Radius

	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$13.69 M / \$2.67 M	80
Pharmacy, Drug Stores	\$11.46 M / \$2.47 M	78
Cosmetics, Beauty Stores	\$671 K / \$5.65 K	99
Optical Goods Stores	\$766.35 K / \$120.91 K	84
Other Health, Personal Care Stores	\$784.71 K / \$73.26 K	91
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$6.25 M / \$1.17 M	81
Sporting Goods Stores	\$3.4 M / \$759.56 K	78
Hobby, Toy, Game Stores	\$1.01 M / -	100
Sewing, Needlecraft Stores	\$311.59 K / \$188.25 K	40
Musical Instrument Stores	\$290.29 K / \$152.96 K	47
Book Stores	\$1.24 M / \$67.47 K	95
<b>General Merchandise Stores</b>	\$54.3 M / \$44.37 M	18
Department Stores	\$13.91 M / \$38.44 M	-64
Warehouse Superstores	\$35.08 M / -	100
Other General Merchandise Stores	\$5.3 M / \$5.93 M	-11
<b>Miscellaneous Store Retailers</b>	\$7.37 M / \$906.77 K	88
Florists	\$258.36 K / \$182.98 K	29
Office, Stationary Stores	\$723.54 K / -	100
Gift, Souvenir Stores	\$879.14 K / \$293.38 K	67
Used Merchandise Stores	\$504.59 K / \$61.77 K	88
Pet, Pet Supply Stores	\$2.99 M / -	100
Art Dealers	\$238.93 K / -	100
Mobile Home Dealers	\$440.9 K / -	100
Other Miscellaneous Retail Stores	\$1.34 M / \$368.63 K	72
<b>Non-Store Retailers</b>	\$24.81 M / \$169.62 K	99
Mail Order, Catalog Stores	\$20.57 M / -	100
Vending Machines	\$574.76 K / -	100
Fuel Dealers	\$2.08 M / \$169.62 K	92
Other Direct Selling Establishments	\$1.59 M / -	100

# Retail Gap Report



## Pauls Valley, Oklahoma

### 20mi Radius

	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$47.44 M / \$26.56 M	44
Hotels, Other Travel Accommodations	\$2.61 M / \$785.5 K	70
RV Parks	\$25.33 K / \$5.13 K	80
Rooming, Boarding Houses	\$17.07 K / -	100
Full Service Restaurants	\$27.76 M / \$11.35 M	59
Limited Service Restaurants	\$12.9 M / \$15.19 M	-15
Special Food Services, Catering	\$4.12 M / \$121.21 K	97
Drinking Places	\$1.17 M / \$285.81 K	76
<b>Gasoline Stations</b>	\$41.2 M / \$135 M	-69
<b>Motor Vehicle, Parts Dealers</b>	\$74.08 M / \$79.39 M	-7
New Car Dealers	\$56.85 M / \$62.95 M	-10
Used Car Dealers	\$5.87 M / \$5.64 M	4
Recreational Vehicle Dealers	\$1.16 M / -	100
Motorcycle, Boat Dealers	\$2.53 M / \$5.63 M	-55
Auto Parts, Accessories	\$4.6 M / \$4.72 M	-3
Tire Dealers	\$3.07 M / \$449.82 K	85
2022 Population	38,190	
2027 Population	39,529	
% Population Change 2022-2027	3.5%	
2022 Adult Population Age 18+	29,236	
2022 Population Male	19,690	
2022 Population Female	18,500	
2022 Households	14,475	
2022 Median Household Income	57,155	
2022 Average Household Income	70,213	

# **Retail Potential**

# Retail Potential Profile



<b>Pauls Valley, Oklahoma</b>	
<b>20mi Radius</b>	
2022 Population	38,190
2027 Population	39,529
% Population Change 2020-2022	1.8%
2022 Adult Population Age 18+	\$29,236
2022 Population Male	\$19,690
2022 Population Female	\$18,500
2022 Households	\$14,475
2022 Median Household Income	\$57,155
2022 Average Household Income	\$70,213
<b>Clothing, Clothing Accessories Stores</b>	<b>\$16.79 M</b>
Men's Clothing Stores	\$591.74 K
Women's Clothing Stores	\$2.58 M
Children's, Infants' Clothing Stores	\$1.11 M
Family Clothing Stores	\$6.88 M
Clothing Accessory Stores	\$549.02 K
Other Apparel Stores	\$840.32 K
Shoe Stores	\$2.83 M
Jewelry Stores	\$1.3 M
Luggage Stores	\$105.71 K
<b>Furniture, Home Furnishings Stores</b>	<b>\$8.2 M</b>
Furniture Stores	\$5.02 M
Floor Covering Stores	\$863.88 K
Other Home Furnishing Stores	\$2.31 M
<b>Electronics, Appliance Stores</b>	<b>\$6.29 M</b>
<b>Gasoline Stations</b>	<b>\$41.2 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>	<b>\$20.42 M</b>
Home Centers	\$9.6 M
Paint, Wallpaper Stores	\$701.78 K
Hardware Stores	\$881.9 K
Other Building Materials Stores	\$6.81 M
Outdoor Power Equipment Stores	\$322.32 K
Nursery, Garden Stores	\$2.1 M
<b>Food, Beverage Stores</b>	<b>\$55.82 M</b>
Grocery Stores	\$49.9 M
Convenience Stores	\$1.94 M
Meat Markets	\$572.43 K
Fish, Seafood Markets	\$207.77 K
Fruit, Vegetable Markets	\$346.75 K
Other Specialty Food Markets	\$600.42 K
Liquor Stores	\$2.25 M

# Retail Potential Profile



<b>Pauls Valley, Oklahoma</b>	
<b>20mi Radius</b>	
<b>Health, Personal Care Stores</b>	\$13.69 M
Pharmacy, Drug Stores	\$11.46 M
Cosmetics, Beauty Stores	\$671 K
Optical Goods Stores	\$766.35 K
Other Health, Personal Care Stores	\$784.71 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$6.25 M
Sporting Goods Stores	\$3.4 M
Hobby, Toy, Game Stores	\$1.01 M
Sewing, Needlecraft Stores	\$311.59 K
Musical Instrument Stores	\$290.29 K
Book Stores	\$1.24 M
<b>General Merchandise Stores</b>	\$54.3 M
Department Stores	\$13.91 M
Warehouse Superstores	\$35.08 M
Other General Merchandise Stores	\$5.3 M
<b>Miscellaneous Store Retailers</b>	\$7.37 M
Florists	\$258.36 K
Office, Stationary Stores	\$723.54 K
Gift, Souvenir Stores	\$879.14 K
Used Merchandise Stores	\$504.59 K
Pet, Pet Supply Stores	\$2.99 M
Art Dealers	\$238.93 K
Mobile Home Dealers	\$440.9 K
Other Miscellaneous Retail Stores	\$1.34 M
<b>Non-Store Retailers</b>	\$24.81 M
Mail Order, Catalog Stores	\$20.57 M
Vending Machines	\$574.76 K
Fuel Dealers	\$2.08 M
Other Direct Selling Establishments	\$1.59 M
<b>Accommodation, Food Services</b>	\$48.61 M
Hotels, Other Travel Accommodations	\$2.61 M
RV Parks	\$25.33 K
Rooming, Boarding Houses	\$17.07 K
Full Service Restaurants	\$27.76 M
Limited Service Restaurants	\$12.9 M
Special Food Services, Catering	\$4.12 M
Drinking Places	\$1.17 M
<b>Motor Vehicle, Parts Dealers</b>	\$74.08 M
New Car Dealers	\$56.85 M
Used Car Dealers	\$5.87 M
Recreational Vehicle Dealers	\$1.16 M
Motorcycle, Boat Dealers	\$2.53 M
Auto Parts, Accessories	\$4.6 M
Tire Dealers	\$3.07 M

# **Income Summary**

# Income Summary Report



<b>Pauls Valley, Oklahoma</b>			
<b>20mi Radius</b>			
<b>Population</b>			
Estimated Population (2022)		38,190	
Projected Population (2027)		39,529	
Census Population (2020)		37,511	
Census Population (2010)		39,357	
<i>Projected Annual Growth (2022 to 2027)</i>		1,339	0.7%
<i>Historical Annual Growth (2020 to 2022)</i>		679	0.9%
<i>Historical Annual Growth (2010 to 2020)</i>		-1,846	-0.5%
<b>Households</b>			
Estimated Households (2022)		14,475	
Projected Households (2027)		14,823	
Census Households (2020)		14,248	
Census Households (2010)		15,018	
<i>Projected Annual Growth (2022 to 2027)</i>		348	0.5%
<i>Historical Annual Growth (2020 to 2022)</i>		227	0.8%
<i>Historical Annual Growth (2010 to 2020)</i>		-770	-0.5%
<b>Average Household Income</b>			
Estimated Average Household Income (2022)		\$70,213	
Projected Average Household Income (2027)		\$84,072	
Census Average Household Income (2020)		\$48,108	
Census Average Household Income (2010)		\$37,873	
<i>Projected Annual Growth (2022 to 2027)</i>		\$13,859	3.9%
<i>Historical Annual Growth (2020 to 2022)</i>		\$22,105	3.8%
<i>Historical Annual Growth (2010 to 2020)</i>		\$10,235	2.7%
<b>Median Household Income</b>			
Estimated Median Household Income (2022)		\$57,155	
Projected Median Household Income (2027)		\$69,650	
Census Median Household Income (2020)		\$38,742	
Census Median Household Income (2010)		\$29,556	
<i>Projected Annual Growth (2022 to 2027)</i>		\$12,495	4.4%
<i>Historical Annual Growth (2020 to 2022)</i>		\$18,413	4.0%
<i>Historical Annual Growth (2010 to 2020)</i>		\$9,186	3.1%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2022)		\$27,277	
Projected Per Capita Income (2027)		\$32,167	
Census Per Capita Income (2020)		\$18,356	
Census Per Capita Income (2010)		\$14,208	
<i>Projected Annual Growth (2022 to 2027)</i>		\$4,890	3.6%
<i>Historical Annual Growth (2020 to 2022)</i>		\$8,920	4.0%
<i>Historical Annual Growth (2010 to 2020)</i>		\$4,149	2.9%
<b>Other Income</b>			
Estimated Families (2022)		10,157	
Estimated Average Family Income (2022)		\$79,099	
Estimated Median Family Income (2022)		\$66,560	
Estimated Average Household Net Worth (2022)		\$339,166	



# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



<b>Pauls Valley, Oklahoma</b>		
<b>20mi Radius</b>		
Estimated Population		38,190
Estimated Households		14,475
<b>Household Expenditure</b>		<b>\$797.41 M</b>
Per Household ~ Per Capita	\$55,088	\$20,880
Non-Retail Expenditures	\$419.57 M	52.6%
Per Household ~ Per Capita	\$28,985	\$10,986
Retail Expenditures	\$377.85 M	47.4%
Per Household ~ Per Capita	\$26,103	\$9,894
Apparel	\$27.63 M	3.5%
Per Household ~ Per Capita	\$1,909	\$723
Contributions	\$25.31 M	3.2%
Per Household ~ Per Capita	\$1,748	\$663
Education	\$21.88 M	2.7%
Per Household ~ Per Capita	\$1,512	\$573
Entertainment	\$44.48 M	5.6%
Per Household ~ Per Capita	\$3,073	\$1,165
Food, Beverages	\$118.32 M	14.8%
Per Household ~ Per Capita	\$8,174	\$3,098
Furnishings, Equipment	\$27.68 M	3.5%
Per Household ~ Per Capita	\$1,913	\$725
Gifts	\$18.77 M	2.4%
Per Household ~ Per Capita	\$1,297	\$491
Health Care	\$69.33 M	8.7%
Per Household ~ Per Capita	\$4,790	\$1,815
Household Operations	\$31.01 M	3.9%
Per Household ~ Per Capita	\$2,143	\$812
Miscellaneous Expenses	\$15.03 M	1.9%
Per Household ~ Per Capita	\$1,038	\$394
Personal Care	\$10.68 M	1.3%
Per Household ~ Per Capita	\$738	\$280
Personal Insurance	\$5.44 M	0.7%
Per Household ~ Per Capita	\$375	\$142
Reading	\$1.74 M	0.2%
Per Household ~ Per Capita	\$120	\$46
Shelter	\$167.81 M	21.0%
Per Household ~ Per Capita	\$11,593	\$4,394
Tobacco	\$5.2 M	0.7%
Per Household ~ Per Capita	\$359	\$136
Transportation	\$146.2 M	18.3%
Per Household ~ Per Capita	\$10,100	\$3,828
Utilities	\$60.91 M	7.6%
Per Household ~ Per Capita	\$4,208	\$1,595

# Consumer Expenditure Trend



<b>Pauls Valley, Oklahoma</b>		
<b>20mi Radius</b>		
<b>Population / Households (2022)</b>		
Estimated Population		38,190
Estimated Households		14,475
<b>Total Annual Consumer Expenditure (2022)</b>		
Total Household Expenditure		\$797.41 M
Total Non-Retail Expenditure		\$419.57 M
Total Retail Expenditure		\$377.85 M
Apparel		\$27.63 M
Contributions		\$25.31 M
Education		\$21.88 M
Entertainment		\$44.48 M
Food and Beverages		\$118.32 M
Furnishings and Equipment		\$27.68 M
Gifts		\$18.77 M
Health Care		\$69.33 M
Household Operations		\$31.01 M
Miscellaneous Expenses		\$15.03 M
Personal Care		\$10.68 M
Personal Insurance		\$5.44 M
Reading		\$1.74 M
Shelter		\$167.81 M
Tobacco		\$5.2 M
Transportation		\$146.2 M
Utilities		\$60.91 M
<b>Monthly Household Consumer Expenditure (2022)</b>		
Total Household Expenditure		\$4,591
Total Non-Retail Expenditure		\$2,415 52.6%
Total Retail Expenditure		\$2,175 47.4%
Apparel		\$159 3.5%
Contributions		\$146 3.2%
Education		\$126 2.7%
Entertainment		\$256 5.6%
Food and Beverages		\$681 14.8%
Furnishings and Equipment		\$159 3.5%
Gifts		\$108 2.4%
Health Care		\$399 8.7%
Household Operations		\$179 3.9%
Miscellaneous Expenses		\$87 1.9%
Personal Care		\$61 1.3%
Personal Insurance		\$31 0.7%
Reading		\$10 0.2%
Shelter		\$966 21.0%
Tobacco		\$30 0.7%
Transportation		\$842 18.3%
Utilities		\$351 7.6%

# Consumer Expenditure Trend



<b>Pauls Valley, Oklahoma</b>	
<b>20mi Radius</b>	
<b>Population / Households (2027)</b>	
Projected Population	39,529
Projected Households	14,823
<b>Total Annual Consumer Expenditure (2027)</b>	
Total Household Expenditure	\$922.82 M
Total Non-Retail Expenditure	\$485.95 M
Total Retail Expenditure	\$436.87 M
Apparel	\$32.27 M
Contributions	\$29.97 M
Education	\$26.65 M
Entertainment	\$52.16 M
Food and Beverages	\$136.12 M
Furnishings and Equipment	\$32.44 M
Gifts	\$22.28 M
Health Care	\$79.2 M
Household Operations	\$36.18 M
Miscellaneous Expenses	\$17.48 M
Personal Care	\$12.38 M
Personal Insurance	\$6.49 M
Reading	\$2.02 M
Shelter	\$193.61 M
Tobacco	\$5.66 M
Transportation	\$169.12 M
Utilities	\$68.77 M
<b>Consumer Expenditure Growth (2022 to 2027)</b>	
Total Household Expenditure	\$125.4 M
Total Non-Retail Expenditure	\$66.39 M
Total Retail Expenditure	\$59.02 M
Apparel	\$4.64 M
Contributions	\$4.67 M
Education	\$4.77 M
Entertainment	\$7.68 M
Food and Beverages	\$17.8 M
Furnishings and Equipment	\$4.75 M
Gifts	\$3.52 M
Health Care	\$9.87 M
Household Operations	\$5.17 M
Miscellaneous Expenses	\$2.45 M
Personal Care	\$1.7 M
Personal Insurance	\$1.05 M
Reading	\$284.03 K
Shelter	\$25.8 M
Tobacco	\$458.06 K
Transportation	\$22.92 M
Utilities	\$7.86 M

# **Crime Risk**

<b>Pauls Valley, Oklahoma</b>	
<b>20mi Radius</b>	
<b>Demographics</b>	
Population	38,190
Census Population	37,511
Households	14,475
Average Household Income	\$70,213
Median Household Income	\$57,155
Per Capita Income	\$27,277
<b>Total Crime</b>	
Crime Index	81
Crime Level	Below Average
<b>Personal Crime</b>	
Crime Index	72
Crime Level	Below Average
<b>Murder</b>	
Crime Index	40
Crime Level	Low Risk
<b>Rape</b>	
Crime Index	115
Crime Level	Average
<b>Robbery</b>	
Crime Index	14
Crime Level	Very Low
<b>Assault</b>	
Crime Index	87
Crime Level	Below Average
<b>Property Crime</b>	
Crime Index	83
Crime Level	Below Average
<b>Burglary</b>	
Crime Index	142
Crime Level	Above Average
<b>Larceny</b>	
Crime Index	68
Crime Level	Below Average
<b>Motor Vehicle Theft</b>	
Crime Index	83
Crime Level	Below Average

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

# **Void Analysis**

# Void Analysis



<b>Pauls Valley, Oklahoma 20mi Radius</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
<b>Auto Parts Tires</b>			
AutoZone	1 / 1	6,600	
NAPA	1 / 0	6,200	
O'Reilly	1 / 1	8,500	
<b>Banks</b>			
BancFirst	1 / 0		
International Bank of Commerce	1 / 1		
Simmons First National Bank	2 / 0		
<b>Banks Minor</b>			
Bank	14 / 6		
<b>Clothing Apparel</b>			
Cato	1 / 0	5,000	
<b>Convenience Stores</b>			
Conoco	6 / 0		
Love's	3 / 1		
Murphy USA	2 / 1		
Phillips 66	10 / 3		
Shell	5 / 1		
Sunoco	1 / 1		
Valero	4 / 1		
<b>Discount Department Stores</b>			
Wal-Mart Supercenter	2 / 1	189,700	
<b>Dollar Stores</b>			
Dollar General	7 / 1	9,600	
Family Dollar	3 / 1	9,400	
<b>Education</b>			
Day Care	14 / 5		
High School	10 / 1		
PK - 8	18 / 4		
Trade Schools	1 / 0		
<b>Entertainment</b>			
Theatres	1 / 1		
<b>EV Charging Stations</b>			
Independent	4 / 1		
<b>Health Beauty</b>			
Supercuts	1 / 0	1,800	
<b>Health Care</b>			



<b>Pauls Valley, Oklahoma 20mi Radius</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
Certified Registered Nurse Anesthetist	1 / 1		
Chiropractic	2 / 1		
Clinical Nurse Specialist	1 / 1		
Clinical Psychologist	1 / 0		
Clinical Social Worker	2 / 1		
Diagnostic Radiology	1 / 0		
Dialysis Centers	1 / 1		
Family Practice	4 / 2		
General Practice	1 / 0		
General Surgery	1 / 1		
Hematology and Oncology	1 / 1		
Internal Medicine	2 / 1		
Nurse Practitioner	6 / 3		
Occupational Therapy	1 / 0		
Ophthalmology	1 / 1		
Optometry	4 / 1		
Orthopedic Surgery	1 / 1		
Otolaryngology	1 / 1		
Pain Management	1 / 1		
Physical Therapy	3 / 0		
Physician Assistant	2 / 1		
Psychiatry	1 / 1		
<b>Home Improvement</b>			
Ace Hardware	2 / 1	16,200	
Do It Best	1 / 1	16,200	
Sherwin-Williams	1 / 1	7,300	
Tractor Supply Company	1 / 1	26,300	
True Value	1 / 0	12,800	
<b>Hotels</b>			
Americas Best Value Inn	1 / 1		
Best Western Plus	1 / 1		
Comfort	1 / 1		
Days Inn	1 / 1		
Econo Lodge	1 / 0		
Hampton Inn	1 / 1		
Holiday Inn Express	2 / 1		
Rodeway	1 / 1		

<b>Pauls Valley, Oklahoma 20mi Radius</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
<b>Restaurants Casual</b>			
IHOP	1 / 0	4,800	
<b>Restaurants Coffee Donuts</b>			
Starbucks	1 / 0	1,800	
<b>Restaurants Fast Food Major</b>			
Arby's	1 / 1	3,300	
Burger King	1 / 0	4,000	
McDonald's	2 / 1	4,600	
Sonic	6 / 2	2,800	
Taco Bell	2 / 1	2,500	
Wendy's	1 / 0	3,300	
<b>Restaurants Fast Food Minor</b>			
A&W	2 / 0	2,800	
Chicken Express	1 / 1	3,000	
Long John Silver's	1 / 0	2,600	
<b>Restaurants Ice Cream Smoothie</b>			
Braum's	2 / 1	5,100	
<b>Restaurants Pizza</b>			
Domino's Pizza	2 / 1	2,100	
Godfather's Pizza	2 / 1	2,700	
Pizza Hut	2 / 1	2,800	
<b>Restaurants Sandwich</b>			
Subway	5 / 1	1,700	
<b>Wireless Stores</b>			
AT&T	2 / 1	3,500	
<b>Worship</b>			
Baptist	9 / 3		
Methodist Episcopal	1 / 0		