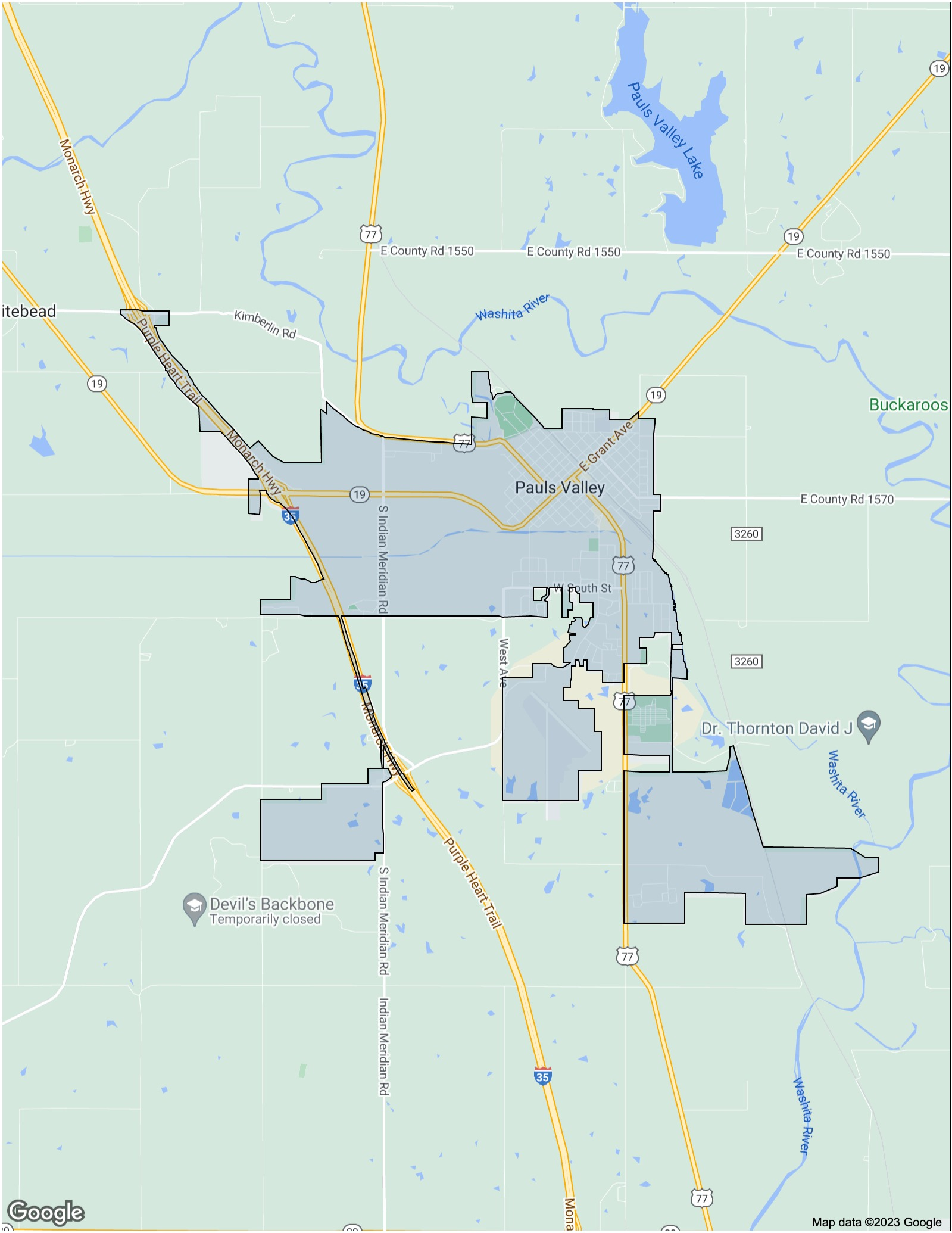


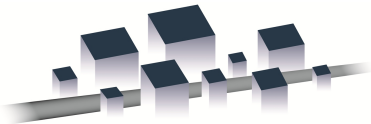
RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Pauls Valley, Oklahoma
Spring 2023
City Limits**



Demographics



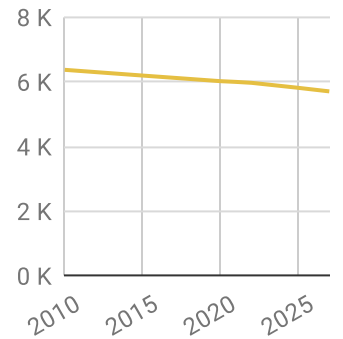
RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Pauls Valley, Oklahoma

City Limits

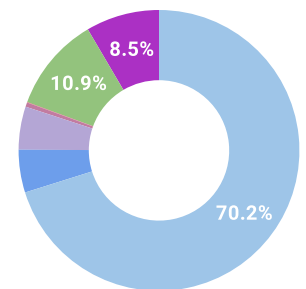
Population

Estimated Population (2022)	5,967
Projected Population (2027)	5,702
Census Population (2020)	6,018
Census Population (2010)	6,369
Projected Annual Growth (2022-2027)	-265 -0.9%
Historical Annual Growth (2020-2022)	-51 -0.4%
Historical Annual Growth (2010-2020)	-351 -0.6%
Estimated Population Density (2022)	703 <i>psm</i>
Trade Area Size	8.5 <i>sq mi</i>



Race and Ethnicity (2022)

Not Hispanic or Latino Population		
White	3,919	78.5%
Black or African American	287	5.7%
American Indian or Alaska Native	194	3.9%
Asian	28	0.6%
Hawaiian or Pacific Islander	3	-
Other Race	252	5.0%
Two or More Races	312	6.2%
Hispanic or Latino Population		
White	267	27.5%
Black or African American	7	0.7%
American Indian or Alaska Native	102	10.5%
Asian	2	0.2%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	401	41.3%
Two or More Races	193	19.9%



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

Pauls Valley, Oklahoma

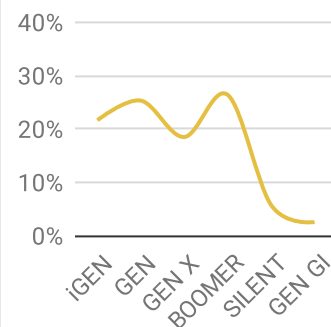
City Limits

Age Distribution (2022)

Age Under 5 Years	400	6.7%
Age 5 to 9 Years	444	7.4%
Age 10 to 14 Years	445	7.5%
Age 15 to 19 Years	366	6.1%
Age 20 to 24 Years	407	6.8%
Age 25 to 29 Years	389	6.5%
Age 30 to 34 Years	347	5.8%
Age 35 to 39 Years	370	6.2%
Age 40 to 44 Years	383	6.4%
Age 45 to 49 Years	349	5.8%
Age 50 to 54 Years	340	5.7%
Age 55 to 59 Years	333	5.6%
Age 60 to 64 Years	351	5.9%
Age 65 to 69 Years	306	5.1%
Age 70 to 74 Years	243	4.1%
Age 75 to 79 Years	196	3.3%
Age 80 to 84 Years	145	2.4%
Age 85 Years or Over	151	2.5%
Median Age	36.5	

Generation (2022)

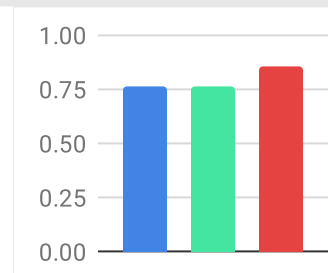
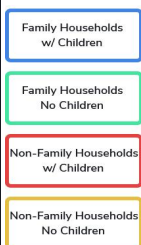
iGeneration (Age Under 15 Years)	1,289	21.6%
Generation 9/11 Millennials (Age 15 to 34 Years)	1,509	25.3%
Gen Xers (Age 35 to 49 Years)	1,102	18.5%
Baby Boomers (Age 50 to 74 Years)	1,573	26.4%
Silent Generation (Age 75 to 84 Years)	341	5.7%
G.I. Generation (Age 85 Years or Over)	151	2.5%



Pauls Valley, Oklahoma
City Limits

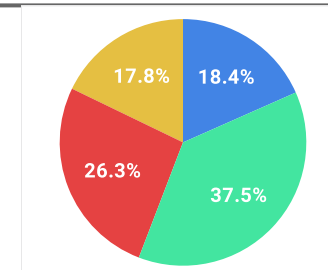
Household Type (2022)

Total Households	2,389
Family Households	1,532 64.1%
Family Households with Children	765 49.9%
Family Households No Children	767 50.1%
Non-Family Households	857 35.9%
Non-Family Households with Children	- -
Non-Family Households No Children	857 100.0%



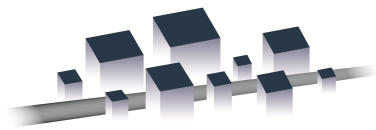
Education Attainment (2022)

Elementary or Some High School	717 18.4%
High School Graduate	1,462 37.5%
Some College or Associate Degree	1,028 26.3%
Bachelor or Graduate Degree	696 17.8%



Household Income (2022)

Estimated Average Household Income	\$59,206
Estimated Median Household Income	\$43,525
HH Income Under \$10,000	217 9.1%
HH Income \$10,000 to \$34,999	659 27.6%
HH Income \$35,000 to \$49,999	528 22.1%
HH Income \$50,000 to \$74,999	478 20.0%
HH Income \$75,000 to \$99,999	189 7.9%
HH Income \$100,000 to \$149,999	165 6.9%
HH Income \$150,000 or More	154 6.4%



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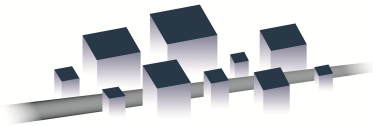
Pauls Valley, Oklahoma		
City Limits		
Population		
Estimated Population (2022)	5,967	
Projected Population (2027)	5,702	
Census Population (2020)	6,018	
Census Population (2010)	6,369	
Projected Annual Growth (2022-2027)	-265	-0.9%
Historical Annual Growth (2020-2022)	-51	-0.4%
Historical Annual Growth (2010-2020)	-351	-0.6%
Estimated Population Density (2022)	703	psm
Trade Area Size	8.5	sq mi
Households		
Estimated Households (2022)	2,389	
Projected Households (2027)	2,216	
Census Households (2020)	2,415	
Census Households (2010)	2,612	
Projected Annual Growth (2022-2027)	-173	-1.4%
Historical Annual Change (2010-2022)	-223	-0.7%
Average Household Income		
Estimated Average Household Income (2022)	\$59,206	
Projected Average Household Income (2027)	\$73,016	
Census Average Household Income (2010)	\$44,500	
Census Average Household Income (2000)	\$37,505	
Projected Annual Change (2022-2027)	\$13,810	4.7%
Historical Annual Change (2000-2022)	\$21,701	2.6%
Median Household Income		
Estimated Median Household Income (2022)	\$43,525	
Projected Median Household Income (2027)	\$53,520	
Census Median Household Income (2010)	\$34,602	
Census Median Household Income (2000)	\$26,839	
Projected Annual Change (2022-2027)	\$9,995	4.6%
Historical Annual Change (2000-2022)	\$16,686	2.8%
Per Capita Income		
Estimated Per Capita Income (2022)	\$23,865	
Projected Per Capita Income (2027)	\$28,544	
Census Per Capita Income (2010)	\$18,243	
Census Per Capita Income (2000)	\$14,932	
Projected Annual Change (2022-2027)	\$4,679	3.9%
Historical Annual Change (2000-2022)	\$8,933	2.7%
Estimated Average Household Net Worth (2022)	\$266,436	

Pauls Valley, Oklahoma

City Limits

Race and Ethnicity

Total Population (2022)	5,967	
White (2022)	4,186	70.2%
Black or African American (2022)	294	4.9%
American Indian or Alaska Native (2022)	296	5.0%
Asian (2022)	30	0.5%
Hawaiian or Pacific Islander (2022)	3	-
Other Race (2022)	653	10.9%
Two or More Races (2022)	505	8.5%
Population < 18 (2022)	1,538	25.8%
White Not Hispanic	761	49.5%
Black or African American	82	5.3%
Asian	4	0.3%
Other Race Not Hispanic	276	17.9%
Hispanic	415	27.0%
Not Hispanic or Latino Population (2022)	4,995	83.7%
Not Hispanic White	3,919	78.5%
Not Hispanic Black or African American	287	5.7%
Not Hispanic American Indian or Alaska Native	194	3.9%
Not Hispanic Asian	28	0.6%
Not Hispanic Hawaiian or Pacific Islander	3	-
Not Hispanic Other Race	252	5.0%
Not Hispanic Two or More Races	312	6.2%
Hispanic or Latino Population (2022)	972	16.3%
Hispanic White	267	27.5%
Hispanic Black or African American	7	0.7%
Hispanic American Indian or Alaska Native	102	10.5%
Hispanic Asian	2	0.2%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	401	41.3%
Hispanic Two or More Races	193	19.9%
Not Hispanic or Latino Population (2020)	4,926	81.9%
Hispanic or Latino Population (2020)	1,092	18.1%
Not Hispanic or Latino Population (2010)	5,604	88.0%
Hispanic or Latino Population (2010)	765	12.0%
Not Hispanic or Latino Population (2027)	4,791	84.0%
Hispanic or Latino Population (2027)	911	16.0%
Projected Annual Growth (2022-2027)	-61	-1.3%
Historical Annual Growth (2010-2020)	327	4.3%



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Pauls Valley, Oklahoma

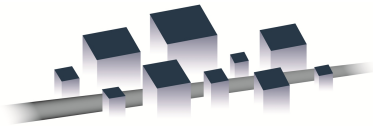
City Limits

Total Age Distribution (2022)

Total Population	5,967	
Age Under 5 Years	400	6.7%
Age 5 to 9 Years	444	7.4%
Age 10 to 14 Years	445	7.5%
Age 15 to 19 Years	366	6.1%
Age 20 to 24 Years	407	6.8%
Age 25 to 29 Years	389	6.5%
Age 30 to 34 Years	347	5.8%
Age 35 to 39 Years	370	6.2%
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Age 50 to 54 Years	340	5.7%
Age 55 to 59 Years	333	5.6%
Age 60 to 64 Years	351	5.9%
Age 65 to 69 Years	306	5.1%
Age 70 to 74 Years	243	4.1%
Age 75 to 79 Years	196	3.3%
Age 80 to 84 Years	145	2.4%
Age 85 Years or Over	151	2.5%
Median Age	36.5	
Age 19 Years or Less	1,655	27.7%
Age 20 to 64 Years	3,269	54.8%
Age 65 Years or Over	1,041	17.4%

Female Age Distribution (2022)

Female Population	3,043	51.0%
Age Under 5 Years	202	6.6%
Age 5 to 9 Years	227	7.5%
Age 10 to 14 Years	221	7.3%
Age 15 to 19 Years	158	5.2%
Age 20 to 24 Years	194	6.4%
Age 25 to 29 Years	192	6.3%
Age 30 to 34 Years	166	5.5%
Age 35 to 39 Years	192	6.3%
Age 40 to 44 Years	190	6.2%
Age 45 to 49 Years	171	5.6%
Age 50 to 54 Years	167	5.5%
Age 55 to 59 Years	165	5.4%
Age 60 to 64 Years	183	6.0%
Age 65 to 69 Years	168	5.5%
Age 70 to 74 Years	137	4.5%
Age 75 to 79 Years	114	3.7%
Age 80 to 84 Years	94	3.1%
Age 85 Years or Over	101	3.3%
Female Median Age	38.2	
Age 19 Years or Less	808	26.6%
Age 20 to 64 Years	1,620	53.2%
Age 65 Years or Over	614	20.2%



RETAIL ATTRACTIONS, LLC
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Pauls Valley, Oklahoma

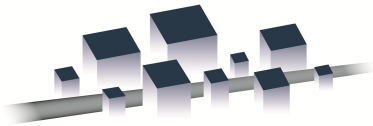
City Limits

Male Age Distribution (2022)

Male Population	2,924	49.0%
Age Under 5 Years	198	6.8%
Age 5 to 9 Years	217	7.4%
Age 10 to 14 Years	224	7.7%
Age 15 to 19 Years	208	7.1%
Age 20 to 24 Years	213	7.3%
Age 25 to 29 Years	197	6.7%
Age 30 to 34 Years	181	6.2%
Age 35 to 39 Years	178	6.1%
Age 40 to 44 Years	193	6.6%
Age 45 to 49 Years	178	6.1%
Age 50 to 54 Years	173	5.9%
Age 55 to 59 Years	168	5.7%
Age 60 to 64 Years	168	5.7%
Age 65 to 69 Years	138	4.7%
Age 70 to 74 Years	106	3.6%
Age 75 to 79 Years	82	2.8%
Age 80 to 84 Years	51	1.7%
Age 85 Years or Over	50	1.7%
Male Median Age	34.7	
Age 19 Years or Less	847	29.0%
Age 20 to 64 Years	1,649	56.4%
Age 65 Years or Over	427	14.6%

Males per 100 Females (2022)

Overall Comparison	96	
Age Under 5 Years	98	49.5%
Age 5 to 9 Years	96	48.9%
Age 10 to 14 Years	101	50.3%
Age 15 to 19 Years	132	56.8%
Age 20 to 24 Years	110	52.3%
Age 25 to 29 Years	103	50.6%
Age 30 to 34 Years	109	52.2%
Age 35 to 39 Years	93	48.1%
Age 40 to 44 Years	102	50.4%
Age 45 to 49 Years	104	51.0%
Age 50 to 54 Years	104	50.9%
Age 55 to 59 Years	102	50.5%
Age 60 to 64 Years	92	47.9%
Age 65 to 69 Years	82	45.1%
Age 70 to 74 Years	77	43.6%
Age 75 to 79 Years	72	41.8%
Age 80 to 84 Years	54	35.2%
Age 85 Years or Over	50	33.1%
Age 19 Years or Less	105	51.2%
Age 20 to 39 Years	103	50.8%
Age 40 to 64 Years	100	50.1%
Age 65 Years or Over	70	41.0%



RETAIL ATTRACTIONS, LLC
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Pauls Valley, Oklahoma

City Limits

Household Type (2022)

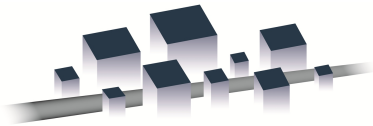
Total Households	2,389	
Households with Children	765	32.0%
Average Household Size	2.4	
Household Density per Square Mile	281	
Population Family	4,804	80.5%
Population Non-Family	1,048	17.6%
Population Group Quarters	115	1.9%
Family Households	1,532	64.1%
Married Couple Households	1,007	65.7%
Other Family Households with Children	525	34.3%
Family Households with Children	765	49.9%
Married Couple with Children	436	57.0%
Other Family Households with Children	329	43.0%
Family Households No Children	767	50.1%
Married Couple No Children	571	74.4%
Other Family Households No Children	196	25.6%
Non-Family Households	857	35.9%
Non-Family Households with Children	-	-
Non-Family Households No Children	857	100.0%
Average Family Household Size	3.1	
Average Family Income	\$62,373	
Median Family Income	\$52,338	
Average Non-Family Household Size	1.2	

Marital Status (2022)

Population Age 15 Years or Over	4,675	
Never Married	1,476	31.6%
Currently Married	1,636	35.0%
Previously Married	1,563	33.4%
Separated	396	25.3%
Widowed	474	30.3%
Divorced	693	44.3%

Educational Attainment (2022)

Adult Population Age 25 Years or Over	3,903	
Elementary (Grade Level 0 to 8)	391	10.0%
Some High School (Grade Level 9 to 11)	326	8.4%
High School Graduate	1,462	37.5%
Some College	872	22.3%
Associate Degree Only	156	4.0%
Bachelor Degree Only	369	9.5%
Graduate Degree	327	8.4%
Any College (Some College or Higher)	1,724	44.2%
College Degree + (Bachelor Degree or Higher)	696	17.8%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Pauls Valley, Oklahoma

City Limits

Housing

Total Housing Units (2022)	2,957	
Total Housing Units (2020)	2,976	
Historical Annual Growth (2020-2022)	-19	-
Housing Units Occupied (2022)	2,389	80.8%
Housing Units Owner-Occupied	1,283	53.7%
Housing Units Renter-Occupied	1,106	46.3%
Housing Units Vacant (2022)	568	19.2%

Household Size (2022)

Total Households	2,389	
1 Person Households	734	30.7%
2 Person Households	809	33.9%
3 Person Households	370	15.5%
4 Person Households	270	11.3%
5 Person Households	136	5.7%
6 Person Households	48	2.0%
7 or More Person Households	22	0.9%

Household Income Distribution (2022)

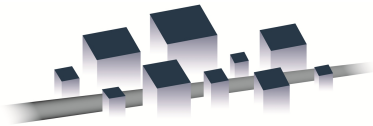
HH Income \$200,000 or More	64	2.7%
HH Income \$150,000 to \$199,999	90	3.8%
HH Income \$125,000 to \$149,999	73	3.1%
HH Income \$100,000 to \$124,999	92	3.9%
HH Income \$75,000 to \$99,999	189	7.9%
HH Income \$50,000 to \$74,999	478	20.0%
HH Income \$35,000 to \$49,999	528	22.1%
HH Income \$25,000 to \$34,999	279	11.7%
HH Income \$15,000 to \$24,999	270	11.3%
HH Income \$10,000 to \$14,999	110	4.6%
HH Income Under \$10,000	217	9.1%

Household Vehicles (2022)

Households 0 Vehicles Available	177	7.4%
Households 1 Vehicle Available	931	39.0%
Households 2 Vehicles Available	826	34.6%
Households 3 or More Vehicles Available	454	19.0%
Total Vehicles Available	4,153	
Average Vehicles per Household	1.7	
Owner-Occupied Household Vehicles	2,471	59.5%
Average Vehicles per Owner-Occupied Household	1.9	
Renter-Occupied Household Vehicles	1,682	40.5%
Average Vehicles per Renter-Occupied Household	1.5	

Travel Time (2022)

Worker Base Age 16 years or Over	2,273	
Travel to Work in 14 Minutes or Less	1,043	45.9%
Travel to Work in 15 to 29 Minutes	377	16.6%
Travel to Work in 30 to 59 Minutes	540	23.8%
Travel to Work in 60 Minutes or More	233	10.3%
Work at Home	79	3.5%
Average Minutes Travel to Work	15.3	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Pauls Valley, Oklahoma

City Limits

Transportation To Work (2022)

Worker Base Age 16 years or Over	2,273	
Drive to Work Alone	1,922	84.6%
Drive to Work in Carpool	186	8.2%
Travel to Work by Public Transportation	-	-
Drive to Work on Motorcycle	1	-
Bicycle to Work	9	0.4%
Walk to Work	76	3.3%
Other Means	-	-
Work at Home	79	3.5%

Daytime Demographics (2022)

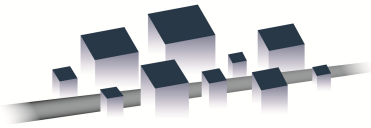
Total Businesses	391	
Total Employees	3,622	
Company Headquarter Businesses	12	3.1%
Company Headquarter Employees	398	11.0%
Employee Population per Business	9.3	to 1
Residential Population per Business	15.3	to 1
Adj. Daytime Demographics Age 16 Years or Over	5,950	

Labor Force

Labor Population Age 16 Years or Over (2022)	4,601	
Labor Force Total Males (2022)	2,241	48.7%
Male Civilian Employed	1,317	58.8%
Male Civilian Unemployed	66	2.9%
Males in Armed Forces	-	-
Males Not in Labor Force	858	38.3%
Labor Force Total Females (2022)	2,360	51.3%
Female Civilian Employed	956	40.5%
Female Civilian Unemployed	37	1.6%
Females in Armed Forces	-	-
Females Not in Labor Force	1,367	57.9%
Unemployment Rate	103	2.2%

Occupation (2022)

Occupation Population Age 16 Years or Over	2,273	
Occupation Total Males	1,317	57.9%
Occupation Total Females	956	42.1%
Management, Business, Financial Operations	271	11.9%
Professional, Related	254	11.2%
Service	400	17.6%
Sales, Office	408	17.9%
Farming, Fishing, Forestry	20	0.9%
Construction, Extraction, Maintenance	252	11.1%
Production, Transport, Material Moving	668	29.4%
White Collar Workers	933	41.0%
Blue Collar Workers	1,340	59.0%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Pauls Valley, Oklahoma

City Limits

Units In Structure (2022)

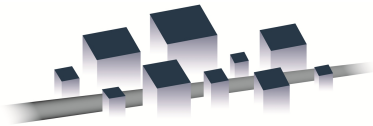
Total Units	2,389	
1 Detached Unit	1,988	83.2%
1 Attached Unit	31	1.3%
2 Units	25	1.0%
3 to 4 Units	123	5.1%
5 to 9 Units	47	2.0%
10 to 19 Units	24	1.0%
20 to 49 Units	33	1.4%
50 or More Units	19	0.8%
Mobile Home or Trailer	95	4.0%
Other Structure	5	0.2%

Homes Built By Year (2022)

Homes Built 2020 or later	10	0.3%
Homes Built 2010 to 2019	32	1.1%
Homes Built 2000 to 2009	119	4.0%
Homes Built 1990 to 1999	131	4.4%
Homes Built 1980 to 1989	231	7.8%
Homes Built 1970 to 1979	569	19.2%
Homes Built 1960 to 1969	450	15.2%
Homes Built 1950 to 1959	501	16.9%
Homes Built 1940 to 1949	198	6.7%
Homes Built Before 1939	147	5.0%
Median Age of Homes	56.7	yrs

Home Values (2022)

Owner Specified Housing Units	1,283	
Home Values \$1,000,000 or More	1	-
Home Values \$750,000 to \$999,999	1	-
Home Values \$500,000 to \$749,999	13	1.0%
Home Values \$400,000 to \$499,999	18	1.4%
Home Values \$300,000 to \$399,999	35	2.7%
Home Values \$250,000 to \$299,999	93	7.2%
Home Values \$200,000 to \$249,999	92	7.2%
Home Values \$175,000 to \$199,999	19	1.5%
Home Values \$150,000 to \$174,999	78	6.1%
Home Values \$125,000 to \$149,999	112	8.7%
Home Values \$100,000 to \$124,999	180	14.0%
Home Values \$90,000 to \$99,999	36	2.8%
Home Values \$80,000 to \$89,999	126	9.8%
Home Values \$70,000 to \$79,999	44	3.4%
Home Values \$60,000 to \$69,999	63	4.9%
Home Values \$50,000 to \$59,999	107	8.3%
Home Values \$35,000 to \$49,999	149	11.6%
Home Values \$25,000 to \$34,999	24	1.9%
Home Values \$10,000 to \$24,999	36	2.8%
Home Values Under \$10,000	55	4.3%
Owner-Occupied Median Home Value	\$100,138	
Renter-Occupied Median Rent	\$522	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Pauls Valley, Oklahoma

City Limits

Total Annual Consumer Expenditure (2022)

Total Household Expenditure	\$117.08 M
Total Non-Retail Expenditure	\$61.89 M
Total Retail Expenditure	\$55.2 M
Apparel	\$4.05 M
Contributions	\$3.63 M
Education	\$3.19 M
Entertainment	\$6.41 M
Food and Beverages	\$17.46 M
Furnishings and Equipment	\$3.99 M
Gifts	\$2.71 M
Health Care	\$10.17 M
Household Operations	\$4.52 M
Miscellaneous Expenses	\$2.21 M
Personal Care	\$1.56 M
Personal Insurance	\$763.93 K
Reading	\$254.12 K
Shelter	\$25 M
Tobacco	\$814.2 K
Transportation	\$21.24 M
Utilities	\$9.12 M

Monthly Household Consumer Expenditure (2022)

Total Household Expenditure	\$4,084	
Total Non-Retail Expenditure	\$2,159	52.9%
Total Retail Expenditures	\$1,925	47.1%
Apparel	\$141	3.5%
Contributions	\$127	3.1%
Education	\$111	2.7%
Entertainment	\$223	5.5%
Food and Beverages	\$609	14.9%
Furnishings and Equipment	\$139	3.4%
Gifts	\$95	2.3%
Health Care	\$355	8.7%
Household Operations	\$158	3.9%
Miscellaneous Expenses	\$77	1.9%
Personal Care	\$55	1.3%
Personal Insurance	\$27	0.7%
Reading	\$9	0.2%
Shelter	\$872	21.3%
Tobacco	\$28	0.7%
Transportation	\$741	18.1%
Utilities	\$318	7.8%

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

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

Furniture and Home Furnishings Stores

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

Electronics and Appliance Stores

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

Building Materials and Garden Supply Stores

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

Food and Beverage Stores

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

Health and Personal Care Stores

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

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

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

Sporting Goods and Hobby Stores

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

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

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

Foodservice and Drinking Places

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



Business cluster 1 (West side of town):

- TACO BELL
- PHILLIPS 66
- Best Western PLUS
- SUNOCO
- SONIC
- AMERICAS
- RODEWAY INN
- Comfort INN
- Holiday Inn Express
- Hampton
- Days Inn
- SUBWAY
- Chickem EXPRESS
- Shell
- BRAUM'S
- Arbys
- McDonald's

Business cluster 2 (North side of town):

- PHILLIPS 66
- AT&T
- MURPHY USA
- Walmart Supercenter
- TSC
- TRACTOR SUPPLY CO.

Business cluster 3 (Center of town):

- ACE

Business cluster 4 (East side of town):

- FAMILY DOLLAR
- AutoZone
- PHILLIPS 66
- Domino's
- Loves
- Valero
- Godfather's Pizza
- Do it Best
- SHERWIN-WILLIAMS
- SONIC
- DOLLAR GENERAL
- Reilly AUTO PARTS
- Pizza Hut

Business cluster 5 (South side of town):

- Loves
- BURGER KING

Devil's Backbone
Temporarily closed

Dr. Thornton David J

Pauls Valley, Oklahoma

City Limits

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$2.46 M / \$4.21 M	-42
Men's Clothing Stores	\$86.41 K / \$-8	100
Women's Clothing Stores	\$376.91 K / \$328.95 K	13
Children's, Infants' Clothing Stores	\$163.67 K / \$219 K	-25
Family Clothing Stores	\$1 M / \$3.66 M	-73
Clothing Accessory Stores	\$79.82 K / \$7	100
Other Apparel Stores	\$122.84 K / \$-3	100
Shoe Stores	\$415.42 K / \$1	100
Jewelry Stores	\$191.43 K / \$-3	100
Luggage Stores	\$15.36 K / \$11	100
Furniture, Home Furnishings Stores	\$1.18 M / \$3.74 M	-68
Furniture Stores	\$724.58 K / \$2.28 M	-68
Floor Covering Stores	\$122.91 K / \$-8	100
Other Home Furnishing Stores	\$334.15 K / \$1.47 M	-77
Electronics, Appliance Stores	\$912.03 K / \$2.06 M	-56
Building Material, Garden Equipment, Supplies Dealers	\$2.93 M / \$5.8 M	-50
Home Centers	\$1.38 M / \$1.51 M	-8
Paint, Wallpaper Stores	\$99.6 K / \$402.08 K	-75
Hardware Stores	\$126.9 K / \$718.33 K	-82
Other Building Materials Stores	\$975.69 K / \$2.39 M	-59
Outdoor Power Equipment Stores	\$45.99 K / \$228.78 K	-80
Nursery, Garden Stores	\$301.8 K / \$554.87 K	-46
Food, Beverage Stores	\$8.3 M / \$34.91 M	-76
Grocery Stores	\$7.42 M / \$33.86 M	-78
Convenience Stores	\$289.81 K / \$560.51 K	-48
Meat Markets	\$85.12 K / \$-11	100
Fish, Seafood Markets	\$30.77 K / \$11	100
Fruit, Vegetable Markets	\$51.87 K / \$7	100
Other Specialty Food Markets	\$89.71 K / \$18.4 K	79
Liquor Stores	\$327.03 K / \$469.51 K	-30

Pauls Valley, Oklahoma

City Limits

	Potential / Sales	Index
Health, Personal Care Stores	\$2.02 M / \$470.84 K	77
Pharmacy, Drug Stores	\$1.69 M / \$470.84 K	72
Cosmetics, Beauty Stores	\$98.33 K / \$-9	100
Optical Goods Stores	\$112.14 K / \$4	100
Other Health, Personal Care Stores	\$115.34 K / \$10	100
Sporting Goods, Hobby, Book, Music Stores	\$894.51 K / \$512.17 K	43
Sporting Goods Stores	\$479.16 K / \$359.18 K	25
Hobby, Toy, Game Stores	\$146.4 K / \$4	100
Sewing, Needlecraft Stores	\$45.68 K / \$9	100
Musical Instrument Stores	\$43.24 K / \$152.97 K	-72
Book Stores	\$180.04 K / \$10	100
General Merchandise Stores	\$7.99 M / \$21.49 M	-63
Department Stores	\$2.03 M / \$18.23 M	-89
Warehouse Superstores	\$5.18 M / \$-3	100
Other General Merchandise Stores	\$778.93 K / \$3.26 M	-76
Miscellaneous Store Retailers	\$1.08 M / \$249.59 K	77
Florists	\$36.74 K / \$44.36 K	-17
Office, Stationary Stores	\$105.12 K / \$5	100
Gift, Souvenir Stores	\$128.6 K / \$5	100
Used Merchandise Stores	\$74.42 K / \$51.34 K	31
Pet, Pet Supply Stores	\$431.24 K / \$6	100
Art Dealers	\$35.09 K / \$-4	100
Mobile Home Dealers	\$63.17 K / \$-6	100
Other Miscellaneous Retail Stores	\$201.44 K / \$153.88 K	24
Non-Store Retailers	\$3.62 M / \$-19	100
Mail Order, Catalog Stores	\$2.99 M / \$-6	100
Vending Machines	\$85.12 K / \$-11	100
Fuel Dealers	\$304 K / \$-10	100
Other Direct Selling Establishments	\$233.29 K / \$8	100

Pauls Valley, Oklahoma

City Limits

	Potential / Sales	Index
Accommodation, Food Services	\$6.9 M / \$14.61 M	-53
Hotels, Other Travel Accommodations	\$379.95 K / \$539.77 K	-30
RV Parks	\$3.73 K / \$3	100
Rooming, Boarding Houses	\$2.39 K / -	100
Full Service Restaurants	\$4.04 M / \$5.32 M	-24
Limited Service Restaurants	\$1.88 M / \$8.83 M	-79
Special Food Services, Catering	\$600.24 K / \$11	100
Drinking Places	\$169.43 K / \$96.04 K	43
Gasoline Stations	\$6.09 M / \$24.1 M	-75
Motor Vehicle, Parts Dealers	\$10.67 M / \$43.51 M	-75
New Car Dealers	\$8.18 M / \$36.42 M	-78
Used Car Dealers	\$842.89 K / \$3.58 M	-76
Recreational Vehicle Dealers	\$159.94 K / \$9	100
Motorcycle, Boat Dealers	\$358.09 K / \$623.58 K	-43
Auto Parts, Accessories	\$674.85 K / \$2.89 M	-77
Tire Dealers	\$451.04 K / \$-12	100
2022 Population		5,967
2027 Population		5,702
% Population Change 2022-2027		-4.4%
2022 Adult Population Age 18+		4,430
2022 Population Male		2,924
2022 Population Female		3,043
2022 Households		2,389
2022 Median Household Income		43,525
2022 Average Household Income		59,206

Retail Potential

Retail Potential Profile



Pauls Valley, Oklahoma	
City Limits	
2022 Population	5,967
2027 Population	5,702
% Population Change 2020-2022	-0.8%
2022 Adult Population Age 18+	\$4,430
2022 Population Male	\$2,924
2022 Population Female	\$3,043
2022 Households	\$2,389
2022 Median Household Income	\$43,525
2022 Average Household Income	\$59,206
Clothing, Clothing Accessories Stores	\$2.46 M
Men's Clothing Stores	\$86.41 K
Women's Clothing Stores	\$376.91 K
Children's, Infants' Clothing Stores	\$163.67 K
Family Clothing Stores	\$1 M
Clothing Accessory Stores	\$79.82 K
Other Apparel Stores	\$122.84 K
Shoe Stores	\$415.42 K
Jewelry Stores	\$191.43 K
Luggage Stores	\$15.36 K
Furniture, Home Furnishings Stores	\$1.18 M
Furniture Stores	\$724.58 K
Floor Covering Stores	\$122.91 K
Other Home Furnishing Stores	\$334.15 K
Electronics, Appliance Stores	\$912.03 K
Gasoline Stations	\$6.09 M
Building Material, Garden Equipment, Supplies Dealers	\$2.93 M
Home Centers	\$1.38 M
Paint, Wallpaper Stores	\$99.6 K
Hardware Stores	\$126.9 K
Other Building Materials Stores	\$975.69 K
Outdoor Power Equipment Stores	\$45.99 K
Nursery, Garden Stores	\$301.8 K
Food, Beverage Stores	\$8.3 M
Grocery Stores	\$7.42 M
Convenience Stores	\$289.81 K
Meat Markets	\$85.12 K
Fish, Seafood Markets	\$30.77 K
Fruit, Vegetable Markets	\$51.87 K
Other Specialty Food Markets	\$89.71 K
Liquor Stores	\$327.03 K

Pauls Valley, Oklahoma	
City Limits	
Health, Personal Care Stores	\$2.02 M
Pharmacy, Drug Stores	\$1.69 M
Cosmetics, Beauty Stores	\$98.33 K
Optical Goods Stores	\$112.14 K
Other Health, Personal Care Stores	\$115.34 K
Sporting Goods, Hobby, Book, Music Stores	\$894.51 K
Sporting Goods Stores	\$479.16 K
Hobby, Toy, Game Stores	\$146.4 K
Sewing, Needlecraft Stores	\$45.68 K
Musical Instrument Stores	\$43.24 K
Book Stores	\$180.04 K
General Merchandise Stores	\$7.99 M
Department Stores	\$2.03 M
Warehouse Superstores	\$5.18 M
Other General Merchandise Stores	\$778.93 K
Miscellaneous Store Retailers	\$1.08 M
Florists	\$36.74 K
Office, Stationary Stores	\$105.12 K
Gift, Souvenir Stores	\$128.6 K
Used Merchandise Stores	\$74.42 K
Pet, Pet Supply Stores	\$431.24 K
Art Dealers	\$35.09 K
Mobile Home Dealers	\$63.17 K
Other Miscellaneous Retail Stores	\$201.44 K
Non-Store Retailers	\$3.62 M
Mail Order, Catalog Stores	\$2.99 M
Vending Machines	\$85.12 K
Fuel Dealers	\$304 K
Other Direct Selling Establishments	\$233.29 K
Accommodation, Food Services	\$7.07 M
Hotels, Other Travel Accommodations	\$379.95 K
RV Parks	\$3.73 K
Rooming, Boarding Houses	\$2.39 K
Full Service Restaurants	\$4.04 M
Limited Service Restaurants	\$1.88 M
Special Food Services, Catering	\$600.24 K
Drinking Places	\$169.43 K
Motor Vehicle, Parts Dealers	\$10.67 M
New Car Dealers	\$8.18 M
Used Car Dealers	\$842.89 K
Recreational Vehicle Dealers	\$159.94 K
Motorcycle, Boat Dealers	\$358.09 K
Auto Parts, Accessories	\$674.85 K
Tire Dealers	\$451.04 K

Income Summary

Income Summary Report



Pauls Valley, Oklahoma			
City Limits			
Population			
Estimated Population (2022)		5,967	
Projected Population (2027)		5,702	
Census Population (2020)		6,018	
Census Population (2010)		6,369	
<i>Projected Annual Growth (2022 to 2027)</i>		-265	-0.9%
<i>Historical Annual Growth (2020 to 2022)</i>		-51	-0.4%
<i>Historical Annual Growth (2010 to 2020)</i>		-351	-0.6%
Households			
Estimated Households (2022)		2,389	
Projected Households (2027)		2,216	
Census Households (2020)		2,415	
Census Households (2010)		2,612	
<i>Projected Annual Growth (2022 to 2027)</i>		-173	-1.4%
<i>Historical Annual Growth (2020 to 2022)</i>		-26	-0.5%
<i>Historical Annual Growth (2010 to 2020)</i>		-197	-0.8%
Average Household Income			
Estimated Average Household Income (2022)		\$59,206	
Projected Average Household Income (2027)		\$73,016	
Census Average Household Income (2020)		\$44,500	
Census Average Household Income (2010)		\$37,505	
<i>Projected Annual Growth (2022 to 2027)</i>		\$13,810	4.7%
<i>Historical Annual Growth (2020 to 2022)</i>		\$14,706	2.8%
<i>Historical Annual Growth (2010 to 2020)</i>		\$6,995	1.9%
Median Household Income			
Estimated Median Household Income (2022)		\$43,525	
Projected Median Household Income (2027)		\$53,520	
Census Median Household Income (2020)		\$34,602	
Census Median Household Income (2010)		\$26,839	
<i>Projected Annual Growth (2022 to 2027)</i>		\$9,995	4.6%
<i>Historical Annual Growth (2020 to 2022)</i>		\$8,923	2.1%
<i>Historical Annual Growth (2010 to 2020)</i>		\$7,763	2.9%
Per Capita Income			
Estimated Per Capita Income (2022)		\$23,865	
Projected Per Capita Income (2027)		\$28,544	
Census Per Capita Income (2020)		\$18,243	
Census Per Capita Income (2010)		\$14,932	
<i>Projected Annual Growth (2022 to 2027)</i>		\$4,679	3.9%
<i>Historical Annual Growth (2020 to 2022)</i>		\$5,622	2.6%
<i>Historical Annual Growth (2010 to 2020)</i>		\$3,311	2.2%
Other Income			
Estimated Families (2022)		1,532	
Estimated Average Family Income (2022)		\$62,373	
Estimated Median Family Income (2022)		\$52,338	
Estimated Average Household Net Worth (2022)		\$266,436	

Consumer Expenditure Summary

Consumer Expenditure Summary



Pauls Valley, Oklahoma		
City Limits		
Estimated Population		5,967
Estimated Households		2,389
Household Expenditure		\$117.08 M
Per Household ~ Per Capita	\$49,010	\$19,622
Non-Retail Expenditures	\$61.89 M	52.9%
Per Household ~ Per Capita	\$25,906	\$10,372
Retail Expenditures	\$55.2 M	47.1%
Per Household ~ Per Capita	\$23,104	\$9,250
Apparel	\$4.05 M	3.5%
Per Household ~ Per Capita	\$1,696	\$679
Contributions	\$3.63 M	3.1%
Per Household ~ Per Capita	\$1,519	\$608
Education	\$3.19 M	2.7%
Per Household ~ Per Capita	\$1,334	\$534
Entertainment	\$6.41 M	5.5%
Per Household ~ Per Capita	\$2,681	\$1,074
Food, Beverages	\$17.46 M	14.9%
Per Household ~ Per Capita	\$7,310	\$2,927
Furnishings, Equipment	\$3.99 M	3.4%
Per Household ~ Per Capita	\$1,670	\$669
Gifts	\$2.71 M	2.3%
Per Household ~ Per Capita	\$1,135	\$454
Health Care	\$10.17 M	8.7%
Per Household ~ Per Capita	\$4,256	\$1,704
Household Operations	\$4.52 M	3.9%
Per Household ~ Per Capita	\$1,894	\$758
Miscellaneous Expenses	\$2.21 M	1.9%
Per Household ~ Per Capita	\$924	\$370
Personal Care	\$1.56 M	1.3%
Per Household ~ Per Capita	\$654	\$262
Personal Insurance	\$763.93 K	0.7%
Per Household ~ Per Capita	\$320	\$128
Reading	\$254.12 K	0.2%
Per Household ~ Per Capita	\$106	\$43
Shelter	\$25 M	21.3%
Per Household ~ Per Capita	\$10,464	\$4,189
Tobacco	\$814.2 K	0.7%
Per Household ~ Per Capita	\$341	\$136
Transportation	\$21.24 M	18.1%
Per Household ~ Per Capita	\$8,890	\$3,559
Utilities	\$9.12 M	7.8%
Per Household ~ Per Capita	\$3,817	\$1,528

Consumer Expenditure Trend



Pauls Valley, Oklahoma

City Limits

Population / Households (2022)

Estimated Population	5,967
Estimated Households	2,389

Total Annual Consumer Expenditure (2022)

Total Household Expenditure	\$117.08 M
Total Non-Retail Expenditure	\$61.89 M
Total Retail Expenditure	\$55.2 M
Apparel	\$4.05 M
Contributions	\$3.63 M
Education	\$3.19 M
Entertainment	\$6.41 M
Food and Beverages	\$17.46 M
Furnishings and Equipment	\$3.99 M
Gifts	\$2.71 M
Health Care	\$10.17 M
Household Operations	\$4.52 M
Miscellaneous Expenses	\$2.21 M
Personal Care	\$1.56 M
Personal Insurance	\$763.93 K
Reading	\$254.12 K
Shelter	\$25 M
Tobacco	\$814.2 K
Transportation	\$21.24 M
Utilities	\$9.12 M

Monthly Household Consumer Expenditure (2022)

Total Household Expenditure	\$4,084	
Total Non-Retail Expenditure	\$2,159	52.9%
Total Retail Expenditure	\$1,925	47.1%
Apparel	\$141	3.5%
Contributions	\$127	3.1%
Education	\$111	2.7%
Entertainment	\$223	5.5%
Food and Beverages	\$609	14.9%
Furnishings and Equipment	\$139	3.4%
Gifts	\$95	2.3%
Health Care	\$355	8.7%
Household Operations	\$158	3.9%
Miscellaneous Expenses	\$77	1.9%
Personal Care	\$55	1.3%
Personal Insurance	\$27	0.7%
Reading	\$9	0.2%
Shelter	\$872	21.3%
Tobacco	\$28	0.7%
Transportation	\$741	18.1%
Utilities	\$318	7.8%

Consumer Expenditure Trend



Pauls Valley, Oklahoma

City Limits

Population / Households (2027)

Projected Population	5,702
Projected Households	2,216

Total Annual Consumer Expenditure (2027)

Total Household Expenditure	\$125.34 M
Total Non-Retail Expenditure	\$66.19 M
Total Retail Expenditure	\$59.15 M
Apparel	\$4.35 M
Contributions	\$3.96 M
Education	\$3.51 M
Entertainment	\$6.94 M
Food and Beverages	\$18.6 M
Furnishings and Equipment	\$4.32 M
Gifts	\$2.97 M
Health Care	\$10.82 M
Household Operations	\$4.87 M
Miscellaneous Expenses	\$2.37 M
Personal Care	\$1.67 M
Personal Insurance	\$838.22 K
Reading	\$273.19 K
Shelter	\$26.57 M
Tobacco	\$828.36 K
Transportation	\$22.84 M
Utilities	\$9.59 M

Consumer Expenditure Growth (2022 to 2027)

Total Household Expenditure	\$8.25 M
Total Non-Retail Expenditure	\$4.3 M
Total Retail Expenditure	\$3.96 M
Apparel	\$299.43 K
Contributions	\$327.33 K
Education	\$322.75 K
Entertainment	\$539.06 K
Food and Beverages	\$1.14 M
Furnishings and Equipment	\$334.01 K
Gifts	\$259.62 K
Health Care	\$654.87 K
Household Operations	\$346.79 K
Miscellaneous Expenses	\$163.01 K
Personal Care	\$108.7 K
Personal Insurance	\$74.29 K
Reading	\$19.07 K
Shelter	\$1.58 M
Tobacco	\$14.17 K
Transportation	\$1.61 M
Utilities	\$470.73 K

Crime Risk

Pauls Valley, Oklahoma	
City Limits	
Demographics	
Population	5,967
Census Population	6,018
Households	2,389
Average Household Income	\$59,206
Median Household Income	\$43,525
Per Capita Income	\$23,865
Total Crime	
Crime Index	159
Crime Level	High Risk
Personal Crime	
Crime Index	101
Crime Level	Average
Murder	
Crime Index	53
Crime Level	Low Risk
Rape	
Crime Index	205
Crime Level	Very High
Robbery	
Crime Index	27
Crime Level	Very Low
Assault	
Crime Index	112
Crime Level	Average
Property Crime	
Crime Index	169
Crime Level	High Risk
Burglary	
Crime Index	281
Crime Level	Very High
Larceny	
Crime Index	152
Crime Level	High Risk
Motor Vehicle Theft	
Crime Index	94
Crime Level	Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



Pauls Valley, Oklahoma	Site / Market	Avg Square	Closest Location
City Limits	Locations	Footage	
Auto Parts Tires			
AutoZone	1 / 1	6,600	
O'Reilly	1 / 1	8,500	
Banks			
International Bank of Commerce	1 / 1		
Banks Minor			
Bank	6 / 6		
Convenience Stores			
Love's	1 / 1		
Murphy USA	1 / 1		
Phillips 66	3 / 3		
Shell	1 / 1		
Sunoco	1 / 1		
Valero	1 / 1		
Discount Department Stores			
Wal-Mart Supercenter	1 / 1	189,700	
Dollar Stores			
Dollar General	1 / 1	9,600	
Family Dollar	1 / 1	9,400	
Education			
Day Care	5 / 5		
High School	1 / 1		
PK - 8	4 / 4		
Entertainment			
Theatres	1 / 1		
EV Charging Stations			
Independent	1 / 1		
Health Care			
Certified Registered Nurse Anesthetist	1 / 1		
Chiropractic	1 / 1		
Clinical Nurse Specialist	1 / 1		
Clinical Social Worker	1 / 1		
Dialysis Centers	1 / 1		
Family Practice	2 / 2		
General Surgery	1 / 1		
Hematology and Oncology	1 / 1		
Internal Medicine	1 / 1		

Pauls Valley, Oklahoma	Site / Market	Avg Square	Closest Location
City Limits	Locations	Footage	
Nurse Practitioner	3 / 3		
Ophthalmology	1 / 1		
Optometry	1 / 1		
Orthopedic Surgery	1 / 1		
Otolaryngology	1 / 1		
Pain Management	1 / 1		
Physician Assistant	1 / 1		
Psychiatry	1 / 1		
Home Improvement			
Ace Hardware	1 / 1	16,200	
Do It Best	1 / 1	16,200	
Sherwin-Williams	1 / 1	7,300	
Tractor Supply Company	1 / 1	26,300	
Hotels			
Americas Best Value Inn	1 / 1		
Best Western Plus	1 / 1		
Comfort	1 / 1		
Days Inn	1 / 1		
Hampton Inn	1 / 1		
Holiday Inn Express	1 / 1		
Rodeway	1 / 1		
Restaurants Fast Food Major			
Arby's	1 / 1	3,300	
McDonald's	1 / 1	4,600	
Sonic	2 / 2	2,800	
Taco Bell	1 / 1	2,500	
Restaurants Fast Food Minor			
Chicken Express	1 / 1	3,000	
Restaurants Ice Cream Smoothie			
Braum's	1 / 1	5,100	
Restaurants Pizza			
Domino's Pizza	1 / 1	2,100	
Godfather's Pizza	1 / 1	2,700	
Pizza Hut	1 / 1	2,800	
Restaurants Sandwich			
Subway	1 / 1	1,700	
Wireless Stores			

Pauls Valley, Oklahoma		Site / Market	Avg Square	Closest Location
City Limits		Locations	Footage	
AT&T		1 / 1	3,500	
Worship				
Baptist		3 / 3		