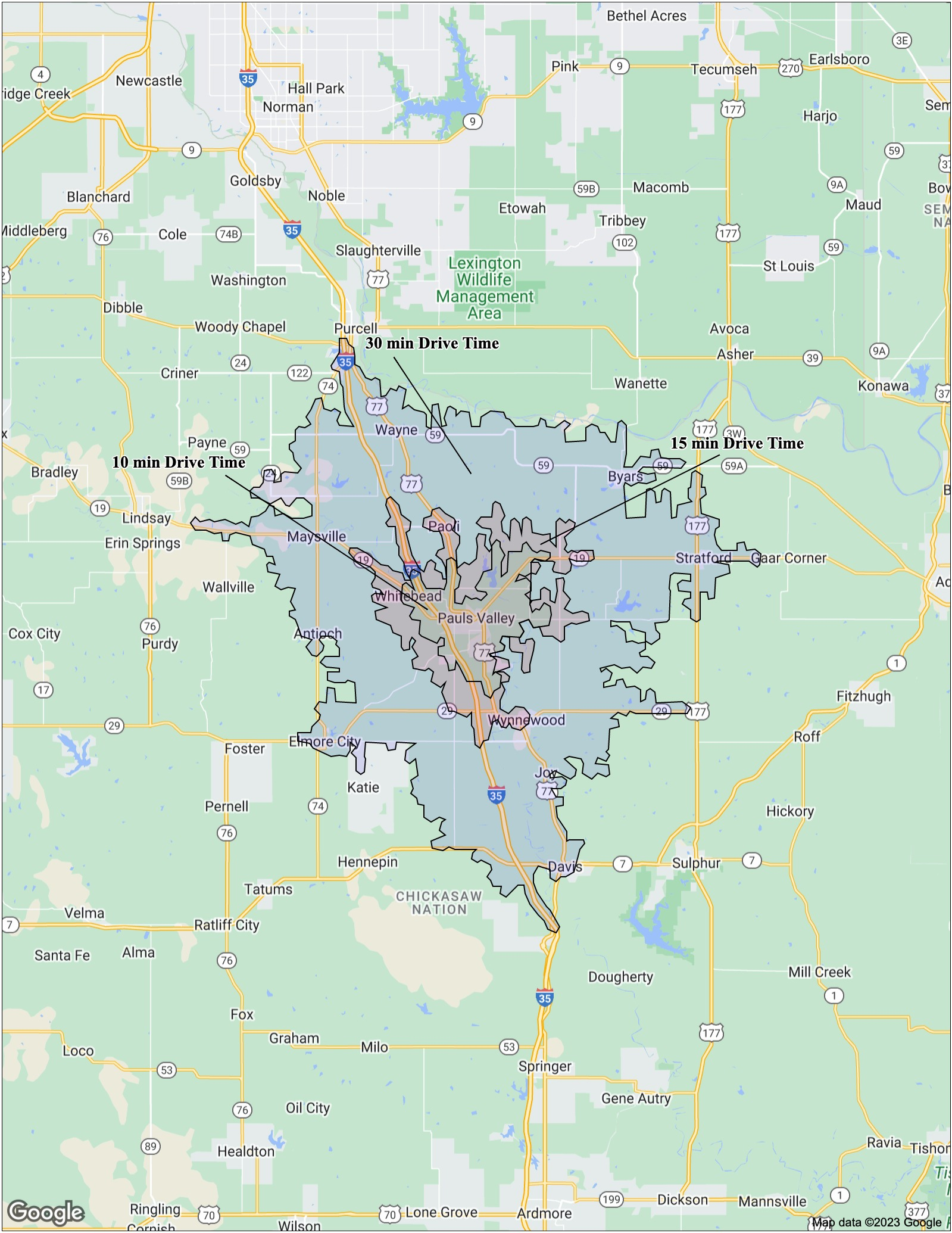


RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Pauls Valley, Oklahoma
Spring 2023
Drive Time**



10 min Drive Time

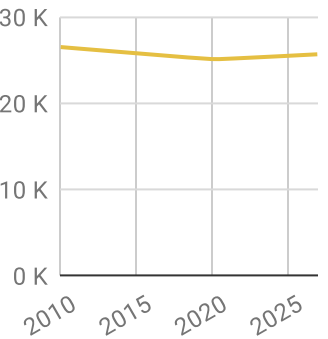
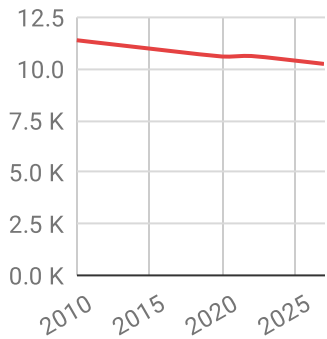
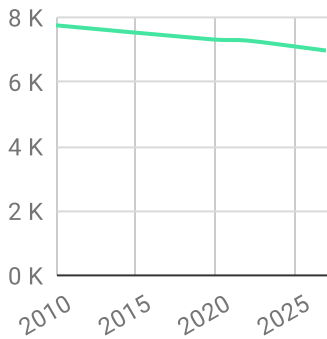
30 min Drive Time

15 min Drive Time

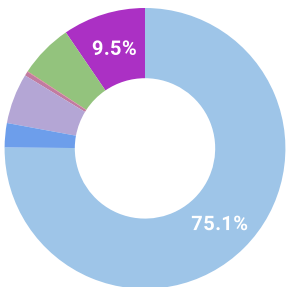
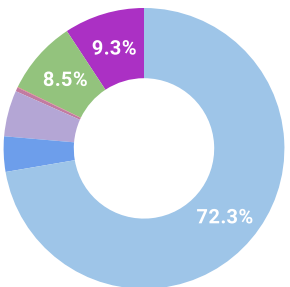
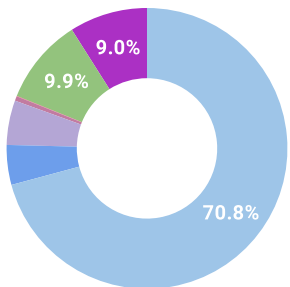
CHICKASAW NATION

Demographics

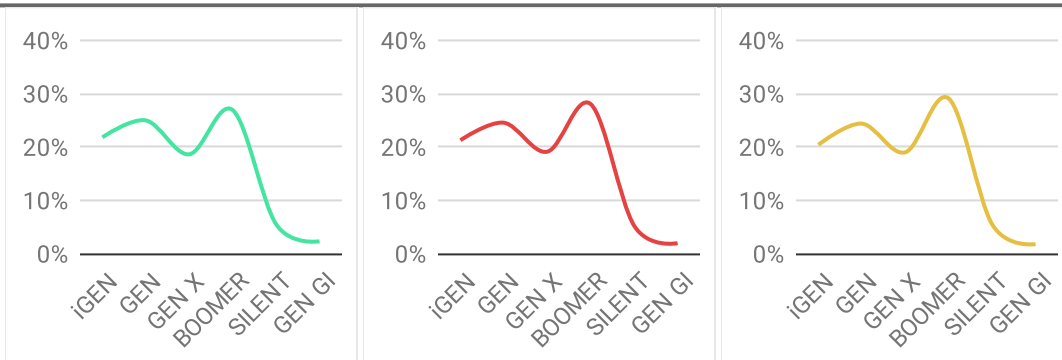
Pauls Valley, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time	time	time	time
Population			
Estimated Population (2022)	7,284	10,630	25,243
Projected Population (2027)	6,972	10,246	25,686
Census Population (2020)	7,311	10,604	25,130
Census Population (2010)	7,754	11,394	26,524
Projected Annual Growth (2022-2027)	-312 -0.9%	-384 -0.7%	443 0.4%
Historical Annual Growth (2020-2022)	-26 -0.2%	26 0.1%	113 0.2%
Historical Annual Growth (2010-2020)	-444 -0.6%	-790 -0.7%	-1,394 -0.5%
Estimated Population Density (2022)	162 <i>psm</i>	96 <i>psm</i>	41 <i>psm</i>
Trade Area Size	45.0 <i>sq mi</i>	111.0 <i>sq mi</i>	614.2 <i>sq mi</i>


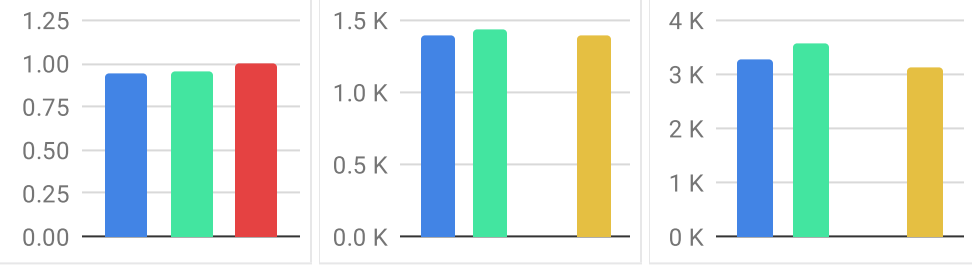

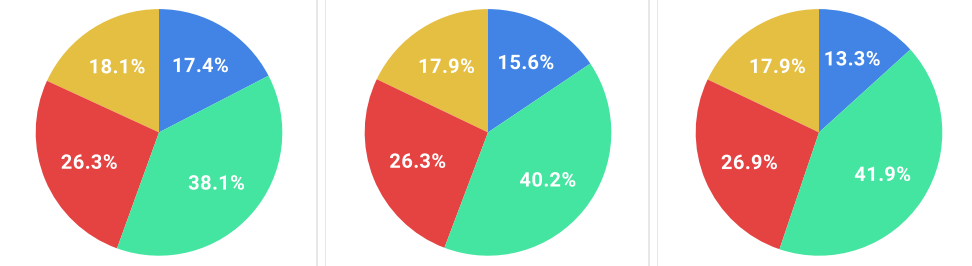


Race and Ethnicity (2022)			
Not Hispanic or Latino Population			
White	6,134	84.2%	22,631 89.7%
Black or African American	327	5.3%	698 3.1%
American Indian or Alaska Native	259	4.2%	1,204 5.3%
Asian	35	0.6%	119 0.5%
Hawaiian or Pacific Islander	4	-	10 -
Other Race	283	4.6%	689 3.0%
Two or More Races	388	6.3%	1,675 7.4%
Hispanic or Latino Population			
White	319	27.8%	719 27.5%
Black or African American	7	0.6%	10 0.4%
American Indian or Alaska Native	114	9.9%	260 10.0%
Asian	3	0.3%	6 0.2%
Hispanic Hawaiian or Pacific Islander	-	-	4 0.2%
Other Race	439	38.2%	879 33.7%
Two or More Races	266	23.2%	732 28.0%



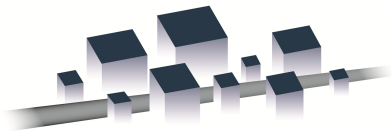
White Black or African American American Indian or Alaskan Native Asian Hawaiian or Pacific Islander Other Race 2+ Races

Pauls Valley, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Drive Time						
Age Distribution (2022)						
Age Under 5 Years	484	6.6%	687	6.5%	1,524	6.0%
Age 5 to 9 Years	551	7.6%	776	7.3%	1,742	6.9%
Age 10 to 14 Years	551	7.6%	794	7.5%	1,880	7.4%
Age 15 to 19 Years	460	6.3%	680	6.4%	1,693	6.7%
Age 20 to 24 Years	481	6.6%	674	6.3%	1,485	5.9%
Age 25 to 29 Years	456	6.3%	641	6.0%	1,454	5.8%
Age 30 to 34 Years	421	5.8%	611	5.7%	1,514	6.0%
Age 35 to 39 Years	449	6.2%	664	6.2%	1,651	6.5%
Age 40 to 44 Years	475	6.5%	716	6.7%	1,621	6.4%
Age 45 to 49 Years	430	5.9%	649	6.1%	1,517	6.0%
Age 50 to 54 Years	426	5.8%	645	6.1%	1,496	5.9%
Age 55 to 59 Years	410	5.6%	618	5.8%	1,525	6.0%
Age 60 to 64 Years	440	6.0%	666	6.3%	1,653	6.5%
Age 65 to 69 Years	385	5.3%	599	5.6%	1,521	6.0%
Age 70 to 74 Years	298	4.1%	449	4.2%	1,138	4.5%
Age 75 to 79 Years	231	3.2%	327	3.1%	823	3.3%
Age 80 to 84 Years	169	2.3%	227	2.1%	560	2.2%
Age 85 Years or Over	167	2.3%	207	1.9%	446	1.8%
Median Age	36.7		37.4		38.1	
Generation (2022)						
iGeneration (Age Under 15 Years)	1,586	21.8%	2,257	21.2%	5,145	20.4%
Generation 9/11 Millennials (Age 15 to 34 Years)	1,817	24.9%	2,606	24.5%	6,146	24.3%
Gen Xers (Age 35 to 49 Years)	1,355	18.6%	2,029	19.1%	4,789	19.0%
Baby Boomers (Age 50 to 74 Years)	1,959	26.9%	2,977	28.0%	7,334	29.1%
Silent Generation (Age 75 to 84 Years)	400	5.5%	554	5.2%	1,383	5.5%
G.I. Generation (Age 85 Years or Over)	167	2.3%	207	1.9%	446	1.8%
						

Pauls Valley, Oklahoma		10 min drive time	15 min drive time	30 min drive time
Drive Time				
Household Type (2022)				
Total Households		2,906	4,218	9,961
Family Households		1,900 65.4%	2,826 67.0%	6,828 68.6%
Family Households with Children		943 49.6%	1,389 49.1%	3,276 48.0%
Family Households No Children		957 50.4%	1,437 50.9%	3,553 52.0%
Non-Family Households		1,006 34.6%	1,392 33.0%	3,132 31.4%
Non-Family Households with Children		- -	1 -	2 -
Non-Family Households No Children		1,005 99.9%	1,391 99.9%	3,130 99.9%
				
Education Attainment (2022)				
Elementary or Some High School		828 17.4%	1,093 15.6%	2,246 13.3%
High School Graduate		1,814 38.1%	2,820 40.2%	7,093 41.9%
Some College or Associate Degree		1,253 26.3%	1,849 26.3%	4,546 26.9%
Bachelor or Graduate Degree		863 18.1%	1,257 17.9%	3,035 17.9%
				
Household Income (2022)				
Estimated Average Household Income		\$63,113	\$65,809	\$68,692
Estimated Median Household Income		\$47,462	\$51,318	\$53,509
HH Income Under \$10,000		258 8.9%	341 8.1%	627 6.3%
HH Income \$10,000 to \$34,999		770 26.5%	1,089 25.8%	2,523 25.3%
HH Income \$35,000 to \$49,999		608 20.9%	758 18.0%	1,632 16.4%
HH Income \$50,000 to \$74,999		571 19.6%	830 19.7%	2,093 21.0%
HH Income \$75,000 to \$99,999		254 8.7%	445 10.5%	1,174 11.8%
HH Income \$100,000 to \$149,999		245 8.4%	461 10.9%	1,161 11.7%
HH Income \$150,000 or More		200 6.9%	293 7.0%	750 7.5%

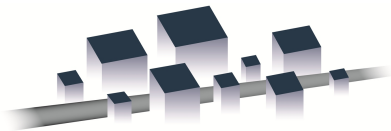
Pauls Valley, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
Population			
Estimated Population (2022)	7,284	10,630	25,243
Projected Population (2027)	6,972	10,246	25,686
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Projected Annual Growth (2022-2027)	-312 -0.9%	-384 -0.7%	443 0.4%
Historical Annual Growth (2020-2022)	-26 -	26 0.1%	113 0.2%
Historical Annual Growth (2010-2020)	-444 -0.6%	-790 -0.7%	-1,394 -0.5%
Estimated Population Density (2022)	162 <i>psm</i>	96 <i>psm</i>	41 <i>psm</i>
Trade Area Size	45.0 <i>sq mi</i>	111.0 <i>sq mi</i>	614.2 <i>sq mi</i>
Households			
Estimated Households (2022)	2,906	4,218	9,961
Projected Households (2027)	2,700	3,950	9,949
Census Households (2020)	2,924	4,212	9,932
Census Households (2010)	3,157	4,583	10,619
Projected Annual Growth (2022-2027)	-206 -1.4%	-268 -1.3%	-12 -
Historical Annual Change (2010-2022)	-251 -0.7%	-365 -0.7%	-658 -0.5%
Average Household Income			
Estimated Average Household Income (2022)	\$63,113	\$65,809	\$68,692
Projected Average Household Income (2027)	\$81,387	\$91,525	\$86,964
Census Average Household Income (2010)	\$45,352	\$47,357	\$45,951
Census Average Household Income (2000)	\$38,377	\$37,922	\$36,971
Projected Annual Change (2022-2027)	\$18,273 5.8%	\$25,715 7.8%	\$18,272 5.3%
Historical Annual Change (2000-2022)	\$24,737 2.9%	\$27,887 3.3%	\$31,722 3.9%
Median Household Income			
Estimated Median Household Income (2022)	\$47,462	\$51,318	\$53,509
Projected Median Household Income (2027)	\$58,078	\$62,632	\$65,254
Census Median Household Income (2010)	\$35,791	\$37,277	\$36,977
Census Median Household Income (2000)	\$28,419	\$29,277	\$28,821
Projected Annual Change (2022-2027)	\$10,616 4.5%	\$11,314 4.4%	\$11,746 4.4%
Historical Annual Change (2000-2022)	\$19,043 3.0%	\$22,041 3.4%	\$24,687 3.9%
Per Capita Income			
Estimated Per Capita Income (2022)	\$25,317	\$26,205	\$27,156
Projected Per Capita Income (2027)	\$31,662	\$35,384	\$33,733
Census Per Capita Income (2010)	\$18,461	\$19,045	\$18,395
Census Per Capita Income (2000)	\$15,167	\$15,047	\$14,613
Projected Annual Change (2022-2027)	\$6,345 5.0%	\$9,179 7.0%	\$6,577 4.8%
Historical Annual Change (2000-2022)	\$10,150 3.0%	\$11,158 3.4%	\$12,543 3.9%
Estimated Average Household Net Worth (2022)	\$277,357	\$286,496	\$318,622

Pauls Valley, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Race and Ethnicity								
Total Population (2022)	7,284		10,630		25,243			
White (2022)	5,158	70.8%	7,687	72.3%	18,955	75.1%		
Black or African American (2022)	334	4.6%	432	4.1%	709	2.8%		
American Indian or Alaska Native (2022)	374	5.1%	563	5.3%	1,464	5.8%		
Asian (2022)	39	0.5%	49	0.5%	126	0.5%		
Hawaiian or Pacific Islander (2022)	4	-	7	-	15	-		
Other Race (2022)	722	9.9%	908	8.5%	1,568	6.2%		
Two or More Races (2022)	655	9.0%	984	9.3%	2,407	9.5%		
Population < 18 (2022)	1,897 26.0%		2,714 25.5%		6,259 24.8%			
White Not Hispanic	953	50.2%	1,414	52.1%	3,698	59.1%		
Black or African American	96	5.0%	123	4.5%	186	3.0%		
Asian	5	0.3%	9	0.3%	30	0.5%		
Other Race Not Hispanic	350	18.5%	553	20.4%	1,380	22.0%		
Hispanic	492	26.0%	615	22.7%	965	15.4%		
Not Hispanic or Latino Population (2022)	6,134 84.2%		9,117 85.8%		22,631 89.7%			
Not Hispanic White	4,838	78.9%	7,258	79.6%	18,235	80.6%		
Not Hispanic Black or African American	327	5.3%	424	4.7%	698	3.1%		
Not Hispanic American Indian or Alaska Native	259	4.2%	405	4.4%	1,204	5.3%		
Not Hispanic Asian	35	0.6%	44	0.5%	119	0.5%		
Not Hispanic Hawaiian or Pacific Islander	4	-	5	-	10	-		
Not Hispanic Other Race	283	4.6%	394	4.3%	689	3.0%		
Not Hispanic Two or More Races	388	6.3%	587	6.4%	1,675	7.4%		
Hispanic or Latino Population (2022)	1,150 15.8%		1,513 14.2%		2,612 10.3%			
Hispanic White	319	27.8%	429	28.3%	719	27.5%		
Hispanic Black or African American	7	0.6%	8	0.5%	10	0.4%		
Hispanic American Indian or Alaska Native	114	9.9%	159	10.5%	260	10.0%		
Hispanic Asian	3	0.3%	5	0.3%	6	0.2%		
Hispanic Hawaiian or Pacific Islander	-	-	2	0.1%	4	0.2%		
Hispanic Other Race	439	38.2%	514	34.0%	879	33.7%		
Hispanic Two or More Races	266	23.2%	398	26.3%	732	28.0%		
Not Hispanic or Latino Population (2020)	6,051 82.8%		9,015 85.0%		22,554 89.7%			
Hispanic or Latino Population (2020)	1,260 17.2%		1,589 15.0%		2,577 10.3%			
Not Hispanic or Latino Population (2010)	6,869 88.6%		10,296 90.4%		24,738 93.3%			
Hispanic or Latino Population (2010)	885 11.4%		1,098 9.6%		1,786 6.7%			
Not Hispanic or Latino Population (2027)	5,888 84.5%		8,803 85.9%		23,090 89.9%			
Hispanic or Latino Population (2027)	1,084 15.5%		1,442 14.1%		2,596 10.1%			
Projected Annual Growth (2022-2027)	-66	-1.1%	-71	-0.9%	-16	-0.1%		
Historical Annual Growth (2010-2020)	374	4.2%	492	4.5%	790	4.4%		



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

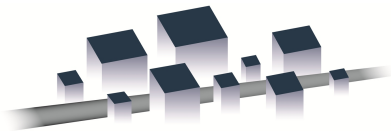
Pauls Valley, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Total Age Distribution (2022)						
Total Population	7,284		10,630		25,243	
Age Under 5 Years	484	6.6%	687	6.5%	1,524	6.0%
Age 5 to 9 Years	551	7.6%	776	7.3%	1,742	6.9%
Age 10 to 14 Years	551	7.6%	794	7.5%	1,880	7.4%
Age 15 to 19 Years	460	6.3%	680	6.4%	1,693	6.7%
Age 20 to 24 Years	481	6.6%	674	6.3%	1,485	5.9%
Age 25 to 29 Years	456	6.3%	641	6.0%	1,454	5.8%
Age 30 to 34 Years	421	5.8%	611	5.7%	1,514	6.0%
Age 35 to 39 Years	449	6.2%	664	6.2%	1,651	6.5%
Age 40 to 44 Years	475	6.5%	716	6.7%	1,621	6.4%
Age 45 to 49 Years	430	5.9%	649	6.1%	1,517	6.0%
Age 50 to 54 Years	426	5.8%	645	6.1%	1,496	5.9%
Age 55 to 59 Years	410	5.6%	618	5.8%	1,525	6.0%
Age 60 to 64 Years	440	6.0%	666	6.3%	1,653	6.5%
Age 65 to 69 Years	385	5.3%	599	5.6%	1,521	6.0%
Age 70 to 74 Years	298	4.1%	449	4.2%	1,138	4.5%
Age 75 to 79 Years	231	3.2%	327	3.1%	823	3.3%
Age 80 to 84 Years	169	2.3%	227	2.1%	560	2.2%
Age 85 Years or Over	167	2.3%	207	1.9%	446	1.8%
Median Age	36.7		37.4		38.1	
Age 19 Years or Less	2,046	28.1%	2,938	27.6%	6,838	27.1%
Age 20 to 64 Years	3,988	54.8%	5,884	55.3%	13,917	55.1%
Age 65 Years or Over	1,250	17.2%	1,809	17.0%	4,489	17.8%
Female Age Distribution (2022)						
Female Population	3,708	50.9%	5,361	50.4%	12,733	50.4%
Age Under 5 Years	245	6.6%	337	6.3%	747	5.9%
Age 5 to 9 Years	280	7.5%	389	7.3%	862	6.8%
Age 10 to 14 Years	273	7.4%	377	7.0%	884	6.9%
Age 15 to 19 Years	203	5.5%	312	5.8%	802	6.3%
Age 20 to 24 Years	230	6.2%	325	6.1%	726	5.7%
Age 25 to 29 Years	227	6.1%	322	6.0%	747	5.9%
Age 30 to 34 Years	203	5.5%	293	5.5%	770	6.0%
Age 35 to 39 Years	232	6.3%	339	6.3%	831	6.5%
Age 40 to 44 Years	236	6.4%	355	6.6%	805	6.3%
Age 45 to 49 Years	212	5.7%	311	5.8%	729	5.7%
Age 50 to 54 Years	208	5.6%	307	5.7%	748	5.9%
Age 55 to 59 Years	206	5.5%	321	6.0%	785	6.2%
Age 60 to 64 Years	229	6.2%	347	6.5%	855	6.7%
Age 65 to 69 Years	207	5.6%	316	5.9%	784	6.2%
Age 70 to 74 Years	167	4.5%	257	4.8%	613	4.8%
Age 75 to 79 Years	132	3.6%	177	3.3%	441	3.5%
Age 80 to 84 Years	107	2.9%	142	2.6%	336	2.6%
Age 85 Years or Over	111	3.0%	134	2.5%	266	2.1%
Female Median Age	38.2		38.8		39.0	
Age 19 Years or Less	1,000	27.0%	1,416	26.4%	3,296	25.9%
Age 20 to 64 Years	1,983	53.5%	2,920	54.5%	6,996	54.9%
Age 65 Years or Over	725	19.5%	1,025	19.1%	2,441	19.2%



RETAIL ATTRACTIONS, LLC
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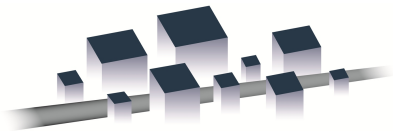
Pauls Valley, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Male Age Distribution (2022)							
Male Population		3,576	49.1%	5,269	49.6%	12,510	49.6%
Age Under 5 Years		239	6.7%	350	6.6%	776	6.2%
Age 5 to 9 Years		271	7.6%	387	7.3%	879	7.0%
Age 10 to 14 Years		279	7.8%	417	7.9%	995	8.0%
Age 15 to 19 Years		256	7.2%	368	7.0%	891	7.1%
Age 20 to 24 Years		251	7.0%	349	6.6%	760	6.1%
Age 25 to 29 Years		229	6.4%	319	6.1%	707	5.7%
Age 30 to 34 Years		218	6.1%	318	6.0%	744	5.9%
Age 35 to 39 Years		217	6.1%	325	6.2%	820	6.6%
Age 40 to 44 Years		239	6.7%	361	6.8%	816	6.5%
Age 45 to 49 Years		219	6.1%	338	6.4%	788	6.3%
Age 50 to 54 Years		218	6.1%	338	6.4%	748	6.0%
Age 55 to 59 Years		204	5.7%	298	5.6%	740	5.9%
Age 60 to 64 Years		211	5.9%	318	6.0%	798	6.4%
Age 65 to 69 Years		178	5.0%	283	5.4%	737	5.9%
Age 70 to 74 Years		131	3.7%	192	3.6%	525	4.2%
Age 75 to 79 Years		99	2.8%	151	2.9%	382	3.1%
Age 80 to 84 Years		62	1.7%	85	1.6%	224	1.8%
Age 85 Years or Over		56	1.6%	73	1.4%	179	1.4%
Male Median Age		35.2		36.0		37.2	
Age 19 Years or Less		1,046	29.2%	1,522	28.9%	3,542	28.3%
Age 20 to 64 Years		2,005	56.1%	2,964	56.2%	6,921	55.3%
Age 65 Years or Over		525	14.7%	783	14.9%	2,047	16.4%
Males per 100 Females (2022)							
Overall Comparison		96		98		98	
Age Under 5 Years		98	49.5%	104	51.0%	104	51.0%
Age 5 to 9 Years		97	49.2%	99	49.8%	102	50.5%
Age 10 to 14 Years		102	50.6%	110	52.5%	113	53.0%
Age 15 to 19 Years		126	55.8%	118	54.1%	111	52.6%
Age 20 to 24 Years		109	52.1%	107	51.8%	105	51.1%
Age 25 to 29 Years		101	50.2%	99	49.8%	95	48.6%
Age 30 to 34 Years		107	51.7%	109	52.1%	97	49.1%
Age 35 to 39 Years		94	48.3%	96	48.9%	99	49.7%
Age 40 to 44 Years		101	50.3%	101	50.4%	101	50.3%
Age 45 to 49 Years		103	50.8%	109	52.1%	108	51.9%
Age 50 to 54 Years		105	51.2%	110	52.4%	100	50.0%
Age 55 to 59 Years		99	49.9%	93	48.1%	94	48.5%
Age 60 to 64 Years		92	47.9%	92	47.8%	93	48.3%
Age 65 to 69 Years		86	46.2%	89	47.2%	94	48.5%
Age 70 to 74 Years		78	43.9%	75	42.7%	86	46.1%
Age 75 to 79 Years		75	42.9%	85	46.0%	87	46.4%
Age 80 to 84 Years		57	36.5%	60	37.5%	67	40.0%
Age 85 Years or Over		50	33.4%	54	35.2%	67	40.2%
Age 19 Years or Less		105	51.1%	108	51.8%	107	51.8%
Age 20 to 39 Years		102	50.6%	103	50.6%	99	49.6%
Age 40 to 64 Years		100	50.0%	101	50.2%	99	49.8%
Age 65 Years or Over		72	42.0%	76	43.3%	84	45.6%

Pauls Valley, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Household Type (2022)								
Total Households			2,906		4,218		9,961	
Households with Children	944	32.5%	1,390	33.0%	3,278	32.9%		
Average Household Size	2.5		2.5		2.5			
Household Density per Square Mile	65		38		16			
Population Family	5,941	81.6%	8,786	82.7%	21,208	84.0%		
Population Non-Family	1,227	16.8%	1,727	16.3%	3,878	15.4%		
Population Group Quarters	116	1.6%	116	1.1%	157	0.6%		
Family Households	1,900	65.4%	2,826	67.0%	6,828	68.6%		
Married Couple Households	1,289	67.8%	1,986	70.3%	5,040	73.8%		
Other Family Households with Children	612	32.2%	841	29.7%	1,789	26.2%		
Family Households with Children	943	49.6%	1,389	49.1%	3,276	48.0%		
Married Couple with Children	558	59.2%	855	61.5%	2,152	65.7%		
Other Family Households with Children	385	40.8%	534	38.5%	1,124	34.3%		
Family Households No Children	957	50.4%	1,437	50.9%	3,553	52.0%		
Married Couple No Children	730	76.3%	1,131	78.7%	2,888	81.3%		
Other Family Households No Children	226	23.7%	306	21.3%	665	18.7%		
Non-Family Households	1,006	34.6%	1,392	33.0%	3,132	31.4%		
Non-Family Households with Children	-	-	1	-	2	-		
Non-Family Households No Children	1,005	99.9%	1,391	99.9%	3,130	99.9%		
Average Family Household Size	3.1		3.1		3.1			
Average Family Income	\$67,385		\$71,540		\$77,956			
Median Family Income	\$55,278		\$60,503		\$62,778			
Average Non-Family Household Size	1.2		1.2		1.2			
Marital Status (2022)								
Population Age 15 Years or Over	5,698		8,373		20,098			
Never Married	1,776	31.2%	2,497	29.8%	5,471	27.2%		
Currently Married	2,109	37.0%	3,386	40.4%	9,336	46.4%		
Previously Married	1,813	31.8%	2,489	29.7%	5,292	26.3%		
Separated	456	25.2%	594	23.9%	1,048	19.8%		
Widowed	547	30.2%	777	31.2%	1,555	29.4%		
Divorced	810	44.7%	1,118	44.9%	2,688	50.8%		
Educational Attainment (2022)								
Adult Population Age 25 Years or Over	4,757		7,019		16,920			
Elementary (Grade Level 0 to 8)	442	9.3%	537	7.6%	889	5.3%		
Some High School (Grade Level 9 to 11)	386	8.1%	556	7.9%	1,357	8.0%		
High School Graduate	1,814	38.1%	2,820	40.2%	7,093	41.9%		
Some College	1,064	22.4%	1,573	22.4%	3,807	22.5%		
Associate Degree Only	188	4.0%	276	3.9%	739	4.4%		
Bachelor Degree Only	487	10.2%	780	11.1%	2,015	11.9%		
Graduate Degree	376	7.9%	477	6.8%	1,021	6.0%		
Any College (Some College or Higher)	2,115	44.5%	3,106	44.2%	7,581	44.8%		
College Degree + (Bachelor Degree or Higher)	863	18.1%	1,257	17.9%	3,035	17.9%		



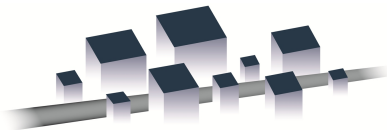
RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Pauls Valley, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Housing								
Total Housing Units (2022)			3,553		5,117		11,888	
Total Housing Units (2020)			3,556		5,094		11,727	
Historical Annual Growth (2020-2022)	-3	-			23	-	161	-
Housing Units Occupied (2022)	2,906	81.8%			4,218	82.4%	9,961	83.8%
Housing Units Owner-Occupied	1,640	56.4%			2,578	61.1%	6,732	67.6%
Housing Units Renter-Occupied	1,266	43.6%			1,640	38.9%	3,229	32.4%
Housing Units Vacant (2022)	647	18.2%			899	17.6%	1,927	16.2%
Household Size (2022)								
Total Households			2,906		4,218		9,961	
1 Person Households	862	29.7%			1,191	28.2%	2,738	27.5%
2 Person Households	993	34.2%			1,506	35.7%	3,605	36.2%
3 Person Households	457	15.7%			659	15.6%	1,541	15.5%
4 Person Households	341	11.7%			488	11.6%	1,182	11.9%
5 Person Households	167	5.7%			244	5.8%	580	5.8%
6 Person Households	61	2.1%			92	2.2%	220	2.2%
7 or More Person Households	25	0.9%			39	0.9%	94	0.9%
Household Income Distribution (2022)								
HH Income \$200,000 or More	79	2.7%	111	2.6%	347	3.5%		
HH Income \$150,000 to \$199,999	121	4.2%	182	4.3%	403	4.0%		
HH Income \$125,000 to \$149,999	104	3.6%	189	4.5%	443	4.5%		
HH Income \$100,000 to \$124,999	141	4.9%	272	6.5%	718	7.2%		
HH Income \$75,000 to \$99,999	254	8.7%	445	10.5%	1,174	11.8%		
HH Income \$50,000 to \$74,999	571	19.6%	830	19.7%	2,093	21.0%		
HH Income \$35,000 to \$49,999	608	20.9%	758	18.0%	1,632	16.4%		
HH Income \$25,000 to \$34,999	329	11.3%	458	10.9%	1,131	11.4%		
HH Income \$15,000 to \$24,999	309	10.6%	436	10.3%	965	9.7%		
HH Income \$10,000 to \$14,999	132	4.6%	194	4.6%	427	4.3%		
HH Income Under \$10,000	258	8.9%	341	8.1%	627	6.3%		
Household Vehicles (2022)								
Households 0 Vehicles Available	195	6.7%	237	5.6%	434	4.4%		
Households 1 Vehicle Available	1,086	37.4%	1,437	34.1%	3,136	31.5%		
Households 2 Vehicles Available	1,011	34.8%	1,507	35.7%	3,583	36.0%		
Households 3 or More Vehicles Available	615	21.2%	1,037	24.6%	2,807	28.2%		
Total Vehicles Available	5,249		8,092		20,165			
Average Vehicles per Household	1.8		1.9		2.0			
Owner-Occupied Household Vehicles	3,324	63.3%	5,519	68.2%	14,967	74.2%		
Average Vehicles per Owner-Occupied Household	2.0		2.1		2.2			
Renter-Occupied Household Vehicles	1,925	36.7%	2,573	31.8%	5,198	25.8%		
Average Vehicles per Renter-Occupied Household	1.5		1.6		1.6			
Travel Time (2022)								
Worker Base Age 16 years or Over	2,814		4,222		10,281			
Travel to Work in 14 Minutes or Less	1,241	44.1%	1,789	42.4%	3,493	34.0%		
Travel to Work in 15 to 29 Minutes	520	18.5%	1,014	24.0%	2,940	28.6%		
Travel to Work in 30 to 59 Minutes	666	23.7%	893	21.2%	2,406	23.4%		
Travel to Work in 60 Minutes or More	284	10.1%	378	9.0%	981	9.5%		
Work at Home	104	3.7%	148	3.5%	460	4.5%		
Average Minutes Travel to Work	19.4		18.3		20.6			



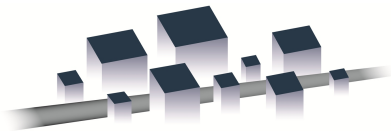
RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Pauls Valley, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Transportation To Work (2022)								
Worker Base Age 16 years or Over			2,814		4,222		10,281	
Drive to Work Alone	2,380	84.6%	3,647	86.4%	8,898	86.6%		
Drive to Work in Carpool	231	8.2%	302	7.2%	609	5.9%		
Travel to Work by Public Transportation	1	-	3	-	5	-		
Drive to Work on Motorcycle	-	-	1	-	9	-		
Bicycle to Work	9	0.3%	10	0.2%	17	0.2%		
Walk to Work	89	3.1%	111	2.6%	250	2.4%		
Other Means	-	-	-	-	33	0.3%		
Work at Home	104	3.7%	148	3.5%	460	4.5%		
Daytime Demographics (2022)								
Total Businesses			427		511		890	
Total Employees			3,882		4,469		7,687	
Company Headquarter Businesses	13	3.0%	15	2.9%	34	3.9%		
Company Headquarter Employees	424	10.9%	468	10.5%	982	12.8%		
Employee Population per Business	9.1 to 1		8.7 to 1		8.6 to 1			
Residential Population per Business	17.1 to 1		20.8 to 1		28.4 to 1			
Adj. Daytime Demographics Age 16 Years or Over			6,670		8,471		17,123	
Labor Force								
Labor Population Age 16 Years or Over (2022)			5,601		8,225		19,723	
Labor Force Total Males (2022)	2,732	48.8%	4,032	49.0%	9,663	49.0%		
Male Civilian Employed	1,622	59.4%	2,393	59.3%	5,693	58.9%		
Male Civilian Unemployed	76	2.8%	94	2.3%	234	2.4%		
Males in Armed Forces	-	-	-	-	7	-		
Males Not in Labor Force	1,034	37.8%	1,546	38.3%	3,729	38.6%		
Labor Force Total Females (2022)	2,869	51.2%	4,193	51.0%	10,060	51.0%		
Female Civilian Employed	1,191	41.5%	1,830	43.6%	4,588	45.6%		
Female Civilian Unemployed	44	1.5%	61	1.5%	161	1.6%		
Females in Armed Forces	-	-	-	-	-	-		
Females Not in Labor Force	1,634	57.0%	2,302	54.9%	5,312	52.8%		
Unemployment Rate	120	2.1%	155	1.9%	394	2.0%		
Occupation (2022)								
Occupation Population Age 16 Years or Over			2,814		4,222		10,281	
Occupation Total Males	1,622	57.7%	2,393	56.7%	5,693	55.4%		
Occupation Total Females	1,191	42.3%	1,830	43.3%	4,588	44.6%		
Management, Business, Financial Operations	375	13.3%	599	14.2%	1,368	13.3%		
Professional, Related	325	11.5%	532	12.6%	1,608	15.6%		
Service	481	17.1%	723	17.1%	1,724	16.8%		
Sales, Office	520	18.5%	810	19.2%	2,011	19.6%		
Farming, Fishing, Forestry	29	1.0%	48	1.1%	102	1.0%		
Construction, Extraction, Maintenance	312	11.1%	482	11.4%	1,273	12.4%		
Production, Transport, Material Moving	772	27.4%	1,028	24.3%	2,193	21.3%		
White Collar Workers	1,219	43.3%	1,942	46.0%	4,988	48.5%		
Blue Collar Workers	1,594	56.7%	2,281	54.0%	5,293	51.5%		



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Pauls Valley, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Units In Structure (2022)								
Total Units			2,906		4,218		9,961	
1 Detached Unit	2,409	82.9%	3,555	84.3%	8,229	82.6%		
1 Attached Unit	32	1.1%	34	0.8%	70	0.7%		
2 Units	32	1.1%	42	1.0%	144	1.4%		
3 to 4 Units	146	5.0%	172	4.1%	257	2.6%		
5 to 9 Units	58	2.0%	65	1.5%	118	1.2%		
10 to 19 Units	25	0.9%	28	0.7%	67	0.7%		
20 to 49 Units	39	1.3%	41	1.0%	67	0.7%		
50 or More Units	23	0.8%	29	0.7%	57	0.6%		
Mobile Home or Trailer	136	4.7%	242	5.7%	915	9.2%		
Other Structure	5	0.2%	10	0.2%	37	0.4%		
Homes Built By Year (2022)								
Homes Built 2020 or later	11	0.3%	18	0.3%	93	0.8%		
Homes Built 2010 to 2019	57	1.6%	105	2.1%	518	4.4%		
Homes Built 2000 to 2009	176	5.0%	311	6.1%	994	8.4%		
Homes Built 1990 to 1999	181	5.1%	283	5.5%	859	7.2%		
Homes Built 1980 to 1989	317	8.9%	524	10.2%	1,473	12.4%		
Homes Built 1970 to 1979	702	19.7%	962	18.8%	2,149	18.1%		
Homes Built 1960 to 1969	518	14.6%	733	14.3%	1,415	11.9%		
Homes Built 1950 to 1959	558	15.7%	777	15.2%	1,486	12.5%		
Homes Built 1940 to 1949	222	6.2%	270	5.3%	444	3.7%		
Homes Built Before 1939	164	4.6%	234	4.6%	529	4.4%		
Median Age of Homes	55.0	yrs	53.6	yrs	49.1	yrs		
Home Values (2022)								
Owner Specified Housing Units			1,640		2,578		6,732	
Home Values \$1,000,000 or More	-	-	1	-	26	0.4%		
Home Values \$750,000 to \$999,999	3	0.2%	6	0.2%	36	0.5%		
Home Values \$500,000 to \$749,999	25	1.5%	48	1.8%	150	2.2%		
Home Values \$400,000 to \$499,999	27	1.7%	42	1.6%	139	2.1%		
Home Values \$300,000 to \$399,999	53	3.3%	98	3.8%	376	5.6%		
Home Values \$250,000 to \$299,999	128	7.8%	190	7.4%	408	6.1%		
Home Values \$200,000 to \$249,999	133	8.1%	223	8.6%	533	7.9%		
Home Values \$175,000 to \$199,999	34	2.1%	79	3.1%	284	4.2%		
Home Values \$150,000 to \$174,999	107	6.5%	177	6.9%	534	7.9%		
Home Values \$125,000 to \$149,999	148	9.0%	199	7.7%	629	9.3%		
Home Values \$100,000 to \$124,999	238	14.5%	373	14.5%	824	12.2%		
Home Values \$90,000 to \$99,999	50	3.0%	94	3.6%	287	4.3%		
Home Values \$80,000 to \$89,999	153	9.3%	229	8.9%	491	7.3%		
Home Values \$70,000 to \$79,999	58	3.5%	129	5.0%	358	5.3%		
Home Values \$60,000 to \$69,999	70	4.2%	112	4.4%	315	4.7%		
Home Values \$50,000 to \$59,999	119	7.2%	173	6.7%	362	5.4%		
Home Values \$35,000 to \$49,999	164	10.0%	205	7.9%	381	5.7%		
Home Values \$25,000 to \$34,999	29	1.8%	63	2.5%	208	3.1%		
Home Values \$10,000 to \$24,999	39	2.4%	63	2.5%	220	3.3%		
Home Values Under \$10,000	62	3.8%	76	3.0%	170	2.5%		
Owner-Occupied Median Home Value			\$117,005		\$119,507		\$127,355	
Renter-Occupied Median Rent			\$530		\$532		\$523	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Pauls Valley, Oklahoma			10 min drive	15 min drive	30 min drive
Drive Time			time	time	time
Total Annual Consumer Expenditure (2022)					
Total Household Expenditure			\$148.68 M	\$221.92 M	\$540.07 M
Total Non-Retail Expenditure			\$78.51 M	\$116.98 M	\$284.42 M
Total Retail Expenditure			\$70.17 M	\$104.94 M	\$255.65 M
Apparel			\$5.15 M	\$7.69 M	\$18.7 M
Contributions			\$4.62 M	\$6.93 M	\$17.04 M
Education			\$4.07 M	\$6.09 M	\$14.76 M
Entertainment			\$8.17 M	\$12.27 M	\$29.99 M
Food and Beverages			\$22.16 M	\$33.04 M	\$80.24 M
Furnishings and Equipment			\$5.09 M	\$7.64 M	\$18.67 M
Gifts			\$3.45 M	\$5.16 M	\$12.65 M
Health Care			\$12.89 M	\$19.25 M	\$46.95 M
Household Operations			\$5.75 M	\$8.59 M	\$20.97 M
Miscellaneous Expenses			\$2.8 M	\$4.18 M	\$10.18 M
Personal Care			\$1.99 M	\$2.97 M	\$7.23 M
Personal Insurance			\$980.06 K	\$1.48 M	\$3.64 M
Reading			\$322.62 K	\$481.6 K	\$1.18 M
Shelter			\$31.65 M	\$47.06 M	\$114.02 M
Tobacco			\$1.02 M	\$1.49 M	\$3.58 M
Transportation			\$27.04 M	\$40.51 M	\$98.83 M
Utilities			\$11.52 M	\$17.09 M	\$41.45 M
Monthly Household Consumer Expenditure (2022)					
Total Household Expenditure			\$4,263	\$4,384	\$4,518
Total Non-Retail Expenditure	\$2,251	52.8%	\$2,311	52.7%	\$2,380 52.7%
Total Retail Expenditures	\$2,012	47.2%	\$2,073	47.3%	\$2,139 47.3%
Apparel	\$148	3.5%	\$152	3.5%	\$156 3.5%
Contributions	\$133	3.1%	\$137	3.1%	\$143 3.2%
Education	\$117	2.7%	\$120	2.7%	\$124 2.7%
Entertainment	\$234	5.5%	\$242	5.5%	\$251 5.6%
Food and Beverages	\$635	14.9%	\$653	14.9%	\$671 14.9%
Furnishings and Equipment	\$146	3.4%	\$151	3.4%	\$156 3.5%
Gifts	\$99	2.3%	\$102	2.3%	\$106 2.3%
Health Care	\$370	8.7%	\$380	8.7%	\$393 8.7%
Household Operations	\$165	3.9%	\$170	3.9%	\$175 3.9%
Miscellaneous Expenses	\$80	1.9%	\$83	1.9%	\$85 1.9%
Personal Care	\$57	1.3%	\$59	1.3%	\$60 1.3%
Personal Insurance	\$28	0.7%	\$29	0.7%	\$30 0.7%
Reading	\$9	0.2%	\$10	0.2%	\$10 0.2%
Shelter	\$908	21.3%	\$930	21.2%	\$954 21.1%
Tobacco	\$29	0.7%	\$29	0.7%	\$30 0.7%
Transportation	\$775	18.2%	\$800	18.3%	\$827 18.3%
Utilities	\$330	7.7%	\$338	7.7%	\$347 7.7%

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

Retail Gap Report



Pauls Valley, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$3.12 M / \$4.25 M	-26	\$4.67 M / \$5.5 M	-15	\$11.36 M / \$6.26 M	45
Men's Clothing Stores	\$109.88 K / -	100	\$164.09 K / -	100	\$400.19 K / -	100
Women's Clothing Stores	\$479.41 K / \$363.06 K	24	\$716.63 K / \$676.75 K	6	\$1.75 M / \$1.14 M	35
Children's, Infants' Clothing Stores	\$208.18 K / \$219 K	-5	\$310.61 K / \$219 K	29	\$755.08 K / \$219 K	71
Family Clothing Stores	\$1.28 M / \$3.66 M	-65	\$1.91 M / \$4.6 M	-58	\$4.65 M / \$4.64 M	0
Clothing Accessory Stores	\$101.53 K / -	100	\$151.9 K / -	100	\$371.11 K / \$124.22 K	67
Other Apparel Stores	\$156.13 K / -	100	\$233.11 K / -	100	\$567.9 K / -	100
Shoe Stores	\$528.23 K / -	100	\$789.22 K / -	100	\$1.92 M / \$137.13 K	93
Jewelry Stores	\$243.31 K / -	100	\$361.98 K / -	100	\$880.39 K / -	100
Luggage Stores	\$19.58 K / -	100	\$29.41 K / -	100	\$71.66 K / -	100
Furniture, Home Furnishings Stores	\$1.51 M / \$3.74 M	-60	\$2.26 M / \$3.74 M	-40	\$5.52 M / \$3.74 M	32
Furniture Stores	\$924.37 K / \$2.28 M	-59	\$1.39 M / \$2.28 M	-39	\$3.39 M / \$2.28 M	33
Floor Covering Stores	\$156.99 K / -	100	\$236.03 K / -	100	\$580.06 K / -	100
Other Home Furnishing Stores	\$425.66 K / \$1.47 M	-71	\$637.67 K / \$1.47 M	-56	\$1.56 M / \$1.47 M	6
Electronics, Appliance Stores	\$1.16 M / \$2.12 M	-45	\$1.74 M / \$2.38 M	-27	\$4.25 M / \$2.61 M	39
Building Material, Garden Equipment, Supplies Dealers	\$3.74 M / \$6.04 M	-38	\$5.61 M / \$6.18 M	-9	\$13.75 M / \$19.32 M	-29
Home Centers	\$1.76 M / \$1.52 M	14	\$2.64 M / \$1.52 M	42	\$6.47 M / \$2.77 M	57
Paint, Wallpaper Stores	\$127.19 K / \$402.09 K	-68	\$191.46 K / \$402.09 K	-52	\$471.3 K / \$402.09 K	15
Hardware Stores	\$161.87 K / \$756.43 K	-79	\$242.95 K / \$791.91 K	-69	\$594.55 K / \$908.68 K	-35
Other Building Materials Stores	\$1.24 M / \$2.58 M	-52	\$1.87 M / \$2.61 M	-28	\$4.59 M / \$4.69 M	-2
Outdoor Power Equipment Stores	\$58.82 K / \$228.78 K	-74	\$88.57 K / \$228.78 K	-61	\$216.86 K / \$228.78 K	-5
Nursery, Garden Stores	\$385.05 K / \$554.86 K	-31	\$578.08 K / \$627.87 K	-8	\$1.41 M / \$10.32 M	-86
Food, Beverage Stores	\$10.51 M / \$34.93 M	-70	\$15.63 M / \$35.45 M	-56	\$37.91 M / \$43.79 M	-13
Grocery Stores	\$9.4 M / \$33.86 M	-72	\$13.98 M / \$33.95 M	-59	\$33.9 M / \$40.7 M	-17
Convenience Stores	\$366.45 K / \$583 K	-37	\$544.38 K / \$993.87 K	-45	\$1.32 M / \$1.99 M	-34
Meat Markets	\$107.87 K / -	100	\$160.73 K / -	100	\$389.23 K / -	100
Fish, Seafood Markets	\$38.96 K / -	100	\$57.9 K / -	100	\$140.99 K / -	100
Fruit, Vegetable Markets	\$65.53 K / -	100	\$97.3 K / -	100	\$235.81 K / \$132.26 K	44
Other Specialty Food Markets	\$113.48 K / \$18.45 K	84	\$168.6 K / \$18.45 K	89	\$408.03 K / \$113.8 K	72
Liquor Stores	\$416.56 K / \$469.51 K	-11	\$623.88 K / \$486.79 K	22	\$1.52 M / \$866.54 K	43

Retail Gap Report



Pauls Valley, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$2.56 M / \$470.83 K	82	\$3.81 M / \$865.55 K	77	\$9.28 M / \$2.07 M	78
Pharmacy, Drug Stores	\$2.14 M / \$470.83 K	78	\$3.19 M / \$865.55 K	73	\$7.77 M / \$2 M	74
Cosmetics, Beauty Stores	\$124.79 K / -	100	\$186.44 K / -	100	\$454.5 K / -	100
Optical Goods Stores	\$142.39 K / -	100	\$212.9 K / -	100	\$518.88 K / \$67.7 K	87
Other Health, Personal Care Stores	\$146.22 K / -	100	\$218.05 K / -	100	\$531.98 K / -	100
Sporting Goods, Hobby, Book, Music Stores	\$1.14 M / \$512.14 K	55	\$1.72 M / \$512.15 K	70	\$4.21 M / \$914.47 K	78
Sporting Goods Stores	\$614.89 K / \$359.19 K	42	\$929.62 K / \$359.19 K	61	\$2.28 M / \$674.8 K	70
Hobby, Toy, Game Stores	\$186.48 K / -	100	\$279.21 K / -	100	\$681.47 K / -	100
Sewing, Needlecraft Stores	\$57.96 K / -	100	\$86.51 K / -	100	\$210.56 K / \$86.72 K	59
Musical Instrument Stores	\$54.66 K / \$152.96 K	-64	\$81.17 K / \$152.96 K	-47	\$196.99 K / \$152.96 K	22
Book Stores	\$229.21 K / -	100	\$342.45 K / -	100	\$834.91 K / -	100
General Merchandise Stores	\$10.14 M / \$22.02 M	-54	\$15.13 M / \$22.02 M	-31	\$36.79 M / \$33.69 M	8
Department Stores	\$2.58 M / \$18.77 M	-86	\$3.86 M / \$18.77 M	-79	\$9.41 M / \$28.81 M	-67
Warehouse Superstores	\$6.57 M / -	100	\$9.79 M / -	100	\$23.79 M / -	100
Other General Merchandise Stores	\$989.1 K / \$3.26 M	-70	\$1.48 M / \$3.26 M	-55	\$3.59 M / \$4.88 M	-26
Miscellaneous Store Retailers	\$1.37 M / \$271.14 K	80	\$2.05 M / \$506.71 K	75	\$4.99 M / \$794.78 K	84
Florists	\$46.98 K / \$47.81 K	-2	\$70.66 K / \$48.48 K	31	\$173.97 K / \$176.6 K	-1
Office, Stationary Stores	\$133.7 K / -	100	\$200.18 K / -	100	\$488.41 K / -	100
Gift, Souvenir Stores	\$163.49 K / -	100	\$244.24 K / \$174.61 K	29	\$594.91 K / \$270.39 K	55
Used Merchandise Stores	\$94.41 K / \$51.35 K	46	\$140.38 K / \$51.35 K	63	\$341.47 K / \$51.35 K	85
Pet, Pet Supply Stores	\$549.68 K / -	100	\$825.57 K / -	100	\$2.02 M / -	100
Art Dealers	\$44.57 K / -	100	\$66.29 K / -	100	\$161.16 K / -	100
Mobile Home Dealers	\$80.63 K / -	100	\$121.33 K / -	100	\$297.43 K / -	100
Other Miscellaneous Retail Stores	\$254.15 K / \$171.98 K	32	\$376.37 K / \$232.27 K	38	\$910.6 K / \$296.45 K	67
Non-Store Retailers	\$4.6 M / -	100	\$6.88 M / -	100	\$16.77 M / -	100
Mail Order, Catalog Stores	\$3.81 M / -	100	\$5.7 M / -	100	\$13.9 M / -	100
Vending Machines	\$107.87 K / -	100	\$160.73 K / -	100	\$390.16 K / -	100
Fuel Dealers	\$385.86 K / -	100	\$576.59 K / -	100	\$1.41 M / -	100
Other Direct Selling Establishments	\$296.16 K / -	100	\$442.12 K / -	100	\$1.08 M / -	100

Retail Gap Report



Pauls Valley, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$8.79 M / \$15.55 M	-44	\$13.16 M / \$17.48 M	-25	\$32.06 M / \$22.56 M	30
Hotels, Other Travel Accommodations	\$483.73 K / \$575.39 K	-16	\$724.08 K / \$633.66 K	12	\$1.76 M / \$741.95 K	58
RV Parks	\$4.64 K / -	100	\$6.88 K / -	100	\$16.68 K / \$3.34 K	80
Rooming, Boarding Houses	\$3.09 K / -	100	\$4.69 K / -	100	\$11.8 K / -	100
Full Service Restaurants	\$5.14 M / \$5.62 M	-8	\$7.7 M / \$6.27 M	19	\$18.76 M / \$9.19 M	51
Limited Service Restaurants	\$2.39 M / \$9.47 M	-75	\$3.58 M / \$10.75 M	-67	\$8.72 M / \$13.07 M	-33
Special Food Services, Catering	\$764.3 K / -	100	\$1.14 M / -	100	\$2.79 M / \$109.25 K	96
Drinking Places	\$216.11 K / \$111.6 K	48	\$324.36 K / \$149.61 K	54	\$792.56 K / \$239.68 K	70
Gasoline Stations	\$7.72 M / \$29.21 M	-74	\$11.51 M / \$74.27 M	-85	\$27.96 M / \$115.17 M	-76
Motor Vehicle, Parts Dealers	\$13.61 M / \$47.8 M	-72	\$20.45 M / \$51.2 M	-60	\$49.99 M / \$67.16 M	-26
New Car Dealers	\$10.44 M / \$40.25 M	-74	\$15.69 M / \$42.99 M	-64	\$38.36 M / \$53.46 M	-28
Used Car Dealers	\$1.08 M / \$3.82 M	-72	\$1.62 M / \$4.04 M	-60	\$3.96 M / \$4.98 M	-20
Recreational Vehicle Dealers	\$206.07 K / -	100	\$313.36 K / -	100	\$773.5 K / -	100
Motorcycle, Boat Dealers	\$458.97 K / \$758.12 K	-39	\$693.09 K / \$903.81 K	-23	\$1.7 M / \$3.88 M	-56
Auto Parts, Accessories	\$857.02 K / \$2.96 M	-71	\$1.28 M / \$3.26 M	-61	\$3.12 M / \$4.49 M	-31
Tire Dealers	\$572.9 K / -	100	\$855.27 K / -	100	\$2.08 M / \$357.5 K	83
2022 Population		7,284		10,630		25,243
2027 Population		6,972		10,246		25,686
% Population Change 2022-2027		-4.3%		-3.6%		1.8%
2022 Adult Population Age 18+		5,387		7,916		18,984
2022 Population Male		3,576		5,269		12,510
2022 Population Female		3,708		5,361		12,733
2022 Households		2,906		4,218		9,961
2022 Median Household Income		47,462		51,318		53,509
2022 Average Household Income		63,113		65,809		68,692

Retail Potential

Retail Potential Profile



Pauls Valley, Oklahoma	10 min	15 min	30 min
Drive Time	drive time	drive time	drive time
2022 Population	7,284	10,630	25,243
2027 Population	6,972	10,246	25,686
% Population Change 2020-2022	-0.4%	0.2%	0.4%
2022 Adult Population Age 18+	\$5,387	\$7,916	\$18,984
2022 Population Male	\$3,576	\$5,269	\$12,510
2022 Population Female	\$3,708	\$5,361	\$12,733
2022 Households	\$2,906	\$4,218	\$9,961
2022 Median Household Income	\$47,462	\$51,318	\$53,509
2022 Average Household Income	\$63,113	\$65,809	\$68,692
Clothing, Clothing Accessories Stores	\$3.12 M	\$4.67 M	\$11.36 M
Men's Clothing Stores	\$109.88 K	\$164.09 K	\$400.19 K
Women's Clothing Stores	\$479.41 K	\$716.63 K	\$1.75 M
Children's, Infants' Clothing Stores	\$208.18 K	\$310.61 K	\$755.08 K
Family Clothing Stores	\$1.28 M	\$1.91 M	\$4.65 M
Clothing Accessory Stores	\$101.53 K	\$151.9 K	\$371.11 K
Other Apparel Stores	\$156.13 K	\$233.11 K	\$567.9 K
Shoe Stores	\$528.23 K	\$789.22 K	\$1.92 M
Jewelry Stores	\$243.31 K	\$361.98 K	\$880.39 K
Luggage Stores	\$19.58 K	\$29.41 K	\$71.66 K
Furniture, Home Furnishings Stores	\$1.51 M	\$2.26 M	\$5.52 M
Furniture Stores	\$924.37 K	\$1.39 M	\$3.39 M
Floor Covering Stores	\$156.99 K	\$236.03 K	\$580.06 K
Other Home Furnishing Stores	\$425.66 K	\$637.67 K	\$1.56 M
Electronics, Appliance Stores	\$1.16 M	\$1.74 M	\$4.25 M
Gasoline Stations	\$7.72 M	\$11.51 M	\$27.96 M
Building Material, Garden Equipment, Supplies Dealers	\$3.74 M	\$5.61 M	\$13.75 M
Home Centers	\$1.76 M	\$2.64 M	\$6.47 M
Paint, Wallpaper Stores	\$127.19 K	\$191.46 K	\$471.3 K
Hardware Stores	\$161.87 K	\$242.95 K	\$594.55 K
Other Building Materials Stores	\$1.24 M	\$1.87 M	\$4.59 M
Outdoor Power Equipment Stores	\$58.82 K	\$88.57 K	\$216.86 K
Nursery, Garden Stores	\$385.05 K	\$578.08 K	\$1.41 M
Food, Beverage Stores	\$10.51 M	\$15.63 M	\$37.91 M
Grocery Stores	\$9.4 M	\$13.98 M	\$33.9 M
Convenience Stores	\$366.45 K	\$544.38 K	\$1.32 M
Meat Markets	\$107.87 K	\$160.73 K	\$389.23 K
Fish, Seafood Markets	\$38.96 K	\$57.9 K	\$140.99 K
Fruit, Vegetable Markets	\$65.53 K	\$97.3 K	\$235.81 K
Other Specialty Food Markets	\$113.48 K	\$168.6 K	\$408.03 K
Liquor Stores	\$416.56 K	\$623.88 K	\$1.52 M

Retail Potential Profile



Pauls Valley, Oklahoma	10 min	15 min	30 min
Drive Time	drive time	drive time	drive time
Health, Personal Care Stores	\$2.56 M	\$3.81 M	\$9.28 M
Pharmacy, Drug Stores	\$2.14 M	\$3.19 M	\$7.77 M
Cosmetics, Beauty Stores	\$124.79 K	\$186.44 K	\$454.5 K
Optical Goods Stores	\$142.39 K	\$212.9 K	\$518.88 K
Other Health, Personal Care Stores	\$146.22 K	\$218.05 K	\$531.98 K
Sporting Goods, Hobby, Book, Music Stores	\$1.14 M	\$1.72 M	\$4.21 M
Sporting Goods Stores	\$614.89 K	\$929.62 K	\$2.28 M
Hobby, Toy, Game Stores	\$186.48 K	\$279.21 K	\$681.47 K
Sewing, Needlecraft Stores	\$57.96 K	\$86.51 K	\$210.56 K
Musical Instrument Stores	\$54.66 K	\$81.17 K	\$196.99 K
Book Stores	\$229.21 K	\$342.45 K	\$834.91 K
General Merchandise Stores	\$10.14 M	\$15.13 M	\$36.79 M
Department Stores	\$2.58 M	\$3.86 M	\$9.41 M
Warehouse Superstores	\$6.57 M	\$9.79 M	\$23.79 M
Other General Merchandise Stores	\$989.1 K	\$1.48 M	\$3.59 M
Miscellaneous Store Retailers	\$1.37 M	\$2.05 M	\$4.99 M
Florists	\$46.98 K	\$70.66 K	\$173.97 K
Office, Stationary Stores	\$133.7 K	\$200.18 K	\$488.41 K
Gift, Souvenir Stores	\$163.49 K	\$244.24 K	\$594.91 K
Used Merchandise Stores	\$94.41 K	\$140.38 K	\$341.47 K
Pet, Pet Supply Stores	\$549.68 K	\$825.57 K	\$2.02 M
Art Dealers	\$44.57 K	\$66.29 K	\$161.16 K
Mobile Home Dealers	\$80.63 K	\$121.33 K	\$297.43 K
Other Miscellaneous Retail Stores	\$254.15 K	\$376.37 K	\$910.6 K
Non-Store Retailers	\$4.6 M	\$6.88 M	\$16.77 M
Mail Order, Catalog Stores	\$3.81 M	\$5.7 M	\$13.9 M
Vending Machines	\$107.87 K	\$160.73 K	\$390.16 K
Fuel Dealers	\$385.86 K	\$576.59 K	\$1.41 M
Other Direct Selling Establishments	\$296.16 K	\$442.12 K	\$1.08 M
Accommodation, Food Services	\$9 M	\$13.48 M	\$32.85 M
Hotels, Other Travel Accommodations	\$483.73 K	\$724.08 K	\$1.76 M
RV Parks	\$4.64 K	\$6.88 K	\$16.68 K
Rooming, Boarding Houses	\$3.09 K	\$4.69 K	\$11.8 K
Full Service Restaurants	\$5.14 M	\$7.7 M	\$18.76 M
Limited Service Restaurants	\$2.39 M	\$3.58 M	\$8.72 M
Special Food Services, Catering	\$764.3 K	\$1.14 M	\$2.79 M
Drinking Places	\$216.11 K	\$324.36 K	\$792.56 K
Motor Vehicle, Parts Dealers	\$13.61 M	\$20.45 M	\$49.99 M
New Car Dealers	\$10.44 M	\$15.69 M	\$38.36 M
Used Car Dealers	\$1.08 M	\$1.62 M	\$3.96 M
Recreational Vehicle Dealers	\$206.07 K	\$313.36 K	\$773.5 K
Motorcycle, Boat Dealers	\$458.97 K	\$693.09 K	\$1.7 M
Auto Parts, Accessories	\$857.02 K	\$1.28 M	\$3.12 M
Tire Dealers	\$572.9 K	\$855.27 K	\$2.08 M

Income Summary

Income Summary Report



Pauls Valley, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Population						
Estimated Population (2022)	7,284		10,630		25,243	
Projected Population (2027)	6,972		10,246		25,686	
Census Population (2020)	7,311		10,604		25,130	
Census Population (2010)	7,754		11,394		26,524	
<i>Projected Annual Growth (2022 to 2027)</i>	-312	-0.9%	-384	-0.7%	443	0.4%
<i>Historical Annual Growth (2020 to 2022)</i>	-26	-0.2%	26	0.1%	113	0.2%
<i>Historical Annual Growth (2010 to 2020)</i>	-444	-0.6%	-790	-0.7%	-1,394	-0.5%
Households						
Estimated Households (2022)	2,906		4,218		9,961	
Projected Households (2027)	2,700		3,950		9,949	
Census Households (2020)	2,924		4,212		9,932	
Census Households (2010)	3,157		4,583		10,619	
<i>Projected Annual Growth (2022 to 2027)</i>	-206	-1.4%	-268	-1.3%	-12	-
<i>Historical Annual Growth (2020 to 2022)</i>	-17	-0.3%	6	-	28	0.1%
<i>Historical Annual Growth (2010 to 2020)</i>	-233	-0.7%	-371	-0.8%	-687	-0.6%
Average Household Income						
Estimated Average Household Income (2022)	\$63,113		\$65,809		\$68,692	
Projected Average Household Income (2027)	\$81,387		\$91,525		\$86,964	
Census Average Household Income (2020)	\$45,352		\$47,357		\$45,951	
Census Average Household Income (2010)	\$38,377		\$37,922		\$36,971	
<i>Projected Annual Growth (2022 to 2027)</i>	\$18,273	5.8%	\$25,715	7.8%	\$18,272	5.3%
<i>Historical Annual Growth (2020 to 2022)</i>	\$17,762	3.3%	\$18,452	3.2%	\$22,741	4.1%
<i>Historical Annual Growth (2010 to 2020)</i>	\$6,975	1.8%	\$9,435	2.5%	\$8,981	2.4%
Median Household Income						
Estimated Median Household Income (2022)	\$47,462		\$51,318		\$53,509	
Projected Median Household Income (2027)	\$58,078		\$62,632		\$65,254	
Census Median Household Income (2020)	\$35,791		\$37,277		\$36,977	
Census Median Household Income (2010)	\$28,419		\$29,277		\$28,821	
<i>Projected Annual Growth (2022 to 2027)</i>	\$10,616	4.5%	\$11,314	4.4%	\$11,746	4.4%
<i>Historical Annual Growth (2020 to 2022)</i>	\$11,671	2.7%	\$14,041	3.1%	\$16,532	3.7%
<i>Historical Annual Growth (2010 to 2020)</i>	\$7,372	2.6%	\$8,000	2.7%	\$8,155	2.8%
Per Capita Income						
Estimated Per Capita Income (2022)	\$25,317		\$26,205		\$27,156	
Projected Per Capita Income (2027)	\$31,662		\$35,384		\$33,733	
Census Per Capita Income (2020)	\$18,461		\$19,045		\$18,395	
Census Per Capita Income (2010)	\$15,167		\$15,047		\$14,613	
<i>Projected Annual Growth (2022 to 2027)</i>	\$6,345	5.0%	\$9,179	7.0%	\$6,577	4.8%
<i>Historical Annual Growth (2020 to 2022)</i>	\$6,856	3.1%	\$7,160	3.1%	\$8,760	4.0%
<i>Historical Annual Growth (2010 to 2020)</i>	\$3,294	2.2%	\$3,998	2.7%	\$3,783	2.6%
Other Income						
Estimated Families (2022)	1,900		2,826		6,828	
Estimated Average Family Income (2022)	\$67,385		\$71,540		\$77,956	
Estimated Median Family Income (2022)	\$55,278		\$60,503		\$62,778	
Estimated Average Household Net Worth (2022)	\$277,357		\$286,496		\$318,622	

Consumer Expenditure Summary

Consumer Expenditure Summary



Pauls Valley, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Estimated Population		7,284		10,630		25,243	
Estimated Households		2,906		4,218		9,961	
Household Expenditure		\$148.68 M		\$221.92 M		\$540.07 M	
Per Household ~ Per Capita	\$51,155	\$20,412	\$52,613	\$20,877	\$54,220	\$21,395	
Non-Retail Expenditures	\$78.51 M	52.8%	\$116.98 M	52.7%	\$284.42 M	52.7%	
Per Household ~ Per Capita	\$27,011	\$10,778	\$27,735	\$11,005	\$28,554	\$11,267	
Retail Expenditures	\$70.17 M	47.2%	\$104.94 M	47.3%	\$255.65 M	47.3%	
Per Household ~ Per Capita	\$24,144	\$9,634	\$24,879	\$9,872	\$25,666	\$10,127	
Apparel	\$5.15 M	3.5%	\$7.69 M	3.5%	\$18.7 M	3.5%	
Per Household ~ Per Capita	\$1,773	\$707	\$1,824	\$724	\$1,878	\$741	
Contributions	\$4.62 M	3.1%	\$6.93 M	3.1%	\$17.04 M	3.2%	
Per Household ~ Per Capita	\$1,591	\$635	\$1,643	\$652	\$1,710	\$675	
Education	\$4.07 M	2.7%	\$6.09 M	2.7%	\$14.76 M	2.7%	
Per Household ~ Per Capita	\$1,401	\$559	\$1,443	\$573	\$1,482	\$585	
Entertainment	\$8.17 M	5.5%	\$12.27 M	5.5%	\$29.99 M	5.6%	
Per Household ~ Per Capita	\$2,812	\$1,122	\$2,909	\$1,154	\$3,011	\$1,188	
Food, Beverages	\$22.16 M	14.9%	\$33.04 M	14.9%	\$80.24 M	14.9%	
Per Household ~ Per Capita	\$7,623	\$3,042	\$7,833	\$3,108	\$8,055	\$3,179	
Furnishings, Equipment	\$5.09 M	3.4%	\$7.64 M	3.4%	\$18.67 M	3.5%	
Per Household ~ Per Capita	\$1,751	\$699	\$1,811	\$719	\$1,874	\$740	
Gifts	\$3.45 M	2.3%	\$5.16 M	2.3%	\$12.65 M	2.3%	
Per Household ~ Per Capita	\$1,186	\$473	\$1,222	\$485	\$1,270	\$501	
Health Care	\$12.89 M	8.7%	\$19.25 M	8.7%	\$46.95 M	8.7%	
Per Household ~ Per Capita	\$4,436	\$1,770	\$4,563	\$1,811	\$4,714	\$1,860	
Household Operations	\$5.75 M	3.9%	\$8.59 M	3.9%	\$20.97 M	3.9%	
Per Household ~ Per Capita	\$1,979	\$789	\$2,037	\$808	\$2,105	\$831	
Miscellaneous Expenses	\$2.8 M	1.9%	\$4.18 M	1.9%	\$10.18 M	1.9%	
Per Household ~ Per Capita	\$964	\$385	\$991	\$393	\$1,022	\$403	
Personal Care	\$1.99 M	1.3%	\$2.97 M	1.3%	\$7.23 M	1.3%	
Per Household ~ Per Capita	\$684	\$273	\$704	\$279	\$726	\$286	
Personal Insurance	\$980.06 K	0.7%	\$1.48 M	0.7%	\$3.64 M	0.7%	
Per Household ~ Per Capita	\$337	\$135	\$351	\$139	\$366	\$144	
Reading	\$322.62 K	0.2%	\$481.6 K	0.2%	\$1.18 M	0.2%	
Per Household ~ Per Capita	\$111	\$44	\$114	\$45	\$118	\$47	
Shelter	\$31.65 M	21.3%	\$47.06 M	21.2%	\$114.02 M	21.1%	
Per Household ~ Per Capita	\$10,891	\$4,346	\$11,157	\$4,427	\$11,447	\$4,517	
Tobacco	\$1.02 M	0.7%	\$1.49 M	0.7%	\$3.58 M	0.7%	
Per Household ~ Per Capita	\$350	\$140	\$354	\$140	\$359	\$142	
Transportation	\$27.04 M	18.2%	\$40.51 M	18.3%	\$98.83 M	18.3%	
Per Household ~ Per Capita	\$9,303	\$3,712	\$9,604	\$3,811	\$9,922	\$3,915	
Utilities	\$11.52 M	7.7%	\$17.09 M	7.7%	\$41.45 M	7.7%	
Per Household ~ Per Capita	\$3,963	\$1,581	\$4,053	\$1,608	\$4,161	\$1,642	

Consumer Expenditure Trend



Pauls Valley, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Population / Households (2022)							
Estimated Population		7,284		10,630		25,243	
Estimated Households		2,906		4,218		9,961	
Total Annual Consumer Expenditure (2022)							
Total Household Expenditure		\$148.68 M		\$221.92 M		\$540.07 M	
Total Non-Retail Expenditure		\$78.51 M		\$116.98 M		\$284.42 M	
Total Retail Expenditure		\$70.17 M		\$104.94 M		\$255.65 M	
Apparel		\$5.15 M		\$7.69 M		\$18.7 M	
Contributions		\$4.62 M		\$6.93 M		\$17.04 M	
Education		\$4.07 M		\$6.09 M		\$14.76 M	
Entertainment		\$8.17 M		\$12.27 M		\$29.99 M	
Food and Beverages		\$22.16 M		\$33.04 M		\$80.24 M	
Furnishings and Equipment		\$5.09 M		\$7.64 M		\$18.67 M	
Gifts		\$3.45 M		\$5.16 M		\$12.65 M	
Health Care		\$12.89 M		\$19.25 M		\$46.95 M	
Household Operations		\$5.75 M		\$8.59 M		\$20.97 M	
Miscellaneous Expenses		\$2.8 M		\$4.18 M		\$10.18 M	
Personal Care		\$1.99 M		\$2.97 M		\$7.23 M	
Personal Insurance		\$980.06 K		\$1.48 M		\$3.64 M	
Reading		\$322.62 K		\$481.6 K		\$1.18 M	
Shelter		\$31.65 M		\$47.06 M		\$114.02 M	
Tobacco		\$1.02 M		\$1.49 M		\$3.58 M	
Transportation		\$27.04 M		\$40.51 M		\$98.83 M	
Utilities		\$11.52 M		\$17.09 M		\$41.45 M	
Monthly Household Consumer Expenditure (2022)							
Total Household Expenditure		\$4,263		\$4,384		\$4,518	
Total Non-Retail Expenditure		\$2,251 52.8%		\$2,311 52.7%		\$2,380 52.7%	
Total Retail Expenditure		\$2,012 47.2%		\$2,073 47.3%		\$2,139 47.3%	
Apparel		\$148 3.5%		\$152 3.5%		\$156 3.5%	
Contributions		\$133 3.1%		\$137 3.1%		\$143 3.2%	
Education		\$117 2.7%		\$120 2.7%		\$124 2.7%	
Entertainment		\$234 5.5%		\$242 5.5%		\$251 5.6%	
Food and Beverages		\$635 14.9%		\$653 14.9%		\$671 14.9%	
Furnishings and Equipment		\$146 3.4%		\$151 3.4%		\$156 3.5%	
Gifts		\$99 2.3%		\$102 2.3%		\$106 2.3%	
Health Care		\$370 8.7%		\$380 8.7%		\$393 8.7%	
Household Operations		\$165 3.9%		\$170 3.9%		\$175 3.9%	
Miscellaneous Expenses		\$80 1.9%		\$83 1.9%		\$85 1.9%	
Personal Care		\$57 1.3%		\$59 1.3%		\$60 1.3%	
Personal Insurance		\$28 0.7%		\$29 0.7%		\$30 0.7%	
Reading		\$9 0.2%		\$10 0.2%		\$10 0.2%	
Shelter		\$908 21.3%		\$930 21.2%		\$954 21.1%	
Tobacco		\$29 0.7%		\$29 0.7%		\$30 0.7%	
Transportation		\$775 18.2%		\$800 18.3%		\$827 18.3%	
Utilities		\$330 7.7%		\$338 7.7%		\$347 7.7%	

Consumer Expenditure Trend



Pauls Valley, Oklahoma	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
Population / Households (2027)			
Projected Population	6,972	10,246	25,686
Projected Households	2,700	3,950	9,949
Total Annual Consumer Expenditure (2027)			
Total Household Expenditure	\$164.22 M	\$260.11 M	\$632.62 M
Total Non-Retail Expenditure	\$86.66 M	\$137.15 M	\$333.29 M
Total Retail Expenditure	\$77.56 M	\$122.96 M	\$299.33 M
Apparel	\$5.72 M	\$9.09 M	\$22.09 M
Contributions	\$5.22 M	\$8.34 M	\$20.43 M
Education	\$4.67 M	\$7.51 M	\$18.15 M
Entertainment	\$9.15 M	\$14.6 M	\$35.61 M
Food and Beverages	\$24.33 M	\$38.46 M	\$93.44 M
Furnishings and Equipment	\$5.7 M	\$9.08 M	\$22.15 M
Gifts	\$3.91 M	\$6.23 M	\$15.24 M
Health Care	\$14.13 M	\$22.3 M	\$54.36 M
Household Operations	\$6.4 M	\$10.16 M	\$24.75 M
Miscellaneous Expenses	\$3.11 M	\$4.92 M	\$11.97 M
Personal Care	\$2.19 M	\$3.48 M	\$8.48 M
Personal Insurance	\$1.11 M	\$1.8 M	\$4.4 M
Reading	\$357.98 K	\$567.67 K	\$1.38 M
Shelter	\$34.73 M	\$54.84 M	\$133 M
Tobacco	\$1.06 M	\$1.64 M	\$3.94 M
Transportation	\$29.97 M	\$47.55 M	\$115.84 M
Utilities	\$12.46 M	\$19.54 M	\$47.39 M
Consumer Expenditure Growth (2022 to 2027)			
Total Household Expenditure	\$15.54 M	\$38.19 M	\$92.55 M
Total Non-Retail Expenditure	\$8.16 M	\$20.17 M	\$48.87 M
Total Retail Expenditure	\$7.38 M	\$18.02 M	\$43.68 M
Apparel	\$566.81 K	\$1.39 M	\$3.39 M
Contributions	\$594.41 K	\$1.41 M	\$3.39 M
Education	\$598.84 K	\$1.42 M	\$3.38 M
Entertainment	\$979.46 K	\$2.33 M	\$5.62 M
Food and Beverages	\$2.18 M	\$5.42 M	\$13.2 M
Furnishings and Equipment	\$605.88 K	\$1.44 M	\$3.48 M
Gifts	\$463.53 K	\$1.07 M	\$2.59 M
Health Care	\$1.23 M	\$3.06 M	\$7.4 M
Household Operations	\$646.27 K	\$1.57 M	\$3.79 M
Miscellaneous Expenses	\$304.21 K	\$742.62 K	\$1.8 M
Personal Care	\$206.91 K	\$513.24 K	\$1.25 M
Personal Insurance	\$134.04 K	\$316.2 K	\$762.02 K
Reading	\$35.36 K	\$86.07 K	\$208.58 K
Shelter	\$3.08 M	\$7.78 M	\$18.98 M
Tobacco	\$43.48 K	\$143.66 K	\$363.3 K
Transportation	\$2.93 M	\$7.04 M	\$17 M
Utilities	\$941.2 K	\$2.44 M	\$5.94 M

Crime Risk

Crime Risk Profile



Pauls Valley, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
Demographics			
Population	7,284	10,630	25,243
Census Population	7,311	10,604	25,130
Households	2,906	4,218	9,961
Average Household Income	\$63,113	\$65,809	\$68,692
Median Household Income	\$47,462	\$51,318	\$53,509
Per Capita Income	\$25,317	\$26,205	\$27,156
Total Crime			
Crime Index	144	112	90
Crime Level	Above Average	Average	Below Average
Personal Crime			
Crime Index	92	78	75
Crime Level	Average	Below Average	Below Average
Murder			
Crime Index	50	40	37
Crime Level	Low Risk	Low Risk	Low Risk
Rape			
Crime Index	184	153	124
Crime Level	Very High	High Risk	Above Average
Robbery			
Crime Index	26	20	16
Crime Level	Very Low	Very Low	Very Low
Assault			
Crime Index	103	88	89
Crime Level	Average	Below Average	Below Average
Property Crime			
Crime Index	152	118	92
Crime Level	High Risk	Average	Average
Burglary			
Crime Index	255	195	156
Crime Level	Very High	Very High	High Risk
Larceny			
Crime Index	136	106	79
Crime Level	Above Average	Average	Below Average
Motor Vehicle Theft			
Crime Index	92	77	81
Crime Level	Average	Below Average	Below Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



Pauls Valley, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Auto Parts Tires			
AutoZone	1 / 1	6,600	
NAPA	1 / 0	6,200	
O'Reilly	1 / 1	8,500	
Banks			
BancFirst	1 / 0		
International Bank of Commerce	1 / 1		
Simmons First National Bank	2 / 0		
Banks Minor			
Bank	14 / 6		
Clothing Apparel			
Cato	1 / 0	5,000	
Convenience Stores			
Conoco	5 / 0		
Love's	3 / 1		
Murphy USA	2 / 1		
Phillips 66	9 / 3		
Shell	5 / 1		
Sunoco	1 / 1		
Valero	3 / 1		
Discount Department Stores			
Wal-Mart Supercenter	2 / 1	189,700	
Dollar Stores			
Dollar General	6 / 1	9,600	
Family Dollar	3 / 1	9,400	
Education			
Day Care	12 / 5		
High School	8 / 1		
PK - 8	17 / 4		
Trade Schools	1 / 0		
Entertainment			
Theatres	1 / 1		
EV Charging Stations			
Independent	4 / 1		
Health Beauty			
Supercuts	1 / 0	1,800	
Health Care			

Pauls Valley, Oklahoma		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	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		
	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		
Home Improvement				
	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	
Hotels				
	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		
Restaurants Casual				

Pauls Valley, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
IHOP	1 / 0	4,800	
Restaurants Coffee Donuts			
Starbucks	1 / 0	1,800	
Restaurants Fast Food Major			
Arby's	1 / 1	3,300	
Burger King	1 / 0	4,000	
McDonald's	2 / 1	4,600	
Sonic	5 / 2	2,800	
Taco Bell	2 / 1	2,500	
Wendy's	1 / 0	3,300	
Restaurants Fast Food Minor			
A&W	2 / 0	2,800	
Chicken Express	1 / 1	3,000	
Long John Silver's	1 / 0	2,600	
Restaurants Ice Cream Smoothie			
Braum's	2 / 1	5,100	
Restaurants Pizza			
Domino's Pizza	2 / 1	2,100	
Godfather's Pizza	2 / 1	2,700	
Pizza Hut	2 / 1	2,800	
Restaurants Sandwich			
Subway	5 / 1	1,700	
Wireless Stores			
AT&T	2 / 1	3,500	
Worship			
Baptist	8 / 3		