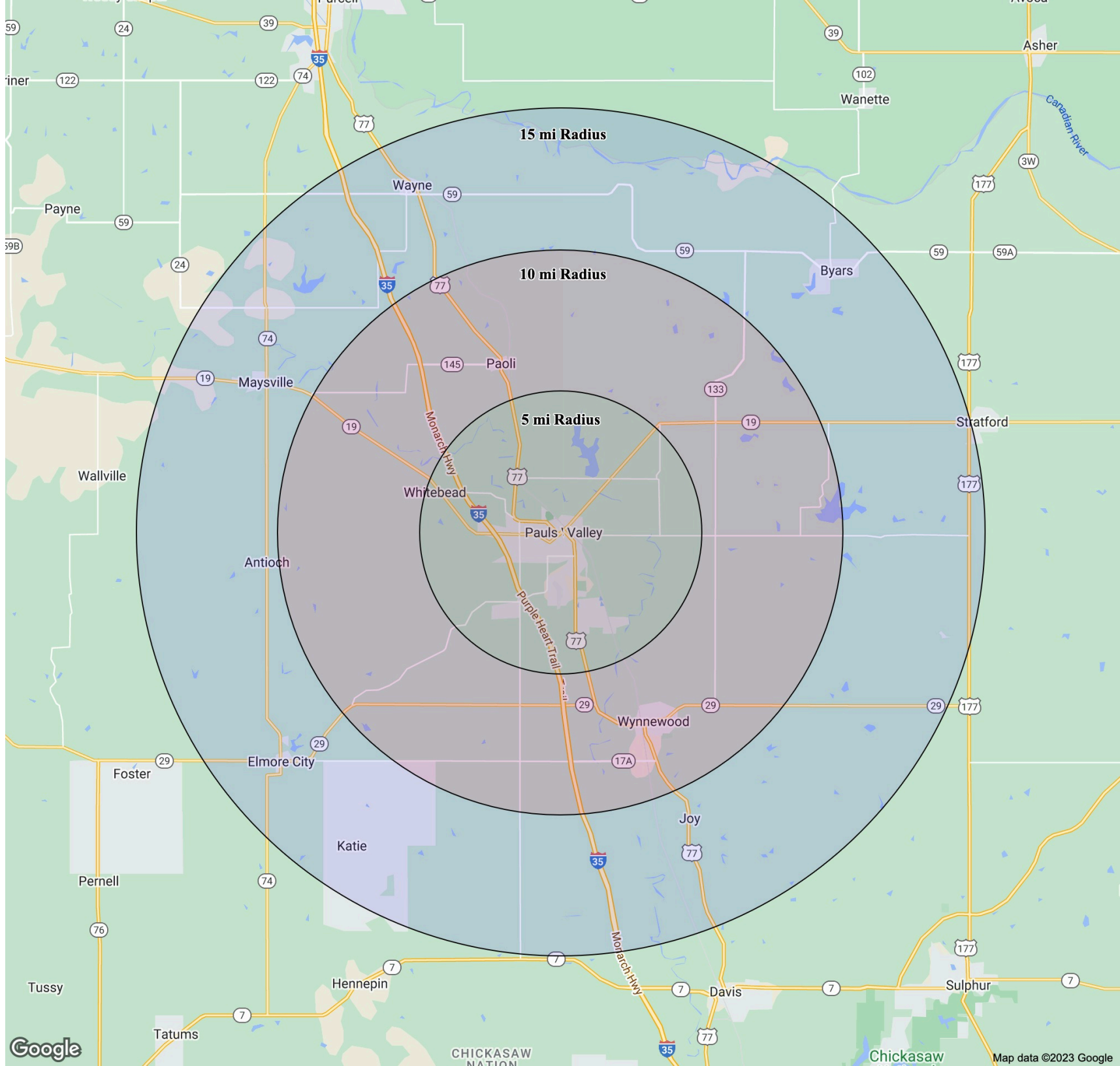


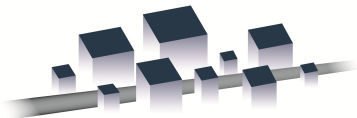
RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Pauls Valley, Oklahoma
Spring 2023
Radius**

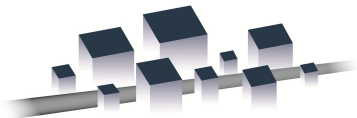


Demographics



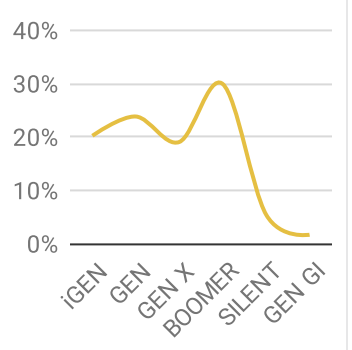
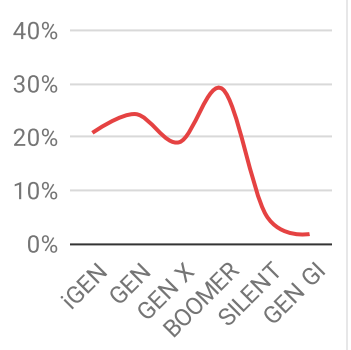
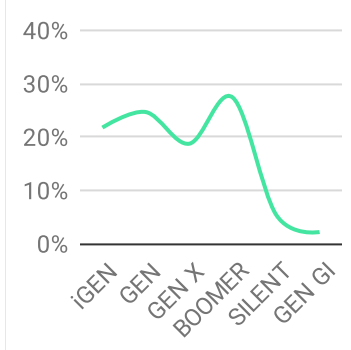
RETAIL ATTRACTIONS, LLC
Economic Development Consulting


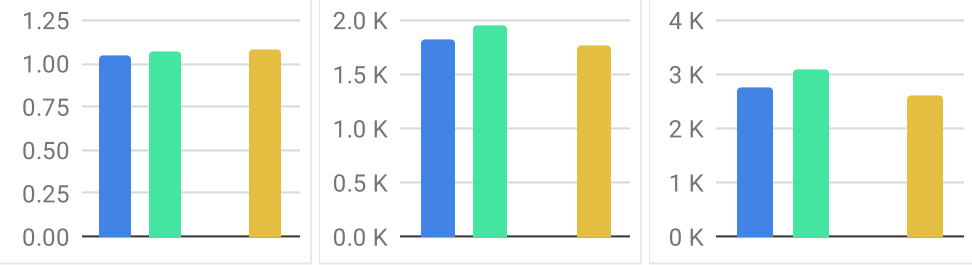

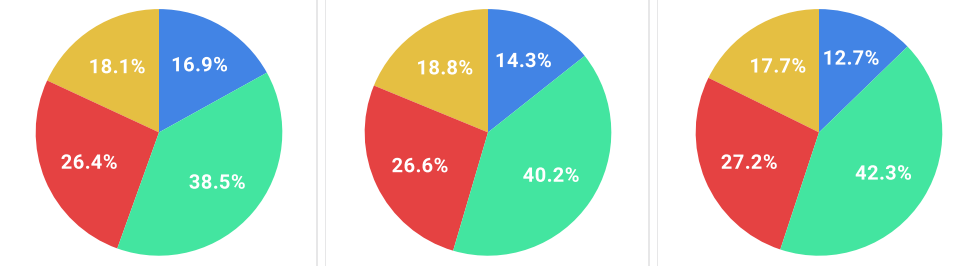
Pauls Valley, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius		5 mi radius		10 mi radius		15 mi radius	
Population							
Estimated Population (2022)		8,043		13,974		21,330	
Projected Population (2027)		7,704		13,647		21,650	
Census Population (2020)		8,044		13,912		21,142	
Census Population (2010)		8,548		14,981		22,752	
Projected Annual Growth (2022-2027)		-339 -0.8%		-327 -0.5%		320 0.3%	
Historical Annual Growth (2020-2022)		-1 -		62 0.2%		188 0.4%	
Historical Annual Growth (2010-2020)		-504 -0.6%		-1,069 -0.7%		-1,610 -0.7%	
Estimated Population Density (2022)		102 <i>psm</i>		44 <i>psm</i>		30 <i>psm</i>	
Trade Area Size		78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	
Race and Ethnicity (2022)							
Not Hispanic or Latino Population		6,807 84.6%		12,170 87.1%		19,090 89.5%	
White		5,387 79.1%		9,710 79.8%		15,481 81.1%	
Black or African American		341 5.0%		533 4.4%		620 3.2%	
American Indian or Alaska Native		299 4.4%		587 4.8%		945 5.0%	
Asian		39 0.6%		53 0.4%		86 0.5%	
Hawaiian or Pacific Islander		4 -		5 -		9 -	
Other Race		309 4.5%		513 4.2%		699 3.7%	
Two or More Races		427 6.3%		770 6.3%		1,248 6.5%	
Hispanic or Latino Population		1,236 15.4%		1,804 12.9%		2,240 10.5%	
White		346 28.0%		510 28.3%		611 27.3%	
Black or African American		7 0.6%		8 0.4%		8 0.4%	
American Indian or Alaska Native		120 9.7%		176 9.8%		233 10.4%	
Asian		4 0.3%		5 0.3%		5 0.2%	
Hispanic Hawaiian or Pacific Islander		- -		2 0.1%		2 -	
Other Race		453 36.7%		606 33.6%		761 34.0%	
Two or More Races		304 24.6%		497 27.5%		620 27.7%	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Pauls Valley, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Age Distribution (2022)							
Age Under 5 Years		530	6.6%	885	6.3%	1,277	6.0%
Age 5 to 9 Years		608	7.6%	987	7.1%	1,466	6.9%
Age 10 to 14 Years		610	7.6%	1,027	7.3%	1,565	7.3%
Age 15 to 19 Years		516	6.4%	902	6.5%	1,409	6.6%
Age 20 to 24 Years		521	6.5%	857	6.1%	1,217	5.7%
Age 25 to 29 Years		487	6.1%	813	5.8%	1,201	5.6%
Age 30 to 34 Years		458	5.7%	817	5.8%	1,251	5.9%
Age 35 to 39 Years		496	6.2%	887	6.4%	1,367	6.4%
Age 40 to 44 Years		530	6.6%	922	6.6%	1,388	6.5%
Age 45 to 49 Years		479	6.0%	844	6.0%	1,305	6.1%
Age 50 to 54 Years		477	5.9%	851	6.1%	1,321	6.2%
Age 55 to 59 Years		457	5.7%	839	6.0%	1,317	6.2%
Age 60 to 64 Years		498	6.2%	906	6.5%	1,450	6.8%
Age 65 to 69 Years		438	5.4%	828	5.9%	1,307	6.1%
Age 70 to 74 Years		330	4.1%	618	4.4%	983	4.6%
Age 75 to 79 Years		253	3.1%	439	3.1%	691	3.2%
Age 80 to 84 Years		181	2.2%	303	2.2%	463	2.2%
Age 85 Years or Over		174	2.2%	249	1.8%	353	1.7%
Median Age		36.9		37.9		38.6	
Generation (2022)							
iGeneration (Age Under 15 Years)		1,748	21.7%	2,899	20.7%	4,307	20.2%
Generation 9/11 Millennials (Age 15 to 34 Years)		1,982	24.6%	3,389	24.3%	5,078	23.8%
Gen Xers (Age 35 to 49 Years)		1,505	18.7%	2,653	19.0%	4,060	19.0%
Baby Boomers (Age 50 to 74 Years)		2,201	27.4%	4,041	28.9%	6,378	29.9%
Silent Generation (Age 75 to 84 Years)		434	5.4%	742	5.3%	1,154	5.4%
G.I. Generation (Age 85 Years or Over)		174	2.2%	249	1.8%	353	1.7%



Pauls Valley, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
Household Type (2022)				
Total Households		3,196	5,543	8,438
Family Households		2,116 66.2%	3,773 68.1%	5,825 69.0%
Family Households with Children		1,043 49.3%	1,824 48.3%	2,748 47.2%
Family Households No Children		1,073 50.7%	1,950 51.7%	3,077 52.8%
Non-Family Households		1,081 33.8%	1,770 31.9%	2,613 31.0%
Non-Family Households with Children		1 -	2 0.1%	3 0.1%
Non-Family Households No Children		1,080 99.9%	1,768 99.9%	2,610 99.9%
				
Education Attainment (2022)				
Elementary or Some High School		891 16.9%	1,336 14.3%	1,834 12.7%
High School Graduate		2,027 38.5%	3,747 40.2%	6,096 42.3%
Some College or Associate Degree		1,389 26.4%	2,482 26.6%	3,918 27.2%
Bachelor or Graduate Degree		951 18.1%	1,751 18.8%	2,548 17.7%
				
Household Income (2022)				
Estimated Average Household Income		\$65,387	\$67,901	\$70,639
Estimated Median Household Income		\$49,042	\$52,758	\$55,265
HH Income Under \$10,000		274 8.6%	412 7.4%	525 6.2%
HH Income \$10,000 to \$34,999		833 26.1%	1,425 25.7%	2,041 24.2%
HH Income \$35,000 to \$49,999		640 20.0%	936 16.9%	1,358 16.1%
HH Income \$50,000 to \$74,999		625 19.6%	1,073 19.4%	1,805 21.4%
HH Income \$75,000 to \$99,999		295 9.2%	633 11.4%	1,017 12.1%
HH Income \$100,000 to \$149,999		300 9.4%	641 11.6%	1,048 12.4%
HH Income \$150,000 or More		230 7.2%	424 7.7%	644 7.6%

Pauls Valley, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2022)	8,043		13,974		21,330	
Projected Population (2027)	7,704		13,647		21,650	
Census Population (2020)	8,044		13,912		21,142	
Census Population (2010)	8,548		14,981		22,752	
Projected Annual Growth (2022-2027)	-339	-0.8%	-327	-0.5%	320	0.3%
Historical Annual Growth (2020-2022)	-1	-	62	0.2%	188	0.4%
Historical Annual Growth (2010-2020)	-504	-0.6%	-1,069	-0.7%	-1,610	-0.7%
Estimated Population Density (2022)	102 <i>psm</i>		44 <i>psm</i>		30 <i>psm</i>	
Trade Area Size	78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	
Households						
Estimated Households (2022)	3,196		5,543		8,438	
Projected Households (2027)	2,971		5,267		8,375	
Census Households (2020)	3,206		5,527		8,378	
Census Households (2010)	3,463		6,014		9,097	
Projected Annual Growth (2022-2027)	-225	-1.4%	-276	-1.0%	-62	-0.1%
Historical Annual Change (2010-2022)	-267	-0.6%	-471	-0.7%	-659	-0.6%
Average Household Income						
Estimated Average Household Income (2022)	\$65,387		\$67,901		\$70,639	
Projected Average Household Income (2027)	\$89,164		\$94,188		\$90,771	
Census Average Household Income (2010)	\$46,152		\$47,455		\$47,019	
Census Average Household Income (2000)	\$38,745		\$38,098		\$37,356	
Projected Annual Change (2022-2027)	\$23,778	7.3%	\$26,287	7.7%	\$20,132	5.7%
Historical Annual Change (2000-2022)	\$26,641	3.1%	\$29,803	3.6%	\$33,283	4.0%
Median Household Income						
Estimated Median Household Income (2022)	\$49,042		\$52,758		\$55,265	
Projected Median Household Income (2027)	\$60,045		\$64,320		\$67,375	
Census Median Household Income (2010)	\$36,449		\$37,834		\$37,658	
Census Median Household Income (2000)	\$28,955		\$29,824		\$29,458	
Projected Annual Change (2022-2027)	\$11,003	4.5%	\$11,562	4.4%	\$12,110	4.4%
Historical Annual Change (2000-2022)	\$20,087	3.2%	\$22,933	3.5%	\$25,807	4.0%
Per Capita Income						
Estimated Per Capita Income (2022)	\$26,106		\$27,006		\$27,991	
Projected Per Capita Income (2027)	\$34,516		\$36,424		\$35,162	
Census Per Capita Income (2010)	\$18,695		\$19,048		\$18,795	
Census Per Capita Income (2000)	\$15,284		\$15,126		\$14,750	
Projected Annual Change (2022-2027)	\$8,411	6.4%	\$9,418	7.0%	\$7,171	5.1%
Historical Annual Change (2000-2022)	\$10,821	3.2%	\$11,880	3.6%	\$13,242	4.1%
Estimated Average Household Net Worth (2022)	\$284,572		\$305,389		\$321,541	

Pauls Valley, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Race and Ethnicity						
Total Population (2022)	8,043		13,974		21,330	
White (2022)	5,734	71.3%	10,219	73.1%	16,092	75.4%
Black or African American (2022)	348	4.3%	541	3.9%	628	2.9%
American Indian or Alaska Native (2022)	419	5.2%	763	5.5%	1,178	5.5%
Asian (2022)	43	0.5%	58	0.4%	91	0.4%
Hawaiian or Pacific Islander (2022)	4	-	7	-	11	-
Other Race (2022)	763	9.5%	1,119	8.0%	1,460	6.8%
Two or More Races (2022)	731	9.1%	1,267	9.1%	1,869	8.8%
Population < 18 (2022)	2,098 26.1%		3,506 25.1%		5,243 24.6%	
White Not Hispanic	1,068	50.9%	1,905	54.3%	3,123	59.6%
Black or African American	100	4.8%	142	4.1%	160	3.0%
Asian	7	0.3%	13	0.4%	25	0.5%
Other Race Not Hispanic	396	18.9%	739	21.1%	1,102	21.0%
Hispanic	527	25.1%	707	20.2%	833	15.9%
Not Hispanic or Latino Population (2022)	6,807 84.6%		12,170 87.1%		19,090 89.5%	
Not Hispanic White	5,387	79.1%	9,710	79.8%	15,481	81.1%
Not Hispanic Black or African American	341	5.0%	533	4.4%	620	3.2%
Not Hispanic American Indian or Alaska Native	299	4.4%	587	4.8%	945	5.0%
Not Hispanic Asian	39	0.6%	53	0.4%	86	0.5%
Not Hispanic Hawaiian or Pacific Islander	4	-	5	-	9	-
Not Hispanic Other Race	309	4.5%	513	4.2%	699	3.7%
Not Hispanic Two or More Races	427	6.3%	770	6.3%	1,248	6.5%
Hispanic or Latino Population (2022)	1,236 15.4%		1,804 12.9%		2,240 10.5%	
Hispanic White	346	28.0%	510	28.3%	611	27.3%
Hispanic Black or African American	7	0.6%	8	0.4%	8	0.4%
Hispanic American Indian or Alaska Native	120	9.7%	176	9.8%	233	10.4%
Hispanic Asian	4	0.3%	5	0.3%	5	0.2%
Hispanic Hawaiian or Pacific Islander	-	-	2	0.1%	2	-
Hispanic Other Race	453	36.7%	606	33.6%	761	34.0%
Hispanic Two or More Races	304	24.6%	497	27.5%	620	27.7%
Not Hispanic or Latino Population (2020)	6,710 83.4%		12,084 86.9%		18,950 89.6%	
Hispanic or Latino Population (2020)	1,334 16.6%		1,828 13.1%		2,191 10.4%	
Not Hispanic or Latino Population (2010)	7,603 89.0%		13,707 91.5%		21,177 93.1%	
Hispanic or Latino Population (2010)	944 11.0%		1,274 8.5%		1,575 6.9%	
Not Hispanic or Latino Population (2027)	6,533 84.8%		11,902 87.2%		19,434 89.8%	
Hispanic or Latino Population (2027)	1,170 15.2%		1,746 12.8%		2,217 10.2%	
Projected Annual Growth (2022-2027)	-66	-1.1%	-58	-0.6%	-24	-0.2%
Historical Annual Growth (2010-2020)	389	4.1%	554	4.3%	617	3.9%

Pauls Valley, Oklahoma

Radius

5 mi radius

10 mi radius

15 mi radius

Total Age Distribution (2022)

	5 mi radius		10 mi radius		15 mi radius	
Total Population	8,043		13,974		21,330	
Age Under 5 Years	530	6.6%	885	6.3%	1,277	6.0%
Age 5 to 9 Years	608	7.6%	987	7.1%	1,466	6.9%
Age 10 to 14 Years	610	7.6%	1,027	7.3%	1,565	7.3%
Age 15 to 19 Years	516	6.4%	902	6.5%	1,409	6.6%
Age 20 to 24 Years	521	6.5%	857	6.1%	1,217	5.7%
Age 25 to 29 Years	487	6.1%	813	5.8%	1,201	5.6%
Age 30 to 34 Years	458	5.7%	817	5.8%	1,251	5.9%
Age 35 to 39 Years	496	6.2%	887	6.4%	1,367	6.4%
Age 40 to 44 Years	530	6.6%	922	6.6%	1,388	6.5%
Age 45 to 49 Years	479	6.0%	844	6.0%	1,305	6.1%
Age 50 to 54 Years	477	5.9%	851	6.1%	1,321	6.2%
Age 55 to 59 Years	457	5.7%	839	6.0%	1,317	6.2%
Age 60 to 64 Years	498	6.2%	906	6.5%	1,450	6.8%
Age 65 to 69 Years	438	5.4%	828	5.9%	1,307	6.1%
Age 70 to 74 Years	330	4.1%	618	4.4%	983	4.6%
Age 75 to 79 Years	253	3.1%	439	3.1%	691	3.2%
Age 80 to 84 Years	181	2.2%	303	2.2%	463	2.2%
Age 85 Years or Over	174	2.2%	249	1.8%	353	1.7%
Median Age	36.9		37.9		38.6	
Age 19 Years or Less	2,263	28.1%	3,801	27.2%	5,716	26.8%
Age 20 to 64 Years	4,404	54.8%	7,736	55.4%	11,817	55.4%
Age 65 Years or Over	1,375	17.1%	2,437	17.4%	3,797	17.8%

Female Age Distribution (2022)

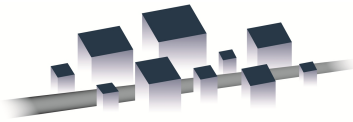
	5 mi radius		10 mi radius		15 mi radius	
Female Population	4,083	50.8%	7,042	50.4%	10,727	50.3%
Age Under 5 Years	269	6.6%	433	6.1%	620	5.8%
Age 5 to 9 Years	306	7.5%	495	7.0%	741	6.9%
Age 10 to 14 Years	299	7.3%	483	6.9%	746	7.0%
Age 15 to 19 Years	230	5.6%	429	6.1%	682	6.4%
Age 20 to 24 Years	249	6.1%	414	5.9%	585	5.5%
Age 25 to 29 Years	245	6.0%	410	5.8%	611	5.7%
Age 30 to 34 Years	222	5.4%	405	5.7%	638	5.9%
Age 35 to 39 Years	255	6.3%	447	6.3%	688	6.4%
Age 40 to 44 Years	264	6.5%	464	6.6%	683	6.4%
Age 45 to 49 Years	234	5.7%	405	5.8%	618	5.8%
Age 50 to 54 Years	232	5.7%	408	5.8%	655	6.1%
Age 55 to 59 Years	230	5.6%	435	6.2%	679	6.3%
Age 60 to 64 Years	260	6.4%	468	6.6%	741	6.9%
Age 65 to 69 Years	232	5.7%	430	6.1%	672	6.3%
Age 70 to 74 Years	185	4.5%	349	5.0%	525	4.9%
Age 75 to 79 Years	142	3.5%	233	3.3%	363	3.4%
Age 80 to 84 Years	113	2.8%	180	2.6%	269	2.5%
Age 85 Years or Over	115	2.8%	154	2.2%	211	2.0%
Female Median Age	38.3		39.0		39.4	
Age 19 Years or Less	1,105	27.1%	1,839	26.1%	2,790	26.0%
Age 20 to 64 Years	2,192	53.7%	3,857	54.8%	5,898	55.0%
Age 65 Years or Over	786	19.3%	1,346	19.1%	2,039	19.0%

Pauls Valley, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Male Age Distribution (2022)							
Male Population		3,960	49.2%	6,932	49.6%	10,603	49.7%
Age Under 5 Years		261	6.6%	452	6.5%	657	6.2%
Age 5 to 9 Years		302	7.6%	493	7.1%	725	6.8%
Age 10 to 14 Years		310	7.8%	544	7.8%	819	7.7%
Age 15 to 19 Years		285	7.2%	473	6.8%	727	6.9%
Age 20 to 24 Years		272	6.9%	443	6.4%	632	6.0%
Age 25 to 29 Years		242	6.1%	403	5.8%	590	5.6%
Age 30 to 34 Years		236	6.0%	412	5.9%	613	5.8%
Age 35 to 39 Years		240	6.1%	441	6.4%	679	6.4%
Age 40 to 44 Years		266	6.7%	458	6.6%	705	6.6%
Age 45 to 49 Years		245	6.2%	439	6.3%	688	6.5%
Age 50 to 54 Years		245	6.2%	443	6.4%	666	6.3%
Age 55 to 59 Years		227	5.7%	404	5.8%	638	6.0%
Age 60 to 64 Years		239	6.0%	438	6.3%	708	6.7%
Age 65 to 69 Years		206	5.2%	398	5.7%	634	6.0%
Age 70 to 74 Years		145	3.7%	268	3.9%	458	4.3%
Age 75 to 79 Years		111	2.8%	206	3.0%	328	3.1%
Age 80 to 84 Years		68	1.7%	122	1.8%	195	1.8%
Age 85 Years or Over		59	1.5%	96	1.4%	143	1.3%
Male Median Age		35.6		36.8		38.0	
Age 19 Years or Less		1,159	29.3%	1,962	28.3%	2,927	27.6%
Age 20 to 64 Years		2,212	55.9%	3,879	56.0%	5,919	55.8%
Age 65 Years or Over		589	14.9%	1,091	15.7%	1,758	16.6%
Males per 100 Females (2022)							
Overall Comparison		97		98		99	
Age Under 5 Years		97	49.3%	104	51.1%	106	51.4%
Age 5 to 9 Years		99	49.6%	100	49.9%	98	49.4%
Age 10 to 14 Years		104	50.9%	113	53.0%	110	52.3%
Age 15 to 19 Years		124	55.3%	110	52.5%	106	51.6%
Age 20 to 24 Years		109	52.2%	107	51.7%	108	51.9%
Age 25 to 29 Years		99	49.8%	98	49.5%	96	49.1%
Age 30 to 34 Years		106	51.5%	102	50.5%	96	49.0%
Age 35 to 39 Years		94	48.5%	99	49.7%	99	49.7%
Age 40 to 44 Years		101	50.2%	99	49.6%	103	50.8%
Age 45 to 49 Years		105	51.2%	108	52.0%	111	52.7%
Age 50 to 54 Years		105	51.3%	108	52.0%	102	50.4%
Age 55 to 59 Years		98	49.6%	93	48.2%	94	48.5%
Age 60 to 64 Years		92	47.9%	93	48.3%	96	48.9%
Age 65 to 69 Years		89	47.1%	93	48.1%	94	48.5%
Age 70 to 74 Years		79	44.0%	77	43.5%	87	46.6%
Age 75 to 79 Years		79	44.0%	88	46.9%	90	47.4%
Age 80 to 84 Years		60	37.4%	68	40.4%	73	42.0%
Age 85 Years or Over		52	34.1%	62	38.3%	68	40.4%
Age 19 Years or Less		105	51.2%	107	51.6%	105	51.2%
Age 20 to 39 Years		102	50.5%	101	50.3%	100	49.9%
Age 40 to 64 Years		100	50.0%	100	50.0%	101	50.2%
Age 65 Years or Over		75	42.9%	81	44.8%	86	46.3%

Pauls Valley, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Household Type (2022)						
Total Households	3,196		5,543		8,438	
Households with Children	1,044	32.7%	1,826	32.9%	2,751	32.6%
Average Household Size	2.5		2.5		2.5	
Household Density per Square Mile	41		18		12	
Population Family	6,607	82.1%	11,658	83.4%	17,976	84.3%
Population Non-Family	1,320	16.4%	2,200	15.7%	3,233	15.2%
Population Group Quarters	116	1.4%	116	0.8%	121	0.6%
Family Households	2,116	66.2%	3,773	68.1%	5,825	69.0%
Married Couple Households	1,465	69.2%	2,715	72.0%	4,355	74.8%
Other Family Households with Children	651	30.8%	1,058	28.0%	1,469	25.2%
Family Households with Children	1,043	49.3%	1,824	48.3%	2,748	47.2%
Married Couple with Children	633	60.7%	1,161	63.6%	1,834	66.7%
Other Family Households with Children	410	39.3%	663	36.4%	914	33.3%
Family Households No Children	1,073	50.7%	1,950	51.7%	3,077	52.8%
Married Couple No Children	832	77.6%	1,555	79.7%	2,522	82.0%
Other Family Households No Children	241	22.4%	395	20.3%	555	18.0%
Non-Family Households	1,081	33.8%	1,770	31.9%	2,613	31.0%
Non-Family Households with Children	1	-	2	0.1%	3	0.1%
Non-Family Households No Children	1,080	99.9%	1,768	99.9%	2,610	99.9%
Average Family Household Size	3.1		3.1		3.1	
Average Family Income	\$70,443		\$74,148		\$79,828	
Median Family Income	\$57,566		\$61,534		\$64,072	
Average Non-Family Household Size	1.2		1.2		1.2	
Marital Status (2022)						
Population Age 15 Years or Over	6,295		11,075		17,023	
Never Married	1,930	30.7%	3,202	28.9%	4,657	27.4%
Currently Married	2,439	38.7%	4,792	43.3%	8,009	47.0%
Previously Married	1,926	30.6%	3,081	27.8%	4,357	25.6%
Separated	486	25.2%	726	23.6%	905	20.8%
Widowed	589	30.6%	936	30.4%	1,296	29.7%
Divorced	852	44.2%	1,419	46.1%	2,156	49.5%
Educational Attainment (2022)						
Adult Population Age 25 Years or Over	5,259		9,316		14,397	
Elementary (Grade Level 0 to 8)	472	9.0%	631	6.8%	771	5.4%
Some High School (Grade Level 9 to 11)	419	8.0%	705	7.6%	1,063	7.4%
High School Graduate	2,027	38.5%	3,747	40.2%	6,096	42.3%
Some College	1,185	22.5%	2,125	22.8%	3,313	23.0%
Associate Degree Only	205	3.9%	357	3.8%	605	4.2%
Bachelor Degree Only	553	10.5%	1,167	12.5%	1,691	11.7%
Graduate Degree	398	7.6%	585	6.3%	857	6.0%
Any College (Some College or Higher)	2,340	44.5%	4,233	45.4%	6,467	44.9%
College Degree + (Bachelor Degree or Higher)	951	18.1%	1,751	18.8%	2,548	17.7%

Pauls Valley, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Housing							
Total Housing Units (2022)		3,889		6,690		10,085	
Total Housing Units (2020)		3,877		6,641		9,926	
Historical Annual Growth (2020-2022)		12	-	50	-	159	-
Housing Units Occupied (2022)		3,196	82.2%	5,543	82.9%	8,438	83.7%
Housing Units Owner-Occupied		1,875	58.7%	3,568	64.4%	5,804	68.8%
Housing Units Renter-Occupied		1,321	41.3%	1,976	35.6%	2,633	31.2%
Housing Units Vacant (2022)		693	17.8%	1,147	17.1%	1,647	16.3%
Household Size (2022)							
Total Households		3,196		5,543		8,438	
1 Person Households		926	29.0%	1,519	27.4%	2,268	26.9%
2 Person Households		1,103	34.5%	2,009	36.2%	3,124	37.0%
3 Person Households		508	15.9%	871	15.7%	1,299	15.4%
4 Person Households		379	11.8%	646	11.6%	988	11.7%
5 Person Households		184	5.8%	329	5.9%	498	5.9%
6 Person Households		69	2.2%	121	2.2%	185	2.2%
7 or More Person Households		28	0.9%	50	0.9%	74	0.9%
Household Income Distribution (2022)							
HH Income \$200,000 or More		88	2.8%	167	3.0%	290	3.4%
HH Income \$150,000 to \$199,999		142	4.4%	257	4.6%	353	4.2%
HH Income \$125,000 to \$149,999		125	3.9%	256	4.6%	412	4.9%
HH Income \$100,000 to \$124,999		175	5.5%	384	6.9%	636	7.5%
HH Income \$75,000 to \$99,999		295	9.2%	633	11.4%	1,017	12.1%
HH Income \$50,000 to \$74,999		625	19.6%	1,073	19.4%	1,805	21.4%
HH Income \$35,000 to \$49,999		640	20.0%	936	16.9%	1,358	16.1%
HH Income \$25,000 to \$34,999		358	11.2%	596	10.7%	878	10.4%
HH Income \$15,000 to \$24,999		331	10.3%	580	10.5%	811	9.6%
HH Income \$10,000 to \$14,999		145	4.5%	249	4.5%	352	4.2%
HH Income Under \$10,000		274	8.6%	412	7.4%	525	6.2%
Household Vehicles (2022)							
Households 0 Vehicles Available		203	6.4%	300	5.4%	352	4.2%
Households 1 Vehicle Available		1,154	36.1%	1,809	32.6%	2,608	30.9%
Households 2 Vehicles Available		1,118	35.0%	1,989	35.9%	3,073	36.4%
Households 3 or More Vehicles Available		721	22.6%	1,446	26.1%	2,404	28.5%
Total Vehicles Available		5,912		10,866		17,206	
Average Vehicles per Household		1.8		2.0		2.0	
Owner-Occupied Household Vehicles		3,905	66.1%	7,803	71.8%	12,897	75.0%
Average Vehicles per Owner-Occupied Household		2.1		2.2		2.2	
Renter-Occupied Household Vehicles		2,007	33.9%	3,063	28.2%	4,309	25.0%
Average Vehicles per Renter-Occupied Household		1.5		1.6		1.6	
Travel Time (2022)							
Worker Base Age 16 years or Over		3,137		5,671		8,692	
Travel to Work in 14 Minutes or Less		1,353	43.1%	2,228	39.3%	2,916	33.5%
Travel to Work in 15 to 29 Minutes		639	20.4%	1,494	26.3%	2,477	28.5%
Travel to Work in 30 to 59 Minutes		723	23.0%	1,223	21.6%	2,024	23.3%
Travel to Work in 60 Minutes or More		306	9.8%	501	8.8%	884	10.2%
Work at Home		116	3.7%	225	4.0%	392	4.5%
Average Minutes Travel to Work		19.2		18.5		20.7	

Pauls Valley, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Transportation To Work (2022)							
Worker Base Age 16 years or Over		3,137		5,671		8,692	
Drive to Work Alone		2,669	85.1%	4,911	86.6%	7,520	86.5%
Drive to Work in Carpool		245	7.8%	369	6.5%	533	6.1%
Travel to Work by Public Transportation		2	-	4	-	4	-
Drive to Work on Motorcycle		1	-	1	-	4	-
Bicycle to Work		9	0.3%	16	0.3%	16	0.2%
Walk to Work		96	3.1%	142	2.5%	200	2.3%
Other Means		-	-	3	-	22	0.3%
Work at Home		116	3.7%	225	4.0%	392	4.5%
Daytime Demographics (2022)							
Total Businesses		434		563		677	
Total Employees		3,919		4,813		5,793	
Company Headquarter Businesses		13	3.0%	16	2.9%	27	4.0%
Company Headquarter Employees		429	10.9%	514	10.7%	847	14.6%
Employee Population per Business		9.0 to 1		8.5 to 1		8.6 to 1	
Residential Population per Business		18.5 to 1		24.8 to 1		31.5 to 1	
Adj. Daytime Demographics Age 16 Years or Over		6,968		10,017		13,804	
Labor Force							
Labor Population Age 16 Years or Over (2022)		6,185		10,875		16,711	
Labor Force Total Males (2022)		3,025	48.9%	5,335	49.1%	8,242	49.3%
Male Civilian Employed		1,807	59.7%	3,165	59.3%	4,823	58.5%
Male Civilian Unemployed		81	2.7%	114	2.1%	156	1.9%
Males in Armed Forces		-	-	-	-	7	-
Males Not in Labor Force		1,137	37.6%	2,054	38.5%	3,255	39.5%
Labor Force Total Females (2022)		3,160	51.1%	5,540	50.9%	8,469	50.7%
Female Civilian Employed		1,329	42.1%	2,506	45.2%	3,869	45.7%
Female Civilian Unemployed		47	1.5%	79	1.4%	104	1.2%
Females in Armed Forces		-	-	-	-	-	-
Females Not in Labor Force		1,784	56.5%	2,956	53.3%	4,496	53.1%
Unemployment Rate		128	2.1%	194	1.8%	260	1.6%
Occupation (2022)							
Occupation Population Age 16 Years or Over		3,137		5,671		8,692	
Occupation Total Males		1,807	57.6%	3,165	55.8%	4,823	55.5%
Occupation Total Females		1,329	42.4%	2,506	44.2%	3,869	44.5%
Management, Business, Financial Operations		444	14.1%	820	14.5%	1,224	14.1%
Professional, Related		366	11.7%	792	14.0%	1,345	15.5%
Service		528	16.8%	942	16.6%	1,412	16.2%
Sales, Office		585	18.6%	1,097	19.3%	1,676	19.3%
Farming, Fishing, Forestry		36	1.1%	65	1.1%	94	1.1%
Construction, Extraction, Maintenance		351	11.2%	675	11.9%	1,081	12.4%
Production, Transport, Material Moving		827	26.4%	1,280	22.6%	1,859	21.4%
White Collar Workers		1,395	44.5%	2,709	47.8%	4,245	48.8%
Blue Collar Workers		1,742	55.5%	2,962	52.2%	4,447	51.2%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Pauls Valley, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Units In Structure (2022)							
Total Units		3,196		5,543		8,438	
1 Detached Unit		2,659	83.2%	4,666	84.2%	7,045	83.5%
1 Attached Unit		33	1.0%	40	0.7%	63	0.7%
2 Units		34	1.1%	55	1.0%	68	0.8%
3 to 4 Units		149	4.7%	188	3.4%	209	2.5%
5 to 9 Units		61	1.9%	70	1.3%	83	1.0%
10 to 19 Units		25	0.8%	36	0.7%	40	0.5%
20 to 49 Units		39	1.2%	48	0.9%	51	0.6%
50 or More Units		23	0.7%	31	0.6%	47	0.6%
Mobile Home or Trailer		167	5.2%	379	6.8%	787	9.3%
Other Structure		5	0.2%	30	0.5%	45	0.5%
Homes Built By Year (2022)							
Homes Built 2020 or later		12	0.3%	24	0.4%	52	0.5%
Homes Built 2010 to 2019		72	1.8%	194	2.9%	435	4.3%
Homes Built 2000 to 2009		223	5.7%	447	6.7%	804	8.0%
Homes Built 1990 to 1999		218	5.6%	418	6.2%	700	6.9%
Homes Built 1980 to 1989		383	9.8%	751	11.2%	1,268	12.6%
Homes Built 1970 to 1979		756	19.4%	1,292	19.3%	1,849	18.3%
Homes Built 1960 to 1969		549	14.1%	895	13.4%	1,247	12.4%
Homes Built 1950 to 1959		581	15.0%	917	13.7%	1,238	12.3%
Homes Built 1940 to 1949		231	5.9%	325	4.9%	406	4.0%
Homes Built Before 1939		171	4.4%	282	4.2%	438	4.3%
Median Age of Homes		53.9 yrs		51.8 yrs		49.6 yrs	
Home Values (2022)							
Owner Specified Housing Units		1,875		3,568		5,804	
Home Values \$1,000,000 or More		1	-	4	0.1%	23	0.4%
Home Values \$750,000 to \$999,999		4	0.2%	15	0.4%	29	0.5%
Home Values \$500,000 to \$749,999		34	1.8%	76	2.1%	145	2.5%
Home Values \$400,000 to \$499,999		32	1.7%	64	1.8%	113	2.0%
Home Values \$300,000 to \$399,999		70	3.7%	149	4.2%	319	5.5%
Home Values \$250,000 to \$299,999		148	7.9%	268	7.5%	383	6.6%
Home Values \$200,000 to \$249,999		161	8.6%	321	9.0%	487	8.4%
Home Values \$175,000 to \$199,999		52	2.8%	137	3.8%	244	4.2%
Home Values \$150,000 to \$174,999		125	6.6%	262	7.3%	461	7.9%
Home Values \$125,000 to \$149,999		164	8.7%	282	7.9%	562	9.7%
Home Values \$100,000 to \$124,999		282	15.1%	505	14.1%	689	11.9%
Home Values \$90,000 to \$99,999		58	3.1%	128	3.6%	222	3.8%
Home Values \$80,000 to \$89,999		170	9.1%	289	8.1%	411	7.1%
Home Values \$70,000 to \$79,999		68	3.6%	169	4.7%	288	5.0%
Home Values \$60,000 to \$69,999		72	3.9%	175	4.9%	267	4.6%
Home Values \$50,000 to \$59,999		124	6.6%	211	5.9%	332	5.7%
Home Values \$35,000 to \$49,999		171	9.1%	242	6.8%	333	5.7%
Home Values \$25,000 to \$34,999		35	1.9%	87	2.4%	169	2.9%
Home Values \$10,000 to \$24,999		40	2.1%	89	2.5%	182	3.1%
Home Values Under \$10,000		66	3.5%	96	2.7%	145	2.5%
Owner-Occupied Median Home Value		\$121,374		\$124,186		\$128,157	
Renter-Occupied Median Rent		\$533		\$530		\$523	

Pauls Valley, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Total Annual Consumer Expenditure (2022)							
Total Household Expenditure		\$167.52 M		\$298.18 M		\$466.6 M	
Total Non-Retail Expenditure		\$88.4 M		\$157.13 M		\$245.63 M	
Total Retail Expenditure		\$79.12 M		\$141.05 M		\$220.98 M	
Apparel		\$5.81 M		\$10.34 M		\$16.15 M	
Contributions		\$5.22 M		\$9.37 M		\$14.73 M	
Education		\$4.6 M		\$8.22 M		\$12.77 M	
Entertainment		\$9.24 M		\$16.54 M		\$25.95 M	
Food and Beverages		\$24.95 M		\$44.34 M		\$69.3 M	
Furnishings and Equipment		\$5.75 M		\$10.3 M		\$16.16 M	
Gifts		\$3.89 M		\$6.95 M		\$10.94 M	
Health Care		\$14.52 M		\$25.86 M		\$40.57 M	
Household Operations		\$6.48 M		\$11.57 M		\$18.12 M	
Miscellaneous Expenses		\$3.16 M		\$5.62 M		\$8.8 M	
Personal Care		\$2.24 M		\$3.99 M		\$6.25 M	
Personal Insurance		\$1.11 M		\$2.01 M		\$3.16 M	
Reading		\$363.6 K		\$648.11 K		\$1.02 M	
Shelter		\$35.6 M		\$63.1 M		\$98.39 M	
Tobacco		\$1.14 M		\$1.98 M		\$3.07 M	
Transportation		\$30.51 M		\$54.47 M		\$85.48 M	
Utilities		\$12.94 M		\$22.88 M		\$35.75 M	
Monthly Household Consumer Expenditure (2022)							
Total Household Expenditure		\$4,368		\$4,482		\$4,608	
Total Non-Retail Expenditure		\$2,305	52.8%	\$2,362	52.7%	\$2,426	52.6%
Total Retail Expenditures		\$2,063	47.2%	\$2,120	47.3%	\$2,182	47.4%
Apparel		\$151	3.5%	\$155	3.5%	\$160	3.5%
Contributions		\$136	3.1%	\$141	3.1%	\$146	3.2%
Education		\$120	2.7%	\$124	2.8%	\$126	2.7%
Entertainment		\$241	5.5%	\$249	5.5%	\$256	5.6%
Food and Beverages		\$650	14.9%	\$667	14.9%	\$684	14.9%
Furnishings and Equipment		\$150	3.4%	\$155	3.5%	\$160	3.5%
Gifts		\$101	2.3%	\$105	2.3%	\$108	2.3%
Health Care		\$379	8.7%	\$389	8.7%	\$401	8.7%
Household Operations		\$169	3.9%	\$174	3.9%	\$179	3.9%
Miscellaneous Expenses		\$82	1.9%	\$84	1.9%	\$87	1.9%
Personal Care		\$58	1.3%	\$60	1.3%	\$62	1.3%
Personal Insurance		\$29	0.7%	\$30	0.7%	\$31	0.7%
Reading		\$9	0.2%	\$10	0.2%	\$10	0.2%
Shelter		\$928	21.3%	\$949	21.2%	\$972	21.1%
Tobacco		\$30	0.7%	\$30	0.7%	\$30	0.7%
Transportation		\$795	18.2%	\$819	18.3%	\$844	18.3%
Utilities		\$337	7.7%	\$344	7.7%	\$353	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						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$3.52 M / \$4.32 M	-18	\$6.28 M / \$5.68 M	10	\$9.82 M / \$6.15 M	37
Men's Clothing Stores	\$123.92 K / -	100	\$220.85 K / -	100	\$345.88 K / -	100
Women's Clothing Stores	\$540.68 K / \$434.82 K	20	\$964.12 K / \$791.06 K	18	\$1.51 M / \$1.13 M	25
Children's, Infants' Clothing Stores	\$234.63 K / \$219 K	7	\$417.39 K / \$219 K	48	\$652.07 K / \$219 K	66
Family Clothing Stores	\$1.44 M / \$3.66 M	-61	\$2.57 M / \$4.64 M	-45	\$4.02 M / \$4.64 M	-13
Clothing Accessory Stores	\$114.59 K / -	100	\$204.55 K / \$30.28 K	85	\$320.41 K / \$83.22 K	74
Other Apparel Stores	\$175.97 K / -	100	\$313.73 K / -	100	\$490.8 K / -	100
Shoe Stores	\$595.55 K / -	100	\$1.06 M / -	100	\$1.66 M / \$78.89 K	95
Jewelry Stores	\$274.26 K / -	100	\$487.28 K / -	100	\$760.33 K / -	100
Luggage Stores	\$22.11 K / -	100	\$39.55 K / -	100	\$61.89 K / -	100
Furniture, Home Furnishings Stores	\$1.7 M / \$3.74 M	-55	\$3.05 M / \$3.74 M	-19	\$4.78 M / \$3.74 M	22
Furniture Stores	\$1.04 M / \$2.28 M	-54	\$1.87 M / \$2.28 M	-18	\$2.93 M / \$2.28 M	22
Floor Covering Stores	\$177.69 K / -	100	\$319.11 K / -	100	\$502.06 K / -	100
Other Home Furnishing Stores	\$480.54 K / \$1.47 M	-67	\$858.6 K / \$1.47 M	-41	\$1.35 M / \$1.47 M	-8
Electronics, Appliance Stores	\$1.31 M / \$2.24 M	-41	\$2.34 M / \$2.53 M	-7	\$3.67 M / \$2.59 M	30
Building Material, Garden Equipment, Supplies Dealers	\$4.22 M / \$6.09 M	-31	\$7.57 M / \$6.67 M	12	\$11.9 M / \$16.8 M	-29
Home Centers	\$1.99 M / \$1.52 M	23	\$3.56 M / \$1.52 M	57	\$5.6 M / \$2.77 M	50
Paint, Wallpaper Stores	\$143.92 K / \$402.09 K	-64	\$258.9 K / \$402.09 K	-36	\$408.12 K / \$402.09 K	1
Hardware Stores	\$182.92 K / \$774.73 K	-76	\$327.6 K / \$800.5 K	-59	\$514.56 K / \$800.5 K	-36
Other Building Materials Stores	\$1.41 M / \$2.61 M	-46	\$2.52 M / \$2.61 M	-3	\$3.97 M / \$2.61 M	34
Outdoor Power Equipment Stores	\$66.58 K / \$228.78 K	-71	\$119.75 K / \$228.78 K	-48	\$188.01 K / \$228.78 K	-18
Nursery, Garden Stores	\$435.15 K / \$554.86 K	-22	\$779.36 K / \$1.11 M	-30	\$1.22 M / \$9.99 M	-88
Food, Beverage Stores	\$11.82 M / \$34.94 M	-66	\$20.95 M / \$36.48 M	-43	\$32.73 M / \$36.88 M	-11
Grocery Stores	\$10.57 M / \$33.86 M	-69	\$18.74 M / \$34.46 M	-46	\$29.26 M / \$34.46 M	-15
Convenience Stores	\$411.83 K / \$586.55 K	-30	\$729.05 K / \$1.39 M	-47	\$1.14 M / \$1.65 M	-31
Meat Markets	\$121.4 K / -	100	\$215.25 K / -	100	\$335.74 K / -	100
Fish, Seafood Markets	\$43.79 K / -	100	\$77.74 K / -	100	\$121.67 K / -	100
Fruit, Vegetable Markets	\$73.65 K / -	100	\$130.21 K / \$33.54 K	74	\$203.49 K / \$133.57 K	34
Other Specialty Food Markets	\$127.59 K / \$18.45 K	86	\$225.77 K / \$18.45 K	92	\$352.1 K / \$54.43 K	85
Liquor Stores	\$470.18 K / \$469.51 K	0	\$839.73 K / \$586.89 K	30	\$1.32 M / \$586.89 K	55

Retail Gap Report



Pauls Valley, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$2.88 M / \$470.83 K	84	\$5.12 M / \$1.2 M	77	\$8.01 M / \$1.53 M	81
Pharmacy, Drug Stores	\$2.41 M / \$470.83 K	80	\$4.29 M / \$1.2 M	72	\$6.71 M / \$1.53 M	77
Cosmetics, Beauty Stores	\$140.55 K / -	100	\$250.54 K / -	100	\$392.5 K / -	100
Optical Goods Stores	\$160.52 K / -	100	\$286.58 K / -	100	\$448.87 K / -	100
Other Health, Personal Care Stores	\$164.64 K / -	100	\$293.13 K / -	100	\$459.05 K / -	100
Sporting Goods, Hobby, Book, Music Stores	\$1.29 M / \$512.14 K	60	\$2.32 M / \$545.3 K	77	\$3.64 M / \$603.27 K	83
Sporting Goods Stores	\$697.24 K / \$359.19 K	48	\$1.26 M / \$392.34 K	69	\$1.98 M / \$450.31 K	77
Hobby, Toy, Game Stores	\$210.47 K / -	100	\$376.12 K / -	100	\$589.34 K / -	100
Sewing, Needlecraft Stores	\$65.33 K / -	100	\$116.23 K / -	100	\$181.83 K / -	100
Musical Instrument Stores	\$61.46 K / \$152.96 K	-60	\$108.67 K / \$152.96 K	-29	\$169.94 K / \$152.96 K	10
Book Stores	\$258.72 K / -	100	\$461.72 K / -	100	\$721.75 K / -	100
General Merchandise Stores	\$11.42 M / \$22.02 M	-48	\$20.32 M / \$22.11 M	-8	\$31.78 M / \$22.43 M	29
Department Stores	\$2.91 M / \$18.77 M	-84	\$5.2 M / \$18.77 M	-72	\$8.13 M / \$18.77 M	-57
Warehouse Superstores	\$7.39 M / -	100	\$13.14 M / -	100	\$20.55 M / -	100
Other General Merchandise Stores	\$1.11 M / \$3.26 M	-66	\$1.98 M / \$3.34 M	-41	\$3.1 M / \$3.67 M	-15
Miscellaneous Store Retailers	\$1.54 M / \$272.33 K	82	\$2.75 M / \$540.95 K	80	\$4.31 M / \$594.11 K	86
Florists	\$53.19 K / \$48.36 K	9	\$95.31 K / \$49.31 K	48	\$150.36 K / \$96.71 K	36
Office, Stationary Stores	\$150.85 K / -	100	\$269.66 K / -	100	\$422.59 K / -	100
Gift, Souvenir Stores	\$184.32 K / -	100	\$328.44 K / \$181.35 K	45	\$514.17 K / \$181.35 K	65
Used Merchandise Stores	\$106.32 K / \$51.35 K	52	\$188.64 K / \$51.35 K	73	\$295.09 K / \$51.35 K	83
Pet, Pet Supply Stores	\$621.02 K / -	100	\$1.11 M / -	100	\$1.75 M / -	100
Art Dealers	\$50.21 K / -	100	\$89.12 K / -	100	\$139.21 K / -	100
Mobile Home Dealers	\$91.21 K / -	100	\$163.98 K / -	100	\$257.56 K / -	100
Other Miscellaneous Retail Stores	\$285.25 K / \$172.63 K	39	\$503.53 K / \$258.94 K	49	\$785.46 K / \$264.71 K	66
Non-Store Retailers	\$5.19 M / -	100	\$9.25 M / -	100	\$14.5 M / -	100
Mail Order, Catalog Stores	\$4.3 M / -	100	\$7.67 M / -	100	\$12.02 M / -	100
Vending Machines	\$121.4 K / -	100	\$215.46 K / -	100	\$336.66 K / -	100
Fuel Dealers	\$434.96 K / -	100	\$775.45 K / -	100	\$1.22 M / -	100
Other Direct Selling Establishments	\$333.63 K / -	100	\$594.15 K / -	100	\$929.46 K / -	100

Retail Gap Report



Pauls Valley, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$9.92 M / \$15.84 M	-37	\$17.7 M / \$17.79 M	-1	\$27.72 M / \$18.3 M	34
Hotels, Other Travel Accommodations	\$545.8 K / \$595.6 K	-8	\$974.27 K / \$660.83 K	32	\$1.53 M / \$668.7 K	56
RV Parks	\$5.22 K / -	100	\$9.37 K / -	100	\$14.49 K / -	100
Rooming, Boarding Houses	\$3.49 K / -	100	\$6.25 K / -	100	\$10.06 K / -	100
Full Service Restaurants	\$5.8 M / \$5.73 M	1	\$10.36 M / \$6.45 M	38	\$16.23 M / \$7.12 M	56
Limited Service Restaurants	\$2.7 M / \$9.63 M	-72	\$4.81 M / \$10.95 M	-56	\$7.54 M / \$11.01 M	-32
Special Food Services, Catering	\$862.39 K / -	100	\$1.54 M / -	100	\$2.41 M / \$10.46 K	100
Drinking Places	\$244.12 K / \$129.91 K	47	\$437.25 K / \$171.46 K	61	\$685.47 K / \$179.16 K	74
Gasoline Stations	\$8.68 M / \$32.49 M	-73	\$15.42 M / \$78.33 M	-80	\$24.15 M / \$84.74 M	-72
Motor Vehicle, Parts Dealers	\$15.38 M / \$49.36 M	-69	\$27.53 M / \$53.38 M	-48	\$43.26 M / \$56.33 M	-23
New Car Dealers	\$11.8 M / \$41.49 M	-72	\$21.12 M / \$44.91 M	-53	\$33.2 M / \$47.8 M	-31
Used Car Dealers	\$1.22 M / \$3.93 M	-69	\$2.18 M / \$4.09 M	-47	\$3.43 M / \$4.09 M	-16
Recreational Vehicle Dealers	\$234.27 K / -	100	\$425.26 K / -	100	\$671.27 K / -	100
Motorcycle, Boat Dealers	\$520.07 K / \$833.27 K	-38	\$936.85 K / \$939.06 K	0	\$1.48 M / \$939.06 K	36
Auto Parts, Accessories	\$965.87 K / \$3.1 M	-69	\$1.72 M / \$3.44 M	-50	\$2.69 M / \$3.51 M	-23
Tire Dealers	\$645.71 K / -	100	\$1.15 M / -	100	\$1.8 M / -	100
2022 Population		8,043		13,974		21,330
2027 Population		7,704		13,647		21,650
% Population Change 2022-2027		-4.2%		-2.3%		1.5%
2022 Adult Population Age 18+		5,945		10,468		16,088
2022 Population Male		3,960		6,932		10,603
2022 Population Female		4,083		7,042		10,727
2022 Households		3,196		5,543		8,438
2022 Median Household Income		49,042		52,758		55,265
2022 Average Household Income		65,387		67,901		70,639

Retail Potential

Retail Potential Profile



Pauls Valley, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
2022 Population		8,043	13,974	21,330
2027 Population		7,704	13,647	21,650
% Population Change 2020-2022		-	0.4%	0.9%
2022 Adult Population Age 18+		\$5,945	\$10,468	\$16,088
2022 Population Male		\$3,960	\$6,932	\$10,603
2022 Population Female		\$4,083	\$7,042	\$10,727
2022 Households		\$3,196	\$5,543	\$8,438
2022 Median Household Income		\$49,042	\$52,758	\$55,265
2022 Average Household Income		\$65,387	\$67,901	\$70,639
Clothing, Clothing Accessories Stores		\$3.52 M	\$6.28 M	\$9.82 M
Men's Clothing Stores		\$123.92 K	\$220.85 K	\$345.88 K
Women's Clothing Stores		\$540.68 K	\$964.12 K	\$1.51 M
Children's, Infants' Clothing Stores		\$234.63 K	\$417.39 K	\$652.07 K
Family Clothing Stores		\$1.44 M	\$2.57 M	\$4.02 M
Clothing Accessory Stores		\$114.59 K	\$204.55 K	\$320.41 K
Other Apparel Stores		\$175.97 K	\$313.73 K	\$490.8 K
Shoe Stores		\$595.55 K	\$1.06 M	\$1.66 M
Jewelry Stores		\$274.26 K	\$487.28 K	\$760.33 K
Luggage Stores		\$22.11 K	\$39.55 K	\$61.89 K
Furniture, Home Furnishings Stores		\$1.7 M	\$3.05 M	\$4.78 M
Furniture Stores		\$1.04 M	\$1.87 M	\$2.93 M
Floor Covering Stores		\$177.69 K	\$319.11 K	\$502.06 K
Other Home Furnishing Stores		\$480.54 K	\$858.6 K	\$1.35 M
Electronics, Appliance Stores		\$1.31 M	\$2.34 M	\$3.67 M
Gasoline Stations		\$8.68 M	\$15.42 M	\$24.15 M
Building Material, Garden Equipment, Supplies Dealers		\$4.22 M	\$7.57 M	\$11.9 M
Home Centers		\$1.99 M	\$3.56 M	\$5.6 M
Paint, Wallpaper Stores		\$143.92 K	\$258.9 K	\$408.12 K
Hardware Stores		\$182.92 K	\$327.6 K	\$514.56 K
Other Building Materials Stores		\$1.41 M	\$2.52 M	\$3.97 M
Outdoor Power Equipment Stores		\$66.58 K	\$119.75 K	\$188.01 K
Nursery, Garden Stores		\$435.15 K	\$779.36 K	\$1.22 M
Food, Beverage Stores		\$11.82 M	\$20.95 M	\$32.73 M
Grocery Stores		\$10.57 M	\$18.74 M	\$29.26 M
Convenience Stores		\$411.83 K	\$729.05 K	\$1.14 M
Meat Markets		\$121.4 K	\$215.25 K	\$335.74 K
Fish, Seafood Markets		\$43.79 K	\$77.74 K	\$121.67 K
Fruit, Vegetable Markets		\$73.65 K	\$130.21 K	\$203.49 K
Other Specialty Food Markets		\$127.59 K	\$225.77 K	\$352.1 K
Liquor Stores		\$470.18 K	\$839.73 K	\$1.32 M

Retail Potential Profile



Pauls Valley, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
Health, Personal Care Stores		\$2.88 M	\$5.12 M	\$8.01 M
Pharmacy, Drug Stores		\$2.41 M	\$4.29 M	\$6.71 M
Cosmetics, Beauty Stores		\$140.55 K	\$250.54 K	\$392.5 K
Optical Goods Stores		\$160.52 K	\$286.58 K	\$448.87 K
Other Health, Personal Care Stores		\$164.64 K	\$293.13 K	\$459.05 K
Sporting Goods, Hobby, Book, Music Stores		\$1.29 M	\$2.32 M	\$3.64 M
Sporting Goods Stores		\$697.24 K	\$1.26 M	\$1.98 M
Hobby, Toy, Game Stores		\$210.47 K	\$376.12 K	\$589.34 K
Sewing, Needlecraft Stores		\$65.33 K	\$116.23 K	\$181.83 K
Musical Instrument Stores		\$61.46 K	\$108.67 K	\$169.94 K
Book Stores		\$258.72 K	\$461.72 K	\$721.75 K
General Merchandise Stores		\$11.42 M	\$20.32 M	\$31.78 M
Department Stores		\$2.91 M	\$5.2 M	\$8.13 M
Warehouse Superstores		\$7.39 M	\$13.14 M	\$20.55 M
Other General Merchandise Stores		\$1.11 M	\$1.98 M	\$3.1 M
Miscellaneous Store Retailers		\$1.54 M	\$2.75 M	\$4.31 M
Florists		\$53.19 K	\$95.31 K	\$150.36 K
Office, Stationary Stores		\$150.85 K	\$269.66 K	\$422.59 K
Gift, Souvenir Stores		\$184.32 K	\$328.44 K	\$514.17 K
Used Merchandise Stores		\$106.32 K	\$188.64 K	\$295.09 K
Pet, Pet Supply Stores		\$621.02 K	\$1.11 M	\$1.75 M
Art Dealers		\$50.21 K	\$89.12 K	\$139.21 K
Mobile Home Dealers		\$91.21 K	\$163.98 K	\$257.56 K
Other Miscellaneous Retail Stores		\$285.25 K	\$503.53 K	\$785.46 K
Non-Store Retailers		\$5.19 M	\$9.25 M	\$14.5 M
Mail Order, Catalog Stores		\$4.3 M	\$7.67 M	\$12.02 M
Vending Machines		\$121.4 K	\$215.46 K	\$336.66 K
Fuel Dealers		\$434.96 K	\$775.45 K	\$1.22 M
Other Direct Selling Establishments		\$333.63 K	\$594.15 K	\$929.46 K
Accommodation, Food Services		\$10.16 M	\$18.14 M	\$28.41 M
Hotels, Other Travel Accommodations		\$545.8 K	\$974.27 K	\$1.53 M
RV Parks		\$5.22 K	\$9.37 K	\$14.49 K
Rooming, Boarding Houses		\$3.49 K	\$6.25 K	\$10.06 K
Full Service Restaurants		\$5.8 M	\$10.36 M	\$16.23 M
Limited Service Restaurants		\$2.7 M	\$4.81 M	\$7.54 M
Special Food Services, Catering		\$862.39 K	\$1.54 M	\$2.41 M
Drinking Places		\$244.12 K	\$437.25 K	\$685.47 K
Motor Vehicle, Parts Dealers		\$15.38 M	\$27.53 M	\$43.26 M
New Car Dealers		\$11.8 M	\$21.12 M	\$33.2 M
Used Car Dealers		\$1.22 M	\$2.18 M	\$3.43 M
Recreational Vehicle Dealers		\$234.27 K	\$425.26 K	\$671.27 K
Motorcycle, Boat Dealers		\$520.07 K	\$936.85 K	\$1.48 M
Auto Parts, Accessories		\$965.87 K	\$1.72 M	\$2.69 M
Tire Dealers		\$645.71 K	\$1.15 M	\$1.8 M

Income Summary

Income Summary Report



Pauls Valley, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2022)	8,043		13,974		21,330	
Projected Population (2027)	7,704		13,647		21,650	
Census Population (2020)	8,044		13,912		21,142	
Census Population (2010)	8,548		14,981		22,752	
<i>Projected Annual Growth (2022 to 2027)</i>	-339	-0.8%	-327	-0.5%	320	0.3%
<i>Historical Annual Growth (2020 to 2022)</i>	-1	-	62	0.2%	188	0.4%
<i>Historical Annual Growth (2010 to 2020)</i>	-504	-0.6%	-1,069	-0.7%	-1,610	-0.7%
Households						
Estimated Households (2022)	3,196		5,543		8,438	
Projected Households (2027)	2,971		5,267		8,375	
Census Households (2020)	3,206		5,527		8,378	
Census Households (2010)	3,463		6,014		9,097	
<i>Projected Annual Growth (2022 to 2027)</i>	-225	-1.4%	-276	-1.0%	-62	-0.1%
<i>Historical Annual Growth (2020 to 2022)</i>	-9	-0.1%	17	0.1%	59	0.4%
<i>Historical Annual Growth (2010 to 2020)</i>	-257	-0.7%	-487	-0.8%	-718	-0.8%
Average Household Income						
Estimated Average Household Income (2022)	\$65,387		\$67,901		\$70,639	
Projected Average Household Income (2027)	\$89,164		\$94,188		\$90,771	
Census Average Household Income (2020)	\$46,152		\$47,455		\$47,019	
Census Average Household Income (2010)	\$38,745		\$38,098		\$37,356	
<i>Projected Annual Growth (2022 to 2027)</i>	\$23,778	7.3%	\$26,287	7.7%	\$20,132	5.7%
<i>Historical Annual Growth (2020 to 2022)</i>	\$19,234	3.5%	\$20,445	3.6%	\$23,620	4.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$7,407	1.9%	\$9,358	2.5%	\$9,663	2.6%
Median Household Income						
Estimated Median Household Income (2022)	\$49,042		\$52,758		\$55,265	
Projected Median Household Income (2027)	\$60,045		\$64,320		\$67,375	
Census Median Household Income (2020)	\$36,449		\$37,834		\$37,658	
Census Median Household Income (2010)	\$28,955		\$29,824		\$29,458	
<i>Projected Annual Growth (2022 to 2027)</i>	\$11,003	4.5%	\$11,562	4.4%	\$12,110	4.4%
<i>Historical Annual Growth (2020 to 2022)</i>	\$12,593	2.9%	\$14,924	3.3%	\$17,607	3.9%
<i>Historical Annual Growth (2010 to 2020)</i>	\$7,494	2.6%	\$8,010	2.7%	\$8,200	2.8%
Per Capita Income						
Estimated Per Capita Income (2022)	\$26,106		\$27,006		\$27,991	
Projected Per Capita Income (2027)	\$34,516		\$36,424		\$35,162	
Census Per Capita Income (2020)	\$18,695		\$19,048		\$18,795	
Census Per Capita Income (2010)	\$15,284		\$15,126		\$14,750	
<i>Projected Annual Growth (2022 to 2027)</i>	\$8,411	6.4%	\$9,418	7.0%	\$7,171	5.1%
<i>Historical Annual Growth (2020 to 2022)</i>	\$7,411	3.3%	\$7,958	3.5%	\$9,196	4.1%
<i>Historical Annual Growth (2010 to 2020)</i>	\$3,410	2.2%	\$3,922	2.6%	\$4,046	2.7%
Other Income						
Estimated Families (2022)	2,116		3,773		5,825	
Estimated Average Family Income (2022)	\$70,443		\$74,148		\$79,828	
Estimated Median Family Income (2022)	\$57,566		\$61,534		\$64,072	
Estimated Average Household Net Worth (2022)	\$284,572		\$305,389		\$321,541	

Consumer Expenditure Summary

Consumer Expenditure Summary



Pauls Valley, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population	8,043		13,974		21,330	
Estimated Households	3,196		5,543		8,438	
Household Expenditure	\$167.52 M		\$298.18 M		\$466.6 M	
Per Household ~ Per Capita	\$52,411	\$20,828	\$53,790	\$21,338	\$55,300	\$21,875
Non-Retail Expenditures	\$88.4 M	52.8%	\$157.13 M	52.7%	\$245.63 M	52.6%
Per Household ~ Per Capita	\$27,657	\$10,991	\$28,345	\$11,244	\$29,111	\$11,515
Retail Expenditures	\$79.12 M	47.2%	\$141.05 M	47.3%	\$220.98 M	47.4%
Per Household ~ Per Capita	\$24,754	\$9,837	\$25,445	\$10,094	\$26,189	\$10,360
Apparel	\$5.81 M	3.5%	\$10.34 M	3.5%	\$16.15 M	3.5%
Per Household ~ Per Capita	\$1,817	\$722	\$1,866	\$740	\$1,915	\$757
Contributions	\$5.22 M	3.1%	\$9.37 M	3.1%	\$14.73 M	3.2%
Per Household ~ Per Capita	\$1,635	\$650	\$1,690	\$671	\$1,746	\$691
Education	\$4.6 M	2.7%	\$8.22 M	2.8%	\$12.77 M	2.7%
Per Household ~ Per Capita	\$1,440	\$572	\$1,483	\$588	\$1,513	\$598
Entertainment	\$9.24 M	5.5%	\$16.54 M	5.5%	\$25.95 M	5.6%
Per Household ~ Per Capita	\$2,890	\$1,148	\$2,984	\$1,184	\$3,075	\$1,217
Food, Beverages	\$24.95 M	14.9%	\$44.34 M	14.9%	\$69.3 M	14.9%
Per Household ~ Per Capita	\$7,805	\$3,102	\$7,998	\$3,173	\$8,213	\$3,249
Furnishings, Equipment	\$5.75 M	3.4%	\$10.3 M	3.5%	\$16.16 M	3.5%
Per Household ~ Per Capita	\$1,799	\$715	\$1,858	\$737	\$1,915	\$758
Gifts	\$3.89 M	2.3%	\$6.95 M	2.3%	\$10.94 M	2.3%
Per Household ~ Per Capita	\$1,217	\$484	\$1,254	\$497	\$1,297	\$513
Health Care	\$14.52 M	8.7%	\$25.86 M	8.7%	\$40.57 M	8.7%
Per Household ~ Per Capita	\$4,543	\$1,805	\$4,665	\$1,850	\$4,808	\$1,902
Household Operations	\$6.48 M	3.9%	\$11.57 M	3.9%	\$18.12 M	3.9%
Per Household ~ Per Capita	\$2,029	\$806	\$2,086	\$828	\$2,147	\$849
Miscellaneous Expenses	\$3.16 M	1.9%	\$5.62 M	1.9%	\$8.8 M	1.9%
Per Household ~ Per Capita	\$988	\$393	\$1,013	\$402	\$1,043	\$412
Personal Care	\$2.24 M	1.3%	\$3.99 M	1.3%	\$6.25 M	1.3%
Per Household ~ Per Capita	\$701	\$278	\$720	\$286	\$740	\$293
Personal Insurance	\$1.11 M	0.7%	\$2.01 M	0.7%	\$3.16 M	0.7%
Per Household ~ Per Capita	\$348	\$138	\$362	\$144	\$374	\$148
Reading	\$363.6 K	0.2%	\$648.11 K	0.2%	\$1.02 M	0.2%
Per Household ~ Per Capita	\$114	\$45	\$117	\$46	\$120	\$48
Shelter	\$35.6 M	21.3%	\$63.1 M	21.2%	\$98.39 M	21.1%
Per Household ~ Per Capita	\$11,137	\$4,426	\$11,382	\$4,515	\$11,661	\$4,613
Tobacco	\$1.14 M	0.7%	\$1.98 M	0.7%	\$3.07 M	0.7%
Per Household ~ Per Capita	\$356	\$141	\$357	\$142	\$364	\$144
Transportation	\$30.51 M	18.2%	\$54.47 M	18.3%	\$85.48 M	18.3%
Per Household ~ Per Capita	\$9,546	\$3,793	\$9,826	\$3,898	\$10,131	\$4,007
Utilities	\$12.94 M	7.7%	\$22.88 M	7.7%	\$35.75 M	7.7%
Per Household ~ Per Capita	\$4,047	\$1,608	\$4,127	\$1,637	\$4,237	\$1,676

Consumer Expenditure Trend



Pauls Valley, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population / Households (2022)						
Estimated Population	8,043		13,974		21,330	
Estimated Households	3,196		5,543		8,438	
Total Annual Consumer Expenditure (2022)						
Total Household Expenditure	\$167.52 M		\$298.18 M		\$466.6 M	
Total Non-Retail Expenditure	\$88.4 M		\$157.13 M		\$245.63 M	
Total Retail Expenditure	\$79.12 M		\$141.05 M		\$220.98 M	
Apparel	\$5.81 M		\$10.34 M		\$16.15 M	
Contributions	\$5.22 M		\$9.37 M		\$14.73 M	
Education	\$4.6 M		\$8.22 M		\$12.77 M	
Entertainment	\$9.24 M		\$16.54 M		\$25.95 M	
Food and Beverages	\$24.95 M		\$44.34 M		\$69.3 M	
Furnishings and Equipment	\$5.75 M		\$10.3 M		\$16.16 M	
Gifts	\$3.89 M		\$6.95 M		\$10.94 M	
Health Care	\$14.52 M		\$25.86 M		\$40.57 M	
Household Operations	\$6.48 M		\$11.57 M		\$18.12 M	
Miscellaneous Expenses	\$3.16 M		\$5.62 M		\$8.8 M	
Personal Care	\$2.24 M		\$3.99 M		\$6.25 M	
Personal Insurance	\$1.11 M		\$2.01 M		\$3.16 M	
Reading	\$363.6 K		\$648.11 K		\$1.02 M	
Shelter	\$35.6 M		\$63.1 M		\$98.39 M	
Tobacco	\$1.14 M		\$1.98 M		\$3.07 M	
Transportation	\$30.51 M		\$54.47 M		\$85.48 M	
Utilities	\$12.94 M		\$22.88 M		\$35.75 M	
Monthly Household Consumer Expenditure (2022)						
Total Household Expenditure	\$4,368		\$4,482		\$4,608	
Total Non-Retail Expenditure	\$2,305	52.8%	\$2,362	52.7%	\$2,426	52.6%
Total Retail Expenditure	\$2,063	47.2%	\$2,120	47.3%	\$2,182	47.4%
Apparel	\$151	3.5%	\$155	3.5%	\$160	3.5%
Contributions	\$136	3.1%	\$141	3.1%	\$146	3.2%
Education	\$120	2.7%	\$124	2.8%	\$126	2.7%
Entertainment	\$241	5.5%	\$249	5.5%	\$256	5.6%
Food and Beverages	\$650	14.9%	\$667	14.9%	\$684	14.9%
Furnishings and Equipment	\$150	3.4%	\$155	3.5%	\$160	3.5%
Gifts	\$101	2.3%	\$105	2.3%	\$108	2.3%
Health Care	\$379	8.7%	\$389	8.7%	\$401	8.7%
Household Operations	\$169	3.9%	\$174	3.9%	\$179	3.9%
Miscellaneous Expenses	\$82	1.9%	\$84	1.9%	\$87	1.9%
Personal Care	\$58	1.3%	\$60	1.3%	\$62	1.3%
Personal Insurance	\$29	0.7%	\$30	0.7%	\$31	0.7%
Reading	\$9	0.2%	\$10	0.2%	\$10	0.2%
Shelter	\$928	21.3%	\$949	21.2%	\$972	21.1%
Tobacco	\$30	0.7%	\$30	0.7%	\$30	0.7%
Transportation	\$795	18.2%	\$819	18.3%	\$844	18.3%
Utilities	\$337	7.7%	\$344	7.7%	\$353	7.7%

Consumer Expenditure Trend



Pauls Valley, Oklahoma			
Radius	5 mi radius	10 mi radius	15 mi radius
Population / Households (2027)			
Projected Population	7,704	13,647	21,650
Projected Households	2,971	5,267	8,375
Total Annual Consumer Expenditure (2027)			
Total Household Expenditure	\$192.37 M	\$354.24 M	\$548.97 M
Total Non-Retail Expenditure	\$101.49 M	\$186.76 M	\$289.14 M
Total Retail Expenditure	\$90.87 M	\$167.48 M	\$259.83 M
Apparel	\$6.71 M	\$12.39 M	\$19.18 M
Contributions	\$6.15 M	\$11.44 M	\$17.76 M
Education	\$5.53 M	\$10.29 M	\$15.81 M
Entertainment	\$10.76 M	\$19.95 M	\$30.96 M
Food and Beverages	\$28.46 M	\$52.31 M	\$81.04 M
Furnishings and Equipment	\$6.7 M	\$12.4 M	\$19.26 M
Gifts	\$4.6 M	\$8.53 M	\$13.23 M
Health Care	\$16.51 M	\$30.35 M	\$47.14 M
Household Operations	\$7.51 M	\$13.87 M	\$21.5 M
Miscellaneous Expenses	\$3.64 M	\$6.71 M	\$10.39 M
Personal Care	\$2.57 M	\$4.75 M	\$7.36 M
Personal Insurance	\$1.32 M	\$2.47 M	\$3.84 M
Reading	\$419.71 K	\$774.19 K	\$1.2 M
Shelter	\$40.62 M	\$74.57 M	\$115.29 M
Tobacco	\$1.23 M	\$2.2 M	\$3.39 M
Transportation	\$35.12 M	\$64.77 M	\$100.59 M
Utilities	\$14.51 M	\$26.49 M	\$41.02 M
Consumer Expenditure Growth (2022 to 2027)			
Total Household Expenditure	\$24.84 M	\$56.06 M	\$82.37 M
Total Non-Retail Expenditure	\$13.09 M	\$29.63 M	\$43.51 M
Total Retail Expenditure	\$11.75 M	\$26.43 M	\$38.85 M
Apparel	\$902.05 K	\$2.05 M	\$3.03 M
Contributions	\$925.42 K	\$2.06 M	\$3.03 M
Education	\$923.28 K	\$2.07 M	\$3.05 M
Entertainment	\$1.53 M	\$3.4 M	\$5.01 M
Food and Beverages	\$3.52 M	\$7.97 M	\$11.74 M
Furnishings and Equipment	\$944.41 K	\$2.1 M	\$3.11 M
Gifts	\$714.87 K	\$1.58 M	\$2.28 M
Health Care	\$1.99 M	\$4.49 M	\$6.57 M
Household Operations	\$1.02 M	\$2.3 M	\$3.38 M
Miscellaneous Expenses	\$483.57 K	\$1.09 M	\$1.59 M
Personal Care	\$332.18 K	\$754.73 K	\$1.12 M
Personal Insurance	\$206.59 K	\$460.35 K	\$682.75 K
Reading	\$56.1 K	\$126.08 K	\$185.4 K
Shelter	\$5.02 M	\$11.47 M	\$16.9 M
Tobacco	\$88.87 K	\$219.3 K	\$317.96 K
Transportation	\$4.61 M	\$10.3 M	\$15.11 M
Utilities	\$1.58 M	\$3.61 M	\$5.27 M

Crime Risk

Crime Risk Profile



Pauls Valley, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
Demographics				
Population		8,043	13,974	21,330
Census Population		8,044	13,912	21,142
Households		3,196	5,543	8,438
Average Household Income		\$65,387	\$67,901	\$70,639
Median Household Income		\$49,042	\$52,758	\$55,265
Per Capita Income		\$26,106	\$27,006	\$27,991
Total Crime				
Crime Index		135	96	87
Crime Level		Above Average	Average	Below Average
Personal Crime				
Crime Index		88	71	74
Crime Level		Below Average	Below Average	Below Average
Murder				
Crime Index		48	38	42
Crime Level		Low Risk	Low Risk	Low Risk
Rape				
Crime Index		177	136	133
Crime Level		High Risk	Above Average	Above Average
Robbery				
Crime Index		24	17	15
Crime Level		Very Low	Very Low	Very Low
Assault				
Crime Index		98	81	86
Crime Level		Average	Below Average	Below Average
Property Crime				
Crime Index		143	100	89
Crime Level		Above Average	Average	Below Average
Burglary				
Crime Index		237	165	150
Crime Level		Very High	High Risk	High Risk
Larceny				
Crime Index		128	89	77
Crime Level		Above Average	Below Average	Below Average
Motor Vehicle Theft				
Crime Index		88	71	75
Crime Level		Below 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
Radius	Locations	Footage	
Auto Parts Tires			
AutoZone	1 / 1	6,600	
O'Reilly	1 / 1	8,500	
Banks			
International Bank of Commerce	1 / 1		
Simmons First National Bank	1 / 0		
Banks Minor			
Bank	11 / 6		
Convenience Stores			
Conoco	2 / 0		
Love's	3 / 1		
Murphy USA	1 / 1		
Phillips 66	6 / 3		
Shell	2 / 1		
Sunoco	1 / 1		
Valero	3 / 1		
Discount Department Stores			
Wal-Mart Supercenter	1 / 1	189,700	
Dollar Stores			
Dollar General	4 / 1	9,600	
Family Dollar	3 / 1	9,400	
Education			
Day Care	8 / 5		
High School	6 / 1		
PK - 8	13 / 4		
Trade Schools	1 / 0		
Entertainment			
Theatres	1 / 1		
EV Charging Stations			
Independent	2 / 1		
Health Care			
Certified Registered Nurse Anesthetist	1 / 1		
Chiropractic	1 / 1		
Clinical Nurse Specialist	1 / 1		
Clinical Psychologist	1 / 0		
Clinical Social Worker	1 / 1		
Dialysis Centers	1 / 1		

Pauls Valley, Oklahoma	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
Family Practice	2 / 2		
General Surgery	1 / 1		
Hematology and Oncology	1 / 1		
Internal Medicine	1 / 1		
Nurse Practitioner	3 / 3		
Ophthalmology	1 / 1		
Optometry	2 / 1		
Orthopedic Surgery	1 / 1		
Otolaryngology	1 / 1		
Pain Management	1 / 1		
Physical Therapy	1 / 0		
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	
Burger King	1 / 0	4,000	
McDonald's	1 / 1	4,600	
Sonic	3 / 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			

Pauls Valley, Oklahoma	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
Domino's Pizza	1 / 1	2,100	
Godfather's Pizza	2 / 1	2,700	
Pizza Hut	1 / 1	2,800	
Restaurants Sandwich			
Subway	2 / 1	1,700	
Wireless Stores			
AT&T	1 / 1	3,500	
Worship			
Baptist	7 / 3		