



Market Profile

Cherokee Expressway Industrial District Site
 Whirlpool Dr, Tulsa, Oklahoma, 74117
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 36.25681
 Longitude: -95.91993

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	241,262	757,269	1,004,693
2010 Total Population	252,338	835,209	1,089,337
2015 Total Population	260,342	876,054	1,132,151
2015 Group Quarters	5,703	12,516	20,255
2020 Total Population	271,468	922,139	1,180,399
2015-2020 Annual Rate	0.84%	1.03%	0.84%
Household Summary			
2000 Households	96,886	297,690	394,269
2000 Average Household Size	2.43	2.50	2.49
2010 Households	100,018	327,588	426,914
2010 Average Household Size	2.47	2.51	2.50
2015 Households	103,034	343,388	443,688
2015 Average Household Size	2.47	2.51	2.51
2020 Households	107,479	361,616	462,843
2020 Average Household Size	2.47	2.52	2.51
2015-2020 Annual Rate	0.85%	1.04%	0.85%
2010 Families	61,837	218,955	286,779
2010 Average Family Size	3.12	3.07	3.05
2015 Families	62,991	227,525	295,452
2015 Average Family Size	3.14	3.08	3.06
2020 Families	65,263	238,297	306,528
2020 Average Family Size	3.15	3.09	3.07
2015-2020 Annual Rate	0.71%	0.93%	0.74%
Housing Unit Summary			
2000 Housing Units	105,399	320,221	430,244
Owner Occupied Housing Units	57.3%	61.8%	62.4%
Renter Occupied Housing Units	34.6%	31.1%	29.3%
Vacant Housing Units	8.1%	7.0%	8.4%
2010 Housing Units	113,429	362,607	478,032
Owner Occupied Housing Units	53.0%	59.7%	60.1%
Renter Occupied Housing Units	35.2%	30.6%	29.2%
Vacant Housing Units	11.8%	9.7%	10.7%
2015 Housing Units	117,336	379,415	497,028
Owner Occupied Housing Units	52.2%	59.4%	59.5%
Renter Occupied Housing Units	35.6%	31.2%	29.7%
Vacant Housing Units	12.2%	9.5%	10.7%
2020 Housing Units	122,309	397,948	517,204
Owner Occupied Housing Units	52.3%	59.7%	59.7%
Renter Occupied Housing Units	35.6%	31.2%	29.8%
Vacant Housing Units	12.1%	9.1%	10.5%
Median Household Income			
2015	\$41,733	\$51,856	\$49,600
2020	\$48,772	\$57,927	\$55,472
Median Home Value			
2015	\$138,520	\$164,991	\$147,456
2020	\$168,483	\$197,649	\$181,582
Per Capita Income			
2015	\$23,310	\$27,401	\$26,076
2020	\$26,220	\$30,756	\$29,360
Median Age			
2010	34.5	36.1	36.8
2015	35.3	37.0	37.6
2020	36.3	37.8	38.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	103,034	343,388	443,688
<\$15,000	16.8%	11.9%	12.9%
\$15,000 - \$24,999	12.5%	10.4%	11.2%
\$25,000 - \$34,999	12.3%	10.5%	11.1%
\$35,000 - \$49,999	15.7%	15.1%	15.1%
\$50,000 - \$74,999	17.9%	19.8%	19.4%
\$75,000 - \$99,999	10.6%	12.5%	12.1%
\$100,000 - \$149,999	9.3%	12.3%	11.4%
\$150,000 - \$199,999	2.3%	4.0%	3.5%
\$200,000+	2.5%	3.6%	3.2%
Average Household Income	\$58,051	\$69,372	\$65,956
2020 Households by Income			
Household Income Base	107,479	361,616	462,843
<\$15,000	15.9%	10.9%	11.9%
\$15,000 - \$24,999	9.2%	7.5%	8.3%
\$25,000 - \$34,999	10.7%	8.8%	9.4%
\$35,000 - \$49,999	15.1%	14.1%	14.1%
\$50,000 - \$74,999	19.8%	21.1%	21.0%
\$75,000 - \$99,999	12.6%	14.7%	14.4%
\$100,000 - \$149,999	11.1%	13.9%	12.9%
\$150,000 - \$199,999	2.8%	5.0%	4.4%
\$200,000+	2.8%	4.1%	3.6%
Average Household Income	\$65,389	\$77,915	\$74,310
2015 Owner Occupied Housing Units by Value			
Total	61,262	225,170	295,804
<\$50,000	8.6%	6.1%	9.3%
\$50,000 - \$99,999	21.5%	15.2%	19.4%
\$100,000 - \$149,999	25.8%	22.5%	22.5%
\$150,000 - \$199,999	18.8%	20.9%	18.6%
\$200,000 - \$249,999	9.2%	13.0%	11.2%
\$250,000 - \$299,999	4.9%	7.2%	6.2%
\$300,000 - \$399,999	5.0%	7.3%	6.2%
\$400,000 - \$499,999	2.2%	3.1%	2.6%
\$500,000 - \$749,999	2.1%	2.9%	2.4%
\$750,000 - \$999,999	0.7%	0.8%	0.7%
\$1,000,000 +	1.2%	1.0%	0.9%
Average Home Value	\$179,212	\$204,603	\$185,182
2020 Owner Occupied Housing Units by Value			
Total	63,915	237,448	308,904
<\$50,000	7.5%	4.6%	7.1%
\$50,000 - \$99,999	16.1%	10.1%	13.8%
\$100,000 - \$149,999	18.6%	14.6%	16.4%
\$150,000 - \$199,999	21.2%	21.7%	20.2%
\$200,000 - \$249,999	13.6%	17.7%	15.7%
\$250,000 - \$299,999	8.0%	11.1%	9.7%
\$300,000 - \$399,999	6.9%	9.7%	8.3%
\$400,000 - \$499,999	2.9%	4.0%	3.4%
\$500,000 - \$749,999	2.9%	4.0%	3.4%
\$750,000 - \$999,999	1.2%	1.5%	1.2%
\$1,000,000 +	1.1%	1.0%	0.8%
Average Home Value	\$207,060	\$237,735	\$216,637

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age			
Total	252,340	835,212	1,089,336
0 - 4	7.8%	7.1%	7.0%
5 - 9	7.4%	7.2%	7.1%
10 - 14	6.8%	7.1%	7.0%
15 - 24	14.1%	13.5%	13.3%
25 - 34	14.6%	13.7%	13.2%
35 - 44	12.8%	13.0%	12.7%
45 - 54	13.9%	14.3%	14.3%
55 - 64	10.9%	11.7%	11.9%
65 - 74	6.2%	6.8%	7.3%
75 - 84	4.0%	4.0%	4.3%
85 +	1.6%	1.6%	1.7%
18 +	73.9%	74.4%	74.6%
2015 Population by Age			
Total	260,343	876,053	1,132,152
0 - 4	7.4%	6.8%	6.7%
5 - 9	7.2%	6.9%	6.8%
10 - 14	7.0%	6.9%	6.8%
15 - 24	13.5%	13.2%	13.1%
25 - 34	14.4%	13.7%	13.4%
35 - 44	12.7%	12.8%	12.5%
45 - 54	12.7%	13.0%	13.0%
55 - 64	12.0%	12.6%	12.9%
65 - 74	7.5%	8.3%	8.8%
75 - 84	3.9%	4.1%	4.4%
85 +	1.7%	1.7%	1.8%
18 +	74.6%	75.6%	75.9%
2020 Population by Age			
Total	271,468	922,136	1,180,399
0 - 4	7.3%	6.7%	6.6%
5 - 9	7.0%	6.7%	6.6%
10 - 14	7.0%	6.9%	6.8%
15 - 24	13.2%	12.5%	12.4%
25 - 34	13.8%	13.4%	13.1%
35 - 44	13.3%	13.2%	12.9%
45 - 54	11.8%	12.1%	12.0%
55 - 64	12.0%	12.6%	12.8%
65 - 74	8.7%	9.5%	9.9%
75 - 84	4.3%	4.7%	5.0%
85 +	1.7%	1.8%	1.9%
18 +	74.8%	75.8%	76.1%
2010 Population by Sex			
Males	124,182	409,237	534,298
Females	128,155	425,972	555,039
2015 Population by Sex			
Males	128,320	429,967	556,389
Females	132,022	446,087	575,762
2020 Population by Sex			
Males	133,936	452,940	580,859
Females	137,531	469,198	599,539

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	252,338	835,209	1,089,336
White Alone	60.6%	71.0%	70.4%
Black Alone	17.4%	8.7%	8.1%
American Indian Alone	6.8%	7.4%	9.4%
Asian Alone	1.3%	1.9%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.5%	4.6%	3.9%
Two or More Races	6.3%	6.2%	6.6%
Hispanic Origin	13.1%	9.1%	7.9%
Diversity Index	68.9	56.7	56.3
2015 Population by Race/Ethnicity			
Total	260,342	876,053	1,132,151
White Alone	59.4%	69.7%	69.1%
Black Alone	17.0%	8.6%	8.0%
American Indian Alone	7.0%	7.5%	9.4%
Asian Alone	1.5%	2.3%	2.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	8.2%	5.2%	4.4%
Two or More Races	6.8%	6.6%	7.1%
Hispanic Origin	14.4%	10.2%	8.9%
Diversity Index	70.9	59.2	58.7
2020 Population by Race/Ethnicity			
Total	271,468	922,139	1,180,401
White Alone	57.6%	67.9%	67.5%
Black Alone	16.6%	8.4%	7.9%
American Indian Alone	7.1%	7.6%	9.5%
Asian Alone	1.7%	2.7%	2.3%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	9.4%	6.0%	5.1%
Two or More Races	7.3%	7.2%	7.6%
Hispanic Origin	16.3%	11.7%	10.4%
Diversity Index	73.5	62.3	61.7
2010 Population by Relationship and Household Type			
Total	252,337	835,210	1,089,337
In Households	97.7%	98.5%	98.1%
In Family Households	79.1%	82.7%	82.6%
Householder	24.5%	26.2%	26.3%
Spouse	16.1%	19.3%	19.4%
Child	32.0%	31.6%	31.4%
Other relative	4.0%	3.3%	3.3%
Nonrelative	2.6%	2.2%	2.2%
In Nonfamily Households	18.6%	15.8%	15.5%
In Group Quarters	2.3%	1.5%	1.9%
Institutionalized Population	1.4%	0.9%	1.2%
Noninstitutionalized Population	0.9%	0.6%	0.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2015 Population 25+ by Educational Attainment			
Total	168,838	580,455	754,590
Less than 9th Grade	5.3%	3.5%	3.6%
9th - 12th Grade, No Diploma	9.8%	7.4%	8.0%
High School Graduate	26.4%	25.3%	27.0%
GED/Alternative Credential	4.6%	4.1%	4.4%
Some College, No Degree	22.5%	23.5%	23.2%
Associate Degree	8.3%	8.7%	8.5%
Bachelor's Degree	16.0%	19.3%	17.8%
Graduate/Professional Degree	7.0%	8.3%	7.5%
2015 Population 15+ by Marital Status			
Total	204,109	695,752	902,439
Never Married	32.9%	28.3%	27.5%
Married	46.2%	52.4%	52.6%
Widowed	5.9%	5.8%	6.3%
Divorced	15.0%	13.5%	13.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.6%	95.8%	95.2%
Civilian Unemployed	5.4%	4.2%	4.8%
2015 Employed Population 16+ by Industry			
Total	114,233	413,292	518,767
Agriculture/Mining	2.0%	2.3%	2.8%
Construction	7.9%	6.9%	7.0%
Manufacturing	13.7%	13.2%	13.5%
Wholesale Trade	2.8%	2.9%	2.9%
Retail Trade	10.5%	11.9%	11.7%
Transportation/Utilities	6.4%	6.1%	6.1%
Information	2.5%	2.6%	2.3%
Finance/Insurance/Real Estate	5.6%	6.6%	6.2%
Services	45.6%	44.5%	44.1%
Public Administration	2.9%	2.9%	3.5%
2015 Employed Population 16+ by Occupation			
Total	114,233	413,292	518,769
White Collar	53.7%	60.0%	58.3%
Management/Business/Financial	11.5%	14.5%	14.0%
Professional	18.1%	19.5%	19.0%
Sales	9.6%	10.9%	10.5%
Administrative Support	14.6%	15.1%	14.8%
Services	18.9%	16.4%	16.7%
Blue Collar	27.4%	23.6%	25.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	7.9%	6.6%	6.8%
Installation/Maintenance/Repair	5.0%	4.6%	4.7%
Production	8.6%	7.4%	7.9%
Transportation/Material Moving	5.7%	4.9%	5.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	100,018	327,587	426,914
Households with 1 Person	31.1%	27.4%	27.4%
Households with 2+ People	68.9%	72.6%	72.6%
Family Households	61.8%	66.8%	67.2%
Husband-wife Families	40.6%	49.3%	49.6%
With Related Children	18.5%	21.9%	21.6%
Other Family (No Spouse Present)	21.2%	17.5%	17.6%
Other Family with Male Householder	5.6%	5.0%	5.0%
With Related Children	3.5%	3.2%	3.2%
Other Family with Female Householder	15.6%	12.5%	12.5%
With Related Children	10.8%	8.6%	8.6%
Nonfamily Households	7.0%	5.8%	5.4%
All Households with Children	33.2%	34.1%	33.7%
Multigenerational Households	4.0%	3.6%	3.7%
Unmarried Partner Households	6.9%	5.9%	5.9%
Male-female	6.0%	5.2%	5.2%
Same-sex	1.0%	0.7%	0.7%
2010 Households by Size			
Total	100,018	327,587	426,912
1 Person Household	31.1%	27.4%	27.4%
2 Person Household	31.5%	33.7%	34.1%
3 Person Household	15.2%	15.8%	15.7%
4 Person Household	11.5%	12.9%	12.7%
5 Person Household	6.1%	6.2%	6.2%
6 Person Household	2.6%	2.5%	2.4%
7 + Person Household	1.8%	1.5%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	100,018	327,588	426,913
Owner Occupied	60.1%	66.1%	67.3%
Owned with a Mortgage/Loan	40.6%	46.2%	44.7%
Owned Free and Clear	19.5%	19.9%	22.6%
Renter Occupied	39.9%	33.9%	32.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Traditional Living (12B)	Middleburg (4C)	Traditional Living (12B)
2.	Hardscrabble Road (8G)	Traditional Living (12B)	Southern Satellites (10A)
3.	Rustbelt Traditions (5D)	Green Acres (6A)	Middleburg (4C)
2015 Consumer Spending			
Apparel & Services: Total \$	\$186,538,579	\$738,133,323	\$901,512,826
Average Spent	\$1,810.46	\$2,149.56	\$2,031.86
Spending Potential Index	78	93	88
Computers & Accessories: Total \$	\$20,853,881	\$82,961,273	\$100,786,031
Average Spent	\$202.40	\$241.60	\$227.16
Spending Potential Index	80	95	89
Education: Total \$	\$119,980,055	\$469,690,266	\$558,441,744
Average Spent	\$1,164.47	\$1,367.81	\$1,258.64
Spending Potential Index	76	90	83
Entertainment/Recreation: Total \$	\$263,929,324	\$1,056,480,050	\$1,306,621,533
Average Spent	\$2,561.58	\$3,076.64	\$2,944.91
Spending Potential Index	77	93	89
Food at Home: Total \$	\$426,114,244	\$1,677,567,963	\$2,084,487,811
Average Spent	\$4,135.67	\$4,885.34	\$4,698.09
Spending Potential Index	79	94	90
Food Away from Home: Total \$	\$263,716,068	\$1,050,758,572	\$1,284,726,714
Average Spent	\$2,559.51	\$3,059.97	\$2,895.56
Spending Potential Index	78	93	88
Health Care: Total \$	\$383,754,921	\$1,534,088,433	\$1,926,425,462
Average Spent	\$3,724.55	\$4,467.51	\$4,341.85
Spending Potential Index	79	94	92
HH Furnishings & Equipment: Total \$	\$148,261,174	\$594,830,787	\$731,950,595
Average Spent	\$1,438.95	\$1,732.24	\$1,649.70
Spending Potential Index	78	94	90
Investments: Total \$	\$166,998,797	\$720,228,443	\$912,862,031
Average Spent	\$1,620.81	\$2,097.42	\$2,057.44
Spending Potential Index	59	76	75
Retail Goods: Total \$	\$2,058,802,736	\$8,223,167,302	\$10,239,938,468
Average Spent	\$19,981.78	\$23,947.16	\$23,079.14
Spending Potential Index	78	94	91
Shelter: Total \$	\$1,313,707,909	\$5,161,941,626	\$6,232,458,487
Average Spent	\$12,750.24	\$15,032.39	\$14,046.94
Spending Potential Index	78	91	85
TV/Video/Audio: Total \$	\$108,600,306	\$424,881,156	\$527,236,126
Average Spent	\$1,054.02	\$1,237.32	\$1,188.30
Spending Potential Index	81	95	91
Travel: Total \$	\$149,978,431	\$609,927,468	\$739,067,328
Average Spent	\$1,455.62	\$1,776.20	\$1,665.74
Spending Potential Index	75	91	85
Vehicle Maintenance & Repairs: Total \$	\$89,955,870	\$358,322,819	\$440,992,580
Average Spent	\$873.07	\$1,043.49	\$993.92
Spending Potential Index	78	93	89

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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