



Market Profile

Inola River/Rail Industrial Park
 36.12508, -95.55461
 Rings: 10, 30, 50 mile radii

Prepared by Esri
 Latitude: 36.12508
 Longitude: -95.55461

	10 miles	30 miles	50 miles
Population Summary			
2000 Total Population	18,680	772,032	1,044,512
2010 Total Population	22,234	849,209	1,135,479
2015 Total Population	23,160	889,078	1,181,593
2015 Group Quarters	110	15,283	21,973
2020 Total Population	24,187	933,879	1,232,389
2015-2020 Annual Rate	0.87%	0.99%	0.85%
Household Summary			
2000 Households	6,580	304,557	409,071
2000 Average Household Size	2.82	2.48	2.50
2010 Households	8,124	333,137	444,415
2010 Average Household Size	2.72	2.50	2.51
2015 Households	8,525	348,417	462,566
2015 Average Household Size	2.70	2.51	2.51
2020 Households	8,920	366,076	482,761
2020 Average Household Size	2.70	2.51	2.51
2015-2020 Annual Rate	0.91%	0.99%	0.86%
2010 Families	6,498	220,988	299,012
2010 Average Family Size	3.05	3.07	3.05
2015 Families	6,774	229,137	308,510
2015 Average Family Size	3.04	3.09	3.06
2020 Families	7,061	239,479	320,219
2020 Average Family Size	3.04	3.09	3.07
2015-2020 Annual Rate	0.83%	0.89%	0.75%
Housing Unit Summary			
2000 Housing Units	7,004	329,771	453,243
Owner Occupied Housing Units	83.7%	60.6%	61.5%
Renter Occupied Housing Units	10.2%	31.8%	28.7%
Vacant Housing Units	6.1%	7.6%	9.7%
2010 Housing Units	9,003	371,018	503,898
Owner Occupied Housing Units	80.1%	58.4%	59.5%
Renter Occupied Housing Units	10.1%	31.4%	28.7%
Vacant Housing Units	9.8%	10.2%	11.8%
2015 Housing Units	9,432	387,917	524,418
Owner Occupied Housing Units	79.8%	58.0%	59.0%
Renter Occupied Housing Units	10.6%	31.9%	29.2%
Vacant Housing Units	9.6%	10.2%	11.8%
2020 Housing Units	9,875	406,277	545,910
Owner Occupied Housing Units	79.6%	58.3%	59.2%
Renter Occupied Housing Units	10.7%	31.9%	29.3%
Vacant Housing Units	9.7%	9.9%	11.6%
Median Household Income			
2015	\$67,379	\$50,670	\$49,059
2020	\$75,641	\$56,470	\$55,016
Median Home Value			
2015	\$159,885	\$161,195	\$147,549
2020	\$205,666	\$191,374	\$180,106
Per Capita Income			
2015	\$30,058	\$26,892	\$25,868
2020	\$33,607	\$30,225	\$29,141
Median Age			
2010	40.3	35.9	36.8
2015	41.7	36.8	37.7
2020	42.9	37.6	38.5

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	8,525	348,417	462,566
<\$15,000	5.9%	12.6%	13.2%
\$15,000 - \$24,999	6.1%	10.9%	11.3%
\$25,000 - \$34,999	7.9%	10.7%	11.1%
\$35,000 - \$49,999	12.1%	15.0%	15.1%
\$50,000 - \$74,999	23.2%	19.6%	19.5%
\$75,000 - \$99,999	17.2%	12.0%	11.9%
\$100,000 - \$149,999	20.6%	11.7%	11.3%
\$150,000 - \$199,999	3.0%	3.8%	3.5%
\$200,000+	3.9%	3.6%	3.2%
Average Household Income	\$81,457	\$68,044	\$65,530
2020 Households by Income			
Household Income Base	8,920	366,076	482,761
<\$15,000	5.1%	11.6%	12.2%
\$15,000 - \$24,999	4.1%	8.0%	8.4%
\$25,000 - \$34,999	6.1%	9.0%	9.4%
\$35,000 - \$49,999	10.8%	14.0%	14.1%
\$50,000 - \$74,999	23.1%	21.1%	21.0%
\$75,000 - \$99,999	20.4%	14.1%	14.1%
\$100,000 - \$149,999	20.4%	13.4%	12.7%
\$150,000 - \$199,999	5.8%	4.8%	4.4%
\$200,000+	4.2%	4.1%	3.6%
Average Household Income	\$90,915	\$76,541	\$73,858
2015 Owner Occupied Housing Units by Value			
Total	7,523	224,794	309,202
<\$50,000	7.0%	6.7%	8.6%
\$50,000 - \$99,999	15.9%	16.6%	19.6%
\$100,000 - \$149,999	22.9%	22.2%	22.9%
\$150,000 - \$199,999	20.8%	20.3%	18.7%
\$200,000 - \$249,999	12.3%	12.6%	11.2%
\$250,000 - \$299,999	7.1%	7.0%	6.2%
\$300,000 - \$399,999	8.3%	7.0%	6.2%
\$400,000 - \$499,999	3.1%	3.0%	2.6%
\$500,000 - \$749,999	1.9%	2.7%	2.4%
\$750,000 - \$999,999	0.4%	0.8%	0.7%
\$1,000,000 +	0.2%	1.0%	0.9%
Average Home Value	\$187,254	\$200,171	\$185,823
2020 Owner Occupied Housing Units by Value			
Total	7,865	236,638	322,983
<\$50,000	4.1%	5.1%	6.4%
\$50,000 - \$99,999	8.1%	11.7%	14.0%
\$100,000 - \$149,999	12.8%	15.6%	17.3%
\$150,000 - \$199,999	23.0%	21.3%	20.5%
\$200,000 - \$249,999	17.3%	17.0%	15.4%
\$250,000 - \$299,999	12.3%	10.6%	9.5%
\$300,000 - \$399,999	13.3%	9.0%	8.2%
\$400,000 - \$499,999	4.5%	3.7%	3.3%
\$500,000 - \$749,999	3.3%	3.7%	3.4%
\$750,000 - \$999,999	1.0%	1.3%	1.2%
\$1,000,000 +	0.3%	1.0%	0.8%
Average Home Value	\$235,905	\$229,865	\$215,816

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.

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 Age			
Total	22,233	849,211	1,135,479
0 - 4	5.9%	7.2%	7.0%
5 - 9	6.8%	7.2%	7.0%
10 - 14	7.7%	7.0%	7.0%
15 - 24	12.0%	13.6%	13.5%
25 - 34	10.6%	13.8%	13.2%
35 - 44	13.4%	13.0%	12.7%
45 - 54	16.4%	14.1%	14.3%
55 - 64	13.8%	11.6%	12.0%
65 - 74	9.0%	6.9%	7.4%
75 - 84	3.3%	4.1%	4.3%
85 +	1.0%	1.6%	1.6%
18 +	74.9%	74.3%	74.7%
2015 Population by Age			
Total	23,161	889,077	1,181,592
0 - 4	5.6%	6.9%	6.7%
5 - 9	6.2%	6.9%	6.7%
10 - 14	6.8%	6.9%	6.8%
15 - 24	12.0%	13.2%	13.2%
25 - 34	11.4%	13.8%	13.4%
35 - 44	12.4%	12.8%	12.4%
45 - 54	14.5%	12.9%	13.0%
55 - 64	15.0%	12.5%	12.9%
65 - 74	10.7%	8.3%	8.9%
75 - 84	4.3%	4.1%	4.4%
85 +	1.1%	1.7%	1.8%
18 +	77.4%	75.5%	76.0%
2020 Population by Age			
Total	24,187	933,879	1,232,387
0 - 4	5.4%	6.8%	6.5%
5 - 9	6.0%	6.7%	6.5%
10 - 14	6.8%	6.9%	6.8%
15 - 24	10.8%	12.5%	12.5%
25 - 34	10.8%	13.5%	13.1%
35 - 44	12.7%	13.2%	12.8%
45 - 54	13.3%	12.0%	12.0%
55 - 64	15.3%	12.4%	12.9%
65 - 74	11.7%	9.4%	10.0%
75 - 84	5.9%	4.8%	5.1%
85 +	1.3%	1.8%	1.8%
18 +	77.9%	75.7%	76.3%
2010 Population by Sex			
Males	11,027	415,407	557,399
Females	11,207	433,803	578,080
2015 Population by Sex			
Males	11,453	435,702	581,130
Females	11,707	453,376	600,463
2020 Population by Sex			
Males	11,939	458,098	606,833
Females	12,248	475,781	625,557

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	22,236	849,209	1,135,478
White Alone	80.2%	69.0%	69.1%
Black Alone	1.2%	9.4%	7.8%
American Indian Alone	9.2%	8.4%	10.9%
Asian Alone	1.0%	1.9%	1.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.5%	4.7%	3.8%
Two or More Races	6.8%	6.5%	6.7%
Hispanic Origin	3.9%	9.1%	7.8%
Diversity Index	39.7	59.0	57.6
2015 Population by Race/Ethnicity			
Total	23,161	889,079	1,181,594
White Alone	79.4%	67.7%	67.8%
Black Alone	1.3%	9.2%	7.7%
American Indian Alone	9.2%	8.5%	10.9%
Asian Alone	1.1%	2.3%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	5.2%	4.3%
Two or More Races	7.2%	6.9%	7.2%
Hispanic Origin	4.7%	10.2%	8.8%
Diversity Index	41.8	61.2	59.8
2020 Population by Race/Ethnicity			
Total	24,188	933,880	1,232,389
White Alone	78.2%	66.0%	66.3%
Black Alone	1.5%	9.0%	7.6%
American Indian Alone	9.3%	8.6%	11.0%
Asian Alone	1.1%	2.7%	2.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	6.1%	5.1%
Two or More Races	7.7%	7.5%	7.7%
Hispanic Origin	5.6%	11.7%	10.2%
Diversity Index	44.5	64.1	62.7
2010 Population by Relationship and Household Type			
Total	22,234	849,209	1,135,479
In Households	99.5%	98.2%	98.1%
In Family Households	90.7%	82.1%	82.6%
Householder	29.3%	26.0%	26.3%
Spouse	25.0%	19.0%	19.5%
Child	32.3%	31.5%	31.3%
Other relative	2.6%	3.3%	3.3%
Nonrelative	1.6%	2.2%	2.2%
In Nonfamily Households	8.8%	16.1%	15.5%
In Group Quarters	0.5%	1.8%	1.9%
Institutionalized Population	0.5%	1.2%	1.2%
Noninstitutionalized Population	0.0%	0.6%	0.8%

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	16,061	587,919	787,711
Less than 9th Grade	2.6%	3.7%	3.6%
9th - 12th Grade, No Diploma	7.6%	7.6%	8.2%
High School Graduate	29.1%	25.0%	26.6%
GED/Alternative Credential	4.9%	4.2%	4.5%
Some College, No Degree	24.1%	23.5%	23.3%
Associate Degree	7.8%	8.6%	8.4%
Bachelor's Degree	18.0%	19.2%	17.7%
Graduate/Professional Degree	6.0%	8.3%	7.7%
2015 Population 15+ by Marital Status			
Total	18,847	705,271	943,503
Never Married	21.6%	28.6%	27.6%
Married	62.8%	51.8%	52.5%
Widowed	6.0%	5.9%	6.3%
Divorced	9.6%	13.7%	13.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	95.5%	95.1%
Civilian Unemployed	3.3%	4.5%	4.9%
2015 Employed Population 16+ by Industry			
Total	11,403	411,574	534,240
Agriculture/Mining	2.9%	2.1%	2.7%
Construction	9.1%	7.0%	7.0%
Manufacturing	17.5%	13.3%	13.4%
Wholesale Trade	2.7%	2.9%	2.9%
Retail Trade	12.2%	11.7%	11.7%
Transportation/Utilities	8.3%	6.0%	5.9%
Information	2.4%	2.5%	2.3%
Finance/Insurance/Real Estate	5.1%	6.4%	6.1%
Services	36.1%	44.9%	44.3%
Public Administration	3.7%	3.2%	3.7%
2015 Employed Population 16+ by Occupation			
Total	11,402	411,576	534,240
White Collar	57.8%	59.7%	58.4%
Management/Business/Financial	15.8%	14.3%	14.0%
Professional	16.4%	19.8%	19.2%
Sales	9.2%	10.8%	10.5%
Administrative Support	16.4%	14.8%	14.6%
Services	11.2%	16.5%	16.6%
Blue Collar	31.0%	23.8%	25.0%
Farming/Forestry/Fishing	0.4%	0.1%	0.3%
Construction/Extraction	8.5%	6.6%	6.7%
Installation/Maintenance/Repair	7.1%	4.5%	4.7%
Production	9.1%	7.5%	7.8%
Transportation/Material Moving	5.9%	5.0%	5.5%

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	8,124	333,137	444,416
Households with 1 Person	16.6%	27.9%	27.3%
Households with 2+ People	83.4%	72.1%	72.7%
Family Households	80.0%	66.3%	67.3%
Husband-wife Families	68.4%	48.5%	49.8%
With Related Children	28.2%	21.6%	21.6%
Other Family (No Spouse Present)	11.6%	17.8%	17.5%
Other Family with Male Householder	4.1%	5.0%	5.0%
With Related Children	2.5%	3.1%	3.1%
Other Family with Female Householder	7.6%	12.8%	12.5%
With Related Children	4.7%	8.8%	8.5%
Nonfamily Households	3.4%	5.8%	5.5%
All Households with Children	35.7%	34.0%	33.6%
Multigenerational Households	3.9%	3.6%	3.7%
Unmarried Partner Households	4.3%	6.0%	5.9%
Male-female	3.6%	5.2%	5.2%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	8,124	333,136	444,417
1 Person Household	16.6%	27.9%	27.3%
2 Person Household	39.5%	33.5%	34.3%
3 Person Household	17.5%	15.7%	15.7%
4 Person Household	14.8%	12.7%	12.7%
5 Person Household	7.3%	6.2%	6.2%
6 Person Household	2.8%	2.5%	2.4%
7 + Person Household	1.5%	1.5%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	8,124	333,137	444,416
Owner Occupied	88.8%	65.0%	67.4%
Owned with a Mortgage/Loan	62.3%	45.0%	44.6%
Owned Free and Clear	26.5%	20.0%	22.8%
Renter Occupied	11.2%	35.0%	32.6%

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.	Green Acres (6A)	Traditional Living (12B)	Southern Satellites (10A)
2.	Southern Satellites (10A)	Green Acres (6A)	Traditional Living (12B)
3.	Salt of the Earth (6B)	Middleburg (4C)	Middleburg (4C)
2015 Consumer Spending			
Apparel & Services: Total \$	\$20,911,732	\$734,485,775	\$933,575,970
Average Spent	\$2,452.99	\$2,108.07	\$2,018.25
Spending Potential Index	106	91	87
Computers & Accessories: Total \$	\$2,314,551	\$82,504,929	\$104,315,811
Average Spent	\$271.50	\$236.80	\$225.52
Spending Potential Index	107	93	89
Education: Total \$	\$12,801,874	\$466,202,660	\$575,077,594
Average Spent	\$1,501.69	\$1,338.06	\$1,243.23
Spending Potential Index	99	88	82
Entertainment/Recreation: Total \$	\$31,221,403	\$1,052,193,307	\$1,354,395,996
Average Spent	\$3,662.33	\$3,019.93	\$2,928.01
Spending Potential Index	111	91	88
Food at Home: Total \$	\$48,508,074	\$1,674,496,846	\$2,162,186,224
Average Spent	\$5,690.10	\$4,806.01	\$4,674.33
Spending Potential Index	109	92	89
Food Away from Home: Total \$	\$30,233,408	\$1,044,677,288	\$1,330,724,926
Average Spent	\$3,546.44	\$2,998.35	\$2,876.83
Spending Potential Index	108	91	88
Health Care: Total \$	\$47,283,098	\$1,530,664,216	\$1,999,803,838
Average Spent	\$5,546.40	\$4,393.20	\$4,323.28
Spending Potential Index	117	93	91
HH Furnishings & Equipment: Total \$	\$17,549,468	\$591,407,987	\$758,739,123
Average Spent	\$2,058.59	\$1,697.41	\$1,640.28
Spending Potential Index	112	92	89
Investments: Total \$	\$18,455,302	\$728,644,461	\$960,803,416
Average Spent	\$2,164.84	\$2,091.30	\$2,077.12
Spending Potential Index	79	76	75
Retail Goods: Total \$	\$244,927,135	\$8,196,091,417	\$10,626,046,604
Average Spent	\$28,730.46	\$23,523.80	\$22,971.96
Spending Potential Index	113	92	90
Shelter: Total \$	\$142,254,398	\$5,134,619,512	\$6,441,463,095
Average Spent	\$16,686.73	\$14,736.99	\$13,925.50
Spending Potential Index	101	90	85
TV/Video/Audio: Total \$	\$12,368,426	\$423,854,443	\$546,676,706
Average Spent	\$1,450.84	\$1,216.51	\$1,181.84
Spending Potential Index	111	93	90
Travel: Total \$	\$17,952,855	\$605,285,007	\$764,736,023
Average Spent	\$2,105.91	\$1,737.24	\$1,653.25
Spending Potential Index	108	89	85
Vehicle Maintenance & Repairs: Total \$	\$10,440,909	\$356,701,251	\$457,004,523
Average Spent	\$1,224.74	\$1,023.78	\$987.98
Spending Potential Index	110	92	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.