



Market Profile

Vinita Industrial Park (AEPOK) Vinita, OK
 Drive Times: 20, 40, 60 minute radii

Latitude: 36.6204
 Longitude: -95.1487

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	13,905	109,418	717,444
2010 Total Population	14,062	115,810	781,503
2017 Total Population	13,766	118,332	831,946
2017 Group Quarters	1,067	3,176	13,952
2022 Total Population	13,690	120,221	868,458
2017-2022 Annual Rate	-0.11%	0.32%	0.86%
2017 Total Daytime Population	14,782	114,486	907,391
Workers	7,094	48,289	466,475
Residents	7,688	66,197	440,916
Household Summary			
2000 Households	5,234	43,268	284,739
2000 Average Household Size	2.44	2.45	2.47
2010 Households	5,279	45,929	307,277
2010 Average Household Size	2.46	2.45	2.50
2017 Households	5,112	46,685	324,013
2017 Average Household Size	2.48	2.47	2.52
2022 Households	5,061	47,351	337,155
2022 Average Household Size	2.49	2.47	2.53
2017-2022 Annual Rate	-0.20%	0.28%	0.80%
2010 Families	3,573	31,373	204,740
2010 Average Family Size	2.99	2.96	3.05
2017 Families	3,425	31,666	213,917
2017 Average Family Size	3.02	2.98	3.08
2022 Families	3,376	32,026	221,651
2022 Average Family Size	3.04	2.99	3.10
2017-2022 Annual Rate	-0.29%	0.23%	0.71%
Housing Unit Summary			
2000 Housing Units	6,165	52,684	316,124
Owner Occupied Housing Units	62.9%	61.0%	61.2%
Renter Occupied Housing Units	22.0%	21.1%	28.9%
Vacant Housing Units	15.1%	17.9%	9.9%
2010 Housing Units	6,421	55,990	348,528
Owner Occupied Housing Units	59.6%	59.8%	59.0%
Renter Occupied Housing Units	22.6%	22.2%	29.2%
Vacant Housing Units	17.8%	18.0%	11.8%
2017 Housing Units	6,420	57,213	366,612
Owner Occupied Housing Units	56.3%	58.0%	57.3%
Renter Occupied Housing Units	23.3%	23.6%	31.0%
Vacant Housing Units	20.4%	18.4%	11.6%
2022 Housing Units	6,448	58,214	381,607
Owner Occupied Housing Units	55.5%	57.8%	57.3%
Renter Occupied Housing Units	22.9%	23.5%	31.1%
Vacant Housing Units	21.5%	18.7%	11.6%
Median Household Income			
2017	\$39,944	\$42,843	\$49,529
2022	\$43,676	\$46,974	\$53,430
Median Home Value			
2017	\$103,452	\$115,742	\$135,693
2022	\$129,871	\$144,828	\$159,237
Per Capita Income			
2017	\$22,397	\$23,003	\$26,114
2022	\$25,547	\$26,134	\$29,483
Median Age			
2010	42.1	40.6	36.6
2017	43.3	42.1	37.7
2022	44.1	42.9	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	5,112	46,685	324,013
<\$15,000	17.7%	15.6%	12.6%
\$15,000 - \$24,999	13.5%	13.9%	11.9%
\$25,000 - \$34,999	12.7%	11.3%	10.8%
\$35,000 - \$49,999	15.1%	15.2%	15.0%
\$50,000 - \$74,999	16.5%	19.2%	19.5%
\$75,000 - \$99,999	10.7%	11.7%	12.0%
\$100,000 - \$149,999	9.3%	8.9%	11.5%
\$150,000 - \$199,999	2.2%	2.2%	3.5%
\$200,000+	2.4%	2.0%	3.2%
Average Household Income	\$56,632	\$57,332	\$66,203
2022 Households by Income			
Household Income Base	5,061	47,351	337,155
<\$15,000	17.4%	15.4%	12.4%
\$15,000 - \$24,999	12.5%	13.0%	11.1%
\$25,000 - \$34,999	11.4%	10.3%	9.7%
\$35,000 - \$49,999	13.3%	13.4%	13.2%
\$50,000 - \$74,999	15.9%	18.4%	18.1%
\$75,000 - \$99,999	11.3%	12.8%	13.5%
\$100,000 - \$149,999	12.1%	11.4%	13.8%
\$150,000 - \$199,999	3.0%	2.9%	4.2%
\$200,000+	3.0%	2.5%	3.8%
Average Household Income	\$65,291	\$65,419	\$75,125
2017 Owner Occupied Housing Units by Value			
Total	3,613	33,166	210,232
<\$50,000	18.6%	16.0%	9.9%
\$50,000 - \$99,999	30.1%	27.7%	22.9%
\$100,000 - \$149,999	18.2%	20.1%	24.1%
\$150,000 - \$199,999	14.0%	13.4%	17.4%
\$200,000 - \$249,999	6.8%	7.9%	10.0%
\$250,000 - \$299,999	3.3%	5.2%	5.7%
\$300,000 - \$399,999	2.4%	4.1%	4.9%
\$400,000 - \$499,999	3.3%	2.3%	2.1%
\$500,000 - \$749,999	1.7%	1.9%	1.8%
\$750,000 - \$999,999	0.5%	0.7%	0.7%
\$1,000,000 +	1.0%	0.7%	0.6%
Average Home Value	\$149,675	\$156,929	\$169,259
2022 Owner Occupied Housing Units by Value			
Total	3,581	33,658	218,606
<\$50,000	15.6%	12.9%	7.9%
\$50,000 - \$99,999	24.7%	22.2%	18.7%
\$100,000 - \$149,999	16.2%	16.6%	20.1%
\$150,000 - \$199,999	16.5%	14.9%	17.6%
\$200,000 - \$249,999	10.1%	11.4%	12.4%
\$250,000 - \$299,999	5.6%	8.0%	8.0%
\$300,000 - \$399,999	3.2%	5.8%	7.4%
\$400,000 - \$499,999	3.8%	3.3%	3.3%
\$500,000 - \$749,999	2.1%	2.7%	2.8%
\$750,000 - \$999,999	0.6%	1.1%	1.0%
\$1,000,000 +	1.6%	1.1%	0.8%
Average Home Value	\$176,382	\$189,415	\$198,797

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	14,063	115,811	781,503
0 - 4	5.9%	6.5%	7.2%
5 - 9	6.2%	6.4%	7.0%
10 - 14	6.5%	6.9%	6.9%
15 - 24	11.8%	12.7%	13.6%
25 - 34	11.2%	11.2%	13.4%
35 - 44	12.2%	11.6%	12.6%
45 - 54	15.9%	14.4%	14.0%
55 - 64	12.6%	13.0%	11.7%
65 - 74	10.1%	9.8%	7.4%
75 - 84	5.5%	5.7%	4.5%
85 +	2.1%	2.0%	1.7%
18 +	77.4%	76.1%	74.7%
2017 Population by Age			
Total	13,765	118,332	831,947
0 - 4	5.5%	6.0%	6.7%
5 - 9	5.8%	6.0%	6.7%
10 - 14	5.9%	6.0%	6.6%
15 - 24	10.9%	12.0%	12.8%
25 - 34	12.5%	12.0%	13.8%
35 - 44	11.5%	11.1%	12.4%
45 - 54	13.9%	12.6%	12.4%
55 - 64	14.1%	14.0%	12.7%
65 - 74	11.8%	11.8%	9.3%
75 - 84	5.9%	6.1%	4.7%
85 +	2.3%	2.3%	2.0%
18 +	79.5%	78.3%	76.4%
2022 Population by Age			
Total	13,690	120,224	868,457
0 - 4	5.2%	5.8%	6.6%
5 - 9	5.7%	6.0%	6.6%
10 - 14	6.1%	6.3%	6.7%
15 - 24	10.4%	11.2%	12.2%
25 - 34	11.8%	11.6%	13.4%
35 - 44	12.0%	11.4%	12.9%
45 - 54	12.5%	11.6%	11.7%
55 - 64	14.2%	13.8%	12.3%
65 - 74	12.6%	12.7%	10.3%
75 - 84	7.2%	7.1%	5.5%
85 +	2.4%	2.4%	2.0%
18 +	79.5%	78.2%	76.4%
2010 Population by Sex			
Males	7,156	56,927	383,968
Females	6,906	58,883	397,535
2017 Population by Sex			
Males	7,040	58,343	409,314
Females	6,726	59,989	422,632
2022 Population by Sex			
Males	7,018	59,515	428,106
Females	6,673	60,707	440,351

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	14,063	115,811	781,502
White Alone	67.4%	70.7%	72.7%
Black Alone	3.1%	1.2%	6.2%
American Indian Alone	19.5%	17.4%	8.4%
Asian Alone	0.7%	0.5%	1.7%
Pacific Islander Alone	0.1%	0.3%	0.2%
Some Other Race Alone	0.8%	1.4%	4.7%
Two or More Races	8.4%	8.5%	6.1%
Hispanic Origin	2.6%	3.6%	8.9%
Diversity Index	53.1	50.6	54.8
2017 Population by Race/Ethnicity			
Total	13,767	118,332	831,946
White Alone	65.9%	69.2%	70.5%
Black Alone	3.4%	1.5%	6.3%
American Indian Alone	19.4%	17.3%	8.4%
Asian Alone	0.7%	0.6%	2.3%
Pacific Islander Alone	0.2%	0.3%	0.2%
Some Other Race Alone	1.2%	1.9%	5.6%
Two or More Races	9.2%	9.1%	6.7%
Hispanic Origin	4.2%	4.7%	10.7%
Diversity Index	56.5	53.7	58.9
2022 Population by Race/Ethnicity			
Total	13,691	120,222	868,459
White Alone	64.5%	67.8%	68.5%
Black Alone	3.6%	1.8%	6.3%
American Indian Alone	19.6%	17.4%	8.5%
Asian Alone	0.7%	0.7%	2.8%
Pacific Islander Alone	0.3%	0.4%	0.3%
Some Other Race Alone	1.6%	2.2%	6.5%
Two or More Races	9.8%	9.7%	7.1%
Hispanic Origin	5.2%	5.6%	12.4%
Diversity Index	59.0	56.2	62.3
2010 Population by Relationship and Household Type			
Total	14,062	115,810	781,504
In Households	92.4%	97.3%	98.2%
In Family Households	78.2%	82.5%	82.2%
Householder	25.6%	27.1%	26.2%
Spouse	19.3%	20.7%	19.4%
Child	28.4%	29.7%	31.0%
Other relative	2.6%	2.9%	3.2%
Nonrelative	2.3%	2.3%	2.4%
In Nonfamily Households	14.2%	14.7%	16.0%
In Group Quarters	7.6%	2.7%	1.8%
Institutionalized Population	5.1%	1.9%	1.1%
Noninstitutionalized Population	2.5%	0.9%	0.7%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	9,904	82,704	559,926
Less than 9th Grade	4.6%	4.0%	4.0%
9th - 12th Grade, No Diploma	11.1%	9.0%	7.8%
High School Graduate	31.1%	30.2%	26.0%
GED/Alternative Credential	8.3%	6.1%	4.6%
Some College, No Degree	22.4%	24.5%	24.1%
Associate Degree	7.8%	9.0%	8.8%
Bachelor's Degree	10.1%	11.8%	17.2%
Graduate/Professional Degree	4.7%	5.4%	7.4%
2017 Population 15+ by Marital Status			
Total	11,405	96,934	666,198
Never Married	27.7%	23.5%	28.0%
Married	48.8%	53.9%	51.9%
Widowed	7.7%	8.1%	6.4%
Divorced	15.8%	14.5%	13.7%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.5%	94.7%	94.9%
Civilian Unemployed (Unemployment Rate)	4.5%	5.3%	5.1%
2017 Employed Population 16+ by Industry			
Total	5,699	52,050	394,481
Agriculture/Mining	3.7%	3.1%	1.9%
Construction	7.2%	7.8%	7.2%
Manufacturing	7.2%	13.1%	13.1%
Wholesale Trade	2.5%	1.9%	2.8%
Retail Trade	13.6%	11.1%	11.2%
Transportation/Utilities	8.2%	6.6%	6.1%
Information	1.1%	0.9%	2.0%
Finance/Insurance/Real Estate	3.6%	4.7%	5.3%
Services	47.8%	46.5%	47.5%
Public Administration	5.2%	4.2%	2.9%
2017 Employed Population 16+ by Occupation			
Total	5,699	52,051	394,481
White Collar	45.3%	51.1%	57.3%
Management/Business/Financial	9.5%	10.5%	12.8%
Professional	14.1%	17.5%	19.9%
Sales	10.5%	9.7%	10.6%
Administrative Support	11.2%	13.3%	14.1%
Services	26.0%	20.8%	17.9%
Blue Collar	28.7%	28.2%	24.7%
Farming/Forestry/Fishing	1.9%	1.5%	0.6%
Construction/Extraction	4.5%	5.6%	5.2%
Installation/Maintenance/Repair	4.8%	4.8%	4.4%
Production	9.5%	9.4%	8.3%
Transportation/Material Moving	8.0%	6.8%	6.2%
2010 Population By Urban/ Rural Status			
Total Population	14,062	115,810	781,503
Population Inside Urbanized Area	0.0%	0.0%	59.4%
Population Inside Urbanized Cluster	42.6%	46.5%	15.7%
Rural Population	57.4%	53.5%	24.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	5,279	45,929	307,277
Households with 1 Person	28.3%	27.3%	27.6%
Households with 2+ People	71.7%	72.7%	72.4%
Family Households	67.7%	68.3%	66.6%
Husband-wife Families	50.8%	52.2%	49.3%
With Related Children	20.0%	20.5%	21.4%
Other Family (No Spouse Present)	16.9%	16.1%	17.3%
Other Family with Male Householder	4.7%	4.8%	5.1%
With Related Children	2.9%	3.1%	3.2%
Other Family with Female Householder	12.2%	11.3%	12.2%
With Related Children	8.1%	7.6%	8.4%
Nonfamily Households	4.0%	4.4%	5.8%
All Households with Children	31.6%	31.8%	33.5%
Multigenerational Households	4.1%	3.6%	3.5%
Unmarried Partner Households	5.4%	5.9%	6.3%
Male-female	4.8%	5.3%	5.5%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	5,279	45,928	307,276
1 Person Household	28.3%	27.3%	27.6%
2 Person Household	36.1%	36.4%	34.3%
3 Person Household	14.9%	15.0%	15.6%
4 Person Household	11.4%	11.8%	12.5%
5 Person Household	5.7%	5.8%	6.1%
6 Person Household	2.1%	2.3%	2.5%
7 + Person Household	1.5%	1.3%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	5,279	45,929	307,277
Owner Occupied	72.5%	72.9%	66.9%
Owned with a Mortgage/Loan	37.5%	41.3%	44.2%
Owned Free and Clear	35.0%	31.6%	22.7%
Renter Occupied	27.5%	27.1%	33.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,421	55,990	348,528
Housing Units Inside Urbanized Area	0.0%	0.0%	58.4%
Housing Units Inside Urbanized Cluster	40.8%	43.4%	15.8%
Rural Housing Units	59.2%	56.6%	25.8%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Heartland Communities	Small Town Simplicity	Traditional Living (12B)
2.	Rooted Rural (10B)	Heartland Communities	Heartland Communities
3.	Small Town Simplicity	Traditional Living (12B)	Green Acres (6A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$7,241,118	\$68,069,273	\$568,662,787
Average Spent	\$1,416.49	\$1,458.05	\$1,755.06
Spending Potential Index	66	68	81
Education: Total \$	\$3,842,058	\$39,580,986	\$361,475,886
Average Spent	\$751.58	\$847.83	\$1,115.62
Spending Potential Index	52	58	77
Entertainment/Recreation: Total \$	\$12,101,004	\$109,213,857	\$846,292,593
Average Spent	\$2,367.18	\$2,339.38	\$2,611.91
Spending Potential Index	76	75	84
Food at Home: Total \$	\$20,214,733	\$180,693,097	\$1,390,405,338
Average Spent	\$3,954.37	\$3,870.47	\$4,291.20
Spending Potential Index	79	77	85
Food Away from Home: Total \$	\$11,832,797	\$109,643,562	\$896,265,435
Average Spent	\$2,314.71	\$2,348.58	\$2,766.14
Spending Potential Index	69	70	83
Health Care: Total \$	\$24,013,097	\$211,994,829	\$1,556,348,648
Average Spent	\$4,697.40	\$4,540.96	\$4,803.35
Spending Potential Index	84	81	86
HH Furnishings & Equipment: Total \$	\$7,294,851	\$66,779,064	\$529,014,061
Average Spent	\$1,427.01	\$1,430.42	\$1,632.69
Spending Potential Index	73	74	84
Personal Care Products & Services: Total \$	\$2,799,240	\$26,146,852	\$212,204,167
Average Spent	\$547.58	\$560.07	\$654.92
Spending Potential Index	69	70	82
Shelter: Total \$	\$52,328,065	\$500,408,143	\$4,218,033,570
Average Spent	\$10,236.32	\$10,718.82	\$13,018.10
Spending Potential Index	63	66	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,903,530	\$81,397,841	\$631,105,430
Average Spent	\$1,741.69	\$1,743.55	\$1,947.78
Spending Potential Index	74	74	83
Travel: Total \$	\$6,845,694	\$64,846,544	\$532,303,954
Average Spent	\$1,339.14	\$1,389.02	\$1,642.85
Spending Potential Index	65	67	79
Vehicle Maintenance & Repairs: Total \$	\$4,329,572	\$38,732,942	\$295,534,187
Average Spent	\$846.94	\$829.67	\$912.11
Spending Potential Index	79	77	85

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.