

Retail Analysis

Blanchard, Oklahoma

Prepared for the



December 2019



Research and Economic Analysis Division

Retail Analysis - Blanchard, Oklahoma

December 2019

This analysis was prepared for the [City of Blanchard](#) using 2, 6 and 10-mile radii from 122 N Main Ave, Blanchard, OK. Blanchard is located in two counties, Grady and McClain. McClain County data was primarily used to analyze county-level data. (Pages 2 – 6 provide an overview of the full report.)

Demographic & Economic Overview

2019 Census Population Estimate	# of Households	Total Workforce	Works & Lives Inside County	Works Outside County/State
9,187 (Daytime pop. 6,533) (2.3% growth since 2010)	2,984 Median Home Value = \$195,937	4,001	1,206 (30%)	2,795 (70%)

	Census Median Household Income	Census Per Capita Income	Census Poverty %	Census Average Travel Time to Work	Census Educational Attainment	Census Median Age	Census % Female
<i>Blanchard City</i>	\$64,309	\$31,065	8.7%	28.9 minutes	HS Equivalent or higher: 93.2% Bachelor's or higher: 26.0%	39	51.5%
<i>McClain County</i>	\$62,081	\$28,353	10.4%	26.7 minutes	HS Equivalent or higher: 88.5% Bachelor's or higher: 24.1%	38.3	50.4%
<i>Oklahoma Statewide Average</i>	\$49,767	\$26,461	15.6%	21.5 minutes	HS Equivalent or higher: 87.5% Bachelor's or higher: 24.8%	36.3	50.5%

Census 2018 Race and Age % Estimate	White alone, not Hispanic	Black, or African American	American Indian and Alaska Native	Asian	Native Hawaiian & Other Pacific Islander	Two or more races	Hispanic or Latino	Under 18 years old	18-65 years old	65 years and over
<i>Blanchard City</i>	83.9%	1.6%	6.8%	0.3%	0.1%	3.2%	4.1%	26.7%	59.6%	13.7%
<i>Oklahoma Average</i>	65.3%	7.8%	9.3%	2.3%	0.2%	6.2%	10.9%	24.3%	60.0%	15.7%

- Blanchard's daytime population is lower than its total population. This indicates additional evening and weekend residents and consumers of retail goods and services. The majority of the city's workers (70%) live and work outside McClain County mainly due to its shared border with Cleveland County and close proximity to the Oklahoma City Metropolitan Area.
- Average commute times for Blanchard and McClain County residents are higher than the state average. This indicates workers are likely willing and able to commute further to and from work.

Blanchard's population growth and close proximity bordering the Oklahoma City Metro Area indicate the city has an ample workforce for supplying employer needs. This expanded workforce area is a competitive advantage in attracting new business and industry.

(See *Commuting Patterns/ OnTheMap* section of this report for additional detailed information.)

- Blanchard has a higher than average number of Under 18 year olds and fewer 65 year and older adults. This indicates the city has the ability to supply current and future workforce needs.
- **Area incomes**, both household and per capita, are higher than the state average in Blanchard and McClain County; conversely, poverty is lower.

Higher incomes and lower poverty indicate area residents have more disposable income to spend. This is attractive to potential high-end retailers locating in the area.

(See the ACS Section of this report for additional detailed demographic information.)

Retail Attractions & Quality of Life

Blanchard has captured the charm of a small town while serving as a beautiful suburb close to the big city (Oklahoma City). Area families love the outdoors with the city maintaining [several parks including a ballpark, splash park and multi-purpose facility for Little League baseball, football, games and tournaments.](#)

Blanchard's [Lions Park](#) is 10 acres of rolling walking trails, playground areas, Water Park, basketball court and pavilions. Residents and families can enjoy one of the many concerts in the park. For golfers, the city is home to the consistently top-ranked [Winter Creek Golf & Country Club](#). In addition, there are several casinos, museums and theme parks in neighboring Norman and Oklahoma City.

Each December, Blanchard comes alive with [Christmas on Main](#), a fun attraction for the entire family. Santa's Workshop is a great place to meet friends and get a picture with Santa himself. There are free goodies, hot cocoa, train and hayrides, children's singing and a lighted parade at night sponsored by the *Blanchard Lions Club*.

Esri Tapestries

Oklahoma is a diverse state both geographically and socioeconomically. To help identify purchasing habits of Blanchard area residents, the top two Esri tapestry segmentations are included identifying residents' traits and characteristics providing a snapshot of many in the city.

About **53%** of Blanchard households have these **"Middleburg"** characteristics:

- Traditional values are the norm here— faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology for convenience (online banking or saving money on landlines) and entertainment.
- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

About **20%** of Blanchard households have these “**Green Acres**” tapestry characteristics:

- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Purchasing choices reflect *Green Acres* residents’ country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television with an emphasis on country and home and garden.
- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans’ clubs.

View additional segment characteristics in the Esri Tapestries section of this report.

Traffic Counts

As shown in the accompanying Traffic Count Profiles and maps, there are several high traffic count areas where retailers could strategically locate their business.

The most heavily traveled intersection within 6 miles of the N Main Ave address is **Highway 9 and the HE Bailey Turnpike Norman Spur** where the Average Daily Traffic Count is 16,400. Other high intersections are **US Highway 62 and 320th St (12,200 count)** and **South Main and SE 40th St (11,800 count)**.

Included are the [McClain County 2018 Traffic Count Map](#) as well as the [Grady County Map](#) from the Oklahoma Department of Transportation (ODOT). These also show higher traffic counts east of Blanchard along Highway 62 and Highway 9. On the Grady County map in West Blanchard, there is less traffic.

Businesses looking to buy, sell or lease land or buildings can use [LocateOK.com](#), Oklahoma’s statewide site selection tool. *(See the Traffic Count Profile section of this report for additional detail.)*

Commuting Patterns – [Census OnTheMap](#)

As shown in the Work Destination Report, **just 10.2% of Blanchard residents stay and work inside the city limits**. 35.5% of Blanchard residents commute to nearby Oklahoma City for work, 10.5% work in neighboring Norman and 5.2% in Chickasha.

As shown in the Home Destination Report, **about 20% of all jobs in Blanchard belong to those that live in Blanchard**. Due to the city’s close proximity to the Oklahoma City metro, 9.2% commute from OKC to work in Blanchard, 5.2% commute from Tuttle, 4.9% from Norman and 4.7% from Newcastle.

Blanchard’s commuting patterns show that the city along with numerous surrounding communities provide a significant and large expanded workforce area for hiring businesses.

See the OnTheMap section of this report for more commuting and worker location detail.

Retail Expenditures & Spending Potential

Within the 10-mile radius, consumers spend a large amount of their income on **Food, both at home and away from home** with nearly **\$116 million spent annually**. **Entertainment & Recreation, especially television and pets**, also has high spending with **\$43.4 million spent annually**. Residents in this area spend **more than average on their home** including mortgage payments, maintenance and remodeling. Retailers selling these goods and services would likely capture additional sales in the area.

In all three radii (2, 6 and 10 miles), high Spending Potential Indices (more than 95) occur in **Entertainment & Recreation, specifically sporting events, televisions and video and photo equipment and pets**. There is also high spending potential in **Food, including Food away from home, Health (prescription and non-prescription drugs and eyeglasses), Home maintenance and remodeling materials and Lawn and Garden**. Retail sales of these items would likely be higher than average.

See the Retail Goods & Services Expenditures section for additional spending potential detail.

Retail Supply & Demand Potential

Surpluses –

Surpluses indicate the area is attracting additional consumers from outside the area to purchase these goods and services.

In the 10-mile radius, the only surplus is in **Building Materials, Lawn & Garden Equipment Supply Stores** such as Home Depot, Lowes or Tractor Supply.

In the 2 and 6-mile radii, the significant surpluses are in **Automobile Dealers and Health & Personal Care Stores** such as CVS or Walgreens.

Leakage/Gaps –

Leakages occur when residents are traveling outside the area to purchase goods and services. Retailers selling high leakage items could capture additional sales if locating to the area.

In all three radii (2, 6 and 10 miles), there are leakages in almost all industry groups with significant leakage occurring in **Auto Parts, Furniture & Home Furnishings, Clothing and Shoes, Jewelry, Book Stores, Food Services, Restaurants and Drinking Places**. Retailers are highly likely to capture sales in these industries.

Important Note: Consumers purchasing big-ticket items such as furniture, vehicles and high-valued electronics like cell phones typically will travel further to buy or purchase these items on-line. This can create some leakage the area may or may not be able to capture.

See the Retail MarketPlace Profile for detailed supply and demand information.

Business Contacts

Potential retailers below were chosen based on high expenditures and gaps identified in this report. Stores may or may not already be in the area. **To request a specific retailer, please contact the Research Division at 1-888-879-6552.**

Grocery Stores	Contact	Contact Title	Phone
<i>Crest Foods</i>	Kevin Ergenbright	Vice President	405-330-8100
<i>Trader Joes</i>	Colleen Kelleher or Kenya Friend-Daniel	Director Recruitment & Dev. or Director Public Relations	626-599-3700
<i>Homeland</i>	Daryl Fitzgerald L.	CEO (HAC, Inc.)	405-290-3000

Grocery Stores, Continued			
Harp's Food Store	Roger Collins	CEO & Chairman	479-751-7601
<i>Whole Foods/ Amazon</i>	Scott Collier	Business Development	512-477-4455
<i>Associated Wholesale Grocers</i>	David Smith	CEO	405-518-3000
<i>Natural Grocer's</i>	Frank Daidone, VP Operations	Jeremy Jones, Director Marketing	303-986-4600
<i>Sprouts</i>	Ted Frumkin	Chief Development Officer	480-814-8016
<i>Walmart Neighborhood Market</i>	Scott Pleiman	Senior VP, Business Development	479-273-4000
<i>Reasor's</i>	Jeff Reasor	Chairman & CEO	918-456-1472 or 918-947-8180

General Merchandise, Clothing, Sporting Goods, Lawn & Garden, Hobby/Book & Office Supply Stores

	Contact	Title	E-mail if available	Phone
<i>Target/Super Target</i>	Shane Kitzman David Prestwood	Communications Gov't Affairs Director		612-304-6073
<i>Dollar General</i>	Donny Lau	VP, Strategy & Corp. Development	Donny.lau@dollargeneral.com	615-855-4000
<i>Dollar Tree</i>	Joshua "Josh" Jewett	Chief Information Officer	jjewett@dollartree.com	757-321-5000 (Virginia)
<i>Dollar Tree</i>	David Jacobs	Chief Strategy Officer	djacobs@dollartree.com	757-321-5000
<i>Family Dollar</i>	Matthew Martin	VP Marketing	mmartin@familydollar.com	704-847-6961 (NC)
<i>Family Dollar</i>	Tina Fischer	Director, Strategy & Business Development	tfischer@familydollar.com	704-847-6961 (NC)
<i>Academy Sports & Outdoors</i>	Marc Millis	Senior Real Estate Manager	Marc.millis@academy.com	281-646-5200
<i>Hobby Lobby & Mardels</i>	Mart or Steve Green	Owners (Oklahoma City based company)		1-800-888-0321 or 405-745-1100
<i>Hobby Lobby</i>	Scott Nelson	Assistant VP Real Estate	Scott.nelson@hobbylobby.com	405-745-1102
<i>Half-price Books</i>	Jan Cornelius	VP Operations		214-360-0833
<i>Best Buy</i>	Matthew Furman	VP Gov't Affairs	matthew.furman@bestbuy.com	612-291-1000
<i>CVS</i>	Anne Gardner	Program Administrator		401-765-1500
<i>Walgreen Co.</i>	Kimberly Walz	Local Gov't Relations		847-315-2500
<i>Home Depot</i>	Trish Fonberg	VP, Business Development	Trish_Fonberg@homedepot.com	(770) 433-8211
<i>Lowe's</i>	Chris Ahearn	VP, Public Affairs	chris.c.ahearn@lowes.com	(704) 758-1000
<i>Tractor Supply</i>	Benjamin Parrish	EVP, Corporate Secretary	bparrish@tractorsupply.com	(615) 440-4000
<i>Ace Hardware</i>	Kim Lefko	Chief Marketing Officer	klefko@westlakehardware.com	(630) 368-3393
<i>Office Depot</i>	Todd Hale	EVP & Chief Info. Officer		(561) 438-4800
<i>Staples</i>	Meredith Schwenk	Director Communications	Meredith.schwenk@staples.com	(508) 253-5000

Restaurants/ Drinking Places

	Contact	Title	Phone or e-mail if available
<i>Billy Sims Barbecue</i>	Billy Sims	Owner	855-266-6371
<i>Buffalo Wild Wings</i>	Kathy Benning	EVP Business Development	952-593-9943
<i>Cracker Barrel</i>	Nick Flanagan	Sr. VP Restaurant & Retail Ops	615-443-9217 or 800-333-9566
<i>Golden Corral</i>	Bob McDevitt	Franchise Operations	919-781-9310
<i>Hideaway Pizza</i>	Dave George	President	405-470-4777
<i>Louie's, Charleston's- Hal Smith Group</i>	Michelle Brauckmann	Investor Relations	405-321-2600

Middleburg

Dominant Tapestry Segment

KEY FACTS



9,187
Total Population



\$195,937
Median Home Value



220
Businesses



6,533
Daytime Population



39.1
Median Age



2.3%
2010-19 Pop Growth Rate



\$31,065
Per Capita Income

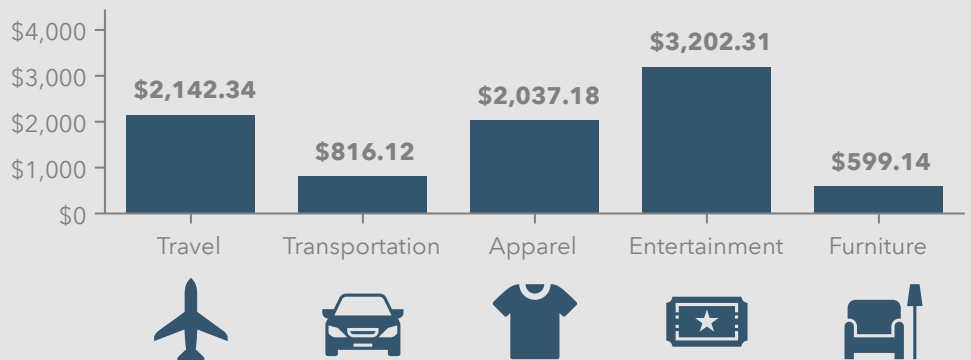


2.8
Avg Household Size



\$64,309
Median Household Income

KEY SPENDING FACTS





ACS Population Summary

Blanchard City, OK
 Blanchard City, OK (4006700)
 Geography: Place

Prepared by Esri

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	8,403		319	High
Total Households	2,984		168	High
Total Housing Units	3,249		167	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	8,029	100.0%	283	High
Enrolled in school	2,201	27.4%	251	High
Enrolled in nursery school, preschool	182	2.3%	94	Medium
Public school	182	2.3%	94	Medium
Private school	0	0.0%	13	Low
Enrolled in kindergarten	90	1.1%	63	Low
Public school	68	0.8%	45	Low
Private school	22	0.3%	33	Low
Enrolled in grade 1 to grade 4	496	6.2%	113	Medium
Public school	496	6.2%	113	Medium
Private school	0	0.0%	13	Low
Enrolled in grade 5 to grade 8	529	6.6%	129	Medium
Public school	507	6.3%	127	Medium
Private school	22	0.3%	33	Low
Enrolled in grade 9 to grade 12	543	6.8%	138	Medium
Public school	543	6.8%	138	Medium
Private school	0	0.0%	13	Low
Enrolled in college undergraduate years	270	3.4%	102	Medium
Public school	238	3.0%	95	Medium
Private school	32	0.4%	34	Low
Enrolled in graduate or professional school	91	1.1%	67	Low
Public school	62	0.8%	58	Low
Private school	29	0.4%	34	Low
Not enrolled in school	5,828	72.6%	281	High
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	1,148	100.0%	197	High
Living in Households	1,109	96.6%	197	High
Living in Family Households	846	73.7%	170	Medium
Householder	468	40.8%	107	Medium
Spouse	337	29.4%	81	Medium
Parent	41	3.6%	31	Low
Parent-in-law	0	0.0%	13	Low
Other Relative	0	0.0%	13	Low
Nonrelative	0	0.0%	13	Low
Living in Nonfamily Households	263	22.9%	93	Medium
Householder	240	20.9%	89	Medium
Nonrelative	23	2.0%	25	Low
Living in Group Quarters	39	3.4%	17	Medium

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low

December 05, 2019



ACS Population Summary

Blanchard City, OK
 Blanchard City, OK (4006700)
 Geography: Place

Prepared by Esri

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY TYPE AND SIZE				
Family Households	2,409	80.7%	140	High
2-Person	1,083	36.3%	160	High
3-Person	676	22.7%	132	High
4-Person	424	14.2%	108	Medium
5-Person	138	4.6%	76	Medium
6-Person	78	2.6%	47	Medium
7+ Person	10	0.3%	14	Low
Nonfamily Households	575	19.3%	129	Medium
1-Person	410	13.7%	127	Medium
2-Person	148	5.0%	67	Medium
3-Person	17	0.6%	24	Low
4-Person	0	0.0%	13	Medium
5-Person	0	0.0%	13	Medium
6-Person	0	0.0%	13	Medium
7+ Person	0	0.0%	13	Medium
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	1,234	41.4%	141	High
Family households	1,217	40.8%	141	High
Married-couple family	855	28.7%	133	High
Male householder, no wife present	163	5.5%	76	Medium
Female householder, no husband present	199	6.7%	83	Medium
Nonfamily households	17	0.6%	24	Low
Households with no people under 18 years	1,750	58.6%	190	High
Married-couple family	1,045	35.0%	133	High
Other family	147	4.9%	72	Medium
Nonfamily households	558	18.7%	131	Medium
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	802	26.9%	143	High
1-Person	219	7.3%	88	Medium
2+ Person Family	552	18.5%	110	Medium
2+ Person Nonfamily	31	1.0%	28	Low
Households with No Pop 65+	2,182	73.1%	154	High
1-Person	191	6.4%	80	Medium
2+ Person Family	1,857	62.2%	150	High
2+ Person Nonfamily	134	4.5%	62	Medium



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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	7,872	100.0%	296	
5 to 17 years				
Speak only English	1,652	21.0%	205	
Speak Spanish	47	0.6%	39	
Speak English "very well" or "well"	47	0.6%	39	
Speak English "not well"	0	0.0%	13	
Speak English "not at all"	0	0.0%	13	
Speak other Indo-European languages	0	0.0%	13	
Speak English "very well" or "well"	0	0.0%	13	
Speak English "not well"	0	0.0%	13	
Speak English "not at all"	0	0.0%	13	
Speak Asian and Pacific Island languages	0	0.0%	13	
Speak English "very well" or "well"	0	0.0%	13	
Speak English "not well"	0	0.0%	13	
Speak English "not at all"	0	0.0%	13	
Speak other languages	17	0.2%	28	
Speak English "very well" or "well"	17	0.2%	28	
Speak English "not well"	0	0.0%	13	
Speak English "not at all"	0	0.0%	13	
18 to 64 years				
Speak only English	4,780	60.7%	264	
Speak Spanish	175	2.2%	93	
Speak English "very well" or "well"	168	2.1%	88	
Speak English "not well"	7	0.1%	12	
Speak English "not at all"	0	0.0%	13	
Speak other Indo-European languages	0	0.0%	13	
Speak English "very well" or "well"	0	0.0%	13	
Speak English "not well"	0	0.0%	13	
Speak English "not at all"	0	0.0%	13	
Speak Asian and Pacific Island languages	27	0.3%	38	
Speak English "very well" or "well"	0	0.0%	13	
Speak English "not well"	27	0.3%	38	
Speak English "not at all"	0	0.0%	13	
Speak other languages	26	0.3%	29	
Speak English "very well" or "well"	16	0.2%	18	
Speak English "not well"	10	0.1%	17	
Speak English "not at all"	0	0.0%	13	
65 years and over				
Speak only English	1,128	14.3%	197	
Speak Spanish	0	0.0%	13	
Speak English "very well" or "well"	0	0.0%	13	
Speak English "not well"	0	0.0%	13	
Speak English "not at all"	0	0.0%	13	
Speak other Indo-European languages	0	0.0%	13	
Speak English "very well" or "well"	0	0.0%	13	
Speak English "not well"	0	0.0%	13	
Speak English "not at all"	0	0.0%	13	
Speak Asian and Pacific Island languages	0	0.0%	13	
Speak English "very well" or "well"	0	0.0%	13	
Speak English "not well"	0	0.0%	13	
Speak English "not at all"	0	0.0%	13	
Speak other languages	20	0.3%	22	
Speak English "very well" or "well"	12	0.2%	19	
Speak English "not well"	8	0.1%	12	
Speak English "not at all"	0	0.0%	13	

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: high medium low

December 05, 2019



ACS Population Summary

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 Geography: Place

Prepared by Esri

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	4,001	100.0%	312	High
Worked in state and in county of residence	1,206	30.1%	206	High
Worked in state and outside county of residence	2,725	68.1%	245	High
Worked outside state of residence	70	1.7%	50	Low
SEX BY CLASS OF WORKER FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER				
Total:	4,019	100.0%	301	High
Male:	2,195	54.6%	181	High
Employee of private company	1,355	33.7%	200	High
Self-employed in own incorporated business	80	2.0%	45	Medium
Private not-for-profit wage and salary workers	84	2.1%	45	Medium
Local government workers	184	4.6%	80	Medium
State government workers	94	2.3%	56	Medium
Federal government workers	140	3.5%	71	Medium
Self-employed in own not incorporated business workers	258	6.4%	90	Medium
Unpaid family workers	0	0.0%	13	
Female:	1,824	45.4%	198	High
Employee of private company	1,155	28.7%	166	High
Self-employed in own incorporated business	25	0.6%	26	Low
Private not-for-profit wage and salary workers	39	1.0%	37	Low
Local government workers	91	2.3%	58	Medium
State government workers	261	6.5%	97	Medium
Federal government workers	156	3.9%	76	Medium
Self-employed in own not incorporated business workers	97	2.4%	61	Medium
Unpaid family workers	0	0.0%	13	



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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	4,001	100.0%	312	High
Drove alone	3,493	87.3%	299	High
Carpooled	164	4.1%	70	Medium
Public transportation (excluding taxicab)	0	0.0%	13	
Bus or trolley bus	0	0.0%	13	
Streetcar or trolley car	0	0.0%	13	
Subway or elevated	0	0.0%	13	
Railroad	0	0.0%	13	
Ferryboat	0	0.0%	13	
Taxicab	0	0.0%	13	
Motorcycle	13	0.3%	20	Low
Bicycle	25	0.6%	29	Low
Walked	91	2.3%	65	Low
Other means	32	0.8%	36	Low
Worked at home	183	4.6%	79	Medium
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	3,818	100.0%	321	High
Less than 5 minutes	242	6.3%	112	Medium
5 to 9 minutes	293	7.7%	98	Medium
10 to 14 minutes	258	6.8%	103	Medium
15 to 19 minutes	284	7.4%	96	Medium
20 to 24 minutes	378	9.9%	120	Medium
25 to 29 minutes	405	10.6%	135	Medium
30 to 34 minutes	567	14.9%	141	Medium
35 to 39 minutes	324	8.5%	113	Medium
40 to 44 minutes	232	6.1%	105	Medium
45 to 59 minutes	596	15.6%	158	Medium
60 to 89 minutes	181	4.7%	88	Medium
90 or more minutes	58	1.5%	42	Low
Average Travel Time to Work (in minutes)	28.9		3.8	High
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	2,455	100.0%	167	High
Own children under 6 years only	173	7.0%	69	Medium
In labor force	104	4.2%	58	Medium
Not in labor force	69	2.8%	46	Low
Own children under 6 years and 6 to 17 years	265	10.8%	106	Medium
In labor force	234	9.5%	98	Medium
Not in labor force	31	1.3%	35	Low
Own children 6 to 17 years only	632	25.7%	112	High
In labor force	495	20.2%	120	Medium
Not in labor force	137	5.6%	68	Medium
No own children under 18 years	1,385	56.4%	206	High
In labor force	921	37.5%	173	High
Not in labor force	464	18.9%	127	Medium

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low



ACS Population Summary

Blanchard City, OK
 Blanchard City, OK (4006700)
 Geography: Place

Prepared by Esri

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	8,303	100.0%	322	
Under 19 years:	2,348	28.3%	247	
One Type of Health Insurance:	2,074	25.0%	230	
Employer-Based Health Ins Only	1,351	16.3%	227	
Direct-Purchase Health Ins Only	128	1.5%	114	
Medicare Coverage Only	0	0.0%	13	
Medicaid Coverage Only	495	6.0%	162	
TRICARE/Military Hlth Cov Only	85	1.0%	76	
VA Health Care Only	15	0.2%	20	
2+ Types of Health Insurance	84	1.0%	48	
No Health Insurance Coverage	190	2.3%	94	
19 to 34 years:	1,345	16.2%	188	
One Type of Health Insurance:	1,002	12.1%	194	
Employer-Based Health Ins Only	659	7.9%	153	
Direct-Purchase Health Ins Only	113	1.4%	90	
Medicare Coverage Only	6	0.1%	9	
Medicaid Coverage Only	182	2.2%	103	
TRICARE/Military Hlth Cov Only	0	0.0%	13	
VA Health Care Only	42	0.5%	46	
2+ Types of Health Insurance	22	0.3%	26	
No Health Insurance Coverage	321	3.9%	108	
35 to 64 years:	3,501	42.2%	233	
One Type of Health Insurance:	2,837	34.2%	266	
Employer-Based Health Ins Only	2,315	27.9%	279	
Direct-Purchase Health Ins Only	213	2.6%	105	
Medicare Coverage Only	84	1.0%	66	
Medicaid Coverage Only	121	1.5%	68	
TRICARE/Military Hlth Cov Only	82	1.0%	56	
VA Health Care Only	22	0.3%	24	
2+ Types of Health Insurance	315	3.8%	97	
No Health Insurance Coverage	349	4.2%	129	
65+ years:	1,109	13.4%	197	
One Type of Health Insurance:	231	2.8%	103	
Employer-Based Health Ins Only	13	0.2%	17	
Direct-Purchase Health Ins Only	0	0.0%	13	
Medicare Coverage Only	218	2.6%	96	
TRICARE/Military Hlth Cov Only	0	0.0%	13	
VA Health Care Only	0	0.0%	13	
2+ Types of Health Insurance:	878	10.6%	180	
Employer-Based & Direct-Purchase Health Insurance	0	0.0%	13	
Employer-Based Health & Medicare Insurance	269	3.2%	97	
Direct-Purchase Health & Medicare Insurance	270	3.3%	113	
Medicare & Medicaid Coverage	58	0.7%	47	
Other Private Health Insurance Combos	0	0.0%	13	
Other Public Health Insurance Combos	53	0.6%	38	
Other Health Insurance Combinations	228	2.7%	88	
No Health Insurance Coverage	0	0.0%	13	

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: high medium low

December 05, 2019



ACS Population Summary

Blanchard City, OK
 Blanchard City, OK (4006700)
 Geography: Place

Prepared by Esri

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	8,347	100.0%	318	High
Under .50	399	4.8%	201	Medium
.50 to .99	329	3.9%	143	Medium
1.00 to 1.24	235	2.8%	172	Low
1.25 to 1.49	355	4.3%	193	Medium
1.50 to 1.84	294	3.5%	184	Medium
1.85 to 1.99	295	3.5%	173	Medium
2.00 and over	6,440	77.2%	415	High
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	6,095	100.0%	266	High
Veteran	635	10.4%	137	Medium
Nonveteran	5,460	89.6%	280	High
Male	2,877	47.2%	179	High
Veteran	592	9.7%	127	Medium
Nonveteran	2,285	37.5%	192	High
Female	3,218	52.8%	209	High
Veteran	43	0.7%	35	Low
Nonveteran	3,175	52.1%	217	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	635	100.0%	137	Medium
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	107	16.9%	67	Medium
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	21	3.3%	19	Medium
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	8	1.3%	13	Low
Gulf War (8/90 to 8/01), no Vietnam Era	120	18.9%	59	Medium
Gulf War (8/90 to 8/01) and Vietnam Era	41	6.5%	36	Low
Vietnam Era, no Korean War, no World War II	235	37.0%	81	Medium
Vietnam Era and Korean War, no World War II	0	0.0%	13	
Vietnam Era and Korean War and World War II	0	0.0%	13	
Korean War, no Vietnam Era, no World War II	0	0.0%	13	
Korean War and World War II, no Vietnam Era	0	0.0%	13	
World War II, no Korean War, no Vietnam Era	0	0.0%	13	
Between Gulf War and Vietnam Era only	87	13.7%	60	Low
Between Vietnam Era and Korean War only	16	2.5%	22	Low
Between Korean War and World War II only	0	0.0%	13	
Pre-World War II only	0	0.0%	13	
HOUSEHOLDS BY POVERTY STATUS				
Total	2,984	100.0%	168	High
Income in the past 12 months below poverty level	248	8.3%	86	Medium
Married-couple family	2	0.1%	4	Low
Other family - male householder (no wife present)	44	1.5%	40	Low
Other family - female householder (no husband present)	119	4.0%	51	Medium
Nonfamily household - male householder	56	1.9%	45	Low
Nonfamily household - female householder	27	0.9%	31	Low
Income in the past 12 months at or above poverty level	2,736	91.7%	178	High
Married-couple family	1,898	63.6%	130	High
Other family - male householder (no wife present)	168	5.6%	77	Medium
Other family - female householder (no husband present)	178	6.0%	75	Medium
Nonfamily household - male householder	240	8.0%	82	Medium
Nonfamily household - female householder	252	8.4%	91	Medium

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low

December 05, 2019



ACS Population Summary

Blanchard City, OK
 Blanchard City, OK (4006700)
 Geography: Place

Prepared by Esri

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	863	28.9%	151	High
No Social Security Income	2,121	71.1%	163	High
Retirement Income	667	22.4%	139	Medium
No Retirement Income	2,317	77.6%	175	High
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
<10% of Income	0	0.0%	13	High
10-14.9% of Income	93	16.0%	46	Medium
15-19.9% of Income	103	17.7%	62	Medium
20-24.9% of Income	39	6.7%	31	Low
25-29.9% of Income	103	17.7%	62	Medium
30-34.9% of Income	16	2.7%	25	Low
35-39.9% of Income	54	9.3%	52	Low
40-49.9% of Income	40	6.9%	36	Low
50+% of Income	58	10.0%	41	Low
Gross Rent % Inc Not Computed	76	13.1%	54	Low
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	2,984	100.0%	168	High
With public assistance income	71	2.4%	46	Medium
No public assistance income	2,913	97.6%	164	High
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	2,984	100.0%	168	High
With Food Stamps/SNAP	273	9.1%	91	Medium
With No Food Stamps/SNAP	2,711	90.9%	175	High
HOUSEHOLDS BY DISABILITY STATUS				
Total	2,984	100.0%	168	High
With 1+ Persons w/Disability	841	28.2%	145	High
With No Person w/Disability	2,143	71.8%	191	High

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2015, adjusted for inflation.

2013-2017 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2013-2017 ACS estimates, five-year period data collected monthly from January 1, 2011 through December 31, 2015. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



Tapestry Segmentation Area Profile

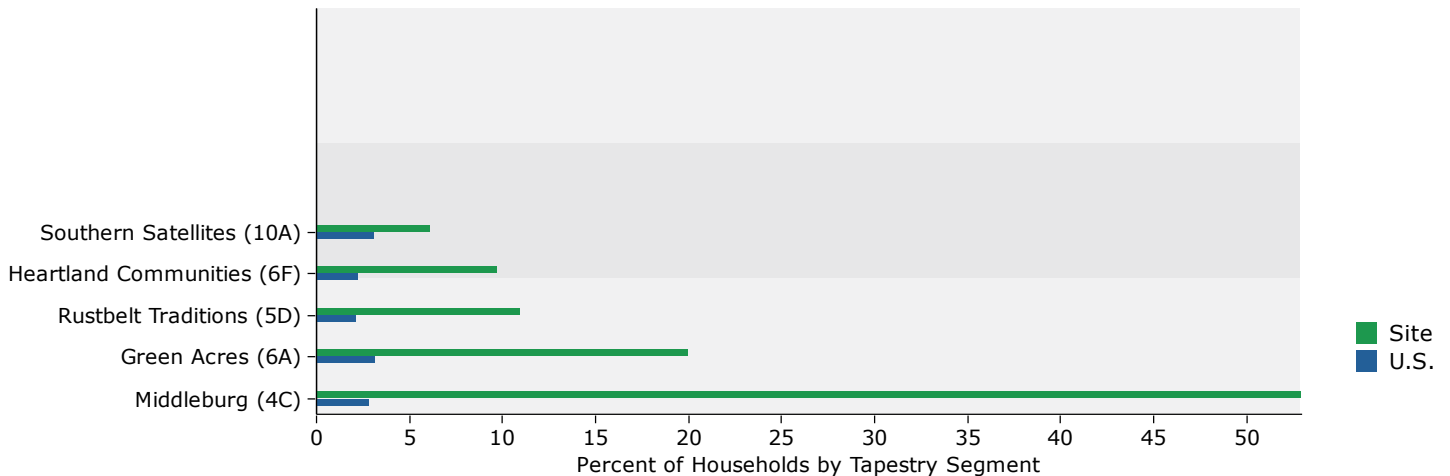
Blanchard City, OK
 Blanchard City, OK (4006700)
 Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	53.0%	53.0%	2.9%	2.9%	1822
2	Green Acres (6A)	20.0%	73.0%	3.2%	6.1%	622
3	Rustbelt Traditions (5D)	11.0%	84.0%	2.2%	8.3%	504
4	Heartland Communities (6F)	9.8%	93.8%	2.3%	10.6%	429
5	Southern Satellites (10A)	6.2%	100.0%	3.1%	13.7%	196
Subtotal		100.0%		13.7%		
Total		100.0%		13.7%		727

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

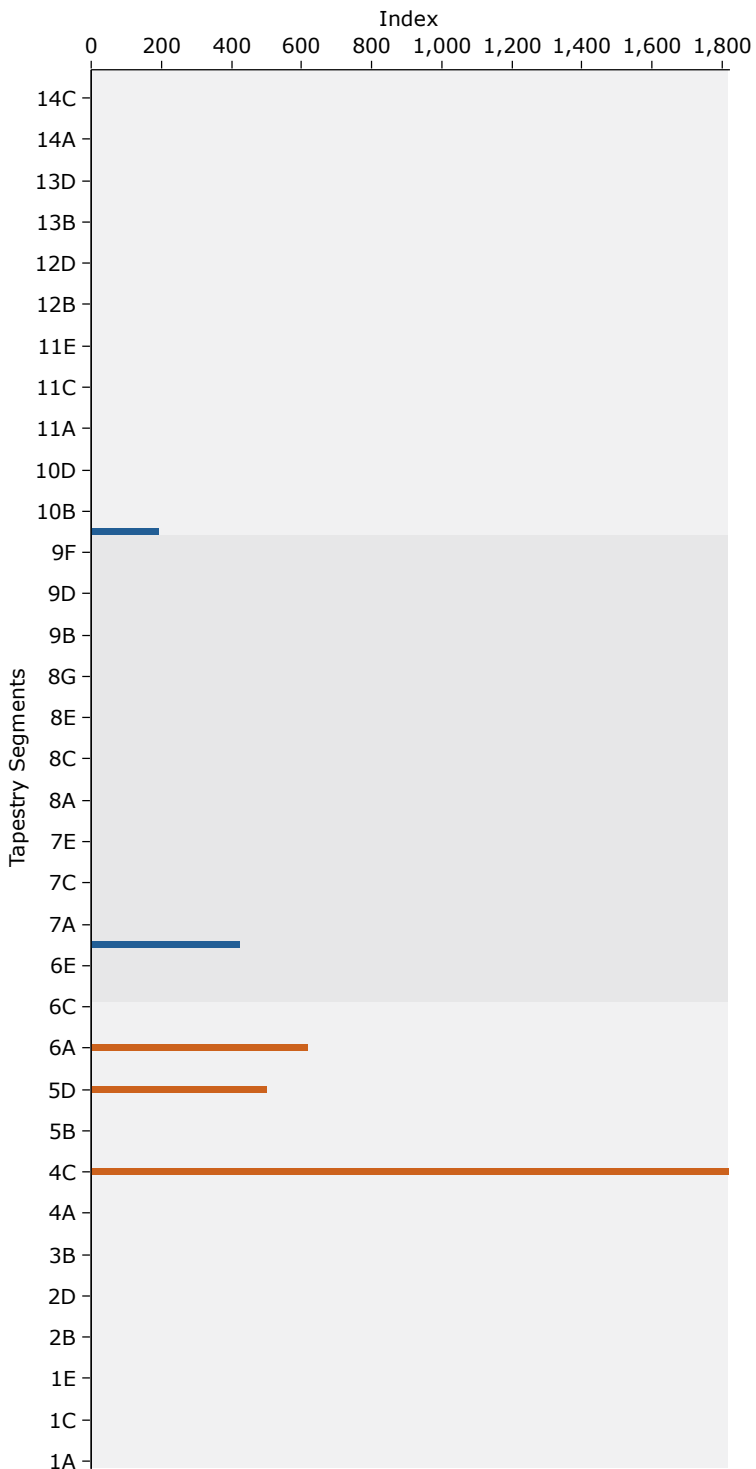


Tapestry Segmentation Area Profile

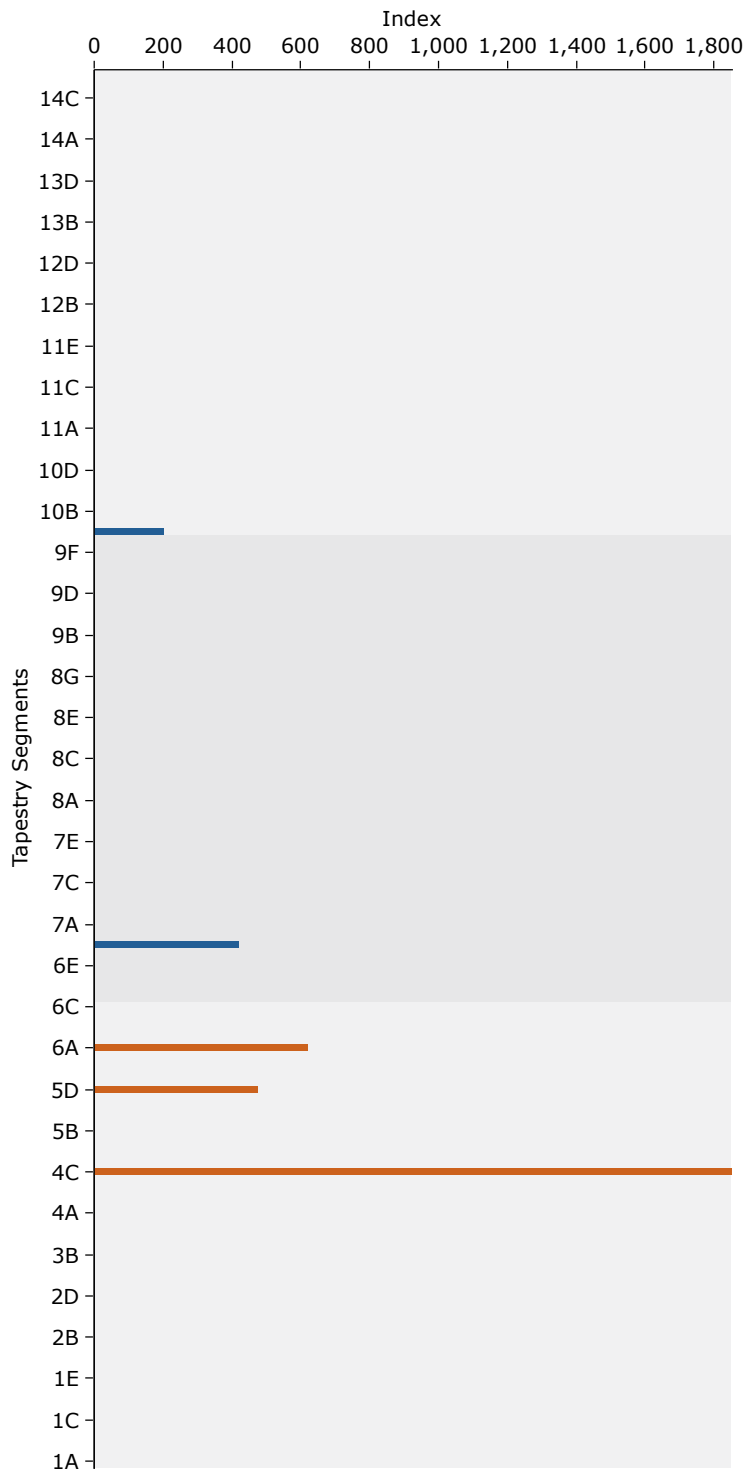
Blanchard City, OK
 Blanchard City, OK (4006700)
 Geography: Place

Prepared by Esri

2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Blanchard City, OK
 Blanchard City, OK (4006700)
 Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,326	100.0%		6,854	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	1,762	53.0%	702	3,687	53.8%	683
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	1,762	53.0%	1,822	3,687	53.8%	1,855
5. GenXurban	367	11.0%	97	674	9.8%	90
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	367	11.0%	504	674	9.8%	478
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	992	29.8%	248	2,046	29.9%	252
Green Acres (6A)	666	20.0%	622	1,429	20.8%	625
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	326	9.8%	429	617	9.0%	422
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Blanchard City, OK
 Blanchard City, OK (4006700)
 Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,326	100.0%		6,854	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	205	6.2%	75	447	6.5%	78
Southern Satellites (10A)	205	6.2%	196	447	6.5%	204
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Blanchard City, OK
 Blanchard City, OK (4006700)
 Geography: Place

Prepared by Esri

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,326	100.0%		6,854	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	367	11.0%	66	674	9.8%	55
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	367	11.0%	504	674	9.8%	478
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Blanchard City, OK
 Blanchard City, OK (4006700)
 Geography: Place

Prepared by Esri

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,326	100.0%		6,854	100.0%	
4. Suburban Periphery	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	2,088	62.8%	672	4,304	62.8%	696
Middleburg (4C)	1,762	53.0%	1,822	3,687	53.8%	1,855
Heartland Communities (6F)	326	9.8%	429	617	9.0%	422
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	871	26.2%	156	1,876	27.4%	162
Green Acres (6A)	666	20.0%	622	1,429	20.8%	625
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	205	6.2%	196	447	6.5%	204
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



LifeMode Group: Family Landscapes
Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: \$59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

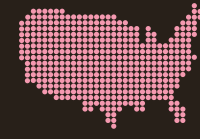
- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of \$175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.



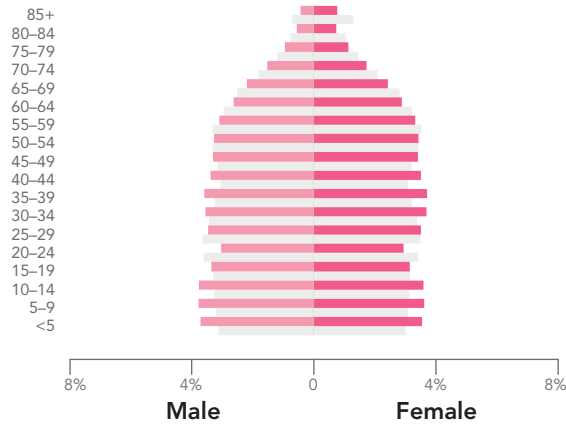
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **36.1** US: 38.2

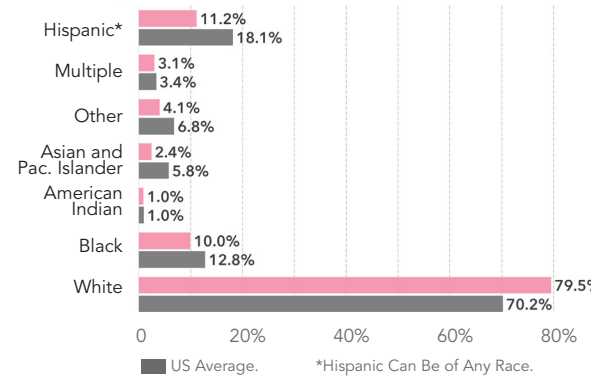
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **48.5** US: 64.0



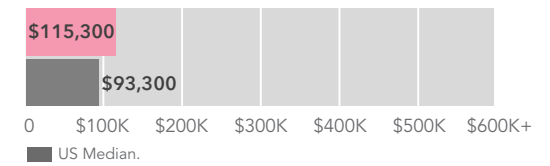
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

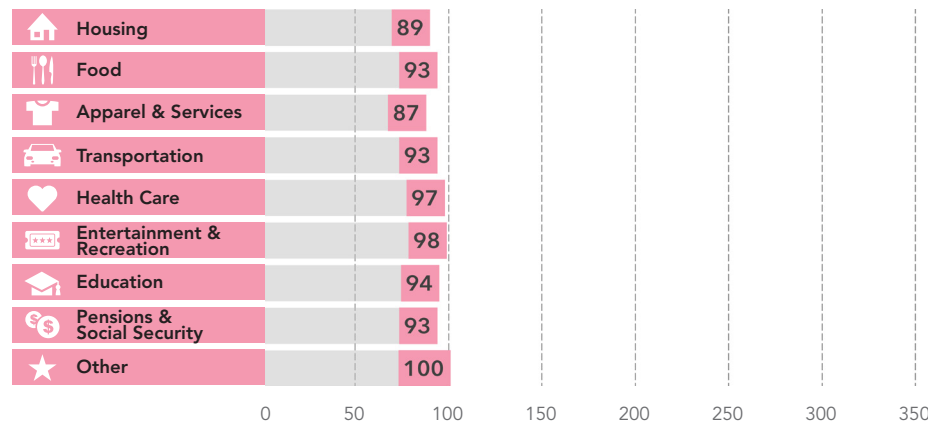


Median Net Worth



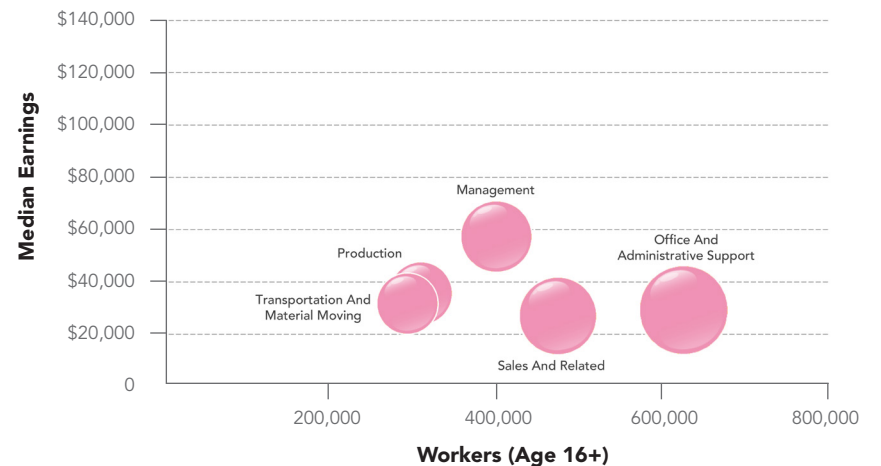
AVERAGE HOUSEHOLD BUDGET INDEX

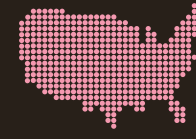
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

HOUSING

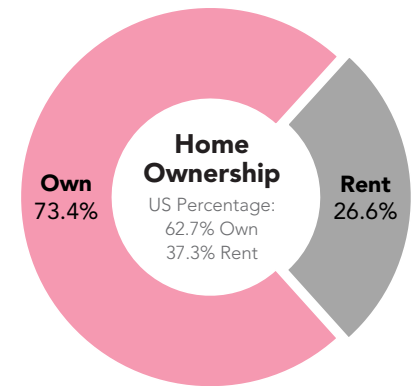
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

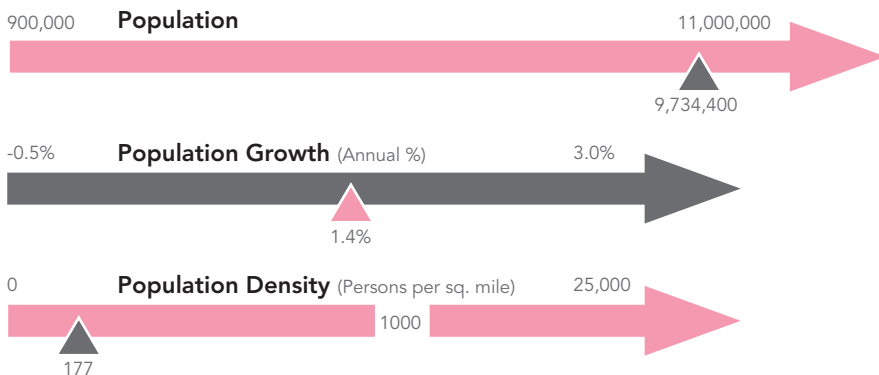
Median Value:
\$175,000

US Median: \$207,300



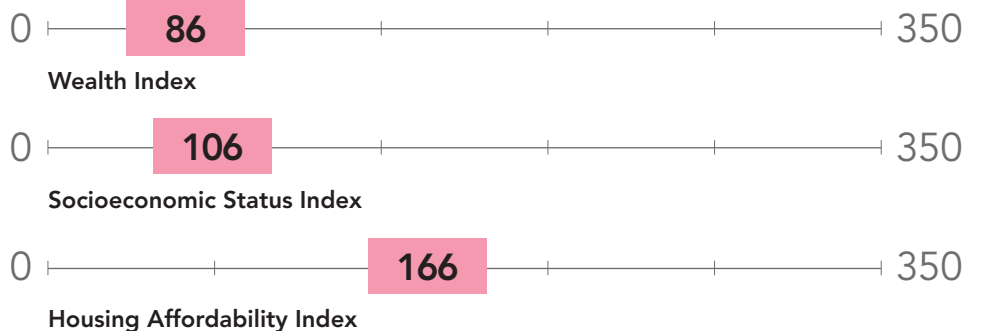
POPULATION CHARACTERISTICS

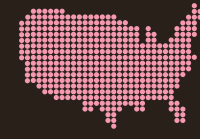
Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

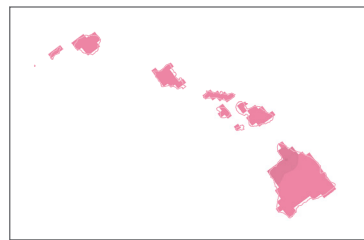
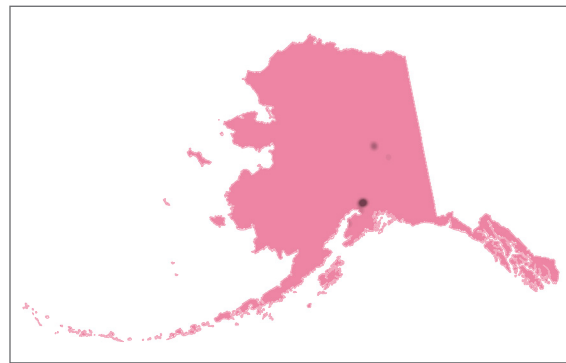
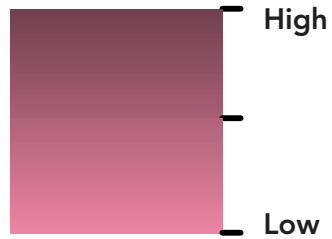
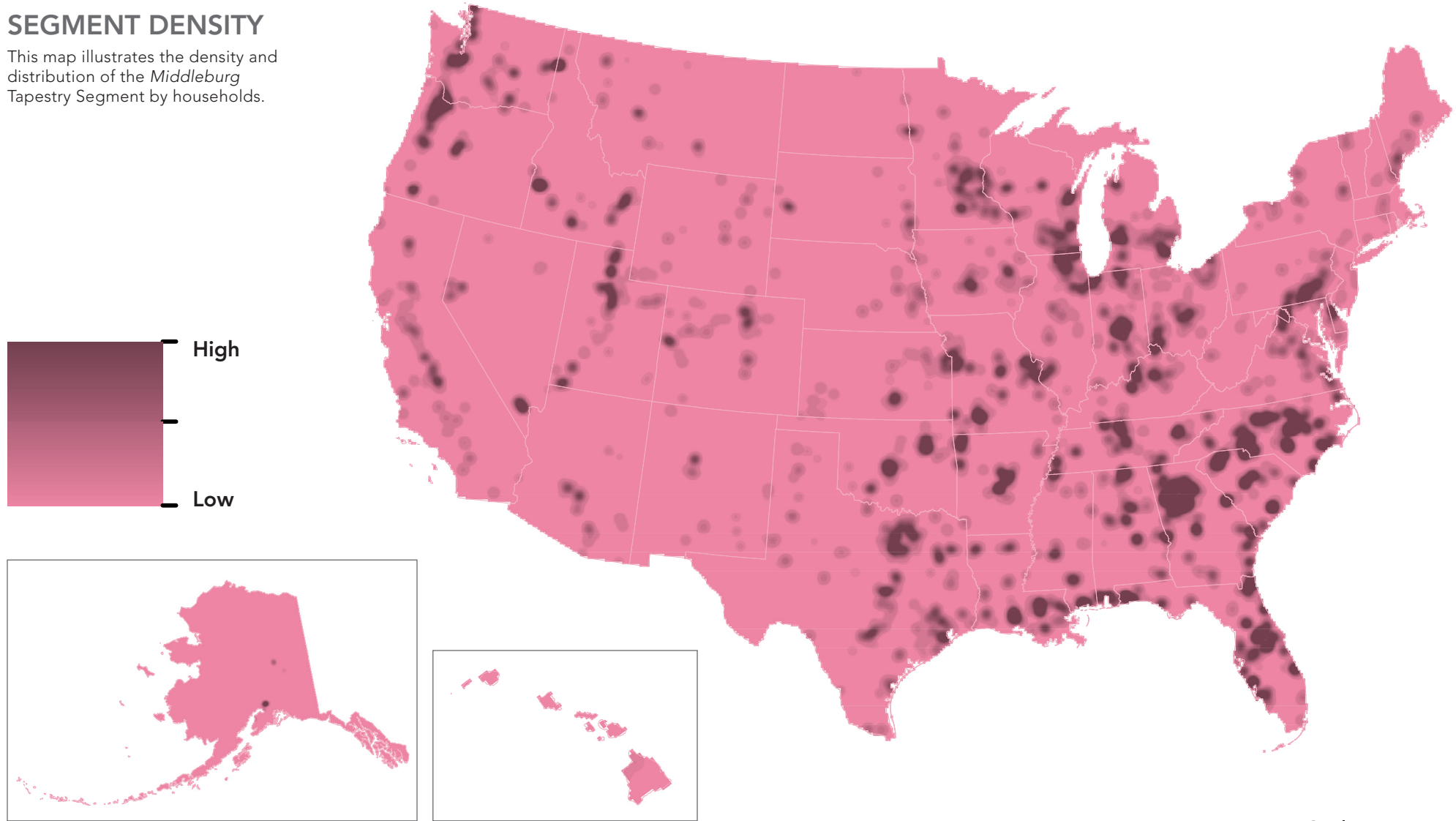
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Middleburg* Tapestry Segment by households.



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LifeMode Group: Cozy Country Living
Green Acres

6A

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: \$76,800

WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of *Green Acres* remain pessimistic about the near future yet are heavily invested in it.

OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.



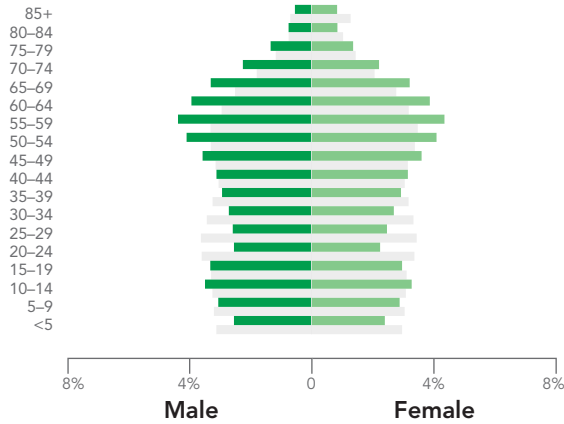
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **43.9** US: 38.2

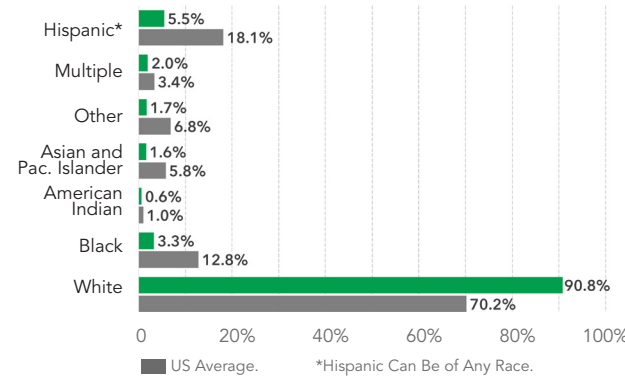
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **26.0** US: 64.0



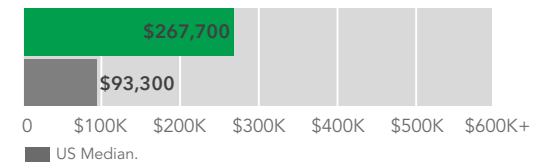
INCOME AND NET WORTH

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Median Household Income

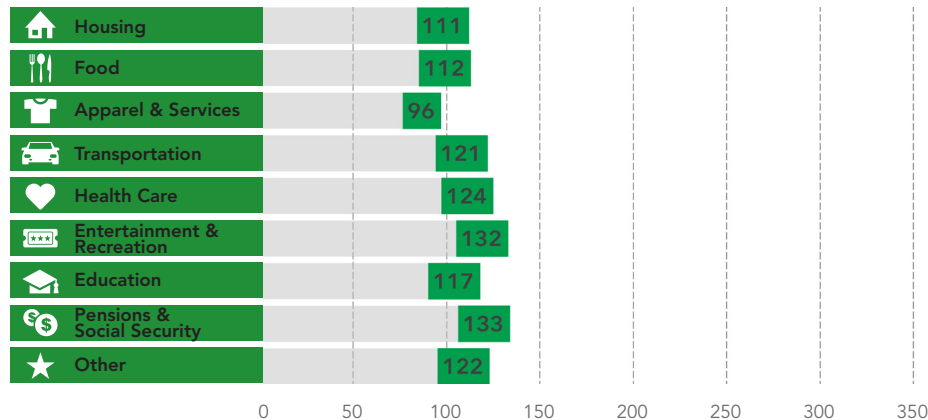


Median Net Worth



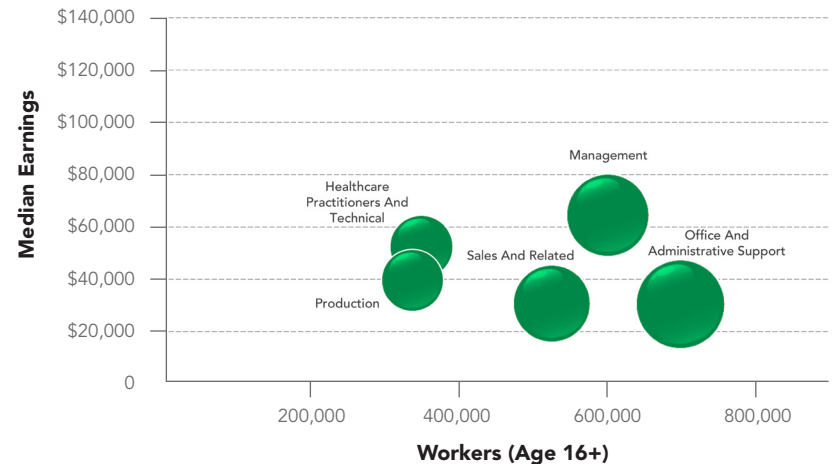
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Purchasing choices reflect *Green Acres*' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

HOUSING

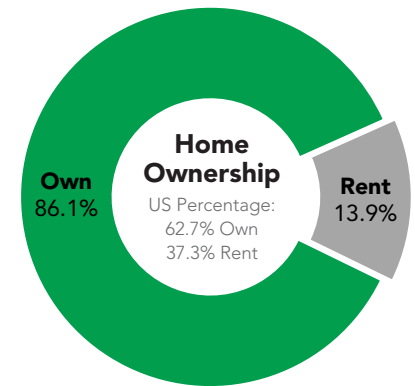
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

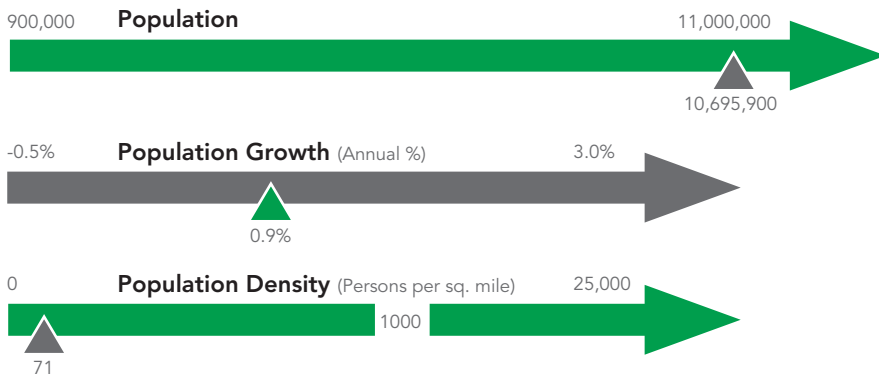
Median Value:
\$235,500

US Median: \$207,300



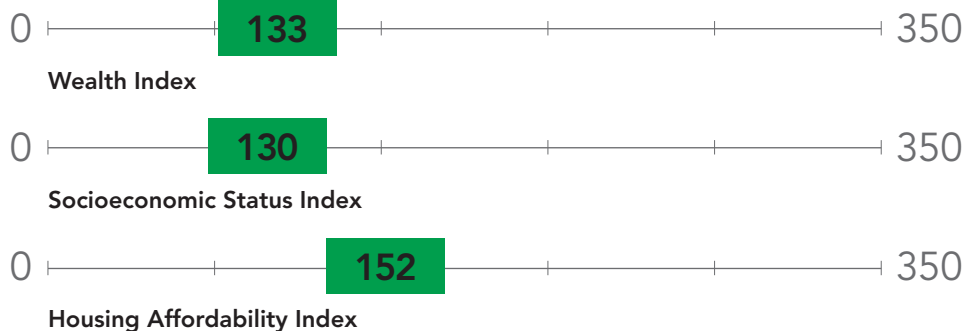
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

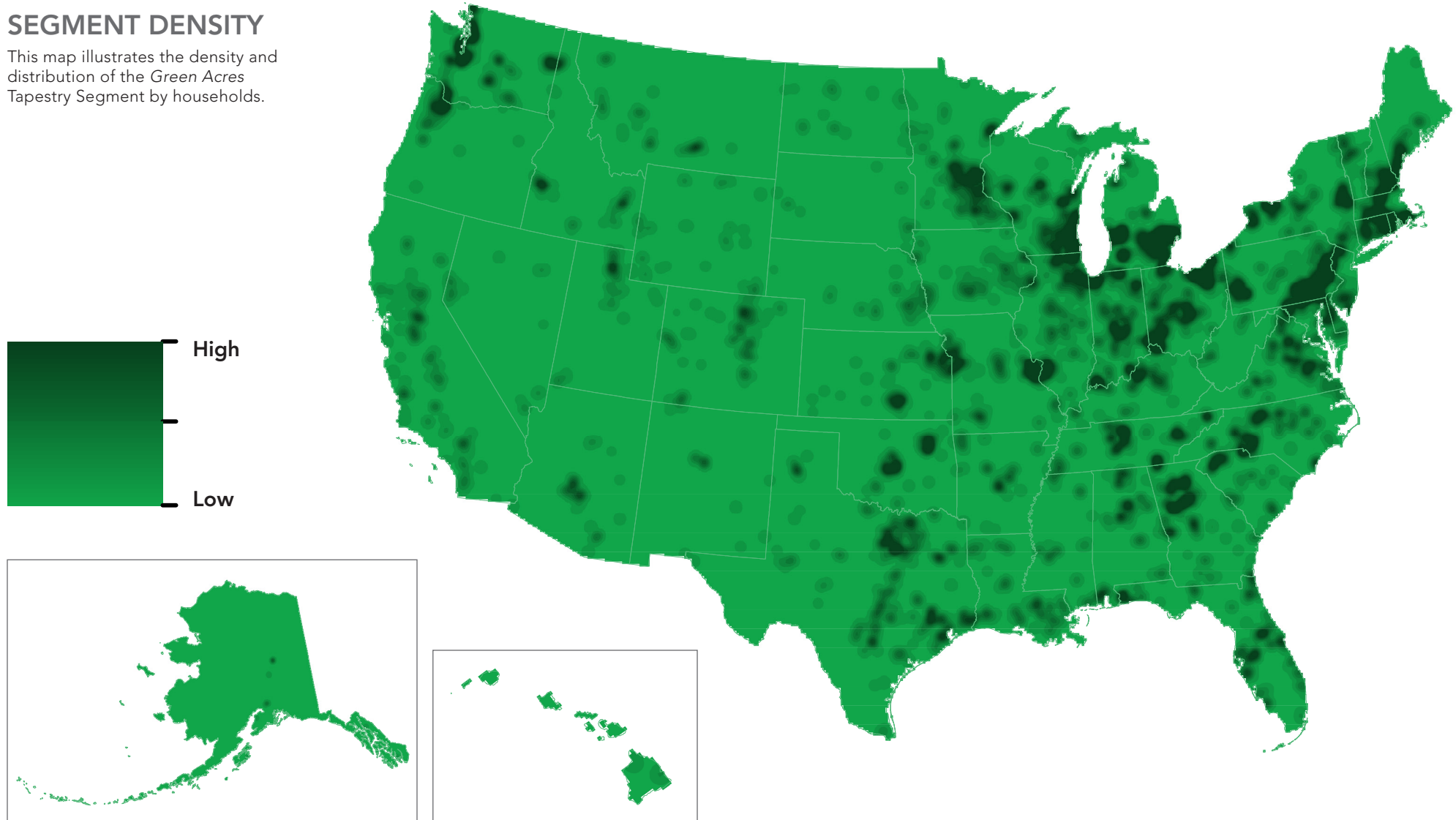
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Green Acres* Tapestry Segment by households.



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Traffic Count Profile

122 N Main Ave, Blanchard, Oklahoma, 73010
Rings: 2, 6, 10 mile radii

Prepared by Esri
Latitude: 35.13716
Longitude: -97.65825

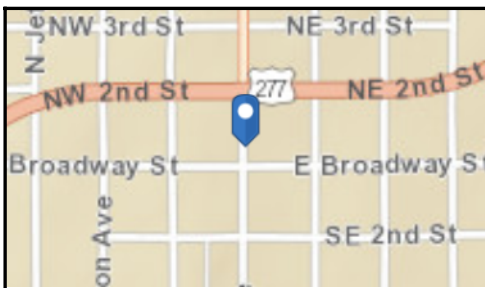
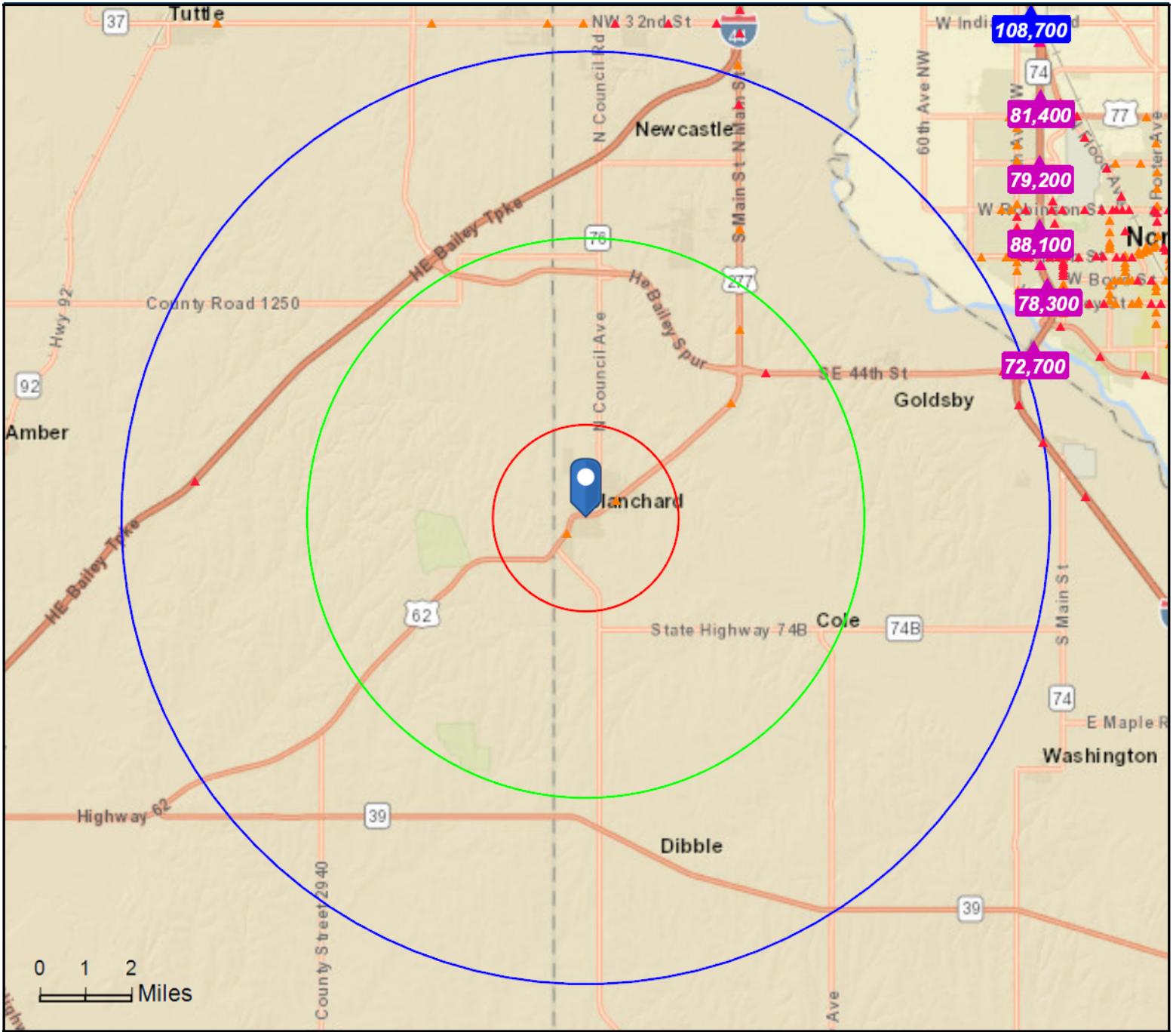
Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.32	S Tyler Ave	E 3rd St (0.02 miles S)	2007	3,884
0.41	E 7th	W 7th St (0.02 miles W)	2007	769
0.53	US Hwy 62	SW 7th St (0.09 miles SW)	2014	9,200
0.69	NW 10th St	N Madison Ave (0.17 miles E)	2007	1,249
0.69	S Tyler Ave	N3000 Rd (0.03 miles S)	2007	3,388
0.75	US Hwy 62	Dainswick Ln (0.03 miles SW)	2014	10,700
0.79	NE 10th St	Choctaw Trl (0.11 miles W)	2007	4,645
0.82	SE 7th St	Quail Hollow Dr (0.19 miles E)	2007	786
1.08	State Hwy 76	SW 14th St (0.28 miles NW)	2014	3,000
1.33	S County Line Ave	Millridge Dr (0.07 miles N)	2005	1,521
1.94	N Council Rd	Post Oak Dr (0.06 miles S)	2014	3,900
1.95	N Morgan Ave	Nicole Ln (0.19 miles N)	2007	585
2.11	State Hwy 76	272nd St (0.13 miles S)	2014	5,700
2.22	US Hwy 62	Four Lakes Dr (0.16 miles W)	2014	3,900
2.49	E Cole Rd	Ark Ln (0.02 miles E)	2014	1,200
3.79	State Hwy 76	260th St (0.37 miles N)	2014	4,800
3.98	N Council Rd	Persimmon Ridge Dr (0.04 miles S)	1998	3,700
3.98	US Hwy 62	320th St (0.17 miles NE)	2014	12,200
4.32	US Hwy 62	E1310 Rd (0.40000001 miles NE)	2001	3,600
4.60	NW 70th St	340th St (0.04 miles E)	2007	1,591
4.76	Sandrock Rd	N2980 Rd (0.46000001 miles W)	2010	997
4.87	Sara Rd	Co Rd 1257 (0.02 miles S)	2010	765
4.96	State Hwy 9	H E Bailey Turnpike Norman Spr (0.56 miles W)	2014	16,400
4.98	N Council Rd	Sleepy Hollow Rd (0.1 miles S)	2014	5,400
5.22	S Main St	SE 40th St (0.44 miles S)	2014	11,800
5.31	H E Bailey Turnpike Norman Spr	Rockwell Ave (0.34 miles SE)	2014	6,488
5.48	240th St	Diamond Ln (0.23 miles W)	2007	650
5.63	Sandrock Rd	County Street 2963 (0.11 miles W)	2010	1,139
6.06	N2990 Rd	State Hwy 39 (0.40000001 miles S)	2007	304
6.08	Cs 2970	Cr 1243 (0.09 miles S)	2010	1,401

Data Note:The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2019 to 1963. Over 25% of the counts were taken between 2010 and 2019 and over 77% of the counts were taken between 2000 and 2019. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

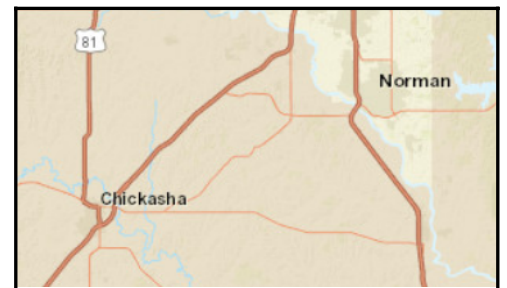
Source: ©2019 Kalibrate Technologies (Q2 2019).

122 N Main Ave, Blanchard, Oklahoma, 73010
 Rings: 2, 6, 10 mile radii

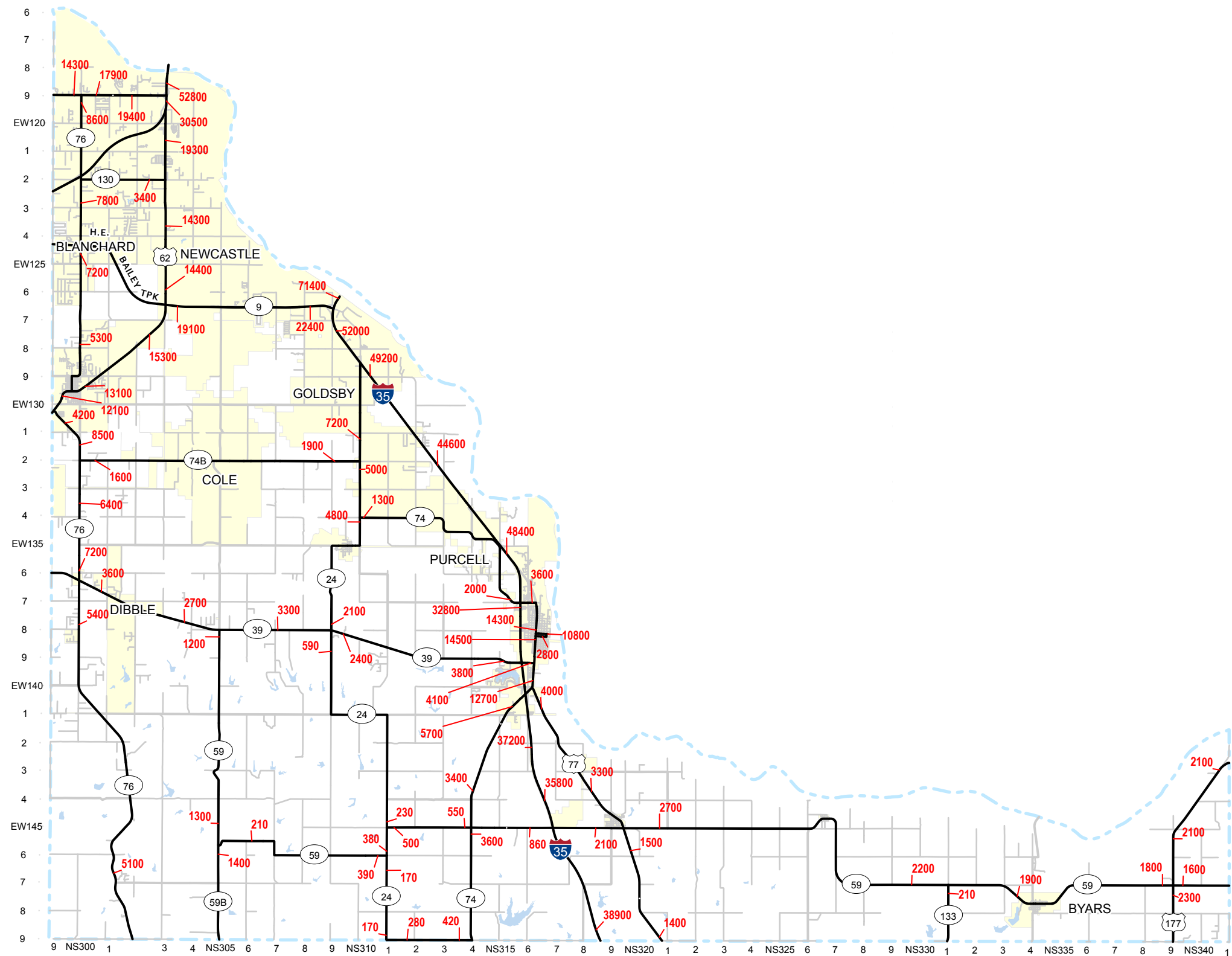
Prepared by Esri
 Latitude: 35.13716
 Longitude: -97.65825



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2019 Kalibrate Technologies (Q2 2019).



2018

**Annual Average Daily Traffic
Oklahoma Highway System
McClain County (44)**

Count Site Type

- ▲ Continuous
- Short Term
- State Highway System

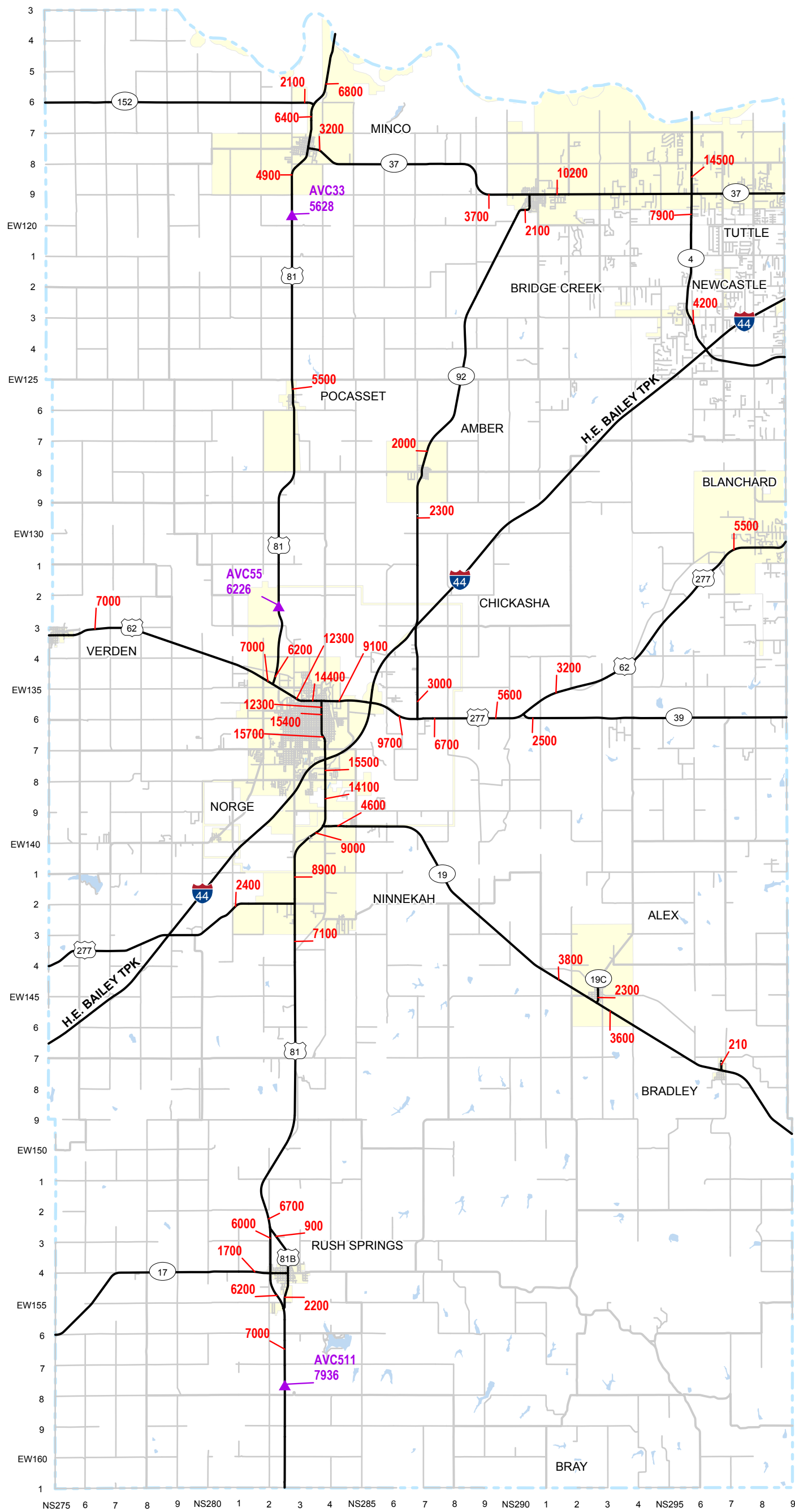
CONTINUOUS (AVC) - AUTOMATIC VEHICLE CLASSIFICATION SITE:
RECORDS TRAFFIC VOLUME AND
CLASSIFICATION EACH DAY

SHORT TERM - ANNUALIZED AVERAGE OF 24 HOUR COUNT(S)



OKLAHOMA DEPARTMENT OF TRANSPORTATION
STRATEGIC ASSET & PERFORMANCE MANAGEMENT DIVISION
TRAFFIC MANAGEMENT BRANCH
200 N.E. 21ST STREET
OKLAHOMA CITY, OKLAHOMA 73105





OKLAHOMA DEPARTMENT OF TRANSPORTATION
 STRATEGIC ASSET & PERFORMANCE MANAGEMENT DIVISION
 TRAFFIC MANAGEMENT BRANCH
 200 N.E. 21ST STREET
 OKLAHOMA CITY, OKLAHOMA 73105

2018
 Annual Average Daily Traffic
 Oklahoma Highway System
 Grady County (26)

Count Site Type

- ▲ Continuous
- Short Term
- State Highway System

CONTINUOUS (AVC) - AUTOMATIC VEHICLE CLASSIFICATION SITE:
 RECORDS TRAFFIC VOLUME AND
 CLASSIFICATION EACH DAY

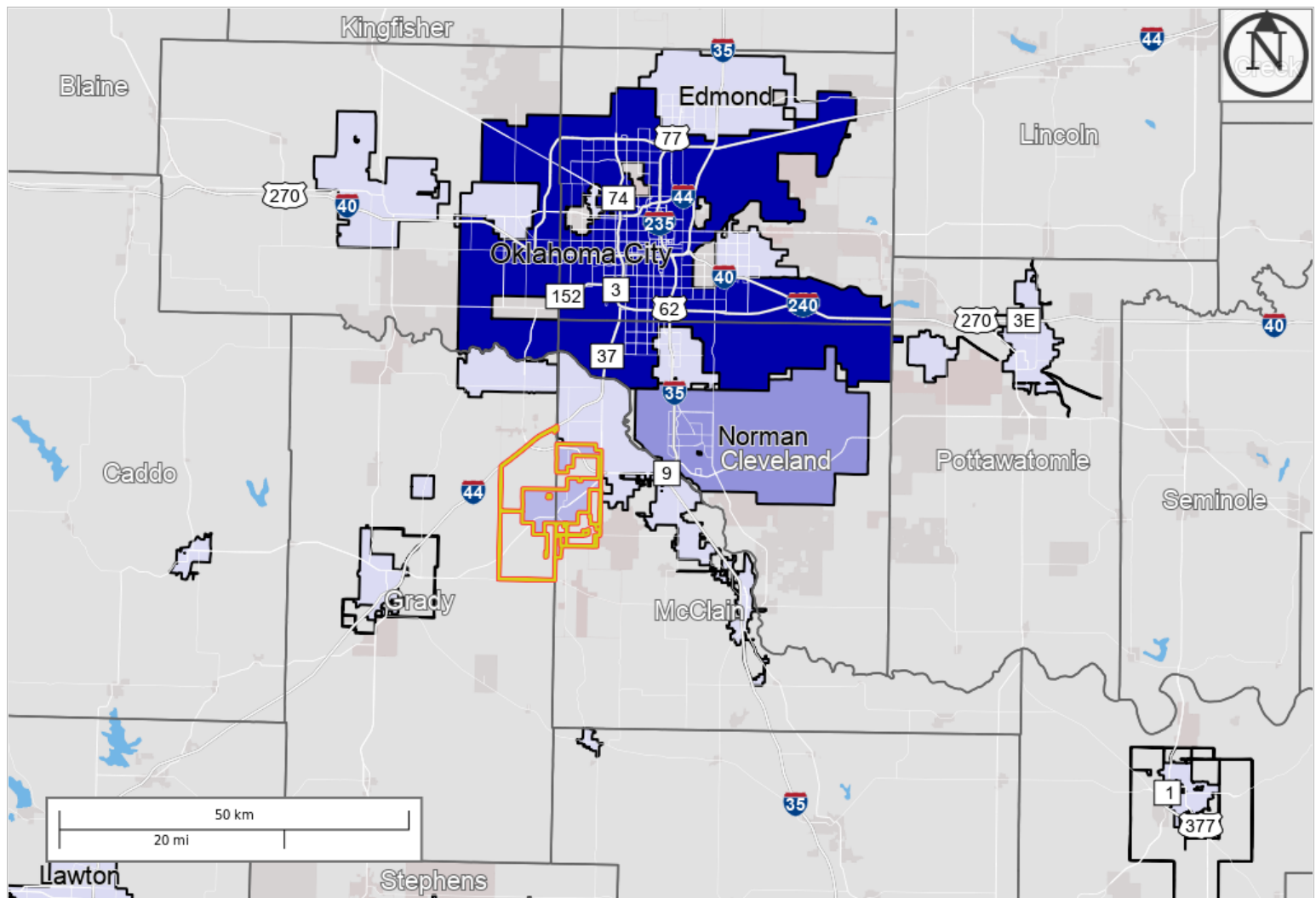
SHORT TERM - ANNUALIZED AVERAGE OF 24 HOUR COUNT(S)

Work Destination Report - Home Selection Area to Work Places (Cities, CDPs, etc.)

All Jobs for All Workers in 2017

Created by the U.S. Census Bureau's OnTheMap <https://onthemap.ces.census.gov> on 12/09/2019

Counts of All Jobs from Home Selection Area to Work Places (Cities, CDPs, etc.) in 2017 All Workers



Map Legend

Job Count

- 1,057 - 1,230
- 883 - 1,056
- 709 - 882
- 536 - 708
- 362 - 535
- 188 - 361
- 14 - 187

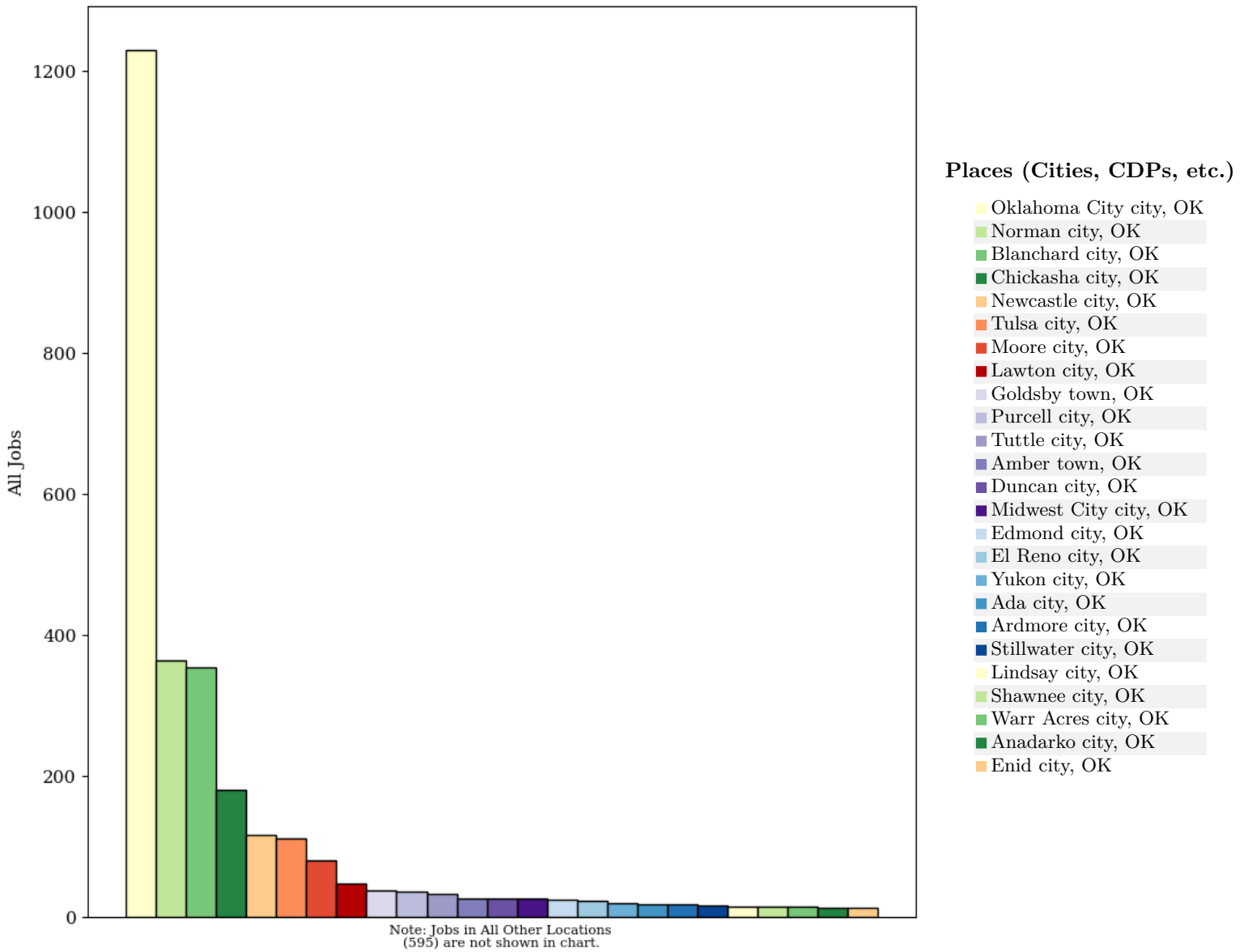
Selection Areas

- 🔺 Analysis Selection



All Jobs from Home Selection Area to Work Places (Cities, CDPs, etc.) in 2017

All Workers



All Jobs from Home Selection Area to Work Places (Cities, CDPs, etc.) in 2017

All Workers

Places (Cities, CDPs, etc.) as Work Destination Area	2017	
	Count	Share
All Places (Cities, CDPs, etc.)	3,469	100.0
Oklahoma City city, OK	1,230	35.5
Norman city, OK	364	10.5
Blanchard city, OK	354	10.2
Chickasha city, OK	181	5.2
Newcastle city, OK	117	3.4
Tulsa city, OK	112	3.2
Moore city, OK	81	2.3
Lawton city, OK	48	1.4
Goldsby town, OK	39	1.1
Purcell city, OK	36	1.0

Places (Cities, CDPs, etc.) as Work Destination Area	2017	
	Count	Share
Tuttle city, OK	33	1.0
Amber town, OK	27	0.8
Duncan city, OK	27	0.8
Midwest City city, OK	27	0.8
Edmond city, OK	25	0.7
El Reno city, OK	23	0.7
Yukon city, OK	21	0.6
Ada city, OK	18	0.5
Ardmore city, OK	18	0.5
Stillwater city, OK	17	0.5
Lindsay city, OK	16	0.5
Shawnee city, OK	16	0.5
Warr Acres city, OK	16	0.5
Anadarko city, OK	14	0.4
Enid city, OK	14	0.4
All Other Locations	595	17.2

Additional Information

Analysis Settings

Analysis Type	Destination
Destination Type	Places (Cities, CDPs, etc.)
Selection area as	Home
Year(s)	2017
Job Type	All Jobs
Selection Area	Blanchard city, OK from Places (Cities, CDPs, etc.)
Selected Census Blocks	312
Analysis Generation Date	12/09/2019 16:31 - OnTheMap 6.6
Code Revision	d7f8a300c9f4e458f61bc73d3099ca2cb8f8feaa
LODES Data Version	20170818

Data Sources

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2017).

Notes

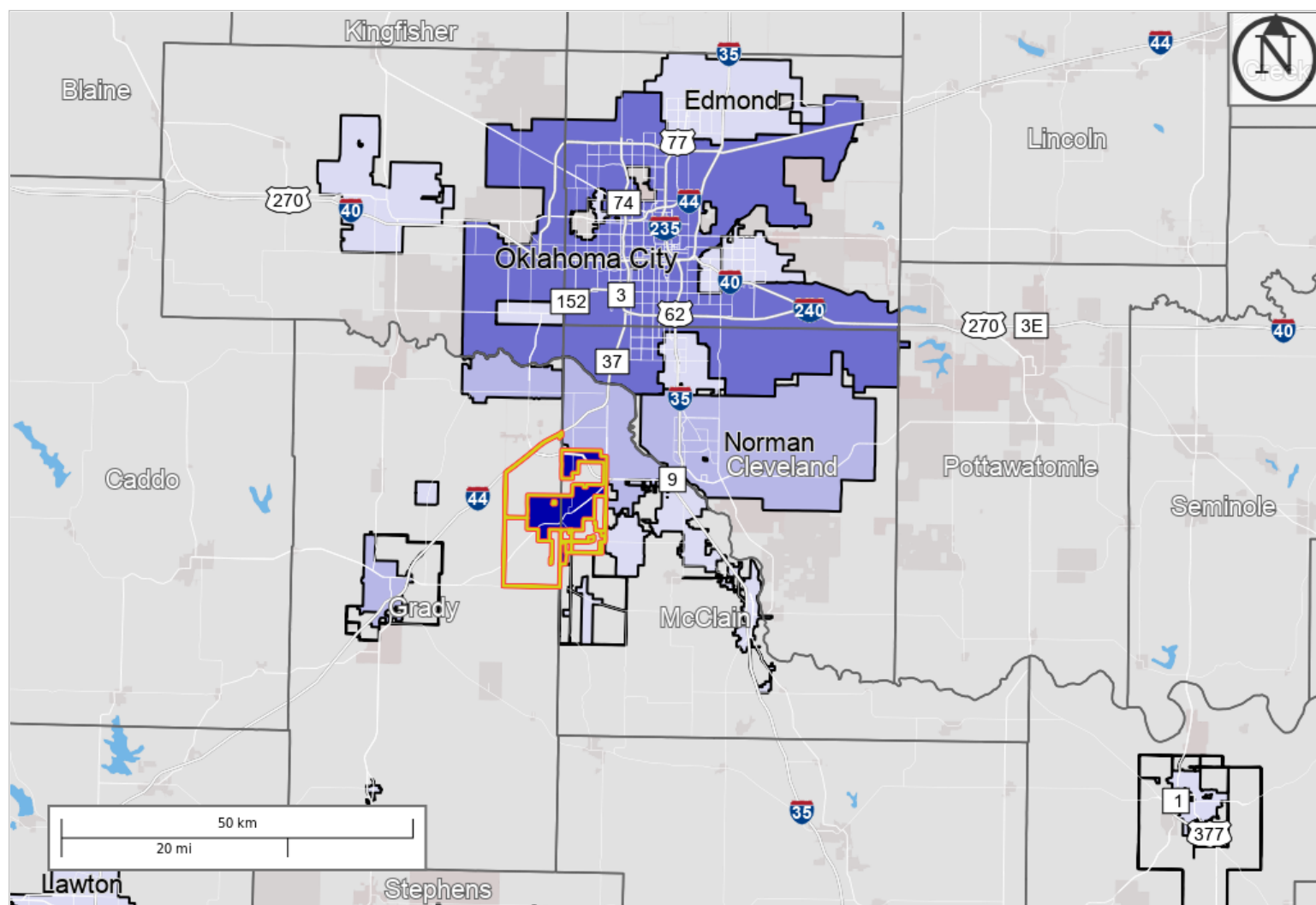
1. Race, Ethnicity, Educational Attainment, and Sex statistics are beta release results and are not available before 2009.
2. Educational Attainment is only produced for workers aged 30 and over.
3. Firm Age and Firm Size statistics are beta release results for All Private jobs and are not available before 2011.
4. Data on Federal employment are not available after 2015.

Home Destination Report - Work Selection Area to Home Places (Cities, CDPs, etc.)

All Jobs for All Workers in 2017

Created by the U.S. Census Bureau's OnTheMap <https://onthemap.ces.census.gov> on 12/09/2019

Counts of All Jobs from Work Selection Area to Home Places (Cities, CDPs, etc.) in 2017 All Workers



Map Legend

Job Count

- 305 - 354
- 255 - 304
- 205 - 254
- 156 - 204
- 106 - 155
- 56 - 105
- 6 - 55

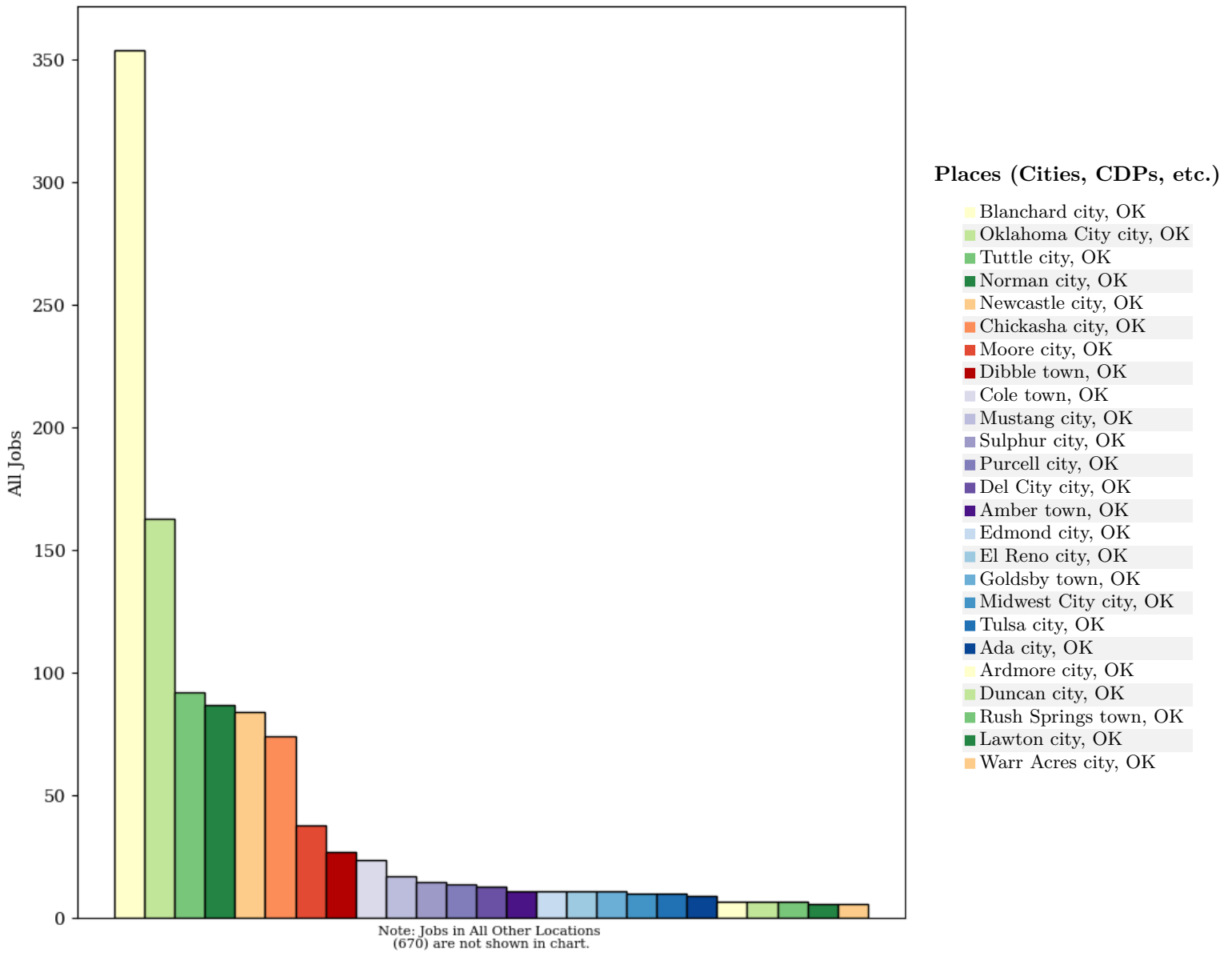
Selection Areas

- 📍 Analysis Selection



All Jobs from Work Selection Area to Home Places (Cities, CDPs, etc.) in 2017

All Workers



All Jobs from Work Selection Area to Home Places (Cities, CDPs, etc.) in 2017

All Workers

Places (Cities, CDPs, etc.) as Home Destination Area	2017	
	Count	Share
All Places (Cities, CDPs, etc.)	1,778	100.0
Blanchard city, OK	354	19.9
Oklahoma City city, OK	163	9.2
Tuttle city, OK	92	5.2
Norman city, OK	87	4.9
Newcastle city, OK	84	4.7
Chickasha city, OK	74	4.2
Moore city, OK	38	2.1
Dibble town, OK	27	1.5
Cole town, OK	24	1.3
Mustang city, OK	17	1.0

Places (Cities, CDPs, etc.) as Home Destination Area	2017	
	Count	Share
Sulphur city, OK	15	0.8
Purcell city, OK	14	0.8
Del City city, OK	13	0.7
Amber town, OK	11	0.6
Edmond city, OK	11	0.6
El Reno city, OK	11	0.6
Goldsby town, OK	11	0.6
Midwest City city, OK	10	0.6
Tulsa city, OK	10	0.6
Ada city, OK	9	0.5
Ardmore city, OK	7	0.4
Duncan city, OK	7	0.4
Rush Springs town, OK	7	0.4
Lawton city, OK	6	0.3
Warr Acres city, OK	6	0.3
All Other Locations	670	37.7

Additional Information

Analysis Settings

Analysis Type	Destination
Destination Type	Places (Cities, CDPs, etc.)
Selection area as	Work
Year(s)	2017
Job Type	All Jobs
Selection Area	Blanchard city, OK from Places (Cities, CDPs, etc.)
Selected Census Blocks	312
Analysis Generation Date	12/09/2019 16:25 - OnTheMap 6.6
Code Revision	d7f8a300c9f4e458f61bc73d3099ca2cb8f8feaa
LODES Data Version	20170818

Data Sources

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2017).

Notes

1. Race, Ethnicity, Educational Attainment, and Sex statistics are beta release results and are not available before 2009.
2. Educational Attainment is only produced for workers aged 30 and over.
3. Firm Age and Firm Size statistics are beta release results for All Private jobs and are not available before 2011.
4. Data on Federal employment are not available after 2015.



Retail Goods and Services Expenditures

122 N Main Ave, Blanchard, Oklahoma, 73010
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 35.13716
 Longitude: -97.65825

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Middleburg (4C)	41.3%	Population	6,501	7,078
Green Acres (6A)	21.4%	Households	2,378	2,588
Rustbelt Traditions (5D)	15.4%	Families	1,807	1,958
Heartland Communities (6F)	13.7%	Median Age	38.9	39.7
Southern Satellites (10A)	8.2%	Median Household Income	\$63,536	\$72,328
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		93	\$1,990.82	\$4,734,170
Men's		91	\$376.59	\$895,532
Women's		93	\$667.67	\$1,587,720
Children's		98	\$315.29	\$749,762
Footwear		91	\$435.76	\$1,036,245
Watches & Jewelry		99	\$136.35	\$324,239
Apparel Products and Services (1)		89	\$59.16	\$140,671
Computer				
Computers and Hardware for Home Use		91	\$150.91	\$358,853
Portable Memory		90	\$4.01	\$9,527
Computer Software		88	\$8.90	\$21,164
Computer Accessories		96	\$18.14	\$43,147
Entertainment & Recreation		97	\$3,156.09	\$7,505,190
Fees and Admissions		91	\$651.03	\$1,548,146
Membership Fees for Clubs (2)		90	\$212.76	\$505,954
Fees for Participant Sports, excl. Trips		98	\$105.02	\$249,742
Tickets to Theatre/Operas/Concerts		86	\$64.92	\$154,368
Tickets to Movies		87	\$47.86	\$113,806
Tickets to Parks or Museums		91	\$29.47	\$70,087
Admission to Sporting Events, excl. Trips		100	\$63.24	\$150,373
Fees for Recreational Lessons		89	\$127.16	\$302,395
Dating Services		86	\$0.60	\$1,421
TV/Video/Audio		98	\$1,204.39	\$2,864,047
Cable and Satellite Television Services		99	\$870.14	\$2,069,196
Televisions		97	\$105.35	\$250,534
Satellite Dishes		95	\$1.49	\$3,537
VCRs, Video Cameras, and DVD Players		99	\$5.71	\$13,579
Miscellaneous Video Equipment		109	\$27.81	\$66,138
Video Cassettes and DVDs		102	\$11.68	\$27,776
Video Game Hardware/Accessories		95	\$26.56	\$63,161
Video Game Software		94	\$14.37	\$34,182
Rental/Streaming/Downloaded Video		96	\$44.76	\$106,432
Installation of Televisions		94	\$1.07	\$2,553
Audio (3)		95	\$92.32	\$219,533
Rental and Repair of TV/Radio/Sound Equipment		99	\$3.12	\$7,426
Pets		100	\$661.43	\$1,572,873
Toys/Games/Crafts/Hobbies (4)		98	\$115.30	\$274,173
Recreational Vehicles and Fees (5)		90	\$144.20	\$342,901
Sports/Recreation/Exercise Equipment (6)		100	\$207.03	\$492,315
Photo Equipment and Supplies (7)		97	\$50.46	\$119,983
Reading (8)		94	\$100.55	\$239,107
Catered Affairs (9)		81	\$21.72	\$51,645
Food		95	\$8,422.25	\$20,028,103
Food at Home		95	\$4,937.37	\$11,741,063
Bakery and Cereal Products		96	\$650.16	\$1,546,076
Meats, Poultry, Fish, and Eggs		94	\$1,074.85	\$2,555,997
Dairy Products		96	\$512.77	\$1,219,366
Fruits and Vegetables		93	\$951.37	\$2,262,362
Snacks and Other Food at Home (10)		97	\$1,748.22	\$4,157,261
Food Away from Home		95	\$3,484.88	\$8,287,040
Alcoholic Beverages		91	\$525.43	\$1,249,480

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

122 N Main Ave, Blanchard, Oklahoma, 73010
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 35.13716
 Longitude: -97.65825

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	94	\$20,215.42	\$48,072,260
Value of Retirement Plans	100	\$95,661.64	\$227,483,390
Value of Other Financial Assets	92	\$5,220.53	\$12,414,420
Vehicle Loan Amount excluding Interest	104	\$2,961.38	\$7,042,153
Value of Credit Card Debt	97	\$2,362.50	\$5,618,021
Health			
Nonprescription Drugs	102	\$145.97	\$347,113
Prescription Drugs	106	\$388.49	\$923,818
Eyeglasses and Contact Lenses	103	\$92.81	\$220,700
Home			
Mortgage Payment and Basics (11)	100	\$10,109.94	\$24,041,438
Maintenance and Remodeling Services	99	\$2,113.84	\$5,026,715
Maintenance and Remodeling Materials (12)	108	\$528.23	\$1,256,120
Utilities, Fuel, and Public Services	99	\$4,800.49	\$11,415,572
Household Furnishings and Equipment			
Household Textiles (13)	96	\$96.61	\$229,735
Furniture	96	\$586.74	\$1,395,274
Rugs	105	\$33.96	\$80,756
Major Appliances (14)	102	\$360.02	\$856,130
Housewares (15)	98	\$104.35	\$248,156
Small Appliances	93	\$45.08	\$107,198
Luggage	91	\$12.69	\$30,180
Telephones and Accessories	89	\$67.00	\$159,317
Household Operations			
Child Care	96	\$489.47	\$1,163,957
Lawn and Garden (16)	103	\$482.03	\$1,146,259
Moving/Storage/Freight Express	89	\$58.91	\$140,084
Housekeeping Supplies (17)	99	\$738.86	\$1,757,008
Insurance			
Owners and Renters Insurance	109	\$629.95	\$1,498,022
Vehicle Insurance	97	\$1,508.26	\$3,586,641
Life/Other Insurance	104	\$478.12	\$1,136,980
Health Insurance	101	\$3,962.15	\$9,421,989
Personal Care Products (18)	96	\$483.03	\$1,148,635
School Books and Supplies (19)	92	\$143.25	\$340,645
Smoking Products	100	\$405.61	\$964,542
Transportation			
Payments on Vehicles excluding Leases	104	\$2,643.74	\$6,286,824
Gasoline and Motor Oil	99	\$2,255.20	\$5,362,876
Vehicle Maintenance and Repairs	97	\$1,108.58	\$2,636,194
Travel			
Airline Fares	87	\$475.42	\$1,130,549
Lodging on Trips	95	\$592.58	\$1,409,159
Auto/Truck Rental on Trips	92	\$24.09	\$57,275
Food and Drink on Trips	94	\$505.83	\$1,202,865

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Goods and Services Expenditures

122 N Main Ave, Blanchard, Oklahoma, 73010
 Ring: 6 mile radius

Prepared by Esri
 Latitude: 35.13716
 Longitude: -97.65825

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Middleburg (4C)	47.0%	Population	14,697	16,003
Green Acres (6A)	22.2%	Households	5,323	5,798
Southern Satellites (10A)	17.7%	Families	4,131	4,478
Rustbelt Traditions (5D)	6.9%	Median Age	39.5	40.2
Heartland Communities (6F)	6.1%	Median Household Income	\$63,555	\$71,309
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		93	\$1,996.91	\$10,629,559
Men's		91	\$375.73	\$2,000,034
Women's		93	\$669.98	\$3,566,318
Children's		98	\$316.57	\$1,685,094
Footwear		91	\$435.22	\$2,316,690
Watches & Jewelry		101	\$139.27	\$741,315
Apparel Products and Services (1)		91	\$60.14	\$320,108
Computer				
Computers and Hardware for Home Use		91	\$150.53	\$801,259
Portable Memory		90	\$4.03	\$21,463
Computer Software		87	\$8.79	\$46,815
Computer Accessories		95	\$18.00	\$95,808
Entertainment & Recreation		96	\$3,133.98	\$16,682,196
Fees and Admissions		91	\$650.64	\$3,463,364
Membership Fees for Clubs (2)		91	\$214.06	\$1,139,463
Fees for Participant Sports, excl. Trips		99	\$105.87	\$563,537
Tickets to Theatre/Operas/Concerts		85	\$63.64	\$338,743
Tickets to Movies		87	\$47.59	\$253,333
Tickets to Parks or Museums		91	\$29.34	\$156,186
Admission to Sporting Events, excl. Trips		100	\$62.80	\$334,280
Fees for Recreational Lessons		88	\$126.76	\$674,768
Dating Services		81	\$0.57	\$3,053
TV/Video/Audio		98	\$1,200.75	\$6,391,594
Cable and Satellite Television Services		99	\$867.28	\$4,616,522
Televisions		97	\$104.98	\$558,828
Satellite Dishes		95	\$1.49	\$7,905
VCRs, Video Cameras, and DVD Players		99	\$5.72	\$30,447
Miscellaneous Video Equipment		110	\$28.06	\$149,386
Video Cassettes and DVDs		102	\$11.64	\$61,965
Video Game Hardware/Accessories		94	\$26.20	\$139,480
Video Game Software		93	\$14.10	\$75,052
Rental/Streaming/Downloaded Video		95	\$44.28	\$235,689
Installation of Televisions		96	\$1.09	\$5,824
Audio (3)		95	\$92.89	\$494,441
Rental and Repair of TV/Radio/Sound Equipment		96	\$3.02	\$16,053
Pets		99	\$655.79	\$3,490,784
Toys/Games/Crafts/Hobbies (4)		96	\$113.39	\$603,564
Recreational Vehicles and Fees (5)		85	\$136.37	\$725,905
Sports/Recreation/Exercise Equipment (6)		100	\$207.48	\$1,104,402
Photo Equipment and Supplies (7)		96	\$50.08	\$266,570
Reading (8)		93	\$98.88	\$526,330
Catered Affairs (9)		77	\$20.61	\$109,684
Food		95	\$8,405.11	\$44,740,421
Food at Home		95	\$4,914.64	\$26,160,640
Bakery and Cereal Products		95	\$646.48	\$3,441,192
Meats, Poultry, Fish, and Eggs		94	\$1,075.52	\$5,725,006
Dairy Products		94	\$505.82	\$2,692,474
Fruits and Vegetables		93	\$948.09	\$5,046,702
Snacks and Other Food at Home (10)		97	\$1,738.73	\$9,255,265
Food Away from Home		95	\$3,490.47	\$18,579,781
Alcoholic Beverages		91	\$522.36	\$2,780,538

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Goods and Services Expenditures

122 N Main Ave, Blanchard, Oklahoma, 73010
 Ring: 6 mile radius

Prepared by Esri
 Latitude: 35.13716
 Longitude: -97.65825

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	92	\$19,776.27	\$105,269,064
Value of Retirement Plans	99	\$94,443.45	\$502,722,463
Value of Other Financial Assets	88	\$5,003.80	\$26,635,233
Vehicle Loan Amount excluding Interest	105	\$3,007.23	\$16,007,467
Value of Credit Card Debt	97	\$2,363.59	\$12,581,380
Health			
Nonprescription Drugs	102	\$145.76	\$775,900
Prescription Drugs	106	\$386.11	\$2,055,260
Eyeglasses and Contact Lenses	99	\$89.68	\$477,386
Home			
Mortgage Payment and Basics (11)	100	\$10,049.44	\$53,493,173
Maintenance and Remodeling Services	100	\$2,132.17	\$11,349,522
Maintenance and Remodeling Materials (12)	105	\$513.66	\$2,734,233
Utilities, Fuel, and Public Services	98	\$4,782.12	\$25,455,243
Household Furnishings and Equipment			
Household Textiles (13)	96	\$95.97	\$510,829
Furniture	95	\$583.54	\$3,106,202
Rugs	100	\$32.41	\$172,527
Major Appliances (14)	102	\$359.85	\$1,915,506
Housewares (15)	97	\$103.39	\$550,320
Small Appliances	92	\$44.48	\$236,773
Luggage	91	\$12.74	\$67,823
Telephones and Accessories	91	\$68.53	\$364,797
Household Operations			
Child Care	96	\$489.80	\$2,607,199
Lawn and Garden (16)	102	\$477.77	\$2,543,182
Moving/Storage/Freight Express	90	\$59.46	\$316,524
Housekeeping Supplies (17)	98	\$737.04	\$3,923,277
Insurance			
Owners and Renters Insurance	109	\$632.52	\$3,366,899
Vehicle Insurance	98	\$1,510.89	\$8,042,471
Life/Other Insurance	103	\$476.94	\$2,538,765
Health Insurance	100	\$3,922.14	\$20,877,574
Personal Care Products (18)	96	\$481.69	\$2,564,059
School Books and Supplies (19)	93	\$143.71	\$764,973
Smoking Products	98	\$396.82	\$2,112,294
Transportation			
Payments on Vehicles excluding Leases	104	\$2,654.07	\$14,127,638
Gasoline and Motor Oil	99	\$2,256.50	\$12,011,353
Vehicle Maintenance and Repairs	96	\$1,098.39	\$5,846,749
Travel			
Airline Fares	87	\$474.47	\$2,525,587
Lodging on Trips	95	\$592.58	\$3,154,320
Auto/Truck Rental on Trips	89	\$23.39	\$124,524
Food and Drink on Trips	94	\$505.37	\$2,690,091

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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December 05, 2019



Retail Goods and Services Expenditures

122 N Main Ave, Blanchard, Oklahoma, 73010
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 35.13716
 Longitude: -97.65825

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Middleburg (4C)	43.0%	Population	37,141	40,471
Green Acres (6A)	34.3%	Households	13,446	14,653
Southern Satellites (10A)	9.9%	Families	10,597	11,496
Soccer Moms (4A)	3.8%	Median Age	40.2	40.9
Diners & Miners (10C)	3.8%	Median Household Income	\$66,996	\$75,116
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		96	\$2,055.02	\$27,631,825
Men's		94	\$387.87	\$5,215,334
Women's		96	\$691.17	\$9,293,497
Children's		101	\$324.67	\$4,365,508
Footwear		93	\$447.34	\$6,014,913
Watches & Jewelry		103	\$142.07	\$1,910,207
Apparel Products and Services (1)		93	\$61.90	\$832,368
Computer				
Computers and Hardware for Home Use		94	\$155.17	\$2,086,373
Portable Memory		93	\$4.14	\$55,676
Computer Software		89	\$9.05	\$121,632
Computer Accessories		98	\$18.67	\$251,048
Entertainment & Recreation		99	\$3,229.44	\$43,423,014
Fees and Admissions		95	\$679.16	\$9,132,042
Membership Fees for Clubs (2)		94	\$223.19	\$3,001,070
Fees for Participant Sports, excl. Trips		102	\$109.47	\$1,471,962
Tickets to Theatre/Operas/Concerts		89	\$67.32	\$905,166
Tickets to Movies		90	\$49.09	\$660,029
Tickets to Parks or Museums		94	\$30.30	\$407,412
Admission to Sporting Events, excl. Trips		103	\$65.27	\$877,564
Fees for Recreational Lessons		93	\$133.94	\$1,801,022
Dating Services		83	\$0.58	\$7,817
TV/Video/Audio		100	\$1,224.27	\$16,461,472
Cable and Satellite Television Services		101	\$884.42	\$11,891,969
Televisions		98	\$106.83	\$1,436,388
Satellite Dishes		96	\$1.50	\$20,143
VCRs, Video Cameras, and DVD Players		101	\$5.82	\$78,289
Miscellaneous Video Equipment		112	\$28.36	\$381,344
Video Cassettes and DVDs		103	\$11.81	\$158,731
Video Game Hardware/Accessories		95	\$26.59	\$357,545
Video Game Software		93	\$14.18	\$190,605
Rental/Streaming/Downloaded Video		96	\$44.89	\$603,643
Installation of Televisions		99	\$1.13	\$15,127
Audio (3)		98	\$95.82	\$1,288,346
Rental and Repair of TV/Radio/Sound Equipment		93	\$2.93	\$39,343
Pets		103	\$679.90	\$9,141,993
Toys/Games/Crafts/Hobbies (4)		98	\$116.16	\$1,561,854
Recreational Vehicles and Fees (5)		89	\$142.62	\$1,917,700
Sports/Recreation/Exercise Equipment (6)		103	\$212.92	\$2,862,969
Photo Equipment and Supplies (7)		98	\$51.17	\$688,090
Reading (8)		95	\$101.65	\$1,366,806
Catered Affairs (9)		81	\$21.57	\$290,088
Food		97	\$8,619.83	\$115,902,235
Food at Home		97	\$5,035.75	\$67,710,735
Bakery and Cereal Products		98	\$662.54	\$8,908,529
Meats, Poultry, Fish, and Eggs		96	\$1,100.39	\$14,795,828
Dairy Products		97	\$518.64	\$6,973,588
Fruits and Vegetables		96	\$972.09	\$13,070,659
Snacks and Other Food at Home (10)		99	\$1,782.10	\$23,962,131
Food Away from Home		98	\$3,584.08	\$48,191,500
Alcoholic Beverages		94	\$541.00	\$7,274,307

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December 05, 2019



Retail Goods and Services Expenditures

122 N Main Ave, Blanchard, Oklahoma, 73010
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 35.13716
 Longitude: -97.65825

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	97	\$20,745.58	\$278,945,036
Value of Retirement Plans	104	\$99,431.78	\$1,336,959,702
Value of Other Financial Assets	90	\$5,110.39	\$68,714,294
Vehicle Loan Amount excluding Interest	108	\$3,075.99	\$41,359,736
Value of Credit Card Debt	100	\$2,442.69	\$32,844,388
Health			
Nonprescription Drugs	104	\$149.26	\$2,006,884
Prescription Drugs	108	\$393.08	\$5,285,397
Eyeglasses and Contact Lenses	102	\$91.90	\$1,235,666
Home			
Mortgage Payment and Basics (11)	104	\$10,462.73	\$140,681,853
Maintenance and Remodeling Services	104	\$2,222.04	\$29,877,509
Maintenance and Remodeling Materials (12)	109	\$533.55	\$7,174,165
Utilities, Fuel, and Public Services	100	\$4,877.74	\$65,586,060
Household Furnishings and Equipment			
Household Textiles (13)	98	\$98.16	\$1,319,812
Furniture	98	\$600.90	\$8,079,667
Rugs	105	\$34.15	\$459,213
Major Appliances (14)	104	\$369.52	\$4,968,558
Housewares (15)	101	\$107.52	\$1,445,699
Small Appliances	94	\$45.56	\$612,638
Luggage	95	\$13.22	\$177,728
Telephones and Accessories	94	\$71.14	\$956,567
Household Operations			
Child Care	99	\$502.91	\$6,762,169
Lawn and Garden (16)	105	\$490.91	\$6,600,746
Moving/Storage/Freight Express	91	\$60.50	\$813,437
Housekeeping Supplies (17)	101	\$754.29	\$10,142,117
Insurance			
Owners and Renters Insurance	112	\$646.19	\$8,688,685
Vehicle Insurance	100	\$1,542.74	\$20,743,712
Life/Other Insurance	107	\$493.45	\$6,634,977
Health Insurance	102	\$4,017.19	\$54,015,104
Personal Care Products (18)	99	\$494.97	\$6,655,316
School Books and Supplies (19)	95	\$147.62	\$1,984,926
Smoking Products	100	\$402.15	\$5,407,242
Transportation			
Payments on Vehicles excluding Leases	107	\$2,716.63	\$36,527,850
Gasoline and Motor Oil	100	\$2,297.45	\$30,891,449
Vehicle Maintenance and Repairs	98	\$1,125.69	\$15,136,053
Travel			
Airline Fares	91	\$495.82	\$6,666,839
Lodging on Trips	99	\$615.33	\$8,273,773
Auto/Truck Rental on Trips	93	\$24.47	\$329,001
Food and Drink on Trips	97	\$523.98	\$7,045,390

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 05, 2019



Retail Goods and Services Expenditures

122 N Main Ave, Blanchard, Oklahoma, 73010
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.13716
Longitude: -97.65825

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 05, 2019



Retail MarketPlace Profile

122 N Main Ave, Blanchard, Oklahoma, 73010
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 35.13716
 Longitude: -97.65825

Summary Demographics

2019 Population	6,501
2019 Households	2,378
2019 Median Disposable Income	\$52,698
2019 Per Capita Income	\$30,647

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$78,170,971	\$57,529,222	\$20,641,749	15.2	39
Total Retail Trade	44-45	\$70,708,005	\$53,044,948	\$17,663,057	14.3	27
Total Food & Drink	722	\$7,462,966	\$4,484,274	\$2,978,692	24.9	12

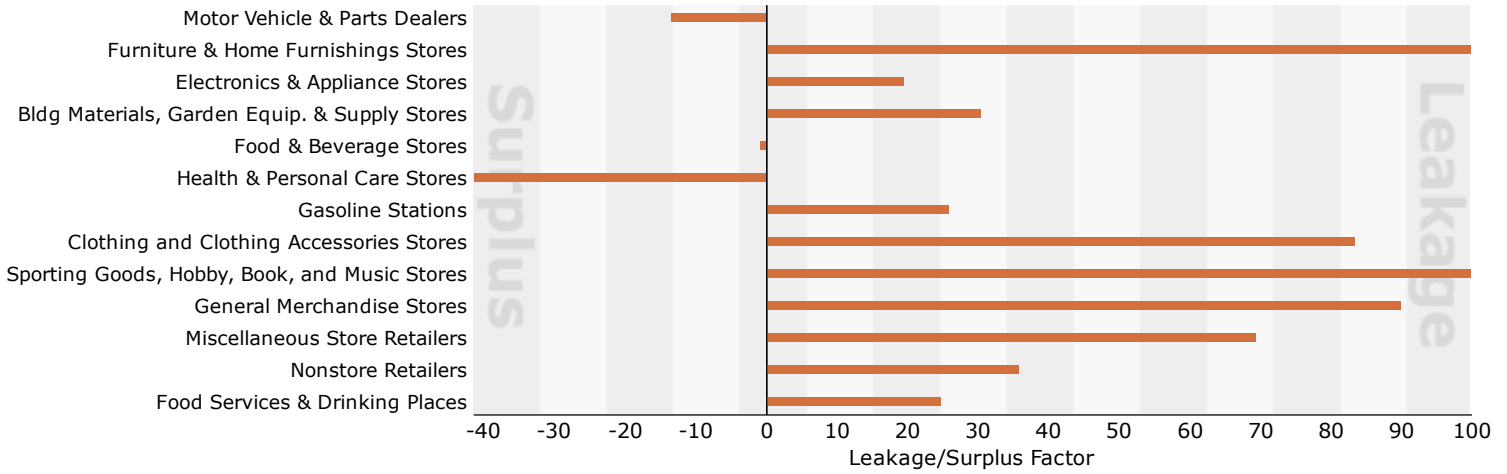
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,210,017	\$21,269,076	-\$5,059,059	-13.5	3
Automobile Dealers	4411	\$12,016,467	\$21,220,111	-\$9,203,644	-27.7	3
Other Motor Vehicle Dealers	4412	\$2,815,986	\$0	\$2,815,986	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,377,564	\$0	\$1,377,564	100.0	0
Furniture & Home Furnishings Stores	442	\$2,036,424	\$0	\$2,036,424	100.0	0
Furniture Stores	4421	\$1,316,938	\$0	\$1,316,938	100.0	0
Home Furnishings Stores	4422	\$719,486	\$0	\$719,486	100.0	0
Electronics & Appliance Stores	443	\$2,170,126	\$1,457,344	\$712,782	19.6	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,875,369	\$2,591,036	\$2,284,333	30.6	3
Bldg Material & Supplies Dealers	4441	\$4,565,047	\$2,390,304	\$2,174,743	31.3	2
Lawn & Garden Equip & Supply Stores	4442	\$310,322	\$200,732	\$109,590	21.4	1
Food & Beverage Stores	445	\$10,796,757	\$10,999,744	-\$202,987	-0.9	4
Grocery Stores	4451	\$9,628,445	\$9,904,601	-\$276,156	-1.4	3
Specialty Food Stores	4452	\$298,232	\$318,612	-\$20,380	-3.3	1
Beer, Wine & Liquor Stores	4453	\$870,080	\$776,531	\$93,549	5.7	1
Health & Personal Care Stores	446,4461	\$4,069,800	\$9,841,187	-\$5,771,387	-41.5	4
Gasoline Stations	447,4471	\$8,865,150	\$5,207,093	\$3,658,057	26.0	2
Clothing & Clothing Accessories Stores	448	\$2,595,393	\$232,780	\$2,362,613	83.5	1
Clothing Stores	4481	\$1,725,537	\$232,780	\$1,492,757	76.2	1
Shoe Stores	4482	\$363,540	\$0	\$363,540	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$506,315	\$0	\$506,315	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,408,993	\$0	\$2,408,993	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,079,992	\$0	\$2,079,992	100.0	0
Book, Periodical & Music Stores	4512	\$329,001	\$0	\$329,001	100.0	0
General Merchandise Stores	452	\$13,302,821	\$701,215	\$12,601,606	90.0	1
Department Stores Excluding Leased Depts.	4521	\$10,290,840	\$0	\$10,290,840	100.0	0
Other General Merchandise Stores	4529	\$3,011,981	\$701,215	\$2,310,766	62.2	1
Miscellaneous Store Retailers	453	\$2,900,847	\$521,533	\$2,379,314	69.5	4
Florists	4531	\$173,049	\$115,807	\$57,242	19.8	1
Office Supplies, Stationery & Gift Stores	4532	\$652,790	\$230,378	\$422,412	47.8	2
Used Merchandise Stores	4533	\$221,520	\$175,348	\$46,172	11.6	1
Other Miscellaneous Store Retailers	4539	\$1,853,489	\$0	\$1,853,489	100.0	0
Nonstore Retailers	454	\$476,310	\$223,939	\$252,371	36.0	1
Electronic Shopping & Mail-Order Houses	4541	\$140,826	\$0	\$140,826	100.0	0
Vending Machine Operators	4542	\$101,478	\$0	\$101,478	100.0	0
Direct Selling Establishments	4543	\$234,005	\$223,939	\$10,066	2.2	1
Food Services & Drinking Places	722	\$7,462,966	\$4,484,274	\$2,978,692	24.9	12
Special Food Services	7223	\$111,750	\$0	\$111,750	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$158,672	\$0	\$158,672	100.0	0
Restaurants/Other Eating Places	7225	\$7,192,544	\$4,484,274	\$2,708,270	23.2	12

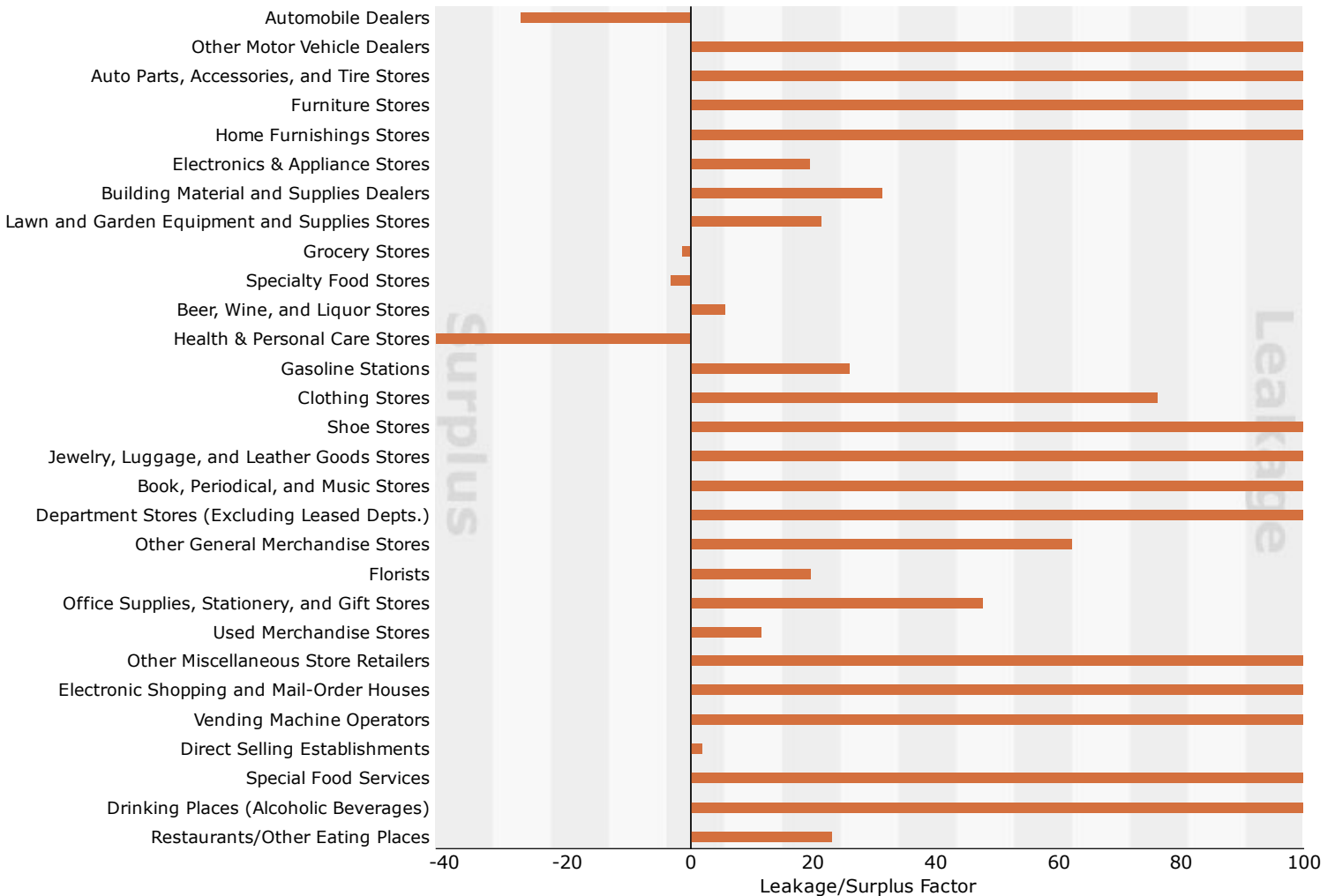
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

122 N Main Ave, Blanchard, Oklahoma, 73010
 Ring: 6 mile radius

Prepared by Esri
 Latitude: 35.13716
 Longitude: -97.65825

Summary Demographics

2019 Population	14,697
2019 Households	5,323
2019 Median Disposable Income	\$52,848
2019 Per Capita Income	\$30,101

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$179,357,947	\$79,223,812	\$100,134,135	38.7	52
Total Retail Trade	44-45	\$162,180,206	\$74,200,004	\$87,980,202	37.2	38
Total Food & Drink	722	\$17,177,741	\$5,023,808	\$12,153,933	54.7	14

2017 Industry Group

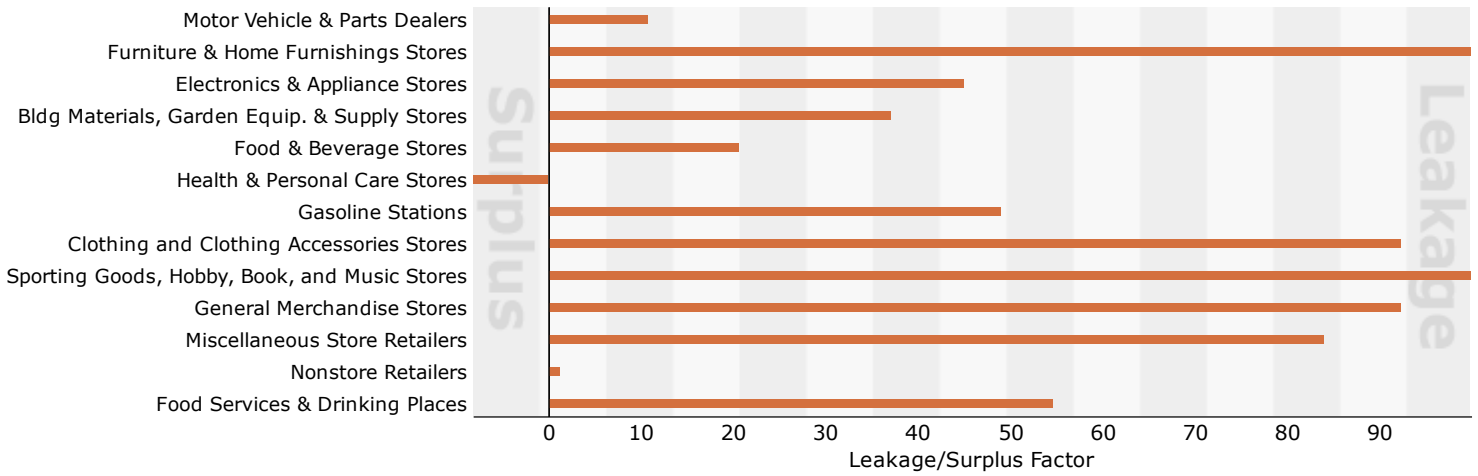
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$37,224,974	\$29,964,725	\$7,260,249	10.8	5
Automobile Dealers	4411	\$27,612,845	\$29,844,103	-\$2,231,258	-3.9	4
Other Motor Vehicle Dealers	4412	\$6,458,827	\$0	\$6,458,827	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,153,303	\$120,622	\$3,032,681	92.6	1
Furniture & Home Furnishings Stores	442	\$4,689,660	\$0	\$4,689,660	100.0	0
Furniture Stores	4421	\$3,031,519	\$0	\$3,031,519	100.0	0
Home Furnishings Stores	4422	\$1,658,141	\$0	\$1,658,141	100.0	0
Electronics & Appliance Stores	443	\$4,973,024	\$1,879,664	\$3,093,360	45.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,221,703	\$5,146,713	\$6,074,990	37.1	4
Bldg Material & Supplies Dealers	4441	\$10,521,155	\$4,822,299	\$5,698,856	37.1	3
Lawn & Garden Equip & Supply Stores	4442	\$700,549	\$324,414	\$376,135	36.7	1
Food & Beverage Stores	445	\$24,701,084	\$16,212,595	\$8,488,489	20.7	7
Grocery Stores	4451	\$22,026,804	\$14,722,377	\$7,304,427	19.9	5
Specialty Food Stores	4452	\$681,977	\$703,787	-\$21,810	-1.6	1
Beer, Wine & Liquor Stores	4453	\$1,992,303	\$786,431	\$1,205,872	43.4	1
Health & Personal Care Stores	446,4461	\$9,313,643	\$10,982,403	-\$1,668,760	-8.2	5
Gasoline Stations	447,4471	\$20,344,515	\$6,945,242	\$13,399,273	49.1	4
Clothing & Clothing Accessories Stores	448	\$5,977,119	\$234,668	\$5,742,451	92.4	1
Clothing Stores	4481	\$3,972,181	\$232,780	\$3,739,401	88.9	1
Shoe Stores	4482	\$841,651	\$0	\$841,651	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,163,288	\$0	\$1,163,288	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$5,523,618	\$0	\$5,523,618	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,772,334	\$0	\$4,772,334	100.0	0
Book, Periodical & Music Stores	4512	\$751,284	\$0	\$751,284	100.0	0
General Merchandise Stores	452	\$30,528,867	\$1,203,820	\$29,325,047	92.4	2
Department Stores Excluding Leased Depts.	4521	\$23,633,109	\$0	\$23,633,109	100.0	0
Other General Merchandise Stores	4529	\$6,895,758	\$1,203,820	\$5,691,938	70.3	2
Miscellaneous Store Retailers	453	\$6,614,947	\$570,905	\$6,044,042	84.1	5
Florists	4531	\$391,198	\$116,126	\$275,072	54.2	1
Office Supplies, Stationery & Gift Stores	4532	\$1,499,489	\$230,674	\$1,268,815	73.3	2
Used Merchandise Stores	4533	\$506,561	\$219,020	\$287,541	39.6	2
Other Miscellaneous Store Retailers	4539	\$4,217,700	\$0	\$4,217,700	100.0	0
Nonstore Retailers	454	\$1,067,051	\$1,042,352	\$24,699	1.2	2
Electronic Shopping & Mail-Order Houses	4541	\$321,846	\$0	\$321,846	100.0	0
Vending Machine Operators	4542	\$233,511	\$0	\$233,511	100.0	0
Direct Selling Establishments	4543	\$511,695	\$1,042,352	-\$530,657	-34.1	2
Food Services & Drinking Places	722	\$17,177,741	\$5,023,808	\$12,153,933	54.7	14
Special Food Services	7223	\$255,352	\$0	\$255,352	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$360,823	\$0	\$360,823	100.0	0
Restaurants/Other Eating Places	7225	\$16,561,566	\$5,023,808	\$11,537,758	53.5	14

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

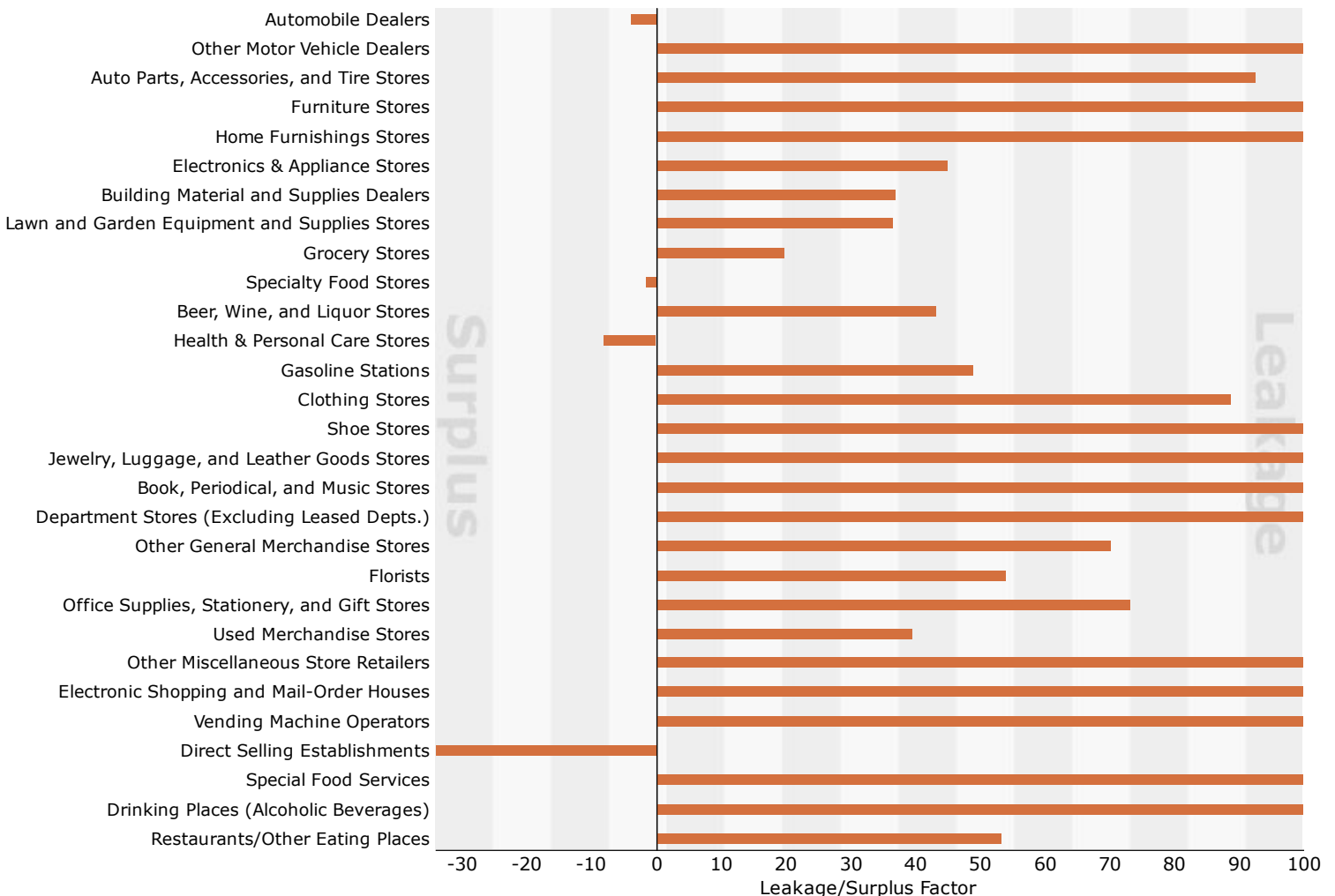
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December 05, 2019

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

122 N Main Ave, Blanchard, Oklahoma, 73010
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 35.13716
 Longitude: -97.65825

Summary Demographics

2019 Population	37,141
2019 Households	13,446
2019 Median Disposable Income	\$54,450
2019 Per Capita Income	\$30,868

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$490,898,138	\$220,429,463	\$270,468,675	38.0	136
Total Retail Trade	44-45	\$443,665,250	\$204,576,926	\$239,088,324	36.9	102
Total Food & Drink	722	\$47,232,888	\$15,852,537	\$31,380,351	49.7	33

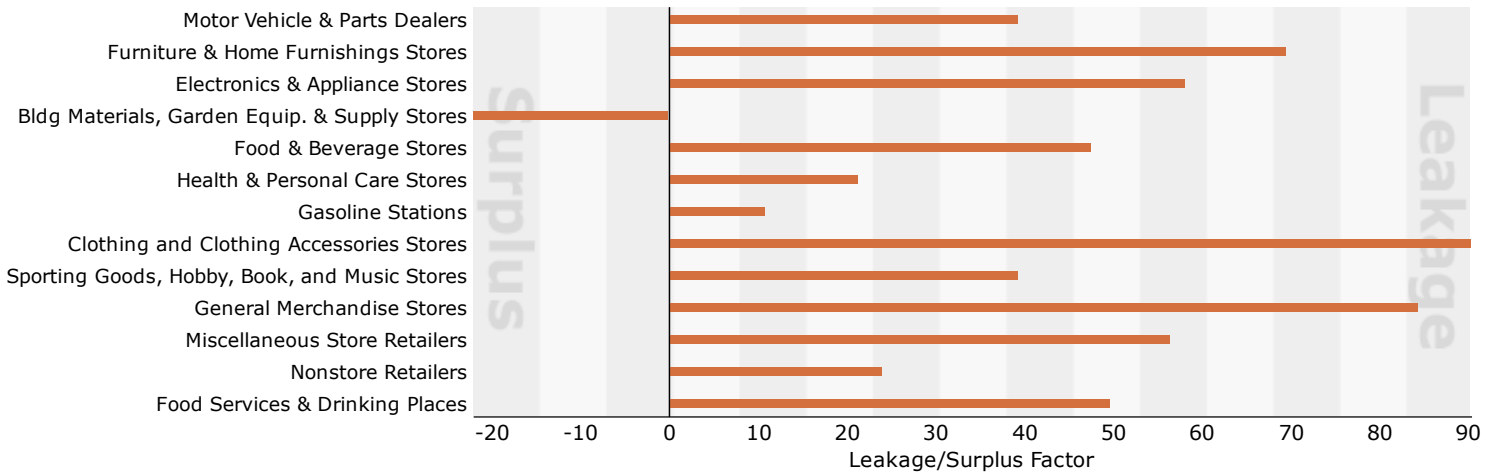
2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$101,418,474	\$44,104,702	\$57,313,772	39.4	15
Automobile Dealers	4411	\$75,136,233	\$37,171,590	\$37,964,643	33.8	9
Other Motor Vehicle Dealers	4412	\$17,637,910	\$5,716,148	\$11,921,762	51.0	2
Auto Parts, Accessories & Tire Stores	4413	\$8,644,331	\$1,216,964	\$7,427,367	75.3	3
Furniture & Home Furnishings Stores	442	\$12,879,146	\$2,296,670	\$10,582,476	69.7	2
Furniture Stores	4421	\$8,292,792	\$0	\$8,292,792	100.0	0
Home Furnishings Stores	4422	\$4,586,354	\$2,296,670	\$2,289,684	33.3	2
Electronics & Appliance Stores	443	\$13,690,013	\$3,612,499	\$10,077,514	58.2	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$30,860,747	\$48,344,489	-\$17,483,742	-22.1	14
Bldg Material & Supplies Dealers	4441	\$28,908,403	\$45,652,699	-\$16,744,296	-22.5	10
Lawn & Garden Equip & Supply Stores	4442	\$1,952,344	\$2,691,790	-\$739,446	-15.9	4
Food & Beverage Stores	445	\$67,555,566	\$24,041,068	\$43,514,498	47.5	15
Grocery Stores	4451	\$60,156,969	\$19,608,077	\$40,548,892	50.8	8
Specialty Food Stores	4452	\$1,862,694	\$1,385,656	\$477,038	14.7	3
Beer, Wine & Liquor Stores	4453	\$5,535,903	\$3,047,335	\$2,488,568	29.0	4
Health & Personal Care Stores	446,4461	\$25,459,966	\$16,509,787	\$8,950,179	21.3	8
Gasoline Stations	447,4471	\$55,245,183	\$44,340,753	\$10,904,430	10.9	14
Clothing & Clothing Accessories Stores	448	\$16,505,751	\$834,259	\$15,671,492	90.4	4
Clothing Stores	4481	\$10,942,645	\$425,267	\$10,517,378	92.5	2
Shoe Stores	4482	\$2,311,065	\$0	\$2,311,065	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,252,042	\$408,993	\$2,843,049	77.7	2
Sporting Goods, Hobby, Book & Music Stores	451	\$15,227,154	\$6,628,240	\$8,598,914	39.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,162,388	\$6,628,240	\$6,534,148	33.0	4
Book, Periodical & Music Stores	4512	\$2,064,766	\$0	\$2,064,766	100.0	0
General Merchandise Stores	452	\$83,802,364	\$7,029,015	\$76,773,349	84.5	5
Department Stores Excluding Leased Depts.	4521	\$64,938,078	\$0	\$64,938,078	100.0	0
Other General Merchandise Stores	4529	\$18,864,286	\$2,707,540	\$16,156,746	74.9	5
Miscellaneous Store Retailers	453	\$18,064,928	\$5,022,088	\$13,042,840	56.5	14
Florists	4531	\$1,100,924	\$177,119	\$923,805	72.3	2
Office Supplies, Stationery & Gift Stores	4532	\$4,127,891	\$284,494	\$3,843,397	87.1	3
Used Merchandise Stores	4533	\$1,393,257	\$444,216	\$949,041	51.6	4
Other Miscellaneous Store Retailers	4539	\$11,442,855	\$4,116,258	\$7,326,597	47.1	5
Nonstore Retailers	454	\$2,955,959	\$1,813,355	\$1,142,604	24.0	3
Electronic Shopping & Mail-Order Houses	4541	\$882,972	\$0	\$882,972	100.0	0
Vending Machine Operators	4542	\$639,451	\$0	\$639,451	100.0	0
Direct Selling Establishments	4543	\$1,433,536	\$1,485,873	-\$52,337	-1.8	3
Food Services & Drinking Places	722	\$47,232,888	\$15,852,537	\$31,380,351	49.7	33
Special Food Services	7223	\$705,301	\$0	\$705,301	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,000,257	\$0	\$1,000,257	100.0	0
Restaurants/Other Eating Places	7225	\$45,527,329	\$15,852,537	\$29,674,792	48.3	33

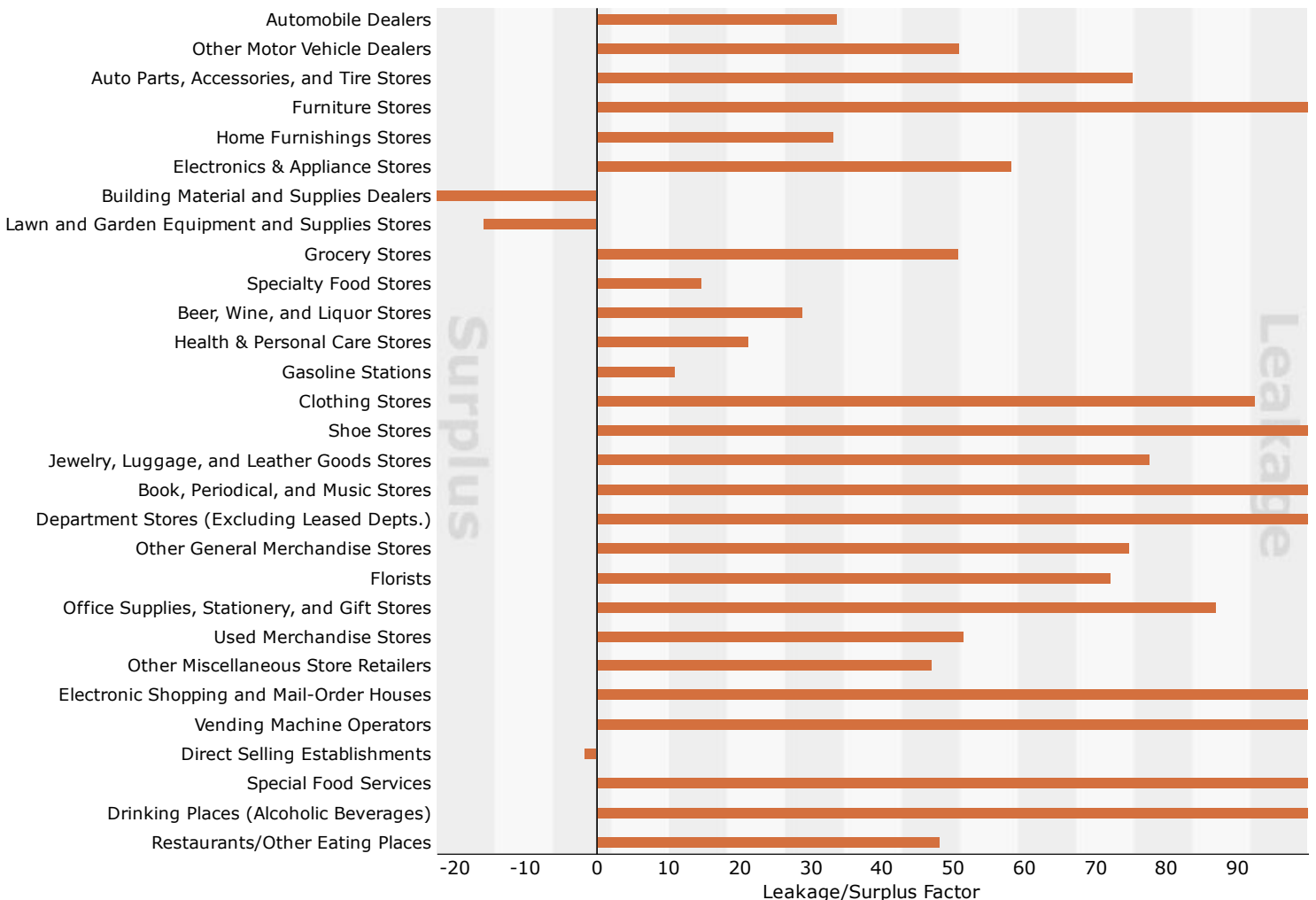
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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