Market Profile

Harbor Point Shopping Center
147 W 13th St, Grove, OK, 74344
Rings: 3, 5, 10 mile radii

Prepared by Young's Research
Latitude: 36.58308
Longitude: -94.77134

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	6,602	10,586	19,818
2010 Total Population	8,234	12,801	23,175
2018 Total Population	8,693	13,410	23,812
2018 Group Quarters	121	145	151
2023 Total Population	8,940	13,747	24,183
2018-2023 Annual Rate	0.56%	0.50%	0.31%
2018 Total Daytime Population	11,106	14,615	22,305
Workers	5,762	6,592	8,666
Residents	5,344	8,023	13,639
Household Summary			
2000 Households	2,878	4,641	8,445
2000 Average Household Size	2.22	2.23	2.32
2010 Households	3,674	5,727	10,147
2010 Average Household Size	2.21	2.21	2.27
2018 Households	3,884	6,005	10,424
2018 Average Household Size	2.21	2.21	2.27
2023 Households	3,996	6,157	10,586
2023 Average Household Size	2.21	2.21	2.27
2018-2023 Annual Rate	0.57%	0.50%	0.31%
2010 Families	2,403	3,790	6,874
2010 Average Family Size	2.72	2.69	2.73
2018 Families	2,509	3,926	6,973
2018 Average Family Size	2.75	2.72	2.76
2023 Families	2,570	4,007	7,046
2023 Average Family Size	2.77	2.73	2.77
2018-2023 Annual Rate	0.48%	0.41%	0.21%
Housing Unit Summary			
2000 Housing Units	3,543	6,499	13,217
Owner Occupied Housing Units	58.8%	55.0%	51.0%
Renter Occupied Housing Units	22.4%	16.4%	12.9%
Vacant Housing Units	18.8%	28.6%	36.1%
2010 Housing Units	4,492	7,709	15,041
Owner Occupied Housing Units	55.9%	54.6%	52.4%
Renter Occupied Housing Units	25.9%	19.7%	15.0%
Vacant Housing Units	18.2%	25.7%	32.5%
2018 Housing Units	4,769	8,118	15,595
Owner Occupied Housing Units	55.1%	53.7%	51.2%
Renter Occupied Housing Units	26.3%	20.2%	15.6%
Vacant Housing Units	18.6%	26.0%	33.2%
2023 Housing Units	4,977	8,431	16,007
Owner Occupied Housing Units	55.1%	53.6%	51.0%
Renter Occupied Housing Units	25.2%	19.5%	15.2%
Vacant Housing Units	19.7%	27.0%	33.9%
Median Household Income			
2018	$43,260	$43,639	$43,341
2023	$44,270	$44,619	$45,277
Median Home Value			
2018	$166,493	$167,840	$161,228
2023	$176,758	$178,743	$175,141
Per Capita Income			
2018	$29,174	$29,558	$27,466
2023	$30,351	$30,808	$29,175
Median Age			
2010	47.6	50.1	49.2
2018	50.7	53.5	52.4
2023	51.7	54.9	53.9

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	3,884	6,005	10,424
<$15,000	14.6%	12.9%	13.1%
$15,000 - $24,999	14.0%	14.3%	14.8%
$25,000 - $34,999	11.6%	12.2%	11.4%
$35,000 - $49,999	15.6%	16.2%	16.7%
$50,000 - $74,999	13.9%	14.4%	16.1%
$75,000 - $99,999	10.4%	10.4%	11.0%
$100,000 - $149,999	13.3%	13.0%	11.0%
$150,000 - $199,999	3.2%	3.1%	2.9%
$200,000+	3.5%	3.5%	2.9%
Average Household Income	$65,635	$65,798	$62,555
2023 Households by Income			
Household Income Base	3,996	6,157	10,586
<$15,000	14.2%	12.5%	12.3%
$15,000 - $24,999	14.1%	14.5%	14.6%
$25,000 - $34,999	11.1%	11.6%	10.7%
$35,000 - $49,999	15.4%	16.0%	16.5%
$50,000 - $74,999	14.1%	14.6%	16.5%
$75,000 - $99,999	10.4%	10.4%	11.3%
$100,000 - $149,999	14.2%	13.9%	12.3%
$150,000 - $199,999	3.3%	3.2%	3.1%
$200,000+	3.2%	3.3%	2.8%
Average Household Income	$68,291	$68,596	$66,453
2018 Owner Occupied Housing Units by Value			
Total	2,627	4,363	7,990
<$50,000	6.3%	7.1%	9.6%
$50,000 - $99,999	17.9%	16.6%	17.7%
$100,000 - $149,999	18.6%	19.4%	18.9%
$150,000 - $199,999	21.9%	19.2%	17.0%
$200,000 - $249,999	9.6%	9.6%	8.0%
$250,000 - $299,999	2.2%	5.2%	5.0%
$300,000 - $399,999	4.0%	5.9%	7.2%
$400,000 - $499,999	3.7%	4.2%	4.8%
$500,000 - $749,999	11.3%	9.2%	9.0%
$750,000 - $999,999	2.7%	2.2%	1.6%
$1,000,000 - $1,499,999	0.8%	0.8%	0.9%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	1.0%	0.6%	0.3%
Average Home Value	$262,082	$247,371	$236,644
2023 Owner Occupied Housing Units by Value			
Total	2,740	4,516	8,156
<$50,000	4.9%	5.6%	7.9%
$50,000 - $99,999	15.5%	14.6%	15.4%
$100,000 - $149,999	16.8%	18.2%	18.0%
$150,000 - $199,999	23.9%	20.3%	17.3%
$200,000 - $249,999	10.4%	9.7%	7.9%
$250,000 - $299,999	2.2%	5.7%	5.4%
$300,000 - $399,999	3.9%	6.2%	8.3%
$400,000 - $499,999	3.8%	4.7%	5.9%
$500,000 - $749,999	14.4%	11.8%	11.4%
$750,000 - $999,999	2.9%	2.3%	1.6%
$1,000,000 - $1,499,999	0.5%	0.5%	0.7%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.7%	0.4%	0.2%
Average Home Value	$273,020	$260,562	$253,834

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	3 miles	5 miles	10 miles
2010 Population by Age			
Total	8,232	12,803	23,173
0 - 4	6.1%	5.4%	5.2%
5 - 9	5.9%	5.4%	5.5%
10 - 14	5.6%	5.2%	5.6%
15 - 24	10.5%	9.7%	9.5%
25 - 34	9.0%	8.3%	8.5%
35 - 44	9.8%	9.6%	9.9%
45 - 54	12.3%	13.2%	14.5%
55 - 64	14.0%	15.8%	16.3%
65 - 74	14.9%	15.9%	15.3%
75 - 84	8.7%	8.6%	7.4%
85 +	3.1%	2.8%	2.1%
18 +	78.8%	80.4%	80.0%
2018 Population by Age			
Total	8,695	13,410	23,814
0 - 4	5.6%	4.9%	4.8%
5 - 9	5.5%	5.0%	5.0%
10 - 14	5.3%	5.0%	5.2%
15 - 24	9.3%	8.6%	8.6%
25 - 34	9.7%	8.8%	9.0%
35 - 44	8.8%	8.5%	8.9%
45 - 54	10.5%	11.0%	11.8%
55 - 64	14.7%	16.4%	17.2%
65 - 74	16.6%	18.5%	18.0%
75 - 84	10.2%	10.1%	8.8%
85 +	3.7%	3.3%	2.6%
18 +	80.6%	82.3%	82.0%
2023 Population by Age			
Total	8,939	13,746	24,184
0 - 4	5.4%	4.7%	4.6%
5 - 9	5.5%	4.9%	4.9%
10 - 14	5.6%	5.1%	5.3%
15 - 24	8.9%	8.2%	8.3%
25 - 34	9.1%	8.3%	8.4%
35 - 44	9.1%	8.7%	9.1%
45 - 54	9.8%	10.1%	10.7%
55 - 64	13.7%	15.2%	16.1%
65 - 74	17.2%	19.4%	19.2%
75 - 84	11.6%	11.6%	10.6%
85 +	3.9%	3.6%	2.9%
18 +	80.4%	82.3%	82.2%
2010 Population by Sex			
Males	3,772	6,003	11,243
Females	4,462	6,798	11,932
2018 Population by Sex			
Males	4,009	6,335	11,629
Females	4,685	7,075	12,183
2023 Population by Sex			
Males	4,152	6,545	11,901
Females	4,788	7,202	12,282

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2010 Population by Race/Ethnicity			
Total	8,234	12,801	23,174
White Alone	77.6%	79.2%	77.1%
Black Alone	0.3%	0.3%	0.3%
American Indian Alone	13.0%	12.5%	14.2%
Asian Alone	0.8%	0.6%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	0.9%	1.3%
Two or More Races	7.2%	6.5%	6.4%
Hispanic Origin	3.3%	2.8%	3.4%
Diversity Index	42.1	39.2	42.6
2018 Population by Race/Ethnicity			
Total	8,694	13,409	23,811
White Alone	75.4%	77.2%	75.1%
Black Alone	0.7%	0.7%	0.6%
American Indian Alone	13.7%	13.2%	14.8%
Asian Alone	0.7%	0.6%	0.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	1.2%	1.7%
Two or More Races	7.8%	7.1%	7.0%
Hispanic Origin	4.5%	3.8%	4.4%
Diversity Index	46.2	43.2	46.3
2023 Population by Race/Ethnicity			
Total	8,940	13,746	24,184
White Alone	73.8%	75.7%	73.6%
Black Alone	0.9%	0.9%	0.7%
American Indian Alone	14.2%	13.6%	15.3%
Asian Alone	0.7%	0.6%	0.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	1.5%	2.1%
Two or More Races	8.3%	7.6%	7.5%
Hispanic Origin	5.5%	4.7%	5.4%
Diversity Index	49.3	46.2	49.2
2010 Population by Relationship and Household Type			
Total	8,234	12,801	23,175
In Households	98.5%	98.9%	99.3%
In Family Households	81.3%	81.4%	82.9%
Householder	28.8%	29.5%	29.7%
Spouse	22.3%	23.5%	24.1%
Child	26.0%	24.1%	24.5%
Other relative	2.3%	2.4%	2.6%
Nonrelative	1.9%	1.9%	2.0%
In Nonfamily Households	17.2%	17.4%	16.5%
In Group Quarters	1.5%	1.1%	0.7%
Institutionalized Population	1.4%	1.0%	0.6%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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2018 Population 25+ by Educational Attainment			
Total	6,455	10,273	18,189
Less than 9th Grade	1.7%	1.9%	2.7%
9th - 12th Grade, No Diploma	7.8%	7.9%	8.7%
High School Graduate	27.6%	27.4%	28.1%
GED/Alternative Credential	5.0%	5.3%	5.7%
Some College, No Degree	25.5%	25.4%	24.8%
Associate Degree	7.4%	8.1%	8.7%
Bachelor's Degree	15.0%	14.8%	13.6%
Graduate/Professional Degree	9.8%	9.2%	7.6%
2018 Population 15+ by Marital Status			
Total	7,266	11,421	20,238
Never Married	16.0%	16.8%	17.7%
Married	54.1%	55.8%	57.4%
Widowed	10.5%	9.5%	8.5%
Divorced	19.4%	17.9%	16.5%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	93.9%	94.4%	94.8%
Civilian Unemployed (Unemployment Rate)	6.1%	5.6%	5.2%
2018 Employed Population 16+ by Industry			
Total	3,393	5,469	10,305
Agriculture/Mining	3.4%	3.0%	3.3%
Construction	8.5%	10.0%	11.8%
Manufacturing	5.7%	7.1%	8.8%
Wholesale Trade	2.0%	1.9%	1.8%
Retail Trade	10.7%	10.8%	10.3%
Transportation/Utilities	3.0%	3.9%	4.7%
Information	1.5%	1.5%	1.1%
Finance/Insurance/Real Estate	9.4%	8.4%	6.6%
Services	51.9%	49.9%	47.7%
Public Administration	4.0%	3.6%	3.8%
2018 Employed Population 16+ by Occupation			
Total	3,393	5,469	10,304
White Collar	59.4%	55.5%	51.4%
Management/Business/Financial	16.7%	15.0%	13.8%
Professional	22.2%	19.5%	17.2%
Sales	7.3%	8.5%	8.7%
Administrative Support	13.2%	12.5%	11.8%
Services	20.0%	20.7%	21.5%
Blue Collar	20.6%	23.9%	27.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.9%
Construction/Extraction	6.8%	7.3%	7.9%
Installation/Maintenance/Repair	4.8%	4.6%	4.7%
Production	3.4%	5.0%	5.9%
Transportation/Material Moving	5.6%	6.9%	7.6%
2010 Population By Urban/ Rural Status			
Total Population	8,234	12,801	23,175
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	73.0%	55.8%	30.9%
Rural Population	27.0%	44.2%	69.1%

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2010 Households by Type			
Total	3,674	5,728	10,146
Households with 1 Person	30.7%	29.3%	27.6%
Households with 2+ People	69.3%	70.7%	72.4%
Family Households	65.4%	66.2%	67.8%
Husband-wife Families	50.5%	52.6%	55.0%
With Related Children	15.5%	14.6%	15.7%
Other Family (No Spouse Present)	14.9%	13.6%	12.8%
Other Family with Male Householder	4.0%	3.9%	4.1%
With Related Children	2.6%	2.5%	2.6%
Other Family with Female Householder	10.9%	9.6%	8.7%
With Related Children	8.2%	6.9%	6.0%
Nonfamily Households	3.9%	4.5%	4.7%
All Households with Children	26.7%	24.4%	24.7%
Multigenerational Households	2.3%	2.2%	2.4%
Unmarried Partner Households	5.3%	5.6%	5.8%
Male-female	4.9%	5.2%	5.3%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	3,674	5,728	10,147
1 Person Household	30.7%	29.3%	27.6%
2 Person Household	40.8%	43.6%	44.0%
3 Person Household	12.6%	12.4%	12.8%
4 Person Household	9.3%	8.6%	9.0%
5 Person Household	4.5%	4.1%	4.2%
6 Person Household	1.5%	1.4%	1.6%
7 + Person Household	0.6%	0.6%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	3,674	5,727	10,147
Owner Occupied	68.4%	73.5%	77.7%
Owned with a Mortgage/Loan	38.1%	39.5%	41.2%
Owned Free and Clear	30.3%	33.9%	36.5%
Renter Occupied	31.6%	26.5%	22.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,492	7,709	15,041
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	74.1%	52.2%	26.8%
Rural Housing Units	25.9%	47.8%	73.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Small Town Simplicity	Rural Resort Dwellers (6E)	Rural Resort Dwellers (6E)
2.	Silver & Gold (9A)	Small Town Simplicity	Senior Escapes (9D)
3.	Midlife Constants (5E)	Midlife Constants (5E)	Small Town Simplicity
2018 Consumer Spending			
Apparel & Services: Total $	$6,326,060	$9,793,671	$16,108,973
Average Spent	$1,628.75	$1,630.92	$1,545.37
Spending Potential Index	75	75	71
Education: Total $	$3,706,601	$5,575,422	$8,727,789
Average Spent	$954.33	$928.46	$837.28
Spending Potential Index	66	64	58
Entertainment/Recreation: Total $	$10,477,284	$16,298,054	$27,457,818
Average Spent	$2,697.55	$2,714.08	$2,634.10
Spending Potential Index	84	84	82
Food at Home: Total $	$16,205,850	$25,255,491	$42,834,249
Average Spent	$4,172.46	$4,205.74	$4,109.20
Spending Potential Index	83	84	82
Food Away from Home: Total $	$10,490,032	$16,324,213	$26,970,162
Average Spent	$2,700.83	$2,718.44	$2,587.31
Spending Potential Index	77	77	74
Health Care: Total $	$20,162,397	$31,530,599	$53,575,283
Average Spent	$5,191.14	$5,250.72	$5,139.61
Spending Potential Index	91	92	90
HH Furnishings & Equipment: Total $	$6,493,986	$10,138,300	$16,795,959
Average Spent	$1,671.98	$1,688.31	$1,611.28
Spending Potential Index	80	81	77
Personal Care Products & Services: Total $	$2,517,875	$3,938,800	$6,437,203
Average Spent	$648.27	$655.92	$617.54
Spending Potential Index	78	79	75
Shelter: Total $	$48,595,305	$75,278,612	$121,340,640
Average Spent	$12,511.66	$12,535.99	$11,640.51
Spending Potential Index	75	75	69
Support Payments/Cash Contributions/Gifts in Kind: Total $	$8,146,524	$12,637,442	$20,712,230
Average Spent	$2,097.46	$2,104.49	$1,986.98
Spending Potential Index	84	85	80
Travel: Total $	$6,324,600	$9,895,947	$15,999,420
Average Spent	$1,628.37	$1,647.95	$1,534.86
Spending Potential Index	76	77	71
Vehicle Maintenance & Repairs: Total $	$3,486,673	$5,449,057	$9,154,487
Average Spent	$897.70	$907.42	$878.21
Spending Potential Index	83	84	82

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