

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

Prepared by WHLR
 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
2019 Total Population	8,992	13,853	24,639
2019 Group Quarters	121	145	151
2024 Total Population	9,290	14,263	25,180
2019-2024 Annual Rate	0.65%	0.59%	0.44%
2019 Total Daytime Population	11,338	15,199	23,802
Workers	5,254	5,985	7,892
Residents	6,084	9,214	15,910
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
2019 Households	4,015	6,199	10,779
2019 Average Household Size	2.21	2.21	2.27
2024 Households	4,148	6,381	11,013
2024 Average Household Size	2.21	2.21	2.27
2019-2024 Annual Rate	0.65%	0.58%	0.43%
2010 Families	2,403	3,790	6,874
2010 Average Family Size	2.72	2.69	2.73
2019 Families	2,591	4,048	7,204
2019 Average Family Size	2.73	2.70	2.74
2024 Families	2,665	4,148	7,327
2024 Average Family Size	2.74	2.71	2.75
2019-2024 Annual Rate	0.56%	0.49%	0.34%
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%
2019 Housing Units	4,972	8,430	16,166
Owner Occupied Housing Units	56.3%	54.8%	52.1%
Renter Occupied Housing Units	24.4%	18.8%	14.6%
Vacant Housing Units	19.2%	26.5%	33.3%
2024 Housing Units	5,179	8,744	16,661
Owner Occupied Housing Units	56.9%	55.1%	52.2%
Renter Occupied Housing Units	23.2%	17.9%	13.9%
Vacant Housing Units	19.9%	27.0%	33.9%
Median Household Income			
2019	\$38,233	\$39,790	\$39,288
2024	\$40,861	\$42,235	\$42,019
Median Home Value			
2019	\$171,975	\$173,107	\$159,788
2024	\$182,328	\$185,371	\$176,462
Per Capita Income			
2019	\$26,317	\$26,869	\$25,156
2024	\$28,435	\$28,996	\$27,494
Median Age			
2010	47.6	50.1	49.2
2019	51.0	53.9	52.8
2024	51.9	55.1	54.2

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	4,015	6,199	10,779
<\$15,000	14.3%	13.2%	13.7%
\$15,000 - \$24,999	17.9%	16.9%	16.4%
\$25,000 - \$34,999	14.0%	14.3%	14.5%
\$35,000 - \$49,999	13.5%	14.2%	14.9%
\$50,000 - \$74,999	15.9%	16.8%	17.8%
\$75,000 - \$99,999	8.9%	9.1%	8.9%
\$100,000 - \$149,999	9.1%	9.3%	8.5%
\$150,000 - \$199,999	3.4%	3.3%	3.0%
\$200,000+	2.9%	2.8%	2.3%
Average Household Income	\$59,647	\$60,130	\$57,490
2024 Households by Income			
Household Income Base	4,148	6,381	11,013
<\$15,000	13.0%	12.0%	12.5%
\$15,000 - \$24,999	16.8%	16.0%	15.3%
\$25,000 - \$34,999	14.2%	14.4%	14.5%
\$35,000 - \$49,999	13.1%	13.6%	14.1%
\$50,000 - \$74,999	16.1%	16.8%	17.7%
\$75,000 - \$99,999	10.1%	10.3%	10.1%
\$100,000 - \$149,999	10.3%	10.6%	10.1%
\$150,000 - \$199,999	3.7%	3.6%	3.3%
\$200,000+	2.9%	2.8%	2.4%
Average Household Income	\$64,451	\$64,912	\$62,846
2019 Owner Occupied Housing Units by Value			
Total	2,800	4,618	8,425
<\$50,000	8.5%	10.8%	13.6%
\$50,000 - \$99,999	17.4%	16.1%	18.4%
\$100,000 - \$149,999	15.8%	14.8%	15.0%
\$150,000 - \$199,999	18.9%	18.0%	15.4%
\$200,000 - \$249,999	9.3%	9.8%	9.4%
\$250,000 - \$299,999	6.2%	6.7%	7.2%
\$300,000 - \$399,999	7.9%	9.4%	9.1%
\$400,000 - \$499,999	4.0%	4.2%	4.4%
\$500,000 - \$749,999	6.0%	5.0%	3.8%
\$750,000 - \$999,999	4.9%	4.3%	3.3%
\$1,000,000 - \$1,499,999	0.8%	0.6%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.4%	0.3%	0.1%
Average Home Value	\$250,518	\$239,463	\$215,950
2024 Owner Occupied Housing Units by Value			
Total	2,945	4,819	8,694
<\$50,000	7.1%	8.9%	11.3%
\$50,000 - \$99,999	15.4%	14.1%	16.3%
\$100,000 - \$149,999	14.8%	13.8%	14.0%
\$150,000 - \$199,999	19.7%	18.8%	15.9%
\$200,000 - \$249,999	10.2%	10.8%	10.2%
\$250,000 - \$299,999	6.4%	7.1%	7.6%
\$300,000 - \$399,999	7.9%	9.8%	10.2%
\$400,000 - \$499,999	5.0%	5.3%	5.6%
\$500,000 - \$749,999	7.7%	6.5%	4.9%
\$750,000 - \$999,999	5.1%	4.5%	3.5%
\$1,000,000 - \$1,499,999	0.4%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.3%	0.2%	0.1%
Average Home Value	\$262,780	\$253,880	\$232,807

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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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%
2019 Population by Age			
Total	8,994	13,850	24,638
0 - 4	5.6%	4.9%	4.7%
5 - 9	5.5%	5.0%	5.0%
10 - 14	5.3%	4.9%	5.2%
15 - 24	9.1%	8.3%	8.4%
25 - 34	9.8%	8.9%	9.1%
35 - 44	8.8%	8.5%	8.9%
45 - 54	10.3%	10.7%	11.5%
55 - 64	14.7%	16.4%	17.2%
65 - 74	16.6%	18.6%	18.2%
75 - 84	10.6%	10.4%	9.2%
85 +	3.7%	3.4%	2.7%
18 +	80.6%	82.3%	82.2%
2024 Population by Age			
Total	9,290	14,264	25,180
0 - 4	5.4%	4.7%	4.6%
5 - 9	5.6%	5.0%	4.9%
10 - 14	5.6%	5.1%	5.2%
15 - 24	8.8%	8.1%	8.2%
25 - 34	9.0%	8.2%	8.3%
35 - 44	9.1%	8.8%	9.2%
45 - 54	9.7%	10.0%	10.6%
55 - 64	13.6%	15.0%	15.8%
65 - 74	17.3%	19.5%	19.3%
75 - 84	11.9%	12.0%	10.9%
85 +	4.1%	3.7%	3.0%
18 +	80.3%	82.3%	82.3%
2010 Population by Sex			
Males	3,772	6,003	11,243
Females	4,462	6,798	11,932
2019 Population by Sex			
Males	4,151	6,549	12,043
Females	4,841	7,303	12,596
2024 Population by Sex			
Males	4,312	6,780	12,372
Females	4,978	7,482	12,808

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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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
2019 Population by Race/Ethnicity			
Total	8,991	13,853	24,639
White Alone	76.0%	77.7%	75.5%
Black Alone	0.3%	0.2%	0.3%
American Indian Alone	13.6%	13.1%	14.8%
Asian Alone	0.8%	0.6%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	1.2%	1.7%
Two or More Races	7.7%	7.0%	7.0%
Hispanic Origin	4.4%	3.8%	4.4%
Diversity Index	45.4	42.4	45.8
2024 Population by Race/Ethnicity			
Total	9,291	14,263	25,180
White Alone	74.9%	76.7%	74.4%
Black Alone	0.3%	0.2%	0.3%
American Indian Alone	14.0%	13.4%	15.1%
Asian Alone	0.8%	0.6%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	1.5%	2.0%
Two or More Races	8.2%	7.5%	7.4%
Hispanic Origin	5.3%	4.5%	5.2%
Diversity Index	47.7	44.6	48.0
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%

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

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2019 Population 25+ by Educational Attainment			
Total	6,700	10,648	18,906
Less than 9th Grade	1.9%	1.9%	2.6%
9th - 12th Grade, No Diploma	7.4%	7.4%	8.7%
High School Graduate	26.1%	26.9%	28.0%
GED/Alternative Credential	4.8%	5.1%	5.7%
Some College, No Degree	25.4%	25.0%	24.2%
Associate Degree	8.6%	9.3%	9.4%
Bachelor's Degree	15.1%	14.7%	12.9%
Graduate/Professional Degree	10.5%	9.7%	8.5%
2019 Population 15+ by Marital Status			
Total	7,515	11,803	20,976
Never Married	18.0%	18.4%	18.4%
Married	52.1%	54.1%	56.6%
Widowed	11.3%	10.4%	9.3%
Divorced	18.7%	17.1%	15.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.7%	94.7%	94.0%
Civilian Unemployed (Unemployment Rate)	5.3%	5.3%	6.0%
2019 Employed Population 16+ by Industry			
Total	2,937	4,696	8,840
Agriculture/Mining	2.7%	2.8%	3.5%
Construction	8.6%	9.0%	9.6%
Manufacturing	8.3%	8.7%	9.8%
Wholesale Trade	3.8%	3.4%	2.6%
Retail Trade	9.9%	10.2%	9.8%
Transportation/Utilities	4.2%	4.5%	5.2%
Information	0.4%	0.9%	1.2%
Finance/Insurance/Real Estate	5.4%	5.4%	5.2%
Services	52.4%	51.6%	48.7%
Public Administration	4.1%	3.7%	4.4%
2019 Employed Population 16+ by Occupation			
Total	2,935	4,696	8,838
White Collar	52.6%	53.4%	51.1%
Management/Business/Financial	12.8%	12.8%	12.5%
Professional	18.6%	18.6%	17.7%
Sales	7.8%	9.1%	9.0%
Administrative Support	13.4%	12.9%	11.9%
Services	23.3%	22.3%	22.4%
Blue Collar	24.0%	24.3%	26.4%
Farming/Forestry/Fishing	0.0%	0.2%	1.0%
Construction/Extraction	7.7%	7.3%	6.8%
Installation/Maintenance/Repair	3.5%	4.0%	4.5%
Production	6.0%	6.1%	7.3%
Transportation/Material Moving	6.9%	6.6%	6.8%
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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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.

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Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Rural Resort Dwellers (6E)	Rural Resort Dwellers (6E)
2.	Silver & Gold (9A)	Midlife Constants (5E)	Senior Escapes (9D)
3.	Midlife Constants (5E)	Silver & Gold (9A)	Midlife Constants (5E)
2019 Consumer Spending			
Apparel & Services: Total \$	\$5,666,433	\$8,834,955	\$14,592,338
Average Spent	\$1,411.32	\$1,425.22	\$1,353.77
Spending Potential Index	66	67	63
Education: Total \$	\$3,734,760	\$5,645,858	\$9,155,111
Average Spent	\$930.20	\$910.77	\$849.35
Spending Potential Index	58	57	53
Entertainment/Recreation: Total \$	\$9,568,614	\$14,975,589	\$25,521,605
Average Spent	\$2,383.22	\$2,415.81	\$2,367.72
Spending Potential Index	73	74	72
Food at Home: Total \$	\$14,982,482	\$23,476,100	\$39,877,727
Average Spent	\$3,731.63	\$3,787.08	\$3,699.58
Spending Potential Index	72	73	71
Food Away from Home: Total \$	\$9,847,610	\$15,387,636	\$25,630,506
Average Spent	\$2,452.70	\$2,482.28	\$2,377.82
Spending Potential Index	67	68	65
Health Care: Total \$	\$18,542,850	\$29,020,965	\$49,453,954
Average Spent	\$4,618.39	\$4,681.56	\$4,587.99
Spending Potential Index	78	79	77
HH Furnishings & Equipment: Total \$	\$5,856,622	\$9,187,269	\$15,287,939
Average Spent	\$1,458.69	\$1,482.06	\$1,418.31
Spending Potential Index	68	70	67
Personal Care Products & Services: Total \$	\$2,391,248	\$3,755,598	\$6,094,332
Average Spent	\$595.58	\$605.84	\$565.39
Spending Potential Index	67	68	64
Shelter: Total \$	\$48,816,071	\$76,397,888	\$124,214,565
Average Spent	\$12,158.42	\$12,324.23	\$11,523.76
Spending Potential Index	66	67	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,394,213	\$11,485,842	\$18,989,516
Average Spent	\$1,841.65	\$1,852.85	\$1,761.71
Spending Potential Index	74	75	71
Travel: Total \$	\$6,073,125	\$9,560,798	\$15,662,306
Average Spent	\$1,512.61	\$1,542.31	\$1,453.04
Spending Potential Index	67	69	65
Vehicle Maintenance & Repairs: Total \$	\$3,324,737	\$5,205,884	\$8,804,382
Average Spent	\$828.08	\$839.79	\$816.81
Spending Potential Index	72	73	71

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

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.