

Retail Analysis - Blanchard, OK

December 2016

This analysis was performed using a 2, 5 and 10 mile radii from the center point at the intersection of **Highway 62 and Highway 76 in Blanchard**. It was compiled with particular attention on finding and attracting all types of retail gaps that exist.

Demographics Overview (Blanchard City)

Total Population	Total Households	Total Workforce	Works & Lives Inside County	Works Outside County
8,280 (2015) 12% 5-year growth rate	2,732	3,344	27.0% (904)	73.0% (2,440)

U.S. Census 2010 - 2014	Median Household Income	Per Capita Income	Percent in Poverty	Average Travel Time to Work	Educational Attainment	Median Age	% Female
Blanchard City	\$63,814	\$27,938	10.1	30.2 minutes	HS Equivalent or higher: 92.9 % Bachelor's or higher: 24.6%	40.2 (City) 38.3 (McClain Co.)	50.7
Oklahoma (Statewide)	\$46,235	\$24,695	16.1	21.2 minutes	HS Equivalent or higher: 86.7% Bachelor's or higher: 23.8%	36.2	50.5

U.S. Census % of the 2015 Population	White alone, not Hispanic	Black, or African American	American Indian and Alaska Native	Asian	Native Hawaiian and Other Pacific Islander	Two or more races	Hispanic or Latino	Under 18 years old	18-65 years old	65 years and over
McClain County*	79.3	0.9	6.8	0.5	0.2	5.4	7.8	25.8	59.3	14.9
Oklahoma	66.5	7.8	9.1	2.2	0.2	6.0	10.1	24.6	60.7	14.7

- The 5-year population growth rate in the city is significantly higher (12%) compared to the state average (4.3%).
- Educational attainment for High School and Bachelor's degrees is slightly higher than the state.
- Both household and personal income are higher than state averages; conversely poverty is lower. This is partially due to a slightly older median age compared to the state average.
- McClain County has a higher percentage of White alone compared to state averages. Conversely, other minorities are less than the state average.
- Median age in the city and county is older than the state average and the worker age group (18-65 years old) is slightly lower than the state average.

**Note: Because Blanchard's population is less than 10,000, McClain County was used for some race and age statistics.*

Tapestry Segmentation

To better aide in identifying buying characteristics of Blanchard residents, a Tapestry Segmentation report is included identifying the socioeconomic traits of residents. These traits are not wholly encompassing but provide a snapshot of residents' buying choices. You can view more detailed segment information in the tapestry pages of this report.

About **51% of city residents** have these “**Middleburg**” characteristics:

- Own partial to late model SUVs or trucks and occasionally convertibles 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 Do-It-Yourself projects.
- Popular sports include hunting, target shooting, bowling, and baseball.
- TV and magazines provide entertainment and information. Media preferences include country and Christian channels.

About **20% of city residents** have these “**Green Acres**” characteristics:

- Homeowners favor Do-It-Yourself 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.
- Residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Active in the community and a variety of social organizations from fraternal orders to veterans' clubs.

Retail Attractions and Expansion

Located on the border of Grady and McClain Counties about 15 miles south of Oklahoma City, Blanchard is primarily a residential community with two golf courses and a bowling alley. With population growth likely to continue, Blanchard's small town feel and close proximity to Oklahoma City creates future retail opportunities.

The west area expansion of the Kilpatrick Turnpike going south past Mustang and Tuttle could provide increased traffic towards Blanchard. The expansion could also provide opportunities for residential population migration for several miles around the turnpike. Existing retail gaps could be filled as this infrastructure expands and should be monitored as the expansion occurs.

Commuting Patterns

According to Census *OnTheMap*, about **91%** of Blanchard's residents work outside the city limits. 38.6% of residents make the daily commute into Oklahoma City, 10.9% drive to Norman, 4.7% to Chickasha, 2.8% to Moore and 2.2% commute to Newcastle for their primary jobs.

79.1% of Blanchard's 1,453 total jobs belong to workers commuting from outside the city limits mostly from Oklahoma City, Newcastle, Norman, Tuttle and Chickasha.

Retail Gaps & Sales Potential

As shown in the detailed reports that follow, the largest gap **within the 10 mile radius** of Blanchard is **General Merchandise Stores** such as Dollar General, Walmart, K-Mart or Target. There are also large gaps in **Food and Beverage Stores** and **Food Services and Drinking Places, both full-service and limited-service** (fast food).

Smaller, but still significant gaps, are shown in the 5 to 10 mile radii for **Electronics and Appliance Stores, Health & Personal Care Stores** and **Gasoline Stations**. There are opportunities for capturing sales in these industry groups.

There is a slight **surplus of Food and Beverage Stores** in the 2 mile radius, but not in the 5 or 10 mile radii. This indicates a grocery store 5 miles from the center of town would capture potential sales from residents living in or just outside of Blanchard.

The significant surpluses around Blanchard occur in **Building Materials, Garden and Supply Stores** and **Motor Vehicle Parts and Dealers**. The city appears to be attracting consumers of these products from outside the area creating the surplus.

Retail Goods & Services Expenditures

Based on national consumer expenditure surveys and Blanchard's demographics, the average household in the 10 mile radius spends **\$8,074 each year on Food**. On par with the national average, 62% or \$4,974 is spent on Food at Home and 38% or \$3,101 is spent away from home. The total spent on food in the 10 mile area is nearly \$102 million per year.

Highest product spending potential indices (those above 100) occur in **Televisions, Phones, Video Equipment, Lawn and Garden Services, Major Appliances, Catering** and **Pets**.

Traffic Counts and Destinations

As shown in the Traffic Count Profile and accompanying maps, the most densely trafficked intersection near Blanchard is Highway 9 and SE 44th Street.

Closer to Blanchard, the three busiest intersections are on US Highway 62 at SW 7th Street, Dainswick Lane and Meridian Avenue.

Business Contacts

Below are restaurant possibilities if not already located in the area:

Name	Contact	Title	Email (if available)	Phone
BJ's Restaurant & Brewhouse	Tim Ehlert	Director, Government Relations		714-500-2440
Cracker Barrel	Nick Flanagan	Senior VP Restaurant & Retail Operations	nicholas.flanagan@crackerbarrel.com	615-443-9217 or 800-333-9566
Hal Smith Restaurants	Diane Fair	Sales Executive	diane@ehsrg.com	405-321-2600
Hideaway Pizza	Dave George	President		405-470-4777
Interurban	Robert Ross	Owner	rosser@interurban.us	405-321-7150
Longhorn Steakhouse	Todd A Burrowes	President		407-245-4000
Macaroni Grill	John Reale	President		713-366-7500
McNellie's Pub	Elliot Nelson	Owner	elliott@mcnellies.com	918-382-7468
Olive Garden (Darden Restaurants, Inc.)	Gene Lee	CEO		407-245-4000
Olive Garden/ Darden Restaurants	Rick Cardenas	Chief Strategy Officer	rcardenas@darden.com	407-245-4000
Ted's Café Escondido	Al Lejarzar	President & CEO	marketing@tedscafe.com	405.632.3325
TGI Fridays (Sentinel Capital)	Nicholas Paul Shepherd	CEO		212-688-6513
Yum Brands - Taco Bell, KFC & Pizza Hut	Kevin Lundy	Corporate Director Government Affairs	kevin.lundy@yum.com	(502) 874-8300 (Yum Corporate in Kentucky)
Taco Bell	Mark Shaw	Taco Bell Sr. Director Franchising	mark.shaw@yum.com	(949) 863-4500 (Orange County, CA)
Church's Chicken	Todd Walker	Senior Director U.S. Operations	twalker@churchs.com	(770) 350-3800
Taco Bueno (DFW Area, TX)	Jeff Carl	Chief Marketing Officer	jcarl@tacobueno.com	(972) 919-4800
Jack In the Box (San Diego)	Mark Blankenship	Chief People, Culture & Corporate Strategy Officer	mark.blankenship@jackinthebox.com	(858) 571-2121

Below are grocery stores if not already located in the area:

Name	Contact	Title	Website or e-mail if available	Phone
Reasor's Pharmacy	Jeff Reasor	Chairman & CEO	http://www.reasors.com	918-456-1472
Marvin's Food Stores	C.V. Combs	CEO	http://www.cvsfamilyfoods.com/	479-262-6910
Homeland	Daryl Fitzgerald	CEO (HAC, Inc.)	http://www.homelandstores.com	405-290-3000
Harps Food Store	Roger Collins	CEO & Chairman	http://www.harpsfood.com	479-751-7601

Save-A-Lot Food Stores	Eric Claus	CEO	http://www.save-a-lot.com	314-592-9100
Associated Wholesale Grocers	David Smith	CEO	https://www.awginc.com/	405-518-3000
Crest Foods	Kevin Ergenbright	Vice President	www.crestfoodsok.com	405-330-8100
Natural Grocer's	Frank Daidone, VP Operations	Jeremy Jones, Director Marketing P/R	www.naturalgrocers.com	303-986-4600
Sprouts	Ted Frumkin	Chief Development Officer	www.sprouts.com	480-814-8016
Walmart Neighborhood Market	Scott Pleiman	Senior VP, Business Development	scott.pleiman@walmart.com	479-273-4000

Below are Sporting Goods, Electronics and big box stores if not already located in the area:

Name	Contact	Title	E-mail	Phone
Academy Sports and Outdoors	Marc Millis	Senior Real Estate Manager	Marc.millis@academy.com	(281) 646-5200
Dick's Sporting Goods	Robert Gartner	VP Field Operations	Robert.gartner@dcsg.com	(724) 273-3400
Vintage Stock Electronics	Rodney Spriggs	President		(417) 623-1550
Micro Center Electronics	Joe Bennicasa	Site Manager	jbennicasa@microcenter.com	(703) 204-8400
Radio Shack – RS Legacy (HQ in Fort Worth)	Martin “Marty” Amschler	Executive VP	Marty.amschler@radioshack.com	(817) 415.3011
Target Corporation	Karen Deutsch	Director, Creative Planning	Karen.deutsch@target.com	(612) 304-6073
Dollar General	Jeff Owen	EVP Store Ops & Real Estate	jowen@dollargeneral.com	(615) 855-4000
Walmart	Scott Pleiman	Senior VP, Business Development	scott.pleiman@walmart.com	479-273-4000



ACS Population Summary

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

Prepared by Esri

	2010 - 2014 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	7,625		236	
Total Households	2,732		160	
Total Housing Units	2,918		179	
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	7,324	100.0%	268	
Enrolled in school	1,880	25.7%	250	
Enrolled in nursery school, preschool	153	2.1%	81	
Public school	153	2.1%	81	
Private school	0	0.0%	13	
Enrolled in kindergarten	59	0.8%	35	
Public school	59	0.8%	35	
Private school	0	0.0%	13	
Enrolled in grade 1 to grade 4	455	6.2%	124	
Public school	455	6.2%	124	
Private school	0	0.0%	13	
Enrolled in grade 5 to grade 8	572	7.8%	134	
Public school	547	7.5%	129	
Private school	25	0.3%	41	
Enrolled in grade 9 to grade 12	442	6.0%	120	
Public school	442	6.0%	120	
Private school	0	0.0%	13	
Enrolled in college undergraduate years	164	2.2%	74	
Public school	138	1.9%	64	
Private school	26	0.4%	34	
Enrolled in graduate or professional school	35	0.5%	36	
Public school	35	0.5%	36	
Private school	0	0.0%	13	
Not enrolled in school	5,444	74.3%	273	
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD				
Total	805	100.0%	129	
Living in Households	774	96.1%	126	
Living in Family Households	569	70.7%	112	
Householder	307	38.1%	73	
Spouse	198	24.6%	62	
Parent	42	5.2%	46	
Parent-in-law	0	0.0%	13	
Other Relative	0	0.0%	13	
Nonrelative	22	2.7%	30	
Living in Nonfamily Households	205	25.5%	83	
Householder	200	24.8%	83	
Nonrelative	5	0.6%	3	
Living in Group Quarters	31	3.9%	44	

Source: U.S. Census Bureau, 2010-2014 ACS

Reliability: high mediu low

November 21, 2016



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Prepared by Esri

	2010 - 2014 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY TYPE AND SIZE AND AGE				
Family Households	2,197	80.4%	137	
2-Person	1,012	37.0%	153	
3-Person	553	20.2%	109	
4-Person	440	16.1%	105	
5-Person	149	5.5%	56	
6-Person	28	1.0%	30	
7+ Person	15	0.5%	22	
Nonfamily Households	535	19.6%	130	
1-Person	437	16.0%	116	
2-Person	89	3.3%	54	
3-Person	9	0.3%	15	
4-Person	0	0.0%	13	
5-Person	0	0.0%	13	
6-Person	0	0.0%	13	
7+ Person	0	0.0%	13	
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	1,067	39.1%	127	
Family households	1,067	39.1%	127	
Married-couple family	867	31.7%	119	
Male householder, no wife present	48	1.8%	38	
Female householder, no husband present	152	5.6%	73	
Nonfamily households	0	0.0%	13	
Households with no people under 18 years	1,665	60.9%	212	
Married-couple family	973	35.6%	157	
Other family	157	5.7%	58	
Nonfamily households	535	19.6%	130	
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	577	21.1%	106	
1-Person	191	7.0%	81	
2+ Person Family	373	13.7%	73	
2+ Person Nonfamily	13	0.5%	17	
Households with No Pop 65+	2,155	78.9%	146	
1-Person	246	9.0%	92	
2+ Person Family	1,824	66.8%	126	
2+ Person Nonfamily	85	3.1%	53	

Source: U.S. Census Bureau, 2010-2014 ACS

Reliability: high mediu low

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	2010 - 2014 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	7,165	100.0%	244	
5 to 17 years				
Speak only English	1,460	20.4%	240	
Speak Spanish	104	1.5%	95	
Speak English "very well" or "well"	104	1.5%	95	
Speak English "not well"	0	0.0%	13	
Speak English "not at all"	0	0.0%	13	
Speak other Indo-European languages	27	0.4%	40	
Speak English "very well" or "well"	27	0.4%	40	
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	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	
18 to 64 years				
Speak only English	4,549	63.5%	276	
Speak Spanish	81	1.1%	76	
Speak English "very well" or "well"	81	1.1%	60	
Speak English "not well"	0	0.0%	13	
Speak English "not at all"	0	0.0%	13	
Speak other Indo-European languages	43	0.6%	48	
Speak English "very well" or "well"	43	0.6%	48	
Speak English "not well"	0	0.0%	13	
Speak English "not at all"	0	0.0%	13	
Speak Asian and Pacific Island languages	83	1.2%	91	
Speak English "very well" or "well"	0	0.0%	13	
Speak English "not well"	83	1.2%	91	
Speak English "not at all"	0	0.0%	13	
Speak other languages	13	0.2%	15	
Speak English "very well" or "well"	13	0.2%	15	
Speak English "not well"	0	0.0%	13	
Speak English "not at all"	0	0.0%	13	
65 years and over				
Speak only English	805	11.2%	129	
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	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	

Source: U.S. Census Bureau, 2010-2014 ACS

Reliability: high mediu low

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Geography: Place

Prepared by Esri

	2010 - 2014 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	3,344	100.0%	256	
Worked in state and in county of residence	904	27.0%	164	
Worked in state and outside county of residence	2,372	70.9%	216	
Worked outside state of residence	68	2.0%	49	
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	3,344	100.0%	256	
Drove alone	2,841	85.0%	275	
Carpooled	274	8.2%	138	
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	37	1.1%	40	
Bicycle	25	0.7%	28	
Walked	61	1.8%	46	
Other means	18	0.5%	28	
Worked at home	88	2.6%	54	
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	3,256	100.0%	259	
Less than 5 minutes	157	4.8%	87	
5 to 9 minutes	270	8.3%	95	
10 to 14 minutes	158	4.9%	63	
15 to 19 minutes	206	6.3%	78	
20 to 24 minutes	270	8.3%	89	
25 to 29 minutes	342	10.5%	111	
30 to 34 minutes	701	21.5%	156	
35 to 39 minutes	194	6.0%	82	
40 to 44 minutes	314	9.6%	112	
45 to 59 minutes	489	15.0%	135	
60 to 89 minutes	94	2.9%	45	
90 or more minutes	61	1.9%	51	
Average Travel Time to Work (in minutes)	30.2		4.4	
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	2,324	100.0%	159	
Own children under 6 years only	257	11.1%	87	
In labor force	154	6.6%	79	
Not in labor force	103	4.4%	56	
Own children under 6 years and 6 to 17 years	162	7.0%	76	
In labor force	148	6.4%	72	
Not in labor force	14	0.6%	22	
Own children 6 to 17 years only	619	26.6%	131	
In labor force	452	19.4%	135	
Not in labor force	167	7.2%	72	
No own children under 18 years	1,286	55.3%	208	
In labor force	820	35.3%	158	
Not in labor force	466	20.1%	122	

Source: U.S. Census Bureau, 2010-2014 ACS

Reliability: high mediu low

November 21, 2016



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Geography: Place

Prepared by Esri

	2010 - 2014 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	7,561	100.0%	240	
Under 18 years:	2,051	27.1%	242	
One Type of Health Insurance:	1,670	22.1%	248	
Employer-Based Health Ins Only	1,076	14.2%	205	
Direct-Purchase Health Ins Only	89	1.2%	79	
Medicare Coverage Only	0	0.0%	13	
Medicaid Coverage Only	436	5.8%	180	
TRICARE/Military Hlth Cov Only	53	0.7%	48	
VA Health Care Only	16	0.2%	23	
2+ Types of Health Insurance	133	1.8%	79	
No Health Insurance Coverage	248	3.3%	108	
18 to 34 years:	1,283	17.0%	185	
One Type of Health Insurance:	708	9.4%	153	
Employer-Based Health Ins Only	633	8.4%	141	
Direct-Purchase Health Ins Only	4	0.1%	6	
Medicare Coverage Only	4	0.1%	6	
Medicaid Coverage Only	54	0.7%	49	
TRICARE/Military Hlth Cov Only	13	0.2%	20	
VA Health Care Only	0	0.0%	13	
2+ Types of Health Insurance	29	0.4%	37	
No Health Insurance Coverage	546	7.2%	173	
35 to 64 years:	3,453	45.7%	238	
One Type of Health Insurance:	2,642	34.9%	254	
Employer-Based Health Ins Only	2,268	30.0%	262	
Direct-Purchase Health Ins Only	142	1.9%	77	
Medicare Coverage Only	69	0.9%	58	
Medicaid Coverage Only	63	0.8%	43	
TRICARE/Military Hlth Cov Only	45	0.6%	37	
VA Health Care Only	55	0.7%	42	
2+ Types of Health Insurance	323	4.3%	125	
No Health Insurance Coverage	488	6.5%	156	
65+ years:	774	10.2%	126	
One Type of Health Insurance:	106	1.4%	65	
Employer-Based Health Ins Only	0	0.0%	13	
Direct-Purchase Health Ins Only	0	0.0%	13	
Medicare Coverage Only	106	1.4%	65	
TRICARE/Military Hlth Cov Only	0	0.0%	13	
VA Health Care Only	0	0.0%	13	
2+ Types of Health Insurance:	668	8.8%	136	
Employer-Based & Direct-Purchase Health Insurance	0	0.0%	13	
Employer-Based Health & Medicare Insurance	195	2.6%	73	
Direct-Purchase Health & Medicare Insurance	110	1.5%	59	
Medicare & Medicaid Coverage	35	0.5%	35	
Other Private Health Insurance Combos	0	0.0%	13	
Other Public Health Insurance Combos	28	0.4%	30	
Other Health Insurance Combinations	300	4.0%	103	
No Health Insurance Coverage	0	0.0%	13	

Source: U.S. Census Bureau, 2010-2014 ACS

Reliability: high medium low

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Geography: Place

Prepared by Esri

	2010 - 2014 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	7,588	100.0%	235	
Under .50	242	3.2%	118	
.50 to .99	527	6.9%	261	
1.00 to 1.24	312	4.1%	215	
1.25 to 1.49	227	3.0%	159	
1.50 to 1.84	557	7.3%	290	
1.85 to 1.99	138	1.8%	128	
2.00 and over	5,585	73.6%	439	
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	5,547	100.0%	276	
Veteran	724	13.1%	145	
Nonveteran	4,823	86.9%	259	
Male	2,695	48.6%	214	
Veteran	659	11.9%	130	
Nonveteran	2,036	36.7%	226	
Female	2,852	51.4%	168	
Veteran	65	1.2%	49	
Nonveteran	2,787	50.2%	169	
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	724	100.0%	145	
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	35	4.8%	34	
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	3	0.4%	5	
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam	12	1.7%	18	
Gulf War (8/90 to 8/01), no Vietnam Era	169	23.3%	65	
Gulf War (8/90 to 8/01) and Vietnam Era	26	3.6%	30	
Vietnam Era, no Korean War, no World War II	271	37.4%	87	
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	28	3.9%	36	
Korean War and World War II, no Vietnam Era	0	0.0%	13	
World War II, no Korean War, no Vietnam Era	16	2.2%	22	
Between Gulf War and Vietnam Era only	137	18.9%	66	
Between Vietnam Era and Korean War only	27	3.7%	28	
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	2,732	100.0%	160	
Income in the past 12 months below poverty level	272	10.0%	99	
Married-couple family	49	1.8%	43	
Other family - male householder (no wife present)	11	0.4%	16	
Other family - female householder (no husband present)	104	3.8%	58	
Nonfamily household - male householder	37	1.4%	38	
Nonfamily household - female householder	71	2.6%	49	
Income in the past 12 months at or above poverty level	2,460	90.0%	185	
Married-couple family	1,791	65.6%	157	
Other family - male householder (no wife present)	90	3.3%	47	
Other family - female householder (no husband present)	152	5.6%	76	
Nonfamily household - male householder	237	8.7%	91	
Nonfamily household - female householder	190	7.0%	92	

Source: U.S. Census Bureau, 2010-2014 ACS

Reliability: high medium low

November 21, 2016



ACS Population Summary

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

Prepared by Esri

	2010 - 2014 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	716	26.2%	125	High
No Social Security Income	2,016	73.8%	147	High
Retirement Income	699	25.6%	128	High
No Retirement Income	2,033	74.4%	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	60	11.9%	43	High
15-19.9% of Income	50	9.9%	46	High
20-24.9% of Income	20	4.0%	25	High
25-29.9% of Income	63	12.5%	48	High
30-34.9% of Income	47	9.3%	52	High
35-39.9% of Income	45	8.9%	42	High
40-49.9% of Income	46	9.1%	38	High
50+% of Income	98	19.4%	62	High
Gross Rent % Inc Not Computed	75	14.9%	59	High
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	2,732	100.0%	160	High
With public assistance income	75	2.7%	58	High
No public assistance income	2,657	97.3%	158	High
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	2,732	100.0%	160	High
With Food Stamps/SNAP	336	12.3%	119	High
With No Food Stamps/SNAP	2,396	87.7%	184	High
HOUSEHOLDS BY DISABILITY STATUS				
Total	2,732	100.0%	160	High
With 1+ Persons w/Disability	956	35.0%	174	High
With No Person w/Disability	1,776	65.0%	195	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 2014, adjusted for inflation.

2010-2014 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2010-2014 ACS estimates, five-year period data collected monthly from January 1, 2010 through December 31, 2014. 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.

Source: U.S. Census Bureau, 2010-2014 ACS

Reliability: high medium low

November 21, 2016



Tapestry Segmentation Area Profile

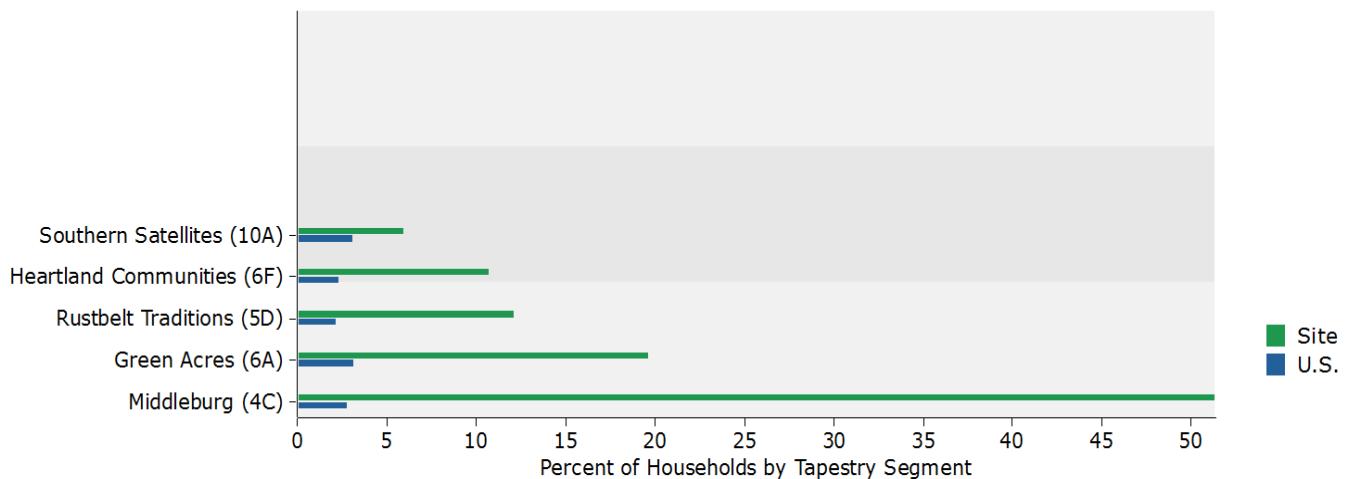
Blanchard City, OK
Blanchard City, OK (4006700)
Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	51.4%	51.4%	2.8%	2.8%	1816
2	Green Acres (6A)	19.7%	71.1%	3.2%	6.0%	617
3	Rustbelt Traditions (5D)	12.2%	83.3%	2.2%	8.2%	548
4	Heartland Communities (6F)	10.8%	94.1%	2.4%	10.6%	457
5	Southern Satellites (10A)	6.0%	100.1%	3.2%	13.8%	190
Subtotal		100.1%		13.8%		
Total		100.0%		13.8%		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

November 21, 2016

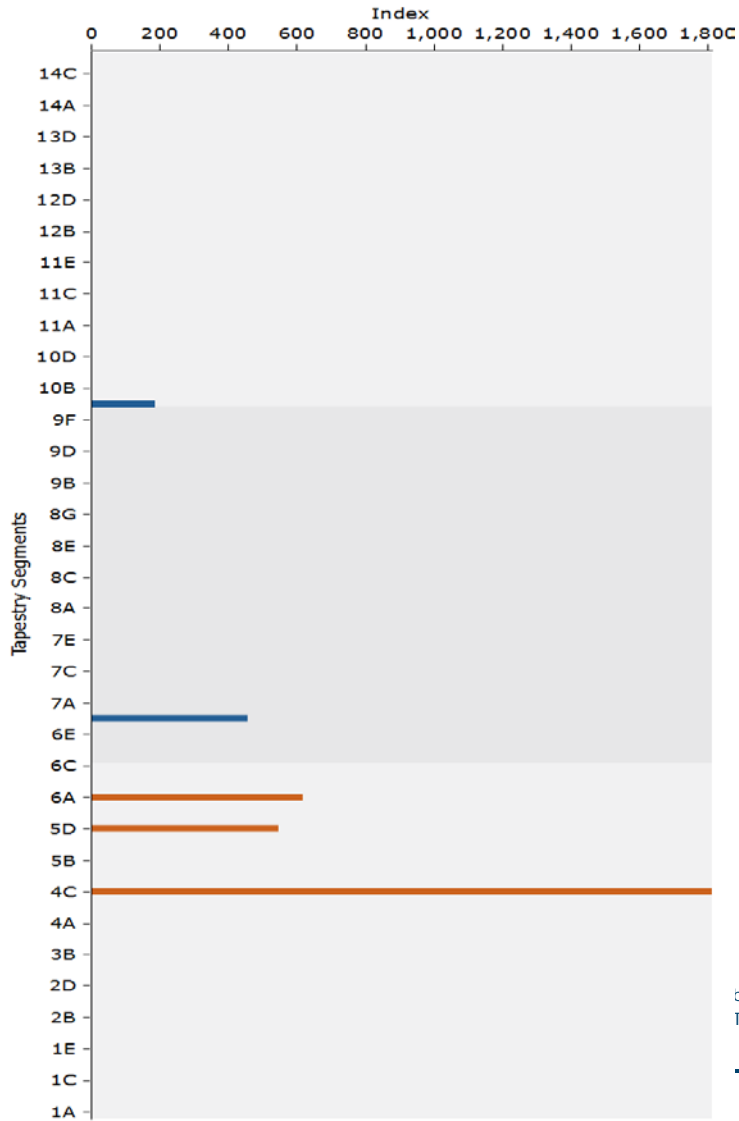


Tapestry Segmentation Area Profile

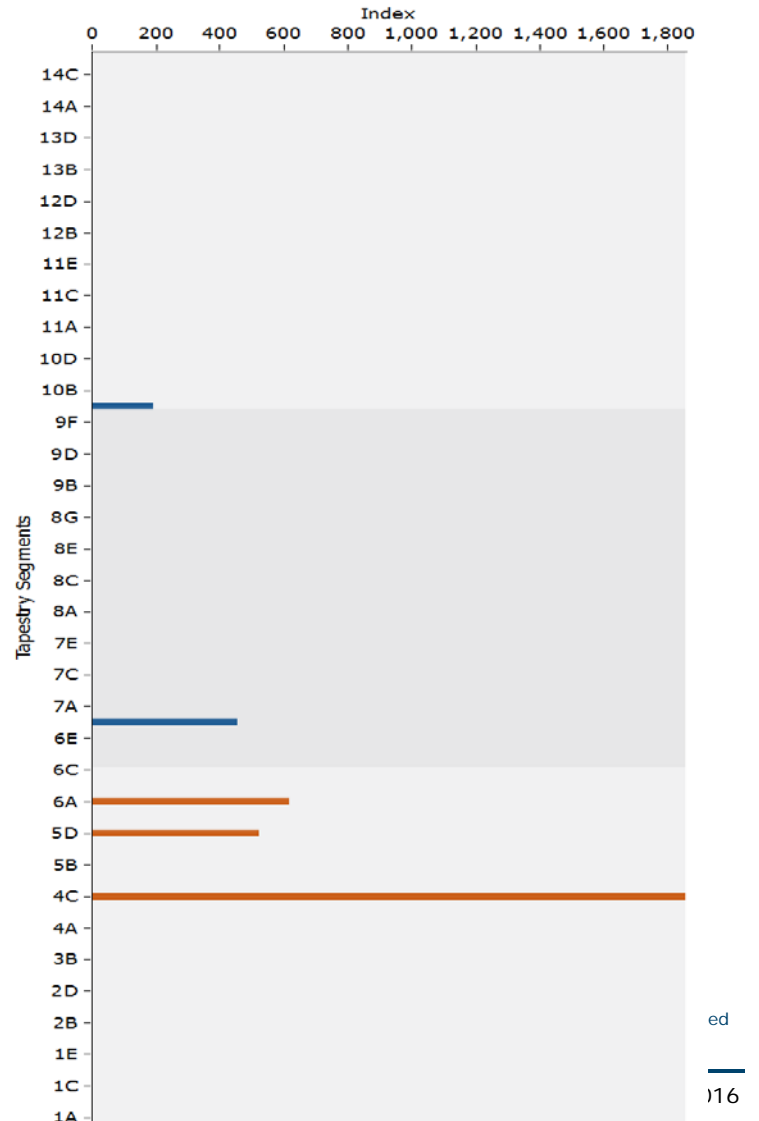
Blanchard City, OK
Blanchard City, OK (4006700)
Geography: Place

Prepared by Esri

2016 Tapestry Indexes by Households



2016 Tapestry Indexes by Total Population 18+



Tapestry Segmentation Area Profile

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

Prepared by Esri

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,040	100.0%		6,133	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	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	1,562	51.4%	695	3,212	52.4%	681
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	1,562	51.4%	1,816	3,212	52.4%	1,860
5. GenXurban	370	12.2%	106	676	11.0%	100
Comfortable Empty Nesters 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)	370	12.2%	548	676	11.0%	527
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	926	30.5%	251	1,863	30.4%	255
Green Acres (6A)	599	19.7%	617	1,247	20.3%	617
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)	327	10.8%	457	616	10.0%	457
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

November 21, 2016



Tapestry Segmentation Area Profile

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

Prepared by Esri

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,040	100.0%		6,133	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	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	182	6.0%	72	382	6.2%	74
Southern Satellites (10A)	182	6.0%	190	382	6.2%	195
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	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

November 21, 2016



Tapestry Segmentation Area Profile

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

Prepared by Esri

Tapestry Urbanization	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,040	100.0%		6,133	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	370	12.2%	72	676	11.0%	61
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	370	12.2%	548	676	11.0%	527
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

November 21, 2016



Tapestry Segmentation Area Profile

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

Prepared by Esri

Tapestry Urbanization	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,040	100.0%		6,133	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	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	1,889	62.1%	662	3,828	62.4%	690
Middleburg (4C)	1,562	51.4%	1,816	3,212	52.4%	1,860
Heartland Communities (6F)	327	10.8%	457	616	10.0%	457
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	781	25.7%	151	1,629	26.6%	156
Green Acres (6A)	599	19.7%	617	1,247	20.3%	617
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)	182	6.0%	190	382	6.2%	195
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	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

November 21, 2016



LifeMode Group: Family Landscapes

Middleburg

4C

Households: 3,319,000

Average Household Size: 2.73

Median Age: 35.3

Median Household Income: \$55,000

WHO ARE WE?

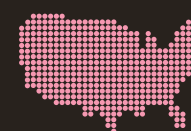
Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and 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 152).
- Affordable housing, median value of \$158,000 (Index 89) with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

SOCIOECONOMIC TRAITS

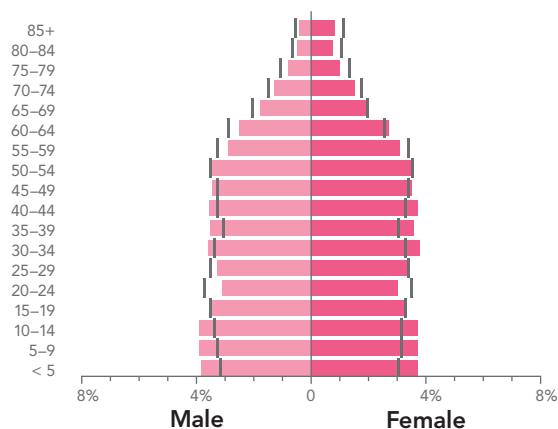
- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4% (Index 85).
- Labor force participation typical of a younger population at 66.7% (Index 106).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.



AGE BY SEX (Esri data)

Median Age: **35.3** US: 37.6

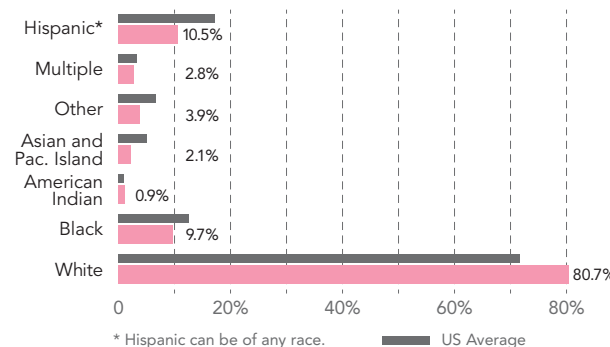
I Indicates US



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).

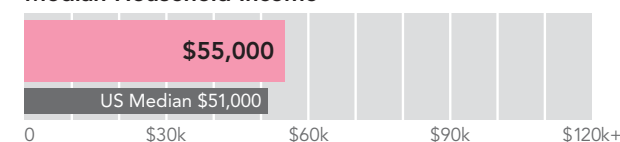
Diversity Index: **46.3** US: 62.1



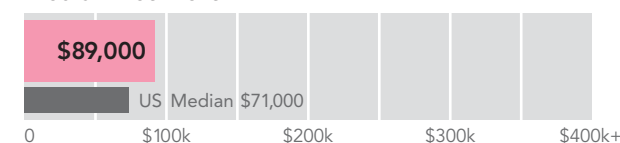
INCOME AND NET WORTH

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

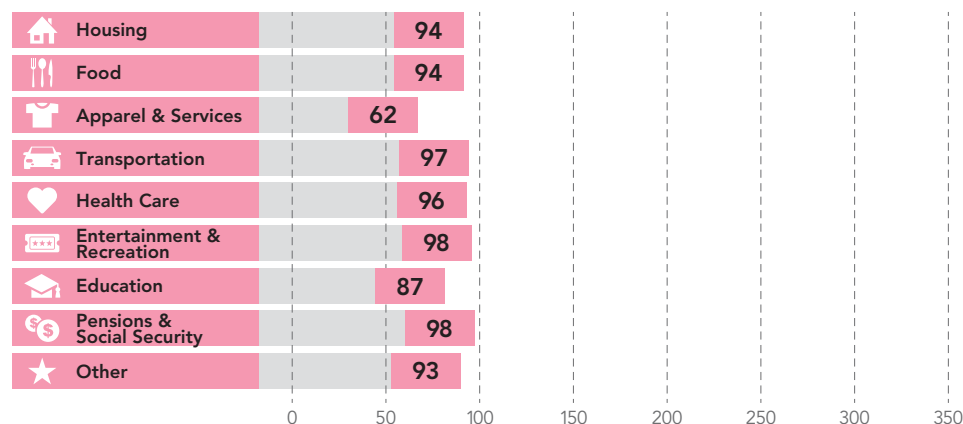


Median Net Worth



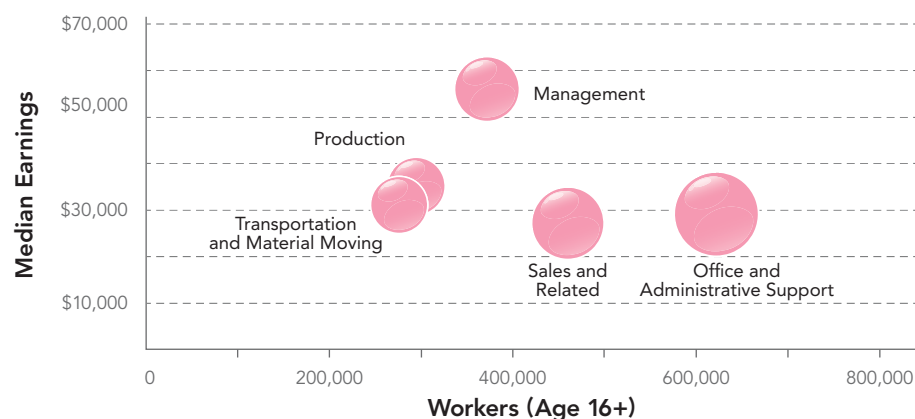
AVERAGE HOUSEHOLD BUDGET INDEX

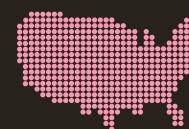
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. 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 trucks, SUVs, and occasionally, convertibles, 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, target shooting, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

HOUSING

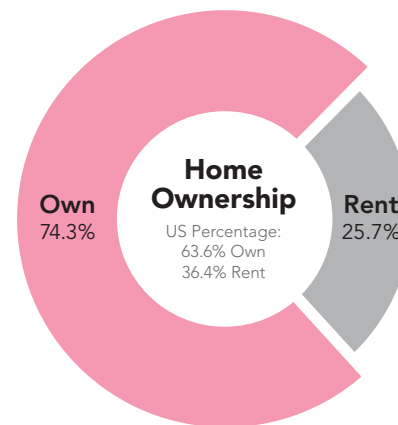
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

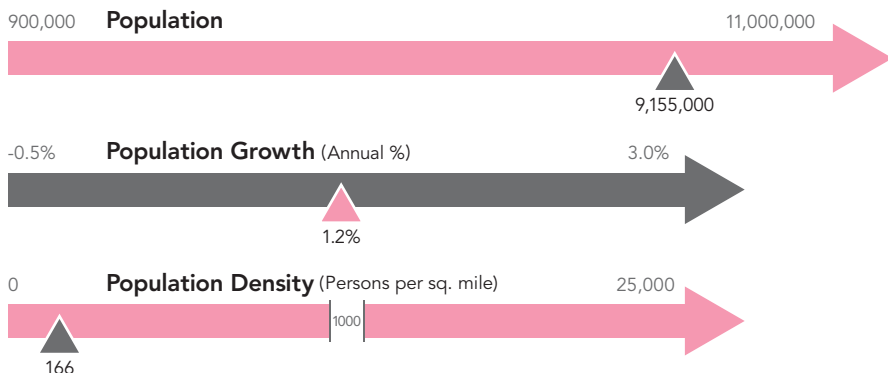
Median Value:
\$158,000

US Median: \$177,000



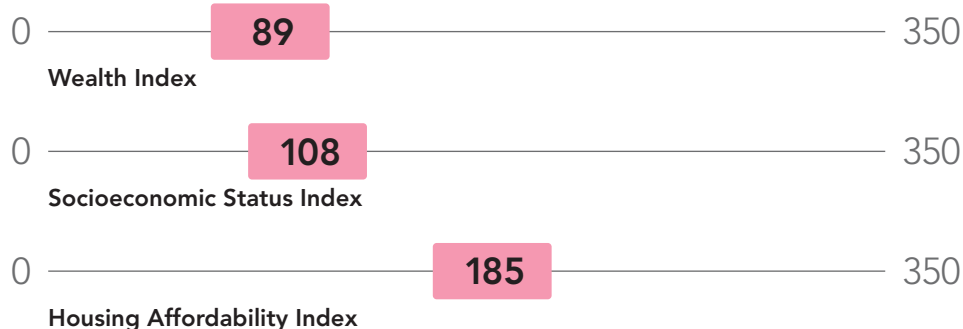
POPULATION CHARACTERISTICS

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.



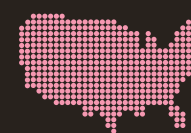
ESRI INDEXES

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



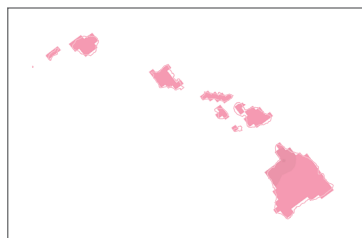
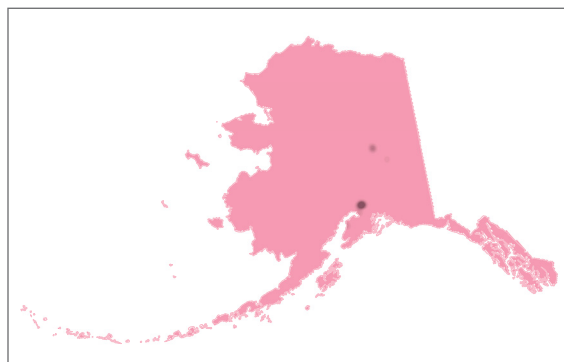
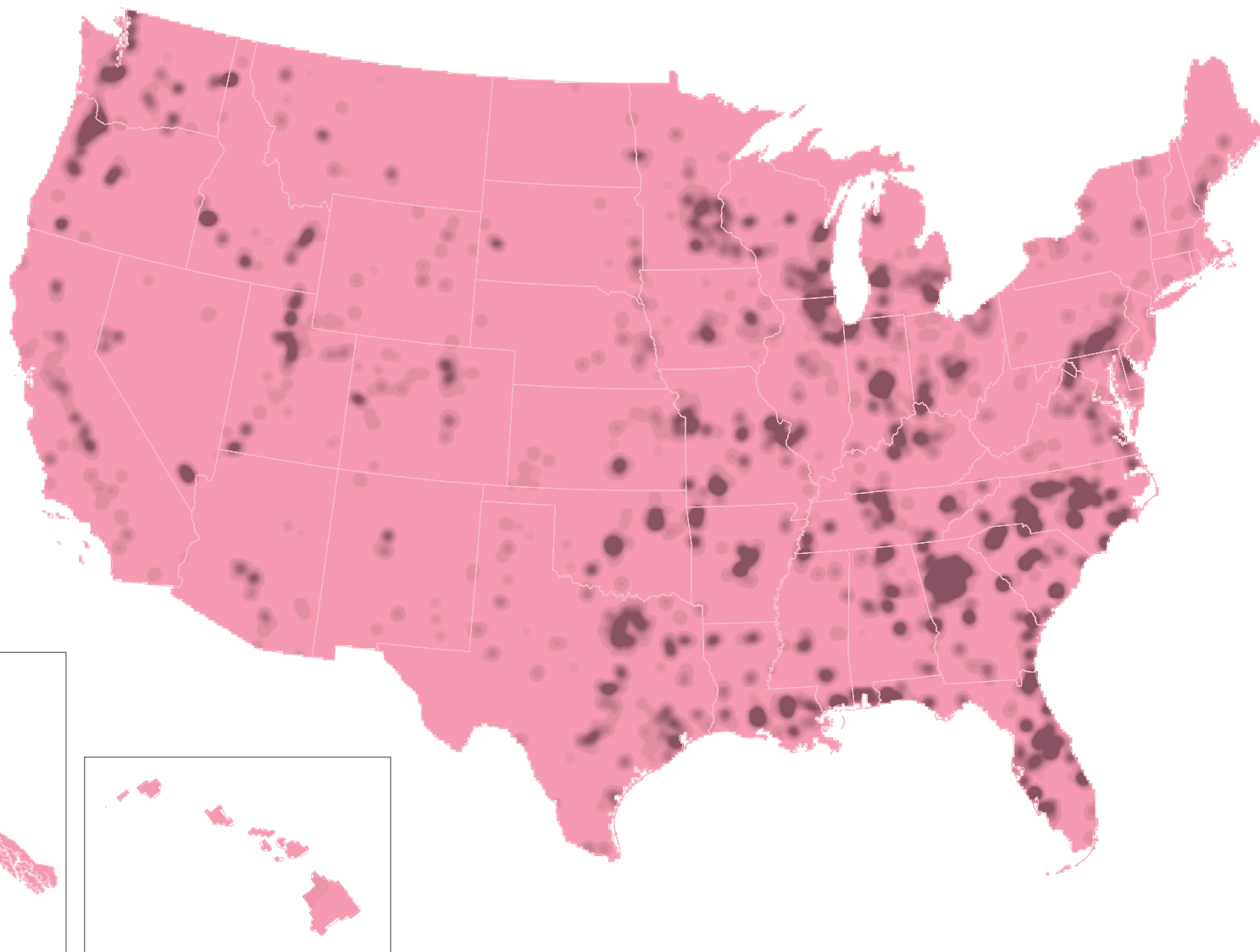
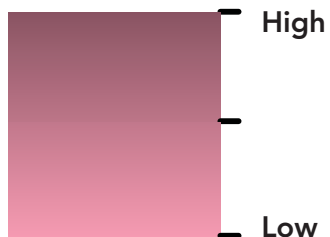


Middleburg



SEGMENT DENSITY

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





LifeMode Group: Cozy Country Living

Green Acres

6A

Households: 3,794,000

Average Household Size: 2.69

Median Age: 43.0

Median Household Income: \$72,000

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 10 years.
- Single-family, owner-occupied housing, with a median value of \$197,000.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: 60% are college educated.
- Unemployment is low at 6% (Index 70); labor force participation rate is high at 67.4% (Index 108).
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% 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.



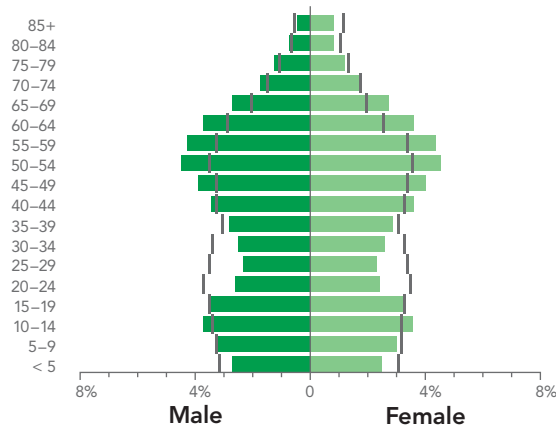
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **43.0** US: 37.6

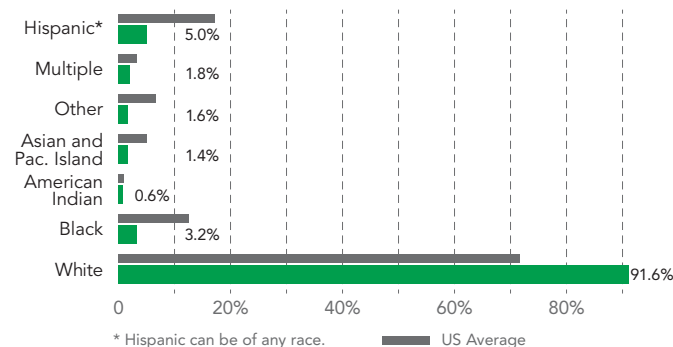
I Indicates US



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).

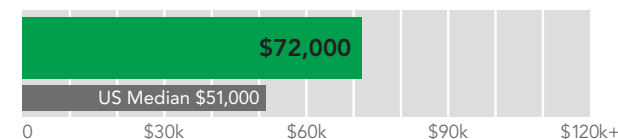
Diversity Index: **24.0** US: 62.1



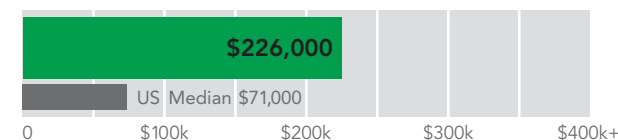
INCOME AND NET WORTH

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

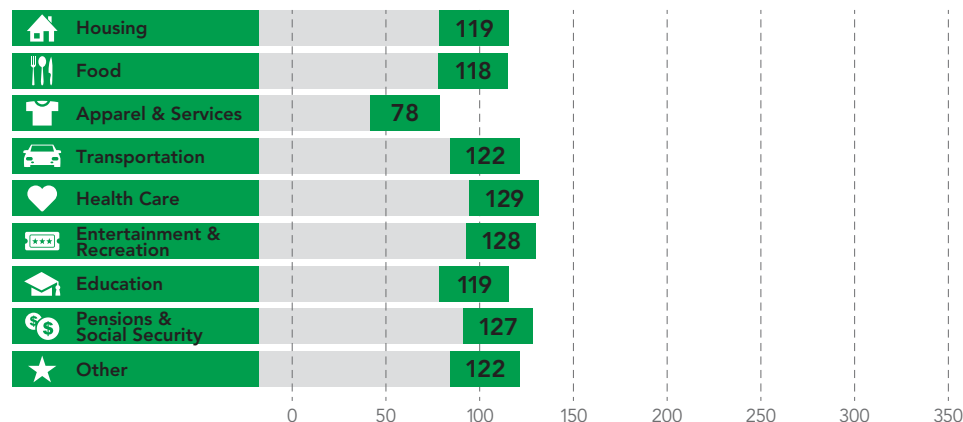


Median Net Worth



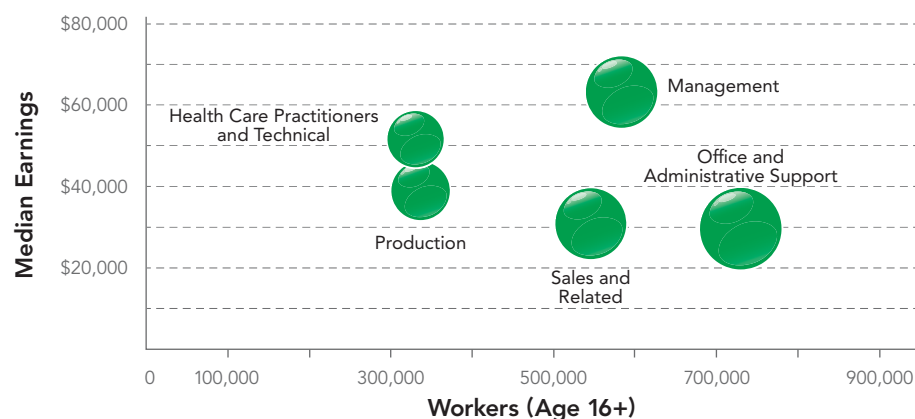
AVERAGE HOUSEHOLD BUDGET INDEX

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)

- 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 fraternal orders to veterans' clubs.

HOUSING

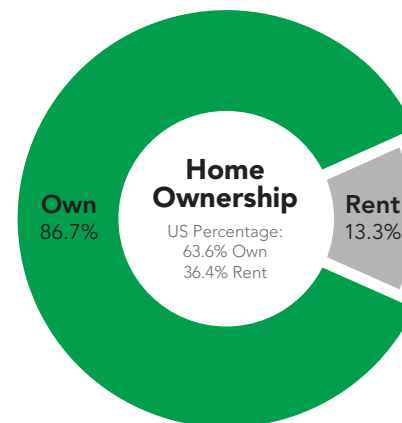
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Typical Housing:
Single Family

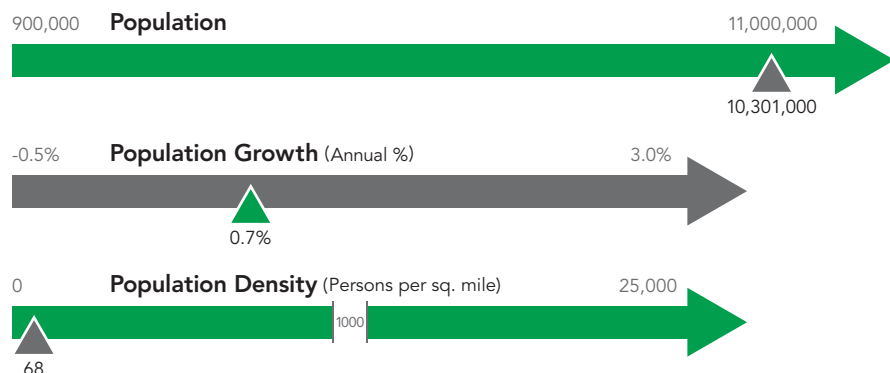
Median Value:
\$197,000

US Median: \$177,000



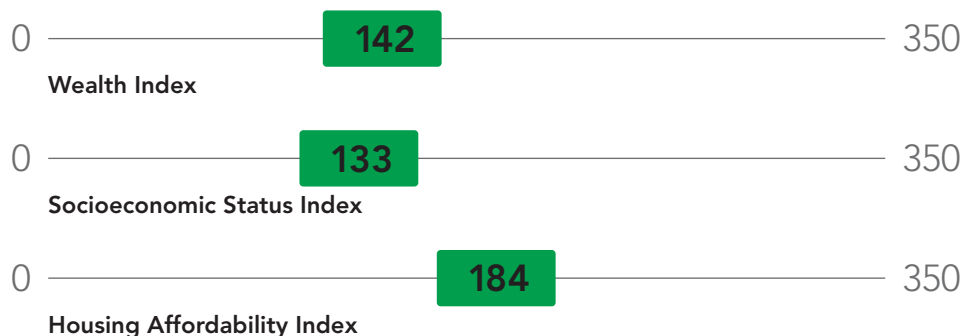
POPULATION CHARACTERISTICS

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

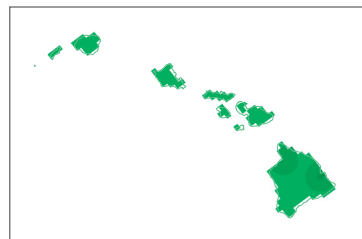
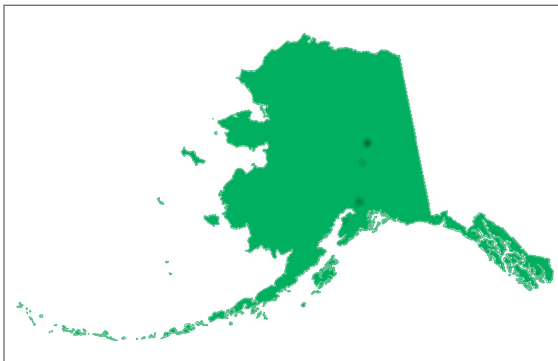
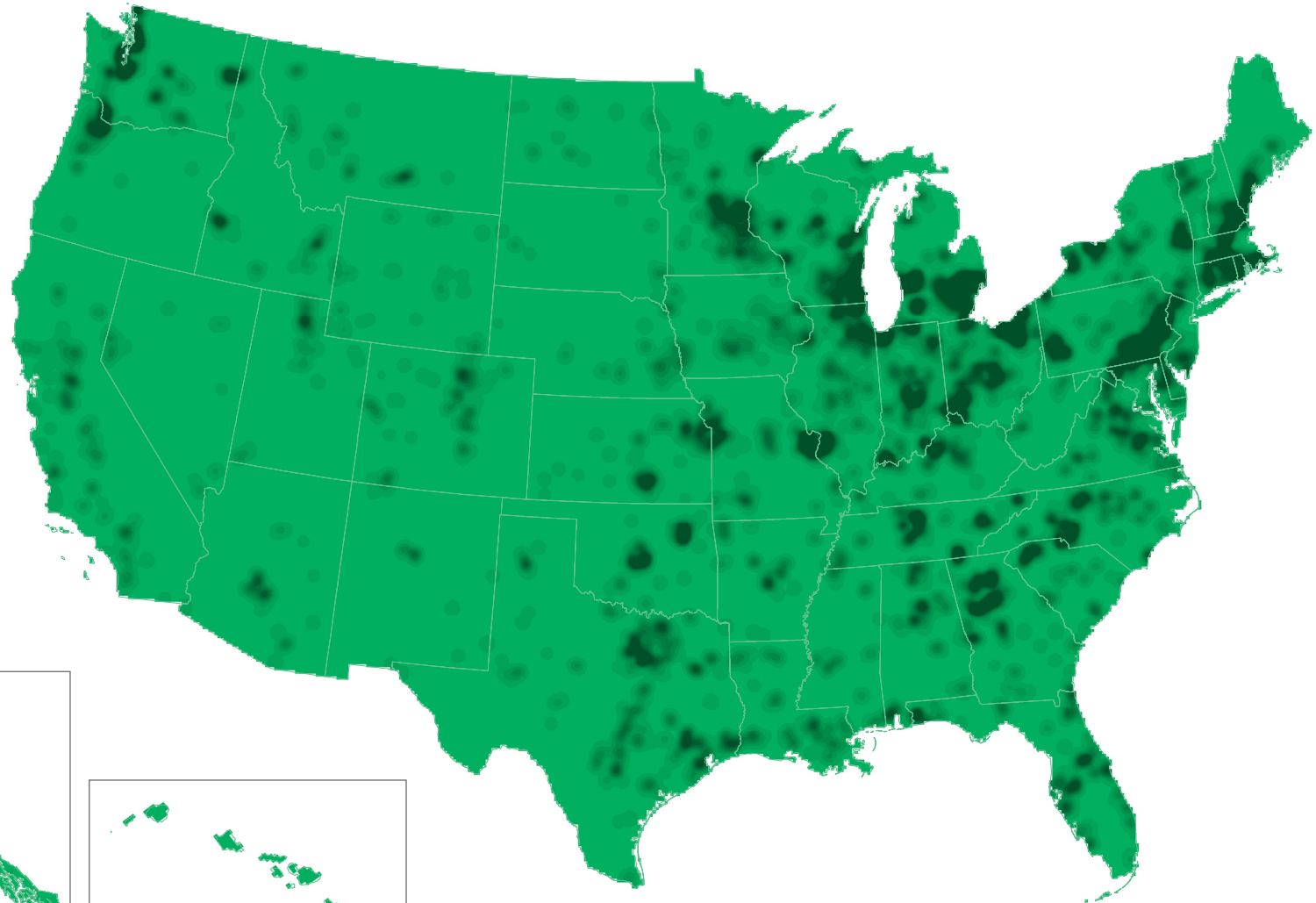
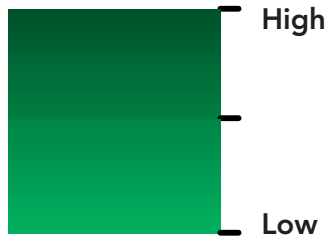
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

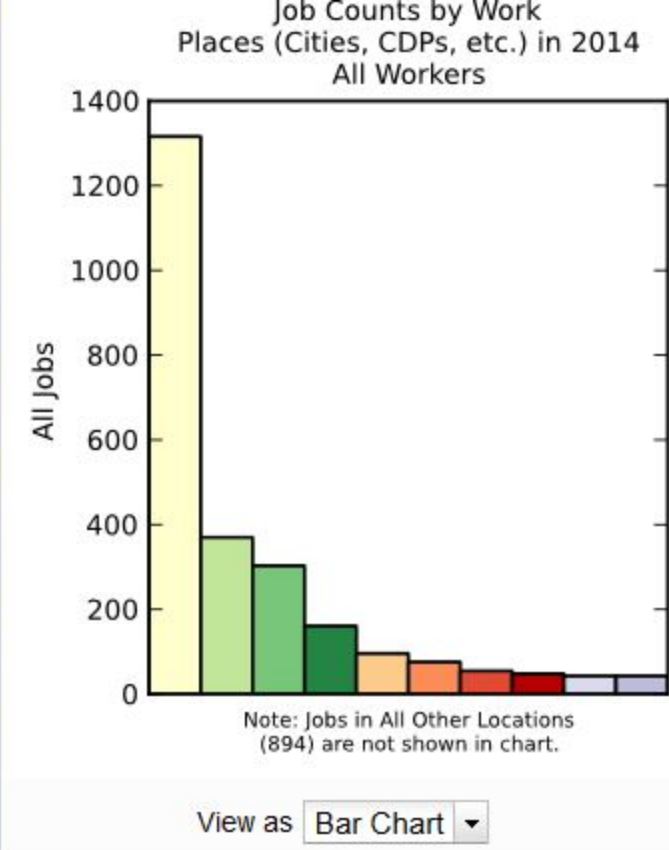
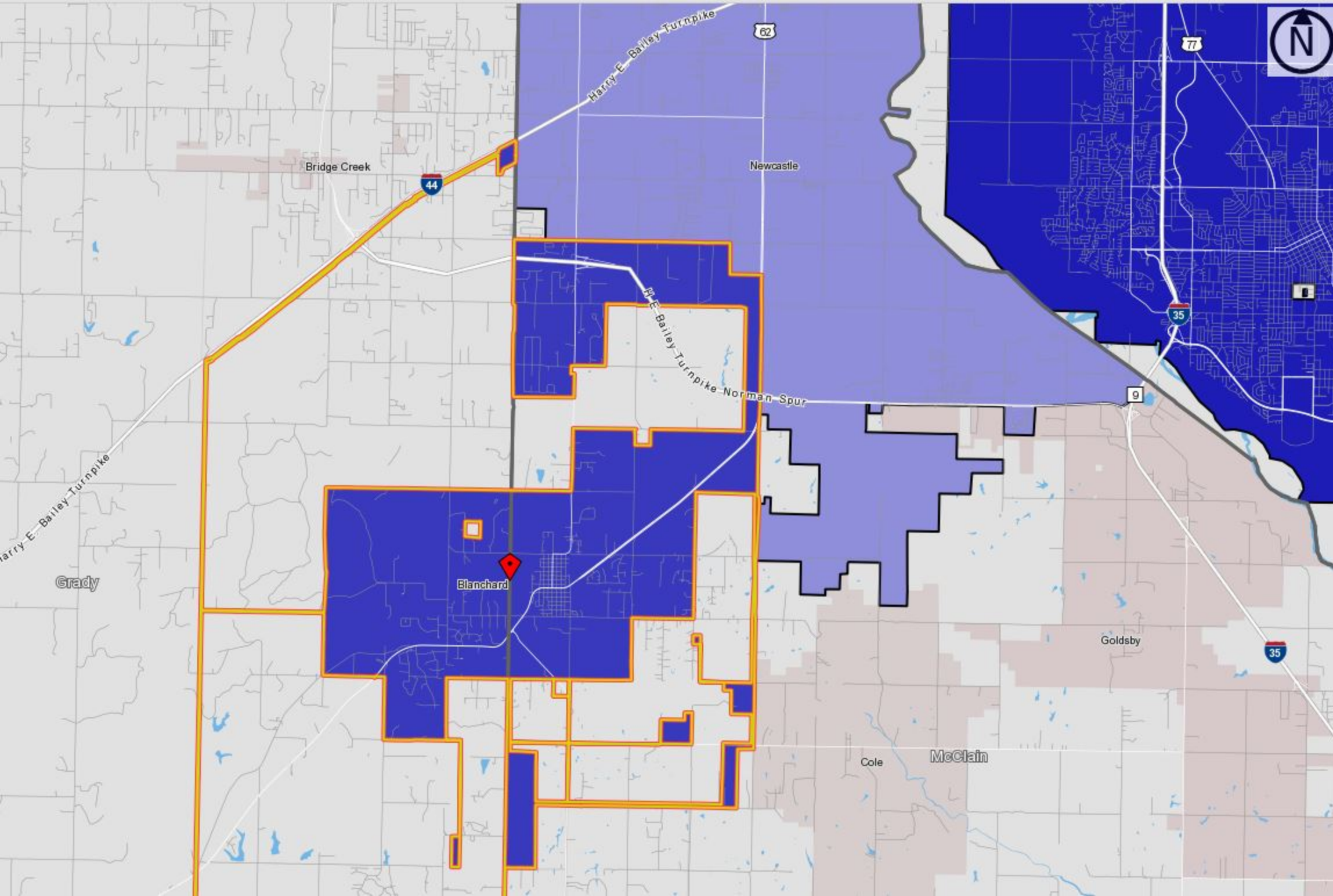




SEGMENT DENSITY

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





Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed - All Jobs 2014

	Count	Share
All Places (Cities, CDPs, etc.)	3,405	100.0%
Oklahoma City city, OK	1,316	38.6%
Norman city, OK	370	10.9%
Blanchard city, OK	303	8.9%
Chickasha city, OK	161	4.7%
Moore city, OK	96	2.8%
Newcastle city, OK	76	2.2%
Lawton city, OK	55	1.6%
Midwest City city, OK	48	1.4%
Tulsa city, OK	43	1.3%
Tuttle city, OK	43	1.3%
All Other Locations	894	26.3%



Retail MarketPlace Profile

209 N Main, Blanchard, Oklahoma, 73010
Ring: 2 mile radius

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

Summary Demographics

2016 Population	6,140
2016 Households	2,262
2016 Median Disposable Income	\$45,874
2016 Per Capita Income	\$25,992

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$86,090,928	\$64,727,884	\$21,363,044	14.2	42
Total Retail Trade	44-45	\$77,813,624	\$59,626,062	\$18,187,562	13.2	29
Total Food & Drink	722	\$8,277,304	\$5,101,822	\$3,175,482	23.7	13
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,518,191	\$35,649,880	-\$16,131,689	-29.2	6
Automobile Dealers	4411	\$15,215,495	\$35,619,848	-\$20,404,353	-40.1	6
Other Motor Vehicle Dealers	4412	\$3,030,326	\$0	\$3,030,326	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,272,370	\$0	\$1,272,370	100.0	0
Furniture & Home Furnishings Stores	442	\$1,845,761	\$0	\$1,845,761	100.0	0
Furniture Stores	4421	\$1,263,279	\$0	\$1,263,279	100.0	0
Home Furnishings Stores	4422	\$582,482	\$0	\$582,482	100.0	0
Electronics & Appliance Stores	443	\$2,953,351	\$1,233,697	\$1,719,654	41.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,593,819	\$2,293,211	\$1,300,608	22.1	5
Bldg Material & Supplies Dealers	4441	\$3,109,208	\$2,211,603	\$897,605	16.9	4
Lawn & Garden Equip & Supply Stores	4442	\$484,611	\$0	\$484,611	100.0	0
Food & Beverage Stores	445	\$10,881,883	\$12,169,692	-\$1,287,809	-5.6	4
Grocery Stores	4451	\$9,401,456	\$11,243,823	-\$1,842,367	-8.9	3
Specialty Food Stores	4452	\$690,770	\$0	\$690,770	100.0	0
Beer, Wine & Liquor Stores	4453	\$789,658	\$835,492	-\$45,834	-2.8	1
Health & Personal Care Stores	446,4461	\$4,561,237	\$3,627,046	\$934,191	11.4	2
Gasoline Stations	447,4471	\$6,032,635	\$3,158,115	\$2,874,520	31.3	1
Clothing & Clothing Accessories Stores	448	\$2,524,335	\$262,683	\$2,261,652	81.1	1
Clothing Stores	4481	\$1,698,189	\$262,683	\$1,435,506	73.2	1
Shoe Stores	4482	\$308,648	\$0	\$308,648	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$517,498	\$0	\$517,498	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,806,430	\$0	\$1,806,430	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,299,785	\$0	\$1,299,785	100.0	0
Book, Periodical & Music Stores	4512	\$506,645	\$0	\$506,645	100.0	0
General Merchandise Stores	452	\$19,368,850	\$0	\$19,368,850	100.0	0
Department Stores Excluding Leased Depts.	4521	\$14,975,987	\$0	\$14,975,987	100.0	0
Other General Merchandise Stores	4529	\$4,392,863	\$0	\$4,392,863	100.0	0
Miscellaneous Store Retailers	453	\$3,512,573	\$675,298	\$2,837,275	67.7	5
Florists	4531	\$131,522	\$149,494	-\$17,972	-6.4	1
Office Supplies, Stationery & Gift Stores	4532	\$708,767	\$233,633	\$475,134	50.4	2
Used Merchandise Stores	4533	\$131,167	\$238,578	-\$107,411	-29.1	2
Other Miscellaneous Store Retailers	4539	\$2,541,116	\$0	\$2,541,116	100.0	0
Nonstore Retailers	454	\$1,214,558	\$344,828	\$869,730	55.8	1
Electronic Shopping & Mail-Order Houses	4541	\$740,058	\$0	\$740,058	100.0	0
Vending Machine Operators	4542	\$183,167	\$0	\$183,167	100.0	0
Direct Selling Establishments	4543	\$291,334	\$344,828	-\$53,494	-8.4	1
Food Services & Drinking Places	722	\$8,277,304	\$5,101,822	\$3,175,482	23.7	13
Full-Service Restaurants	7221	\$4,452,448	\$3,383,431	\$1,069,017	13.6	10
Limited-Service Eating Places	7222	\$3,546,839	\$1,718,391	\$1,828,448	34.7	3
Special Food Services	7223	\$102,297	\$0	\$102,297	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$175,720	\$0	\$175,720	100.0	0

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>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

November 21, 2016

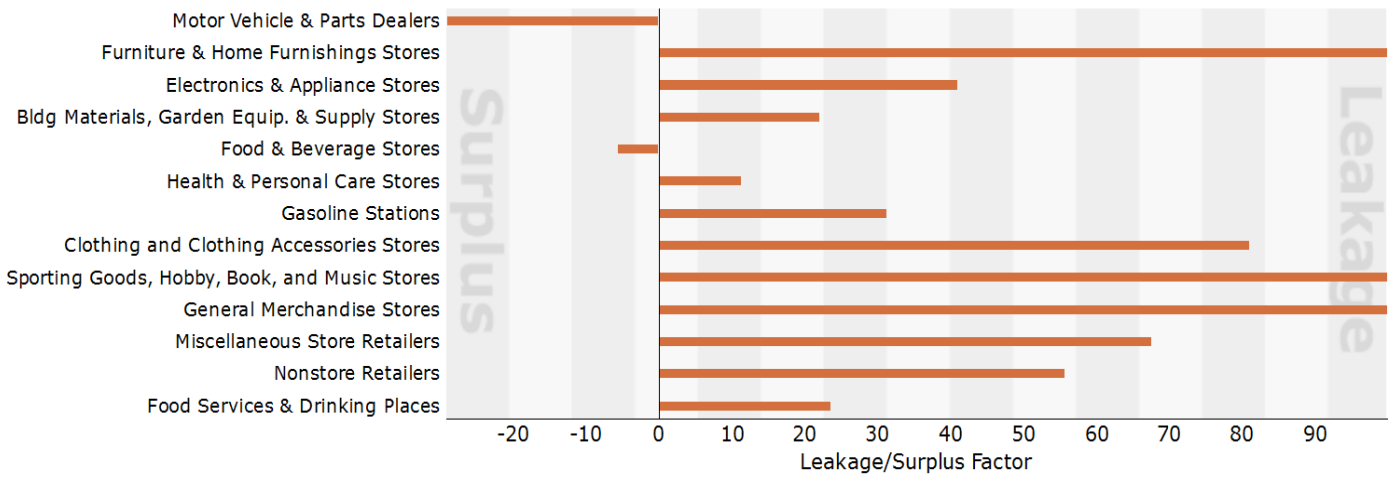


Retail MarketPlace Profile

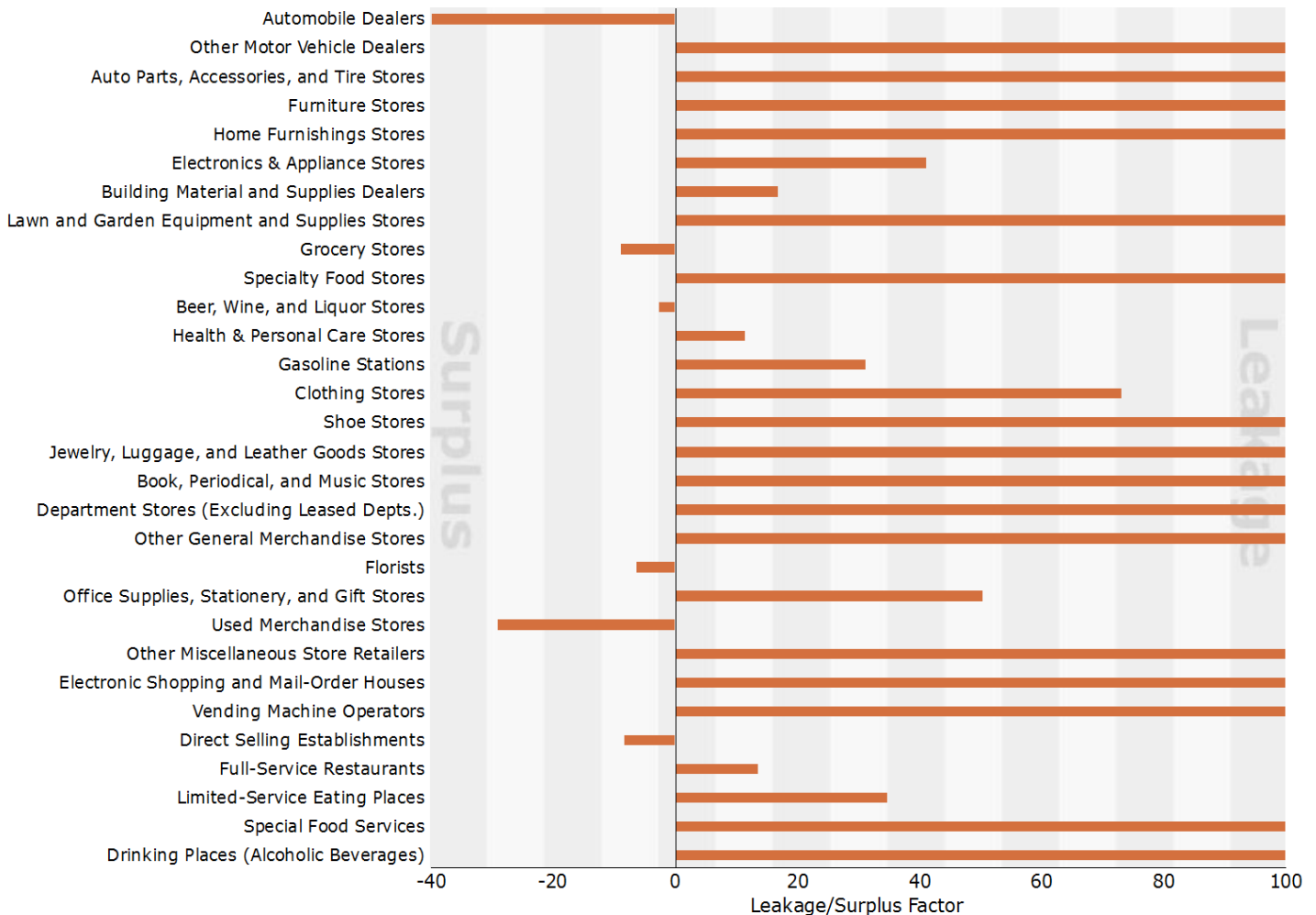
209 N Main, Blanchard, Oklahoma, 73010
Ring: 2 mile radius

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

209 N Main, Blanchard, Oklahoma, 73010
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

Summary Demographics

2016 Population	11,311
2016 Households	4,144
2016 Median Disposable Income	\$48,044
2016 Per Capita Income	\$26,534

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$156,717,331	\$88,858,282	\$67,859,049	27.6	54
Total Retail Trade	44-45	\$141,621,560	\$83,302,248	\$58,319,312	25.9	39
Total Food & Drink	722	\$15,095,771	\$5,556,034	\$9,539,737	46.2	15

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$35,533,307	\$49,850,496	-\$14,317,189	-16.8	9
Automobile Dealers	4411	\$27,742,771	\$49,723,440	-\$21,980,669	-28.4	8
Other Motor Vehicle Dealers	4412	\$5,479,014	\$0	\$5,479,014	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,311,522	\$127,057	\$2,184,465	89.6	1
Furniture & Home Furnishings Stores	442	\$3,378,457	\$0	\$3,378,457	100.0	0
Furniture Stores	4421	\$2,318,496	\$0	\$2,318,496	100.0	0
Home Furnishings Stores	4422	\$1,059,961	\$0	\$1,059,961	100.0	0
Electronics & Appliance Stores	443	\$5,374,122	\$1,233,697	\$4,140,425	62.7	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,516,811	\$4,413,767	\$2,103,044	19.2	6
Bldg Material & Supplies Dealers	4441	\$5,645,260	\$4,266,872	\$1,378,388	13.9	5
Lawn & Garden Equip & Supply Stores	4442	\$871,551	\$146,895	\$724,656	71.2	1
Food & Beverage Stores	445	\$19,770,960	\$17,075,369	\$2,695,591	7.3	6
Grocery Stores	4451	\$17,074,529	\$15,857,516	\$1,217,013	3.7	5
Specialty Food Stores	4452	\$1,254,043	\$382,361	\$871,682	53.3	1
Beer, Wine & Liquor Stores	4453	\$1,442,387	\$835,492	\$606,895	26.6	1
Health & Personal Care Stores	446,4461	\$8,286,989	\$4,473,362	\$3,813,627	29.9	3
Gasoline Stations	447,4471	\$11,007,478	\$3,544,974	\$7,462,504	51.3	1
Clothing & Clothing Accessories Stores	448	\$4,612,245	\$262,683	\$4,349,562	89.2	1
Clothing Stores	4481	\$3,099,976	\$262,683	\$2,837,293	84.4	1
Shoe Stores	4482	\$564,319	\$0	\$564,319	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$947,949	\$0	\$947,949	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,289,473	\$0	\$3,289,473	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,371,161	\$0	\$2,371,161	100.0	0
Book, Periodical & Music Stores	4512	\$918,312	\$0	\$918,312	100.0	0
General Merchandise Stores	452	\$35,287,945	\$895,285	\$34,392,660	95.1	1
Department Stores Excluding Leased Depts.	4521	\$27,307,891	\$0	\$27,307,891	100.0	0
Other General Merchandise Stores	4529	\$7,980,054	\$895,285	\$7,084,769	79.8	1
Miscellaneous Store Retailers	453	\$6,376,373	\$963,783	\$5,412,590	73.7	7
Florists	4531	\$237,683	\$208,728	\$28,955	6.5	2
Office Supplies, Stationery & Gift Stores	4532	\$1,293,035	\$259,916	\$1,033,119	66.5	2
Used Merchandise Stores	4533	\$238,856	\$268,400	-\$29,544	-5.8	3
Other Miscellaneous Store Retailers	4539	\$4,606,799	\$226,740	\$4,380,059	90.6	1
Nonstore Retailers	454	\$2,187,401	\$588,832	\$1,598,569	57.6	1
Electronic Shopping & Mail-Order Houses	4541	\$1,346,011	\$0	\$1,346,011	100.0	0
Vending Machine Operators	4542	\$332,733	\$0	\$332,733	100.0	0
Direct Selling Establishments	4543	\$508,656	\$588,832	-\$80,176	-7.3	1
Food Services & Drinking Places	722	\$15,095,771	\$5,556,034	\$9,539,737	46.2	15
Full-Service Restaurants	7221	\$8,115,711	\$3,837,643	\$4,278,068	35.8	12
Limited-Service Eating Places	7222	\$6,477,421	\$1,718,391	\$4,759,030	58.1	3
Special Food Services	7223	\$185,072	\$0	\$185,072	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$317,567	\$0	\$317,567	100.0	0

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>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

November 21, 2016

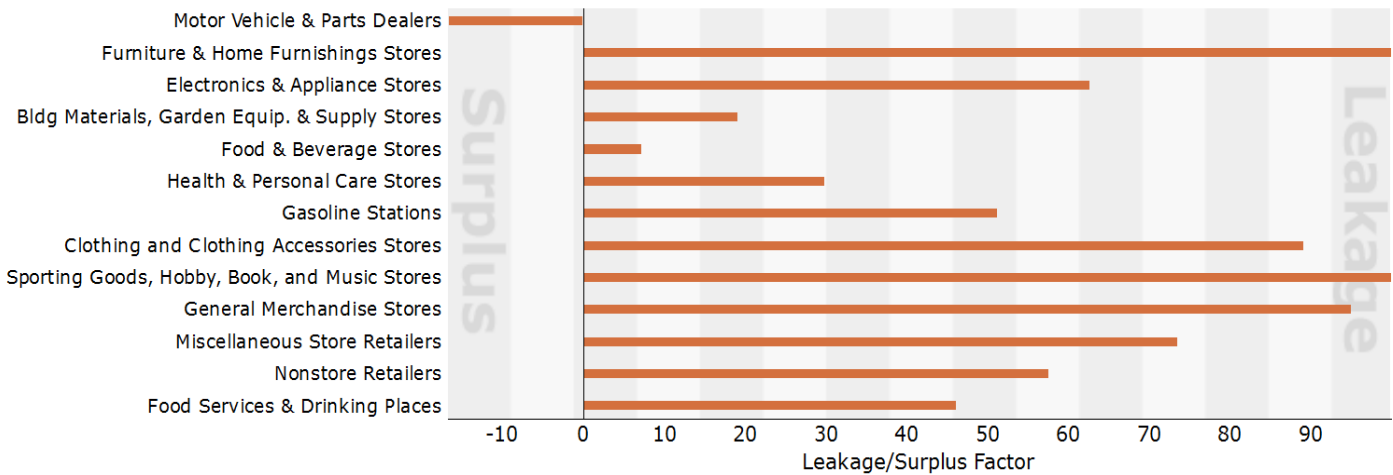


Retail MarketPlace Profile

209 N Main, Blanchard, Oklahoma, 73010
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

209 N Main, Blanchard, Oklahoma, 73010
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

Summary Demographics

2016 Population	34,713
2016 Households	12,632
2016 Median Disposable Income	\$51,427
2016 Per Capita Income	\$28,331

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$524,694,048	\$210,252,742	\$314,441,306	42.8	138
Total Retail Trade	44-45	\$473,847,157	\$195,639,612	\$278,207,545	41.6	105
Total Food & Drink	722	\$50,846,891	\$14,613,129	\$36,233,762	55.4	32

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$118,805,985	\$78,387,576	\$40,418,409	20.5	24
Automobile Dealers	4411	\$92,482,864	\$64,509,861	\$27,973,003	17.8	18
Other Motor Vehicle Dealers	4412	\$18,540,557	\$12,869,872	\$5,670,685	18.1	3
Auto Parts, Accessories & Tire Stores	4413	\$7,782,563	\$1,007,843	\$6,774,720	77.1	3
Furniture & Home Furnishings Stores	442	\$11,319,615	\$1,588,983	\$9,730,632	75.4	1
Furniture Stores	4421	\$7,755,783	\$0	\$7,755,783	100.0	0
Home Furnishings Stores	4422	\$3,563,832	\$1,588,983	\$1,974,849	38.3	1
Electronics & Appliance Stores	443	\$18,091,146	\$2,687,289	\$15,403,857	74.1	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,105,816	\$38,063,415	-\$15,957,599	-26.5	16
Bldg Material & Supplies Dealers	4441	\$19,184,518	\$35,543,818	-\$16,359,300	-29.9	12
Lawn & Garden Equip & Supply Stores	4442	\$2,921,299	\$2,519,597	\$401,702	7.4	4
Food & Beverage Stores	445	\$66,037,381	\$26,766,941	\$39,270,440	42.3	15
Grocery Stores	4451	\$56,991,026	\$21,900,064	\$35,090,962	44.5	8
Specialty Food Stores	4452	\$4,189,735	\$2,309,946	\$1,879,789	28.9	3
Beer, Wine & Liquor Stores	4453	\$4,856,620	\$2,556,931	\$2,299,689	31.0	3
Health & Personal Care Stores	446,4461	\$27,636,905	\$7,861,266	\$19,775,639	55.7	5
Gasoline Stations	447,4471	\$36,462,900	\$17,906,735	\$18,556,165	34.1	10
Clothing & Clothing Accessories Stores	448	\$15,522,893	\$1,106,612	\$14,416,281	86.7	5
Clothing Stores	4481	\$10,418,545	\$639,003	\$9,779,542	88.4	3
Shoe Stores	4482	\$1,890,312	\$0	\$1,890,312	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,214,036	\$467,609	\$2,746,427	74.6	2
Sporting Goods, Hobby, Book & Music Stores	451	\$11,086,905	\$5,262,417	\$5,824,488	35.6	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,000,208	\$5,262,417	\$2,737,791	20.6	3
Book, Periodical & Music Stores	4512	\$3,086,697	\$0	\$3,086,697	100.0	0
General Merchandise Stores	452	\$118,177,844	\$11,985,104	\$106,192,740	81.6	3
Department Stores Excluding Leased Depts.	4521	\$91,538,397	\$10,285,625	\$81,252,772	79.8	1
Other General Merchandise Stores	4529	\$26,639,446	\$1,699,479	\$24,939,967	88.0	2
Miscellaneous Store Retailers	453	\$21,242,276	\$2,860,192	\$18,382,084	76.3	16
Florists	4531	\$802,901	\$394,489	\$408,412	34.1	4
Office Supplies, Stationery & Gift Stores	4532	\$4,353,901	\$390,131	\$3,963,770	83.6	3
Used Merchandise Stores	4533	\$803,416	\$626,267	\$177,149	12.4	6
Other Miscellaneous Store Retailers	4539	\$15,282,058	\$1,449,305	\$13,832,753	82.7	3
Nonstore Retailers	454	\$7,357,490	\$1,163,084	\$6,194,406	72.7	3
Electronic Shopping & Mail-Order Houses	4541	\$4,525,215	\$0	\$4,525,215	100.0	0
Vending Machine Operators	4542	\$1,112,388	\$0	\$1,112,388	100.0	0
Direct Selling Establishments	4543	\$1,719,887	\$990,222	\$729,665	26.9	2
Food Services & Drinking Places	722	\$50,846,891	\$14,613,129	\$36,233,762	55.4	32
Full-Service Restaurants	7221	\$27,380,834	\$7,373,136	\$20,007,698	57.6	22
Limited-Service Eating Places	7222	\$21,761,247	\$7,045,659	\$14,715,588	51.1	10
Special Food Services	7223	\$629,304	\$0	\$629,304	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,075,506	\$0	\$1,075,506	100.0	0

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.

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Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

November 21, 2016

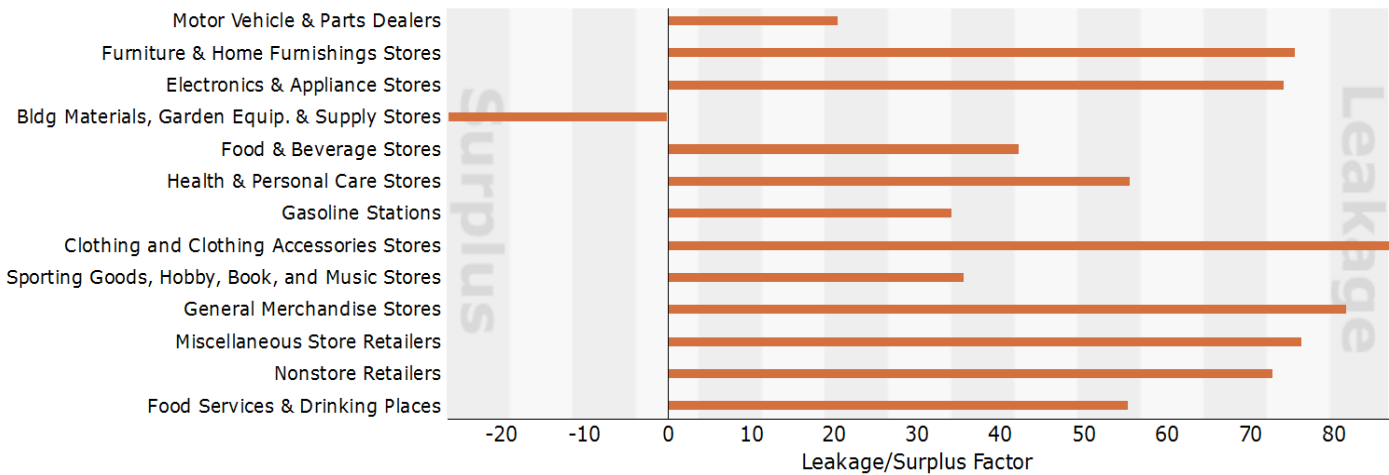


Retail MarketPlace Profile

209 N Main, Blanchard, Oklahoma, 73010
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Goods and Services Expenditures

209 N Main, Blanchard, Oklahoma, 73010
Ring: 2 mile radius

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

Top Tapestry Segments	Percen	Demographic Summary	2016	2021
Middleburg (4C)	41.6%	Population	6,140	6,747
Green Acres (6A)	20.3%	Households	2,262	2,493
Rustbelt Traditions (5D)	16.4%	Families	1,726	1,895
Heartland Communities (6F)	14.5%	Median Age	38.3	39.1
Southern Satellites (10A)	7.3%	Median Household	\$55,105	\$57,500
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
Men's		88	\$1,770.85	\$4,005,670
Women's		87	\$347.31	\$785,616
Children's		88	\$604.58	\$1,367,563
Footwear		90	\$289.11	\$653,956
Watches & Jewelry		88	\$375.87	\$850,219
Apparel Products and Services (1)		89	\$92.19	\$208,537
		86	\$61.79	\$139,780
Computer				
Computers and Hardware for Home Use		86	\$148.53	\$335,984
Portable Memory		91	\$4.26	\$9,625
Computer Software		88	\$11.33	\$25,627
Computer Accessories		89	\$15.86	\$35,865
Entertainment & Recreation				
Fees and Admissions		91	\$2,651.37	\$5,997,393
Membership Fees for Clubs (2)		85	\$492.61	\$1,114,294
Fees for Participant Sports, excl. Trips		85	\$161.81	\$366,016
Tickets to Theatre/Operas/Concerts		89	\$79.92	\$180,779
Tickets to Movies/Museums/Parks		83	\$43.97	\$99,453
Admission to Sporting Events, excl. Trips		84	\$55.86	\$126,360
Fees for Recreational Lessons		89	\$47.61	\$107,697
Dating Services		84	\$102.94	\$232,842
TV/Video/Audio		74	\$0.51	\$1,147
Cable and Satellite Television Services		91	\$1,098.77	\$2,485,412
Televisions		92	\$824.71	\$1,865,500
Satellite Dishes		90	\$98.45	\$222,705
VCRs, Video Cameras, and DVD Players		103	\$1.50	\$3,387
Miscellaneous Video Equipment		86	\$6.98	\$15,800
Video Cassettes and DVDs		108	\$8.33	\$18,832
Video Game Hardware/Accessories		87	\$16.11	\$36,442
Video Game Software		91	\$23.44	\$53,029
Streaming/Downloaded Video		90	\$12.39	\$28,025
Rental of Video Cassettes and DVDs		86	\$15.65	\$35,409
Installation of Televisions		88	\$14.36	\$32,493
Audio (3)		112	\$1.03	\$2,321
Rental and Repair of TV/Radio/Sound Equipment		89	\$72.94	\$164,985
Pets		73	\$2.87	\$6,484
Toys/Games/Crafts/Hobbies (4)		94	\$505.39	\$1,143,184
Recreational Vehicles and Fees (5)		93	\$105.81	\$239,335
Sports/Recreation/Exercise Equipment (6)		99	\$106.40	\$240,669
Photo Equipment and Supplies (7)		89	\$147.96	\$334,683
Reading (8)		92	\$50.73	\$114,759
Catered Affairs (9)		91	\$119.64	\$270,623
Food		93	\$24.06	\$54,435
Food at Home		90	\$7,292.86	\$16,496,450
Bakery and Cereal Products		91	\$4,514.16	\$10,211,023
Meats, Poultry, Fish, and Eggs		91	\$614.98	\$1,391,096
Dairy Products		91	\$1,007.07	\$2,277,997
Fruits and Vegetables		90	\$477.99	\$1,081,203
Snacks and Other Food at Home (10)		89	\$847.53	\$1,917,105
Food Away from Home		92	\$1,566.59	\$3,543,622
Alcoholic Beverages		90	\$2,778.70	\$6,285,427
		87	\$445.47	\$1,007,645

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 21, 2016



Retail Goods and Services Expenditures

209 N Main, Blanchard, Oklahoma, 73010
Ring: 2 mile radius

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	95	\$7,090.55	\$16,038,826
Value of Retirement Plans	94	\$24,673.57	\$55,811,605
Value of Other Financial Assets	97	\$1,097.11	\$2,481,665
Vehicle Loan Amount excluding Interest	95	\$2,320.97	\$5,250,031
Value of Credit Card Debt	90	\$516.69	\$1,168,758
Health			
Nonprescription Drugs	92	\$113.83	\$257,481
Prescription Drugs	97	\$405.36	\$916,930
Eyeglasses and Contact Lenses	92	\$82.41	\$186,421
Home			
Mortgage Payment and Basics (11)	95	\$8,146.24	\$18,426,791
Maintenance and Remodeling Services	98	\$1,717.71	\$3,885,462
Maintenance and Remodeling Materials (12)	106	\$385.60	\$872,238
Utilities, Fuel, and Public Services	93	\$4,532.06	\$10,251,522
Household Furnishings and Equipment			
Household Textiles (13)	89	\$77.45	\$175,183
Furniture	89	\$439.50	\$994,139
Rugs	89	\$21.84	\$49,410
Major Appliances (14)	94	\$266.07	\$601,845
Housewares (15)	92	\$76.60	\$173,272
Small Appliances	88	\$41.27	\$93,356
Luggage	89	\$8.21	\$18,568
Telephones and Accessories	94	\$67.14	\$151,872
Household Operations			
Child Care	90	\$381.03	\$861,879
Lawn and Garden (16)	95	\$386.26	\$873,720
Moving/Storage/Freight Express	78	\$49.25	\$111,411
Housekeeping Supplies (17)	92	\$648.77	\$1,467,529
Insurance			
Owners and Renters Insurance	102	\$472.76	\$1,069,374
Vehicle Insurance	92	\$1,024.98	\$2,318,495
Life/Other Insurance	95	\$394.21	\$891,711
Health Insurance	95	\$3,192.26	\$7,220,889
Personal Care Products (18)	89	\$387.61	\$876,779
School Books and Supplies (19)	88	\$144.82	\$327,581
Smoking Products	95	\$389.11	\$880,163
Transportation			
Payments on Vehicles excluding Leases	97	\$2,012.02	\$4,551,195
Gasoline and Motor Oil	94	\$2,895.14	\$6,548,805
Vehicle Maintenance and Repairs	92	\$948.48	\$2,145,472
Travel			
Airline Fares	85	\$387.07	\$875,554
Lodging on Trips	91	\$421.41	\$953,227
Auto/Truck Rental on Trips	86	\$20.59	\$46,578
Food and Drink on Trips	90	\$395.26	\$894,082

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 21, 2016



Retail Goods and Services Expenditures

209 N Main, Blanchard, Oklahoma, 73010
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

Top Tapestry Segments	Percen	Demographic Summary	2016	2021
Middleburg (4C)	44.9%	Population	11,311	12,364
Green Acres (6A)	21.5%	Households	4,144	4,543
Southern Satellites (10A)	16.7%	Families	3,220	3,515
Rustbelt Traditions (5D)	8.9%	Median Age	38.8	39.6
Heartland Communities (6F)	7.9%	Median Household	\$57,416	\$60,925
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
Men's		91	\$1,837.56	\$7,614,858
Women's		90	\$361.02	\$1,496,056
Children's		91	\$626.32	\$2,595,471
Footwear		93	\$300.66	\$1,245,951
Watches & Jewelry		91	\$389.92	\$1,615,836
Apparel Products and Services (1)		91	\$94.79	\$392,803
		90	\$64.85	\$268,740
Computer				
Computers and Hardware for Home Use		88	\$153.17	\$634,733
Portable Memory		93	\$4.36	\$18,064
Computer Software		90	\$11.64	\$48,225
Computer Accessories		92	\$16.32	\$67,642
Entertainment & Recreation				
Fees and Admissions		94	\$2,737.22	\$11,343,045
Membership Fees for Clubs (2)		88	\$508.33	\$2,106,533
Fees for Participant Sports, excl. Trips		88	\$167.69	\$694,914
Tickets to Theatre/Operas/Concerts		93	\$83.17	\$344,640
Tickets to Movies/Museums/Parks		85	\$44.75	\$185,447
Admission to Sporting Events, excl. Trips		87	\$57.92	\$240,015
Fees for Recreational Lessons		90	\$48.02	\$198,990
Dating Services		86	\$106.28	\$440,410
TV/Video/Audio		74	\$0.51	\$2,117
Cable and Satellite Television Services		95	\$1,138.38	\$4,717,448
Televisions		95	\$855.87	\$3,546,707
Satellite Dishes		93	\$102.22	\$423,590
VCRs, Video Cameras, and DVD Players		109	\$1.59	\$6,590
Miscellaneous Video Equipment		89	\$7.20	\$29,818
Video Cassettes and DVDs		109	\$8.40	\$34,818
Video Game Hardware/Accessories		89	\$16.50	\$68,395
Video Game Software		93	\$23.95	\$99,255
Streaming/Downloaded Video		92	\$12.70	\$52,623
Rental of Video Cassettes and DVDs		88	\$15.92	\$65,991
Installation of Televisions		90	\$14.76	\$61,149
Audio (3)		116	\$1.07	\$4,444
Rental and Repair of TV/Radio/Sound Equipment		92	\$75.27	\$311,909
Pets		75	\$2.93	\$12,160
Toys/Games/Crafts/Hobbies (4)		97	\$521.12	\$2,159,505
Recreational Vehicles and Fees (5)		95	\$108.30	\$448,777
Sports/Recreation/Exercise Equipment (6)		102	\$109.21	\$452,576
Photo Equipment and Supplies (7)		93	\$153.35	\$635,469
Reading (8)		95	\$52.18	\$216,240
Catered Affairs (9)		92	\$121.15	\$502,066
		97	\$25.20	\$104,431
Food				
Food at Home		93	\$7,538.06	\$31,237,709
Bakery and Cereal Products		93	\$4,652.38	\$19,279,476
Meats, Poultry, Fish, and Eggs		94	\$632.22	\$2,619,923
Dairy Products		94	\$1,046.08	\$4,334,949
Fruits and Vegetables		92	\$489.04	\$2,026,593
Snacks and Other Food at Home (10)		91	\$872.54	\$3,615,799
Food Away from Home		94	\$1,612.50	\$6,682,212
Alcoholic Beverages		93	\$2,885.67	\$11,958,233
		89	\$456.82	\$1,893,044

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 21, 2016



Retail Goods and Services Expenditures

209 N Main, Blanchard, Oklahoma, 73010
Ring: 5 mile radius

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	98	\$7,315.02	\$30,313,426
Value of Retirement Plans	96	\$25,179.25	\$104,342,807
Value of Other Financial Assets	98	\$1,107.81	\$4,590,782
Vehicle Loan Amount excluding Interest	100	\$2,428.58	\$10,064,044
Value of Credit Card Debt	92	\$528.74	\$2,191,078
Health			
Nonprescription Drugs	95	\$117.99	\$488,960
Prescription Drugs	100	\$419.76	\$1,739,491
Eyeglasses and Contact Lenses	94	\$83.82	\$347,367
Home			
Mortgage Payment and Basics (11)	99	\$8,446.32	\$35,001,543
Maintenance and Remodeling Services	100	\$1,759.59	\$7,291,721
Maintenance and Remodeling Materials (12)	109	\$396.93	\$1,644,860
Utilities, Fuel, and Public Services	96	\$4,700.62	\$19,479,375
Household Furnishings and Equipment			
Household Textiles (13)	91	\$79.38	\$328,958
Furniture	93	\$455.72	\$1,888,505
Rugs	91	\$22.12	\$91,646
Major Appliances (14)	97	\$274.40	\$1,137,123
Housewares (15)	95	\$79.61	\$329,897
Small Appliances	90	\$42.29	\$175,242
Luggage	92	\$8.51	\$35,263
Telephones and Accessories	96	\$68.62	\$284,344
Household Operations			
Child Care	93	\$393.60	\$1,631,075
Lawn and Garden (16)	97	\$396.95	\$1,644,970
Moving/Storage/Freight Express	80	\$50.92	\$211,003
Housekeeping Supplies (17)	95	\$670.33	\$2,777,837
Insurance			
Owners and Renters Insurance	106	\$491.22	\$2,035,597
Vehicle Insurance	95	\$1,065.72	\$4,416,341
Life/Other Insurance	98	\$405.78	\$1,681,558
Health Insurance	97	\$3,281.33	\$13,597,836
Personal Care Products (18)	92	\$400.52	\$1,659,759
School Books and Supplies (19)	91	\$149.63	\$620,087
Smoking Products	97	\$395.94	\$1,640,774
Transportation			
Payments on Vehicles excluding Leases	101	\$2,095.70	\$8,684,565
Gasoline and Motor Oil	98	\$3,007.82	\$12,464,422
Vehicle Maintenance and Repairs	94	\$975.64	\$4,043,060
Travel			
Airline Fares	87	\$396.37	\$1,642,564
Lodging on Trips	93	\$431.99	\$1,790,157
Auto/Truck Rental on Trips	89	\$21.43	\$88,818
Food and Drink on Trips	92	\$405.18	\$1,679,068

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 21, 2016



Retail Goods and Services Expenditures

209 N Main, Blanchard, Oklahoma, 73010
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

Top Tapestry Segments	Percen	Demographic Summary	2016	2021
Middleburg (4C)	42.7%	Population	34,713	38,306
Green Acres (6A)	33.8%	Households	12,632	13,963
Southern Satellites (10A)	10.0%	Families	10,007	11,017
Diners & Miners (10C)	4.1%	Median Age	39.5	40.3
Soccer Moms (4A)	4.0%	Median Household	\$62,257	\$70,496
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
Men's		98	\$1,981.81	\$25,034,178
Women's		97	\$390.56	\$4,933,568
Children's		99	\$676.53	\$8,545,880
Footwear		100	\$321.06	\$4,055,637
Watches & Jewelry		98	\$420.54	\$5,312,314
Apparel Products and Services (1)		99	\$102.77	\$1,298,249
		98	\$70.34	\$888,529
Computer				
Computers and Hardware for Home Use		95	\$165.40	\$2,089,362
Portable Memory		100	\$4.70	\$59,314
Computer Software		97	\$12.50	\$157,865
Computer Accessories		99	\$17.65	\$222,902
Entertainment & Recreation				
Fees and Admissions		101	\$2,950.96	\$37,276,505
Membership Fees for Clubs (2)		97	\$560.18	\$7,076,184
Fees for Participant Sports, excl. Trips		96	\$184.42	\$2,329,621
Tickets to Theatre/Operas/Concerts		102	\$91.34	\$1,153,837
Tickets to Movies/Museums/Parks		94	\$49.36	\$623,516
Admission to Sporting Events, excl. Trips		95	\$63.06	\$796,575
Fees for Recreational Lessons		99	\$52.72	\$665,913
Dating Services		96	\$118.73	\$1,499,808
		80	\$0.55	\$6,913
TV/Video/Audio		101	\$1,211.51	\$15,303,800
Cable and Satellite Television Services		101	\$909.26	\$11,485,793
Televisions		99	\$109.36	\$1,381,374
Satellite Dishes		116	\$1.70	\$21,429
VCRs, Video Cameras, and DVD Players		95	\$7.70	\$97,226
Miscellaneous Video Equipment		115	\$8.86	\$111,871
Video Cassettes and DVDs		95	\$17.58	\$222,119
Video Game Hardware/Accessories		99	\$25.28	\$319,351
Video Game Software		97	\$13.34	\$168,502
Streaming/Downloaded Video		94	\$17.00	\$214,754
Rental of Video Cassettes and DVDs		96	\$15.75	\$198,968
Installation of Televisions		126	\$1.16	\$14,607
Audio (3)		99	\$81.40	\$1,028,214
Rental and Repair of TV/Radio/Sound Equipment		80	\$3.13	\$39,590
Pets		105	\$561.39	\$7,091,427
Toys/Games/Crafts/Hobbies (4)		101	\$116.04	\$1,465,761
Recreational Vehicles and Fees (5)		111	\$119.88	\$1,514,371
Sports/Recreation/Exercise Equipment (6)		101	\$167.32	\$2,113,593
Photo Equipment and Supplies (7)		103	\$56.62	\$715,278
Reading (8)		100	\$130.50	\$1,648,446
Catered Affairs (9)		106	\$27.52	\$347,644
Food				
Food at Home		100	\$8,074.07	\$101,991,610
Bakery and Cereal Products		100	\$4,973.51	\$62,825,418
Meats, Poultry, Fish, and Eggs		100	\$675.22	\$8,529,403
Dairy Products		100	\$1,114.79	\$14,082,043
Fruits and Vegetables		99	\$523.45	\$6,612,266
Snacks and Other Food at Home (10)		98	\$936.48	\$11,829,633
Food Away from Home		101	\$1,723.56	\$21,772,073
Alcoholic Beverages		100	\$3,100.55	\$39,166,192
		96	\$493.23	\$6,230,525

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 21, 2016



Retail Goods and Services Expenditures

209 N Main, Blanchard, Oklahoma, 73010
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	107	\$8,021.35	\$101,325,717
Value of Retirement Plans	106	\$27,828.94	\$351,535,140
Value of Other Financial Assets	106	\$1,197.52	\$15,127,053
Vehicle Loan Amount excluding Interest	106	\$2,580.97	\$32,602,817
Value of Credit Card Debt	100	\$574.55	\$7,257,777
Health			
Nonprescription Drugs	102	\$126.35	\$1,596,050
Prescription Drugs	107	\$447.67	\$5,655,015
Eyeglasses and Contact Lenses	101	\$90.64	\$1,144,924
Home			
Mortgage Payment and Basics (11)	108	\$9,248.98	\$116,833,112
Maintenance and Remodeling Services	110	\$1,925.26	\$24,319,928
Maintenance and Remodeling Materials (12)	118	\$428.83	\$5,417,009
Utilities, Fuel, and Public Services	103	\$5,007.82	\$63,258,749
Household Furnishings and Equipment			
Household Textiles (13)	98	\$85.77	\$1,083,504
Furniture	100	\$491.23	\$6,205,237
Rugs	100	\$24.41	\$308,300
Major Appliances (14)	105	\$296.69	\$3,747,808
Housewares (15)	103	\$85.81	\$1,084,004
Small Appliances	97	\$45.49	\$574,681
Luggage	101	\$9.31	\$117,568
Telephones and Accessories	103	\$73.29	\$925,827
Household Operations			
Child Care	101	\$427.89	\$5,405,146
Lawn and Garden (16)	106	\$431.43	\$5,449,835
Moving/Storage/Freight Express	87	\$55.05	\$695,441
Housekeeping Supplies (17)	102	\$718.50	\$9,076,047
Insurance			
Owners and Renters Insurance	114	\$526.55	\$6,651,406
Vehicle Insurance	102	\$1,139.59	\$14,395,356
Life/Other Insurance	106	\$440.07	\$5,559,020
Health Insurance	104	\$3,524.29	\$44,518,776
Personal Care Products (18)	99	\$430.87	\$5,442,723
School Books and Supplies (19)	98	\$161.21	\$2,036,369
Smoking Products	101	\$414.09	\$5,230,829
Transportation			
Payments on Vehicles excluding Leases	107	\$2,232.77	\$28,204,303
Gasoline and Motor Oil	104	\$3,200.19	\$40,424,796
Vehicle Maintenance and Repairs	101	\$1,048.75	\$13,247,852
Travel			
Airline Fares	96	\$437.51	\$5,526,621
Lodging on Trips	102	\$474.39	\$5,992,465
Auto/Truck Rental on Trips	98	\$23.54	\$297,351
Food and Drink on Trips	101	\$443.11	\$5,597,359

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November 21, 2016



Retail Goods and Services Expenditures

209 N Main, Blanchard, Oklahoma, 73010
Ring: 10 mile radius

Prepared by Esri
Latitude: 35.13796
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- (1) **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other

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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November 21, 2016



Traffic Count Profile

209 N Main, Blanchard, Oklahoma, 73010
Rings: 2, 5, 10 mile radii

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.36	S Tyler Ave	E 3rd St (0.02 miles S)	2007	3,884.
0.47	E 7th	S Jackson (0.12 miles E)	2007	769.
0.57	US Hwy 62	SW 7th St (0.09 miles SW)	2008	8,900.
0.63	NW 10th St	N Madison Ave (0.17 miles E)	2007	1,249.
0.73	US Hwy 62	Dainswick Ln (0.03 miles SW)	2008	9,700.
0.75	NE 10th St	Choctaw Trl (0.11 miles W)	2007	4,645.
0.76	S Tyler Ave	N3000 Rd (0.03 miles S)	2007	3,388.
0.86	SE 7th St	Quail Hollow Dr (0.19 miles E)	2007	786.
1.15	State Hwy 76	SW 14th St (0.28 miles NW)	2008	2,600.
1.39	S County Line Ave	Millridge Dr (0.07 miles N)	2005	1,521.
1.88	N Council Rd	Post Oak Dr (0.06 miles S)	2008	3,400.
1.91	Cs 2980	Nicole Ln (0.19 miles N)	2007	585.
2.18	State Hwy 76	272nd St (0.13 miles S)	2008	5,300.
2.24	US Hwy 62	Four Lakes Dr (0.16 miles W)	2008	3,200.
2.56	E Cole Rd	Ark Ln (0.02 miles E)	2008	1,000.
3.86	State Hwy 76	260th St (0.37 miles N)	2008	4,300.
3.91	N Council Rd	Persimmon Ridge Dr (0.04 miles S)	1998	3,700.
3.94	US Hwy 62	Meridian Ave (0.67 miles N)	2011	12,000.
4.34	US Hwy 62	E1310 Rd (0.40 miles NE)	2001	3,600.
4.54	NW 70th St	340th St (0.04 miles E)	2007	1,591.
4.70	Cr 1250	N2980 Rd (0.46 miles W)	2010	997.
4.81	Cs 2970	Cr 1260 (0.45 miles S)	2010	765.
4.92	N Council Rd	Sleepy Hollow Rd (0.10 miles S)	2011	5,200.
4.92	State Hwy 9	SE 44th St (1.88 miles E)	2011	15,800.
5.18	S Main St	SE 40th St (0.44 miles S)	2011	12,000.
5.55	240th St	Diamond Ln (0.23 miles W)	2007	650.
5.57	Cr 1250	Cs 2963 (0.11 miles W)	2010	1,139.
6.02	Cs 2970	Cr 1243 (0.09 miles S)	2010	1,401.
6.12	N2990 Rd	State Hwy 39 (0.40 miles S)	2007	304.
6.34	State Hwy 76	231st St (0.01 miles N)	2008	4,200.

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 2016 to 1963. Over 25% of the counts were taken between 2010 and 2016 and over 77% of the counts were taken between 2000 and 2016. 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.

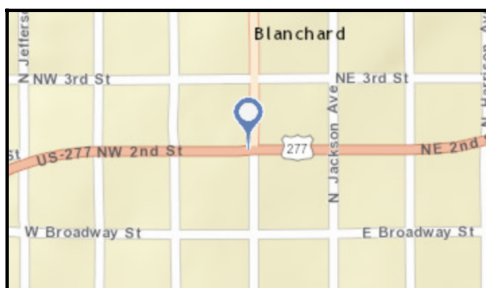
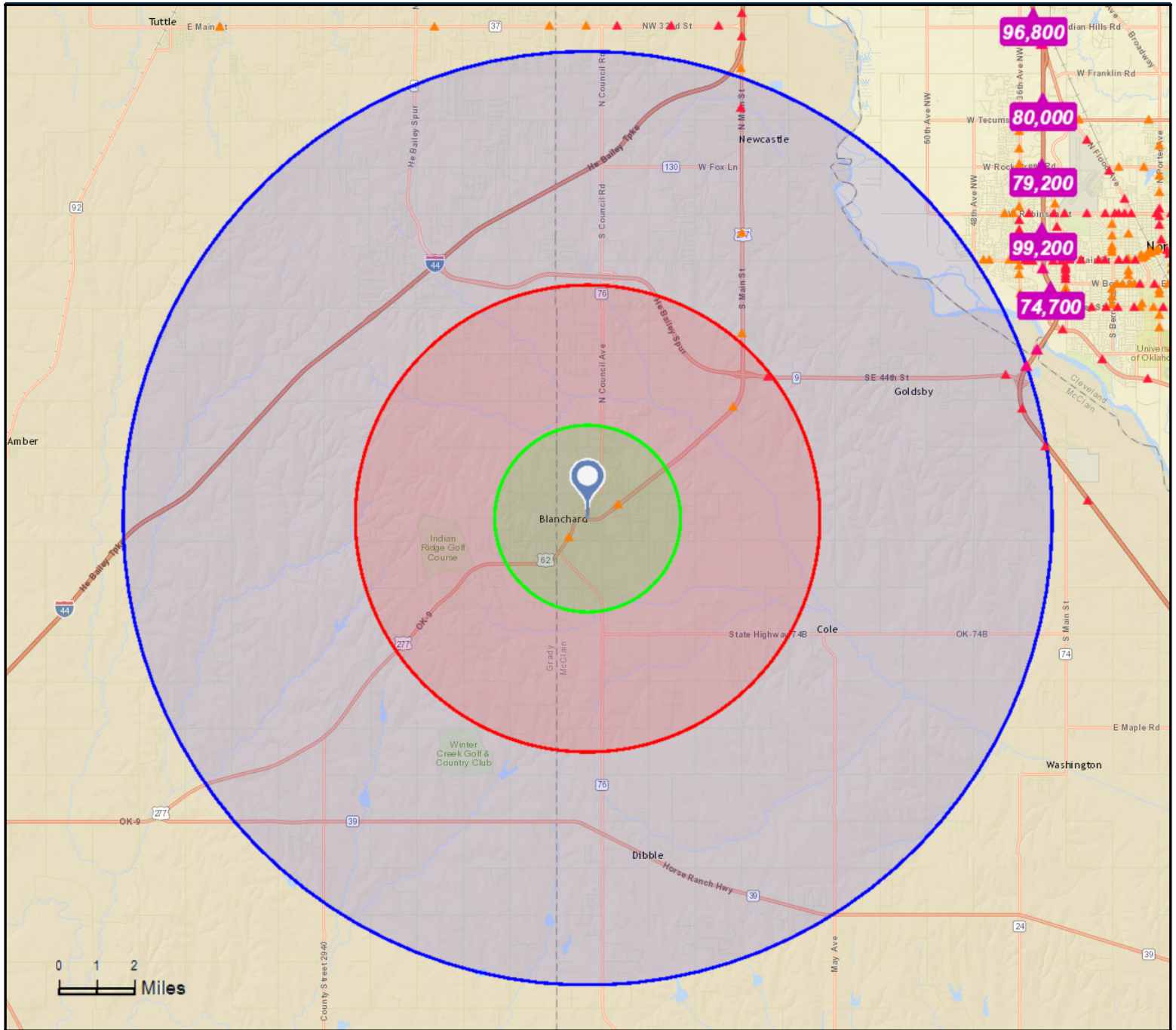
Source: ©2016 Kalibrate Technologies

November 21, 2016

Traffic Count Map

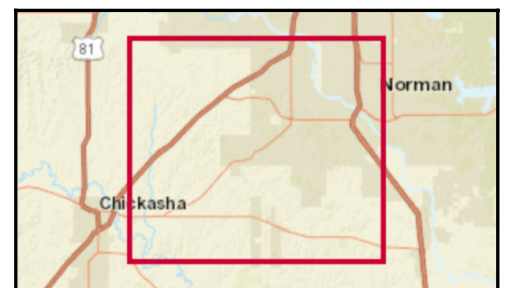
209 N Main, Blanchard, Oklahoma, 73010
Rings: 2, 5, 10 mile radii

Prepared by Esri
Latitude: 35.13796
Longitude: -97.65837



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



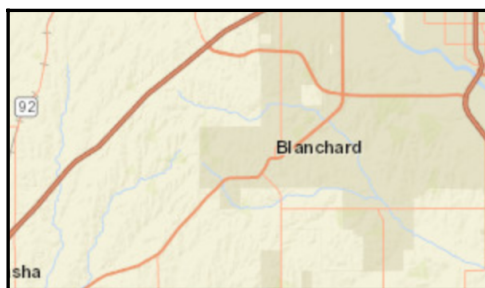
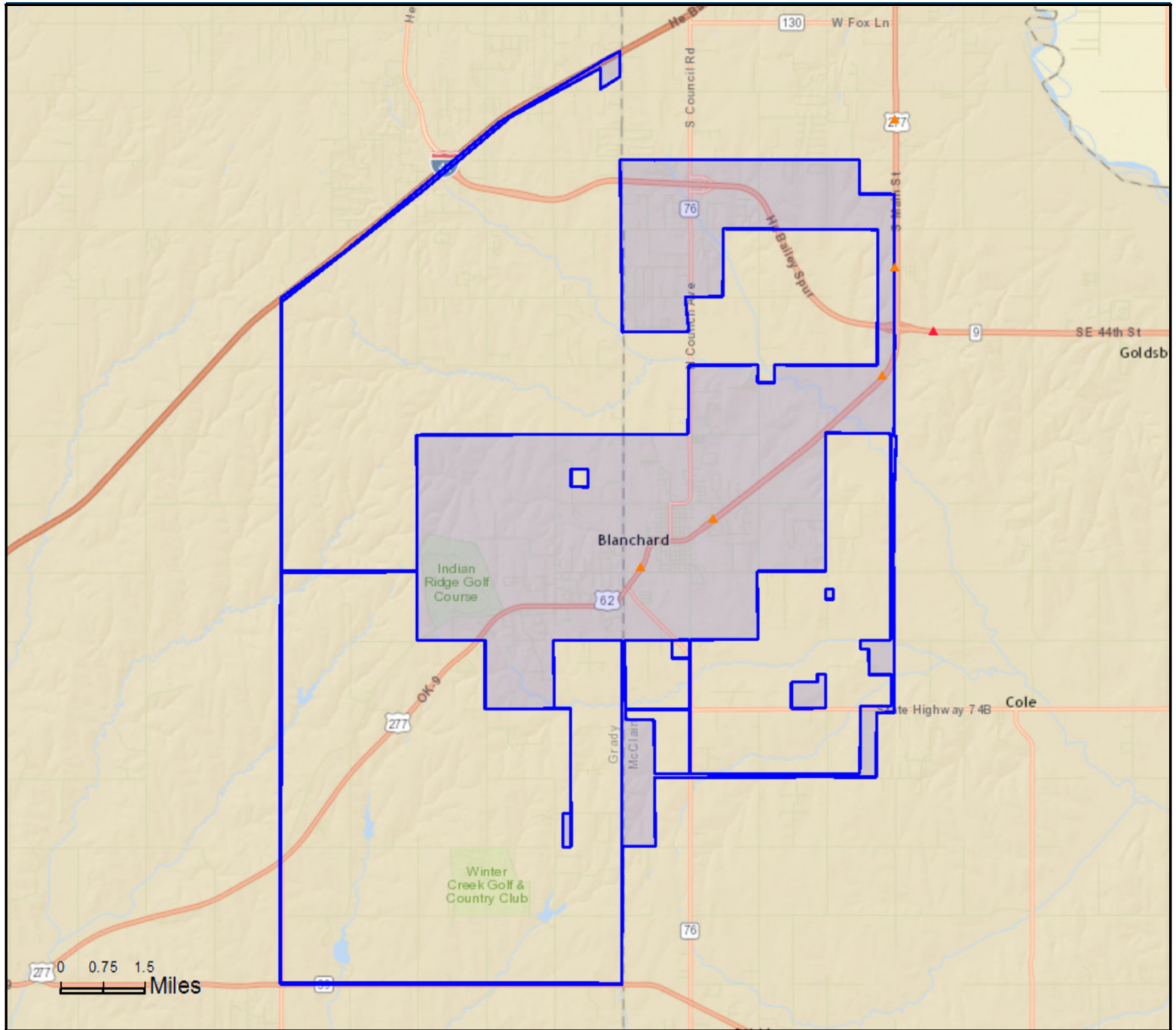
Source: ©2016 Kalibrate Technologies

November 21, 2016

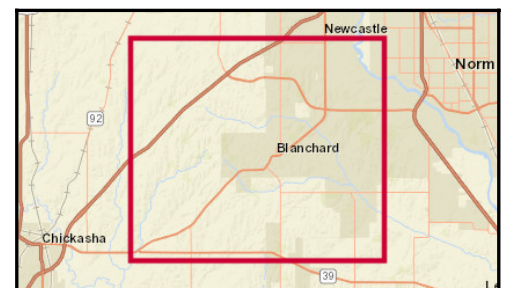
Traffic Count Map

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

Prepared by Esri



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: ©2016 Kalibrate Technologies

November 21, 2016