

TAHLEQUAH, OK

COMMUNITY ANALYSIS

PREPARED FOR



PREPARED BY



OKLAHOMA
DEPARTMENT OF COMMERCE

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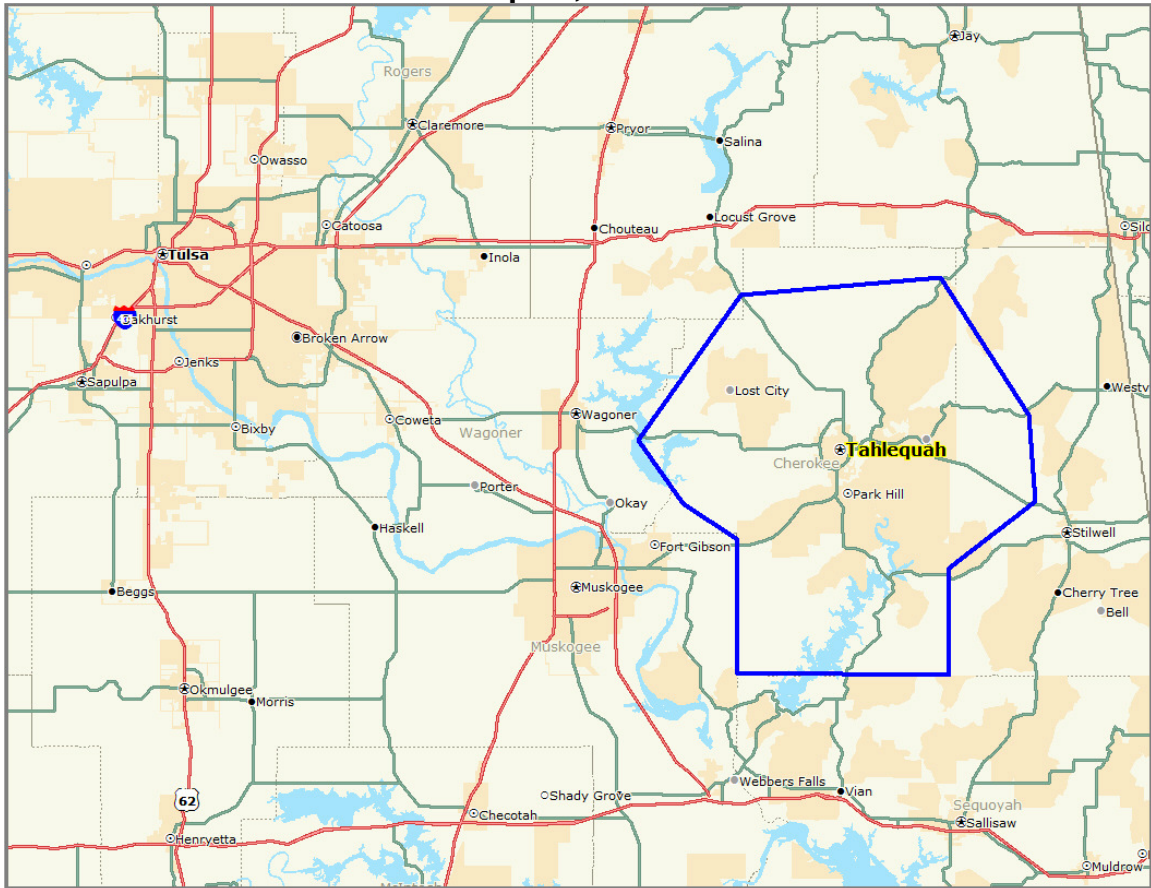
PopStats Demographic Data

This PopStats demographic data utilized in this report is provided by Synergos Technologies. This data is updated quarterly to end users based on new ZIP+4 data (note that new data and statistics are delivered monthly, updated quarterly). This data is modeled where a growth factor is derived for every ZIP+4 in the country. This application occurs via a proprietary model that uses this information as well as other pertinent factors (see below) to generate a current estimate. The data sources for PopStats datasets come from:

- United States Postal Service (USPS)
- United States Department of Defense (DMDC)
- United States Census Bureau
- National Center for Education Statistics (NCES)
- Federal Financial Institutions Examination Council (FFIEC)
- Internal Revenue Service (IRS)
- Bureau of Economic Analysis (BEA)
- Bureau of Labor Statistics (BLS)
- Office of Federal Housing Enterprise Oversight (OFHEO)

Most data vendors and therefore most data analysts are using information that is delivered once annually and is based upon trended census growth figures (i.e., 1990 to 2000). Census trended data misses any new growth that may occur, particularly isolated hot communities that tend to flare up in a few years and sometimes a few quarters.

Tahlequah, Oklahoma



Condensed Demographic Comparison Report



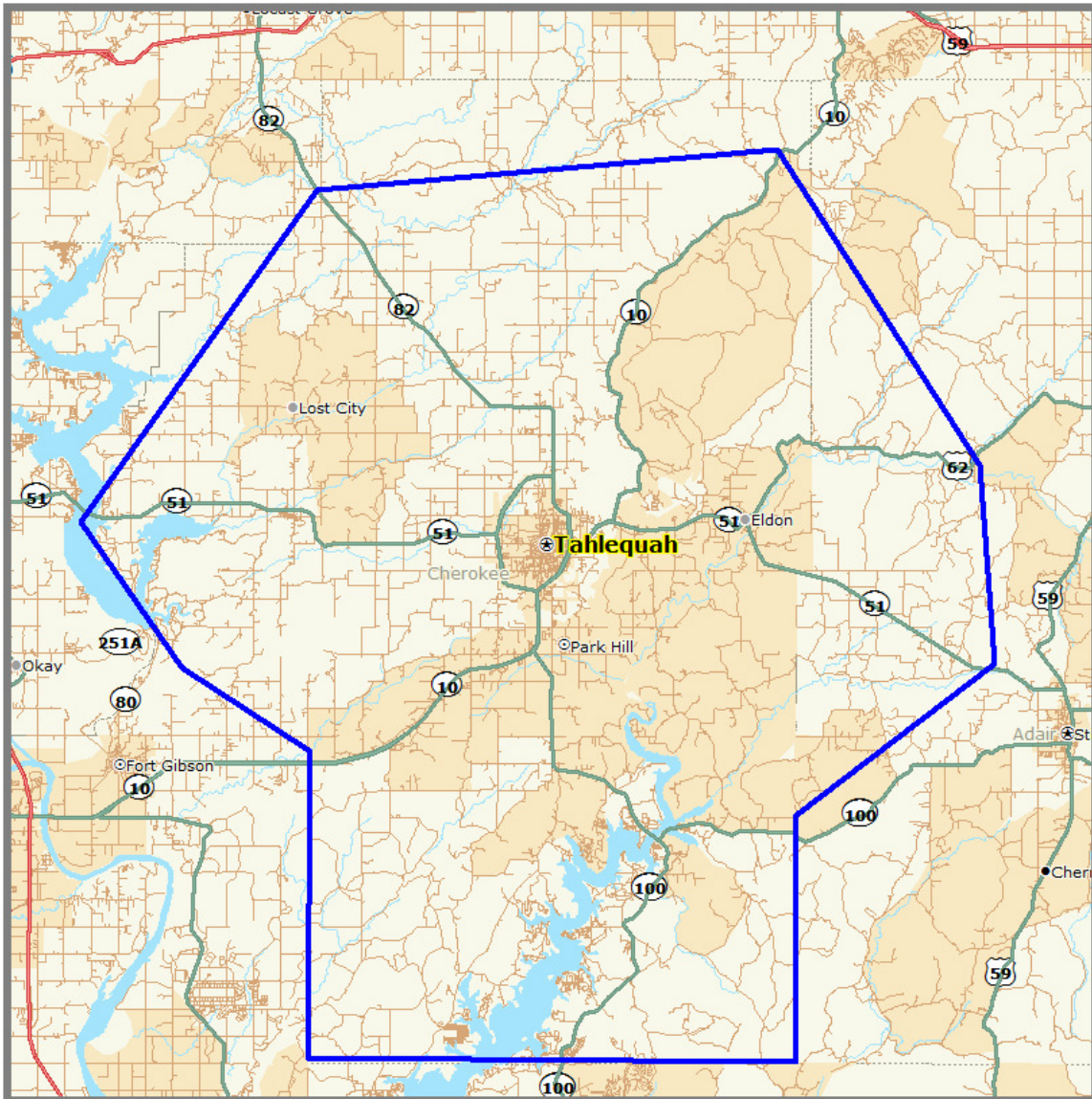
Tahlequah Market Area

Q2 2010 Demographics

Total Population	46,629
Total Households	17,741
Age	
Median Age	34
Household Income	
Average Household Income	\$45,929
Median Household Income	\$35,439
Per Capita Income	\$17,474
Number of Employees (Full Time)	13,242
Number of Establishments	874

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Tahlequah Primary Market Area



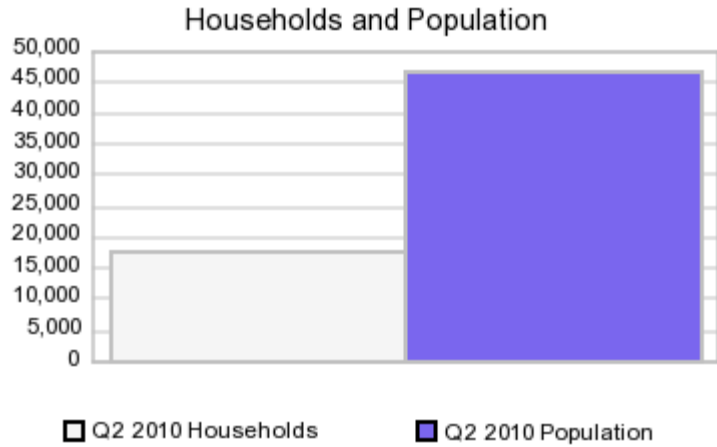
Tahlequah Primary Market Area

Executive Summary Report with Charts



Geography: Tahlequah Primary Market Area

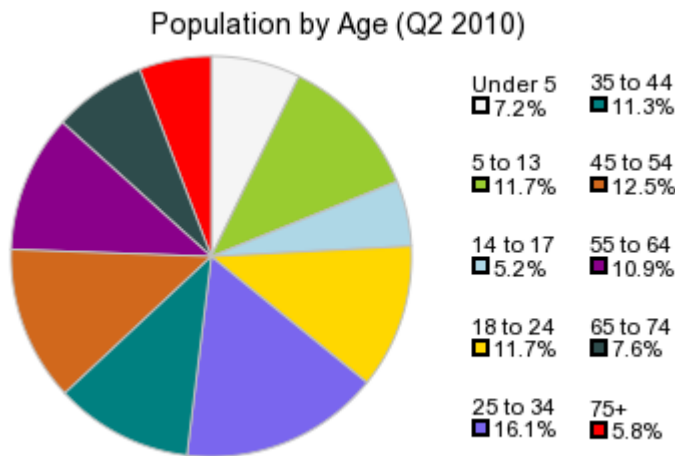
Population Demographics



The number of households in the study area in 2000 was **16,166**. The household count in Q2 2010 is estimated to be **17,741**. For 2015, the High Range of the Five Year forecast was **20,064** and the Low Range was **17,775** with the actual household projection estimated at **19,142**, a change of **7.90%**. The population in the study area in 2000 it was **42,409**. The population in Q2 2010 is estimated to be **46,629**. For 2015, the High Range of the Five Year forecast was **52,576** and the Low Range was **46,797** with the actual household projection estimated at **50,196** representing a change of **7.65%**.

	2000 Census	Q2 2010 Estimate	2015 Projection	Percent Change 2010 to 2015
Total Population	42,409	46,629	50,196	7.65%
Total Households	16,166	17,741	19,142	7.90%

Population by Age



In 2000, the median age of the population was **33**. The median age in Q2 2010 is estimated to be **34** and it is predicted to change in five years to **35** years.

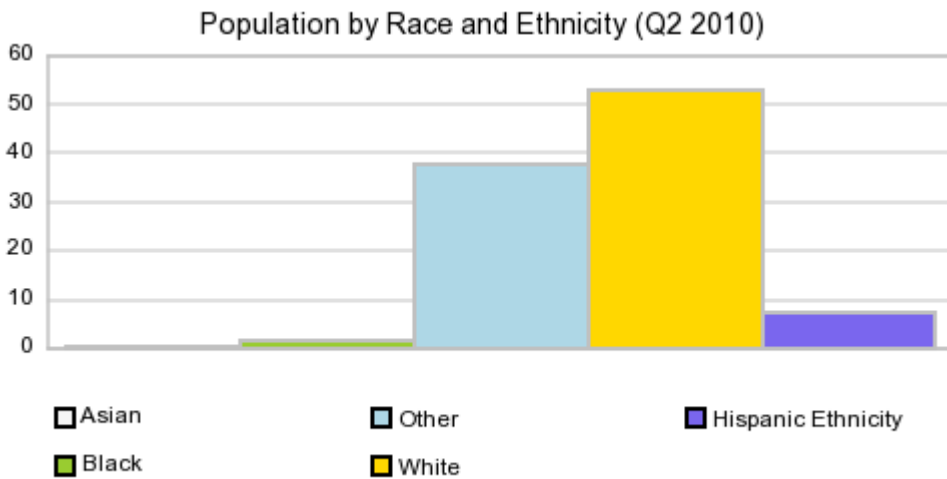
In Q2 2010, females represented **50.93%** of the population with a median age of **35** and males represented **49.07%** of the population with a median age of **33** years.

In Q2 2010, the most prominent age group in this geography is **25 to 34** years. The age group least represented in this geography is **14 to 17** years. The table below sorts age groups by the Q2 2010 Estimate for the Age Groups.

Population by Age

	2000		Q2 2010		2015		Percent Change 2010 to 2015
	Census		Estimate		Projection		
0 to 4	2,876	6.78%	3,338	7.16%	3,668	7.31%	9.86%
5 to 13	5,084	11.99%	5,449	11.69%	6,018	11.99%	10.45%
14 to 17	3,169	7.47%	2,448	5.25%	2,497	4.97%	2.02%
18 to 24	6,161	14.53%	5,437	11.66%	5,412	10.78%	-0.46%
25 to 34	5,074	11.96%	7,518	16.12%	7,323	14.59%	-2.59%
35 to 44	6,096	14.38%	5,275	11.31%	6,795	13.54%	28.82%
45 to 54	4,918	11.60%	5,818	12.48%	5,552	11.06%	-4.57%
55 to 64	3,877	9.14%	5,078	10.89%	5,558	11.07%	9.44%
65 to 74	2,985	7.04%	3,555	7.62%	4,254	8.47%	19.66%
75 +	2,169	5.12%	2,714	5.82%	3,120	6.22%	14.95%

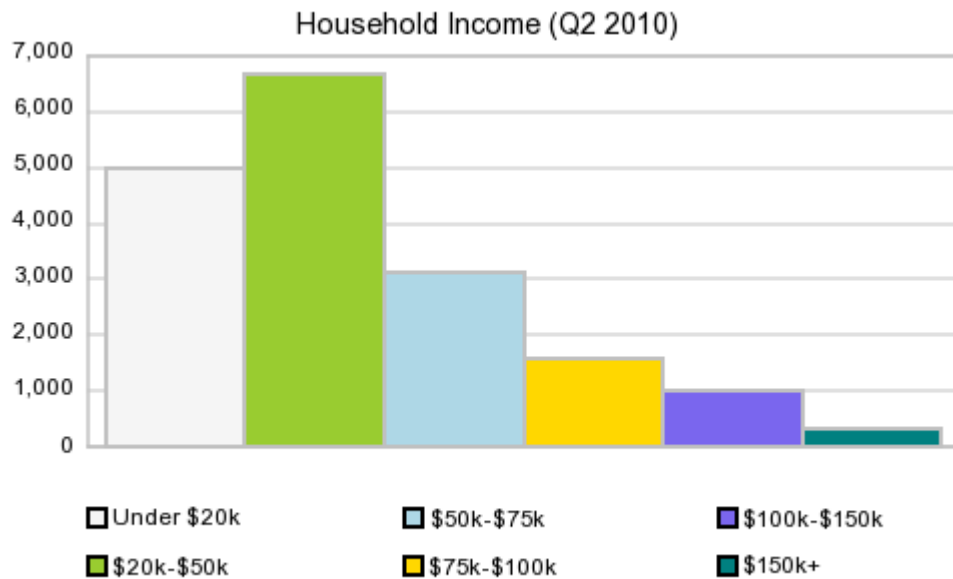
Population by Race/Ethnicity (Hispanic Shown Separately)



In Q2 2010, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**. Note that the following table is sorted by the predominant Race for Q2 2010.

Population by Race/Ethnicity

	2000		Q2 2010	
	Census		Estimate	
White	23,178	54.65%	24,657	52.88%
Other Race	17,013	40.12%	17,563	37.66%
Hispanic Ethnicity	1,739	4.10%	3,395	7.28%
Black	394	0.93%	775	1.66%
Asian	86	0.20%	239	0.51%



In Q2 2010 the predominant household income category in this study area is **\$20k to \$50k**, and the income group that is least represented in this geography is **\$150k +**. The following table ranks income groups by the Q2 2010 Income Classes.

Households by Income

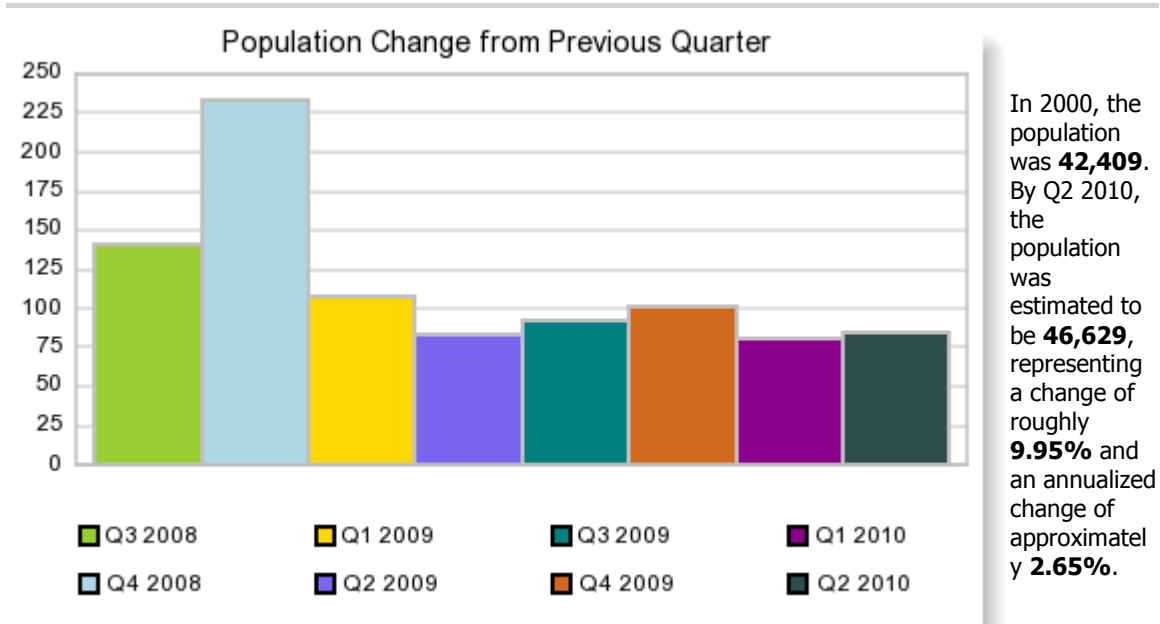
	2000 Census		Q2 2010 Estimate	
\$0 - \$19,999	6,232	38.55%	5,011	28.24%
\$20,000 - \$49,999	6,444	39.86%	6,700	37.76%
\$50,000 - \$74,999	2,178	13.47%	3,127	17.63%
\$75,000 - \$99,999	808	5.00%	1,572	8.86%
\$100,000 - \$149,999	313	1.94%	990	5.58%
\$150,000 +	191	1.18%	342	1.93%
Median Hhld Income	\$26,612.00		\$35,439.00	
Per Capita Income	\$13,066		\$17,474	
Average Hhld Income	\$34,276.00		\$45,929.00	

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Growth Summary Report

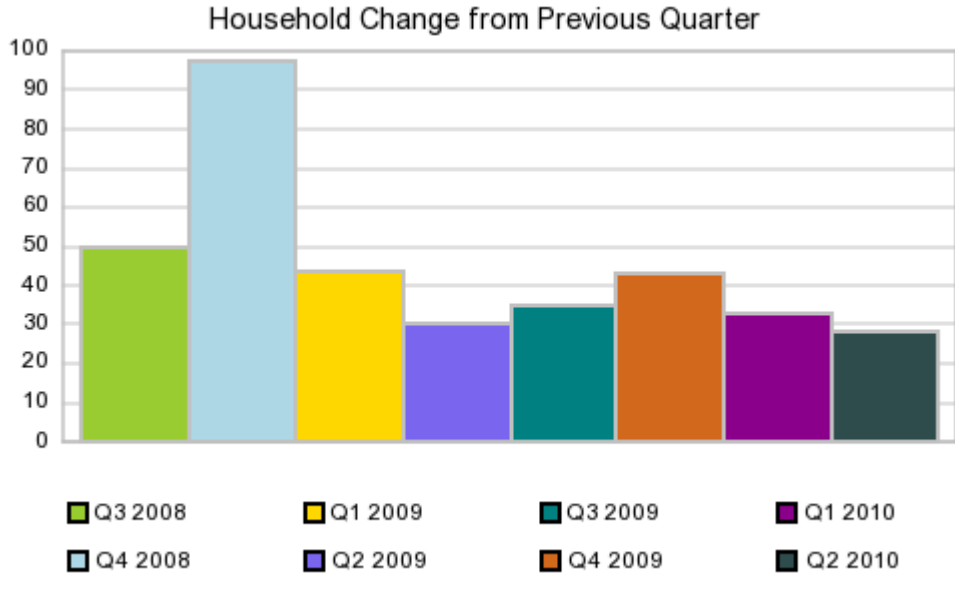


Geography: Tahlequah Primary Market Area



Population Change

Quarter	Population Change from Previous Quarter		
	Population	Change	% Change
Q3 2008	45,846	141	0.31%
Q4 2008	46,079	233	0.51%
Q1 2009	46,186	107	0.23%
Q2 2009	46,270	84	0.18%
Q3 2009	46,362	92	0.20%
Q4 2009	46,463	101	0.22%
Q1 2010	46,544	81	0.17%
Current Quarter	46,629	85	0.18%



In 2000, there were **16,166** households. By Q2 2010, the household count was estimated to be **17,741**, representing a change of roughly **9.74%** and an annualized change of approximately **2.60%**.

Household Change

Quarter	Households	Household Change from Previous Quarter	
		Change	% Change
Q3 2008	17,429	50	0.29%
Q4 2008	17,527	98	0.56%
Q1 2009	17,571	44	0.25%
Q2 2009	17,601	30	0.17%
Q3 2009	17,636	35	0.20%
Q4 2009	17,679	43	0.25%
Q1 2010	17,712	33	0.19%
Current Quarter	17,741	28	0.16%

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Housing Value Summary



Geography: Tahlequah Primary Market Area

Housing Units Q2 2010

Housing Units	20,840
Owner-Occupied	57.02%
Renter-Occupied	28.10%
Vacant	14.87%

Housing Value

Under \$10,000	1.23%
\$ 10,000 to \$14,999	1.93%
\$ 15,000 to \$19,999	2.84%
\$ 20,000 to \$25,000	0.49%
\$ 25,000 to \$29,999	2.84%
\$ 30,000 to \$34,999	2.62%
\$ 35,000 to \$39,999	2.52%
\$ 40,000 to \$49,999	5.96%
\$ 50,000 to \$59,999	5.08%
\$ 60,000 to \$69,999	8.09%
\$ 70,000 to \$79,999	6.41%
\$ 80,000 to \$89,999	8.41%
\$ 90,000 to \$99,999	7.53%
\$ 100,000 to \$124,999	14.40%
\$ 125,000 to \$149,999	10.91%
\$ 150,000 to \$174,999	5.12%
\$ 175,000 to \$199,999	3.99%
\$ 200,000 to \$249,999	4.58%
\$ 250,000 to \$299,999	1.79%
\$ 300,000 to \$399,999	1.62%
\$ 400,000 to \$499,999	0.66%
\$ 500,000 to \$749,999	0.70%
\$ 750,000 to \$999,999	0.04%
Over \$1,000,000	0.24%

Average Home Value by Quarter

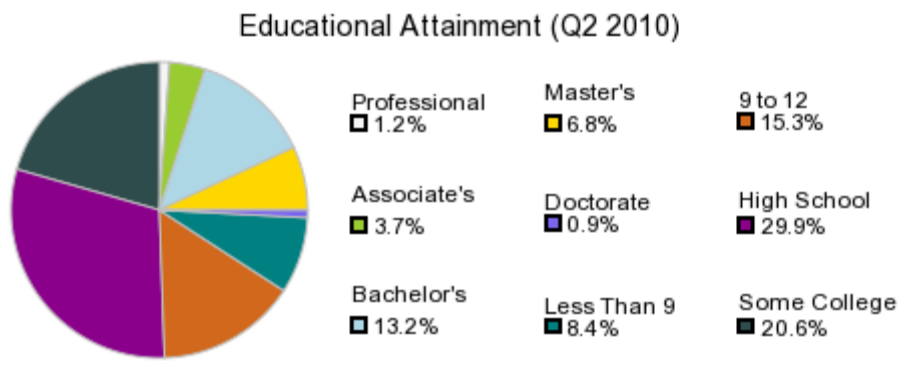
Average Home Value 08Q2	\$112,310
Average Home Value 08Q3	\$113,697
Average Home Value 08Q4	\$113,333
Average Home Value 09Q1	\$112,764
Average Home Value 09Q2	\$113,828
Average Home Value 09Q3	\$112,527
Average Home Value 09Q4	\$112,213
Average Home Value 10Q1	\$112,637
Average Home Value 10Q2	\$112,629
Median Home Value Q2 2010	\$92,004

Educational Attainment

Geography: Tahlequah Primary Market Area

Educational Attainment	
College - Associate	1,106
College - Bachelors	3,960
College - Doctorate	276
College - Masters	2,034
College - Professional	356
Grade Less than 9	2,530
Grade 9 to 12	4,572
High School	8,958
Some college	6,166
Total Educated	29,957

Educational Attainment: By Percent (%) Chart



Educational Attainment: By Percent (%)

% College Associate	3.69%
% College Bachelors	13.22%
% College Doctorate	0.92%
% College Masters	6.79%
% College Professional	1.19%
% Grade 9 to 12	15.26%
% Grade Less than 9	8.45%
% High School	29.90%
% Some College	20.58%

WorkPlace Summary Report



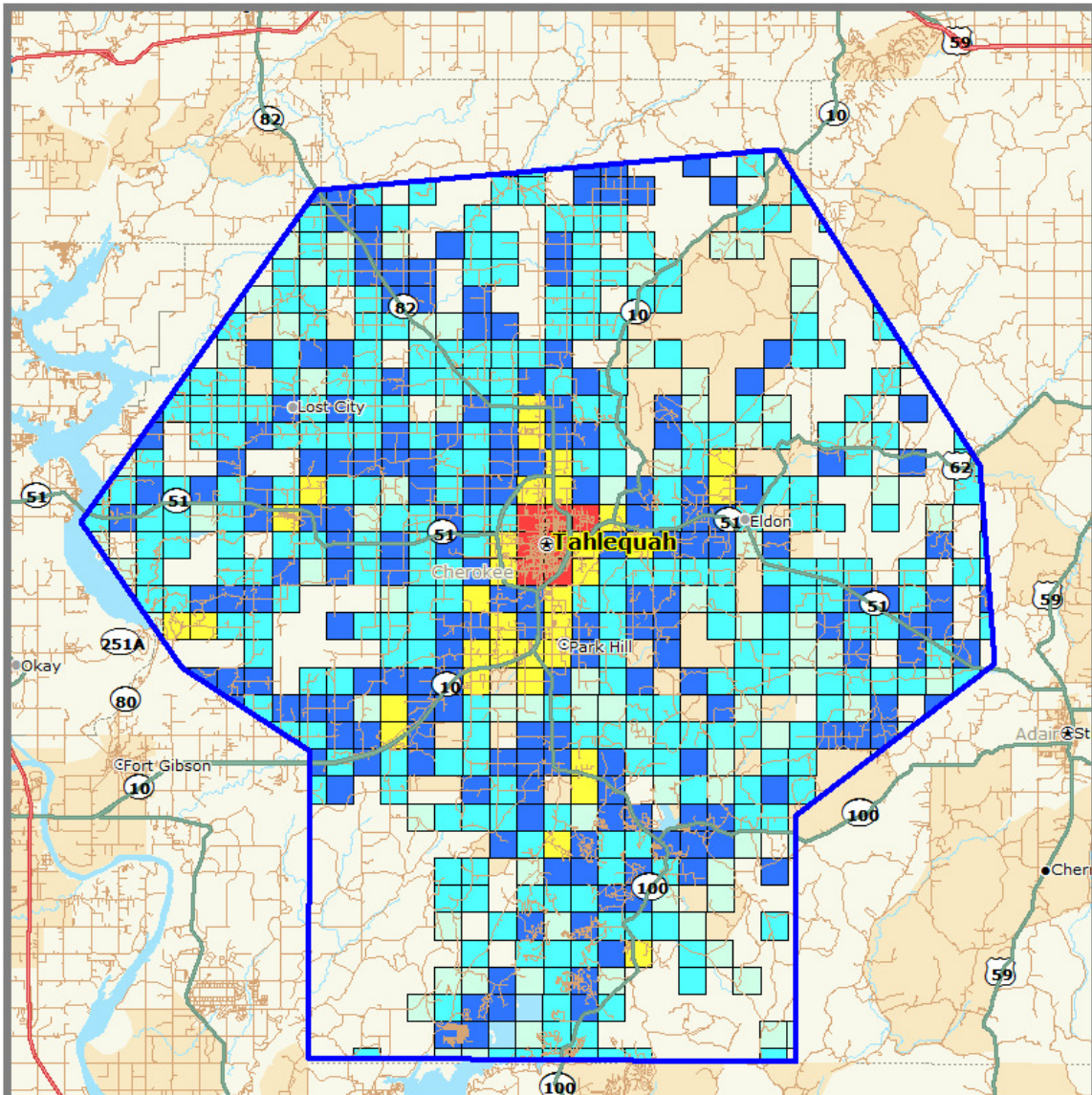
Geography: Tahlequah Primary Market Area

Q2 2010 WorkPlace Totals		Q2 2010 Employees By Occupation		Count	%
Employees Est	13,242	<i>"White Collar" Employees</i>		5,323	40.2%
Establishment Est	874	Management occupations		712	5.4%
Average Employee Size	15	Business and financial operations occupations		436	3.3%
		Computer and mathematical science occupations		183	1.4%
		Architecture and engineering occupations		137	1.0%
		Life, physical, and social science occupations		159	1.2%
		Community and social services occupations		516	3.9%
		Legal occupations		92	0.7%
		Education, training, and library occupations		1,885	14.2%
		Arts, design, entertainment, sports, and media occupations		172	1.3%
		Healthcare practitioners and technical occupations		682	5.2%
		Healthcare support occupations		349	2.6%
Salary/Wage per Employee per Annum CrYr	Count	%	<i>"Blue Collar" Employees</i>		
Average Employee Salary	\$35,143		Protective service occupations		380 2.9%
Median Employee Salary	\$31,464		Food preparation and serving related occupations		1,121 8.5%
Under \$10,000	366	2.8%	Building and grounds cleaning and maintenance occupations		468 3.5%
\$10,000 to \$19,999	932	7.0%	Personal care and service occupations		313 2.4%
\$20,000 to \$29,999	4,739	35.8%	Sales and related occupations		1,634 12.3%
\$30,000 to \$39,999	3,853	29.1%	Office and administrative support occupations		2,206 16.7%
\$40,000 to \$49,999	1,563	11.8%	Farming, fishing, and forestry occupations		34 0.3%
\$50,000 to \$59,999	572	4.3%	Construction and extraction occupations		344 2.6%
\$60,000 to \$74,999	558	4.2%	Installation, maintenance, and repair occupations		514 3.9%
\$75,000 to \$84,999	442	3.3%	Production occupations		247 1.9%
\$85,000 to \$99,999	38	0.3%	Transportation and material moving occupations		642 4.8%
\$100,000 or more	180	1.4%	<i>Military</i>		0 0.0%
			<i>Unclassified</i>		15 0.1%

Q2 2010 By Industry	Employees	% Establishments	%	%
Agriculture, Forestry, Fishing and Hunting	21	0.2%	2	0.2%
Mining	13	0.1%	1	0.1%
Utilities	121	0.9%	8	0.9%
Construction	330	2.5%	49	5.6%
Manufacturing	125	0.9%	18	2.0%
Wholesale Trade	74	0.6%	19	2.2%
Retail Trade	2,221	16.8%	161	18.4%
Transportation and Storage	174	1.3%	8	0.9%
Information	175	1.3%	12	1.4%
Finance and Insurance	186	1.4%	53	6.1%
Real Estate and Rental and Leasing	483	3.6%	39	4.5%
Professional, Scientific, and Technical Services	259	2.0%	57	6.5%
Management of Companies and Enterprises	0	0.0%	0	0.0%
Admin/Support and Waste Management and Remediation Services	115	0.9%	16	1.8%
Educational services	2,157	16.3%	25	2.9%
Health Care and Social Assistance	1,786	13.5%	119	13.6%
Arts, Entertainment, and Recreation	203	1.5%	28	3.2%
Accommodation and Food Services	1,136	8.6%	60	6.8%
Other Services (except Public Administration)	490	3.7%	114	13.1%
Public Administration	3,156	23.8%	76	8.7%
Military	0	0.0%	0	0.0%
Unknown classification	14	0.1%	11	1.2%

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Population Distribution



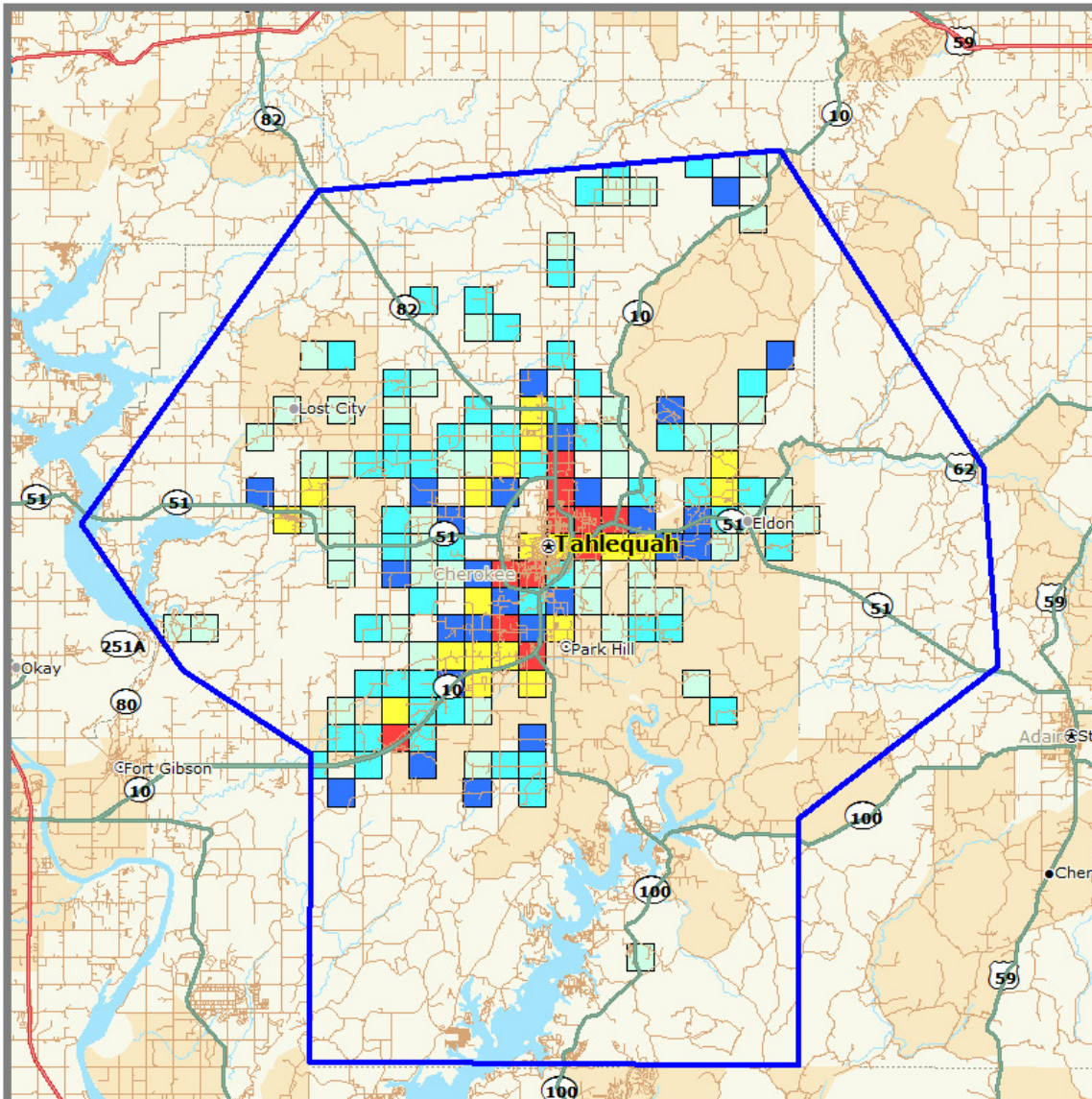
Tahlequah Primary Market Area - Population Distribution

1 Mile Grids - 2nd Qtr 2010

- 920 to 3,300
- 180 to 920
- 50 to 180
- 10 to 50
- 1 to 10

Demographics
Synergos - PopStats
2nd Qtr 2010

2 Year Population Growth



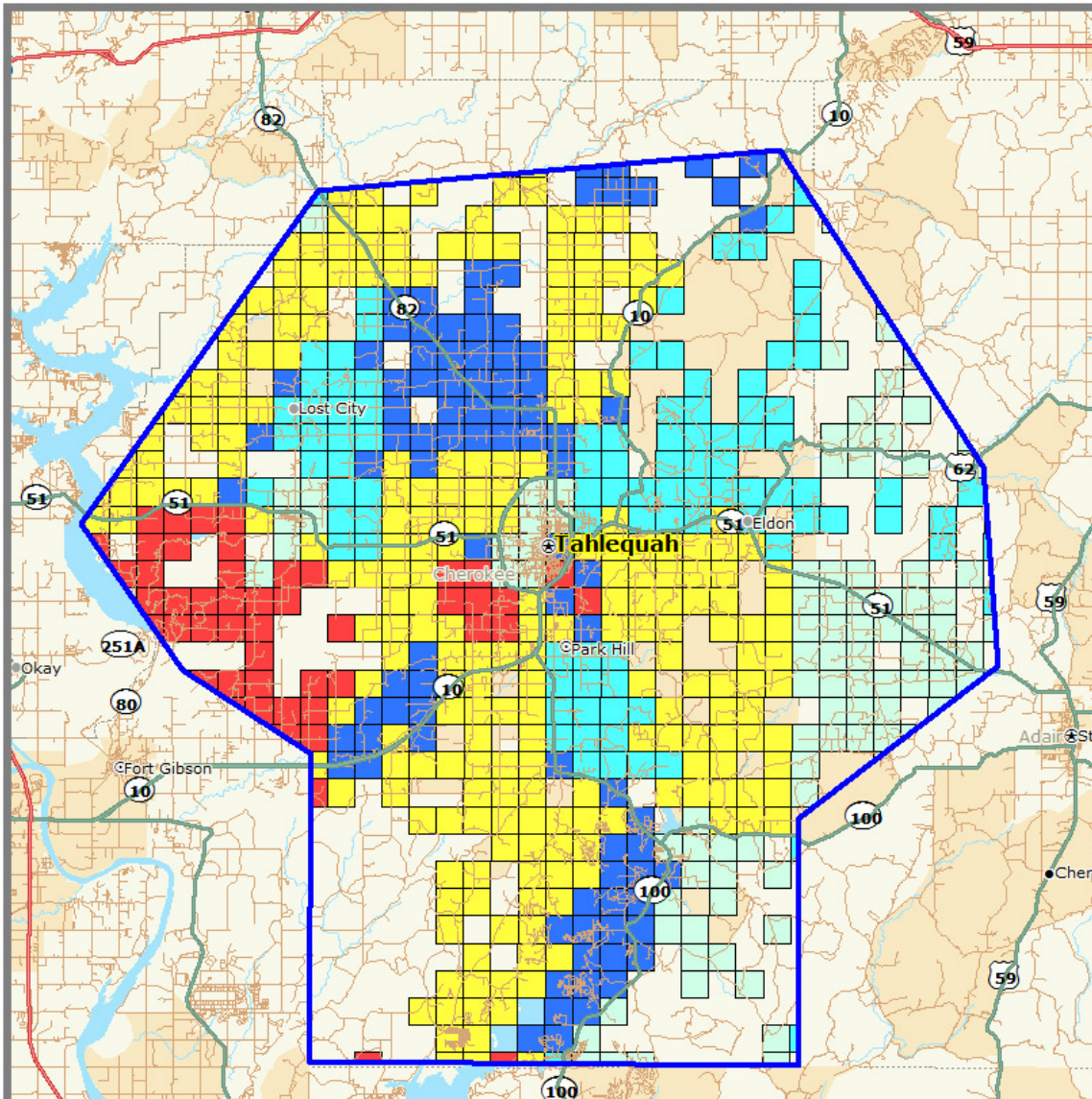
Tahlequah Primary Market Area - 2 Year Population Growth

1 Mile Grids - 2nd Qtr 2010

- 20 to 59
- 9 to 20
- 5 to 9
- 3 to 5
- 2 to 3

Demographics
Synergos - PopStats
2nd Qtr 2010

Average Household Income Distribution



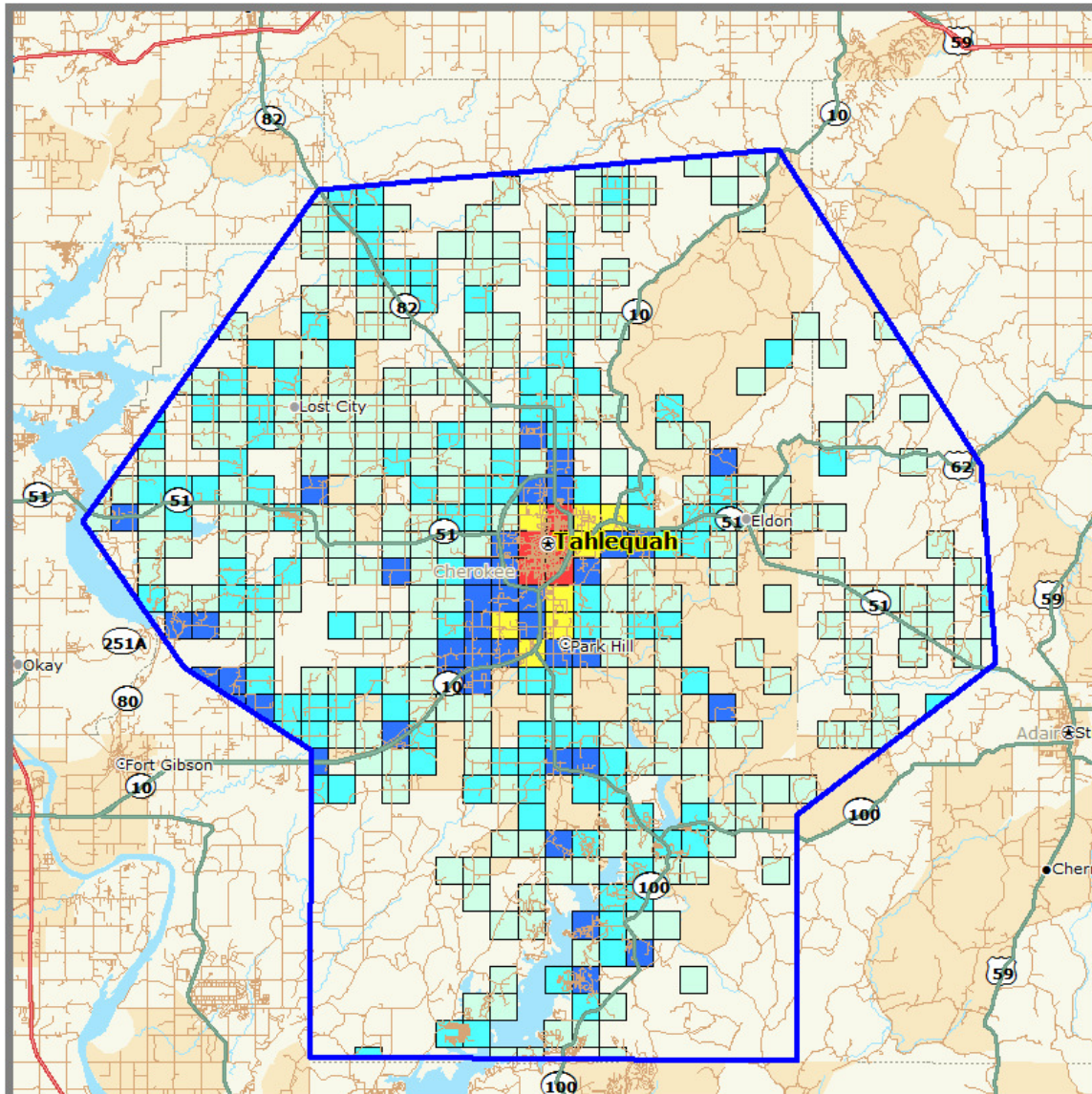
Tahlequah Primary Market Area - Average Household Income Distribution

1 Mile Grids - 2nd Qtr 2010

- 56,500 to 69,900
- 47,100 to 56,500
- 44,800 to 47,100
- 42,400 to 44,800
- 34,200 to 42,400

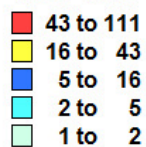
Demographics
Synergos - PopStats
2nd Qtr 2010

Number of Households with Incomes Greater than \$100,000



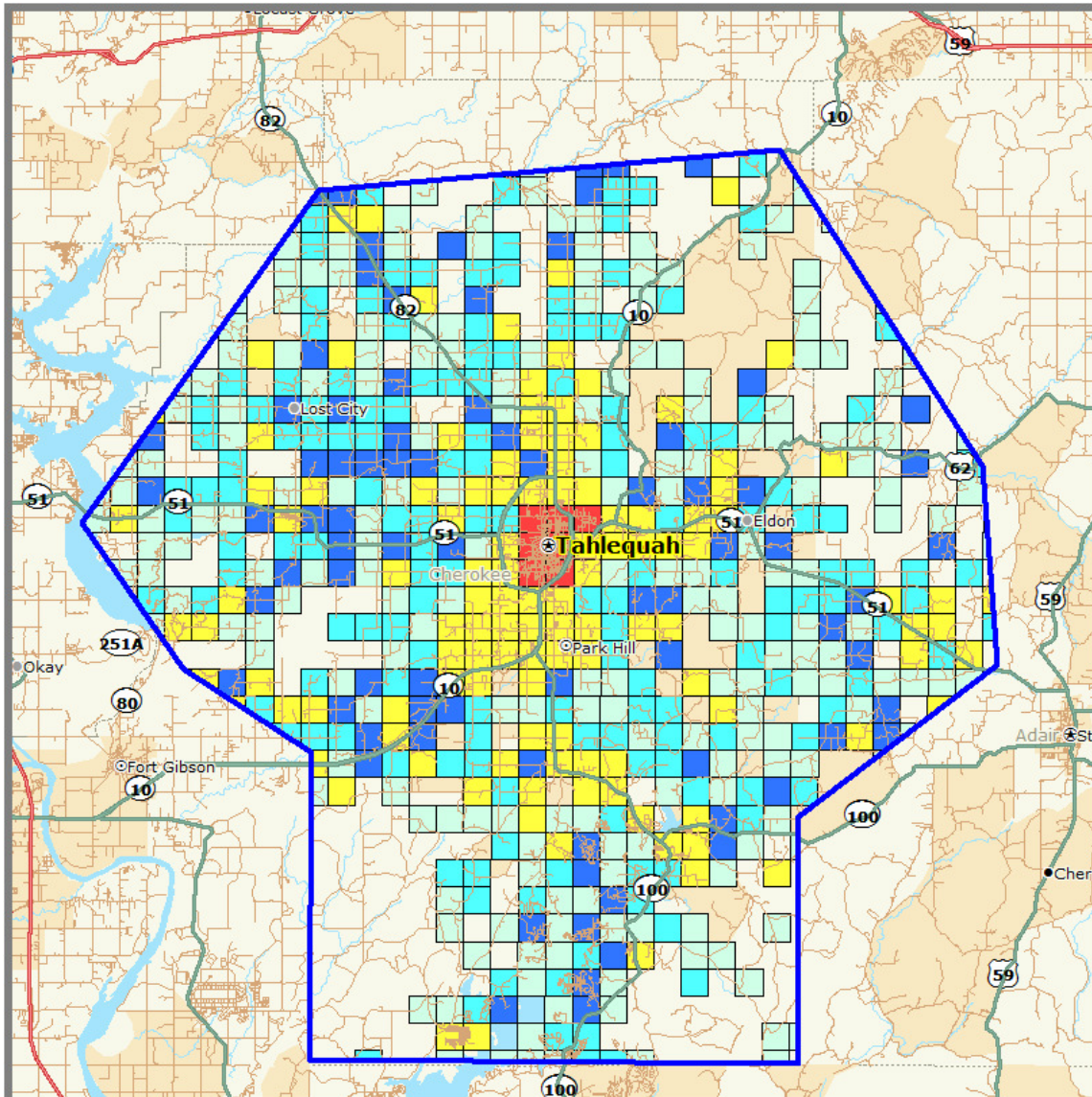
Tahlequah Primary Market Area - Number of Households with Income > \$100,000

1 Mile Grids - 2nd Qtr 2010



Demographics
Synergos - PopStats
2nd Qtr 2010

Age Distribution 18 – 44 Years



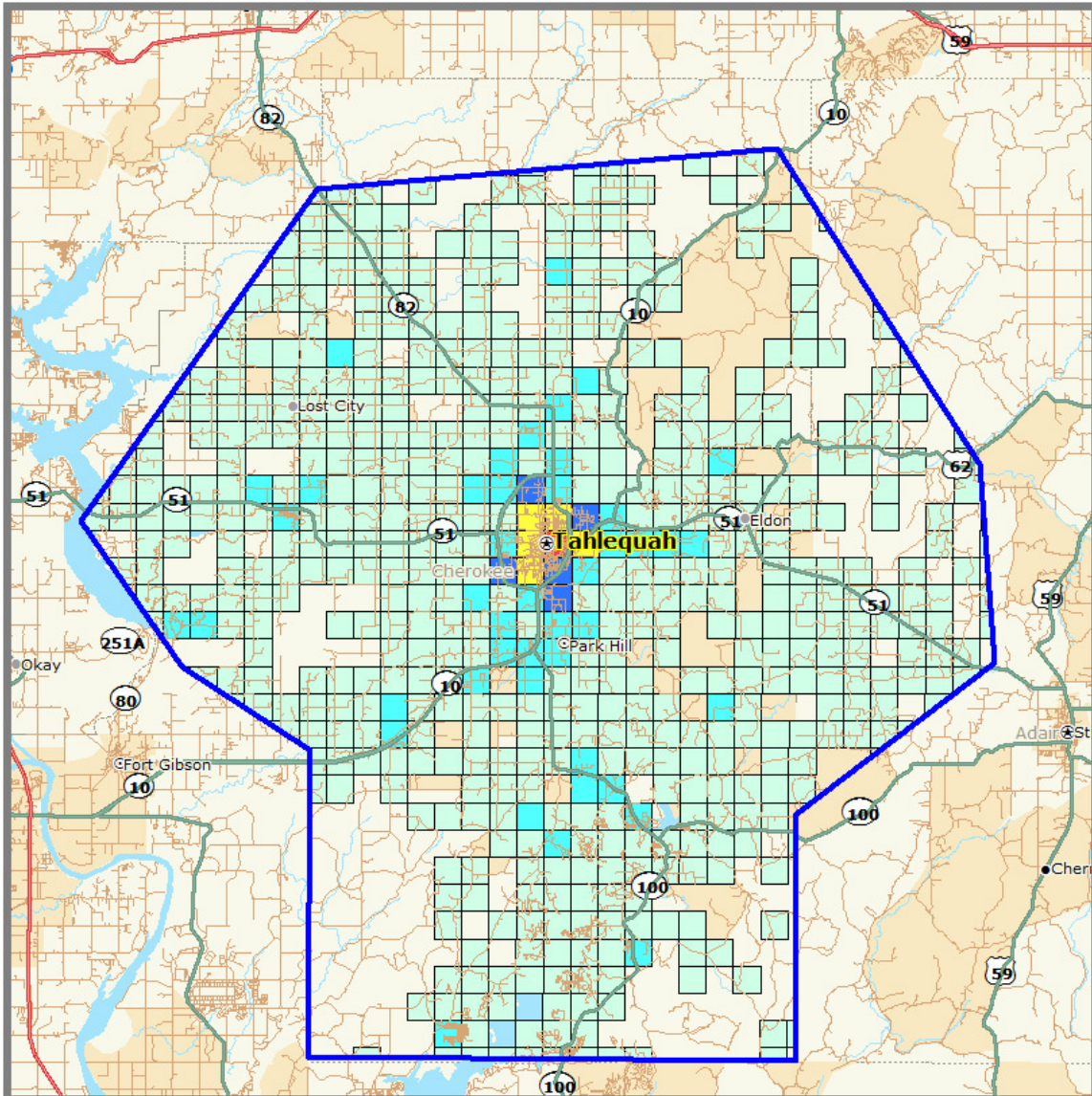
Tahlequah Primary Market Area - Age Distribution 18 - 44 Years

1 Mile Grids - 2nd Qtr 2010

- 400 to 1,900
- 30 to 400
- 20 to 30
- 10 to 20
- 1 to 10

Demographics
Synergos - PopStats
2nd Qtr 2010

Total Daytime Population Distribution



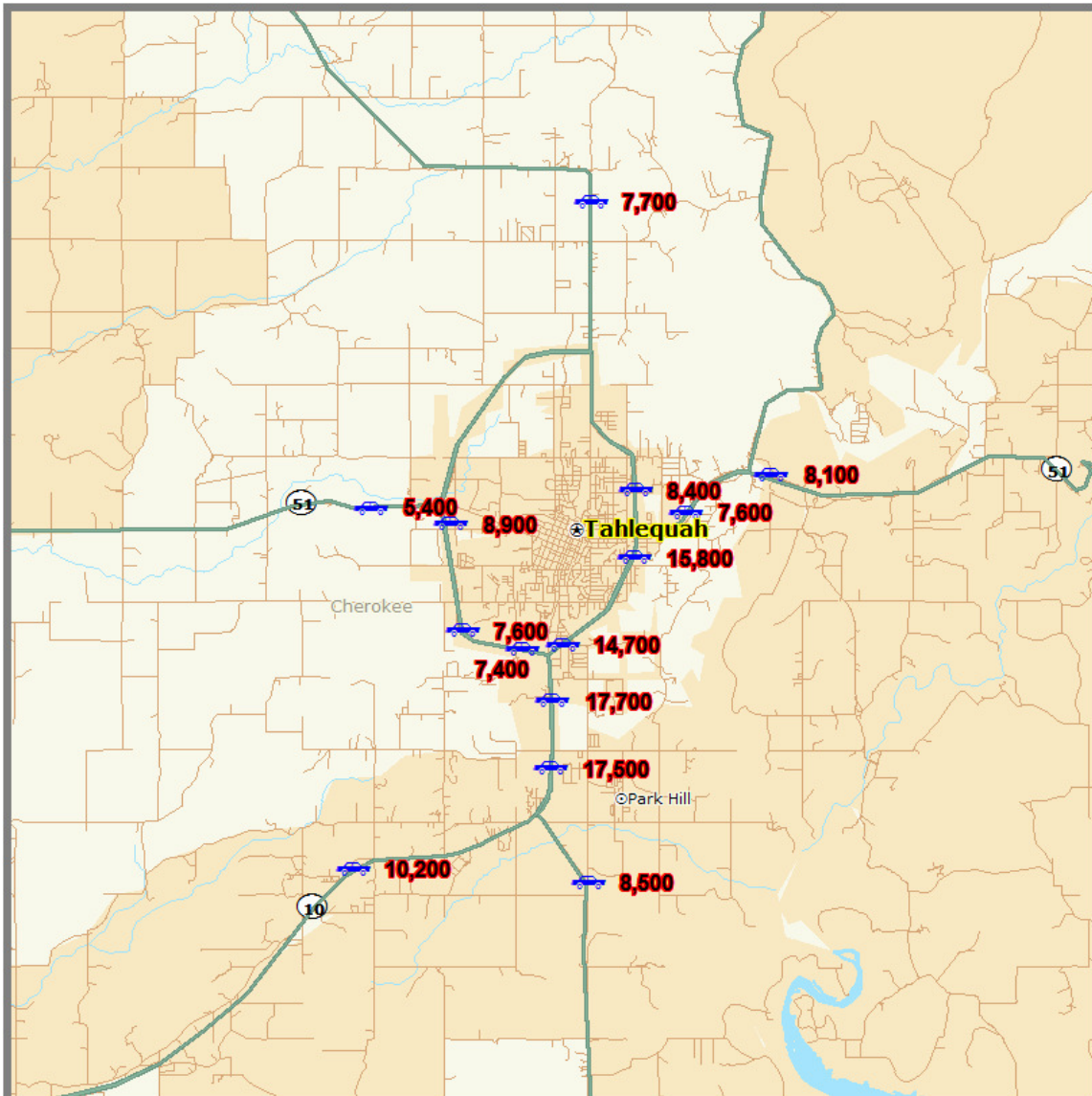
Tahlequah Primary Market Area - Daytime Population Distribution

1 Mile Grids - 2nd Qtr 2010


- 14,800 to 14,900
- 1,400 to 14,800
- 600 to 1,400
- 100 to 600
- 1 to 100

Demographics
Synergos - PopStats
2nd Qtr 2010

Tahlequah Traffic Flows



Tahlequah Traffic Flows

 ODOT 2008 Traffic Counts