

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

Prepared by WHLR
Latitude: 36.58308
Longitude: -94.77134

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	6,602	10,586	19,818
2010 Total Population	8,234	12,801	23,175
2020 Total Population	9,302	14,322	25,519
2020 Group Quarters	121	145	151
2025 Total Population	9,676	14,856	26,316
2020-2025 Annual Rate	0.79%	0.73%	0.62%
2020 Total Daytime Population	10,944	15,446	25,308
Workers	4,332	5,410	7,920
Residents	6,612	10,036	17,388
Household Summary			
2000 Households	2,878	4,641	8,445
2000 Average Household Size	2.22	2.23	2.32
2010 Households	3,674	5,727	10,147
2010 Average Household Size	2.21	2.21	2.27
2020 Households	4,152	6,407	11,168
2020 Average Household Size	2.21	2.21	2.27
2025 Households	4,321	6,647	11,517
2025 Average Household Size	2.21	2.21	2.27
2020-2025 Annual Rate	0.80%	0.74%	0.62%
2010 Families	2,403	3,790	6,874
2010 Average Family Size	2.72	2.69	2.73
2020 Families	2,685	4,191	7,476
2020 Average Family Size	2.73	2.70	2.73
2025 Families	2,785	4,333	7,682
2025 Average Family Size	2.73	2.70	2.74
2020-2025 Annual Rate	0.73%	0.67%	0.55%
Housing Unit Summary			
2000 Housing Units	3,543	6,499	13,217
Owner Occupied Housing Units	58.8%	55.0%	51.0%
Renter Occupied Housing Units	22.4%	16.4%	12.9%
Vacant Housing Units	18.8%	28.6%	36.1%
2010 Housing Units	4,492	7,709	15,041
Owner Occupied Housing Units	55.9%	54.6%	52.4%
Renter Occupied Housing Units	25.9%	19.7%	15.0%
Vacant Housing Units	18.2%	25.7%	32.5%
2020 Housing Units	5,056	8,565	16,464
Owner Occupied Housing Units	57.7%	56.0%	53.3%
Renter Occupied Housing Units	24.4%	18.8%	14.5%
Vacant Housing Units	17.9%	25.2%	32.2%
2025 Housing Units	5,264	8,881	16,987
Owner Occupied Housing Units	57.8%	56.1%	53.2%
Renter Occupied Housing Units	24.3%	18.7%	14.6%
Vacant Housing Units	17.9%	25.2%	32.2%
Median Household Income			
2020	\$41,420	\$42,949	\$41,288
2025	\$43,454	\$45,259	\$43,649
Median Home Value			
2020	\$167,725	\$165,938	\$149,095
2025	\$178,807	\$178,809	\$164,871
Per Capita Income			
2020	\$28,359	\$28,797	\$26,582
2025	\$30,386	\$30,967	\$28,701
Median Age			
2010	47.6	50.1	49.2
2020	51.0	53.9	52.8
2025	52.0	55.2	54.2

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	4,152	6,407	11,168
<\$15,000	12.6%	11.7%	12.7%
\$15,000 - \$24,999	17.8%	16.6%	16.2%
\$25,000 - \$34,999	12.8%	13.2%	13.8%
\$35,000 - \$49,999	13.6%	14.1%	14.5%
\$50,000 - \$74,999	16.0%	17.2%	18.1%
\$75,000 - \$99,999	9.6%	9.8%	9.5%
\$100,000 - \$149,999	10.7%	10.8%	9.5%
\$150,000 - \$199,999	3.3%	3.1%	2.8%
\$200,000+	3.7%	3.5%	2.9%
Average Household Income	\$64,307	\$64,460	\$60,737
2025 Households by Income			
Household Income Base	4,321	6,647	11,517
<\$15,000	12.1%	11.2%	12.1%
\$15,000 - \$24,999	17.1%	16.0%	15.6%
\$25,000 - \$34,999	12.3%	12.6%	13.1%
\$35,000 - \$49,999	13.3%	13.7%	14.1%
\$50,000 - \$74,999	16.2%	17.3%	18.3%
\$75,000 - \$99,999	10.3%	10.5%	10.2%
\$100,000 - \$149,999	11.0%	11.2%	10.2%
\$150,000 - \$199,999	3.9%	3.8%	3.4%
\$200,000+	3.7%	3.6%	3.0%
Average Household Income	\$68,874	\$69,311	\$65,575
2020 Owner Occupied Housing Units by Value			
Total	2,916	4,796	8,773
<\$50,000	9.8%	12.2%	15.4%
\$50,000 - \$99,999	18.4%	17.4%	20.1%
\$100,000 - \$149,999	14.8%	14.6%	14.8%
\$150,000 - \$199,999	19.4%	18.1%	15.1%
\$200,000 - \$249,999	7.5%	8.3%	8.2%
\$250,000 - \$299,999	5.7%	5.9%	6.0%
\$300,000 - \$399,999	6.9%	8.1%	7.7%
\$400,000 - \$499,999	3.7%	4.1%	4.4%
\$500,000 - \$749,999	6.4%	5.4%	4.2%
\$750,000 - \$999,999	5.5%	4.6%	3.2%
\$1,000,000 - \$1,499,999	1.0%	0.7%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.8%	0.5%	0.3%
Average Home Value	\$260,005	\$242,515	\$213,299
2025 Owner Occupied Housing Units by Value			
Total	3,044	4,983	9,045
<\$50,000	8.2%	10.3%	13.1%
\$50,000 - \$99,999	16.4%	15.3%	18.1%
\$100,000 - \$149,999	13.3%	13.1%	14.1%
\$150,000 - \$199,999	20.9%	19.6%	15.9%
\$200,000 - \$249,999	8.0%	9.0%	8.5%
\$250,000 - \$299,999	5.7%	6.1%	6.6%
\$300,000 - \$399,999	6.6%	8.1%	8.3%
\$400,000 - \$499,999	4.2%	4.7%	5.2%
\$500,000 - \$749,999	7.9%	6.6%	5.3%
\$750,000 - \$999,999	6.9%	5.8%	4.1%
\$1,000,000 - \$1,499,999	1.1%	0.8%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.9%	0.6%	0.3%
Average Home Value	\$285,512	\$266,436	\$235,453

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	8,232	12,803	23,173
0 - 4	6.1%	5.4%	5.2%
5 - 9	5.9%	5.4%	5.5%
10 - 14	5.6%	5.2%	5.6%
15 - 24	10.5%	9.7%	9.5%
25 - 34	9.0%	8.3%	8.5%
35 - 44	9.8%	9.6%	9.9%
45 - 54	12.3%	13.2%	14.5%
55 - 64	14.0%	15.8%	16.3%
65 - 74	14.9%	15.9%	15.3%
75 - 84	8.7%	8.6%	7.4%
85 +	3.1%	2.8%	2.1%
18 +	78.8%	80.4%	80.0%
2020 Population by Age			
Total	9,303	14,323	25,518
0 - 4	5.6%	4.9%	4.7%
5 - 9	5.5%	5.0%	4.9%
10 - 14	5.3%	4.9%	5.2%
15 - 24	9.0%	8.3%	8.4%
25 - 34	9.9%	9.0%	9.1%
35 - 44	8.8%	8.6%	9.1%
45 - 54	10.3%	10.7%	11.4%
55 - 64	14.7%	16.3%	17.0%
65 - 74	16.3%	18.3%	18.0%
75 - 84	10.9%	10.6%	9.5%
85 +	3.8%	3.4%	2.7%
18 +	80.6%	82.3%	82.3%
2025 Population by Age			
Total	9,676	14,854	26,317
0 - 4	5.3%	4.6%	4.5%
5 - 9	5.6%	5.0%	4.9%
10 - 14	5.6%	5.1%	5.1%
15 - 24	8.8%	8.1%	8.3%
25 - 34	8.9%	8.1%	8.2%
35 - 44	9.1%	8.8%	9.4%
45 - 54	9.7%	10.0%	10.5%
55 - 64	13.5%	14.9%	15.5%
65 - 74	17.3%	19.5%	19.4%
75 - 84	12.0%	12.1%	11.1%
85 +	4.2%	3.8%	3.1%
18 +	80.5%	82.4%	82.4%
2010 Population by Sex			
Males	3,772	6,003	11,243
Females	4,462	6,798	11,932
2020 Population by Sex			
Males	4,303	6,783	12,467
Females	4,999	7,539	13,052
2025 Population by Sex			
Males	4,501	7,076	12,930
Females	5,175	7,780	13,386

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2010 Population by Race/Ethnicity			
Total	8,234	12,801	23,174
White Alone	77.6%	79.2%	77.1%
Black Alone	0.3%	0.3%	0.3%
American Indian Alone	13.0%	12.5%	14.2%
Asian Alone	0.8%	0.6%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	0.9%	1.3%
Two or More Races	7.2%	6.5%	6.4%
Hispanic Origin	3.3%	2.8%	3.4%
Diversity Index	42.1	39.2	42.6
2020 Population by Race/Ethnicity			
Total	9,303	14,321	25,520
White Alone	75.6%	77.3%	75.1%
Black Alone	0.7%	0.6%	0.5%
American Indian Alone	13.8%	13.2%	15.0%
Asian Alone	0.8%	0.6%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	1.2%	1.7%
Two or More Races	7.6%	6.9%	6.9%
Hispanic Origin	4.3%	3.7%	4.3%
Diversity Index	45.8	42.9	46.1
2025 Population by Race/Ethnicity			
Total	9,676	14,856	26,315
White Alone	74.4%	76.1%	74.0%
Black Alone	0.8%	0.8%	0.7%
American Indian Alone	14.1%	13.6%	15.3%
Asian Alone	0.8%	0.7%	0.7%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	1.7%	1.4%	1.9%
Two or More Races	8.0%	7.3%	7.3%
Hispanic Origin	5.0%	4.3%	4.9%
Diversity Index	48.1	45.1	48.3
2010 Population by Relationship and Household Type			
Total	8,234	12,801	23,175
In Households	98.5%	98.9%	99.3%
In Family Households	81.3%	81.4%	82.9%
Householder	28.8%	29.5%	29.7%
Spouse	22.3%	23.5%	24.1%
Child	26.0%	24.1%	24.5%
Other relative	2.3%	2.4%	2.6%
Nonrelative	1.9%	1.9%	2.0%
In Nonfamily Households	17.2%	17.4%	16.5%
In Group Quarters	1.5%	1.1%	0.7%
Institutionalized Population	1.4%	1.0%	0.6%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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

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2020 Population 25+ by Educational Attainment			
Total	6,942	11,021	19,602
Less than 9th Grade	2.2%	2.2%	2.9%
9th - 12th Grade, No Diploma	7.7%	7.8%	9.1%
High School Graduate	25.8%	26.8%	28.2%
GED/Alternative Credential	2.8%	3.7%	4.7%
Some College, No Degree	25.4%	24.7%	23.7%
Associate Degree	10.1%	10.3%	9.7%
Bachelor's Degree	15.9%	15.2%	13.3%
Graduate/Professional Degree	10.0%	9.3%	8.4%
2020 Population 15+ by Marital Status			
Total	7,777	12,202	21,750
Never Married	18.7%	19.1%	18.7%
Married	51.0%	53.2%	55.7%
Widowed	11.4%	10.8%	9.7%
Divorced	18.8%	17.0%	15.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,060	4,888	9,339
Population 16+ Employed	88.4%	88.3%	87.6%
Population 16+ Unemployment rate	11.6%	11.7%	12.4%
Population 16-24 Employed	8.6%	8.3%	8.8%
Population 16-24 Unemployment rate	22.4%	21.9%	21.9%
Population 25-54 Employed	60.1%	57.6%	58.0%
Population 25-54 Unemployment rate	12.1%	12.4%	13.1%
Population 55-64 Employed	22.8%	24.4%	23.7%
Population 55-64 Unemployment rate	7.1%	7.6%	8.3%
Population 65+ Employed	8.5%	9.8%	9.5%
Population 65+ Unemployment rate	6.9%	7.7%	8.0%
2020 Employed Population 16+ by Industry			
Total	2,705	4,314	8,178
Agriculture/Mining	2.3%	2.4%	3.1%
Construction	8.6%	9.0%	9.7%
Manufacturing	9.6%	10.1%	11.2%
Wholesale Trade	3.5%	3.1%	2.4%
Retail Trade	9.5%	9.8%	9.4%
Transportation/Utilities	4.6%	4.8%	5.6%
Information	0.3%	0.6%	0.9%
Finance/Insurance/Real Estate	5.6%	5.4%	5.2%
Services	51.9%	51.1%	48.2%
Public Administration	4.0%	3.6%	4.3%
2020 Employed Population 16+ by Occupation			
Total	2,706	4,313	8,179
White Collar	52.8%	53.5%	51.2%
Management/Business/Financial	13.2%	13.2%	12.9%
Professional	18.8%	18.8%	18.0%
Sales	7.3%	8.4%	8.4%
Administrative Support	13.6%	13.0%	11.9%
Services	22.6%	21.6%	21.8%
Blue Collar	24.6%	24.9%	27.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.7%
Construction/Extraction	7.9%	7.6%	7.1%
Installation/Maintenance/Repair	3.4%	4.0%	4.4%
Production	6.3%	6.4%	7.8%
Transportation/Material Moving	7.1%	6.8%	7.0%

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2010 Households by Type			
Total	3,674	5,728	10,146
Households with 1 Person	30.7%	29.3%	27.6%
Households with 2+ People	69.3%	70.7%	72.4%
Family Households	65.4%	66.2%	67.8%
Husband-wife Families	50.5%	52.6%	55.0%
With Related Children	15.5%	14.6%	15.7%
Other Family (No Spouse Present)	14.9%	13.6%	12.8%
Other Family with Male Householder	4.0%	3.9%	4.1%
With Related Children	2.6%	2.5%	2.6%
Other Family with Female Householder	10.9%	9.6%	8.7%
With Related Children	8.2%	6.9%	6.0%
Nonfamily Households	3.9%	4.5%	4.7%
All Households with Children	26.7%	24.4%	24.7%
Multigenerational Households	2.3%	2.2%	2.4%
Unmarried Partner Households	5.3%	5.6%	5.8%
Male-female	4.9%	5.2%	5.3%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	3,674	5,728	10,147
1 Person Household	30.7%	29.3%	27.6%
2 Person Household	40.8%	43.6%	44.0%
3 Person Household	12.6%	12.4%	12.8%
4 Person Household	9.3%	8.6%	9.0%
5 Person Household	4.5%	4.1%	4.2%
6 Person Household	1.5%	1.4%	1.6%
7 + Person Household	0.6%	0.6%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	3,674	5,727	10,147
Owner Occupied	68.4%	73.5%	77.7%
Owned with a Mortgage/Loan	38.1%	39.5%	41.2%
Owned Free and Clear	30.3%	33.9%	36.5%
Renter Occupied	31.6%	26.5%	22.3%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	137	144	157
Percent of Income for Mortgage	16.9%	16.1%	15.1%
Wealth Index	80	80	72
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,492	7,709	15,041
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	74.1%	52.2%	26.8%
Rural Housing Units	25.9%	47.8%	73.2%
2010 Population By Urban/ Rural Status			
Total Population	8,234	12,801	23,175
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	73.0%	55.8%	30.9%
Rural Population	27.0%	44.2%	69.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Small Town Simplicity (12C)	Rural Resort Dwellers (6E)	Rural Resort Dwellers (6E)
2.	Silver & Gold (9A)	Silver & Gold (9A)	Senior Escapes (9D)
3.	Midlife Constants (5E)	Midlife Constants (5E)	Silver & Gold (9A)
2020 Consumer Spending			
Apparel & Services: Total \$	\$6,109,642	\$9,459,251	\$15,420,822
Average Spent	\$1,471.49	\$1,476.39	\$1,380.80
Spending Potential Index	69	69	64
Education: Total \$	\$4,528,911	\$6,827,283	\$10,872,407
Average Spent	\$1,090.78	\$1,065.60	\$973.53
Spending Potential Index	61	60	54
Entertainment/Recreation: Total \$	\$10,313,387	\$15,941,271	\$26,877,562
Average Spent	\$2,483.96	\$2,488.10	\$2,406.66
Spending Potential Index	76	77	74
Food at Home: Total \$	\$16,753,900	\$26,049,486	\$43,690,113
Average Spent	\$4,035.14	\$4,065.79	\$3,912.08
Spending Potential Index	76	76	73
Food Away from Home: Total \$	\$10,996,915	\$17,076,349	\$28,055,471
Average Spent	\$2,648.58	\$2,665.26	\$2,512.13
Spending Potential Index	70	71	67
Health Care: Total \$	\$19,360,247	\$30,070,118	\$50,715,721
Average Spent	\$4,662.87	\$4,693.32	\$4,541.16
Spending Potential Index	81	82	79
HH Furnishings & Equipment: Total \$	\$6,526,429	\$10,112,114	\$16,646,787
Average Spent	\$1,571.88	\$1,578.29	\$1,490.58
Spending Potential Index	72	72	68
Personal Care Products & Services: Total \$	\$2,715,630	\$4,219,144	\$6,772,565
Average Spent	\$654.05	\$658.52	\$606.43
Spending Potential Index	71	72	66
Shelter: Total \$	\$54,542,806	\$84,797,366	\$136,701,826
Average Spent	\$13,136.51	\$13,235.11	\$12,240.49
Spending Potential Index	68	68	63
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,325,282	\$13,206,017	\$22,411,323
Average Spent	\$2,005.13	\$2,061.19	\$2,006.74
Spending Potential Index	86	88	86
Travel: Total \$	\$7,229,653	\$11,318,374	\$18,347,971
Average Spent	\$1,741.25	\$1,766.56	\$1,642.91
Spending Potential Index	72	73	68
Vehicle Maintenance & Repairs: Total \$	\$3,770,964	\$5,861,766	\$9,919,767
Average Spent	\$908.23	\$914.90	\$888.23
Spending Potential Index	78	79	77

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

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.