

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
2021 Total Population	9,416	14,578	25,898
2021 Group Quarters	121	145	151
2026 Total Population	9,765	15,097	26,663
2021-2026 Annual Rate	0.73%	0.70%	0.58%
2021 Total Daytime Population	11,204	15,770	25,455
Workers	4,736	5,918	8,516
Residents	6,468	9,852	16,939
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
2021 Households	4,200	6,519	11,331
2021 Average Household Size	2.21	2.21	2.27
2026 Households	4,351	6,746	11,659
2026 Average Household Size	2.22	2.22	2.27
2021-2026 Annual Rate	0.71%	0.69%	0.57%
2010 Families	2,403	3,790	6,874
2010 Average Family Size	2.72	2.69	2.73
2021 Families	2,703	4,244	7,551
2021 Average Family Size	2.74	2.70	2.74
2026 Families	2,787	4,371	7,733
2026 Average Family Size	2.75	2.71	2.75
2021-2026 Annual Rate	0.61%	0.59%	0.48%
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%
2021 Housing Units	5,031	8,584	16,556
Owner Occupied Housing Units	58.8%	57.0%	53.9%
Renter Occupied Housing Units	24.7%	18.9%	14.6%
Vacant Housing Units	16.5%	24.1%	31.6%
2026 Housing Units	5,209	8,878	17,058
Owner Occupied Housing Units	59.9%	57.8%	54.3%
Renter Occupied Housing Units	23.7%	18.2%	14.1%
Vacant Housing Units	16.5%	24.0%	31.7%
Median Household Income			
2021	\$45,023	\$45,638	\$44,161
2026	\$45,463	\$46,435	\$46,040
Median Home Value			
2021	\$167,190	\$167,147	\$153,837
2026	\$179,732	\$183,147	\$176,658
Per Capita Income			
2021	\$29,462	\$29,633	\$27,522
2026	\$30,827	\$31,191	\$29,444
Median Age			
2010	47.6	50.1	49.2
2021	51.0	54.0	53.1
2026	51.2	54.6	54.0

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	4,200	6,519	11,331
<\$15,000	12.5%	11.9%	12.7%
\$15,000 - \$24,999	13.1%	12.4%	12.5%
\$25,000 - \$34,999	11.6%	12.1%	12.7%
\$35,000 - \$49,999	17.3%	17.5%	17.7%
\$50,000 - \$74,999	16.5%	17.5%	18.5%
\$75,000 - \$99,999	9.0%	9.2%	9.3%
\$100,000 - \$149,999	13.3%	12.6%	10.6%
\$150,000 - \$199,999	3.0%	3.0%	3.0%
\$200,000+	3.8%	3.6%	3.0%
Average Household Income	\$66,842	\$66,354	\$62,876
2026 Households by Income			
Household Income Base	4,351	6,746	11,659
<\$15,000	11.9%	11.3%	11.9%
\$15,000 - \$24,999	12.1%	11.4%	11.4%
\$25,000 - \$34,999	12.1%	12.3%	12.4%
\$35,000 - \$49,999	18.2%	18.3%	18.0%
\$50,000 - \$74,999	16.0%	17.2%	18.6%
\$75,000 - \$99,999	8.8%	9.1%	9.5%
\$100,000 - \$149,999	14.1%	13.5%	11.8%
\$150,000 - \$199,999	3.2%	3.4%	3.4%
\$200,000+	3.6%	3.5%	3.0%
Average Household Income	\$70,024	\$69,907	\$67,301
2021 Owner Occupied Housing Units by Value			
Total	2,957	4,894	8,918
<\$50,000	9.1%	11.3%	14.6%
\$50,000 - \$99,999	16.1%	15.2%	17.5%
\$100,000 - \$149,999	17.4%	16.8%	16.6%
\$150,000 - \$199,999	21.5%	19.8%	16.4%
\$200,000 - \$249,999	7.7%	8.8%	8.5%
\$250,000 - \$299,999	5.7%	6.5%	6.9%
\$300,000 - \$399,999	7.8%	8.6%	8.1%
\$400,000 - \$499,999	4.1%	4.4%	5.0%
\$500,000 - \$749,999	6.4%	5.4%	4.2%
\$750,000 - \$999,999	1.1%	1.0%	0.7%
\$1,000,000 - \$1,499,999	1.7%	1.3%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	1.3%	0.9%	0.6%
Average Home Value	\$252,038	\$237,015	\$211,475
2026 Owner Occupied Housing Units by Value			
Total	3,119	5,131	9,257
<\$50,000	6.9%	8.3%	10.7%
\$50,000 - \$99,999	13.7%	12.5%	14.4%
\$100,000 - \$149,999	16.7%	15.9%	16.0%
\$150,000 - \$199,999	21.5%	20.0%	16.8%
\$200,000 - \$249,999	8.2%	9.4%	9.2%
\$250,000 - \$299,999	6.3%	7.4%	8.1%
\$300,000 - \$399,999	9.3%	10.5%	10.3%
\$400,000 - \$499,999	5.0%	5.8%	7.0%
\$500,000 - \$749,999	6.8%	5.6%	4.4%
\$750,000 - \$999,999	0.9%	0.8%	0.6%
\$1,000,000 - \$1,499,999	3.4%	2.6%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	1.4%	1.2%	0.8%
Average Home Value	\$286,097	\$272,189	\$246,456

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Market Profile

Harbor Point Shopping Center
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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%
2021 Population by Age			
Total	9,417	14,578	25,897
0 - 4	5.5%	4.8%	4.6%
5 - 9	5.4%	4.9%	4.9%
10 - 14	5.2%	4.9%	5.1%
15 - 24	9.0%	8.3%	8.3%
25 - 34	10.1%	9.2%	9.2%
35 - 44	9.0%	8.7%	9.1%
45 - 54	10.0%	10.4%	11.2%
55 - 64	14.2%	15.9%	16.8%
65 - 74	16.0%	18.1%	18.4%
75 - 84	11.6%	11.4%	9.9%
85 +	3.9%	3.5%	2.7%
18 +	80.7%	82.5%	82.5%
2026 Population by Age			
Total	9,765	15,098	26,661
0 - 4	5.3%	4.6%	4.5%
5 - 9	5.6%	5.0%	4.9%
10 - 14	5.6%	5.1%	5.2%
15 - 24	8.9%	8.2%	8.2%
25 - 34	9.0%	8.2%	8.2%
35 - 44	9.5%	9.2%	9.5%
45 - 54	9.8%	10.1%	10.7%
55 - 64	13.0%	14.4%	15.1%
65 - 74	16.3%	18.6%	19.2%
75 - 84	12.5%	12.7%	11.4%
85 +	4.4%	4.0%	3.2%
18 +	80.3%	82.3%	82.4%
2010 Population by Sex			
Males	3,772	6,003	11,243
Females	4,462	6,798	11,932
2021 Population by Sex			
Males	4,350	6,902	12,669
Females	5,066	7,676	13,229
2026 Population by Sex			
Males	4,530	7,180	13,104
Females	5,235	7,917	13,559

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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
2021 Population by Race/Ethnicity			
Total	9,416	14,578	25,897
White Alone	75.4%	77.2%	75.0%
Black Alone	0.7%	0.6%	0.5%
American Indian Alone	13.9%	13.3%	15.1%
Asian Alone	0.8%	0.6%	0.7%
Pacific Islander Alone	0.2%	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	4.5%	3.8%	4.4%
Diversity Index	46.2	43.2	46.4
2026 Population by Race/Ethnicity			
Total	9,765	15,097	26,663
White Alone	74.3%	76.1%	73.9%
Black Alone	0.8%	0.8%	0.6%
American Indian Alone	14.3%	13.7%	15.4%
Asian Alone	0.8%	0.6%	0.7%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	1.8%	1.4%	1.9%
Two or More Races	7.9%	7.2%	7.2%
Hispanic Origin	5.2%	4.5%	5.1%
Diversity Index	48.4	45.3	48.4
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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2021 Population 25+ by Educational Attainment			
Total	7,046	11,247	19,980
Less than 9th Grade	1.6%	1.5%	2.6%
9th - 12th Grade, No Diploma	7.4%	7.5%	8.6%
High School Graduate	25.6%	26.8%	27.3%
GED/Alternative Credential	3.8%	4.5%	5.2%
Some College, No Degree	25.1%	24.6%	24.3%
Associate Degree	9.0%	9.3%	9.0%
Bachelor's Degree	19.3%	17.9%	15.2%
Graduate/Professional Degree	8.1%	7.9%	7.8%
2021 Population 15+ by Marital Status			
Total	7,894	12,454	22,124
Never Married	18.9%	19.3%	19.3%
Married	54.2%	55.2%	56.6%
Widowed	10.7%	10.2%	9.5%
Divorced	16.2%	15.3%	14.6%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,139	5,041	9,638
Population 16+ Employed	94.4%	94.4%	93.6%
Population 16+ Unemployment rate	5.6%	5.6%	6.4%
Population 16-24 Employed	8.5%	8.4%	9.1%
Population 16-24 Unemployment rate	10.3%	9.3%	10.3%
Population 25-54 Employed	60.6%	57.5%	57.1%
Population 25-54 Unemployment rate	7.6%	7.8%	8.5%
Population 55-64 Employed	20.6%	22.7%	22.8%
Population 55-64 Unemployment rate	0.3%	0.6%	2.0%
Population 65+ Employed	10.2%	11.4%	10.9%
Population 65+ Unemployment rate	0.0%	0.2%	0.6%
2021 Employed Population 16+ by Industry			
Total	2,962	4,759	9,017
Agriculture/Mining	2.5%	2.5%	3.2%
Construction	8.5%	8.9%	9.6%
Manufacturing	8.9%	9.3%	10.5%
Wholesale Trade	3.6%	3.2%	2.5%
Retail Trade	10.0%	10.4%	10.0%
Transportation/Utilities	4.9%	5.1%	5.9%
Information	0.3%	0.7%	1.0%
Finance/Insurance/Real Estate	5.4%	5.3%	5.0%
Services	51.3%	50.3%	47.5%
Public Administration	4.6%	4.2%	5.0%
2021 Employed Population 16+ by Occupation			
Total	2,962	4,760	9,017
White Collar	53.5%	54.7%	52.6%
Management/Business/Financial	14.8%	14.9%	14.8%
Professional	20.3%	20.6%	19.6%
Sales	6.8%	8.0%	7.9%
Administrative Support	11.6%	11.2%	10.3%
Services	21.1%	19.8%	19.7%
Blue Collar	25.4%	25.5%	27.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.7%
Construction/Extraction	7.7%	7.4%	7.0%
Installation/Maintenance/Repair	3.0%	3.5%	4.1%
Production	5.5%	5.7%	6.9%
Transportation/Material Moving	9.1%	8.8%	9.1%

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2010 Households by Type			
Total	3,674	5,728	10,146
Households with 1 Person	30.7%	29.3%	27.6%
Households with 2+ People	69.3%	70.7%	72.4%
Family Households	65.4%	66.2%	67.8%
Husband-wife Families	50.5%	52.6%	55.0%
With Related Children	15.5%	14.6%	15.7%
Other Family (No Spouse Present)	14.9%	13.6%	12.8%
Other Family with Male Householder	4.0%	3.9%	4.1%
With Related Children	2.6%	2.5%	2.6%
Other Family with Female Householder	10.9%	9.6%	8.7%
With Related Children	8.2%	6.9%	6.0%
Nonfamily Households	3.9%	4.5%	4.7%
All Households with Children	26.7%	24.4%	24.7%
Multigenerational Households	2.3%	2.2%	2.4%
Unmarried Partner Households	5.3%	5.6%	5.8%
Male-female	4.9%	5.2%	5.3%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	3,674	5,728	10,147
1 Person Household	30.7%	29.3%	27.6%
2 Person Household	40.8%	43.6%	44.0%
3 Person Household	12.6%	12.4%	12.8%
4 Person Household	9.3%	8.6%	9.0%
5 Person Household	4.5%	4.1%	4.2%
6 Person Household	1.5%	1.4%	1.6%
7 + Person Household	0.6%	0.6%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	3,674	5,727	10,147
Owner Occupied	68.4%	73.5%	77.7%
Owned with a Mortgage/Loan	38.1%	39.5%	41.2%
Owned Free and Clear	30.3%	33.9%	36.5%
Renter Occupied	31.6%	26.5%	22.3%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	149	152	162
Percent of Income for Mortgage	15.6%	15.4%	14.6%
Wealth Index	76	76	70
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)
2021 Consumer Spending			
Apparel & Services: Total \$	\$6,252,423	\$9,588,955	\$15,670,350
Average Spent	\$1,488.67	\$1,470.92	\$1,382.96
Spending Potential Index	70	69	65
Education: Total \$	\$4,467,983	\$6,768,628	\$10,687,668
Average Spent	\$1,063.81	\$1,038.29	\$943.22
Spending Potential Index	62	60	55
Entertainment/Recreation: Total \$	\$10,541,844	\$16,231,174	\$27,327,142
Average Spent	\$2,509.96	\$2,489.83	\$2,411.71
Spending Potential Index	78	77	75
Food at Home: Total \$	\$17,618,815	\$27,282,904	\$45,911,942
Average Spent	\$4,194.96	\$4,185.14	\$4,051.89
Spending Potential Index	77	77	74
Food Away from Home: Total \$	\$11,285,980	\$17,412,951	\$28,690,693
Average Spent	\$2,687.14	\$2,671.11	\$2,532.05
Spending Potential Index	71	70	67
Health Care: Total \$	\$21,920,842	\$33,940,260	\$57,397,705
Average Spent	\$5,219.25	\$5,206.36	\$5,065.55
Spending Potential Index	84	83	81
HH Furnishings & Equipment: Total \$	\$6,996,499	\$10,797,758	\$17,763,848
Average Spent	\$1,665.83	\$1,656.35	\$1,567.72
Spending Potential Index	74	73	70
Personal Care Products & Services: Total \$	\$2,758,018	\$4,256,505	\$6,864,894
Average Spent	\$656.67	\$652.94	\$605.85
Spending Potential Index	73	73	68
Shelter: Total \$	\$58,191,339	\$90,077,468	\$145,776,588
Average Spent	\$13,855.08	\$13,817.68	\$12,865.29
Spending Potential Index	69	69	64
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,688,639	\$13,856,590	\$23,701,194
Average Spent	\$2,068.72	\$2,125.57	\$2,091.71
Spending Potential Index	87	89	87
Travel: Total \$	\$7,668,453	\$11,931,117	\$19,284,671
Average Spent	\$1,825.82	\$1,830.21	\$1,701.94
Spending Potential Index	72	72	67
Vehicle Maintenance & Repairs: Total \$	\$3,731,431	\$5,795,048	\$9,866,497
Average Spent	\$888.44	\$888.95	\$870.75
Spending Potential Index	80	80	79

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.