

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			
2010 Total Population	8,280	12,927	23,051
2020 Total Population	8,707	13,518	23,397
2020 Group Quarters	170	195	275
2022 Total Population	8,593	13,358	23,105
2022 Group Quarters	170	195	275
2027 Total Population	8,521	13,263	23,012
2022-2027 Annual Rate	-0.17%	-0.14%	-0.08%
2022 Total Daytime Population	10,529	14,300	22,172
Workers	5,466	6,590	9,263
Residents	5,063	7,710	12,909
Household Summary			
2010 Households	3,718	5,777	10,193
2010 Average Household Size	2.19	2.21	2.25
2020 Total Households	3,859	5,968	10,251
2020 Average Household Size	2.21	2.23	2.26
2022 Total Households	3,801	5,887	10,149
2022 Average Household Size	2.22	2.24	2.25
2027 Total Households	3,769	5,845	10,108
2027 Average Household Size	2.22	2.24	2.25
2022-2027 Annual Rate	-0.17%	-0.14%	-0.08%
2010 Families	2,430	3,837	6,907
2010 Average Family Size	2.70	2.69	2.70
2022 Total Families	2,450	3,853	6,771
2022 Average Family Size	2.74	2.73	2.71
2027 Total Families	2,429	3,825	6,745
2027 Average Family Size	2.73	2.72	2.70
2022-2027 Annual Rate	-0.17%	-0.15%	-0.08%
Housing Unit Summary			
2000 Housing Units	3,627	6,489	13,271
Owner Occupied Housing Units	58.6%	55.4%	51.0%
Renter Occupied Housing Units	22.1%	16.4%	12.8%
Vacant Housing Units	19.4%	28.1%	36.2%
2010 Housing Units	4,563	7,726	15,118
Owner Occupied Housing Units	55.7%	55.0%	52.5%
Renter Occupied Housing Units	25.8%	19.8%	14.9%
Vacant Housing Units	18.5%	25.2%	32.6%
2020 Housing Units	4,617	7,858	15,092
Vacant Housing Units	16.4%	24.1%	32.1%
2022 Housing Units	4,590	7,814	15,053
Owner Occupied Housing Units	58.3%	56.0%	51.8%
Renter Occupied Housing Units	24.5%	19.4%	15.6%
Vacant Housing Units	17.2%	24.7%	32.6%
2027 Housing Units	4,505	7,667	14,849
Owner Occupied Housing Units	59.3%	57.0%	52.5%
Renter Occupied Housing Units	24.3%	19.3%	15.5%
Vacant Housing Units	16.3%	23.8%	31.9%
Median Household Income			
2022	\$47,721	\$48,230	\$46,591
2027	\$45,728	\$46,895	\$48,072
Median Home Value			
2022	\$173,136	\$172,905	\$160,603
2027	\$182,463	\$182,952	\$174,009
Per Capita Income			
2022	\$31,798	\$31,991	\$30,120
2027	\$33,466	\$33,880	\$32,765
Median Age			
2010	47.7	50.2	49.3
2022	52.1	54.8	53.7
2027	52.3	55.4	54.6

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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
2022 Households by Income			
Household Income Base	3,801	5,887	10,149
<\$15,000	11.4%	10.9%	11.6%
\$15,000 - \$24,999	12.0%	11.5%	11.5%
\$25,000 - \$34,999	11.2%	11.7%	12.2%
\$35,000 - \$49,999	17.3%	17.5%	17.7%
\$50,000 - \$74,999	16.4%	17.5%	18.6%
\$75,000 - \$99,999	9.2%	9.3%	9.6%
\$100,000 - \$149,999	15.1%	14.4%	12.1%
\$150,000 - \$199,999	3.6%	3.6%	3.6%
\$200,000+	3.8%	3.6%	3.1%
Average Household Income	\$73,353	\$72,662	\$69,073
2027 Households by Income			
Household Income Base	3,769	5,845	10,108
<\$15,000	9.8%	9.5%	10.2%
\$15,000 - \$24,999	8.9%	8.7%	9.2%
\$25,000 - \$34,999	13.4%	13.0%	12.5%
\$35,000 - \$49,999	22.7%	22.2%	19.9%
\$50,000 - \$74,999	13.0%	14.9%	17.1%
\$75,000 - \$99,999	7.0%	7.4%	8.9%
\$100,000 - \$149,999	17.4%	16.6%	14.7%
\$150,000 - \$199,999	4.1%	4.2%	4.3%
\$200,000+	3.6%	3.5%	3.1%
Average Household Income	\$77,246	\$76,954	\$75,168
2022 Owner Occupied Housing Units by Value			
Total	2,676	4,372	7,797
<\$50,000	9.0%	10.9%	14.0%
\$50,000 - \$99,999	15.6%	14.8%	17.3%
\$100,000 - \$149,999	14.7%	14.6%	15.1%
\$150,000 - \$199,999	23.1%	21.0%	17.2%
\$200,000 - \$249,999	8.1%	9.1%	8.8%
\$250,000 - \$299,999	7.4%	7.8%	7.9%
\$300,000 - \$399,999	8.9%	9.9%	9.2%
\$400,000 - \$499,999	3.3%	3.5%	4.4%
\$500,000 - \$749,999	6.1%	5.1%	3.9%
\$750,000 - \$999,999	1.0%	0.9%	0.6%
\$1,000,000 - \$1,499,999	0.8%	0.7%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	1.9%	1.5%	1.0%
Average Home Value	\$259,224	\$244,539	\$218,659
2027 Owner Occupied Housing Units by Value			
Total	2,673	4,367	7,802
<\$50,000	7.1%	9.1%	11.0%
\$50,000 - \$99,999	12.9%	12.2%	14.2%
\$100,000 - \$149,999	13.4%	13.2%	15.0%
\$150,000 - \$199,999	25.4%	23.5%	20.4%
\$200,000 - \$249,999	10.2%	11.2%	10.0%
\$250,000 - \$299,999	9.1%	9.3%	9.3%
\$300,000 - \$399,999	9.4%	10.6%	10.1%
\$400,000 - \$499,999	3.0%	3.3%	4.4%
\$500,000 - \$749,999	5.1%	4.3%	3.2%
\$750,000 - \$999,999	0.7%	0.6%	0.5%
\$1,000,000 - \$1,499,999	0.7%	0.6%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	2.6%	2.0%	1.4%
Average Home Value	\$275,468	\$258,583	\$232,710

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

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
2010 Population by Age			
Total	8,282	12,928	23,051
0 - 4	6.0%	5.4%	5.2%
5 - 9	5.9%	5.5%	5.5%
10 - 14	5.6%	5.2%	5.5%
15 - 24	10.5%	9.7%	9.5%
25 - 34	9.0%	8.3%	8.5%
35 - 44	9.9%	9.5%	9.9%
45 - 54	12.4%	13.1%	14.5%
55 - 64	14.0%	15.8%	16.4%
65 - 74	14.9%	16.1%	15.4%
75 - 84	8.7%	8.6%	7.5%
85 +	3.1%	2.8%	2.1%
18 +	78.8%	80.4%	80.1%
2022 Population by Age			
Total	8,593	13,358	23,105
0 - 4	5.3%	4.7%	4.5%
5 - 9	5.5%	4.9%	4.9%
10 - 14	5.2%	4.9%	5.0%
15 - 24	8.2%	7.7%	7.9%
25 - 34	10.1%	9.2%	9.1%
35 - 44	8.9%	8.7%	9.0%
45 - 54	9.9%	10.3%	11.0%
55 - 64	14.0%	15.7%	16.6%
65 - 74	17.6%	19.4%	19.1%
75 - 84	11.3%	11.2%	10.0%
85 +	3.9%	3.5%	2.8%
18 +	81.2%	82.8%	82.7%
2027 Population by Age			
Total	8,523	13,263	23,011
0 - 4	5.2%	4.5%	4.4%
5 - 9	5.6%	5.0%	4.9%
10 - 14	5.6%	5.1%	5.1%
15 - 24	8.3%	7.7%	7.8%
25 - 34	8.7%	7.9%	8.1%
35 - 44	9.9%	9.5%	9.7%
45 - 54	9.5%	9.8%	10.5%
55 - 64	13.0%	14.3%	14.9%
65 - 74	17.5%	19.6%	19.9%
75 - 84	12.6%	12.7%	11.6%
85 +	4.3%	3.8%	3.1%
18 +	80.7%	82.5%	82.7%
2010 Population by Sex			
Males	3,795	6,063	11,183
Females	4,485	6,864	11,868
2022 Population by Sex			
Males	3,985	6,344	11,332
Females	4,609	7,014	11,773
2027 Population by Sex			
Males	3,983	6,347	11,360
Females	4,539	6,916	11,652

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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
2010 Population by Race/Ethnicity			
Total	8,281	12,928	23,052
White Alone	77.6%	79.3%	77.2%
Black Alone	0.3%	0.3%	0.2%
American Indian Alone	12.9%	12.3%	14.2%
Asian Alone	0.8%	0.6%	0.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	0.9%	1.2%
Two or More Races	7.2%	6.5%	6.4%
Hispanic Origin	3.4%	2.9%	3.3%
Diversity Index	41.6	38.8	41.9
2020 Population by Race/Ethnicity			
Total	8,707	13,518	23,397
White Alone	70.9%	72.8%	71.1%
Black Alone	0.5%	0.5%	0.4%
American Indian Alone	13.7%	12.9%	14.0%
Asian Alone	0.7%	0.5%	0.5%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	1.6%	1.4%	2.1%
Two or More Races	12.4%	11.7%	11.7%
Hispanic Origin	5.1%	4.3%	4.8%
Diversity Index	51.4	48.5	51.0
2022 Population by Race/Ethnicity			
Total	8,594	13,358	23,104
White Alone	70.6%	72.5%	70.8%
Black Alone	0.5%	0.5%	0.4%
American Indian Alone	13.7%	12.8%	14.0%
Asian Alone	0.7%	0.5%	0.5%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	1.7%	1.5%	2.1%
Two or More Races	12.6%	12.0%	11.9%
Hispanic Origin	5.1%	4.2%	4.7%
Diversity Index	51.8	48.9	51.2
2027 Population by Race/Ethnicity			
Total	8,521	13,263	23,010
White Alone	69.5%	71.4%	69.7%
Black Alone	0.6%	0.5%	0.4%
American Indian Alone	13.7%	12.8%	14.0%
Asian Alone	0.7%	0.5%	0.6%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	1.8%	1.6%	2.2%
Two or More Races	13.6%	12.9%	12.9%
Hispanic Origin	5.0%	4.2%	4.6%
Diversity Index	52.9	50.0	52.3
2010 Population by Relationship and Household Type			
Total	8,281	12,927	23,051
In Households	98.5%	98.9%	99.3%
In Family Households	81.2%	81.6%	82.8%
Householder	28.8%	29.6%	29.7%
Spouse	22.3%	23.6%	24.1%
Child	25.9%	24.2%	24.4%
Other relative	2.3%	2.4%	2.6%
Nonrelative	1.9%	1.9%	2.0%
In Nonfamily Households	17.2%	17.2%	16.5%
In Group Quarters	1.5%	1.1%	0.7%
Institutionalized Population	1.5%	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.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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
2022 Population 25+ by Educational Attainment			
Total	6,510	10,398	17,950
Less than 9th Grade	1.4%	1.4%	2.3%
9th - 12th Grade, No Diploma	7.0%	7.0%	8.0%
High School Graduate	26.7%	27.9%	28.5%
GED/Alternative Credential	3.9%	4.6%	5.3%
Some College, No Degree	23.3%	22.7%	22.5%
Associate Degree	9.6%	10.0%	9.7%
Bachelor's Degree	20.0%	18.5%	15.8%
Graduate/Professional Degree	8.1%	8.0%	7.9%
2022 Population 15+ by Marital Status			
Total	7,217	11,423	19,769
Never Married	18.5%	19.0%	19.0%
Married	55.7%	56.6%	57.9%
Widowed	10.7%	10.2%	9.5%
Divorced	15.1%	14.3%	13.7%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,632	5,831	10,547
Population 16+ Employed	98.2%	98.2%	97.8%
Population 16+ Unemployment rate	1.8%	1.8%	2.2%
Population 16-24 Employed	9.6%	9.0%	9.5%
Population 16-24 Unemployment rate	4.2%	4.1%	5.0%
Population 25-54 Employed	55.7%	52.9%	53.0%
Population 25-54 Unemployment rate	2.5%	2.6%	2.9%
Population 55-64 Employed	20.8%	22.9%	23.2%
Population 55-64 Unemployment rate	0.0%	0.1%	0.5%
Population 65+ Employed	13.9%	15.2%	14.3%
Population 65+ Unemployment rate	0.0%	0.0%	0.1%
2022 Employed Population 16+ by Industry			
Total	3,566	5,726	10,318
Agriculture/Mining	2.2%	2.3%	2.8%
Construction	8.3%	8.7%	9.4%
Manufacturing	9.0%	9.4%	10.1%
Wholesale Trade	3.5%	3.1%	2.4%
Retail Trade	10.1%	10.4%	10.1%
Transportation/Utilities	5.0%	5.3%	6.2%
Information	0.3%	0.7%	0.9%
Finance/Insurance/Real Estate	5.0%	5.0%	4.7%
Services	52.2%	51.2%	48.6%
Public Administration	4.2%	3.9%	4.7%
2022 Employed Population 16+ by Occupation			
Total	3,566	5,730	10,319
White Collar	52.1%	53.1%	51.6%
Management/Business/Financial	14.4%	14.7%	14.3%
Professional	19.3%	19.6%	19.0%
Sales	6.5%	7.7%	7.9%
Administrative Support	11.8%	11.2%	10.4%
Services	21.7%	20.7%	20.6%
Blue Collar	26.2%	26.2%	27.8%
Farming/Forestry/Fishing	0.0%	0.2%	0.6%
Construction/Extraction	7.7%	7.4%	6.9%
Installation/Maintenance/Repair	3.1%	3.7%	4.1%
Production	5.9%	6.0%	7.0%
Transportation/Material Moving	9.5%	9.1%	9.2%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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
2010 Households by Type			
Total	3,718	5,779	10,193
Households with 1 Person	30.8%	29.2%	27.6%
Households with 2+ People	69.2%	70.8%	72.4%
Family Households	65.4%	66.4%	67.8%
Husband-wife Families	50.5%	52.8%	55.0%
With Related Children	15.5%	14.6%	15.7%
Other Family (No Spouse Present)	14.8%	13.6%	12.7%
Other Family with Male Householder	4.0%	4.0%	4.1%
With Related Children	2.5%	2.5%	2.6%
Other Family with Female Householder	10.9%	9.6%	8.7%
With Related Children	8.1%	6.8%	6.0%
Nonfamily Households	3.9%	4.4%	4.7%
All Households with Children	26.5%	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	3,717	5,776	10,193
1 Person Household	30.8%	29.3%	27.6%
2 Person Household	40.9%	43.7%	44.1%
3 Person Household	12.6%	12.4%	12.7%
4 Person Household	9.2%	8.6%	9.0%
5 Person Household	4.5%	4.1%	4.2%
6 Person Household	1.5%	1.3%	1.6%
7 + Person Household	0.6%	0.6%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	3,718	5,779	10,193
Owner Occupied	68.4%	73.6%	77.8%
Owned with a Mortgage/Loan	38.0%	39.6%	41.3%
Owned Free and Clear	30.4%	34.0%	36.6%
Renter Occupied	31.6%	26.4%	22.2%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	127	128	135
Percent of Income for Mortgage	19.1%	18.9%	18.2%
Wealth Index	72	72	66
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,563	7,726	15,118
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	75.0%	52.1%	26.7%
Rural Housing Units	25.0%	47.9%	73.3%
2010 Population By Urban/ Rural Status			
Total Population	8,280	12,927	23,051
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	73.6%	55.3%	31.1%
Rural Population	26.4%	44.7%	68.9%

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.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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
Top 3 Tapestry Segments			
1.	Small Town Sincerity (12C)	Silver & Gold (9A)	Rural Resort Dwellers (6E)
2.	Silver & Gold (9A)	Rural Resort Dwellers (6E)	Senior Escapes (9D)
3.	Midlife Constants (5E)	Midlife Constants (5E)	Silver & Gold (9A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$6,203,224	\$9,470,309	\$15,412,791
Average Spent	\$1,632.00	\$1,608.68	\$1,518.65
Spending Potential Index	68	67	63
Education: Total \$	\$4,439,870	\$6,698,138	\$10,522,619
Average Spent	\$1,168.08	\$1,137.78	\$1,036.81
Spending Potential Index	60	58	53
Entertainment/Recreation: Total \$	\$10,459,562	\$16,016,546	\$26,878,114
Average Spent	\$2,751.79	\$2,720.66	\$2,648.35
Spending Potential Index	75	74	72
Food at Home: Total \$	\$17,479,201	\$26,923,842	\$45,159,151
Average Spent	\$4,598.58	\$4,573.44	\$4,449.62
Spending Potential Index	74	74	72
Food Away from Home: Total \$	\$11,201,102	\$17,202,135	\$28,229,026
Average Spent	\$2,946.88	\$2,922.05	\$2,781.46
Spending Potential Index	68	68	64
Health Care: Total \$	\$21,768,152	\$33,512,832	\$56,478,423
Average Spent	\$5,726.95	\$5,692.68	\$5,564.92
Spending Potential Index	81	80	79
HH Furnishings & Equipment: Total \$	\$6,950,762	\$10,675,070	\$17,486,512
Average Spent	\$1,828.67	\$1,813.33	\$1,722.98
Spending Potential Index	71	71	67
Personal Care Products & Services: Total \$	\$2,740,927	\$4,211,644	\$6,760,211
Average Spent	\$721.11	\$715.41	\$666.10
Spending Potential Index	71	70	65
Shelter: Total \$	\$57,799,575	\$89,056,311	\$143,386,492
Average Spent	\$15,206.41	\$15,127.62	\$14,128.14
Spending Potential Index	66	66	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,656,430	\$13,711,726	\$23,323,965
Average Spent	\$2,277.41	\$2,329.15	\$2,298.15
Spending Potential Index	84	86	85
Travel: Total \$	\$7,635,629	\$11,820,971	\$18,997,289
Average Spent	\$2,008.85	\$2,007.98	\$1,871.84
Spending Potential Index	70	70	65
Vehicle Maintenance & Repairs: Total \$	\$3,703,479	\$5,718,792	\$9,703,886
Average Spent	\$974.34	\$971.43	\$956.14
Spending Potential Index	77	77	76

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.