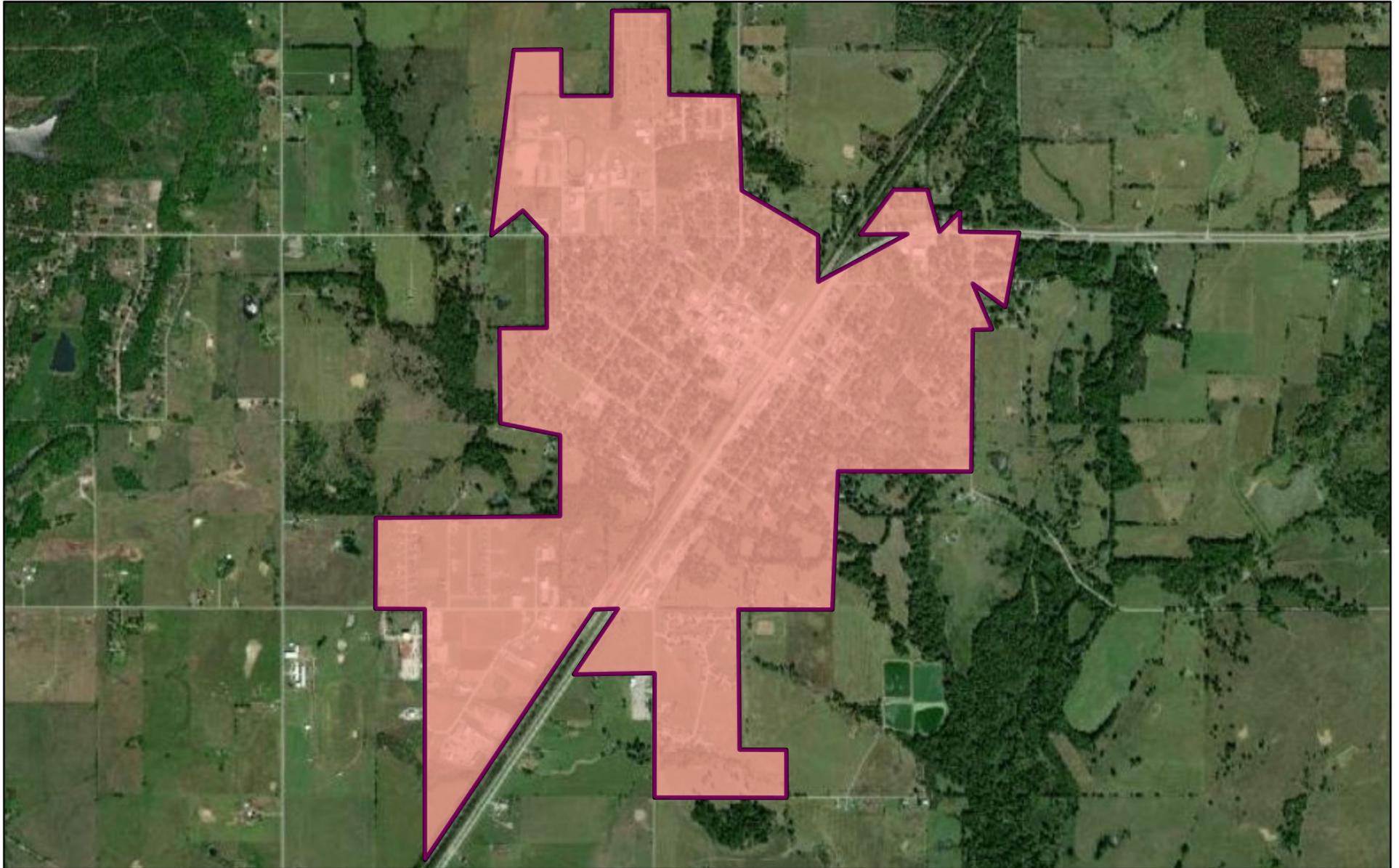


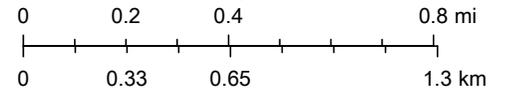
Chelsea Map



12/17/2022

 EDO Boundary

1:29,341



Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



Executive Summary

Chelsea town, OK (4013700)
Chelsea town, OK (4013700)
Geography: Place

Prepared by Esri

Chelsea town,...

Population

2010 Population	2,045
2020 Population	1,991
2022 Population	1,919
2027 Population	1,944
2010-2020 Annual Rate	-0.27%
2020-2022 Annual Rate	-1.62%
2022-2027 Annual Rate	0.26%
2022 Male Population	48.8%
2022 Female Population	51.3%
2022 Median Age	35.3

In the identified area, the current year population is 1,919. In 2020, the Census count in the area was 1,991. The rate of change since 2020 was -1.62% annually. The five-year projection for the population in the area is 1,944 representing a change of 0.26% annually from 2022 to 2027. Currently, the population is 48.8% male and 51.3% female.

Median Age

The median age in this area is 35.3, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	57.0%
2022 Black Alone	0.5%
2022 American Indian/Alaska Native Alone	23.2%
2022 Asian Alone	0.1%
2022 Pacific Islander Alone	0.0%
2022 Other Race	0.4%
2022 Two or More Races	18.8%
2022 Hispanic Origin (Any Race)	1.6%

Persons of Hispanic origin represent 1.6% of the population in the identified area compared to 19.0% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 59.9 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	44
2010 Households	796
2020 Households	781
2022 Households	787
2027 Households	797
2010-2020 Annual Rate	-0.19%
2020-2022 Annual Rate	0.34%
2022-2027 Annual Rate	0.25%
2022 Average Household Size	2.44

The household count in this area has changed from 781 in 2020 to 787 in the current year, a change of 0.34% annually. The five-year projection of households is 797, a change of 0.25% annually from the current year total. Average household size is currently 2.44, compared to 2.55 in the year 2020. The number of families in the current year is 519 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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



Executive Summary

Chelsea town, OK (4013700)
Chelsea town, OK (4013700)
Geography: Place

Prepared by Esri

Chelsea town,...

Mortgage Income

2022 Percent of Income for Mortgage 12.5%

Median Household Income

2022 Median Household Income \$46,286

2027 Median Household Income \$53,147

2022-2027 Annual Rate 2.80%

Average Household Income

2022 Average Household Income \$62,248

2027 Average Household Income \$74,075

2022-2027 Annual Rate 3.54%

Per Capita Income

2022 Per Capita Income \$25,587

2027 Per Capita Income \$30,408

2022-2027 Annual Rate 3.51%

Households by Income

Current median household income is \$46,286 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$53,147 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$62,248 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$74,075 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$25,587 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$30,408 in five years, compared to \$47,064 for all U.S. households

Housing

2022 Housing Affordability Index 208

2010 Total Housing Units 973

2010 Owner Occupied Housing Units 470

2010 Renter Occupied Housing Units 326

2010 Vacant Housing Units 177

2020 Total Housing Units 924

2020 Vacant Housing Units 143

2022 Total Housing Units 924

2022 Owner Occupied Housing Units 459

2022 Renter Occupied Housing Units 328

2022 Vacant Housing Units 137

2027 Total Housing Units 932

2027 Owner Occupied Housing Units 466

2027 Renter Occupied Housing Units 331

2027 Vacant Housing Units 135

Currently, 49.7% of the 924 housing units in the area are owner occupied; 35.5%, renter occupied; and 14.8% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 924 housing units in the area and 15.5% vacant housing units. The annual rate of change in housing units since 2020 is 0.00%. Median home value in the area is \$109,470, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 10.46% annually to \$180,000.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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

December 18, 2022



Retail Market Potential

Chelsea town, OK (4013700)
 Chelsea town, OK (4013700)
 Geography: Place

Prepared by Esri

Demographic Summary		2022	2027
Population		1,919	1,944
Population 18+		1,420	1,434
Households		787	797
Median Household Income		\$46,286	\$53,147

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	722	50.8%	93
Bought any women's clothing in last 12 months	678	47.7%	98
Bought any shoes in last 12 months	984	69.3%	96
Bought any fine jewelry in last 12 months	230	16.2%	85
Bought a watch in last 12 months	201	14.2%	99
Automobiles (Households)			
HH owns/leases any vehicle	686	87.2%	97
HH bought/leased new vehicle last 12 months	53	6.7%	70
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,245	87.7%	99
Bought/changed motor oil in last 12 months	741	52.2%	109
Had tune-up in last 12 months	332	23.4%	95
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	681	48.0%	122
Drank beer/ale in last 6 months	528	37.2%	91
Cameras (Adults)			
Own digital point & shoot camera/camcorder	125	8.8%	90
Own digital SLR camera/camcorder	80	5.6%	58
Printed digital photos in last 12 months	282	19.9%	78
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	526	37.0%	113
Have a smartphone	1,255	88.4%	96
Have a smartphone: Android phone (any brand)	705	49.6%	125
Have a smartphone: Apple iPhone	546	38.5%	73
Number of cell phones in household: 1	302	38.4%	125
Number of cell phones in household: 2	284	36.1%	94
Number of cell phones in household: 3+	181	23.0%	79
HH has cell phone only (no landline telephone)	537	68.2%	102
Computers (Households)			
HH owns a computer	549	69.8%	86
HH owns desktop computer	258	32.8%	87
HH owns laptop/notebook	436	55.4%	84
HH owns any Apple/Mac brand computer	99	12.6%	56
HH owns any PC/non-Apple brand computer	491	62.4%	94
HH purchased most recent computer in a store	245	31.1%	84
HH purchased most recent computer online	158	20.1%	89
HH spent \$1-\$499 on most recent home computer	142	18.0%	116
HH spent \$500-\$999 on most recent home computer	135	17.2%	90
HH spent \$1,000-\$1,499 on most recent home computer	61	7.8%	65
HH spent \$1,500-\$1,999 on most recent home computer	19	2.4%	46
HH spent \$2,000+ on most recent home computer	18	2.3%	48

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Retail Market Potential

Chelsea town, OK (4013700)
 Chelsea town, OK (4013700)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	966	68.0%	109
Bought brewed coffee at convenience store in last 30 days	168	11.8%	95
Bought cigarettes at convenience store in last 30 days	207	14.6%	204
Bought gas at convenience store in last 30 days	661	46.5%	123
Spent at convenience store in last 30 days: \$1-19	84	5.9%	78
Spent at convenience store in last 30 days: \$20-\$39	152	10.7%	105
Spent at convenience store in last 30 days: \$40-\$50	126	8.9%	104
Spent at convenience store in last 30 days: \$51-\$99	116	8.2%	135
Spent at convenience store in last 30 days: \$100+	369	26.0%	127
Entertainment (Adults)			
Attended a movie in last 6 months	614	43.2%	90
Went to live theater in last 12 months	101	7.1%	71
Went to a bar/night club in last 12 months	225	15.8%	93
Dined out in last 12 months	647	45.6%	90
Gambled at a casino in last 12 months	143	10.1%	88
Visited a theme park in last 12 months	179	12.6%	88
Viewed movie (video-on-demand) in last 30 days	126	8.9%	69
Viewed TV show (video-on-demand) in last 30 days	96	6.8%	80
Watched any pay-per-view TV in last 12 months	57	4.0%	62
Downloaded a movie over the Internet in last 30 days	92	6.5%	85
Downloaded any individual song in last 6 months	258	18.2%	93
Used internet to watch a movie online in the last 30 days	431	30.4%	89
Used internet to watch a TV program online in last 30 days	275	19.4%	88
Played a video/electronic game (console) in last 12 months	198	13.9%	119
Played a video/electronic game (portable) in last 12 months	92	6.5%	109
Financial (Adults)			
Have home mortgage (1st)	364	25.6%	71
Used ATM/cash machine in last 12 months	766	53.9%	90
Own any stock	105	7.4%	62
Own U.S. savings bond	72	5.1%	82
Own shares in mutual fund (stock)	106	7.5%	67
Own shares in mutual fund (bonds)	63	4.4%	63
Have interest checking account	399	28.1%	79
Have non-interest checking account	507	35.7%	101
Have savings account	802	56.5%	82
Have 401K retirement savings plan	227	16.0%	73
Own/used any credit/debit card in last 12 months	1,142	80.4%	91
Avg monthly credit card expenditures: \$1-110	187	13.2%	110
Avg monthly credit card expenditures: \$111-\$225	109	7.7%	97
Avg monthly credit card expenditures: \$226-\$450	114	8.0%	91
Avg monthly credit card expenditures: \$451-\$700	85	6.0%	74
Avg monthly credit card expenditures: \$701-\$1,000	51	3.6%	48
Avg monthly credit card expenditures: \$1001-2000	80	5.6%	57
Avg monthly credit card expenditures: \$2001+	60	4.2%	48
Did banking online in last 12 months	597	42.0%	79
Did banking on mobile device in last 12 months	475	33.5%	80

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Retail Market Potential

Chelsea town, OK (4013700)
 Chelsea town, OK (4013700)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	740	94.0%	99
HH used chicken (fresh or frozen) in last 6 months	502	63.8%	93
HH used turkey (fresh or frozen) in last 6 months	116	14.7%	102
HH used fish/seafood (fresh or frozen) in last 6 months	387	49.2%	84
HH used fresh fruit/vegetables in last 6 months	660	83.9%	96
HH used fresh milk in last 6 months	670	85.1%	103
HH used organic food in last 6 months	134	17.0%	68
Health (Adults)			
Exercise at home 2+ times per week	389	27.4%	68
Exercise at club 2+ times per week	114	8.0%	59
Visited a doctor in last 12 months	1,092	76.9%	97
Used vitamin/dietary supplement in last 6 months	741	52.2%	86
Home (Households)			
HH did any home improvement in last 12 months	237	30.1%	88
HH used any maid/professional cleaning service in last 12 months	109	13.9%	68
HH purchased low ticket HH furnishings in last 12 months	165	21.0%	97
HH purchased big ticket HH furnishings in last 12 months	193	24.5%	94
HH bought any small kitchen appliance in last 12 months	190	24.1%	95
HH bought any large kitchen appliance in last 12 months	127	16.1%	104
Insurance (Adults/Households)			
Currently carry life insurance	628	44.2%	92
Carry medical/hospital/accident insurance	1,099	77.4%	95
Carry homeowner/personal property insurance	685	48.2%	85
Carry renter's insurance	146	10.3%	97
HH has auto insurance: 1 vehicle in household covered	261	33.2%	113
HH has auto insurance: 2 vehicles in household covered	234	29.7%	96
HH has auto insurance: 3+ vehicles in household covered	157	19.9%	80
Pets (Households)			
Household owns any pet	470	59.7%	114
Household owns any cat	232	29.5%	128
Household owns any dog	337	42.8%	108
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	582	41.0%	116
Buy based on quality not price	219	15.4%	90
Buy on credit rather than wait	160	11.3%	85
Only use coupons brands: usually buy	203	14.3%	105
Will pay more for environmentally safe products	177	12.5%	91
Buy based on price not brands	447	31.5%	109
Am interested in how to help the environment	249	17.5%	86
Reading (Adults)			
Bought digital book in last 12 months	198	13.9%	80
Bought hardcover book in last 12 months	327	23.0%	94
Bought paperback book in last 12 month	366	25.8%	83
Read any daily newspaper (paper version)	217	15.3%	99
Read any digital newspaper in last 30 days	580	40.8%	82
Read any magazine (paper/electronic version) in last 6 months	1,197	84.3%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Retail Market Potential

Chelsea town, OK (4013700)
 Chelsea town, OK (4013700)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	910	64.1%	96
Went to family restaurant/steak house: 4+ times a month	279	19.6%	95
Went to fast food/drive-in restaurant in last 6 months	1,293	91.1%	101
Went to fast food/drive-in restaurant 9+ times/month	582	41.0%	108
Fast food restaurant last 6 months: eat in	300	21.1%	93
Fast food restaurant last 6 months: home delivery	165	11.6%	100
Fast food restaurant last 6 months: take-out/drive-thru	835	58.8%	105
Fast food restaurant last 6 months: take-out/walk-in	272	19.2%	90
Television & Electronics (Adults/Households)			
Own any tablet	704	49.6%	88
Own any e-reader	113	8.0%	65
Own e-reader/tablet: iPad	348	24.5%	71
HH has Internet connectable TV	310	39.4%	92
Own any portable MP3 player	171	12.0%	88
HH owns 1 TV	163	20.7%	105
HH owns 2 TVs	219	27.8%	101
HH owns 3 TVs	164	20.8%	94
HH owns 4+ TVs	152	19.3%	93
HH subscribes to cable TV	280	35.6%	96
HH subscribes to fiber optic	17	2.2%	40
HH owns portable GPS navigation device	163	20.7%	101
HH purchased video game system in last 12 months	43	5.5%	71
HH owns any Internet video device for TV	307	39.0%	86
Travel (Adults)			
Took domestic trip in continental US last 12 months	601	42.3%	79
Took 3+ domestic non-business trips in last 12 months	131	9.2%	73
Spent on domestic vacations in last 12 months: \$1-999	165	11.6%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	59	4.2%	67
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	50	3.5%	93
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	21	1.5%	39
Spent on domestic vacations in last 12 months: \$3,000+	27	1.9%	30
Domestic travel in last 12 months: used general travel website	47	3.3%	56
Took foreign trip (including Alaska and Hawaii) in last 3 years	235	16.5%	50
Took 3+ foreign trips by plane in last 3 years	45	3.2%	40
Spent on foreign vacations in last 12 months: \$1-999	50	3.5%	49
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	33	2.3%	60
Spent on foreign vacations in last 12 months: \$3,000+	33	2.3%	39
Foreign travel in last 3 years: used general travel website	43	3.0%	46
Nights spent in hotel/motel in last 12 months: any	539	38.0%	84
Took cruise of more than one day in last 3 years	86	6.1%	56
Member of any frequent flyer program	157	11.1%	45
Member of any hotel rewards program	260	18.3%	71

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Business Summary

Chelsea town, OK (4013700)
 Chelsea town, OK (4013700)
 Geography: Place

Prepared by Esri

Data for all businesses in area		Chelsea town,...			
Total Businesses:				107	
Total Employees:				797	
Total Residential Population:				1,919	
Employee/Residential Population Ratio (per 100 Residents)				42	
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		5	4.7%	22	2.8%
Construction		5	4.7%	21	2.6%
Manufacturing		5	4.7%	43	5.4%
Transportation		4	3.7%	27	3.4%
Communication		1	0.9%	17	2.1%
Utility		2	1.9%	19	2.4%
Wholesale Trade		3	2.8%	51	6.4%
Retail Trade Summary		22	20.6%	173	21.7%
Home Improvement		2	1.9%	7	0.9%
General Merchandise Stores		1	0.9%	12	1.5%
Food Stores		2	1.9%	37	4.6%
Auto Dealers, Gas Stations, Auto Aftermarket		5	4.7%	50	6.3%
Apparel & Accessory Stores		0	0.0%	0	0.0%
Furniture & Home Furnishings		0	0.0%	0	0.0%
Eating & Drinking Places		5	4.7%	46	5.8%
Miscellaneous Retail		7	6.5%	21	2.6%
Finance, Insurance, Real Estate Summary		14	13.1%	56	7.0%
Banks, Savings & Lending Institutions		4	3.7%	24	3.0%
Securities Brokers		0	0.0%	0	0.0%
Insurance Carriers & Agents		4	3.7%	12	1.5%
Real Estate, Holding, Other Investment Offices		6	5.6%	20	2.5%
Services Summary		39	36.4%	324	40.7%
Hotels & Lodging		1	0.9%	2	0.3%
Automotive Services		3	2.8%	12	1.5%
Motion Pictures & Amusements		0	0.0%	0	0.0%
Health Services		3	2.8%	11	1.4%
Legal Services		1	0.9%	3	0.4%
Education Institutions & Libraries		5	4.7%	127	15.9%
Other Services		26	24.3%	169	21.2%
Government		3	2.8%	40	5.0%
Unclassified Establishments		4	3.7%	4	0.5%
Totals		107	100.0%	797	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

December 18, 2022



Business Summary

Chelsea town, OK (4013700)
 Chelsea town, OK (4013700)
 Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	1.9%	14	1.8%
Mining	1	0.9%	2	0.3%
Utilities	2	1.9%	19	2.4%
Construction	5	4.7%	21	2.6%
Manufacturing	4	3.7%	41	5.1%
Wholesale Trade	3	2.8%	51	6.4%
Retail Trade	15	14.0%	123	15.4%
Motor Vehicle & Parts Dealers	3	2.8%	7	0.9%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.9%	7	0.9%
Food & Beverage Stores	2	1.9%	37	4.6%
Health & Personal Care Stores	2	1.9%	16	2.0%
Gasoline Stations	2	1.9%	43	5.4%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	0.9%	12	1.5%
Miscellaneous Store Retailers	1	0.9%	1	0.1%
Nonstore Retailers	2	1.9%	0	0.0%
Transportation & Warehousing	2	1.9%	13	1.6%
Information	3	2.8%	21	2.6%
Finance & Insurance	10	9.3%	40	5.0%
Central Bank/Credit Intermediation & Related Activities	6	5.6%	28	3.5%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	4	3.7%	12	1.5%
Real Estate, Rental & Leasing	4	3.7%	20	2.5%
Professional, Scientific & Tech Services	6	5.6%	15	1.9%
Legal Services	1	0.9%	3	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	2	1.9%	5	0.6%
Educational Services	4	3.7%	125	15.7%
Health Care & Social Assistance	8	7.5%	63	7.9%
Arts, Entertainment & Recreation	1	0.9%	2	0.3%
Accommodation & Food Services	6	5.6%	48	6.0%
Accommodation	1	0.9%	2	0.3%
Food Services & Drinking Places	5	4.7%	46	5.8%
Other Services (except Public Administration)	22	20.6%	130	16.3%
Automotive Repair & Maintenance	2	1.9%	2	0.3%
Public Administration	3	2.8%	40	5.0%
Unclassified Establishments	4	3.7%	4	0.5%
Total	107	100.0%	797	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

December 18, 2022