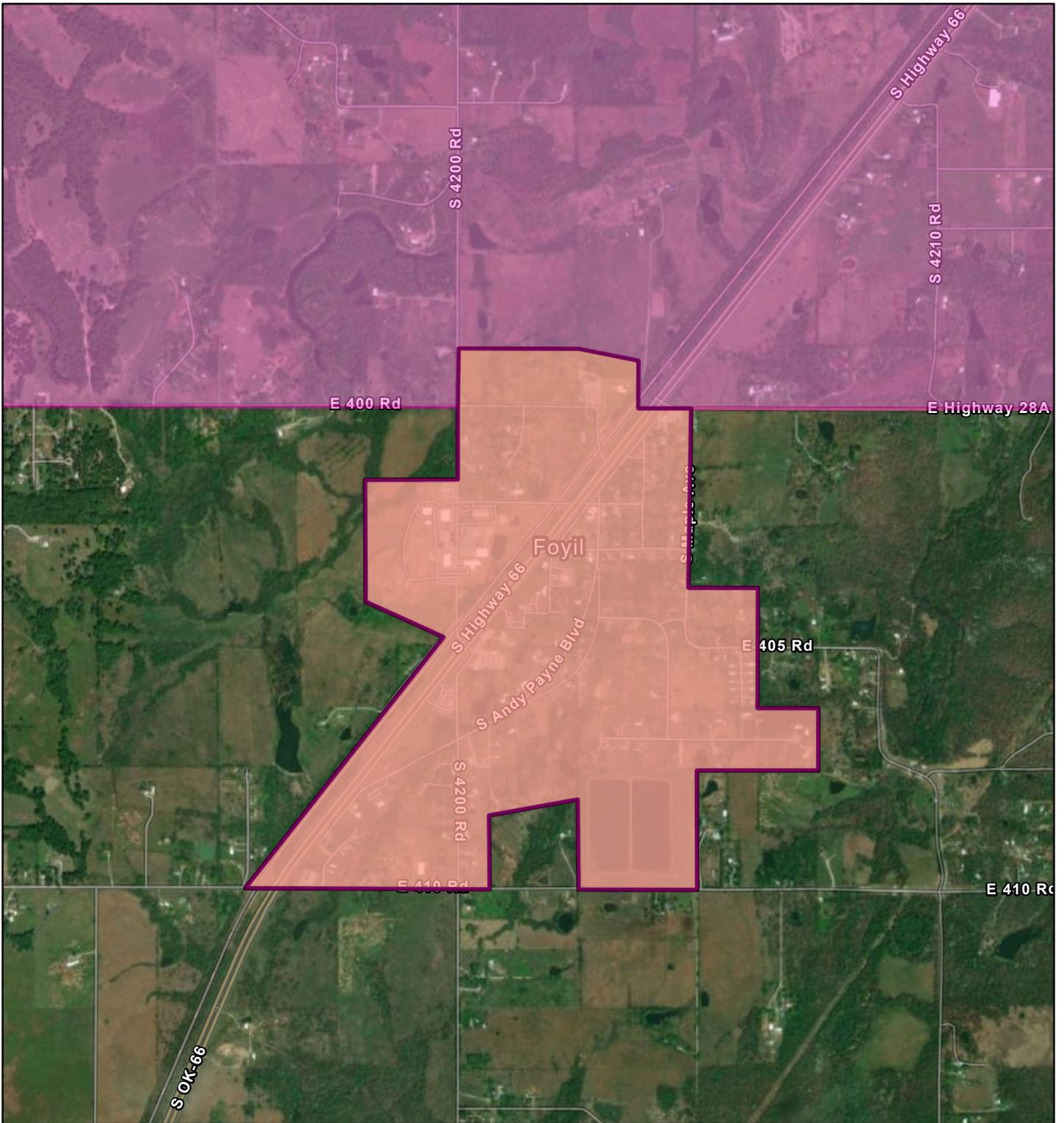


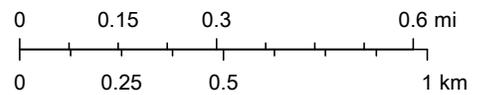
Foyil, OK



12/26/2022

 EDO Boundary

1:22,923



Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community, Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community



Executive Summary

Foyil town, OK (4027600)
Foyil town, OK (4027600)
Geography: Place

Prepared by Esri

Foyil town, O...

Population

2010 Population	377
2020 Population	368
2022 Population	384
2027 Population	410
2010-2020 Annual Rate	-0.24%
2020-2022 Annual Rate	1.91%
2022-2027 Annual Rate	1.32%
2022 Male Population	50.0%
2022 Female Population	50.0%
2022 Median Age	42.1

In the identified area, the current year population is 384. In 2020, the Census count in the area was 368. The rate of change since 2020 was 1.91% annually. The five-year projection for the population in the area is 410 representing a change of 1.32% annually from 2022 to 2027. Currently, the population is 50.0% male and 50.0% female.

Median Age

The median age in this area is 42.1, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	61.7%
2022 Black Alone	0.3%
2022 American Indian/Alaska Native Alone	20.8%
2022 Asian Alone	0.3%
2022 Pacific Islander Alone	0.0%
2022 Other Race	1.8%
2022 Two or More Races	15.1%
2022 Hispanic Origin (Any Race)	4.4%

Persons of Hispanic origin represent 4.4% 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 59.0 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	49
2010 Households	137
2020 Households	133
2022 Households	139
2027 Households	149
2010-2020 Annual Rate	-0.30%
2020-2022 Annual Rate	1.98%
2022-2027 Annual Rate	1.40%
2022 Average Household Size	2.76

The household count in this area has changed from 133 in 2020 to 139 in the current year, a change of 1.98% annually. The five-year projection of households is 149, a change of 1.40% annually from the current year total. Average household size is currently 2.76, compared to 2.77 in the year 2020. The number of families in the current year is 98 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

Foyil town, OK (4027600)
Foyil town, OK (4027600)
Geography: Place

Prepared by Esri

Foyil town, O...

Mortgage Income

2022 Percent of Income for Mortgage 16.5%

Median Household Income

2022 Median Household Income \$56,308

2027 Median Household Income \$64,430

2022-2027 Annual Rate 2.73%

Average Household Income

2022 Average Household Income \$67,701

2027 Average Household Income \$79,459

2022-2027 Annual Rate 3.25%

Per Capita Income

2022 Per Capita Income \$25,282

2027 Per Capita Income \$29,715

2022-2027 Annual Rate 3.28%

Households by Income

Current median household income is \$56,308 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$64,430 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$67,701 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$79,459 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$25,282 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$29,715 in five years, compared to \$47,064 for all U.S. households

Housing

2022 Housing Affordability Index 167

2010 Total Housing Units 168

2010 Owner Occupied Housing Units 113

2010 Renter Occupied Housing Units 24

2010 Vacant Housing Units 31

2020 Total Housing Units 164

2020 Vacant Housing Units 31

2022 Total Housing Units 172

2022 Owner Occupied Housing Units 115

2022 Renter Occupied Housing Units 25

2022 Vacant Housing Units 33

2027 Total Housing Units 183

2027 Owner Occupied Housing Units 124

2027 Renter Occupied Housing Units 26

2027 Vacant Housing Units 34

Currently, 66.9% of the 172 housing units in the area are owner occupied; 14.5%, renter occupied; and 19.2% 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 164 housing units in the area and 18.9% vacant housing units. The annual rate of change in housing units since 2020 is 2.14%. Median home value in the area is \$175,893, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 4.66% annually to \$220,833.

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.



Retail Market Potential

Foyil town, OK (4027600)
 Foyil town, OK (4027600)
 Geography: Place

Prepared by Esri

Demographic Summary	2022	2027
Population	384	410
Population 18+	307	326
Households	139	149
Median Household Income	\$56,308	\$64,430

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	172	56.0%	102
Bought any women's clothing in last 12 months	155	50.5%	104
Bought any shoes in last 12 months	214	69.7%	97
Bought any fine jewelry in last 12 months	56	18.2%	95
Bought a watch in last 12 months	41	13.4%	94
Automobiles (Households)			
HH owns/leases any vehicle	129	92.8%	104
HH bought/leased new vehicle last 12 months	13	9.4%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	284	92.5%	104
Bought/changed motor oil in last 12 months	175	57.0%	119
Had tune-up in last 12 months	77	25.1%	102
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	134	43.6%	111
Drank beer/ale in last 6 months	109	35.5%	87
Cameras (Adults)			
Own digital point & shoot camera/camcorder	27	8.8%	90
Own digital SLR camera/camcorder	25	8.1%	83
Printed digital photos in last 12 months	74	24.1%	95
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	101	32.9%	101
Have a smartphone	279	90.9%	99
Have a smartphone: Android phone (any brand)	150	48.9%	123
Have a smartphone: Apple iPhone	133	43.3%	82
Number of cell phones in household: 1	43	30.9%	101
Number of cell phones in household: 2	53	38.1%	99
Number of cell phones in household: 3+	39	28.1%	96
HH has cell phone only (no landline telephone)	94	67.6%	101
Computers (Households)			
HH owns a computer	99	71.2%	88
HH owns desktop computer	45	32.4%	85
HH owns laptop/notebook	82	59.0%	90
HH owns any Apple/Mac brand computer	20	14.4%	64
HH owns any PC/non-Apple brand computer	86	61.9%	93
HH purchased most recent computer in a store	47	33.8%	91
HH purchased most recent computer online	26	18.7%	83
HH spent \$1-\$499 on most recent home computer	23	16.5%	107
HH spent \$500-\$999 on most recent home computer	24	17.3%	91
HH spent \$1,000-\$1,499 on most recent home computer	12	8.6%	72
HH spent \$1,500-\$1,999 on most recent home computer	4	2.9%	55
HH spent \$2,000+ on most recent home computer	4	2.9%	61

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

Foyil town, OK (4027600)
 Foyil town, OK (4027600)
 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	205	66.8%	107
Bought brewed coffee at convenience store in last 30 days	37	12.1%	97
Bought cigarettes at convenience store in last 30 days	36	11.7%	164
Bought gas at convenience store in last 30 days	143	46.6%	124
Spent at convenience store in last 30 days: \$1-19	25	8.1%	107
Spent at convenience store in last 30 days: \$20-\$39	30	9.8%	95
Spent at convenience store in last 30 days: \$40-\$50	25	8.1%	95
Spent at convenience store in last 30 days: \$51-\$99	22	7.2%	119
Spent at convenience store in last 30 days: \$100+	80	26.1%	128
Entertainment (Adults)			
Attended a movie in last 6 months	137	44.6%	93
Went to live theater in last 12 months	19	6.2%	61
Went to a bar/night club in last 12 months	37	12.1%	71
Dined out in last 12 months	145	47.2%	93
Gambled at a casino in last 12 months	28	9.1%	80
Visited a theme park in last 12 months	40	13.0%	91
Viewed movie (video-on-demand) in last 30 days	26	8.5%	65
Viewed TV show (video-on-demand) in last 30 days	15	4.9%	58
Watched any pay-per-view TV in last 12 months	17	5.5%	86
Downloaded a movie over the Internet in last 30 days	18	5.9%	77
Downloaded any individual song in last 6 months	56	18.2%	93
Used internet to watch a movie online in the last 30 days	84	27.4%	80
Used internet to watch a TV program online in last 30 days	55	17.9%	82
Played a video/electronic game (console) in last 12 months	30	9.8%	83
Played a video/electronic game (portable) in last 12 months	10	3.3%	55
Financial (Adults)			
Have home mortgage (1st)	107	34.9%	97
Used ATM/cash machine in last 12 months	177	57.7%	96
Own any stock	31	10.1%	84
Own U.S. savings bond	15	4.9%	79
Own shares in mutual fund (stock)	26	8.5%	76
Own shares in mutual fund (bonds)	18	5.9%	83
Have interest checking account	96	31.3%	88
Have non-interest checking account	119	38.8%	109
Have savings account	201	65.5%	95
Have 401K retirement savings plan	58	18.9%	87
Own/used any credit/debit card in last 12 months	271	88.3%	99
Avg monthly credit card expenditures: \$1-110	33	10.7%	90
Avg monthly credit card expenditures: \$111-\$225	21	6.8%	87
Avg monthly credit card expenditures: \$226-\$450	18	5.9%	67
Avg monthly credit card expenditures: \$451-\$700	26	8.5%	105
Avg monthly credit card expenditures: \$701-\$1,000	21	6.8%	91
Avg monthly credit card expenditures: \$1001-2000	23	7.5%	75
Avg monthly credit card expenditures: \$2001+	21	6.8%	77
Did banking online in last 12 months	147	47.9%	90
Did banking on mobile device in last 12 months	113	36.8%	88

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

Foyil town, OK (4027600)
 Foyil town, OK (4027600)
 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	134	96.4%	102
HH used chicken (fresh or frozen) in last 6 months	95	68.3%	100
HH used turkey (fresh or frozen) in last 6 months	22	15.8%	109
HH used fish/seafood (fresh or frozen) in last 6 months	74	53.2%	91
HH used fresh fruit/vegetables in last 6 months	118	84.9%	97
HH used fresh milk in last 6 months	118	84.9%	102
HH used organic food in last 6 months	23	16.5%	66
Health (Adults)			
Exercise at home 2+ times per week	97	31.6%	78
Exercise at club 2+ times per week	29	9.4%	69
Visited a doctor in last 12 months	237	77.2%	97
Used vitamin/dietary supplement in last 6 months	178	58.0%	95
Home (Households)			
HH did any home improvement in last 12 months	50	36.0%	105
HH used any maid/professional cleaning service in last 12 months	22	15.8%	77
HH purchased low ticket HH furnishings in last 12 months	30	21.6%	100
HH purchased big ticket HH furnishings in last 12 months	34	24.5%	94
HH bought any small kitchen appliance in last 12 months	35	25.2%	99
HH bought any large kitchen appliance in last 12 months	23	16.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	158	51.5%	107
Carry medical/hospital/accident insurance	244	79.5%	98
Carry homeowner/personal property insurance	190	61.9%	109
Carry renter's insurance	21	6.8%	64
HH has auto insurance: 1 vehicle in household covered	38	27.3%	93
HH has auto insurance: 2 vehicles in household covered	43	30.9%	100
HH has auto insurance: 3+ vehicles in household covered	41	29.5%	119
Pets (Households)			
Household owns any pet	92	66.2%	126
Household owns any cat	47	33.8%	147
Household owns any dog	75	54.0%	136
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	137	44.6%	126
Buy based on quality not price	52	16.9%	99
Buy on credit rather than wait	33	10.7%	81
Only use coupons brands: usually buy	41	13.4%	98
Will pay more for environmentally safe products	31	10.1%	74
Buy based on price not brands	97	31.6%	110
Am interested in how to help the environment	50	16.3%	80
Reading (Adults)			
Bought digital book in last 12 months	51	16.6%	96
Bought hardcover book in last 12 months	75	24.4%	100
Bought paperback book in last 12 month	88	28.7%	92
Read any daily newspaper (paper version)	32	10.4%	68
Read any digital newspaper in last 30 days	107	34.9%	70
Read any magazine (paper/electronic version) in last 6 months	260	84.7%	96

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

Foyil town, OK (4027600)
 Foyil town, OK (4027600)
 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	205	66.8%	100
Went to family restaurant/steak house: 4+ times a month	68	22.1%	107
Went to fast food/drive-in restaurant in last 6 months	285	92.8%	103
Went to fast food/drive-in restaurant 9+ times/month	123	40.1%	106
Fast food restaurant last 6 months: eat in	77	25.1%	110
Fast food restaurant last 6 months: home delivery	23	7.5%	65
Fast food restaurant last 6 months: take-out/drive-thru	192	62.5%	112
Fast food restaurant last 6 months: take-out/walk-in	44	14.3%	67
Television & Electronics (Adults/Households)			
Own any tablet	164	53.4%	95
Own any e-reader	26	8.5%	69
Own e-reader/tablet: iPad	82	26.7%	77
HH has Internet connectable TV	59	42.4%	100
Own any portable MP3 player	36	11.7%	86
HH owns 1 TV	25	18.0%	92
HH owns 2 TVs	39	28.1%	102
HH owns 3 TVs	31	22.3%	101
HH owns 4+ TVs	30	21.6%	104
HH subscribes to cable TV	31	22.3%	60
HH subscribes to fiber optic	3	2.2%	40
HH owns portable GPS navigation device	30	21.6%	105
HH purchased video game system in last 12 months	8	5.8%	74
HH owns any Internet video device for TV	54	38.8%	86
Travel (Adults)			
Took domestic trip in continental US last 12 months	156	50.8%	95
Took 3+ domestic non-business trips in last 12 months	38	12.4%	98
Spent on domestic vacations in last 12 months: \$1-999	43	14.0%	112
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	13	4.2%	68
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	10	3.3%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	9	2.9%	78
Spent on domestic vacations in last 12 months: \$3,000+	16	5.2%	82
Domestic travel in last 12 months: used general travel website	13	4.2%	71
Took foreign trip (including Alaska and Hawaii) in last 3 years	69	22.5%	68
Took 3+ foreign trips by plane in last 3 years	10	3.3%	41
Spent on foreign vacations in last 12 months: \$1-999	13	4.2%	58
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	8	2.6%	68
Spent on foreign vacations in last 12 months: \$3,000+	10	3.3%	54
Foreign travel in last 3 years: used general travel website	10	3.3%	50
Nights spent in hotel/motel in last 12 months: any	130	42.3%	93
Took cruise of more than one day in last 3 years	29	9.4%	87
Member of any frequent flyer program	46	15.0%	61
Member of any hotel rewards program	69	22.5%	87

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

Foyil town, OK (4027600)
 Foyil town, OK (4027600)
 Geography: Place

Prepared by Esri

Data for all businesses in area		Foyil town, O...			
Total Businesses:				24	
Total Employees:				209	
Total Residential Population:				384	
Employee/Residential Population Ratio (per 100 Residents)				54	
by SIC Codes		Businesses		Employees	
		Number	Percent	Number	Percent
Agriculture & Mining		0	0.0%	0	0.0%
Construction		3	12.5%	23	11.0%
Manufacturing		0	0.0%	0	0.0%
Transportation		2	8.3%	11	5.3%
Communication		0	0.0%	0	0.0%
Utility		0	0.0%	0	0.0%
Wholesale Trade		0	0.0%	0	0.0%
Retail Trade Summary		7	29.2%	22	10.5%
Home Improvement		0	0.0%	0	0.0%
General Merchandise Stores		2	8.3%	5	2.4%
Food Stores		1	4.2%	12	5.7%
Auto Dealers, Gas Stations, Auto Aftermarket		0	0.0%	0	0.0%
Apparel & Accessory Stores		0	0.0%	0	0.0%
Furniture & Home Furnishings		0	0.0%	0	0.0%
Eating & Drinking Places		1	4.2%	3	1.4%
Miscellaneous Retail		3	12.5%	2	1.0%
Finance, Insurance, Real Estate Summary		0	0.0%	0	0.0%
Banks, Savings & Lending Institutions		0	0.0%	0	0.0%
Securities Brokers		0	0.0%	0	0.0%
Insurance Carriers & Agents		0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices		0	0.0%	0	0.0%
Services Summary		9	37.5%	114	54.5%
Hotels & Lodging		0	0.0%	0	0.0%
Automotive Services		0	0.0%	0	0.0%
Motion Pictures & Amusements		0	0.0%	0	0.0%
Health Services		0	0.0%	0	0.0%
Legal Services		0	0.0%	0	0.0%
Education Institutions & Libraries		4	16.7%	99	47.4%
Other Services		5	20.8%	15	7.2%
Government		2	8.3%	39	18.7%
Unclassified Establishments		1	4.2%	0	0.0%
Totals		24	100.0%	209	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 26, 2022



Business Summary

Foyil town, OK (4027600)
 Foyil town, OK (4027600)
 Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	3	12.5%	23	11.0%
Manufacturing	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	6	25.0%	19	9.1%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
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	0	0.0%	0	0.0%
Food & Beverage Stores	1	4.2%	12	5.7%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
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	2	8.3%	5	2.4%
Miscellaneous Store Retailers	1	4.2%	2	1.0%
Nonstore Retailers	2	8.3%	0	0.0%
Transportation & Warehousing	1	4.2%	1	0.5%
Information	0	0.0%	0	0.0%
Finance & Insurance	0	0.0%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%
Professional, Scientific & Tech Services	1	4.2%	6	2.9%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	0	0.0%	0	0.0%
Educational Services	4	16.7%	99	47.4%
Health Care & Social Assistance	1	4.2%	10	4.8%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	1	4.2%	3	1.4%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	1	4.2%	3	1.4%
Other Services (except Public Administration)	4	16.7%	9	4.3%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	2	8.3%	39	18.7%
Unclassified Establishments	1	4.2%	0	0.0%
Total	24	100.0%	209	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 26, 2022