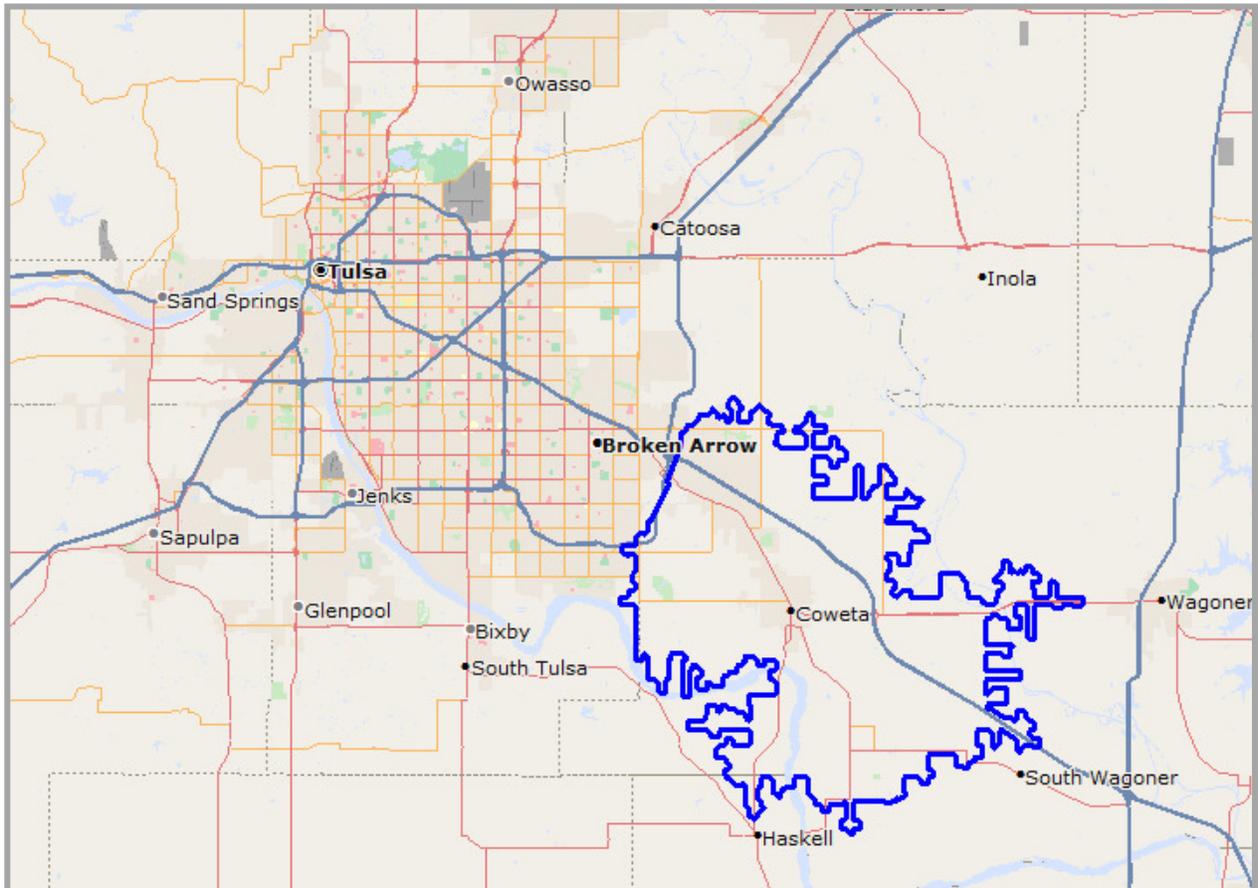


COMMUNITY ANALYSIS



PREPARED FOR
City of Coweta

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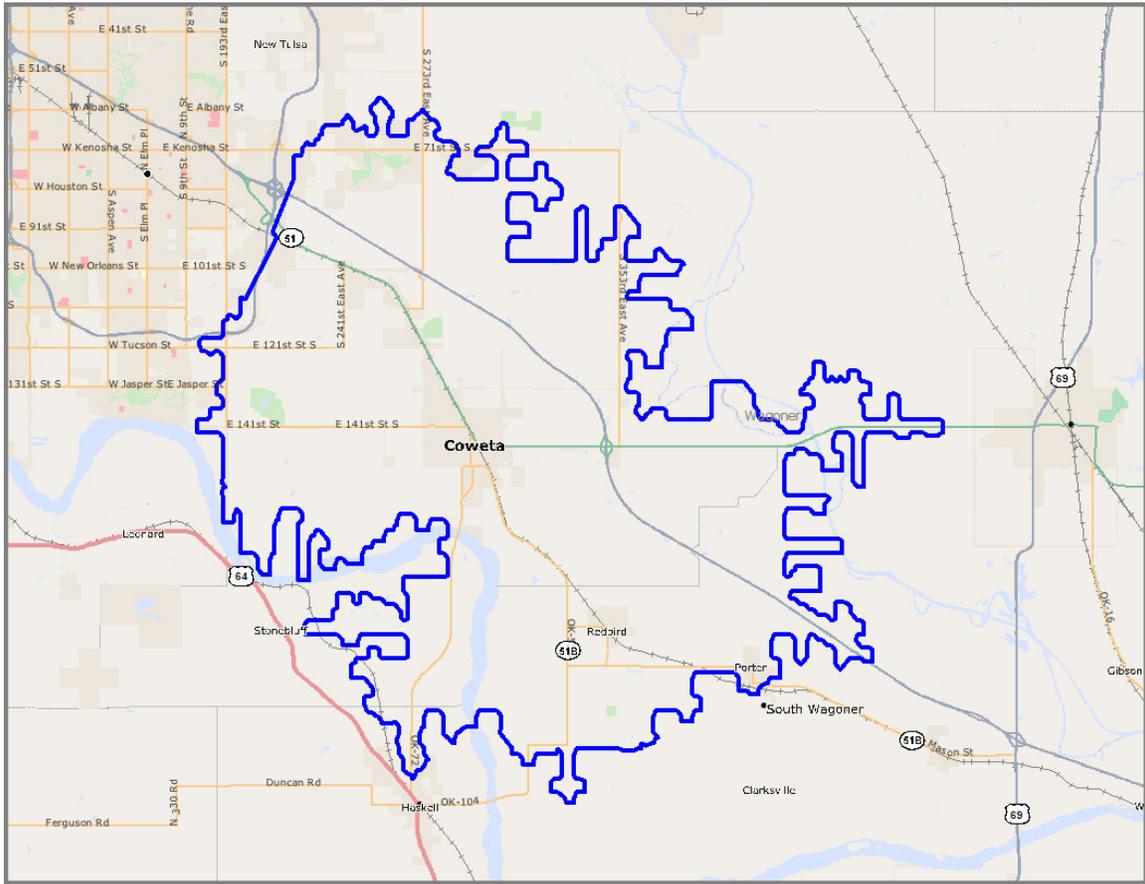
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 918-605-0919
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Coweta, Oklahoma



Population Demographics Q2 2014

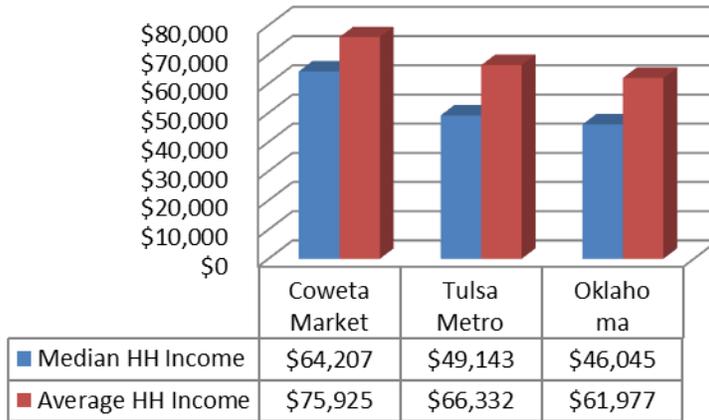
Total Population	30,582
Total Households	11,199
Income	
Median HH Income	\$64,206
Average HH Income	\$75,924
Business	
Employees (Full Time)	4,257
Establishments	478

Key items of the Guthrie Market Area:

- Each of the last eight quarters has experienced positive population growth. Over the next 5 years the growth rate is predicted to be over 9%. Over the past 2 years the majority of population growth has occurred in the northwest quadrant of the Coweta market area. Growth from the Tulsa market area is moving southeast along Hwy 51. This growth is expected to strengthen over the next 5 years.

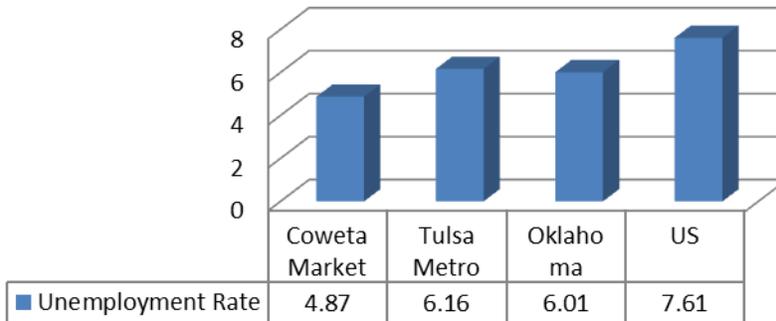
- Within a 45 Minute Drive there is population base of over 943,000.

Household Income Comparison



- The Average Household Income is \$75,925 which is greater than the Tulsa Metro and Oklahoma. Over the next 5 years the Average Household Income is *expected to increase to \$85,979.*

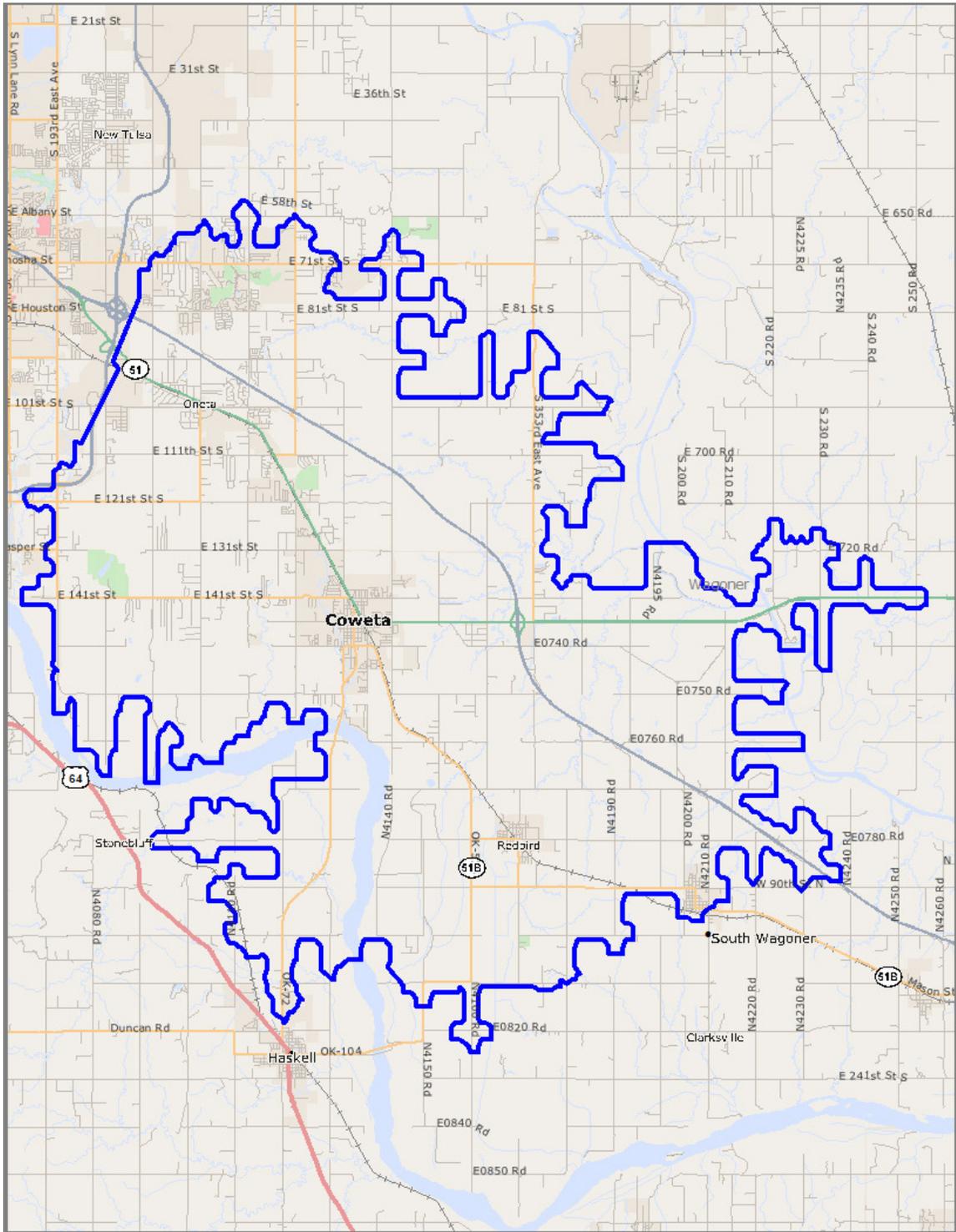
Unemployment Rate



- *The area unemployment rate has averaged less than 5% over the last 2 years and is less than the Tulsa metro area, Oklahoma and US.*

- *The population is well educated with over 50% has some college or college degree.*

Coweta Market Area



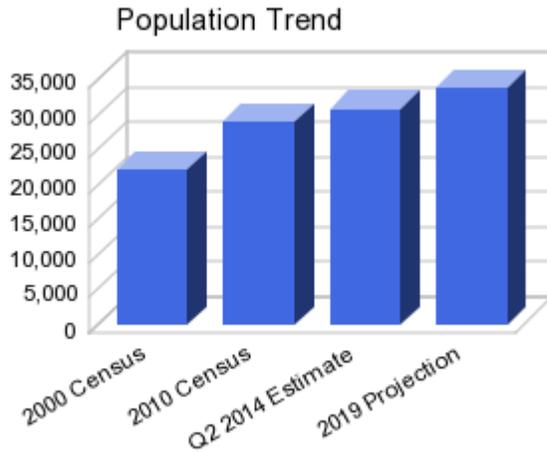
Demographics

STI: PopStats - Executive Summary Report with Charts



Geography: **Coweta Market Area**

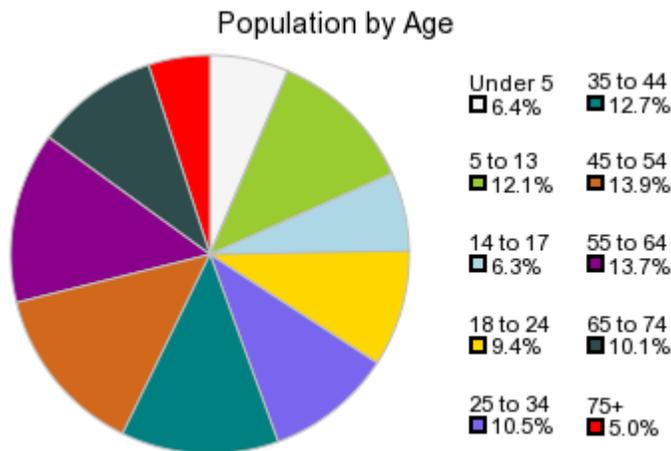
Population Demographics - Q2 2014



The number of households in the study area in 2000 was **7,770**. The household count in Q2 2014 is estimated to be **11,199**. For 2019, the High Range of the Five Year forecast was **12,486** and the Low Range was **11,586** with the actual household projection estimated at **12,313**, a change of **9.94%**. The population in the study area in 2000 it was **21,971**. The population in Q2 2014 is estimated to be **30,582**. For 2019, the High Range of the Five Year forecast was **34,076** and the Low Range was **31,649** with the actual household projection estimated at **33,620** representing a change of **9.93%**.

	2000 Census	2010 Census	Q2 2014 Estimate	2019 Projection	Percent Change 2014 to 2019
Total Population	21,971	28,890	30,582	33,620	9.93%
Total Households	7,770	10,579	11,199	12,313	9.94%

Population by Age - Q2 2014



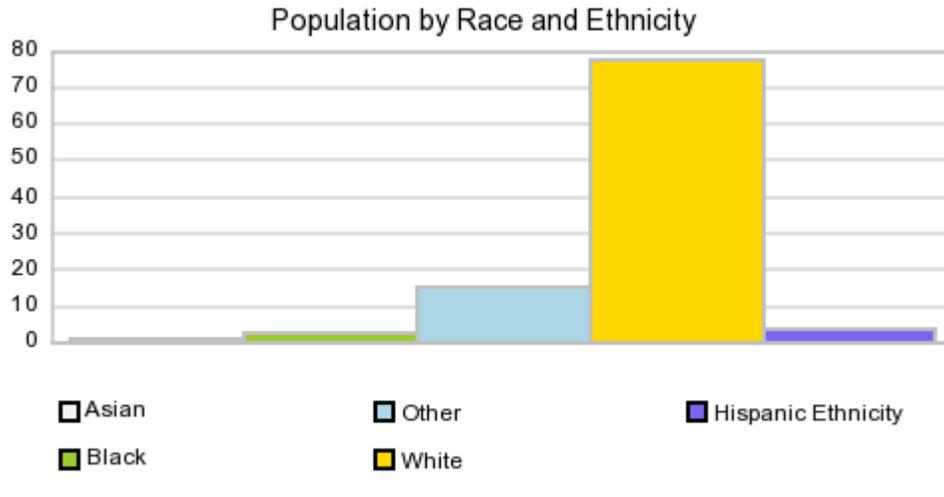
In 2000, the median age of the population was **36**. The median age in Q2 2014 is estimated to be **39** and it is predicted to change in five years to **40** years.

In Q2 2014, females represented **50.71%** of the population with a median age of **40** and males represented **49.28%** of the population with a median age of **38** years.

In Q2 2014, the most prominent age group in this geography is **45 to 54** years. The age group least represented in this geography is **75 +** years.

	2000 Census		Q2 2014 Estimate		2019 Projection		Percent Change 2014 to 2019
0 to 4	1,495	6.81%	1,948	6.37%	2,026	6.03%	3.99%
5 to 13	3,001	13.66%	3,699	12.09%	3,756	11.16%	1.53%
14 to 17	1,844	8.39%	1,912	6.25%	1,832	5.45%	-4.17%
18 to 24	1,648	7.50%	2,864	9.36%	3,496	10.40%	22.07%
25 to 34	2,531	11.52%	3,204	10.47%	3,758	11.17%	17.27%
35 to 44	3,778	17.19%	3,887	12.71%	3,861	11.48%	0.68%
45 to 54	3,399	15.47%	4,265	13.94%	4,329	12.87%	1.49%
55 to 64	2,336	10.63%	4,185	13.68%	4,636	13.79%	10.76%
65 to 74	1,232	5.61%	3,077	10.06%	3,738	11.11%	21.47%
75 +	705	3.20%	1,537	5.02%	2,185	6.50%	42.17%

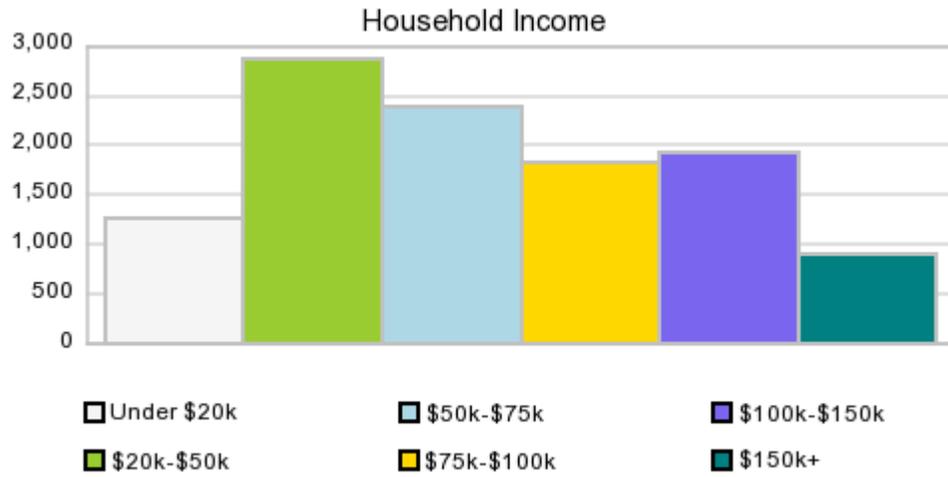
Population by Race/Ethnicity (Hispanic Shown Separately) - Q2 2014



In Q2 2014, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**.

	2000 Census		Q2 2014 Estimate	
White	17,943	81.67%	23,720	77.56%
Black	678	3.08%	831	2.71%
Asian	168	0.77%	278	0.91%
Other Race	2,748	12.50%	4,610	15.07%
Hispanic Ethnicity	434	1.97%	1,144	3.74%

Households by Income - Q2 2014



In Q2 2014 the predominant household income category in this study area is **\$20k to \$50k**, and the income group that is least represented in this geography is **\$150K +**. The following table ranks income groups by the Q2 2014 Income Classes.

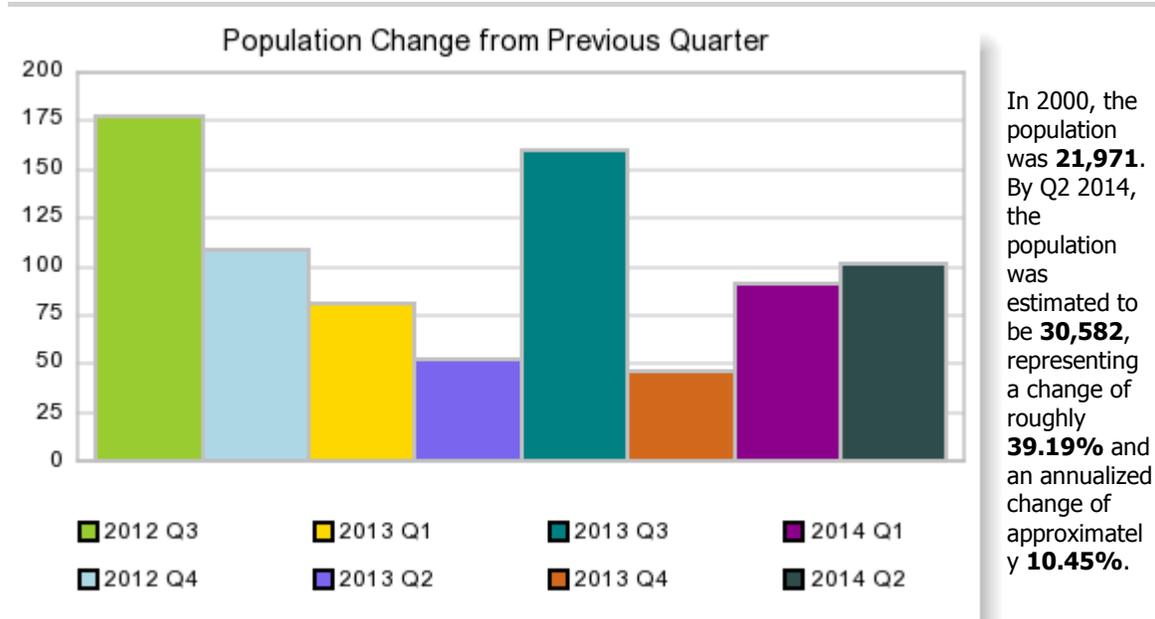
	2000 Census		Q2 2014 Estimate	
\$0 - \$19,999	1,249	16.07%	1,260	11.25%
\$20,000 - \$49,999	2,826	36.37%	2,890	25.81%
\$50,000 - \$74,999	1,979	25.48%	2,388	21.32%
\$75,000 - \$99,999	974	12.53%	1,833	16.37%
\$100,000 - \$149,999	546	7.03%	1,930	17.24%
\$150,000 +	193	2.49%	894	7.99%
Average Hhld Income	\$54,673		\$75,925	
Median Hhld Income	\$47,696		\$64,207	
Per Capita Income	\$19,334		\$27,804	

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STI: PopStats - Growth Summary Report

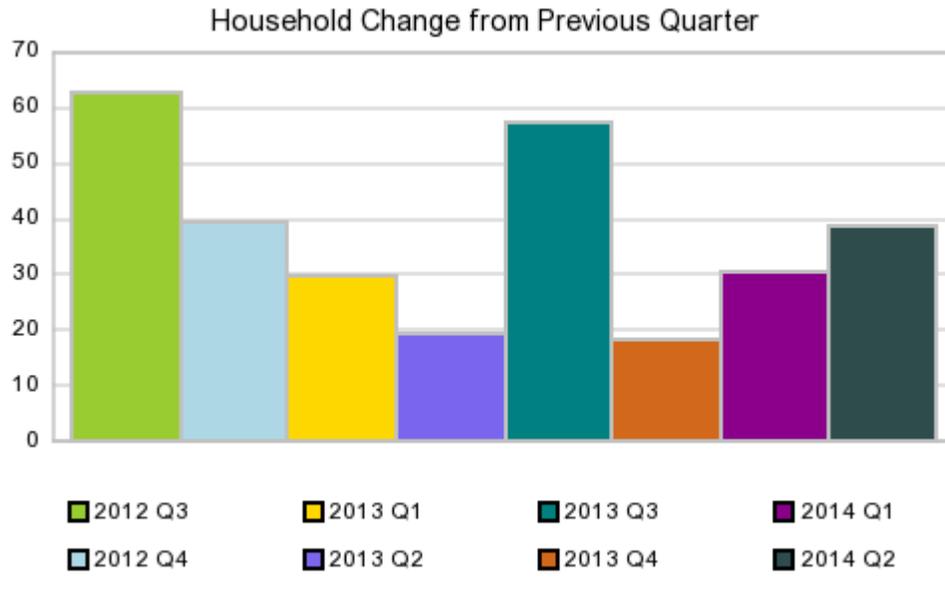


Geography: **Coweta Market Area**



Population Change

Quarter	Population Change from Previous Quarter		
	Population	Change	% Change
2012 Q3	29,942	177	0.59%
2012 Q4	30,050	108	0.36%
2013 Q1	30,131	81	0.26%
2013 Q2	30,183	52	0.17%
2013 Q3	30,343	159	0.52%
2013 Q4	30,389	45	0.15%
2014 Q1	30,481	91	0.30%
Current Quarter	30,582	101	0.33%



In 2000, there were **7,770** households. By Q2 2014, the household count was estimated to be **11,199**, representing a change of roughly **44.14%** and an annualized change of approximately **11.77%**.

Household Change

Quarter	Household Change from Previous Quarter		
	Households	Change	% Change
2012 Q3	10,966	62	0.57%
2012 Q4	11,006	39	0.36%
2013 Q1	11,035	29	0.26%
2013 Q2	11,054	19	0.17%
2013 Q3	11,112	57	0.52%
2013 Q4	11,130	75	0.68%
2014 Q1	11,161	30	0.27%
Current Quarter	11,199	38	0.34%

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STI: PopStats - Housing Value Summary



Geography: **Coweta Market Area**

Housing Units Q2 2014

Housing Units	11,875
Owner-Occupied	80.36%
Renter-Occupied	13.94%
Vacant	5.69%

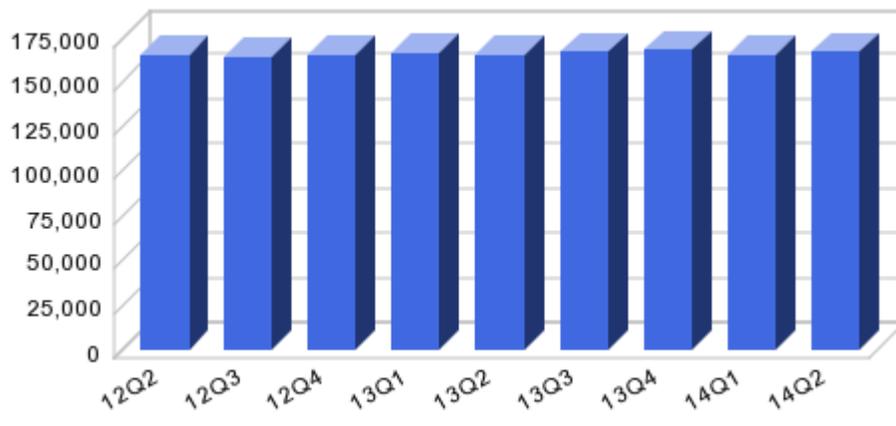
Housing Value

Under \$30,000	3.21%
\$ 30,000 to \$59,999	4.87%
\$ 60,000 to \$89,999	10.11%
\$ 90,000 to \$125,999	20.46%
\$ 125,000 to \$174,999	29.11%
\$ 175,000 to \$249,999	16.48%
\$ 250,000 to \$399,999	11.33%
\$ 400,000 to \$499,999	1.58%
\$ 500,000 to \$749,999	2.12%
\$ 750,000 to \$1 Million	0.67%
Over \$1 Million	0.00%

Average Home Value by Quarter

Average Home Value 12Q2	\$165,002
Average Home Value 12Q3	\$164,783
Average Home Value 12Q4	\$165,039
Average Home Value 13Q1	\$166,541
Average Home Value 13Q2	\$165,605
Average Home Value 13Q3	\$167,259
Average Home Value 13Q4	\$168,670
Average Home Value 14Q1	\$165,833
Average Home Value 14Q2	\$168,037
Median Home Value Q2 2014	\$143,448

Average Home Value

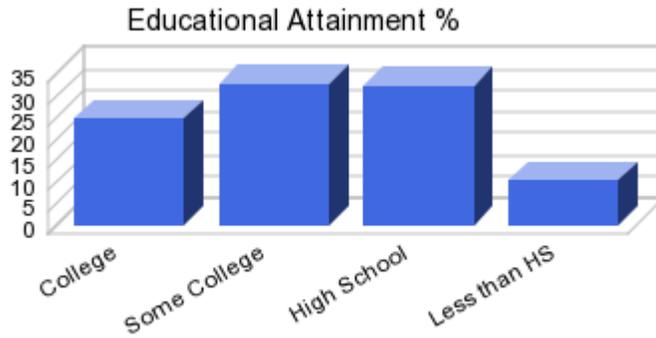


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Educational Attainment Q2 2014

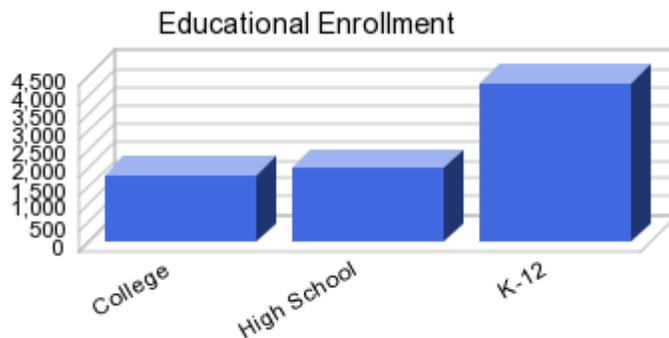
Geography: **Coweta Market Area**

Educational Attainment	
College - Associate	1,644
College - Bachelors	3,734
College - Doctorate	48
College - Masters	999
College - Professional	177
Grade Less than 9	499
Grade 9 to 12	1,612
High School	6,507
Some college	4,938
Total Educated	20,159



Educational Enrollment Q2 2014

College/Graduate/Professional school	1,819
High School	2,040
Kindergarten/Elementary school	3,766
Not Enrolled	22,379
Nursery school/Preschool	579



**STI: PopStats - Economic Snapshot
Summary**



Geography: **Coweta Market Area**

Population Demographics

	2000 Census	2010 Census	Q2 2014 Estimate	2019 Projection	% Change 2014 to 2019
Total Population	21,971	28,890	30,582	33,620	9.93%
Total Households	7,770	10,579	11,199	12,313	9.94%

Households by Income

	2000 Census		Q2 2014 Estimate		2019 Projection		% Change 2014 to 2019
\$0 - \$19,999	1,249	16.07%	1,260	11.25%	1,200	9.75%	-4.69%
\$20,000 - \$49,999	2,826	36.37%	2,890	25.81%	2,768	22.48%	-4.24%
\$50,000 - \$74,999	1,979	25.48%	2,388	21.32%	2,453	19.92%	2.72%
\$75,000 - \$99,999	974	12.53%	1,833	16.37%	1,971	16.01%	7.51%
\$100,000 - \$149,999	546	7.03%	1,930	17.24%	2,389	19.40%	23.76%
\$150,000 +	193	2.49%	894	7.99%	1,530	12.43%	71.04%
Average Hhld Income	\$54,673		\$75,925		\$85,979		
Median Hhld Income	\$47,696		\$64,207		\$72,312		

Residential Employment

	2000 Census		Q2 2014 Est		% Change 2000 to 2014
Total Labor Force	16,408		23,972		46.1%
In Labor force	11,289	68.80%	15,955	66.55%	41.32%
Employed	10,920	96.73%	15,183	95.16%	39.04%
Unemployed	354	3.13%	760	4.76%	114.43%
Not in Labor force	5,119	31.19%	8,018	33.44%	56.63%

Residential Employment by Industry

	2000 Census		Q2 2014 Est		% Change 2000 to 2014
Admin Waste Services	345	3.16%	519	3.42%	50.53%
Agriculture/Mining/Construction	1,115	10.21%	1,586	10.44%	42.16%
Education Services	1,834	16.80%	3,081	20.28%	67.93%
Financial/Insurance/Real Estate	591	5.41%	850	5.59%	43.81%
Information Services	303	2.77%	420	2.76%	38.66%

Management Services	10	0.09%	0	0.00%	0.02%
Manufacturing	1,743	15.96%	2,277	14.99%	30.64%
Other Professional Services	624	5.71%	661	4.35%	6.02%
Professional Services	460	4.20%	688	4.53%	49.71%
Public Administration	297	2.71%	533	3.50%	79.73%
Transportation	938	8.58%	884	5.82%	-5.76%
Wholesale/Retail	1,854	16.98%	2,450	16.13%	32.14%

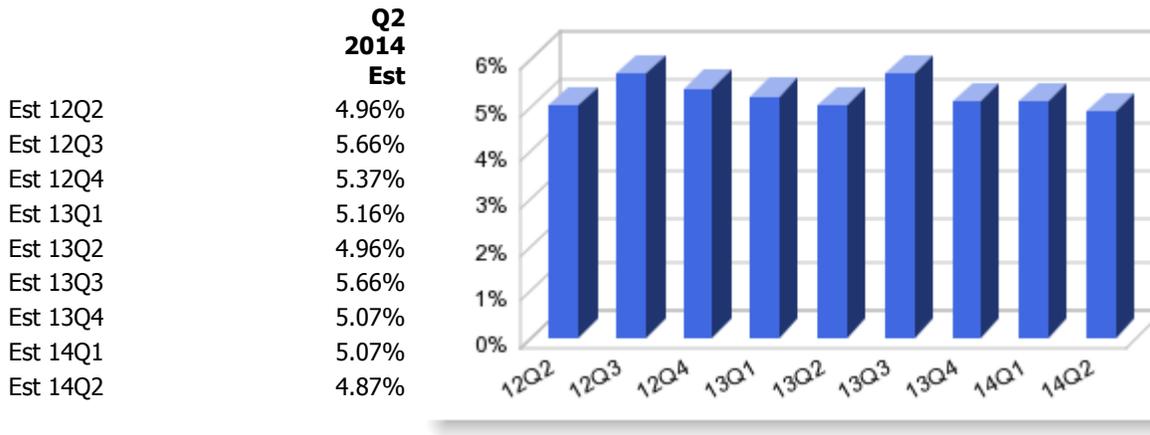
Businesses & Employees

Workplace Employees	4,258
Workplace Establishments	478

Employee Salary and Demand

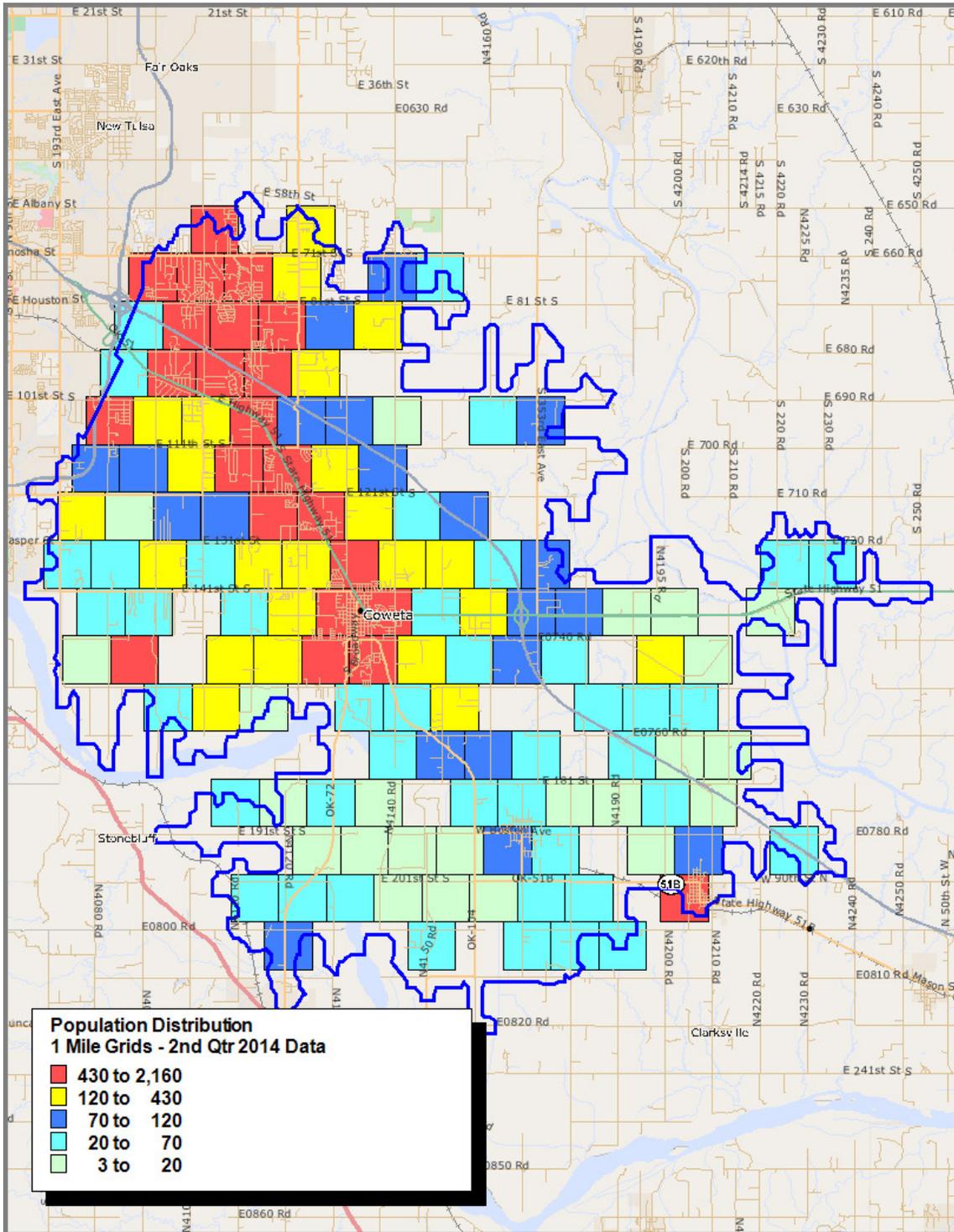
Average Salary	\$42,339
National Average Salary	\$45,759

% Unemployment Rate by Quarter

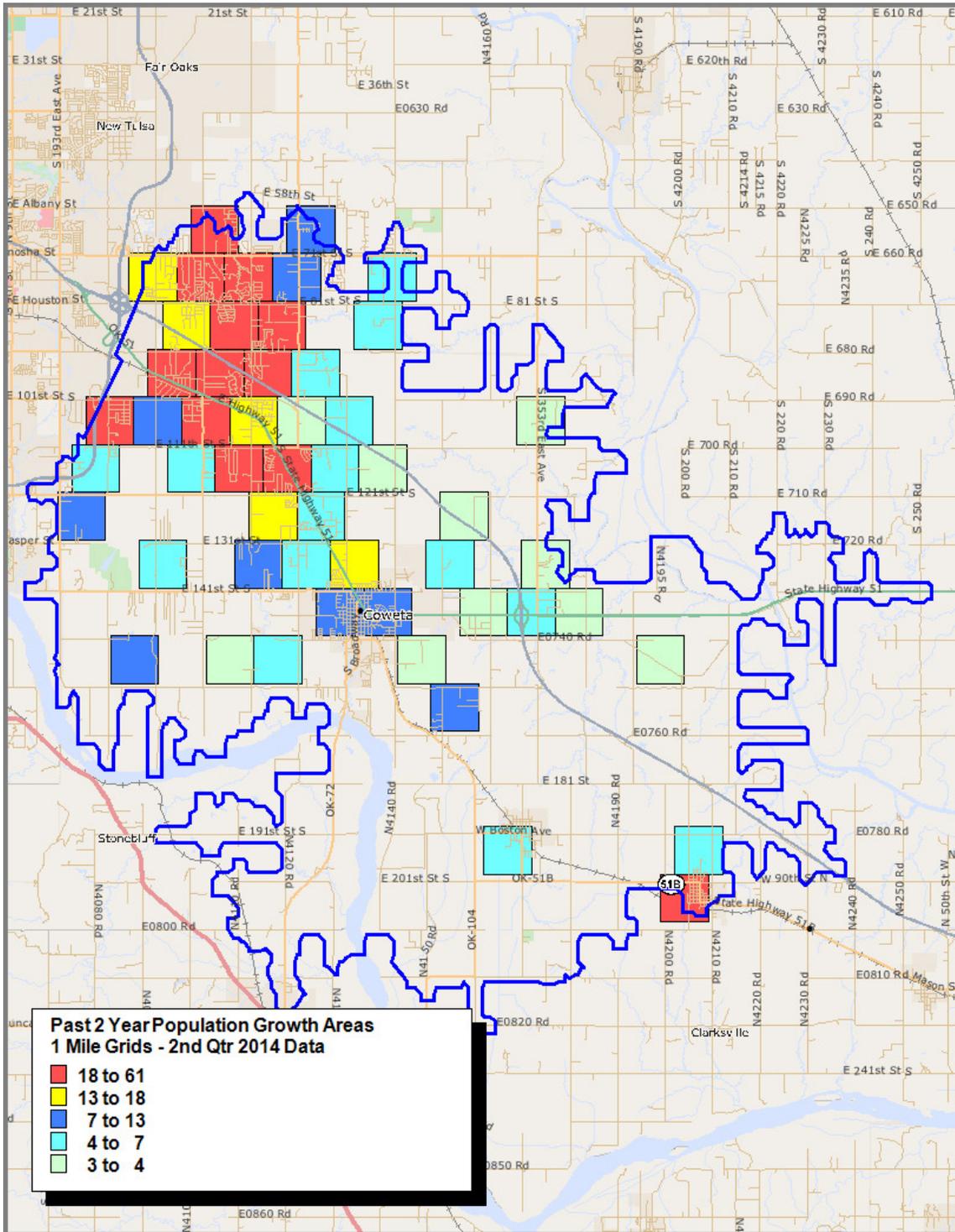


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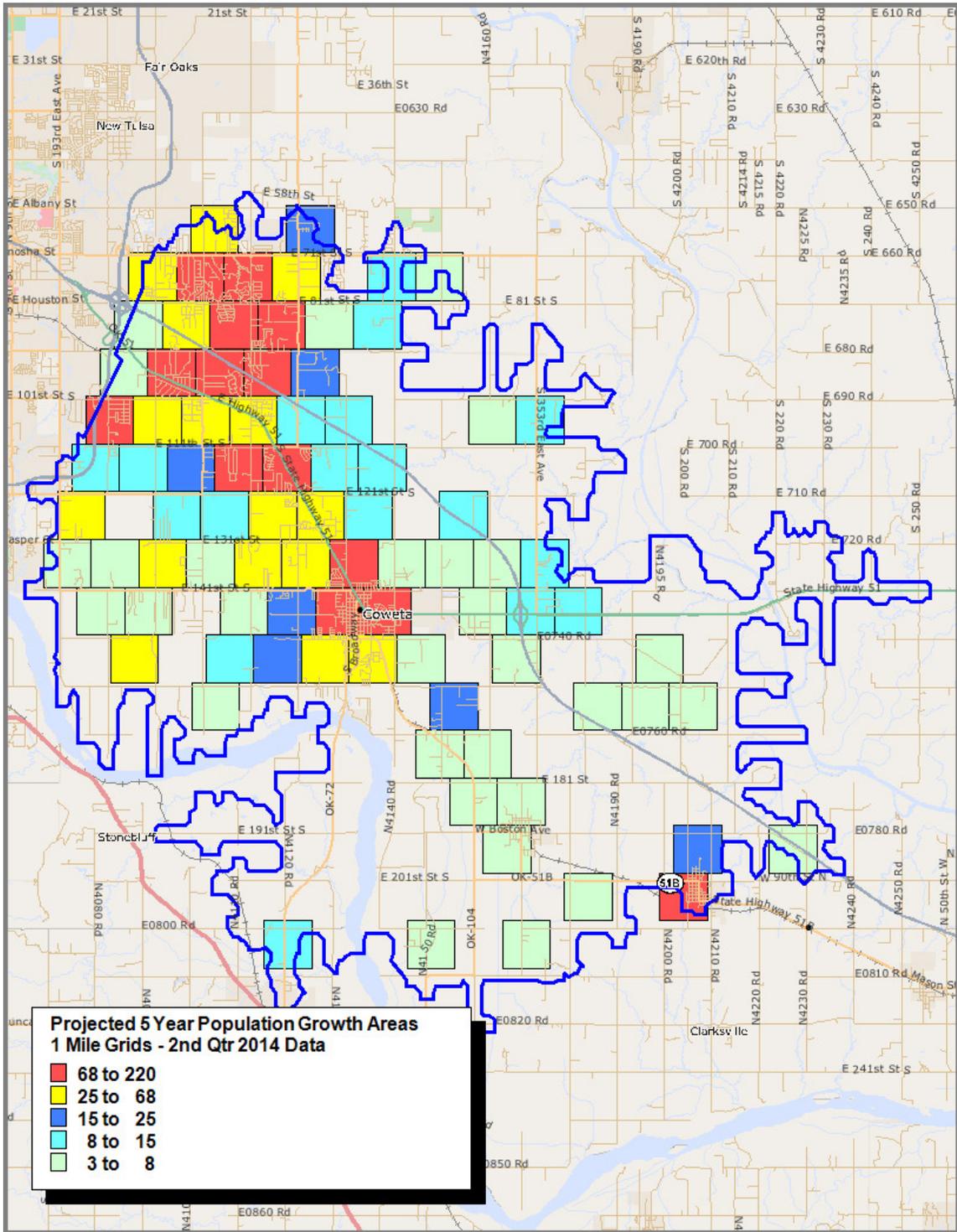
Thematic Maps - Population Distribution



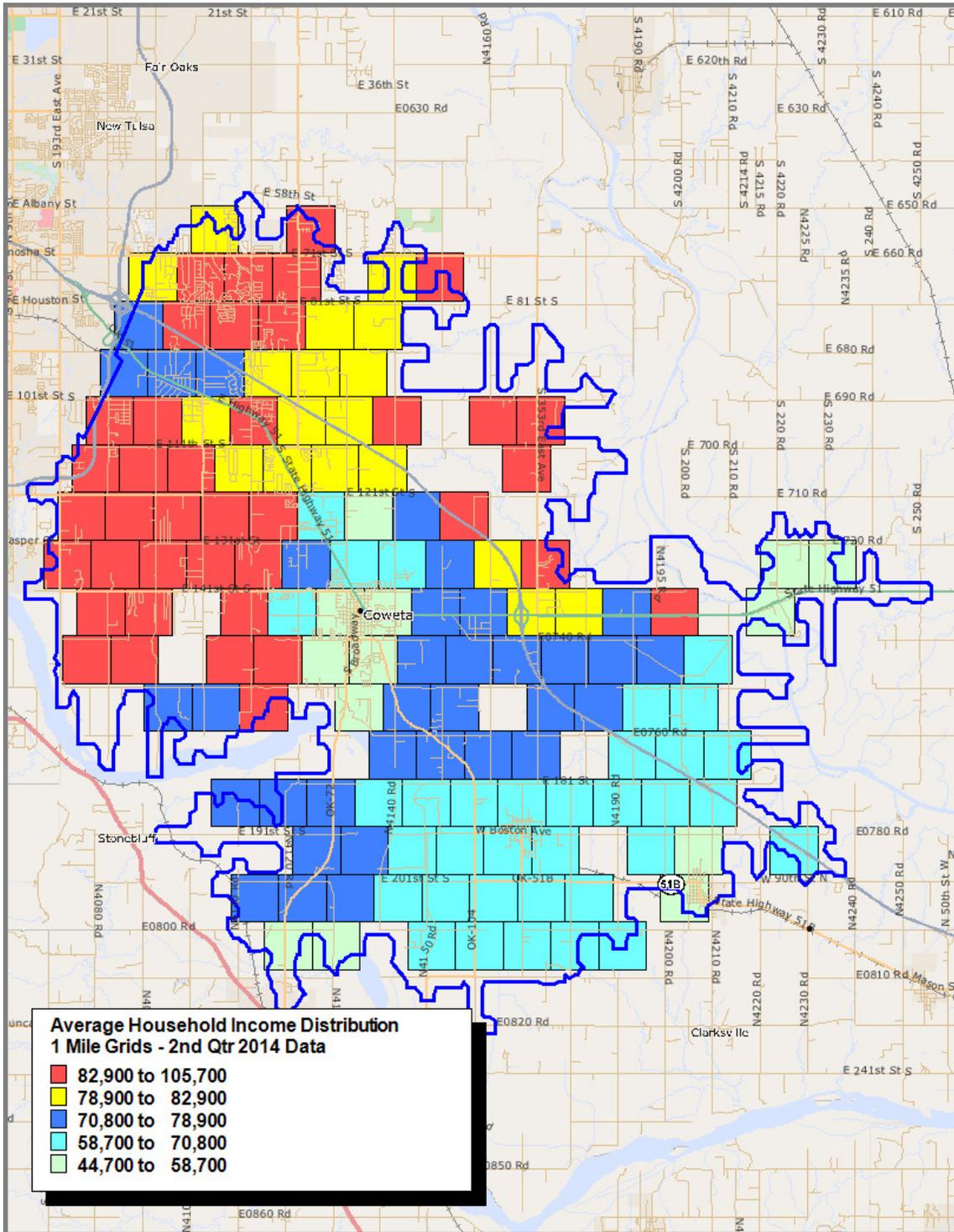
Past 2 Year Population Growth Areas



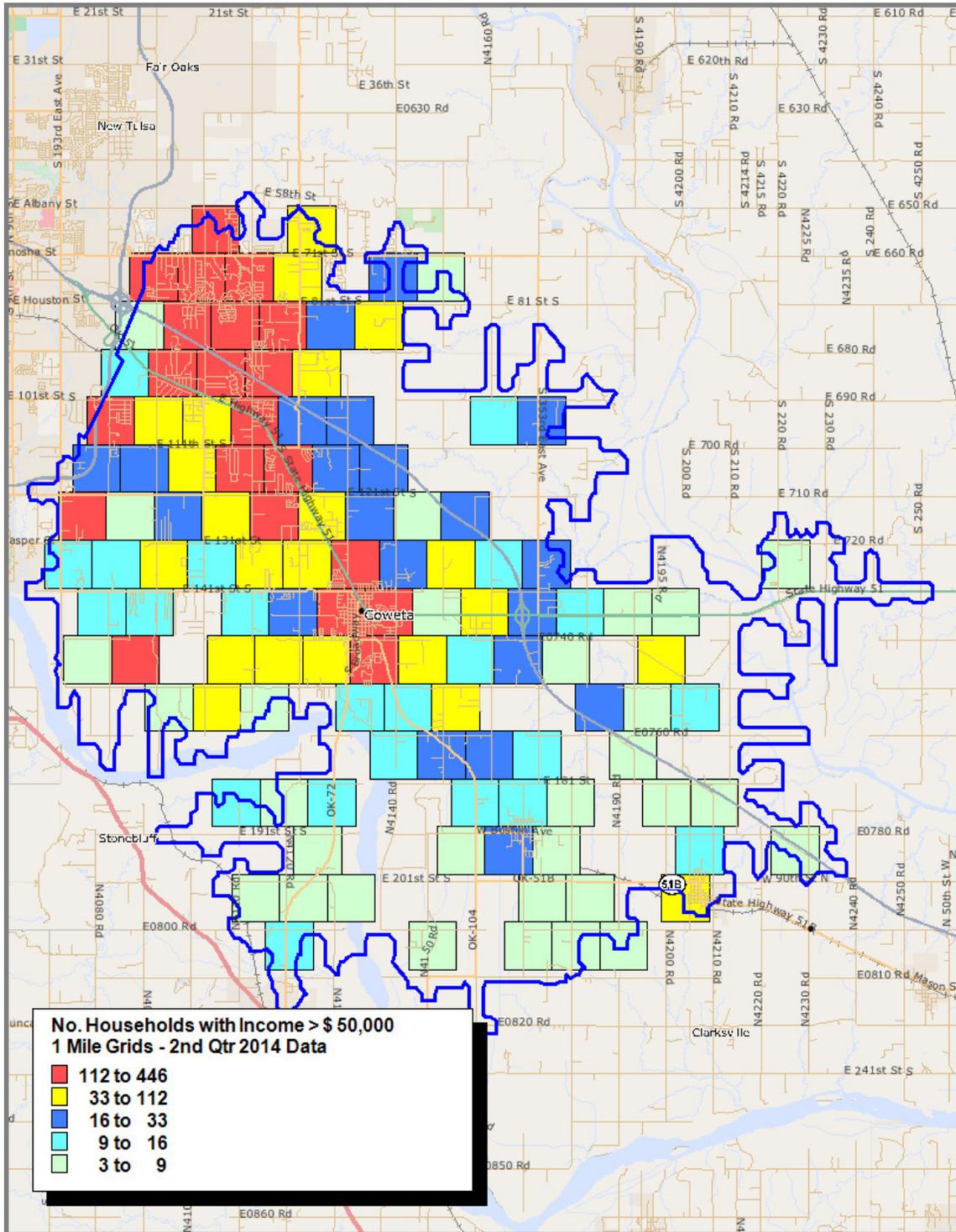
Projected 5 Year Population Growth Areas



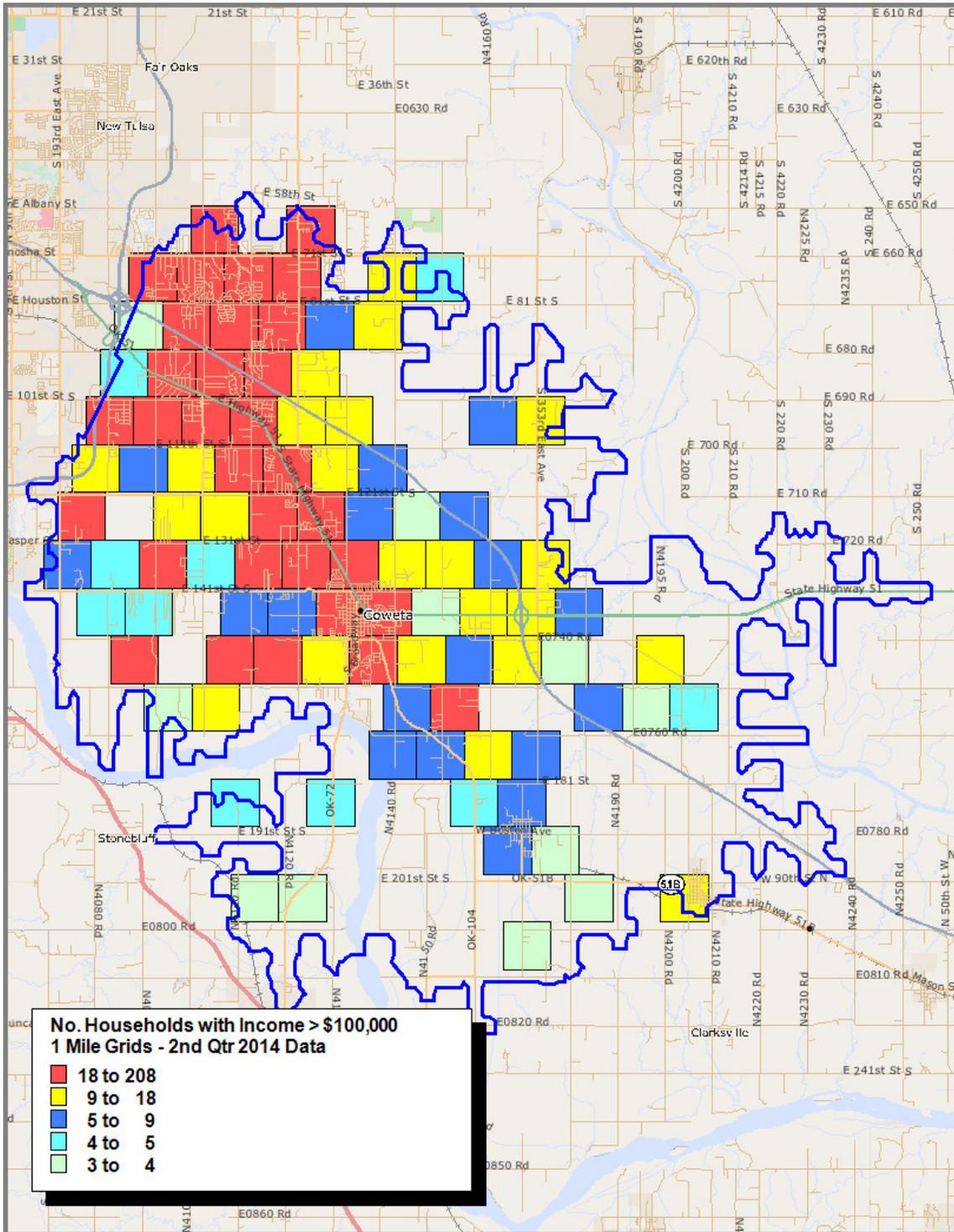
Average Household Income Distribution



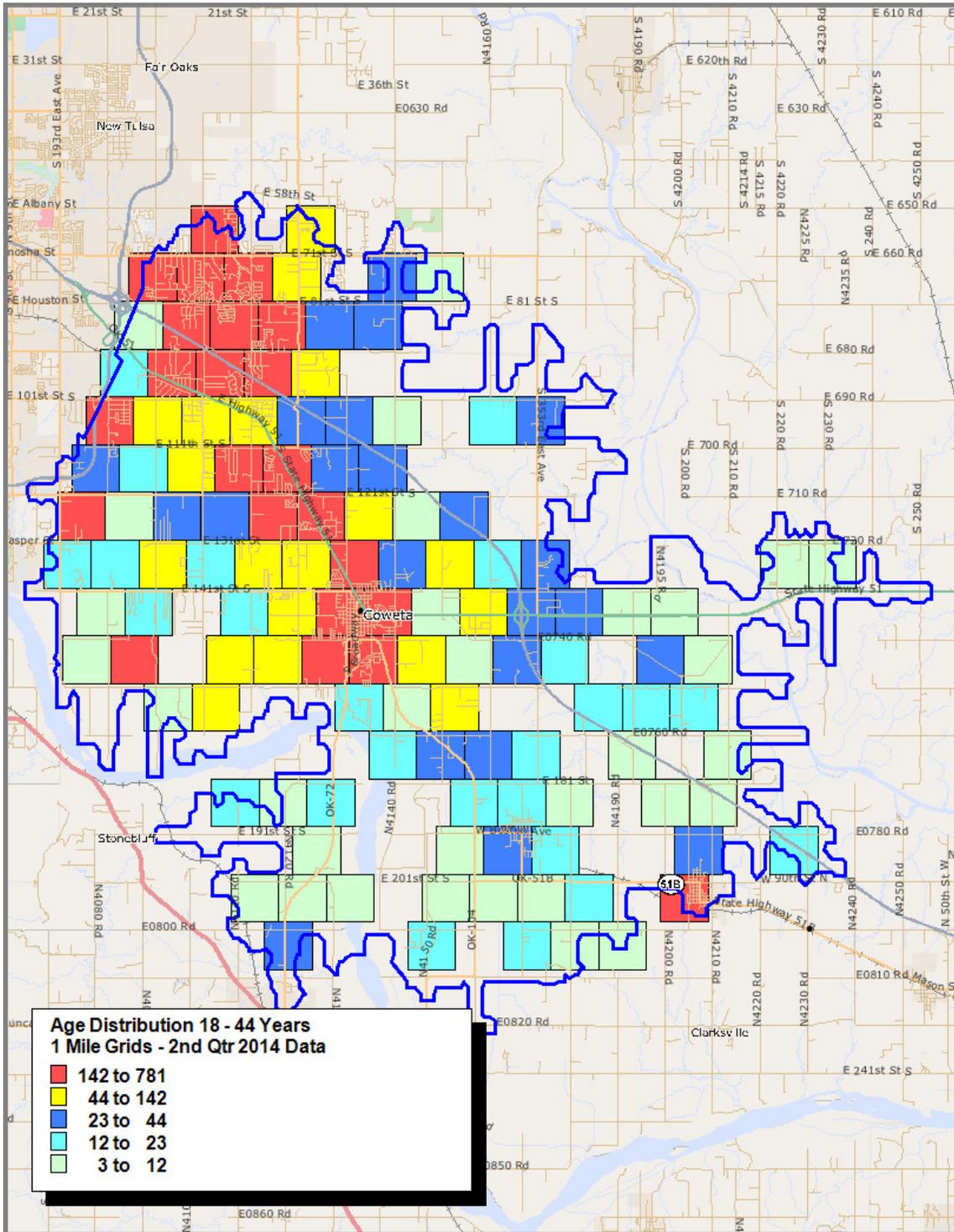
Number of Households with Incomes > \$50,000



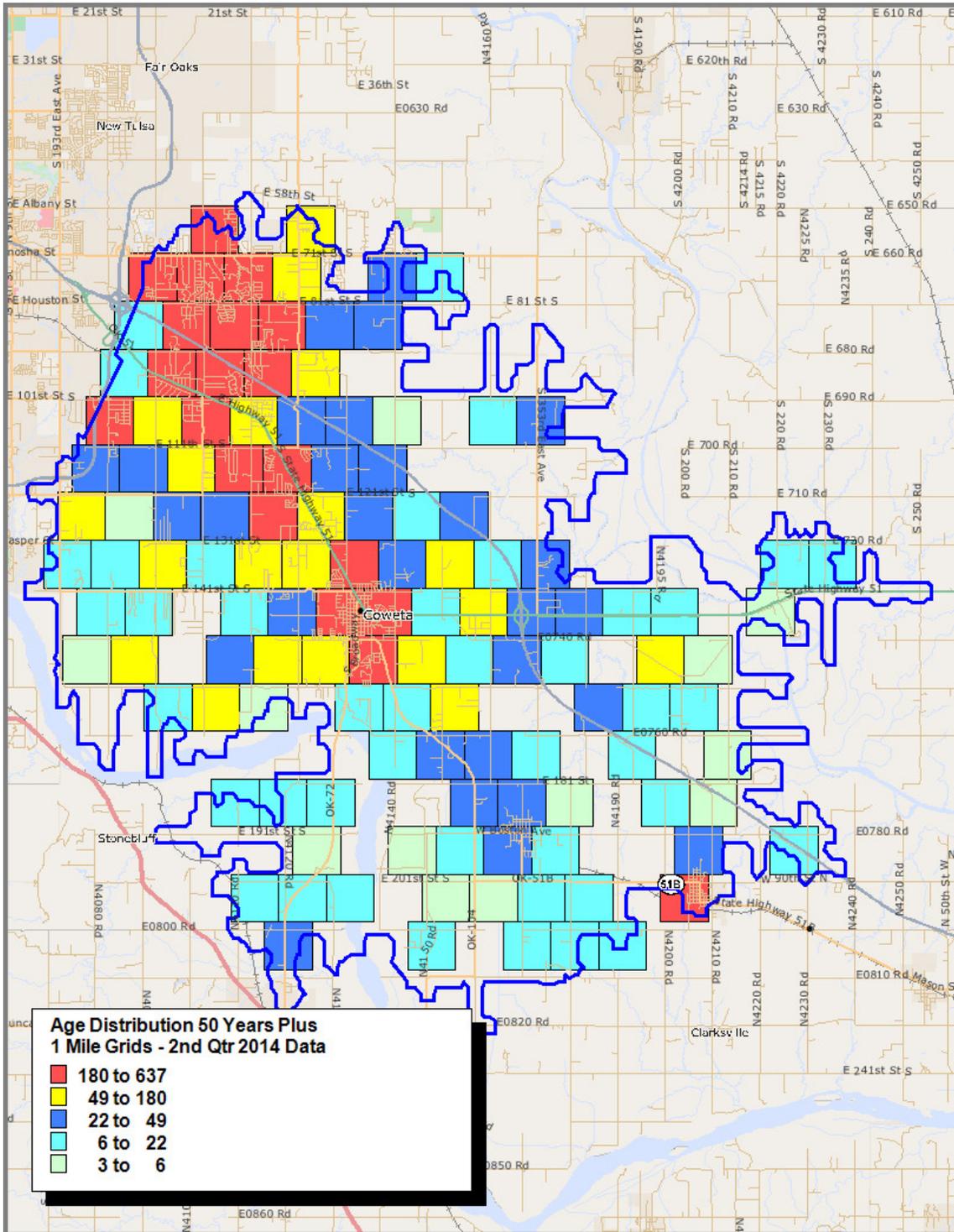
Number of Households with Incomes > \$100,000



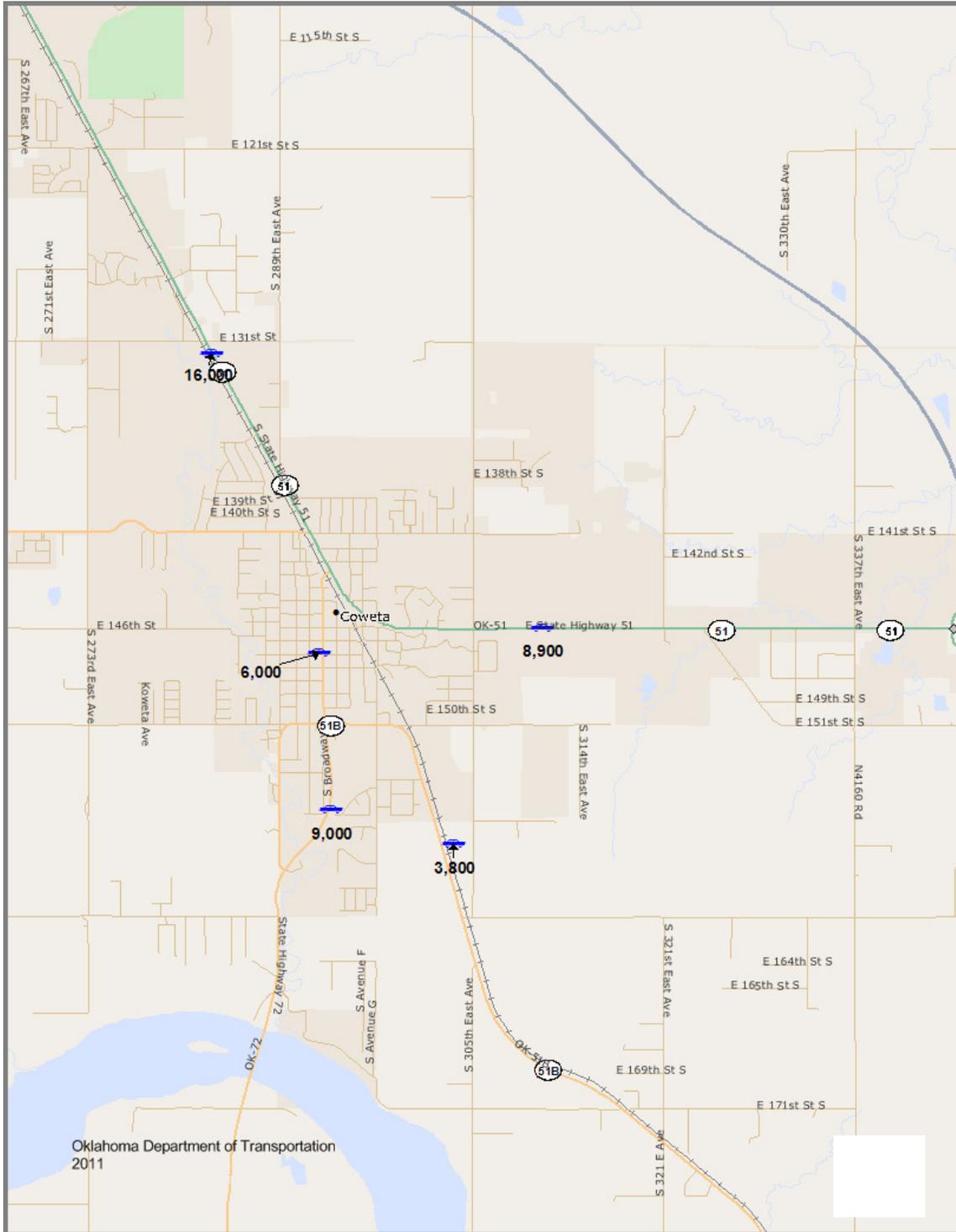
Age Distribution 18 – 44 Years



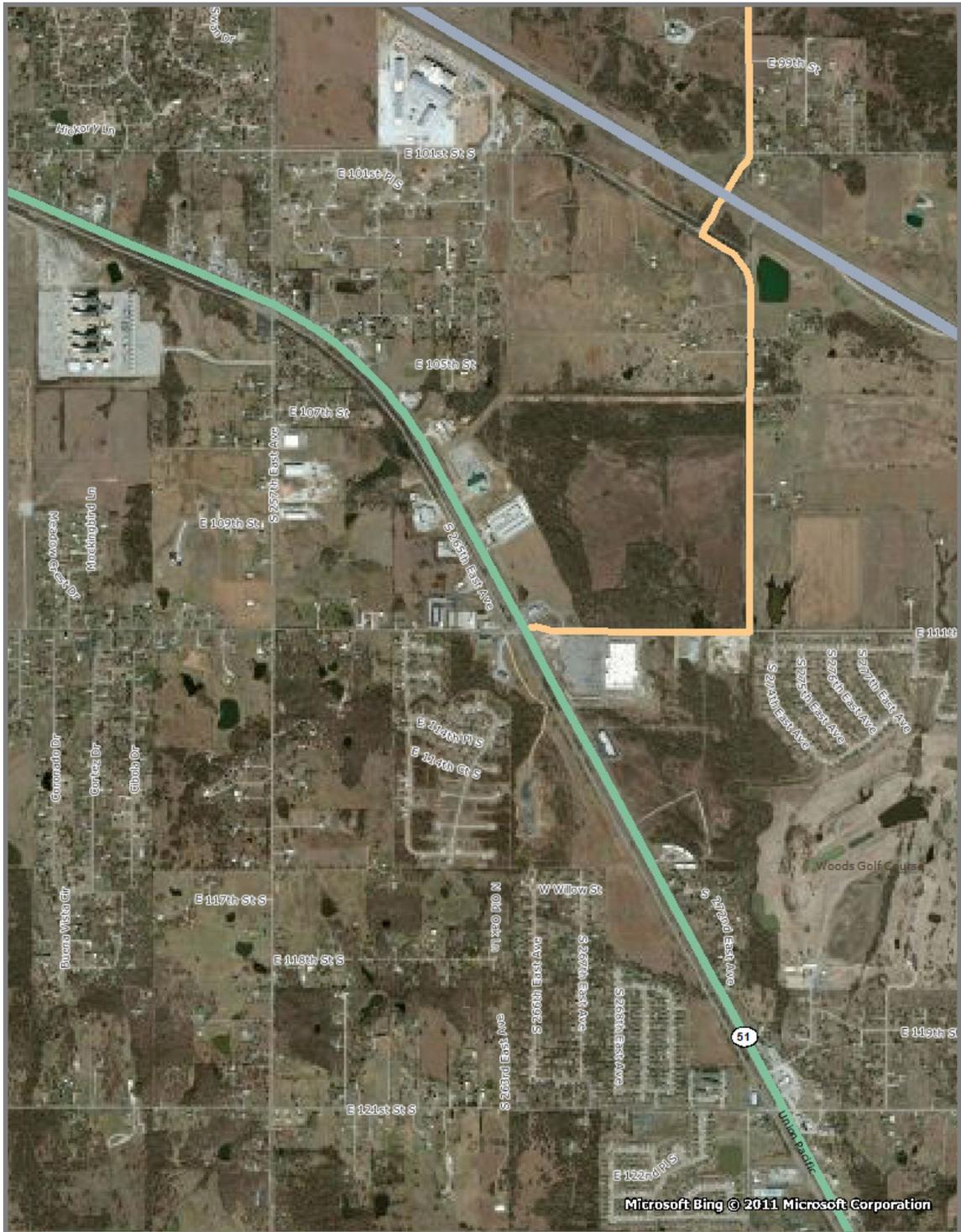
Age Distribution 50 Years Plus



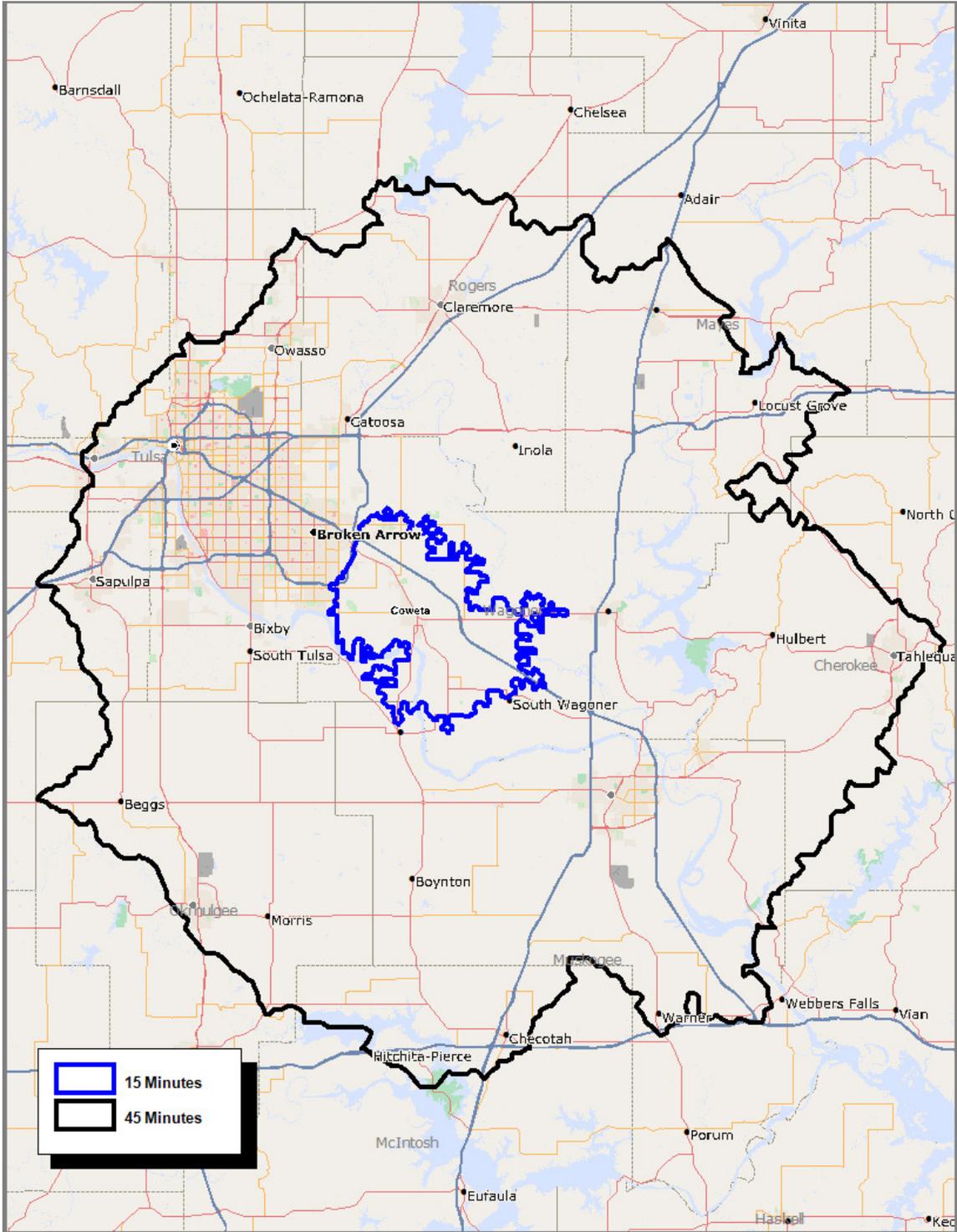
Traffic







Coweta – 15 and 45 Minute Drive Areas



**STI: PopStats - Demographic
Snapshot Comparison Report**



Coweta Market Area

45 Min Drive Area

Population Demographics Q2 2014

Total Population	30,582	943,986
Male Population	49.27%	48.94%
Female Population	50.72%	51.05%
Median Age	39	36
Population Density (per sq. mi.)	185.55	278.01
Employees (Full Time)	4,257	497,377
Establishments	478	28,064

Income

Median HH Income	\$64,206	\$47,910
Per Capita Income	\$27,804	\$25,582
Average HH Income	\$75,924	\$65,366

Households

Total Households	11,199	369,448
Average Household Size	2.71	2.50

Housing Units

Owner Occupied Housing Units	80.36%	58.91%
Renter Occupied Housing Units	13.94%	31.60%
Vacant Housing Units	5.69%	9.47%

Race, Includes Hispanic

White	79.39%	68.91%
Black	2.73%	8.97%
Asian or Pacific Islander	0.92%	1.82%
Other	16.94%	20.29%

Ethnicity

Hispanic	3.73%	8.68%
Non-Hispanic	96.26%	91.31%

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PopStats Demographic Data

This PopStats demographic data utilized in this report is provided by Synergos Technologies. This data is updated quarterly to end users based on new ZIP+4 data (note that new data and statistics are delivered monthly, updated quarterly). This data is modeled where a growth factor is derived for every ZIP+4 in the country. This application occurs via a proprietary model that uses this information as well as other pertinent factors (see below) to generate a current estimate. The data sources for PopStats datasets come from:

- United States Postal Service (USPS)
- United States Department of Defense (DMDC)
- United States Census Bureau
- National Center for Education Statistics (NCES)
- Federal Financial Institutions Examination Council (FFIEC)
- Internal Revenue Service (IRS)
- Bureau of Economic Analysis (BEA)
- Bureau of Labor Statistics (BLS)
- Office of Federal Housing Enterprise Oversight (OFHEO)

Most data vendors and therefore most data analysts are using information that is delivered once annually and is based upon trended census growth figures (i.e., 1990 to 2000). Census trended data misses any new growth that may occur, particularly isolated hot communities that tend to flare up in a few years and sometimes a few quarters.

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