

**SALLISAW, OK**

**COMMUNITY ANALYSIS**



**PREPARED BY**



**OKLAHOMA**  
DEPARTMENT OF COMMERCE

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### Contacts:

**Lisa Clark**  
OK Dept of Commerce  
918-323-1411  
lisa\_clark@okcommerce.gov

**Ray Murphy**  
Northeastern State University  
918-605-0919  
murphyrf@nsuok.edu

**Robin L Akers**  
Sallisaw Chamber of Commerce  
918-775-2558  
sallisawchamberasst@yahoo.com

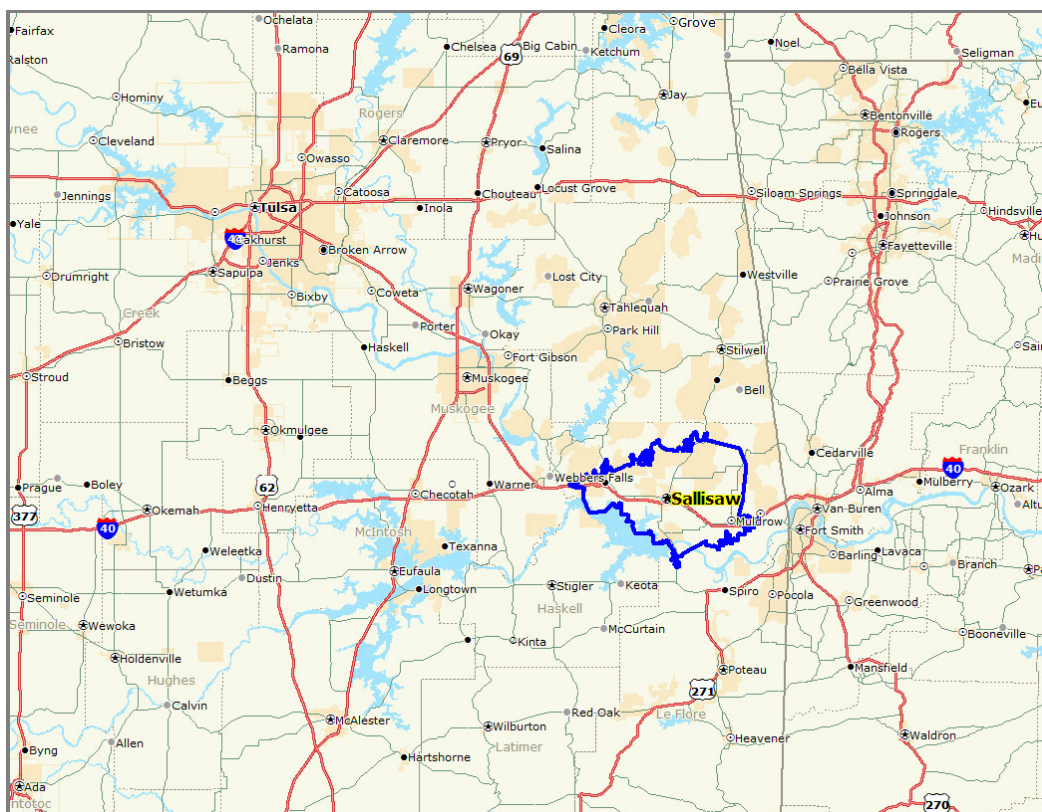
### **PopStats Demographic Data**

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.

## Sallisaw, Oklahoma



### Condensed Demographic Comparison Report



#### Sallisaw Market Area

#### Q2 2010 Demographics

Total Population	28,356
Total Households	10,926

#### Age

Median Age	37
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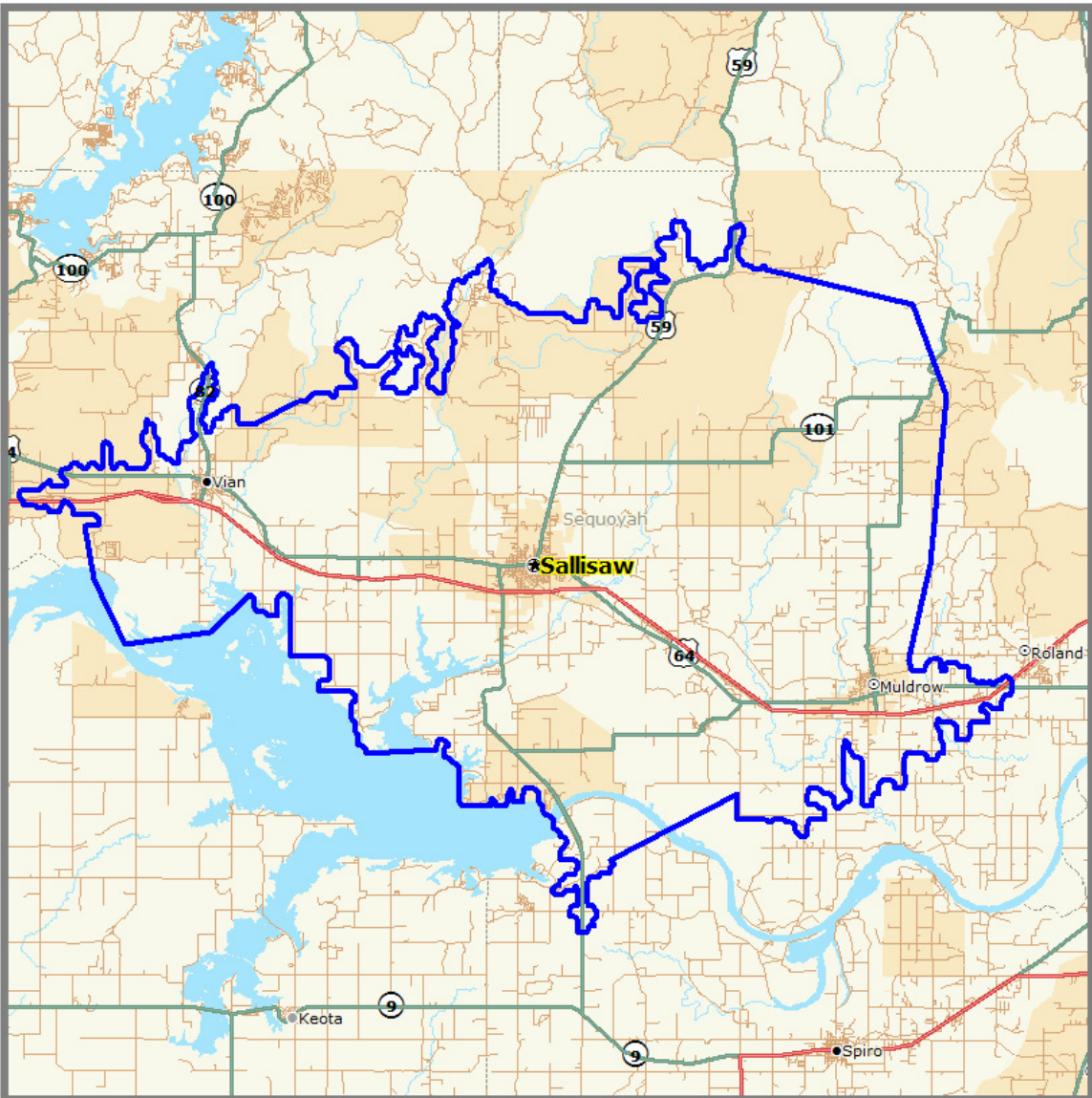
#### Household Income

Average Household Income	\$44,905
Median Household Income	\$35,493
Per Capita Income	\$17,303

Number of Employees (Full Time)	6,357
Number of Establishments	569

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# Sallisaw Market Area



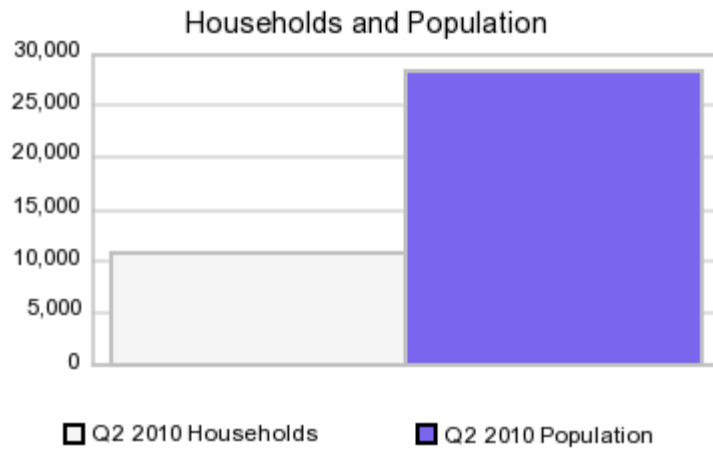
Sallisaw Market Area

## Executive Summary Report with Charts



### Geography: Sallisaw Market Area

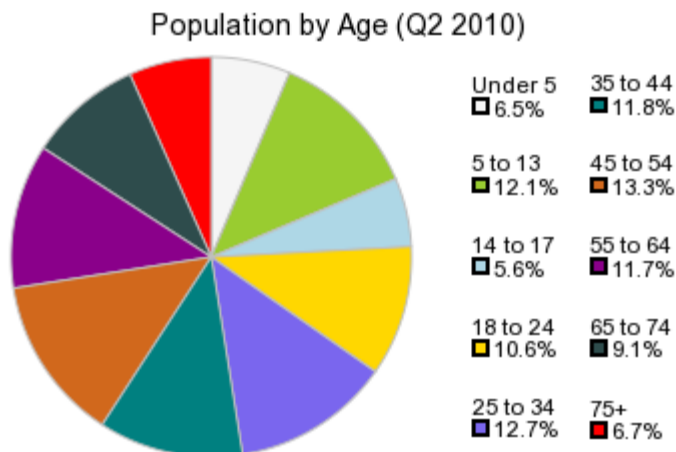
#### Population Demographics



The number of households in the study area in 2000 was **9,491**. The household count in Q2 2010 is estimated to be **10,926**. For 2015, the High Range of the Five Year forecast was **14,128** and the Low Range was **9,680** with the actual household projection estimated at **11,727**, a change of **7.33%**. The population in the study area in 2000 it was **24,836**. The population in Q2 2010 is estimated to be **28,356**. For 2015, the High Range of the Five Year forecast was **36,415** and the Low Range was **25,166** with the actual household projection estimated at **30,390** representing a change of **7.17%**.

	2000 Census	Q2 2010 Estimate	2015 Projection	Percent Change 2010 to 2015
Total Population	24,836	28,356	30,390	7.17%
Total Households	9,491	10,926	11,727	7.33%

#### Population by Age



In 2000, the median age of the population was **36**. The median age in Q2 2010 is estimated to be **37** and it is predicted to change in five years to **37** years.

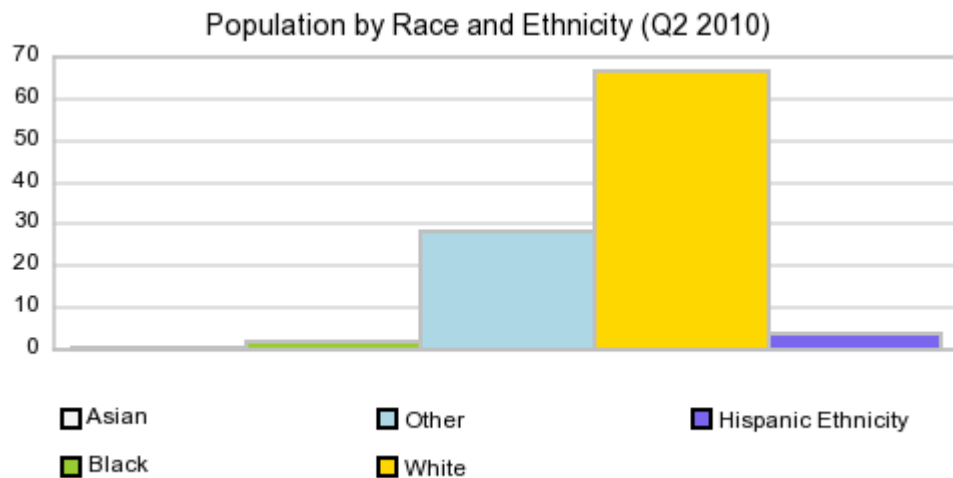
In Q2 2010, females represented **50.85%** of the population with a median age of **39** and males represented **49.15%** of the population with a median age of **35** years.

In Q2 2010, the most prominent age group in this geography is **45 to 54** years. The age group least represented in this geography is **14 to 17** years. The table below sorts age groups by the Q2 2010 Estimate for the Age Groups.

### Population by Age

	<b>2000 Census</b>		<b>Q2 2010 Estimate</b>		<b>2015 Projection</b>		<b>Percent Change 2010 to 2015</b>
0 to 4	1,822	7.34%	1,840	6.49%	1,990	6.55%	8.12%
5 to 13	2,995	12.06%	3,420	12.06%	3,492	11.49%	2.09%
14 to 17	1,940	7.81%	1,585	5.59%	1,620	5.33%	2.20%
18 to 24	2,186	8.80%	2,999	10.58%	3,011	9.91%	0.41%
25 to 34	3,035	12.22%	3,588	12.65%	4,298	14.14%	19.78%
35 to 44	3,494	14.07%	3,353	11.83%	3,454	11.37%	3.01%
45 to 54	3,251	13.09%	3,766	13.28%	3,812	12.54%	1.23%
55 to 64	2,666	10.73%	3,317	11.70%	3,543	11.66%	6.82%
65 to 74	1,868	7.52%	2,591	9.14%	3,019	9.93%	16.49%
75 +	1,580	6.36%	1,896	6.69%	2,152	7.08%	13.47%

### Population by Race/Ethnicity (Hispanic Shown Separately)

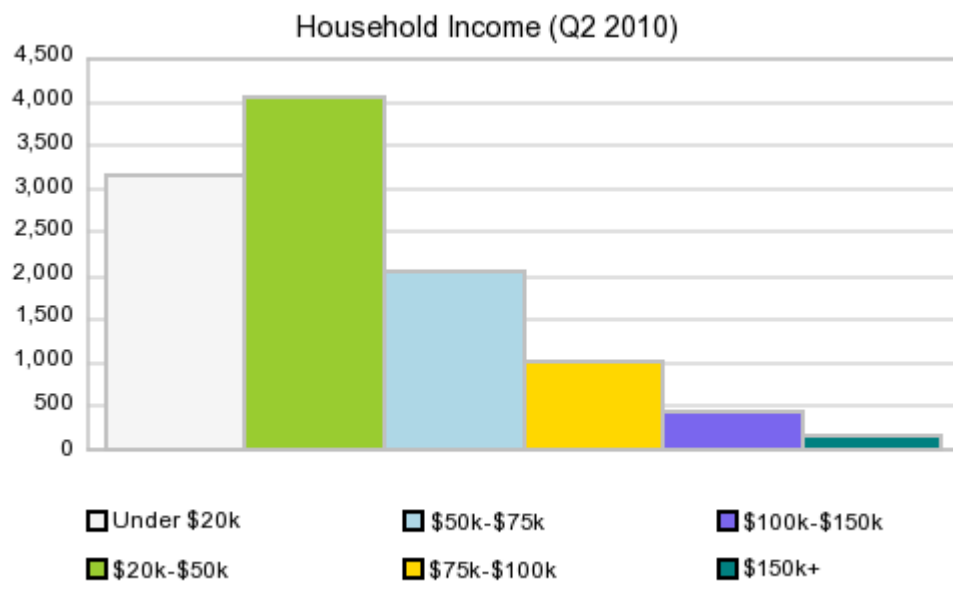


In Q2 2010, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**. Note that the following table is sorted by the predominant Race for Q2 2010.

### Population by Race/Ethnicity

	<b>2000 Census</b>		<b>Q2 2010 Estimate</b>	
White	16,586	66.78%	18,782	66.24%
Other Race	7,430	29.92%	7,995	28.19%
Hispanic Ethnicity	475	1.91%	1,010	3.56%
Black	294	1.18%	472	1.67%
Asian	51	0.20%	96	0.34%





In Q2 2010 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 2010 Income Classes.

#### Households by Income

	2000 Census		Q2 2010 Estimate	
\$0 - \$19,999	3,666	38.63%	3,179	29.09%
\$20,000 - \$49,999	3,876	40.84%	4,060	37.15%
\$50,000 - \$74,999	1,322	13.93%	2,065	18.90%
\$75,000 - \$99,999	366	3.86%	1,022	9.35%
\$100,000 - \$149,999	192	2.02%	437	4.00%
\$150,000 +	69	0.73%	163	1.50%
Median Hhld Income	\$26,868.00		\$35,493.00	
Per Capita Income	\$12,805		\$17,303	
Average Hhld Income	\$33,509.00		\$44,905.00	

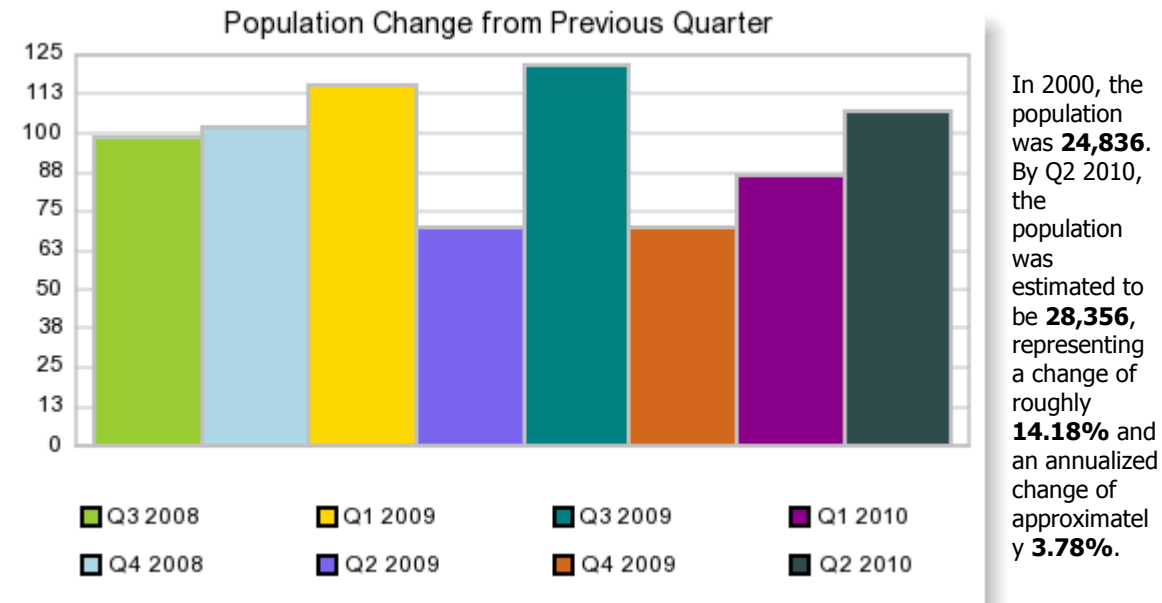
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## Growth Summary Report

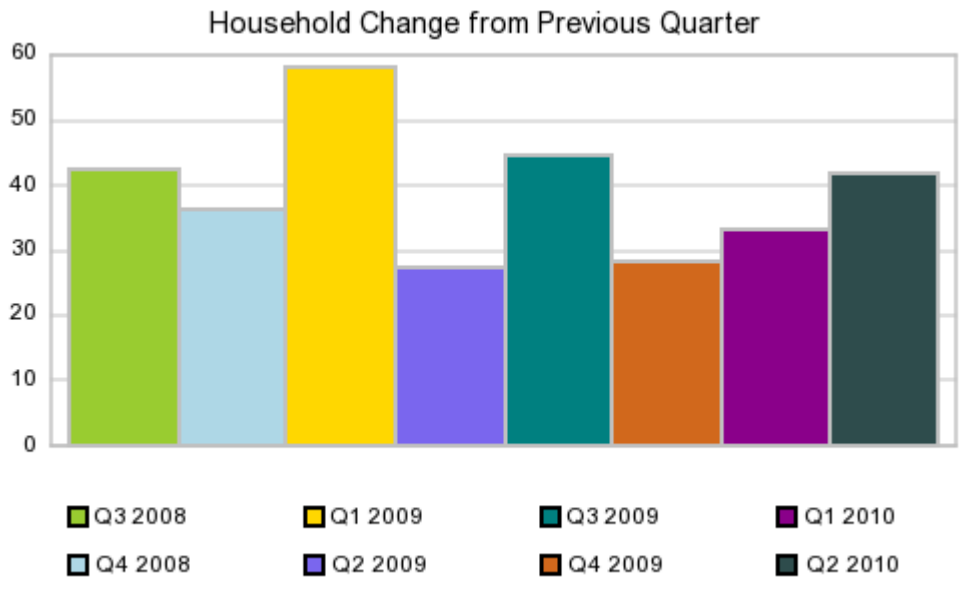


### Geography: Sallisaw Market Area



### Population Change

Quarter	Population Change from Previous Quarter		
	Population	Change	% Change
Q3 2008	27,685	99	0.36%
Q4 2008	27,786	101	0.37%
Q1 2009	27,901	115	0.42%
Q2 2009	27,971	70	0.25%
Q3 2009	28,093	122	0.44%
Q4 2009	28,162	69	0.25%
Q1 2010	28,249	86	0.31%
Current Quarter	28,356	107	0.38%



In 2000, there were **9,491** households. By Q2 2010, the household count was estimated to be **10,926**, representing a change of roughly **15.13%** and an annualized change of approximately **4.03%**.

#### Household Change

Quarter	Households	Household Change from Previous Quarter	
		Change	% Change
Q3 2008	10,656	42	0.40%
Q4 2008	10,692	36	0.34%
Q1 2009	10,751	58	0.54%
Q2 2009	10,778	27	0.25%
Q3 2009	10,823	45	0.41%
Q4 2009	10,851	28	0.26%
Q1 2010	10,884	33	0.31%
Current Quarter	10,926	42	0.39%

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## PopStats Housing Value Summary



### Geography: Sallisaw Market Area

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#### Housing Units Q2 2010

Housing Units	12,151
Owner-Occupied	65.19%
Renter-Occupied	24.74%
Vacant	10.08%

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#### Housing Value

Under \$10,000	1.45%
\$ 10,000 to \$14,999	2.20%
\$ 15,000 to \$19,999	2.79%
\$ 20,000 to \$25,000	0.48%
\$ 25,000 to \$29,999	3.31%
\$ 30,000 to \$34,999	3.41%
\$ 35,000 to \$39,999	3.50%
\$ 40,000 to \$49,999	6.55%
\$ 50,000 to \$59,999	5.89%
\$ 60,000 to \$69,999	10.07%
\$ 70,000 to \$79,999	7.03%
\$ 80,000 to \$89,999	6.73%
\$ 90,000 to \$99,999	8.42%
\$ 100,000 to \$124,999	14.90%
\$ 125,000 to \$149,999	9.58%
\$ 150,000 to \$174,999	3.70%
\$ 175,000 to \$199,999	3.02%
\$ 200,000 to \$249,999	3.19%
\$ 250,000 to \$299,999	0.88%
\$ 300,000 to \$399,999	1.71%
\$ 400,000 to \$499,999	0.73%
\$ 500,000 to \$749,999	0.42%
\$ 750,000 to \$999,999	0.02%
Over \$1,000,000	0.02%

#### Average Home Value by Quarter

Average Home Value 08Q2	\$95,696
Average Home Value 08Q3	\$95,620
Average Home Value 08Q4	\$97,270
Average Home Value 09Q1	\$96,737
Average Home Value 09Q2	\$98,388
Average Home Value 09Q3	\$97,640
Average Home Value 09Q4	\$95,983
Average Home Value 10Q1	\$99,165
Average Home Value 10Q2	\$99,253
Median Home Value Q2 2010	\$85,065

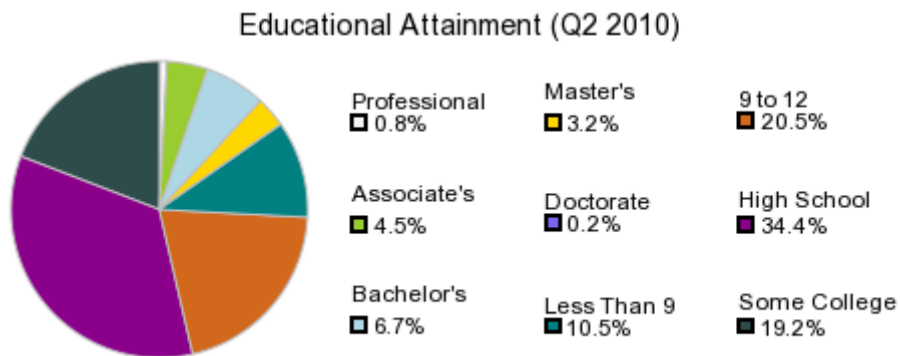
## Educational Attainment



### Geography: Sallisaw Market Area

Educational Attainment	
College - Associate	829
College - Bachelors	1,233
College - Doctorate	40
College - Masters	597
College - Professional	144
Grade Less than 9	1,950
Grade 9 to 12	3,795
High School	6,376
Some college	3,548
Total Educated	18,511

#### Educational Attainment: By Percent (%) Chart



Educational Attainment: By Percent (%)	
% College Associate	4.48%
% College Bachelors	6.66%
% College Doctorate	0.21%
% College Masters	3.22%
% College Professional	0.78%
% Grade 9 to 12	20.50%
% Grade Less than 9	10.53%
% High School	34.45%
% Some College	19.17%

## WorkPlace Summary Report



### Geography: Sallisaw Market Area

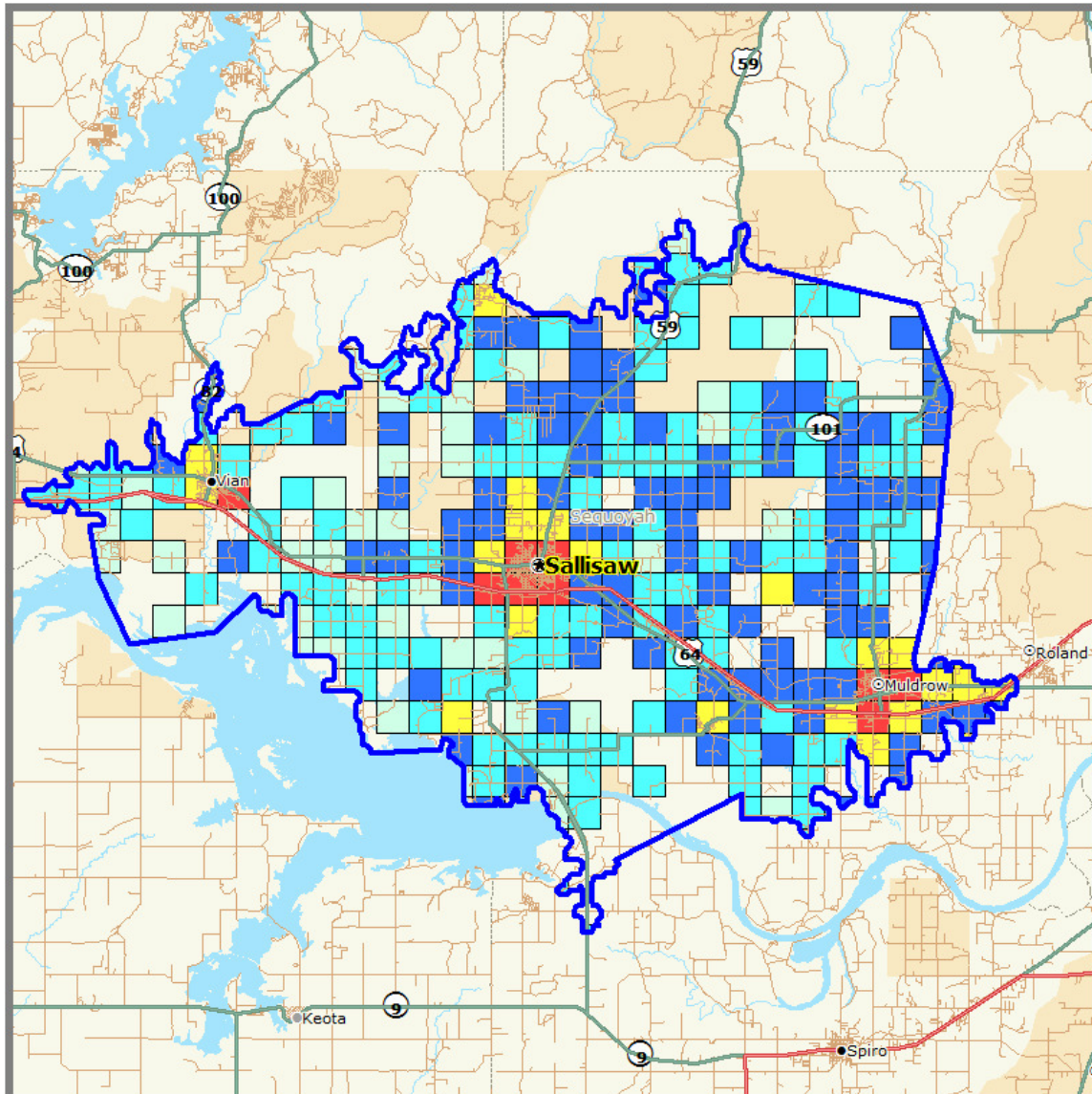
Q2 2010 WorkPlace Totals		Q2 2010 Employees By Occupation		Count	%
Employees Est	6,357	"White Collar" Employees		2,250	35.4%
Establishment Est	569	Management occupations		292	4.6%
Average Employee Size	11	Business and financial operations occupations		146	2.3%
		Computer and mathematical science occupations		47	0.7%
		Architecture and engineering occupations		25	0.4%
		Life, physical, and social science occupations		34	0.5%
		Community and social services occupations		244	3.8%
		Legal occupations		34	0.5%
		Education, training, and library occupations		506	8.0%
		Arts, design, entertainment, sports, and media occupations		75	1.2%
		Healthcare practitioners and technical occupations		462	7.3%
		Healthcare support occupations		385	6.1%
Salary/Wage per Employee per Annum CrYr	Count	%	"Blue Collar" Employees		
Average Employee Salary	\$33,605			3,587	56.4%
Median Employee Salary	\$30,407		Protective service occupations	78	1.2%
Under \$10,000	181	2.8%	Food preparation and serving related occupations	513	8.1%
\$10,000 to \$19,999	1,286	20.2%	Building and grounds cleaning and maintenance occupations	163	2.6%
\$20,000 to \$29,999	1,650	26.0%	Personal care and service occupations	250	3.9%
\$30,000 to \$39,999	1,227	19.3%	Sales and related occupations	867	13.6%
\$40,000 to \$49,999	993	15.6%	Office and administrative support occupations	935	14.7%
\$50,000 to \$59,999	403	6.3%	Farming, fishing, and forestry occupations	4	0.1%
\$60,000 to \$74,999	358	5.6%	Construction and extraction occupations	79	1.2%
\$75,000 to \$84,999	214	3.4%	Installation, maintenance, and repair occupations	185	2.9%
\$85,000 to \$99,999	41	0.6%	Production occupations	205	3.2%
\$100,000 or more	4	0.1%	Transportation and material moving occupations	308	4.9%
			Military	0	0.0%
			Unclassified	520	8.2%

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<b>Q2 2010 By Industry</b>	<b>Employees</b>	<b>% Establishments</b>	<b>%</b>
Agriculture, Forestry, Fishing and Hunting	34	0.5%	3 0.5%
Mining	0	0.0%	0 0.0%
Utilities	21	0.3%	4 0.8%
Construction	68	1.1%	15 2.7%
Manufacturing	219	3.4%	14 2.4%
Wholesale Trade	9	0.1%	5 0.9%
Retail Trade	1,318	20.7%	102 18.0%
Transportation and Storage	84	1.3%	7 1.2%
Information	20	0.3%	5 0.9%
Finance and Insurance	151	2.4%	40 7.0%
Real Estate and Rental and Leasing	82	1.3%	22 3.9%
Professional, Scientific, and Technical Services	135	2.1%	33 5.8%
Management of Companies and Enterprises	0	0.0%	0 0.0%
Admin/Support and Waste Management and Remediation Services	154	2.4%	6 1.0%
Educational services	561	8.8%	14 2.5%
Health Care and Social Assistance	1,595	25.1%	73 12.8%
Arts, Entertainment, and Recreation	68	1.1%	10 1.7%
Accommodation and Food Services	519	8.2%	36 6.3%
Other Services (except Public Administration)	334	5.3%	87 15.3%
Public Administration	497	7.8%	71 12.5%
Military	0	0.0%	0 0.0%
Unknown classification	488	7.7%	22 3.9%

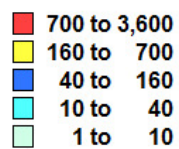
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## Population Distribution



**Sallisaw Market Area - Population Distribution**

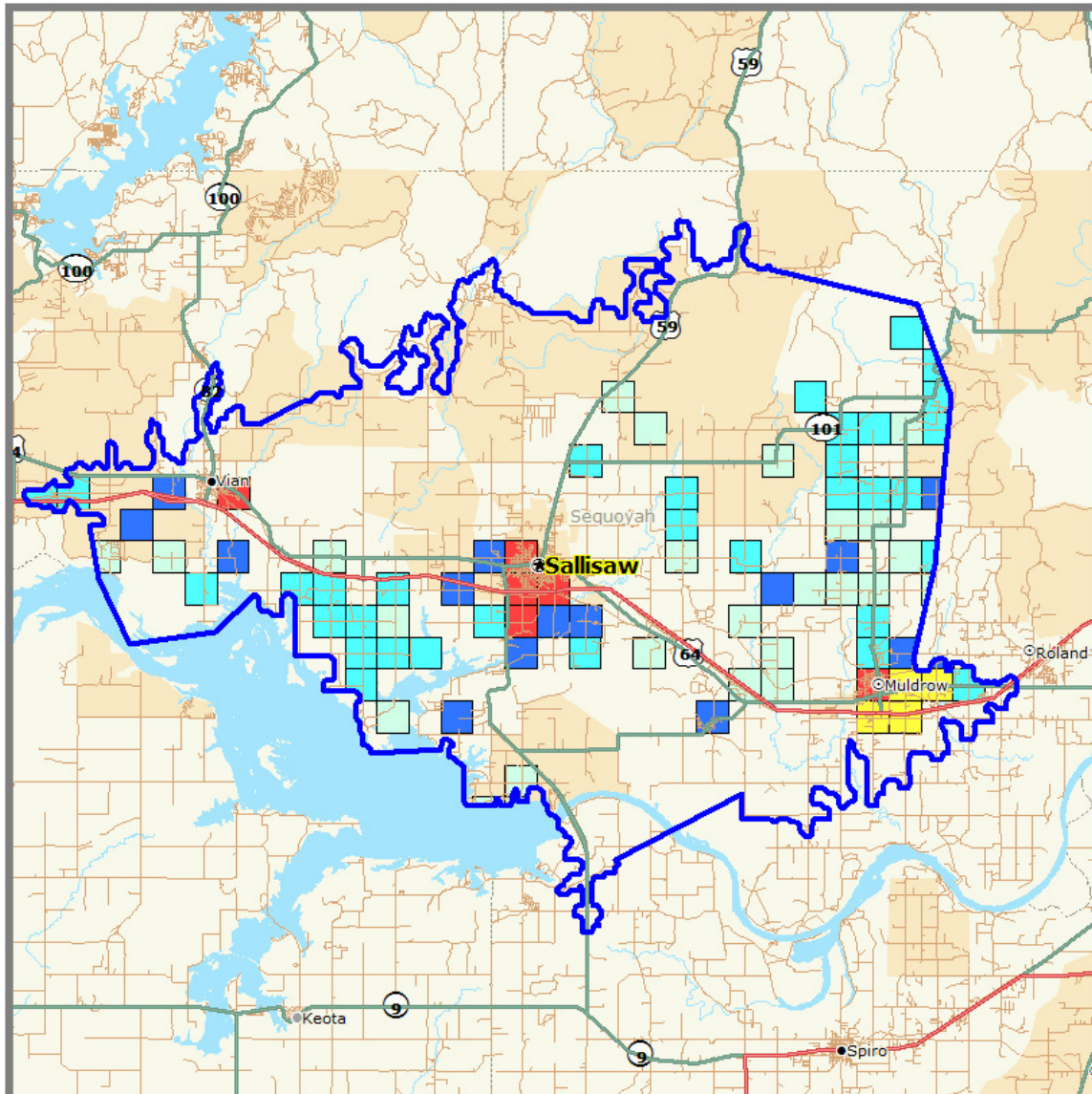
1 Mile Grids - 2nd Qtr 2010



Demographics  
Synergos - PopStats  
2nd Qtr 2010

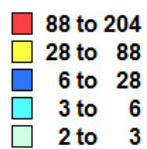


## 2 Year Population Growth



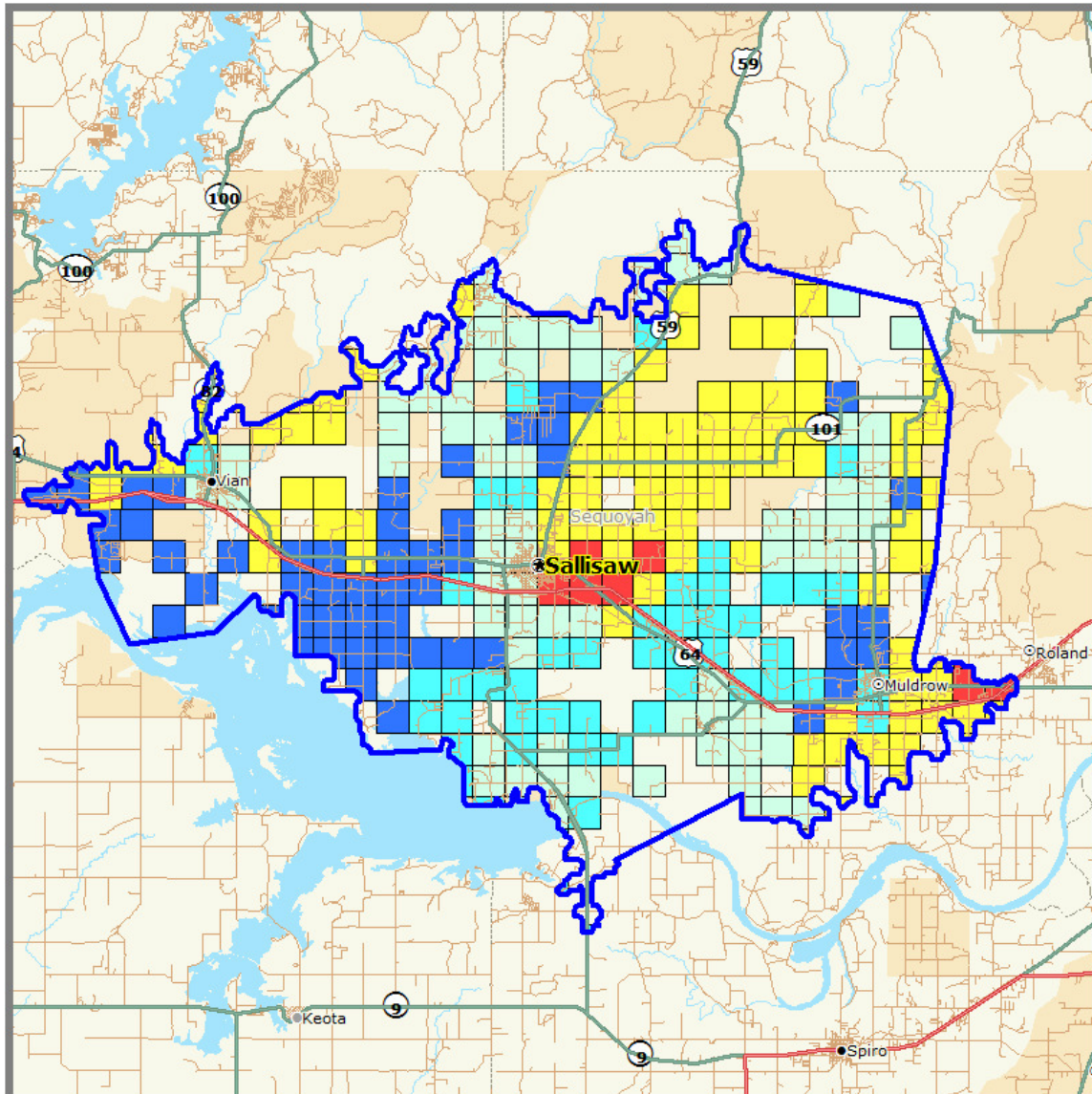
**Sallisaw Market Area - 2 Year Population Growth**

1 Mile Grids - 2nd Qtr 2010



Demographics  
Synergos - PopStats  
2nd Qtr 2010

## Average Household Income Distribution



**Sallisaw Market Area - Average Household Income Distribution**

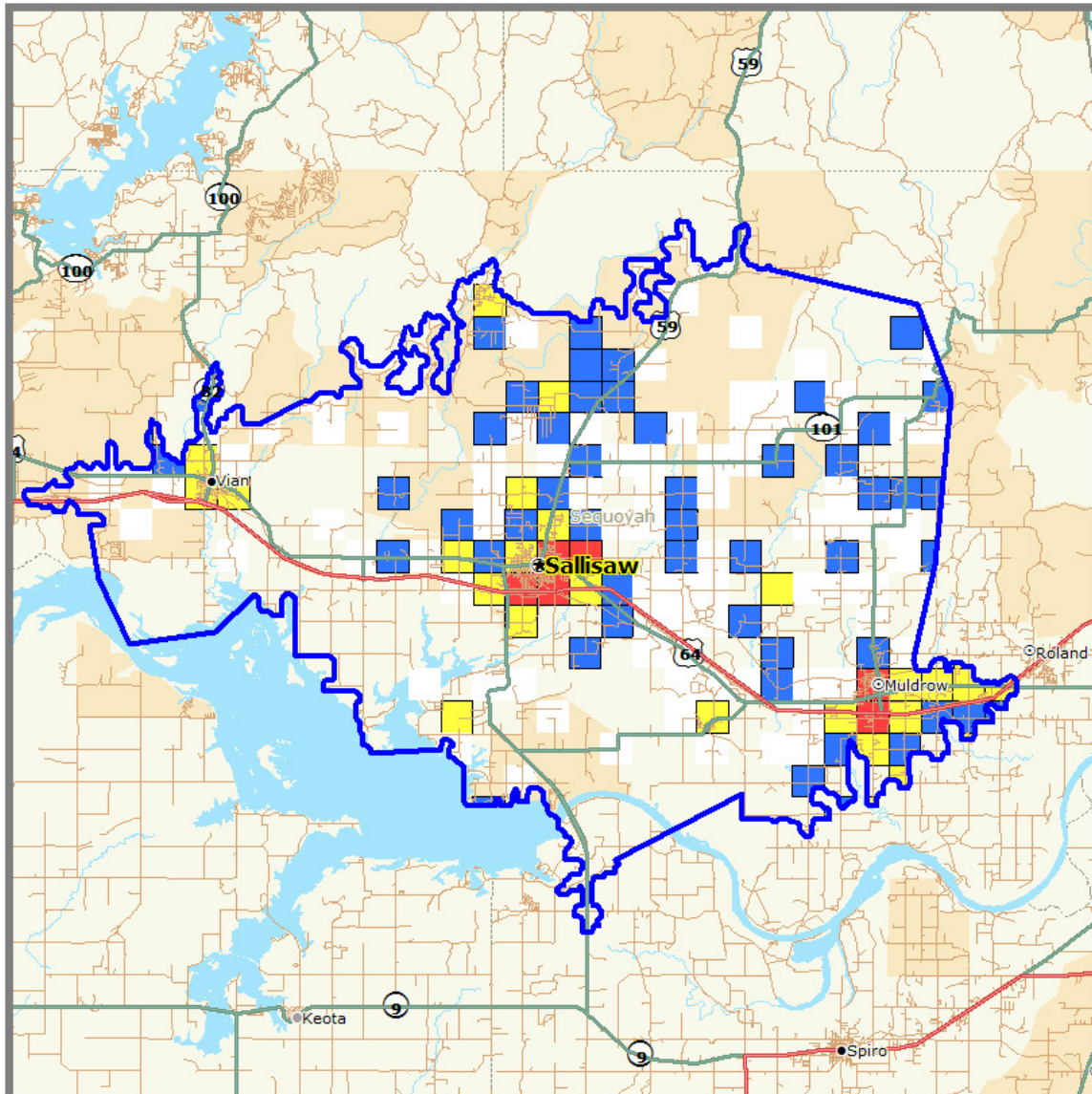
1 Mile Grids - 2nd Qtr 2010

- 55,300 to 64,800
- 49,500 to 55,300
- 46,300 to 49,500
- 44,000 to 46,300
- 33,300 to 44,000

Demographics  
Synergos - PopStats  
2nd Qtr 2010



## Number of Households with Income > \$100,000



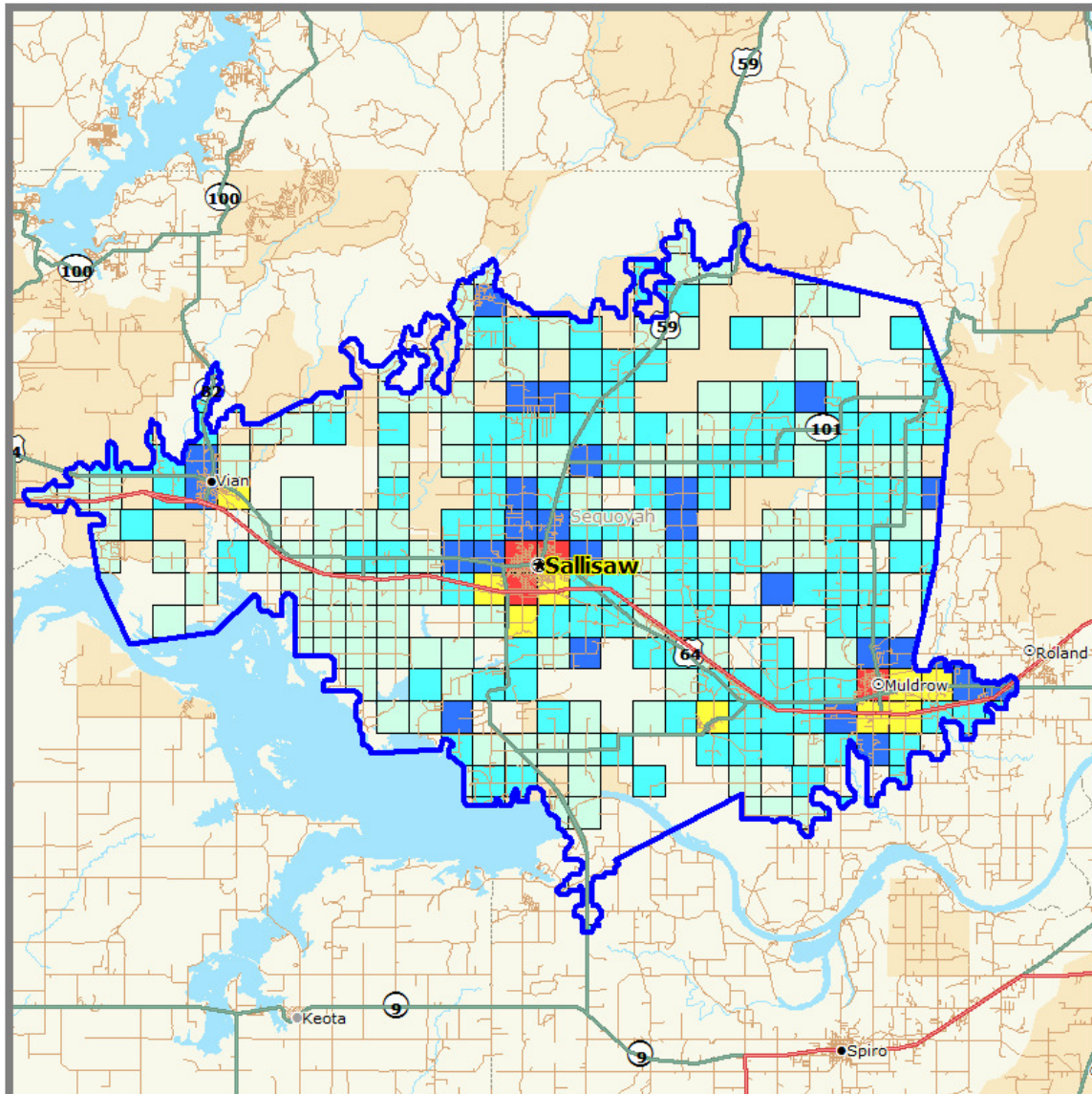
**Sallisaw Market Area - Number of Households with Income > \$100,000**

1 Mile Grids - 2nd Qtr 2010

- 22 to 60
- 5 to 22
- 2 to 5
- 1 to 2

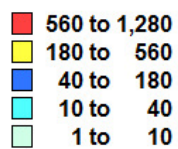
Demographics  
Synergos - PopStats  
2nd Qtr 2010

## Age Distribution 18 – 44 Years



**Sallisaw Market Area - Age Distribution 18 - 44 Years**

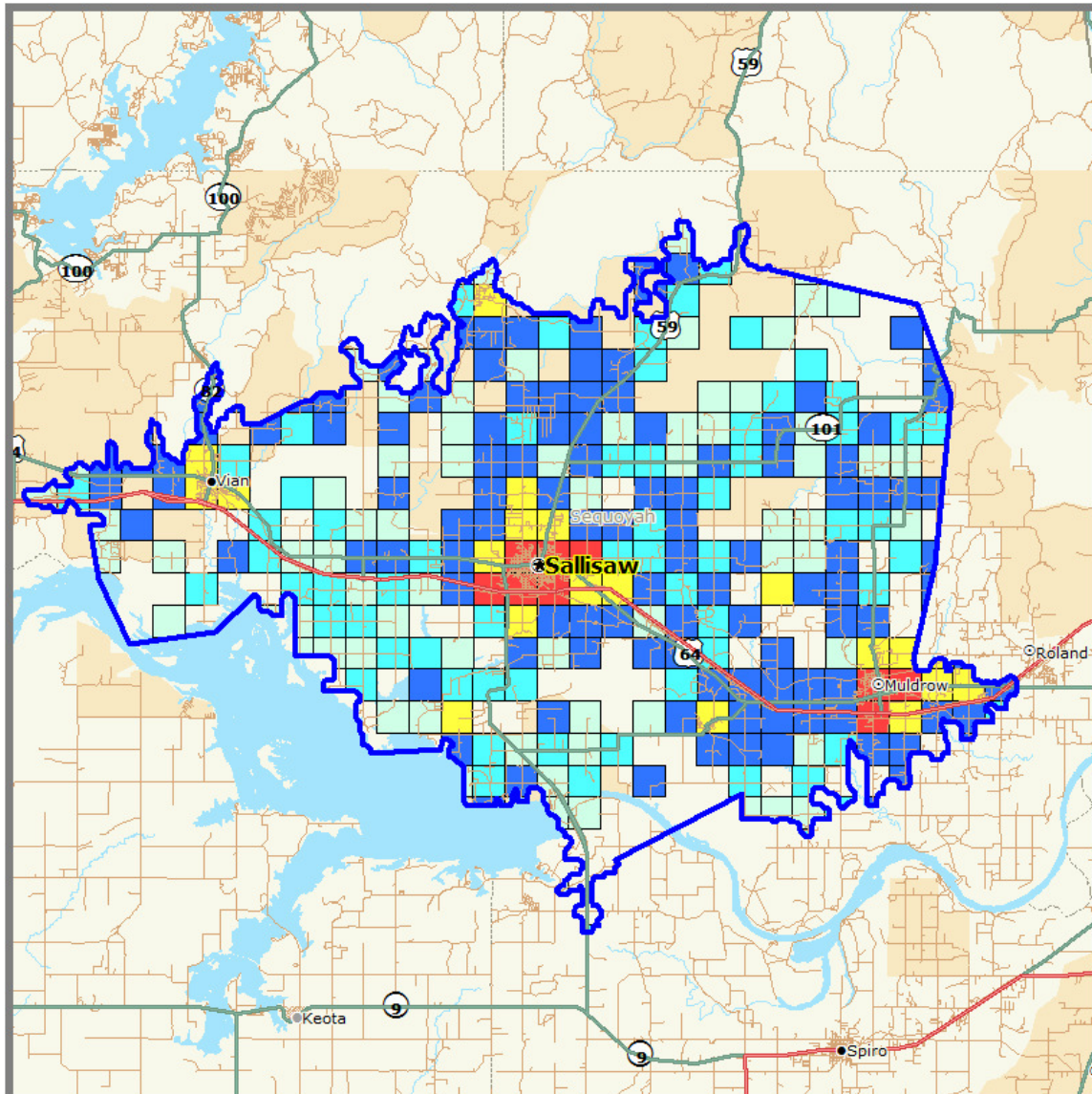
1 Mile Grids - 2nd Qtr 2010



Demographics  
Synergos - PopStats  
2nd Qtr 2010



## Total Daytime Population Distribution



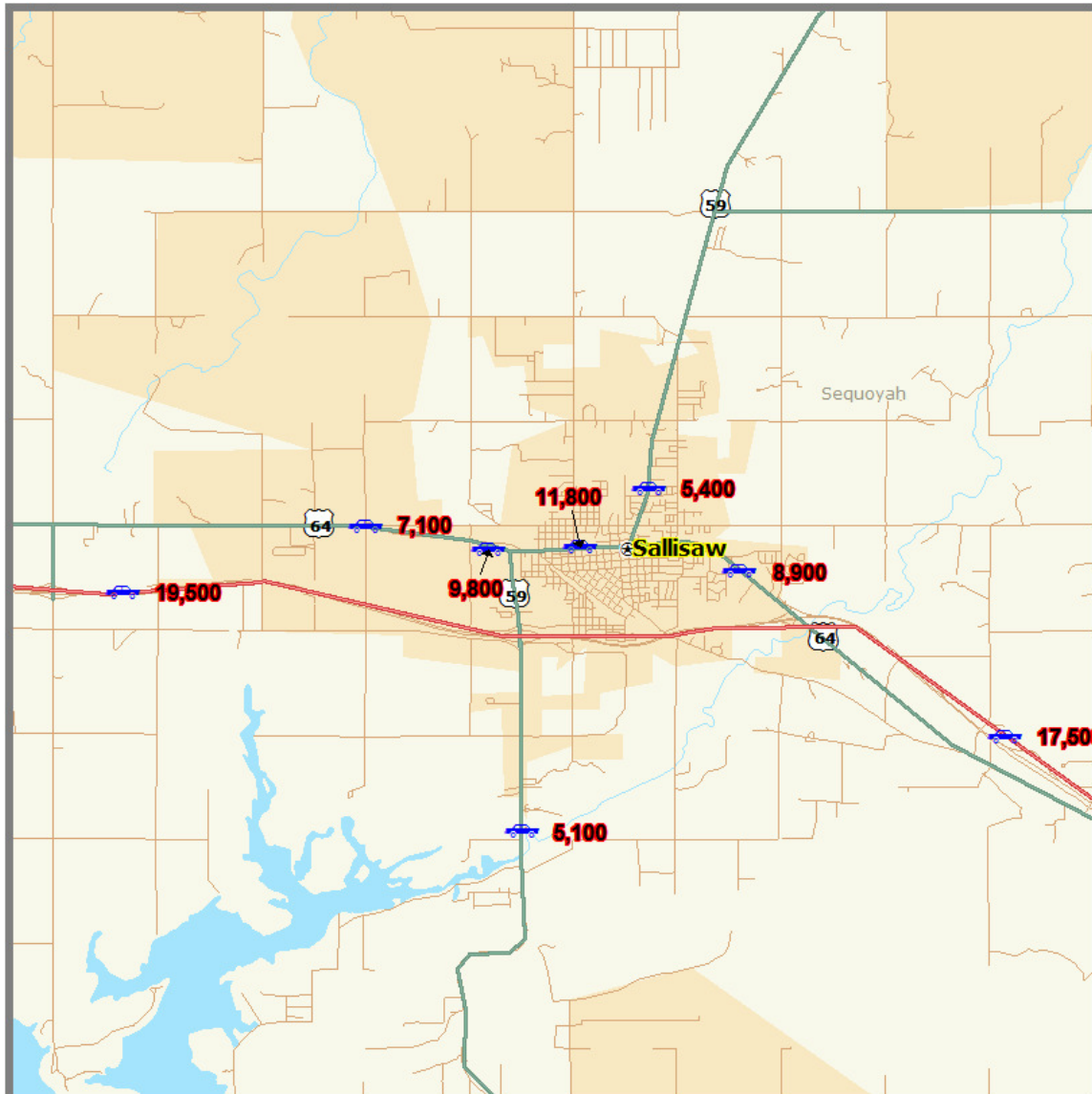
### Sallisaw Market Area - Daytime Population Distribution

1 Mile Grids - 2nd Qtr 2010

- 710 to 2,990
- 100 to 710
- 20 to 100
- 10 to 20
- 1 to 10

Demographics  
Synergos - PopStats  
2nd Qtr 2010

## Sallisaw Traffic Flows



## Sallisaw Traffic Flows



ODOT 2008 Traffic Counts