

**MADILL, OK**

**COMMUNITY ANALYSIS**

**PREPARED FOR**



**PREPARED BY**



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## **PopStats Demographic Data**

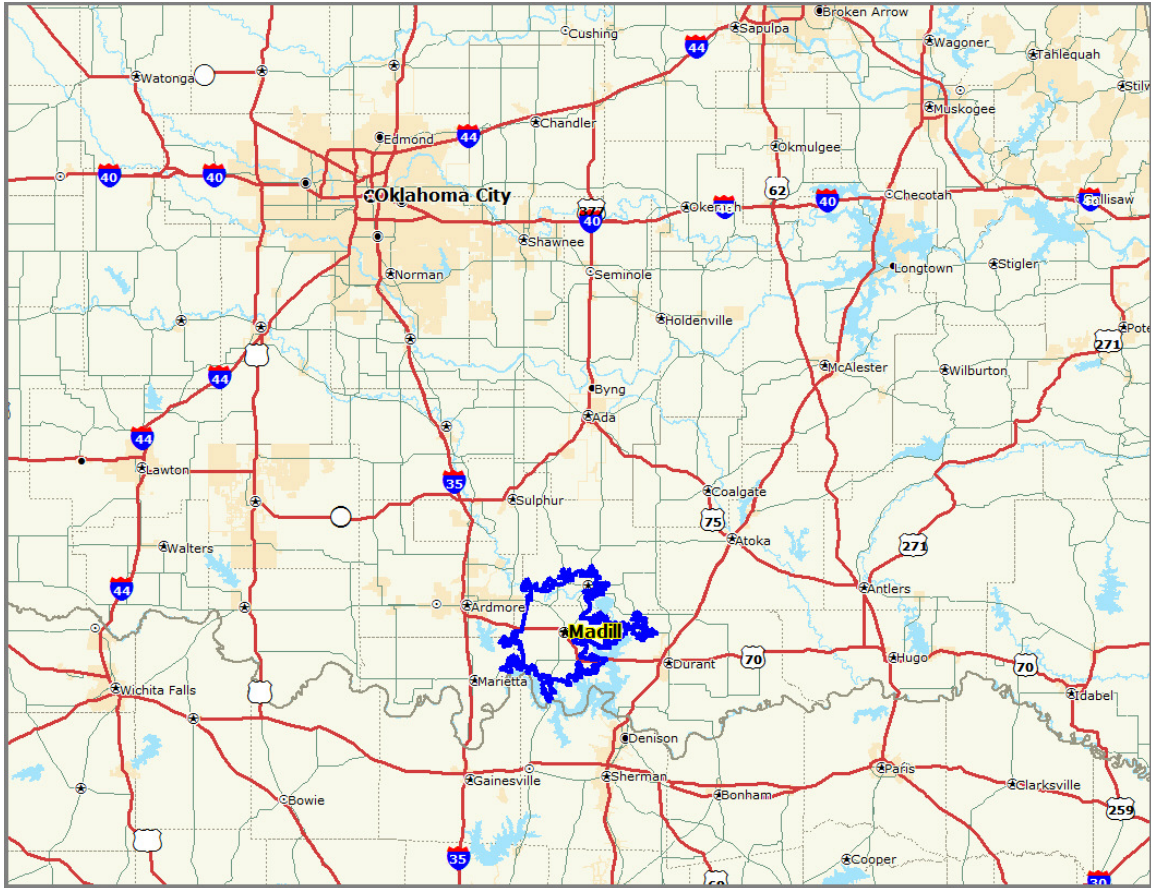
This PopStats demographic data utilized in this report is provided by Synergos Technologies. This data is updated quarterly to end users based on new ZIP+4 data (note that new data and statistics are delivered monthly, updated quarterly). This data is modeled where a growth factor is derived for every 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)

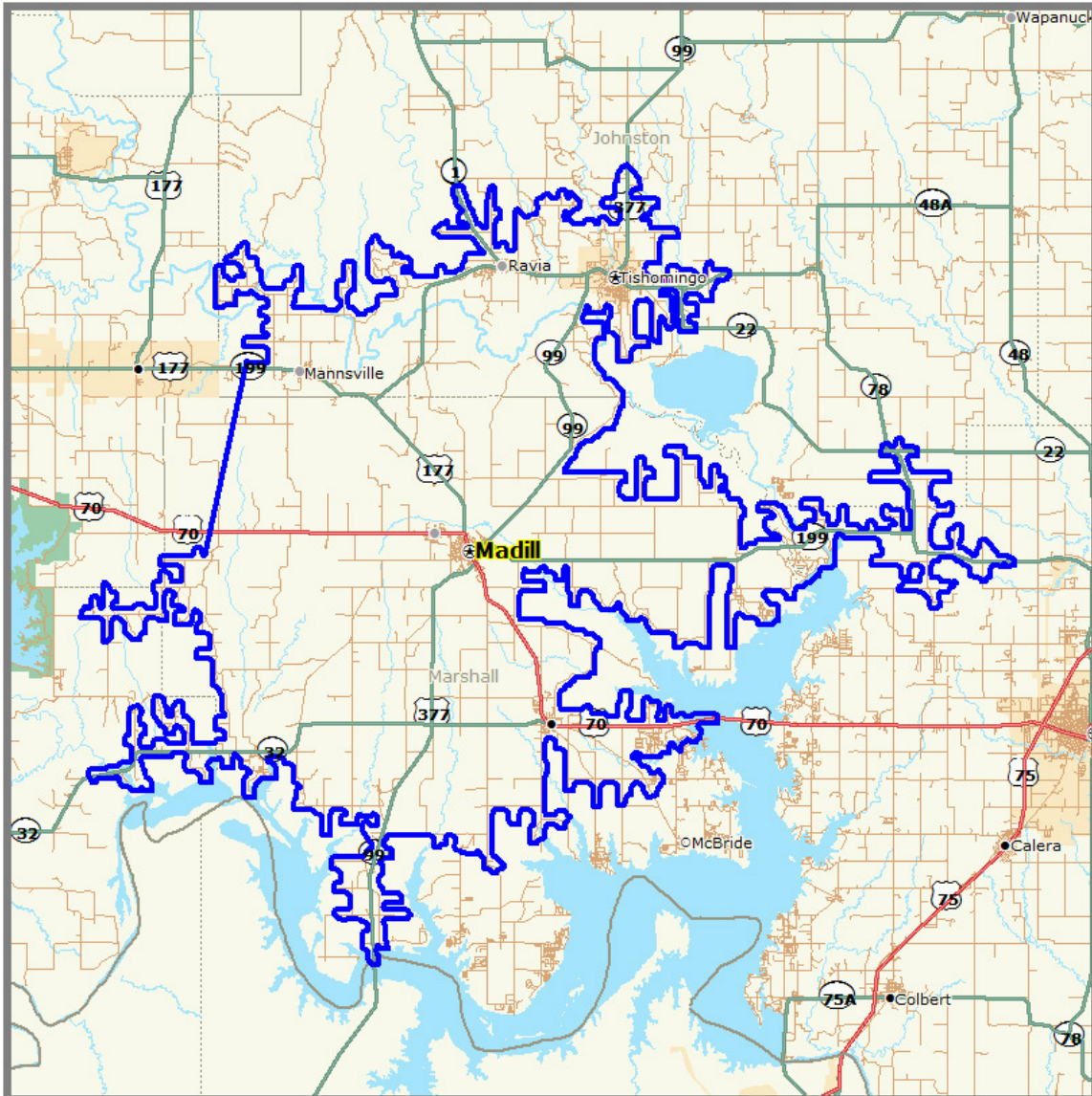
Most data vendors and therefore most data analysts are using information that is delivered once annually and is based upon trended census growth figures (i.e., 1990 to 2000). Census trended data misses any new growth that may occur, particularly isolated hot communities that tend to flare up in a few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

## Madill, Oklahoma

The population in the **Madill Primary Market Area** in Q2 2009 is estimated to be **15,651**. For 2014, the High Range of the Five Year forecast was **18,831** and the Low Range was **14,103** with the actual household projection estimated at **17,207** representing a change of **9.94%**.



# Madill Primary Trade Area 20 Minute Drive Time



Madill Primary Market Area

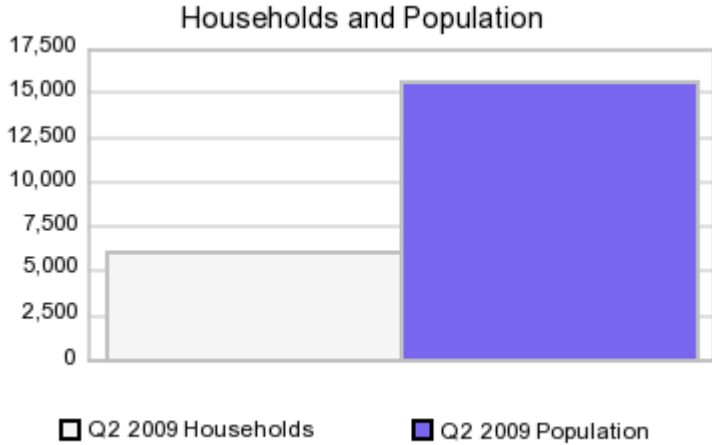
 Madill Primary  
Market Area  
20 Minute  
Drive Time

**Executive Summary Report with Charts**



**Geography: Madill Primary Market Area**

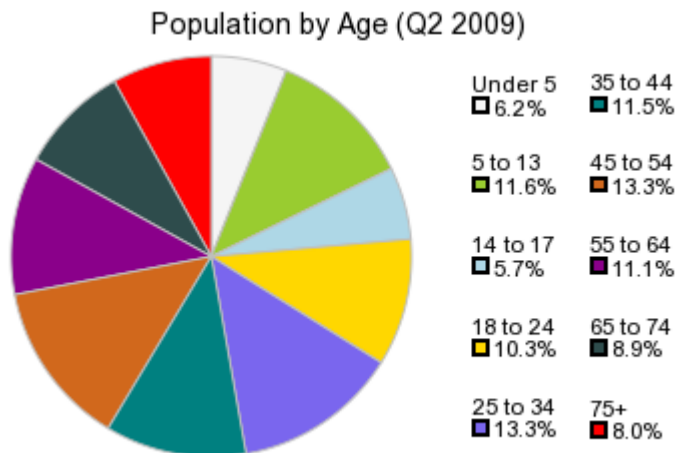
**Population Demographics**



The number of households in the study area in 2000 was **5,534**. The household count in Q2 2009 is estimated to be **6,066**. For 2014, the High Range of the Five Year forecast was **7,319** and the Low Range was **5,452** with the actual household projection estimated at **6,685**, a change of **10.20%**. The population in the study area in 2000 it was **14,264**. The population in Q2 2009 is estimated to be **15,651**. For 2014, the High Range of the Five Year forecast was **18,831** and the Low Range was **14,103** with the actual household projection estimated at **17,207** representing a change of **9.94%**.

	<b>2000 Census</b>	<b>Q2 2009 Estimate</b>	<b>2014 Projection</b>	<b>Percent Change Q2 2009 to 2014</b>
Total Population	14,264	15,651	17,207	9.94%
Total Households	5,534	6,066	6,685	10.20%

**Population by Age**



In 2000, the median age of the population was **38**. The median age in Q2 2009 is estimated to be **38** and it is predicted to change in five years to **37** years.

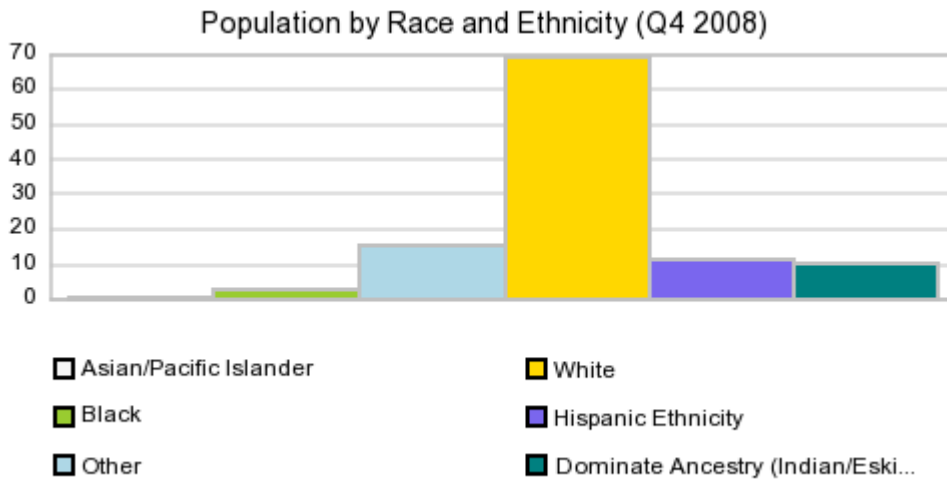
In Q2 2009, females represented **51.20%** of the population with a median age of **40** and males represented **48.80%** of the population with a median age of **35** years.

In Q2 2009, 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 2009 Estimate for the Age Groups.

### Population by Age

	2000 Census		Q2 2009 Estimate		2014 Projection		Percent Change
							Q2 2009 to 2014
0 to 4	977	6.85%	976	6.23%	1,128	6.55%	15.60%
5 to 13	1,550	10.86%	1,822	11.64%	1,907	11.08%	4.63%
14 to 17	1,110	7.78%	894	5.71%	903	5.25%	1.01%
18 to 24	1,396	9.79%	1,610	10.29%	1,761	10.23%	9.36%
25 to 34	1,532	10.74%	2,079	13.28%	2,485	14.44%	19.54%
35 to 44	1,960	13.74%	1,794	11.46%	1,958	11.38%	9.16%
45 to 54	1,769	12.40%	2,083	13.31%	2,055	11.94%	-1.32%
55 to 64	1,501	10.52%	1,744	11.15%	2,047	11.89%	17.33%
65 to 74	1,222	8.57%	1,393	8.90%	1,571	9.13%	12.77%
75 +	1,248	8.75%	1,256	8.03%	1,393	8.10%	10.90%
18 to 44	4,888	34.27%	5,483	35.03%	6,204	36.06%	38.06%

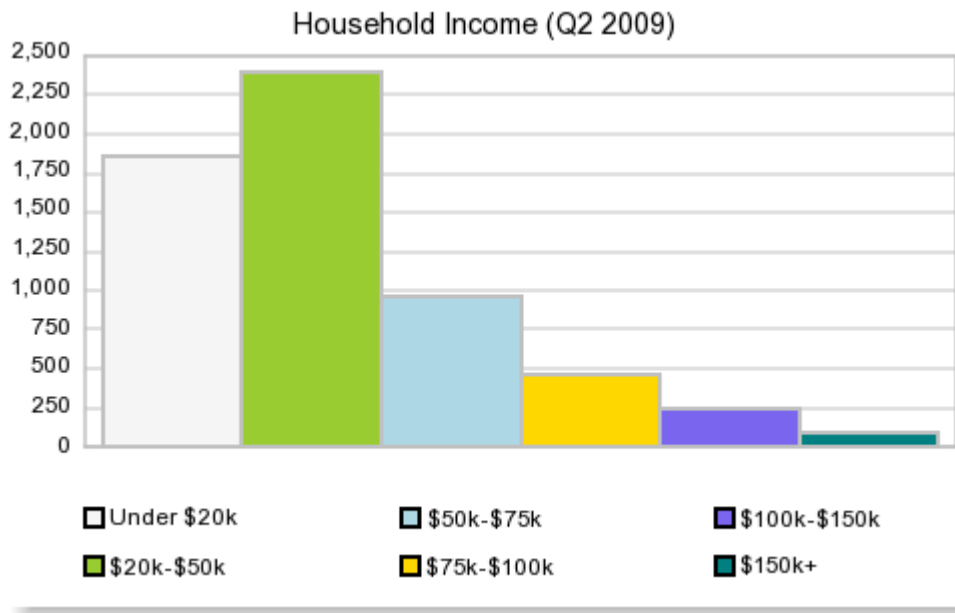
### Population by Race/Ethnicity



In Q2 2009, 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 2009.

### Population by Race/Ethnicity

	2000 Census		Q2 2009 Estimate	
White	10,423	73.07%	10,895	69.61%
Other Race	2,383	16.70%	2,406	15.37%
Hispanic Ethnicity	1,105	7.75%	1,833	11.71%
Black	339	2.38%	470	3.00%
Asian	13	0.09%	47	0.30%
Dominate Ancestry (Native American)			1,590	10.16%



In Q2 2009 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 2009 Income Classes.

**Households by Income**

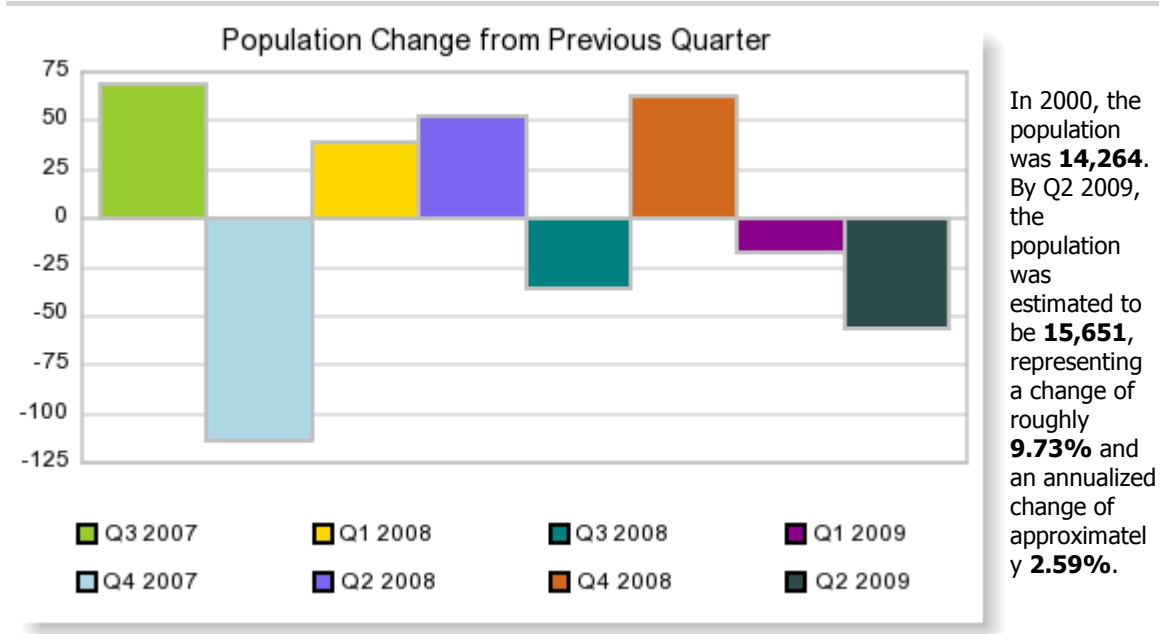
	2000 Census		Q2 2009 Estimate	
\$0 - \$19,999	2,283	41.24%	1,864	30.72%
\$20,000 - \$49,999	2,158	38.99%	2,403	39.62%
\$50,000 - \$74,999	683	12.33%	959	15.81%
\$75,000 - \$99,999	217	3.91%	467	7.69%
\$100,000 - \$149,999	122	2.21%	245	4.04%
\$150,000 +	72	1.31%	88	1.45%
\$50,000 +	1,094	19.76%	1,759	28.99%
Average Hhld Income	\$35,541.00		\$45,726.00	
Median Hhld Income	\$24,622.00		\$32,036.00	
Per Capita Income	\$13,790		\$17,723	

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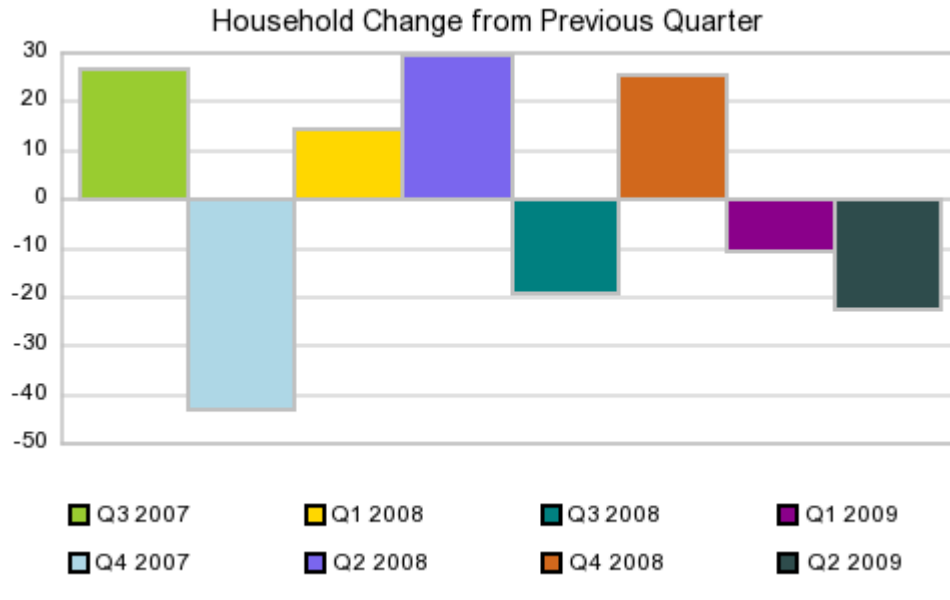
**Growth Summary Report**



**Geography: Madill Primary Market Area**



Quarter	Population Change from Previous Quarter		
	Population	Change	% Change
Q3 2007	15,719	69	0.44%
Q4 2007	15,606	-113	-0.72%
Q1 2008	15,645	39	0.25%
Q2 2008	15,698	53	0.34%
Q3 2008	15,662	-35	-0.22%
Q4 2008	15,724	62	0.40%
Q1 2009	15,707	-18	-0.11%
Q2 2009	15,651	-56	-0.35%



In 2000, there were **5,534** households. By Q2 2009, the household count was estimated to be **6,066**, representing a change of roughly **9.60%** and an annualized change of approximately **2.56%**.

#### Household Change

Quarter	Households	Household Change from Previous Quarter	
		Change	% Change
Q3 2007	6,092	27	0.44%
Q4 2007	6,049	-43	-0.70%
Q1 2008	6,063	14	0.23%
Q2 2008	6,093	30	0.49%
Q3 2008	6,074	-19	-0.32%
Q4 2008	6,099	25	0.42%
Q1 2009	6,089	-10	-0.17%
Q2 2009	6,066	-22	-0.37%

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## Housing Value Summary



### Geography: Madill Primary Market Area

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#### Housing Units Q2 2009

Housing Units	7,395
Owner-Occupied	59.39%
Renter-Occupied	22.64%
Vacant	17.97%

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#### Housing Value

Under \$10,000	1.84%
\$ 10,000 to \$14,999	2.85%
\$ 15,000 to \$19,999	4.62%
\$ 20,000 to \$25,000	0.38%
\$ 25,000 to \$29,999	3.88%
\$ 30,000 to \$34,999	4.97%
\$ 35,000 to \$39,999	1.17%
\$ 40,000 to \$49,999	12.22%
\$ 50,000 to \$59,999	7.75%
\$ 60,000 to \$69,999	11.39%
\$ 70,000 to \$79,999	7.53%
\$ 80,000 to \$89,999	5.84%
\$ 90,000 to \$99,999	7.23%
\$ 100,000 to \$124,999	12.29%
\$ 125,000 to \$149,999	6.12%
\$ 150,000 to \$174,999	2.89%
\$ 175,000 to \$199,999	2.25%
\$ 200,000 to \$249,999	2.02%
\$ 250,000 to \$299,999	1.10%
\$ 300,000 to \$399,999	0.94%
\$ 400,000 to \$499,999	0.37%
\$ 500,000 to \$749,999	0.20%
\$ 750,000 to \$999,999	0.01%
Over \$1,000,000	0.14%

#### Average Home Value by Quarter

Average Home Value 07Q2	\$81,123
Average Home Value 07Q3	\$81,889
Average Home Value 07Q4	\$83,267
Average Home Value 08Q1	\$83,810
Average Home Value 08Q2	\$83,994
Average Home Value 08Q3	\$85,064
Average Home Value 08Q4	\$84,915
Average Home Value 09Q1	\$85,400
Average Home Value Est Current Qtr	\$84,622
Median Home Value Q2 2009	\$68,980

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## Educational Attainment

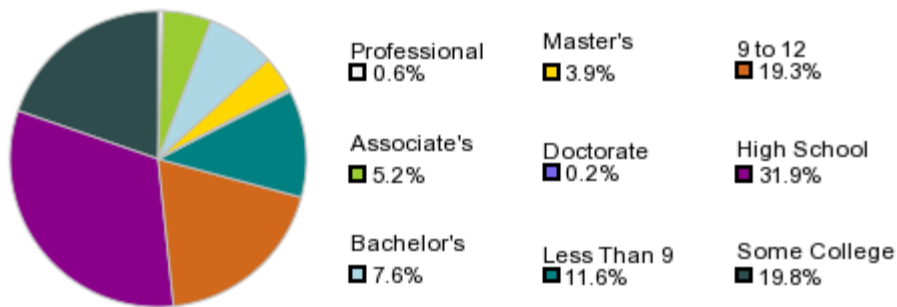


### Geography: Madill Primary Market Area

Educational Attainment	
College - Associate	539
College - Bachelors	783
College - Doctorate	23
College - Masters	406
College - Professional	57
Grade Less than 9	1,198
Grade 9 to 12	1,993
High School	3,301
Some college	2,048
Total Educated	10,349

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

Educational Attainment (Q2 2009)



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

% College Associate	5.20%
% College Bachelors	7.56%
% College Doctorate	0.23%
% College Masters	3.92%
% College Professional	0.55%
% Grade 9 to 12	19.26%
% Grade Less than 9	11.58%
% High School	31.90%
% Some College	19.79%

## Workplace Summary Report



### Geography: Madill Primary Market Area

#### Q2 2009 Business Summary

Employees Est	4,708
Establishment Est	400
Average Employee Size	12

#### Q2 2009 Employees By Occupation

	Count	%
<i>"White Collar" Employees</i>	1,685	35.8%
Management occupations	238	5.1%
Business and financial operations occupations	160	3.4%
Computer and mathematical science occupations	59	1.3%
Architecture and engineering occupations	43	0.9%
Life, physical, and social science occupations	35	0.7%
Community and social services occupations	129	2.7%
Legal occupations	25	0.5%
Education, training, and library occupations	328	7.0%
Arts, design, entertainment, sports, and media occupations	57	1.2%
Healthcare practitioners and technical occupations	334	7.1%
Healthcare support occupations	277	5.9%

#### Salary/Wage per Employee per Annum CrYr

	Count	%
Average Employee Salary	\$31,820	
Median Employee Salary	\$29,173	
Under \$10,000	129	2.7%
\$10,000 to \$19,999	787	16.7%
\$20,000 to \$29,999	1,620	34.4%
\$30,000 to \$39,999	1,176	25.0%
\$40,000 to \$49,999	429	9.1%
\$50,000 to \$59,999	225	4.8%
\$60,000 to \$74,999	182	3.9%
\$75,000 to \$84,999	151	3.2%
\$85,000 to \$99,999	6	0.1%
\$100,000	2	0.0%

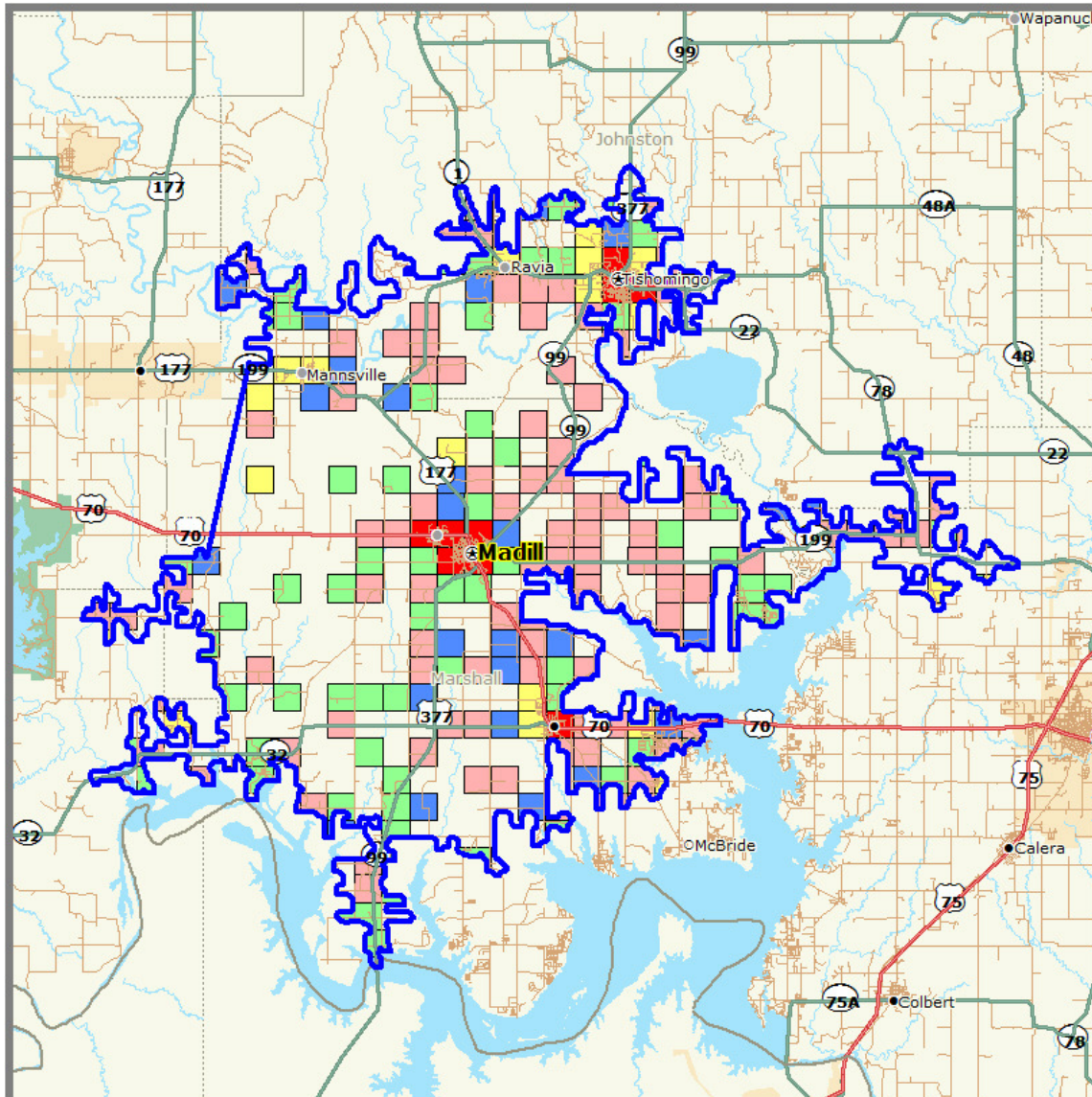
<i>"Blue Collar" Employees</i>	2,955	62.8%
Protective service occupations	84	1.8%
Food preparation and serving related occupations	245	5.2%
Building and grounds cleaning and maintenance occupations	116	2.5%
Personal care and service occupations	162	3.4%
Sales and related occupations	572	12.1%
Office and administrative support occupations	789	16.8%
Farming, fishing, and forestry occupations	5	0.1%
Construction and extraction occupations	156	3.3%
Installation, maintenance, and repair occupations	162	3.4%
Production occupations	447	9.5%
Transportation and material moving occupations	218	4.6%
<i>Military</i>	0	0.0%
<i>Unclassified</i>	68	1.4%

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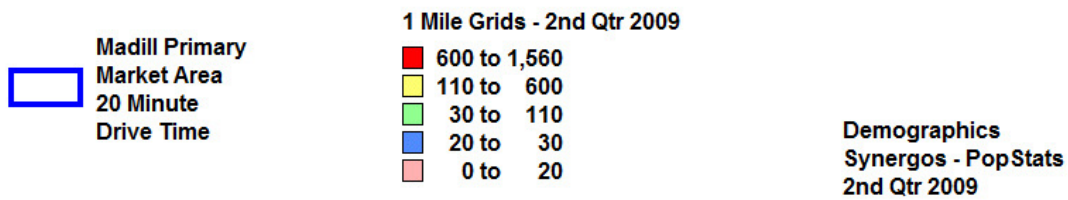
<b>Q2 2009 By Industry</b>	<b>Employees</b>	<b>% Establishments</b>	<b>%</b>
Agriculture, Forestry, Fishing and Hunting	21	0.4%	3 0.8%
Mining	4	0.1%	1 0.3%
Utilities	7	0.1%	1 0.3%
Construction	134	2.9%	19 4.7%
Manufacturing	698	14.8%	7 1.8%
Wholesale Trade	49	1.0%	10 2.5%
Retail Trade	829	17.6%	60 14.9%
Transportation and Storage	34	0.7%	3 0.8%
Information	97	2.1%	5 1.2%
Finance and Insurance	245	5.2%	30 7.5%
Real Estate and Rental and Leasing	56	1.2%	12 3.0%
Professional, Scientific, and Technical Services	62	1.3%	16 4.0%
Management of Companies and Enterprises	0	0.0%	0 0.0%
Admin/Support and Waste Management and Remediation Services	14	0.3%	5 1.3%
Educational services	183	3.9%	12 2.9%
Health Care and Social Assistance	1,073	22.8%	50 12.6%
Arts, Entertainment, and Recreation	54	1.1%	5 1.3%
Accommodation and Food Services	213	4.5%	19 4.7%
Other Services (except Public Administration)	183	3.9%	51 12.7%
Public Administration	700	14.9%	81 20.3%
Military	0	0.0%	0 0.0%
Unknown classification	51	1.1%	10 2.5%

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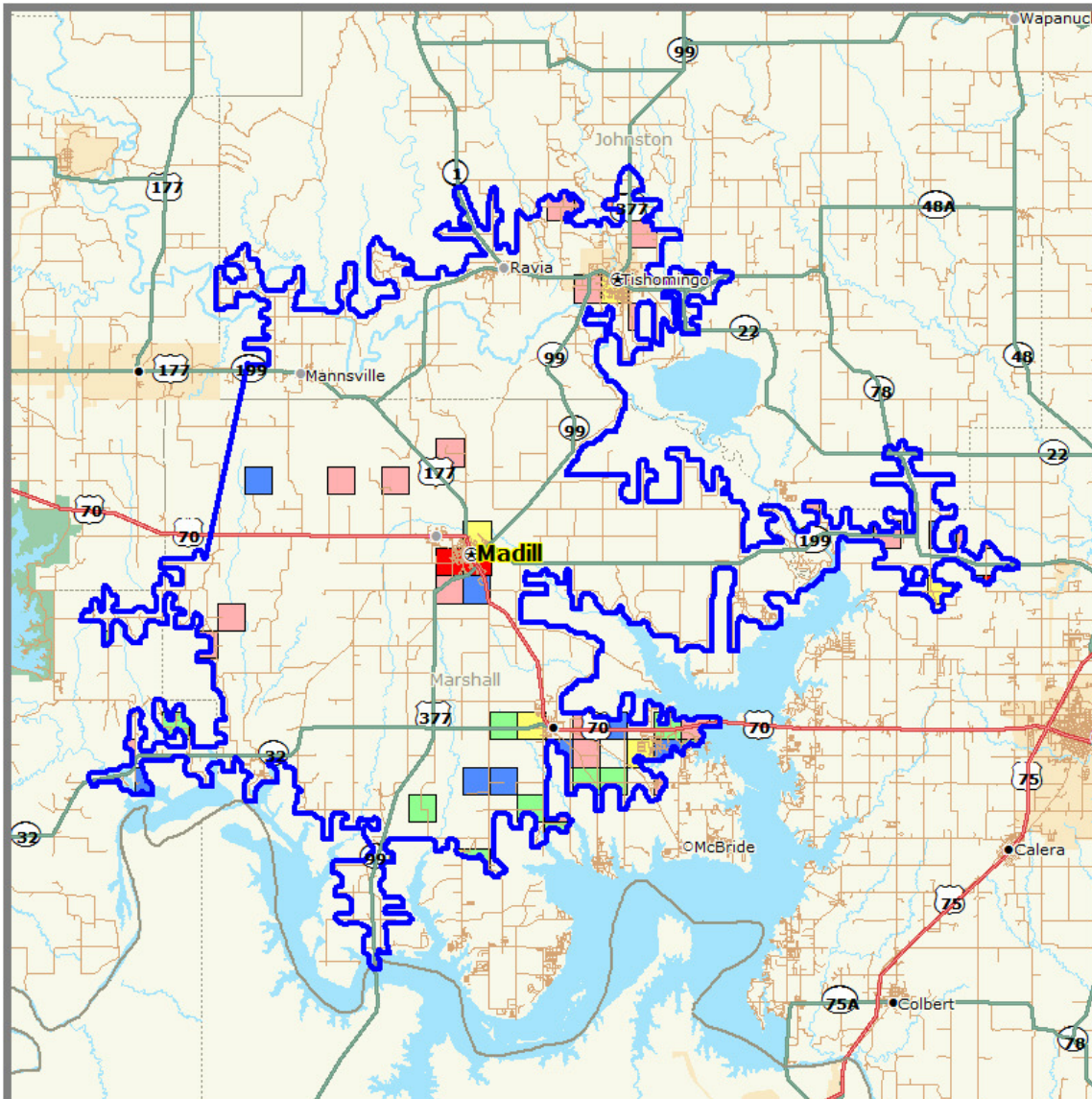
## Population Distribution



**Madill Primary Market Area - Population Distribution**



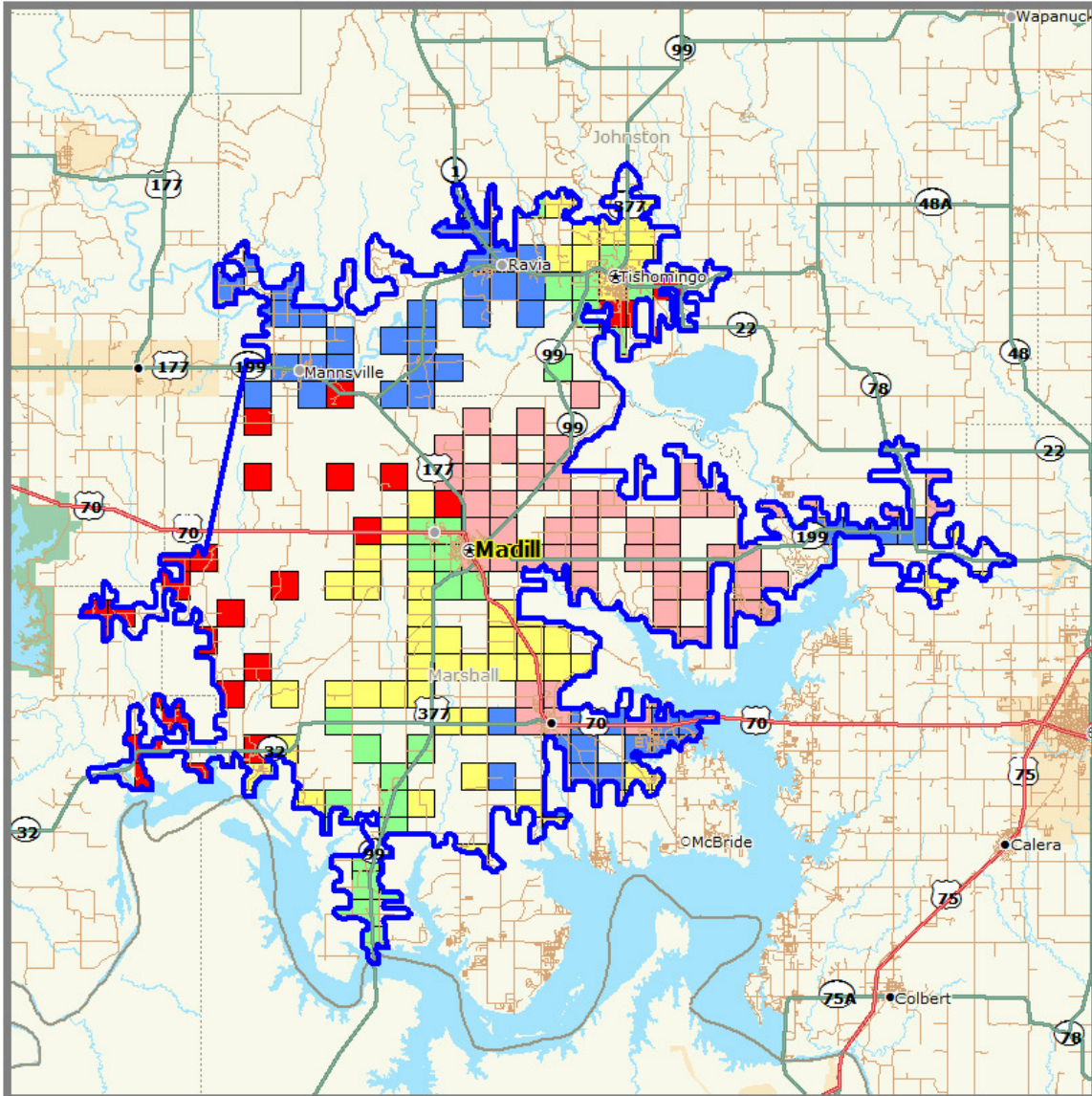
## 2 Year Population Growth



**Madill Primary Market Area - 2 Year Population Growth**



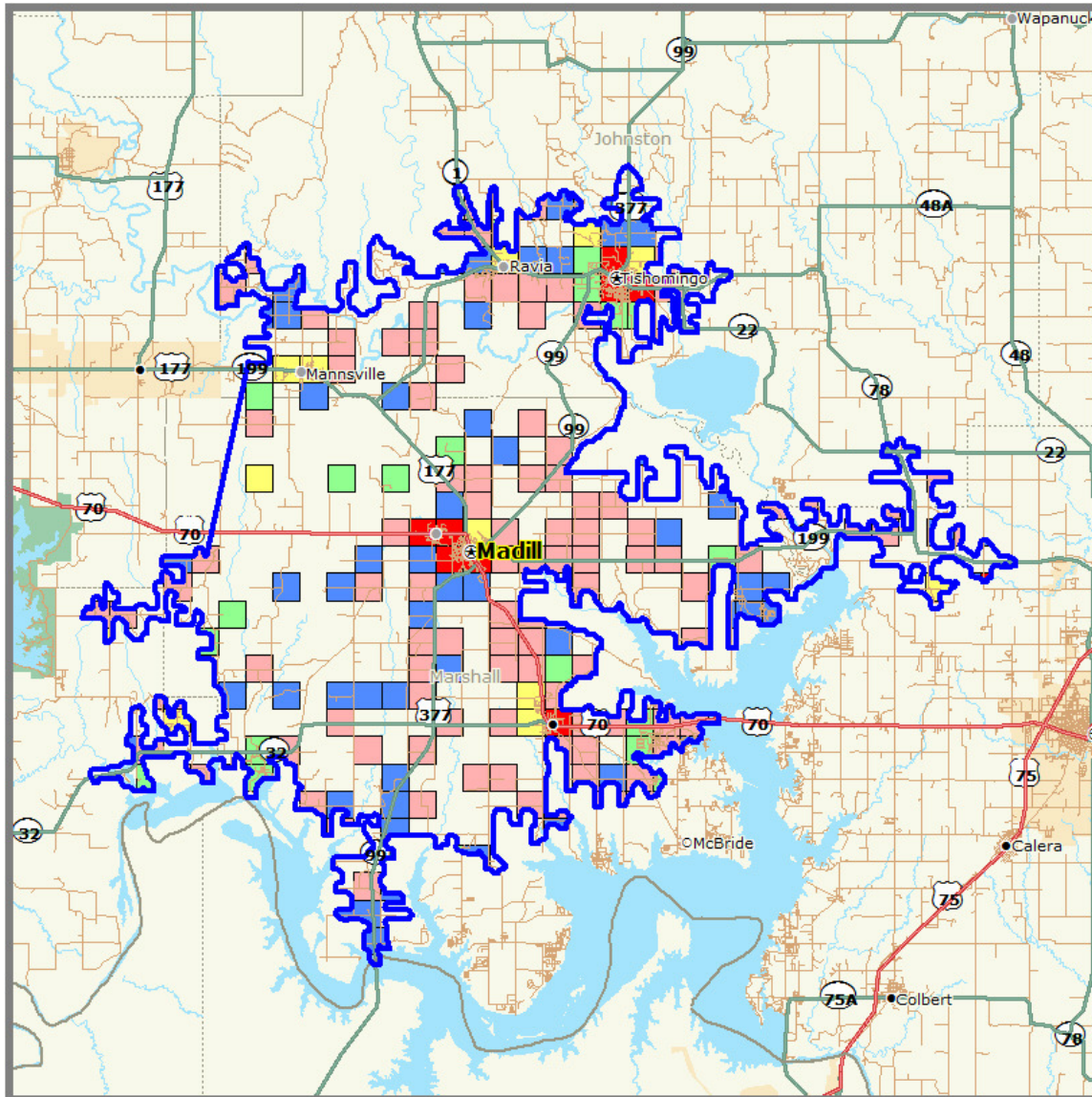
## Average Household Income Distribution



**Madill Primary Market Area - Average Household Income Distribution**



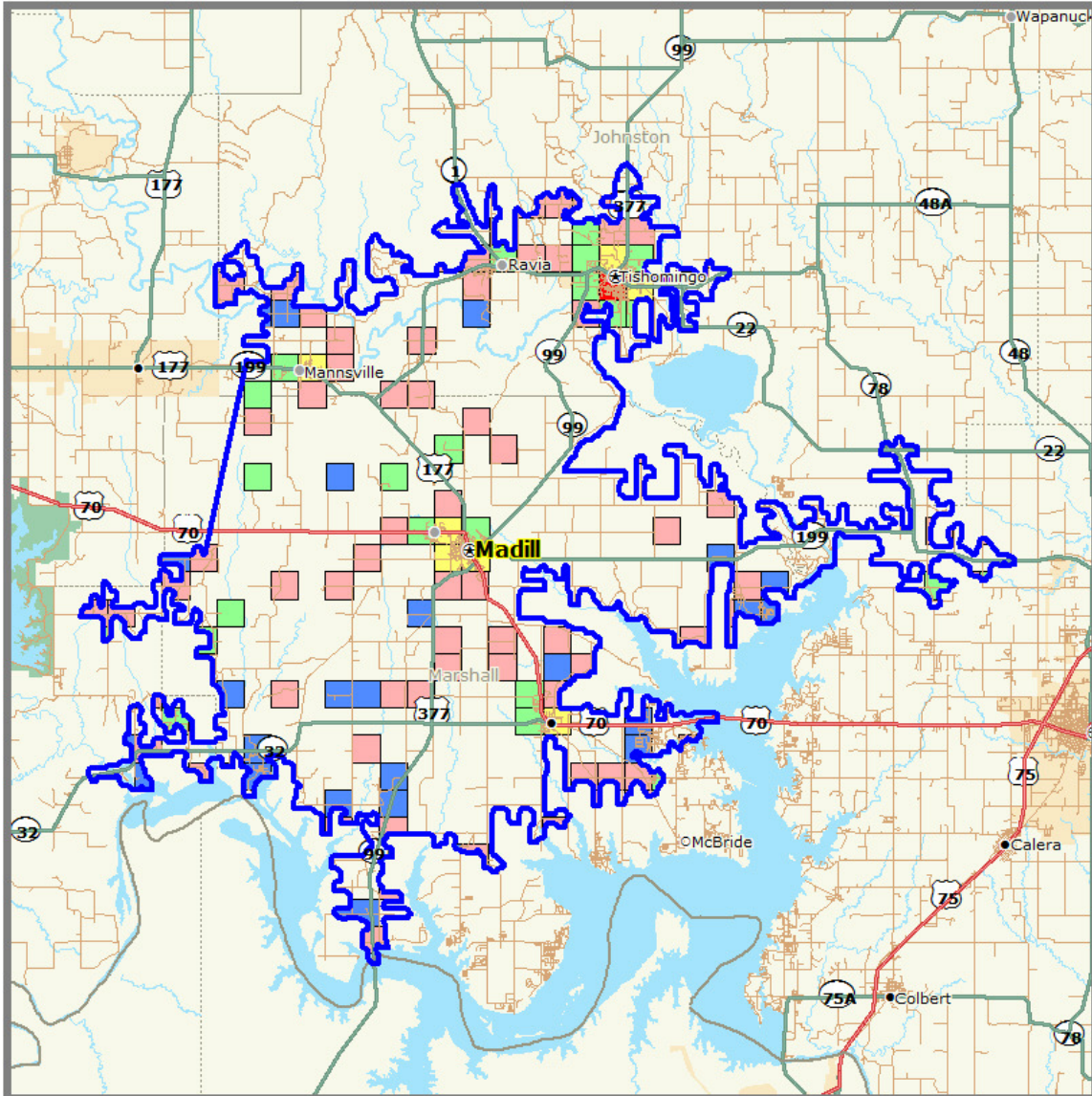
## Number of Households with Incomes Greater than \$50,000



**Madill Primary Market Area - Number of HHolds with Income > \$50,000**

<p><span style="border: 2px solid blue; display: inline-block; width: 20px; height: 10px; margin-right: 5px;"></span> Madill Primary Market Area 20 Minute Drive Time</p>	<p><b>1 Mile Grids - 2nd Qtr 2009</b></p> <table border="0" style="width: 100%;"> <tr><td style="width: 15px; height: 15px; background-color: red; border: 1px solid black;"></td><td>62 to 178</td></tr> <tr><td style="width: 15px; height: 15px; background-color: yellow; border: 1px solid black;"></td><td>21 to 62</td></tr> <tr><td style="width: 15px; height: 15px; background-color: lightgreen; border: 1px solid black;"></td><td>11 to 21</td></tr> <tr><td style="width: 15px; height: 15px; background-color: lightblue; border: 1px solid black;"></td><td>4 to 11</td></tr> <tr><td style="width: 15px; height: 15px; background-color: pink; border: 1px solid black;"></td><td>1 to 4</td></tr> </table>		62 to 178		21 to 62		11 to 21		4 to 11		1 to 4	<p><b>Demographics</b> Synergos - PopStats 2nd Qtr 2009</p>
	62 to 178											
	21 to 62											
	11 to 21											
	4 to 11											
	1 to 4											

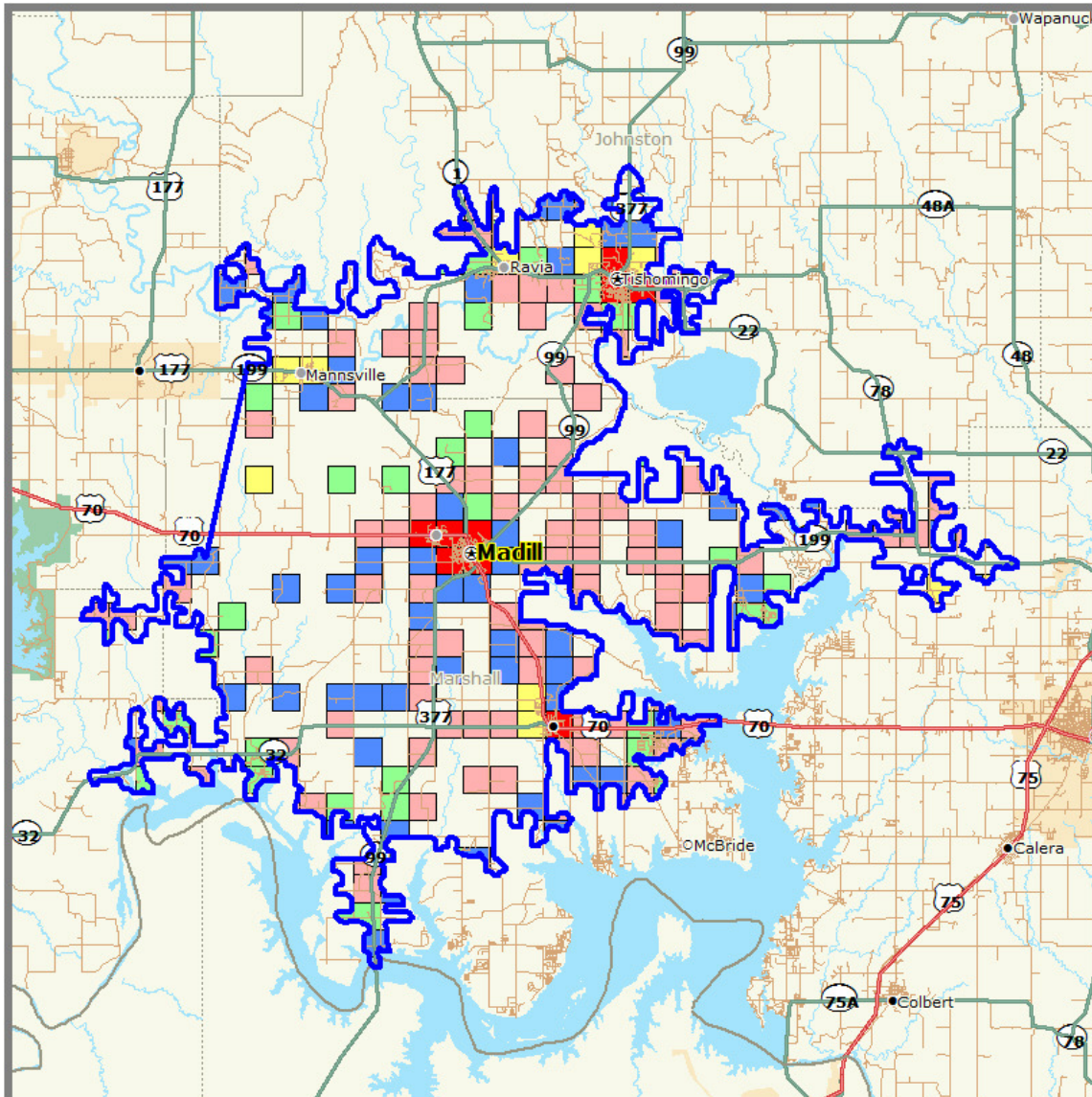
## Number of Households with Incomes Greater than \$100,000



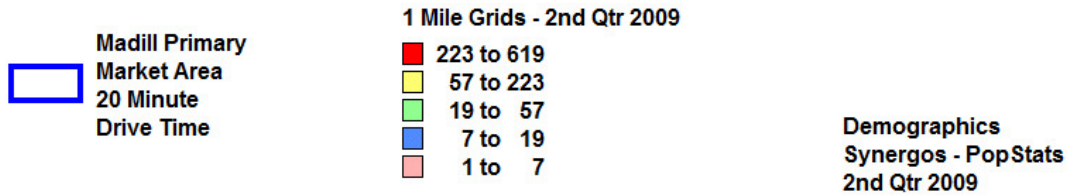
**Madill Primary Market Area - Number of HHolds with Income > \$100,000**



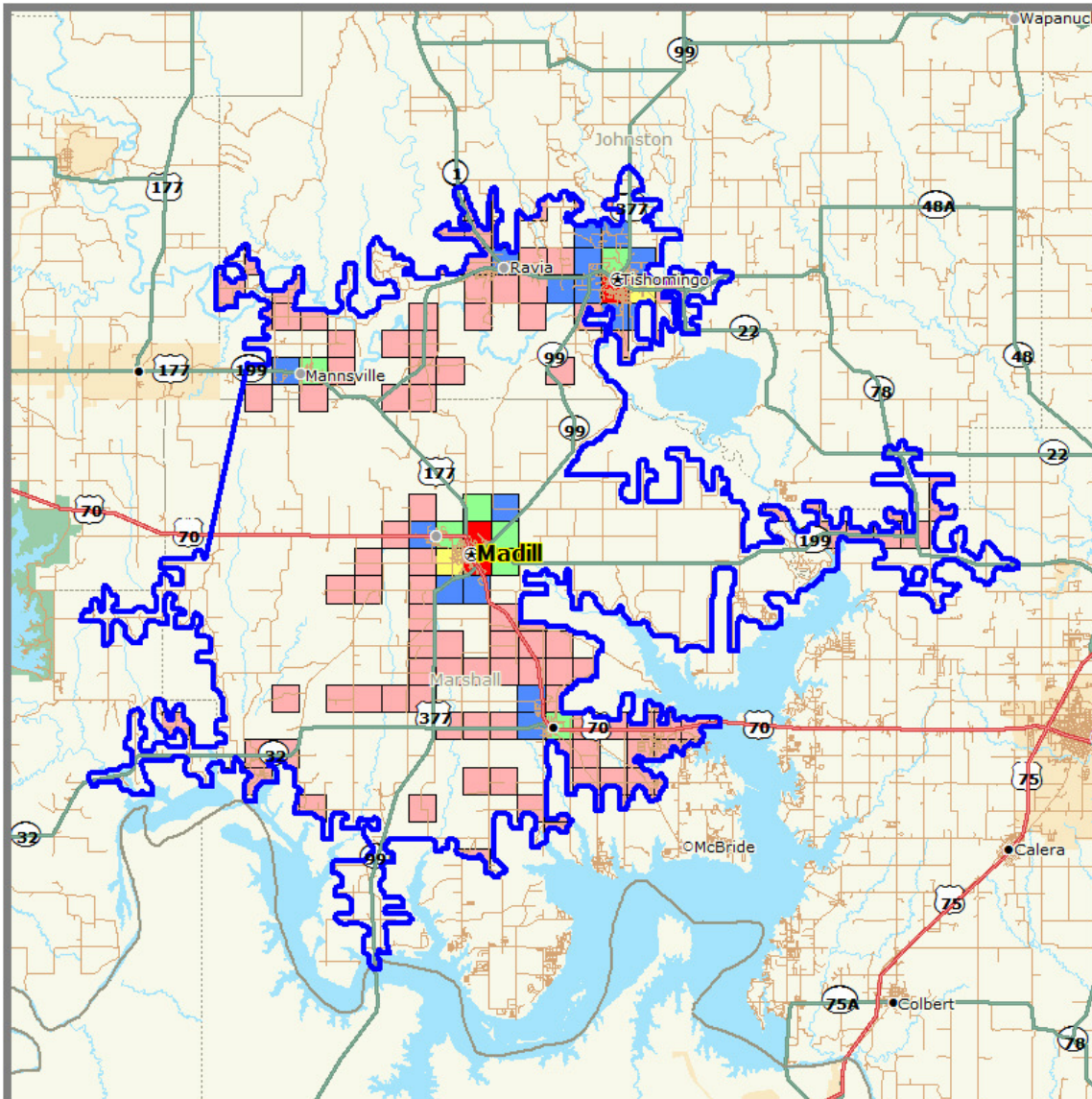
## Age Distribution 18 – 44 Years



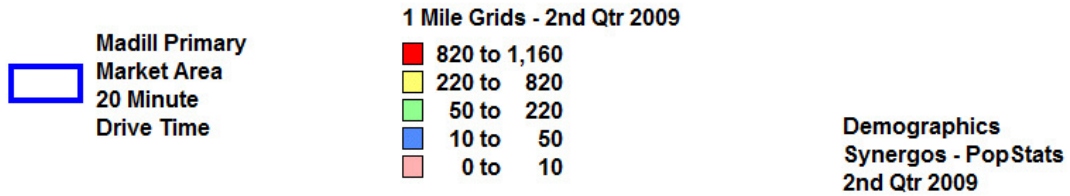
**Madill Primary Market Area - Age Distribution 18 - 44 Years**



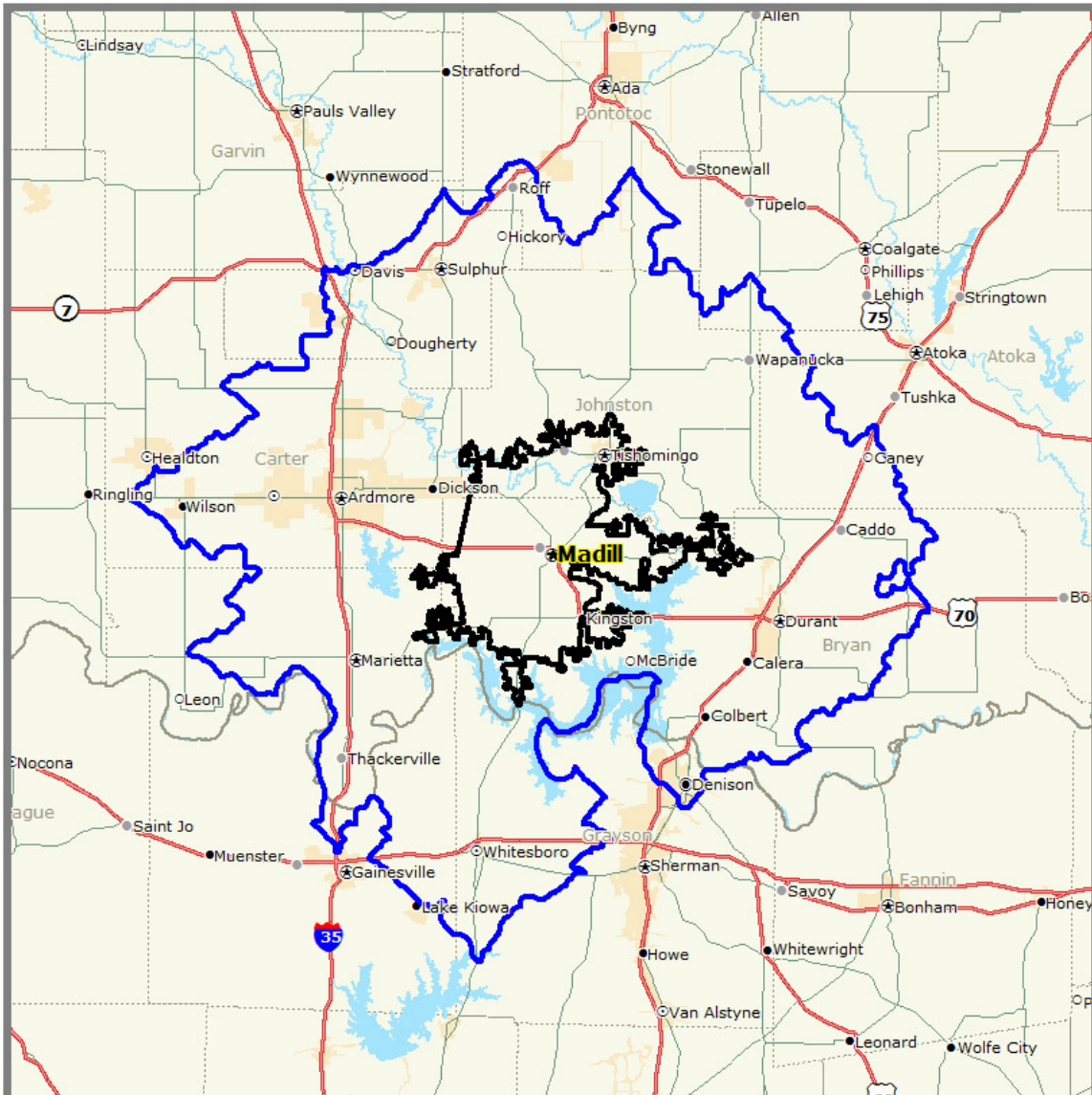
## Workplace Employee Distribution



**Madill Primary Market Area - Workplace Employee Distribution**



## Madill Extended Market Area



## Madill Extended Market Area

20 Minute and  
45 Minute Drive Time

**Demographic Comparison Report**  
**Geography: Madill, OK**



	20 Minutes	45 Minutes
<b>Q2 2009 Demographics</b>		
Total Population	15,651	164,606
Total Households	6,066	65,122
Female Population	8,013	84,017
% Female	51.20%	51.04%
Male Population	7,638	80,588
% Male	48.80%	48.96%
Population Density (per Sq. Mi.)	43.03	47.16
<b>Age</b>		
Age 0 - 4	6.23%	6.45%
Age 5 - 13	11.64%	11.52%
Age 14 - 17	5.71%	5.30%
Age 18 - 21	5.91%	5.87%
Age 22 - 24	4.38%	4.32%
Age 25 - 34	13.28%	12.63%
Age 35 - 44	11.46%	11.47%
Age 45 - 54	13.31%	13.58%
Age 55 - 64	11.15%	11.96%
Age 65 - 74	8.90%	8.96%
Age 75 - 84	5.96%	6.01%
Age 85 +	2.07%	1.92%
Median Age	38	38
<b>Race and Ethnicity</b>		
White	80.32%	82.16%
Black	3.08%	4.52%
Asian or Pacific Islander	0.30%	0.53%
Other	16.31%	12.79%
<b>Ethnicity</b>		
Hispanic	11.71%	5.88%
Non-Hispanic	88.29%	94.12%
<b>Dominate Ancestry</b>		
Native American (Indian/Eskimo)	10.16%	8.28%
<b>Household Income</b>		
Income \$ 0 - \$9,999	13.07%	10.76%
Income \$ 10,000 - \$14,999	8.32%	7.30%
Income \$ 15,000 - \$24,999	18.03%	14.48%
Income \$ 25,000 - \$34,999	14.80%	13.66%

Income \$ 35,000 - \$49,999	16.12%	16.93%
Income \$ 50,000 - \$74,999	15.81%	18.66%
Income \$ 75,000 - \$99,999	7.69%	9.56%
Income \$100,000 - \$124,999	2.79%	4.20%
Income \$125,000 - \$174,999	1.98%	2.76%
Income \$175,000 +	0.73%	0.93%
Average Household Income	\$45,726	\$49,602
Median Household Income	\$32,036	\$38,008
Per Capita Income	\$17,723	\$19,624
Number of Employees (Full Time)	4,708	54,039
Number of Establishments	400	4,121

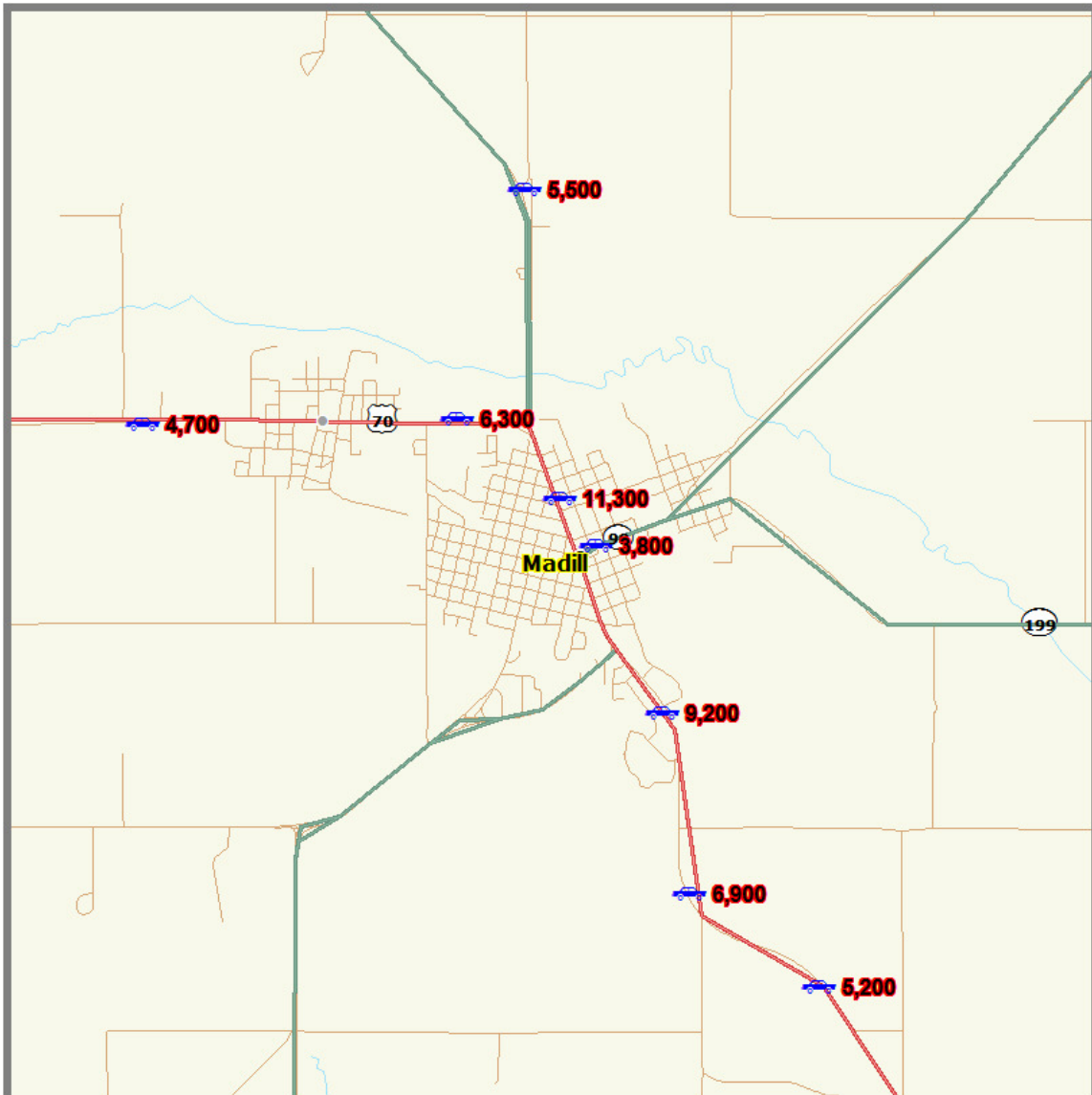
### **2013 Demographics**

Total Population	17,207	173,032
Total Households	6,685	68,521
Female Population	8,785	88,173
% Female	51.05%	50.96%
Male Population	8,422	84,860
% Male	48.95%	49.04%


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### Madill Traffic Flows



### Madill Traffic Flows

 ODOT 2008 Counts