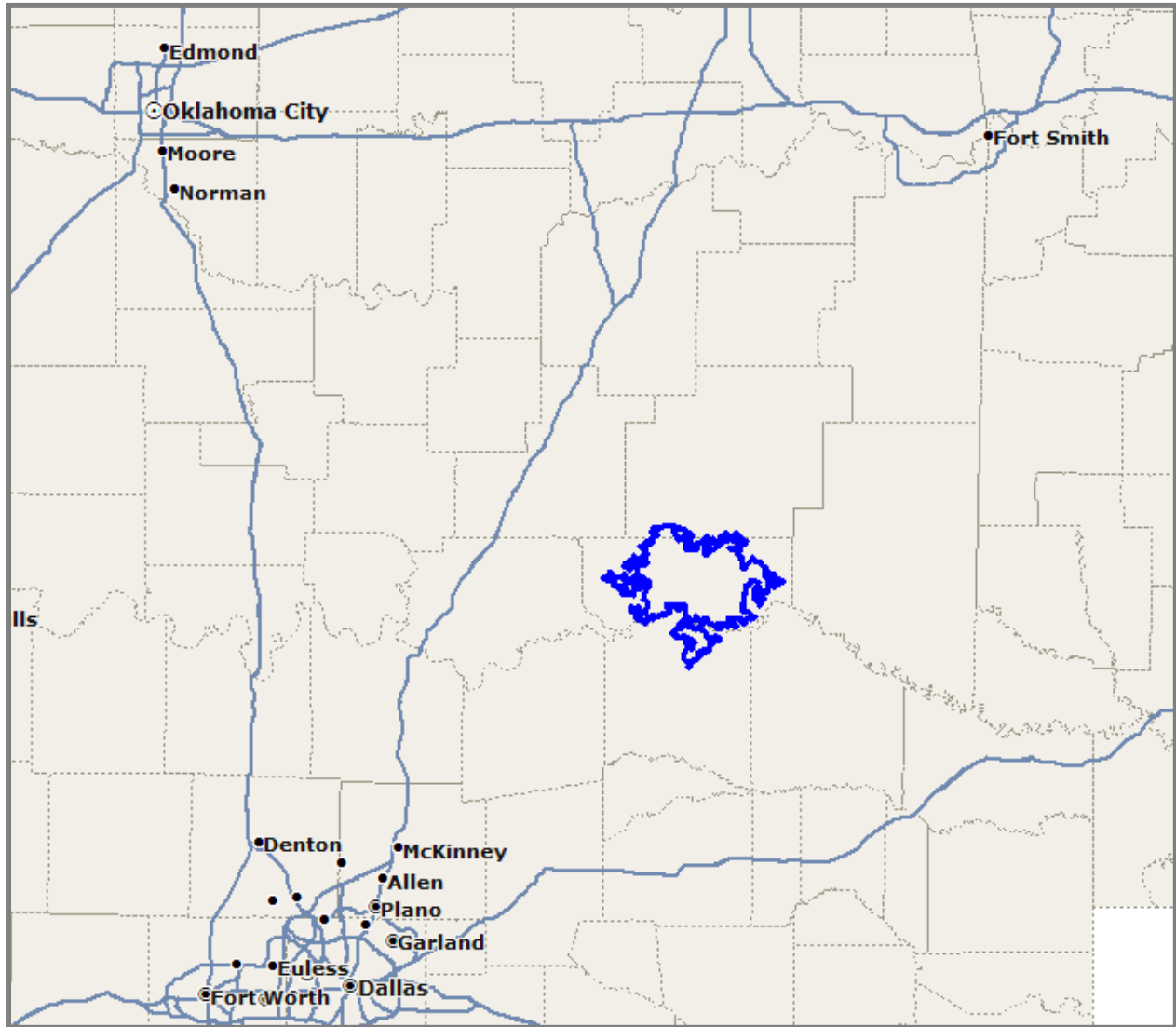




COMMUNITY ANALYSIS



Prepared By



OKLAHOMA
DEPARTMENT OF COMMERCE

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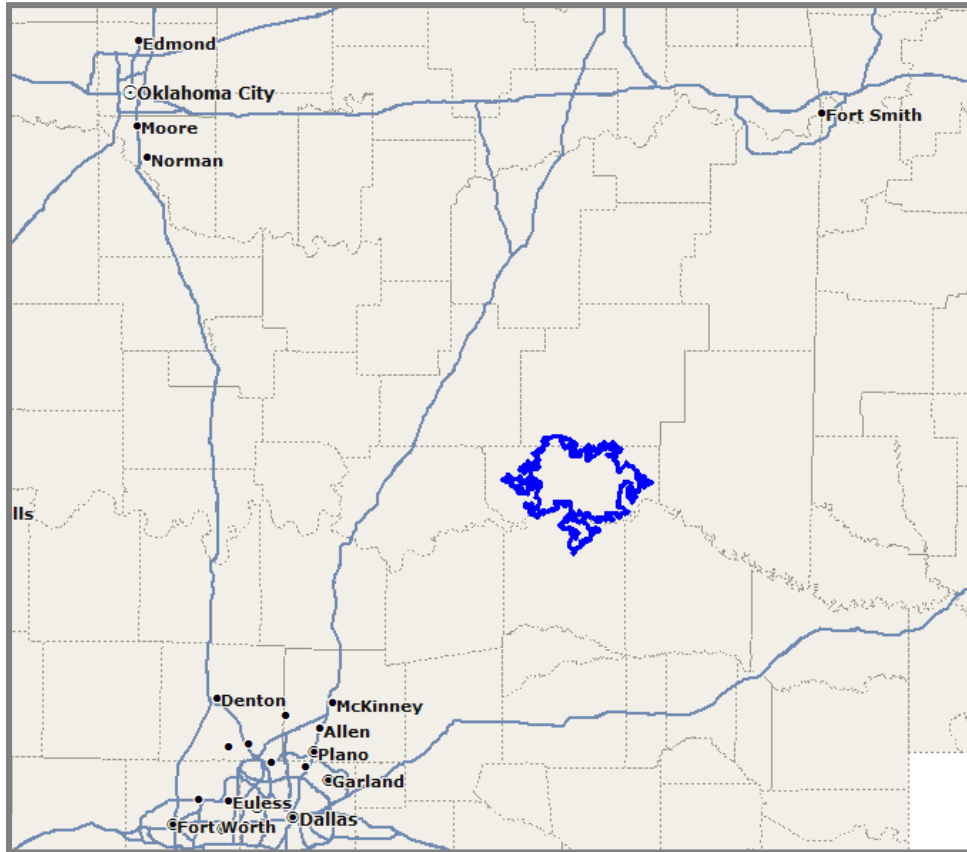
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Economic Development Director

580-743-0927

cceconomicdevelopment@yahoo.com

Hugo, OK



STI: PopStats - Demographic Snapshot Comparison Report



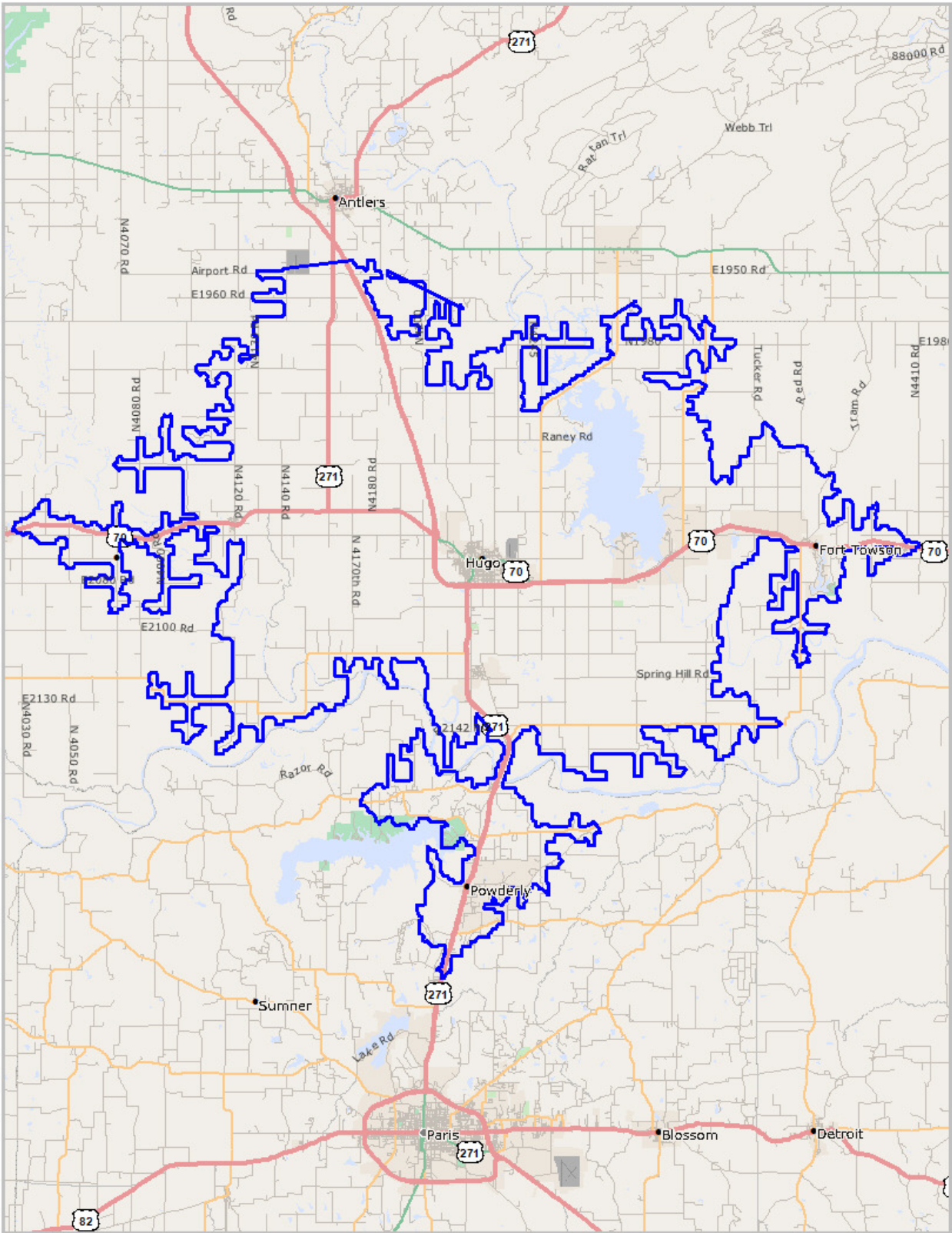
Hugo – Approx. 20 Minute Drive Area

Population Demographics Q1 2014

Total Population	14,085
Total Households	5,800
Income	
Median HH Income	\$32,354
Average HH Income	\$46,074
Business	
Employees (Full Time)	4,307
Establishments	332

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Hugo Market Area

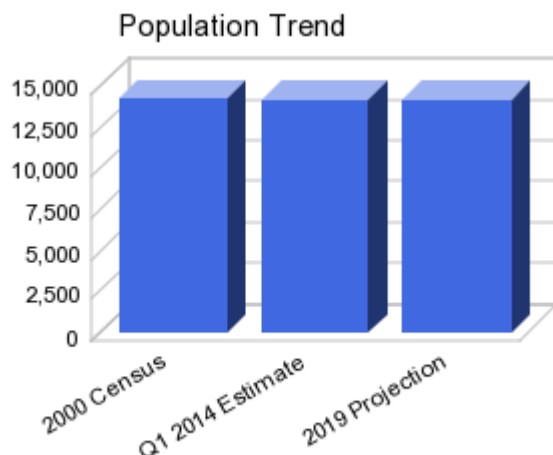


STI: PopStats - Executive Summary Report with Charts



Geography: **Hugo – Approx. 20 Minute Drive Area**

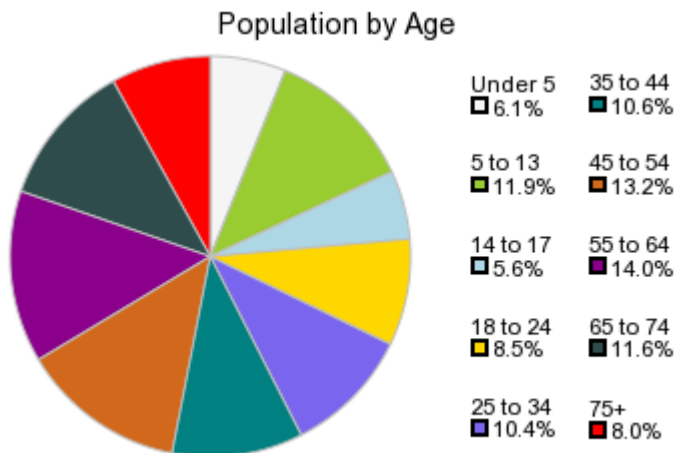
Population Demographics - Q1 2014



The number of households in the study area in 2000 was **5,752**. The household count in Q1 2014 is estimated to be **5,801**. For 2019, the High Range of the Five Year forecast was **6,090** and the Low Range was **5,588** with the actual household projection estimated at **5,773**, a change of **0.47%**. The population in the study area in 2000 it was **14,208**. The population in Q1 2014 is estimated to be **14,085**. For 2019, the High Range of the Five Year forecast was **14,791** and the Low Range was **13,591** with the actual household projection estimated at **14,020** representing a change of **0.46%**.

	2000 Census	Q1 2014 Estimate	2019 Projection	Percent Change 2014 to 2019
Total Population	14,208	14,085	14,020	0.46%
Total Households	5,752	5,801	5,773	0.47%

Population by Age - Q1 2014



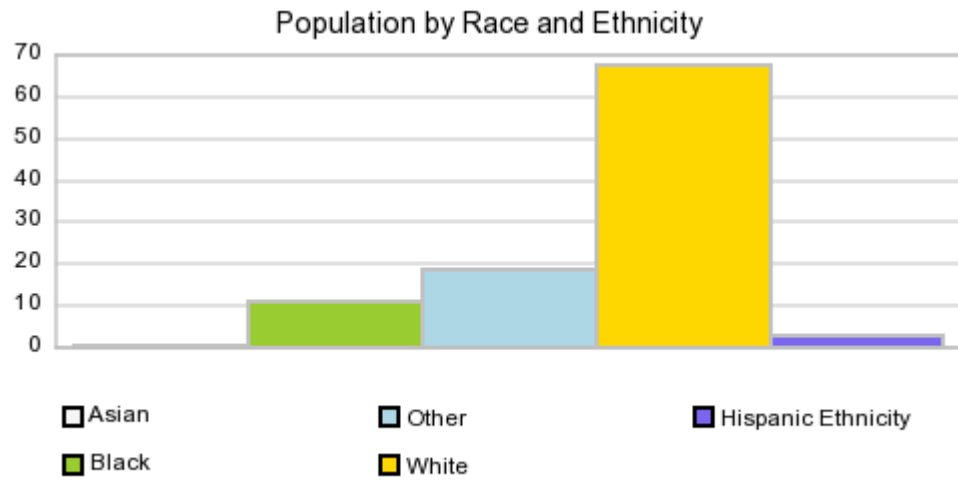
In 2000, the median age of the population was **38**. The median age in Q1 2014 is estimated to be **42** and it is predicted to change in five years to **41** years.

In Q1 2014, females represented **51.92%** of the population with a median age of **43** and males represented **48.07%** of the population with a median age of **40** years.

In Q1 2014, the most prominent age group in this geography is **55 to 64** years. The age group least represented in this geography is **14 to 17** years. The table below sorts age groups by the Q1 2014 Estimate for the Age Groups.

	2000 Census		Q1 2014 Estimate		2019 Projection		Percent Change 2014 to 2019
0 to 4	926	6.50%	860	6.11%	822	5.86%	-4.42%
5 to 13	1,690	11.89%	1,682	11.93%	1,577	11.25%	-6.23%
14 to 17	1,094	7.70%	789	5.59%	753	5.37%	-4.61%
18 to 24	1,026	7.22%	1,196	8.49%	1,332	9.50%	11.28%
25 to 34	1,684	11.85%	1,465	10.40%	1,561	11.14%	6.61%
35 to 44	2,015	14.18%	1,487	10.56%	1,449	10.33%	-2.59%
45 to 54	1,825	12.84%	1,865	13.24%	1,598	11.39%	-14.34%
55 to 64	1,546	10.88%	1,975	14.02%	1,915	13.66%	-3.02%
65 to 74	1,218	8.57%	1,639	11.63%	1,720	12.27%	4.95%
75 +	1,181	8.32%	1,123	7.97%	1,290	9.20%	14.80%

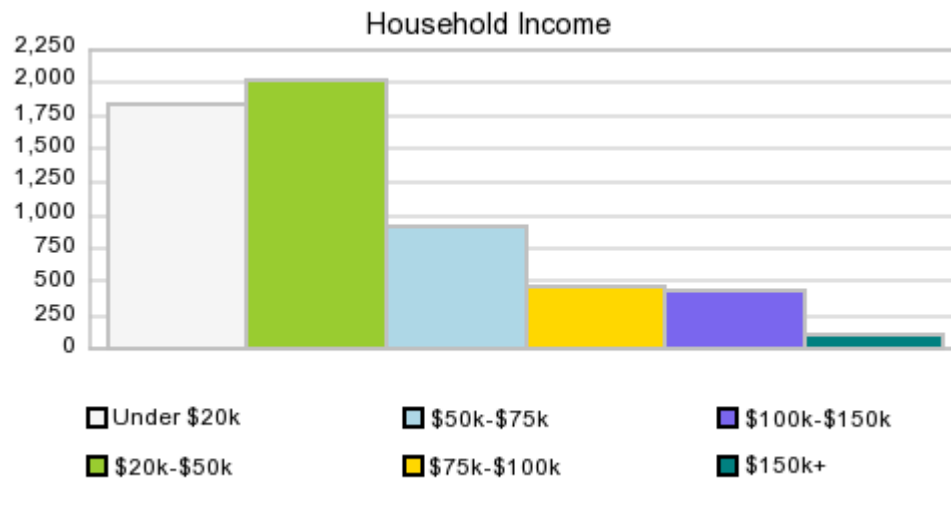
Population by Race/Ethnicity (Hispanic Shown Separately) - Q1 2014



In Q1 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		Q1 2014 Estimate	
White	10,007	70.43%	9,461	67.17%
Black	1,518	10.67%	1,537	10.91%
Asian	24	0.17%	34	0.24%
Other Race	2,433	17.12%	2,650	18.82%
Hispanic Ethnicity	226	1.58%	404	2.87%

Households by Income - Q1 2014



In Q1 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 Q1 2014 Income Classes.

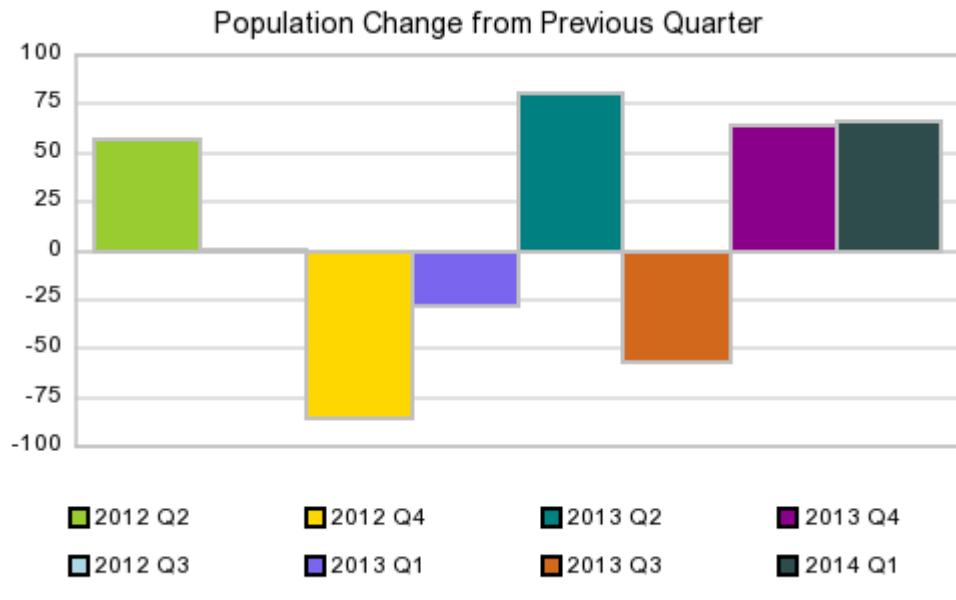
	2000 Census		Q1 2014 Estimate	
\$0 - \$19,999	2,390	41.56%	1,853	31.95%
\$20,000 - \$49,999	2,136	37.13%	2,020	34.83%
\$50,000 - \$74,999	883	15.35%	925	15.95%
\$75,000 - \$99,999	209	3.62%	462	7.97%
\$100,000 - \$149,999	91	1.59%	431	7.44%
\$150,000 +	41	0.72%	107	1.84%
Average Hhld Income	\$32,633		\$46,074	
Median Hhld Income	\$24,845		\$32,354	
Per Capita Income	\$13,212		\$18,974	

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STI: PopStats - Growth Summary Report



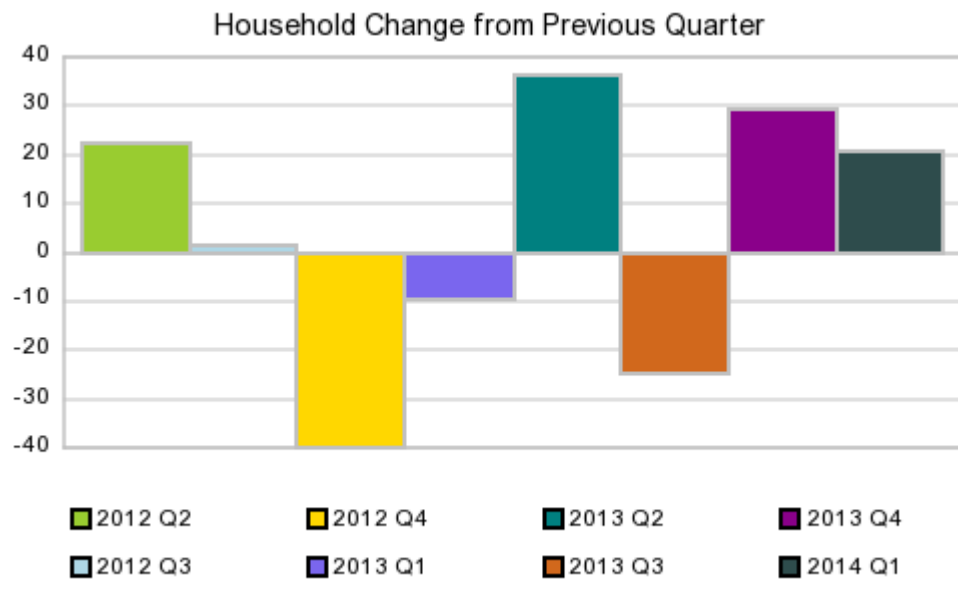
Geography: Hugo – Approx. 20 Minute Drive Area



In 2000, the population was **14,208**. By Q1 2014, the population was estimated to be **14,085**, representing a change of roughly **0.86%** and an annualized change of approximately **0.23%**.

Population Change

Quarter	Population	Population Change from Previous Quarter	
		Change	% Change
2012 Q2	14,044	56	0.40%
2012 Q3	14,044	0	0.00%
2012 Q4	13,959	-85	0.60%
2013 Q1	13,931	-28	0.20%
2013 Q2	14,011	80	0.57%
2013 Q3	13,954	-56	0.40%
2013 Q4	14,019	64	0.45%
Current Quarter	14,085	66	0.47%



In 2000, there were **5,752** households. By Q1 2014, the household count was estimated to be **5,801**, representing a change of roughly **0.84%** and an annualized change of approximately **0.22%**.

Household Change

Quarter	Households	Household Change from Previous Quarter	
		Change	% Change
2012 Q2	5,787	22	0.38%
2012 Q3	5,788	1	0.02%
2012 Q4	5,748	-39	0.69%
2013 Q1	5,739	-9	0.16%
2013 Q2	5,775	36	0.63%
2013 Q3	5,751	11	0.20%
2013 Q4	5,780	29	0.50%
Current Quarter	5,801	20	0.35%

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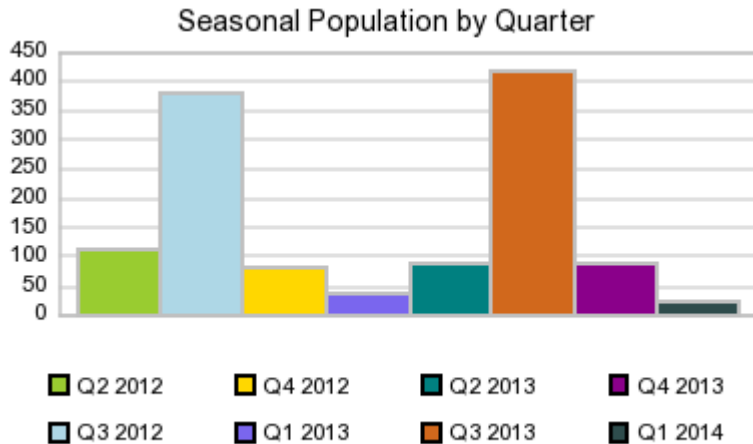
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Seasonal Population Report



Geography: **Hugo – Approx. 20 Minute Drive Area**

Seasonal Population by Quarter



Population that resides in a housing unit specifically designated as seasonal housing, such as a summer cottage or winter chalet. Unlike traditional housing, the unit is typically vacant during the off-season times of the year. For trending purposes, eight quarters of history are provided.

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STI: PopStats - Housing Value Summary



Geography: Hugo – Approx. 20 Minute Drive Area

Housing Units Q1 2014

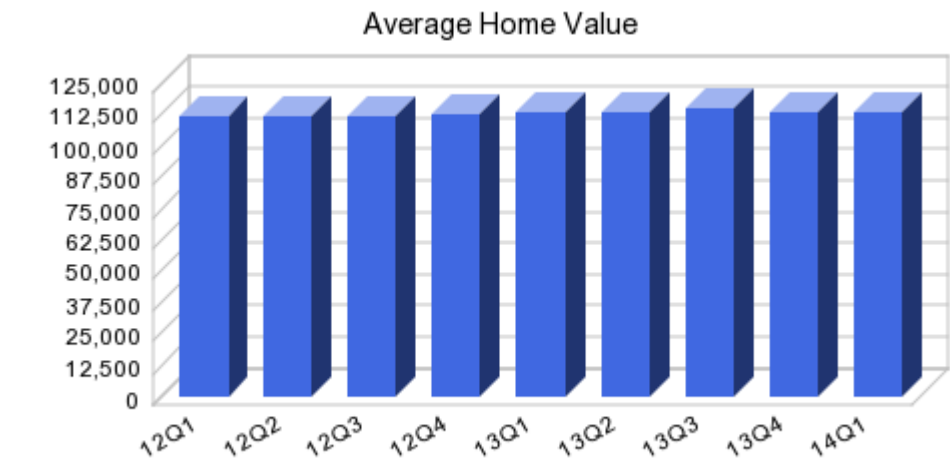
Housing Units	6,757
Owner-Occupied	61.26%
Renter-Occupied	24.57%
Vacant	14.16%

Housing Value

Under \$30,000	13.99%
\$ 30,000 to \$59,999	18.66%
\$ 60,000 to \$89,999	22.40%
\$ 90,000 to \$125,999	16.90%
\$ 125,000 to \$174,999	12.17%
\$ 175,000 to \$249,999	7.73%
\$ 250,000 to \$399,999	5.78%
\$ 400,000 to \$499,999	0.74%
\$ 500,000 to \$749,999	0.47%
\$ 750,000 to \$1 Million	0.19%
Over \$1 Million	0.91%

Average Home Value by Quarter

Average Home Value 12Q1	\$112,331
Average Home Value 12Q2	\$112,161
Average Home Value 12Q3	\$112,245
Average Home Value 12Q4	\$112,913
Average Home Value 13Q1	\$113,895
Average Home Value 13Q2	\$113,619
Average Home Value 13Q3	\$115,065
Average Home Value 13Q4	\$113,606
Average Home Value 14Q1	\$113,366
Median Home Value Q1 2014	\$82,881



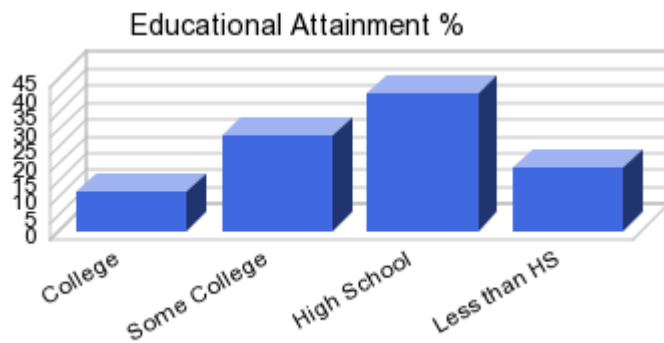
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Educational Attainment

Geography: **Hugo – Approx. 20 Minute Drive Area**

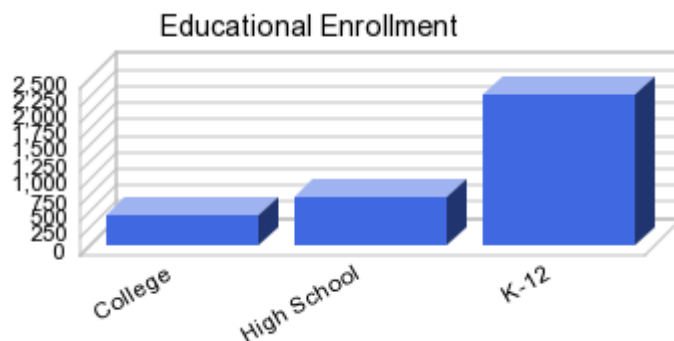
Educational Attainment

College - Associate	636
College - Bachelors	845
College - Doctorate	19
College - Masters	256
College - Professional	19
Grade Less than 9	681
Grade 9 to 12	1,146
High School	3,886
Some college	2,068
Total Educated	9,557



Educational Enrollment

College/Graduate/Professional school	448
High School	726
Kindergarten/Elementary school	2,053
Not Enrolled	10,625
Nursery school/Preschool	233



STI: PopStats - Economic Snapshot Summary



Geography: Hugo – Approx. 20 Minute Drive Area

Population Demographics

	2000 Census	Q1 2014 Estimate	2019 Projection	% Change 2014 to 2019
Total Population	14,208	14,085	14,020	0.46%
Total Households	5,752	5,801	5,773	0.47%

Households by Income

	2000 Census		Q1 2014 Estimate		2019 Projection		% Change 2014 to 2019
\$0 - \$19,999	2,390	41.56%	1,853	31.95%	1,606	27.83%	-13.29%
\$20,000 - \$49,999	2,136	37.13%	2,020	34.83%	1,952	33.82%	-3.35%
\$50,000 - \$74,999	883	15.35%	925	15.95%	929	16.09%	0.40%
\$75,000 - \$99,999	209	3.62%	462	7.97%	568	9.85%	23.00%
\$100,000 - \$149,999	91	1.59%	431	7.44%	513	8.89%	18.96%
\$150,000 +	41	0.72%	107	1.84%	203	3.52%	89.91%
Average Hhld Income	\$32,633		\$46,074		\$51,577		
Median Hhld Income	\$24,845		\$32,354		\$36,451		
Per Capita Income	\$13,212		\$18,974		\$21,237		

Residential Employment

	2000 Census		Q1 2014 Estimate		% Change 2000 to 2014
Total Labor Force	10,927		11,123		1.7%
In Labor force	5,862	53.64%	5,805	52.19%	0.96%
Employed	5,424	92.51%	5,209	89.72%	-3.96%
Unemployed	430	7.32%	597	10.27%	38.86%
In Armed Forces	9	0.07%	0	0.00%	1.79%
Not in Labor force	5,065	46.35%	5,318	47.80%	4.98%

Residential Employment by Industry

	2000 Census		Q1 2014 Estimate		% Change 2000 to 2014
Admin Waste Services	113	2.08%	138	2.64%	22.12%
Agriculture/Mining/Construction	735	13.56%	835	16.02%	13.53%
Education Services	1,263	23.30%	1,151	22.09%	-8.90%
Financial/Insurance/Real Estate	259	4.78%	553	10.62%	113.47%
Information Services	89	1.62%	25	0.47%	-71.85%
Management Services	9	0.17%	0	0.00%	0.00%
Manufacturing	559	10.30%	517	9.93%	-7.36%
Other Professional Services	397	7.32%	305	5.85%	-23.27%
Professional Services	107	1.97%	60	1.16%	-43.29%

Public Administration	330	6.08%	232	4.45%	-29.62%
Transportation	493	9.09%	478	9.18%	-3.04%
Wholesale/Retail	826	15.23%	702	13.47%	-15.01%

Residential Occupation

	2000 Census		Q1 2014 Estimate		% Change 2000 to 2014
<i>Blue Collar</i>	2,442	45.03%	2,594	49.80%	6.22%
Building Maintenance & Cleaning	186	3.45%	165	3.16%	-11.75%
Construction	729	13.44%	800	15.35%	9.70%
Farming, Fishing & Forestry	73	1.35%	78	1.49%	6.22%
Food Preparation/Serving	125	2.31%	197	3.77%	56.45%
Personal Care	235	4.34%	230	4.42%	-2.32%
Production/Transportation	992	18.30%	938	18.01%	-5.45%
Protective	98	1.81%	186	3.57%	88.22%
<i>White Collar</i>	2,981	54.96%	2,614	50.19%	-12.30%
Healthcare support	229	4.24%	191	3.66%	-16.96%
Managerial/Executive	527	9.73%	591	11.34%	11.96%
Office Administration	701	12.92%	709	13.60%	1.03%
Professional Specialty	922	17.01%	672	12.90%	-27.14%
Sales	599	11.05%	452	8.67%	-24.65%

Businesses & Employees

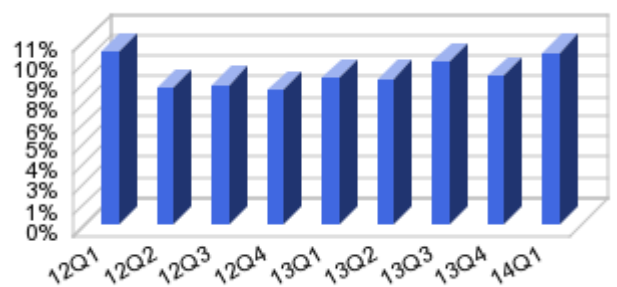
Workplace Employees (Full Time Employment)	4,308
Workplace Establishments	332

Employee Salary and Demand

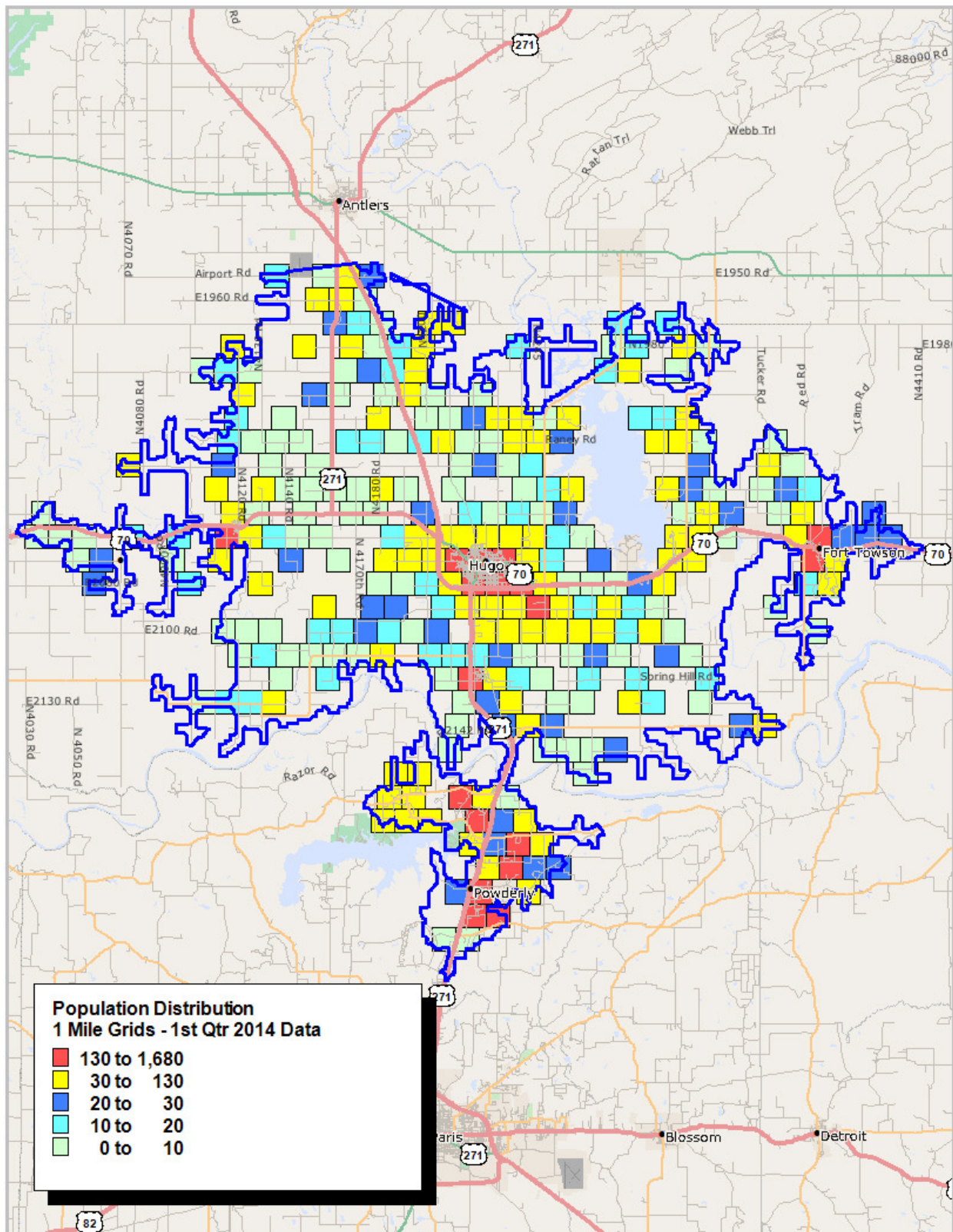
Average Salary	\$35,047
National Average Salary	\$45,714

% Unemployment Rate by Quarter

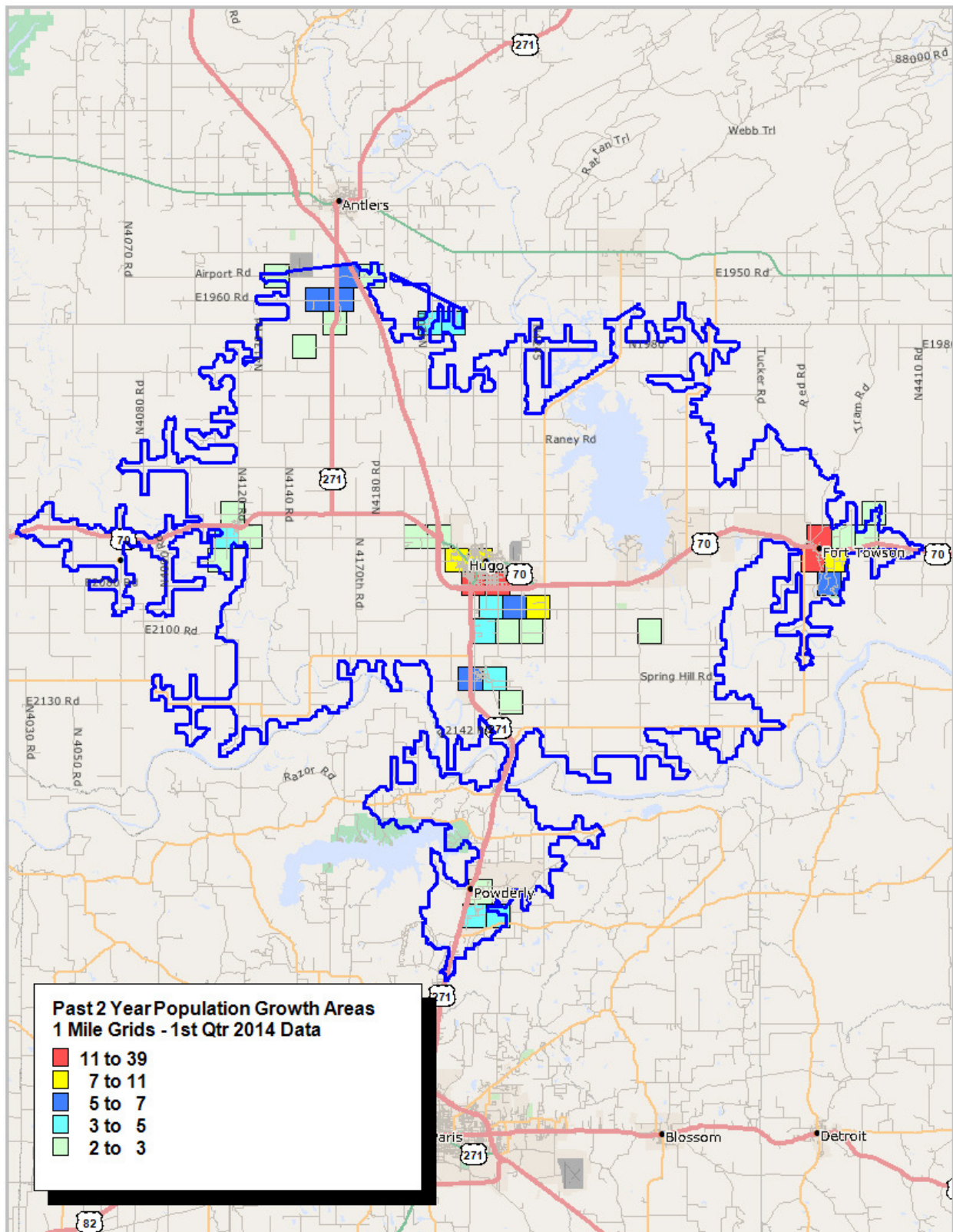
	Q1 2014 Est
Est 12Q1	10.64%
Est 12Q2	8.33%
Est 12Q3	8.59%
Est 12Q4	8.28%
Est 13Q1	9.03%
Est 13Q2	8.92%
Est 13Q3	9.98%
Est 13Q4	9.17%
Est 14Q1	10.50%



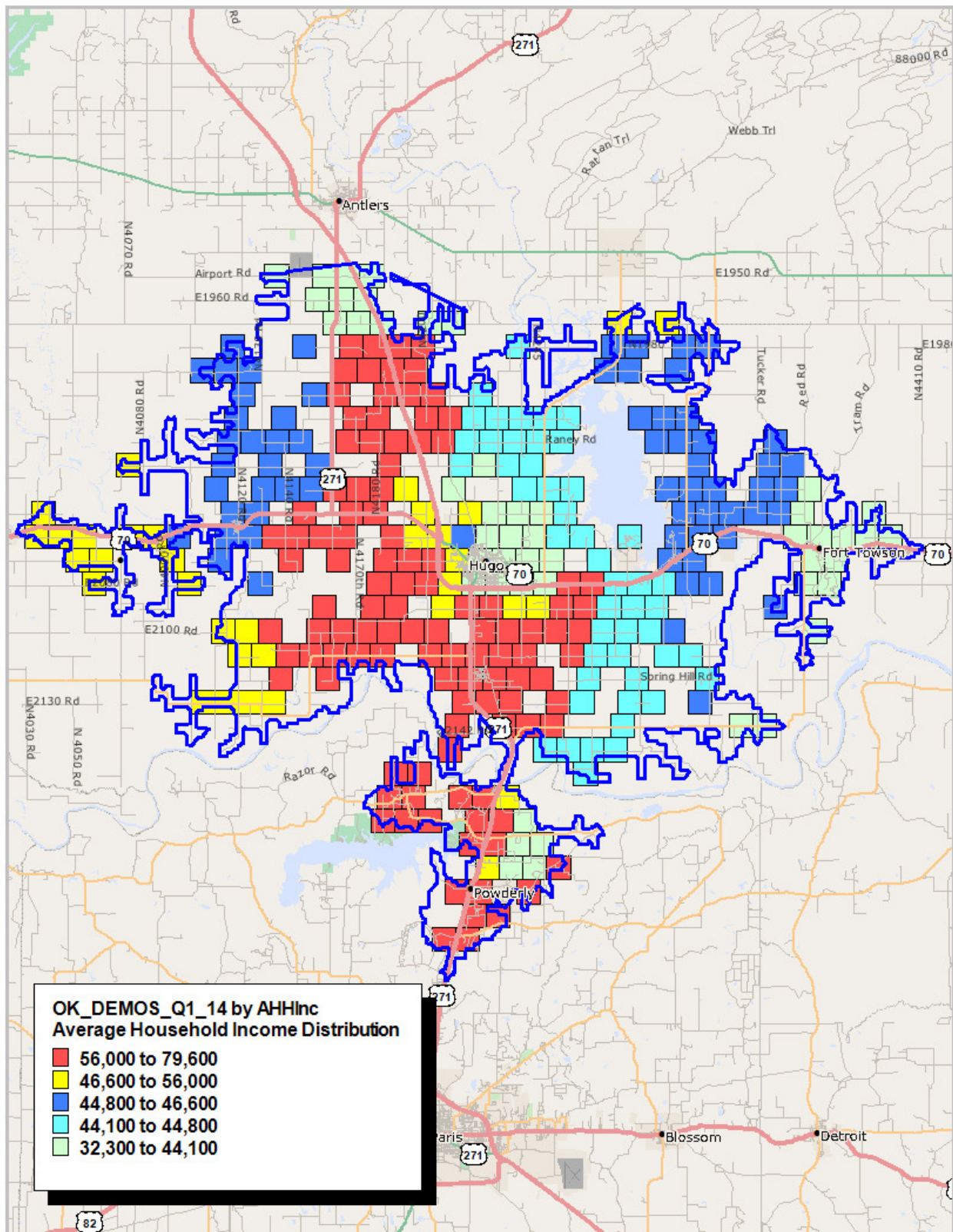
Thematic Maps - Population Distribution



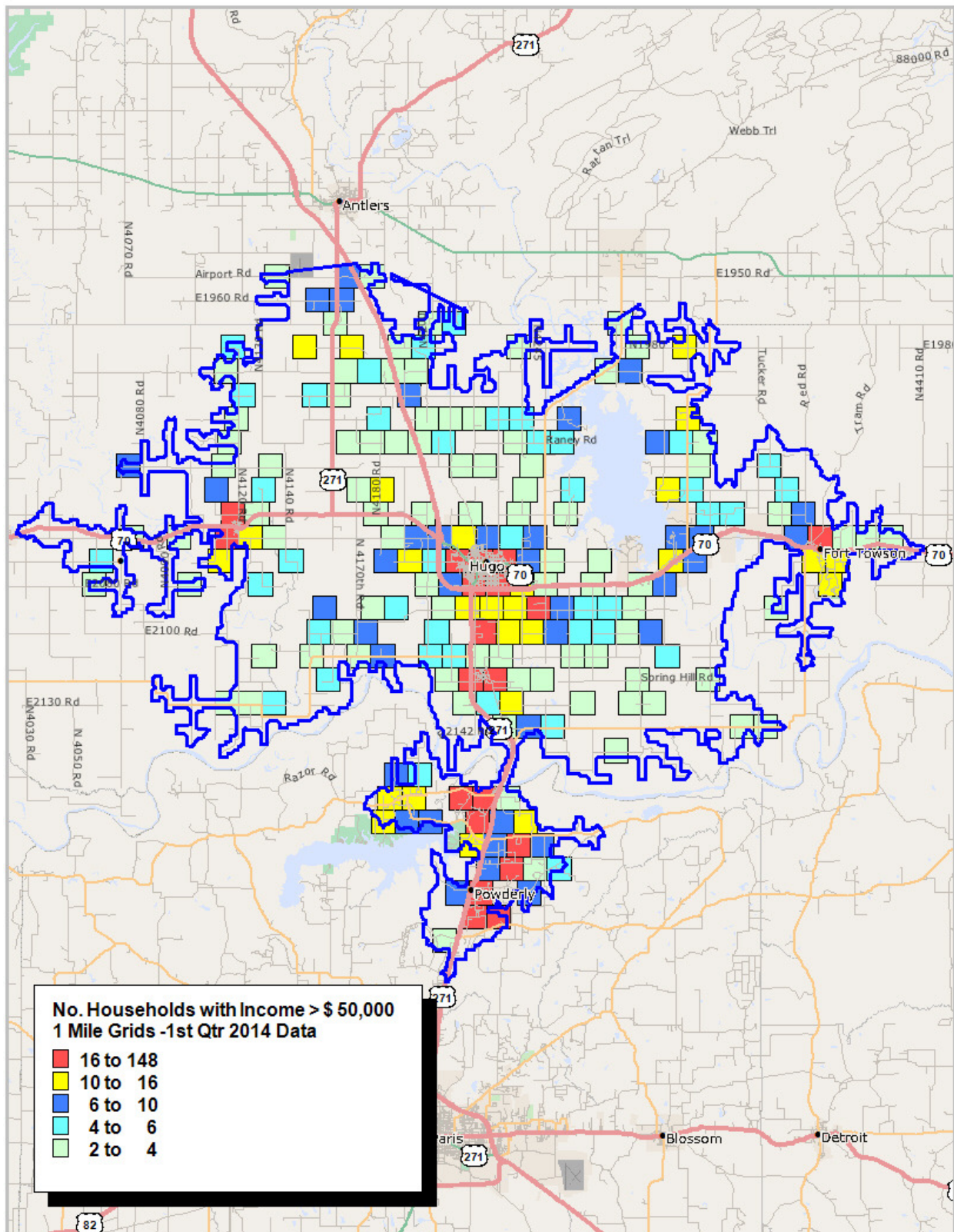
Past 2 Year Population Growth Areas



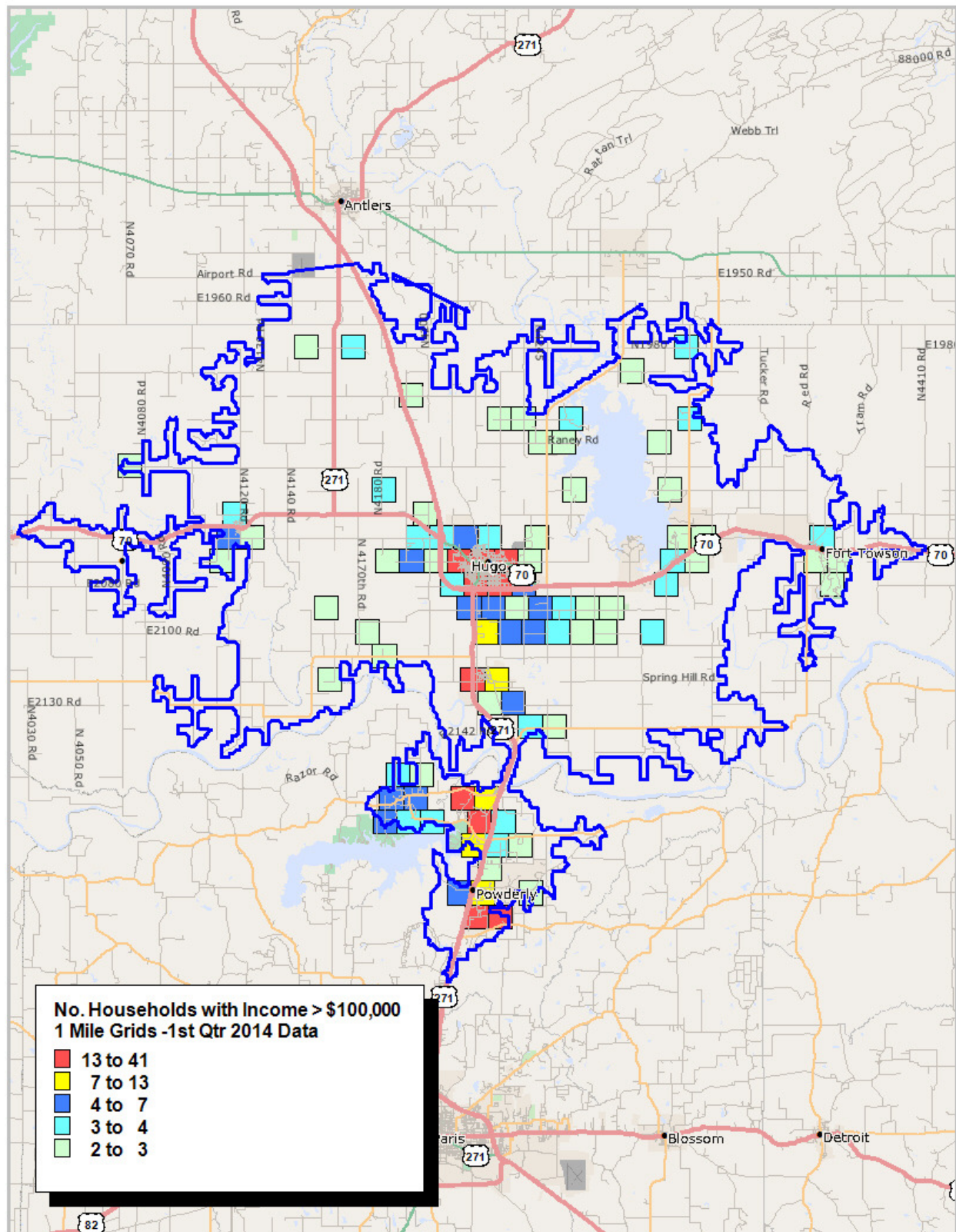
Average Household Income



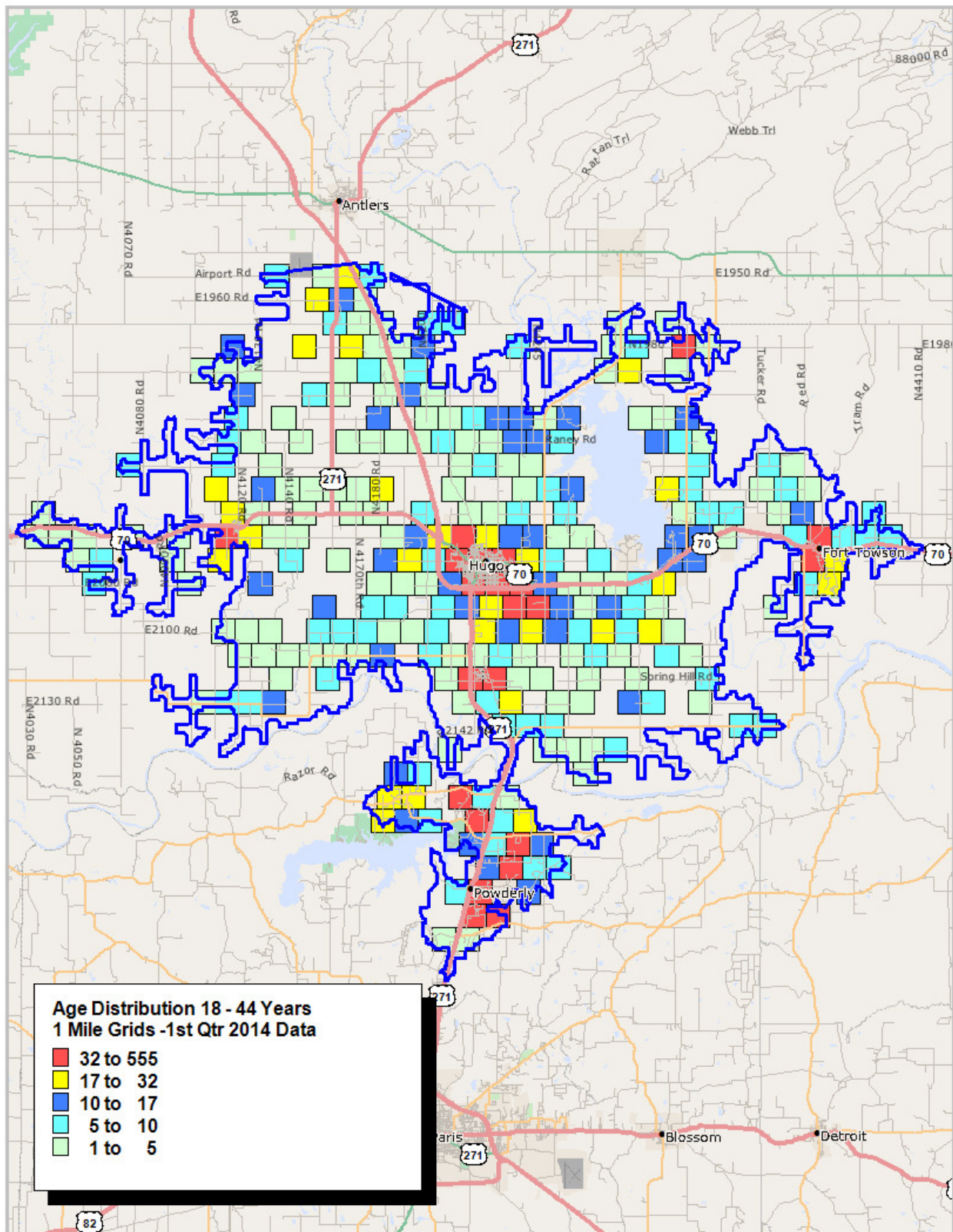
Households with Income over \$50,000



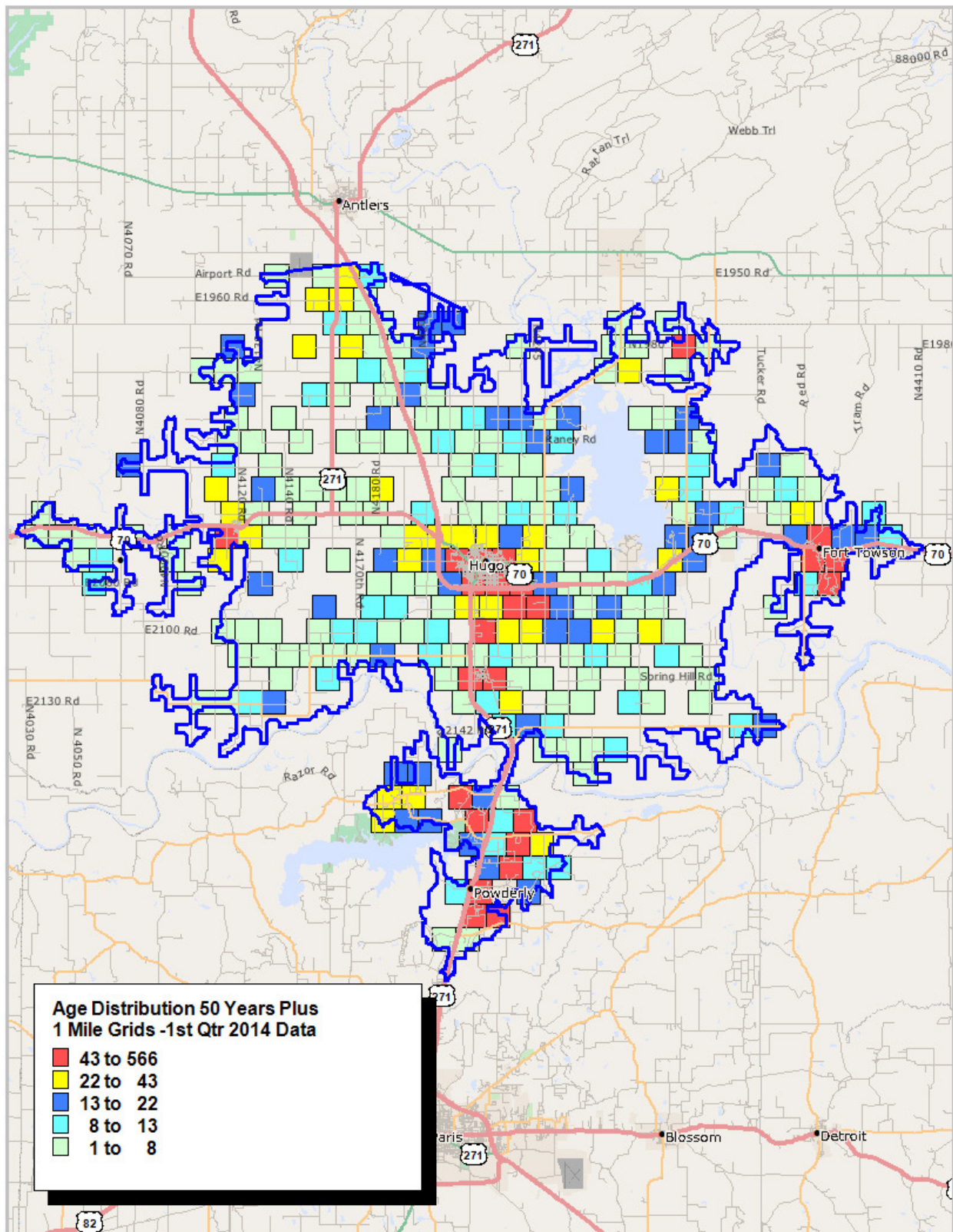
Households with Income over \$100,000



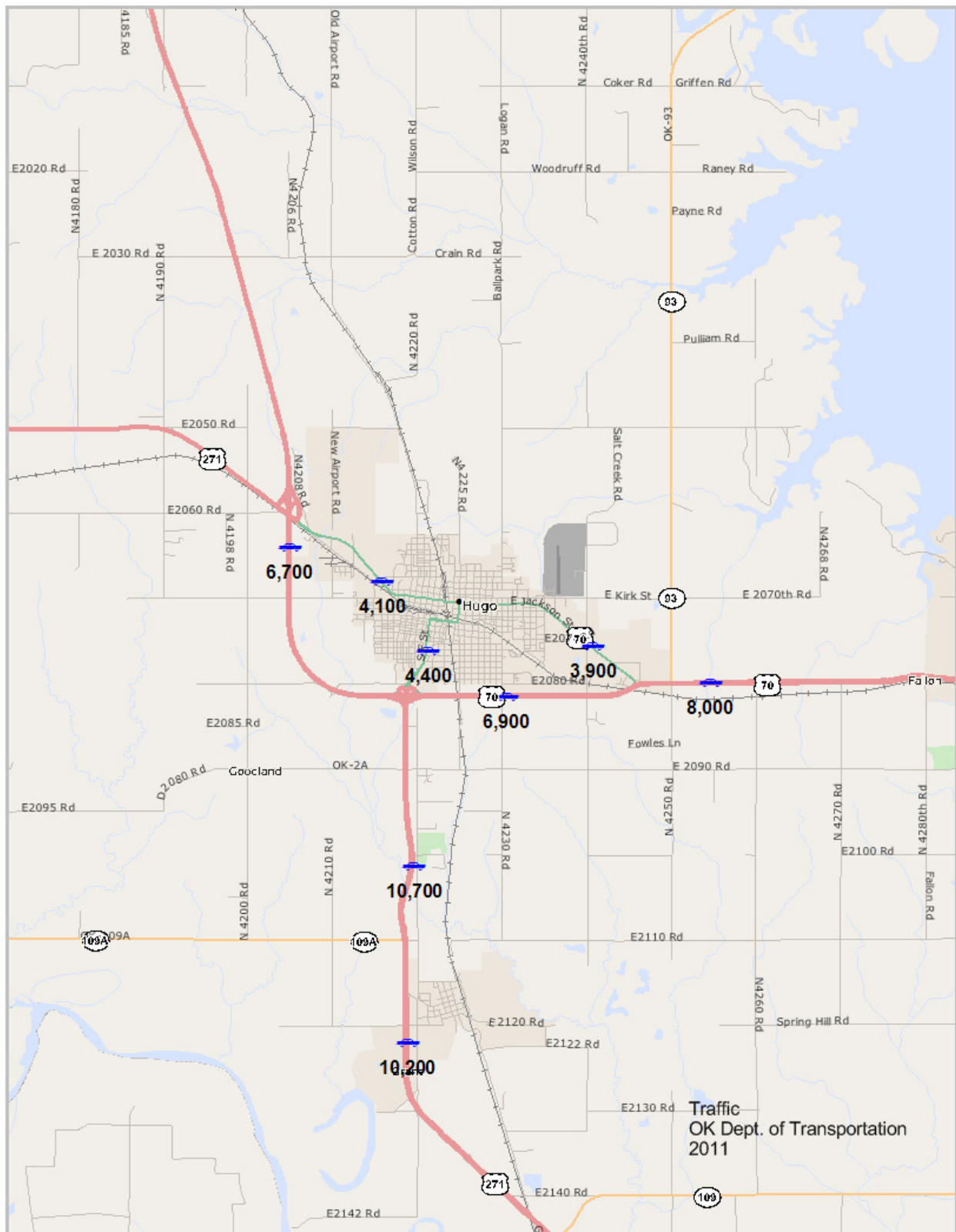
Age Distribution 18 – 44 Years



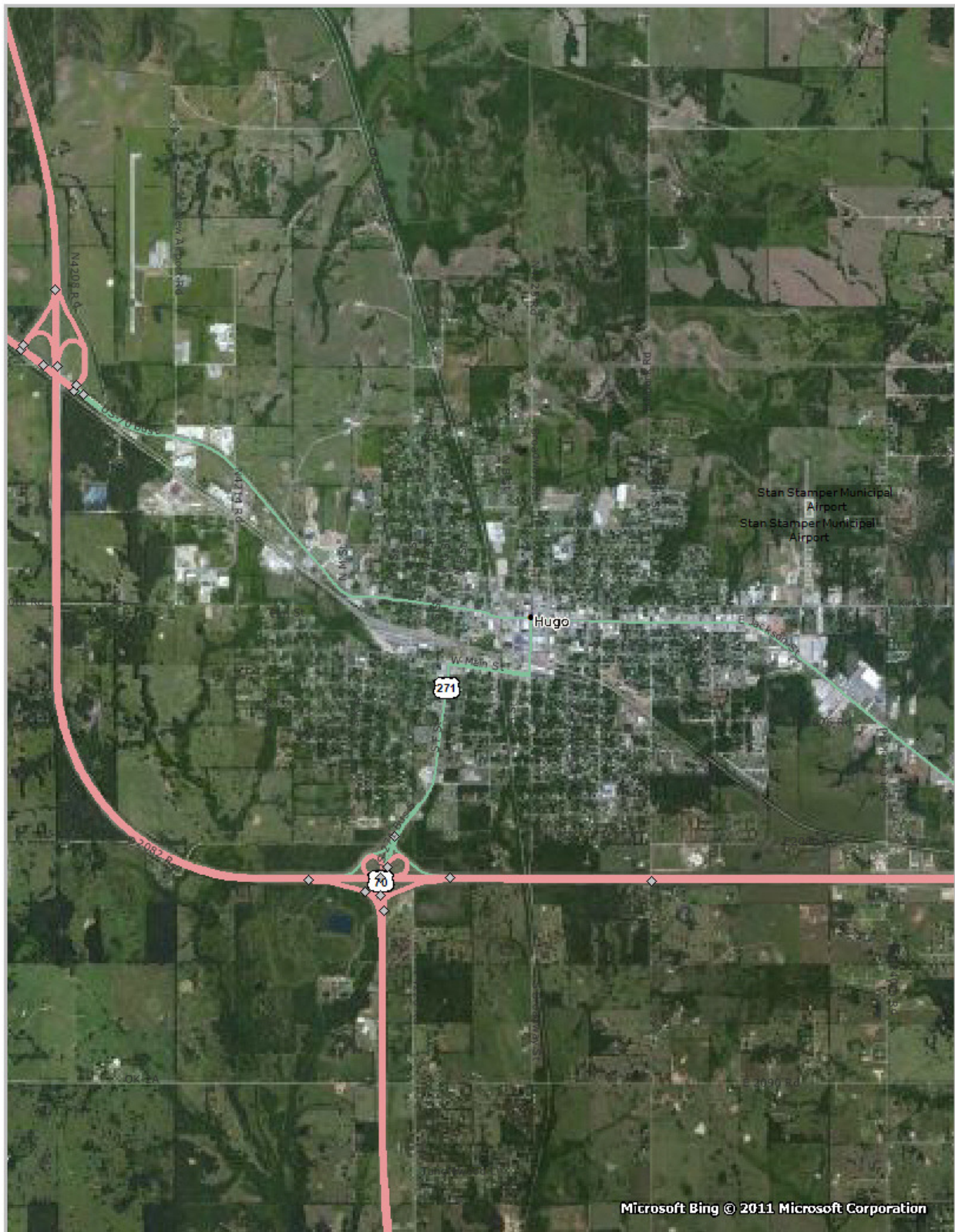
Age Distribution 50 Years Plus



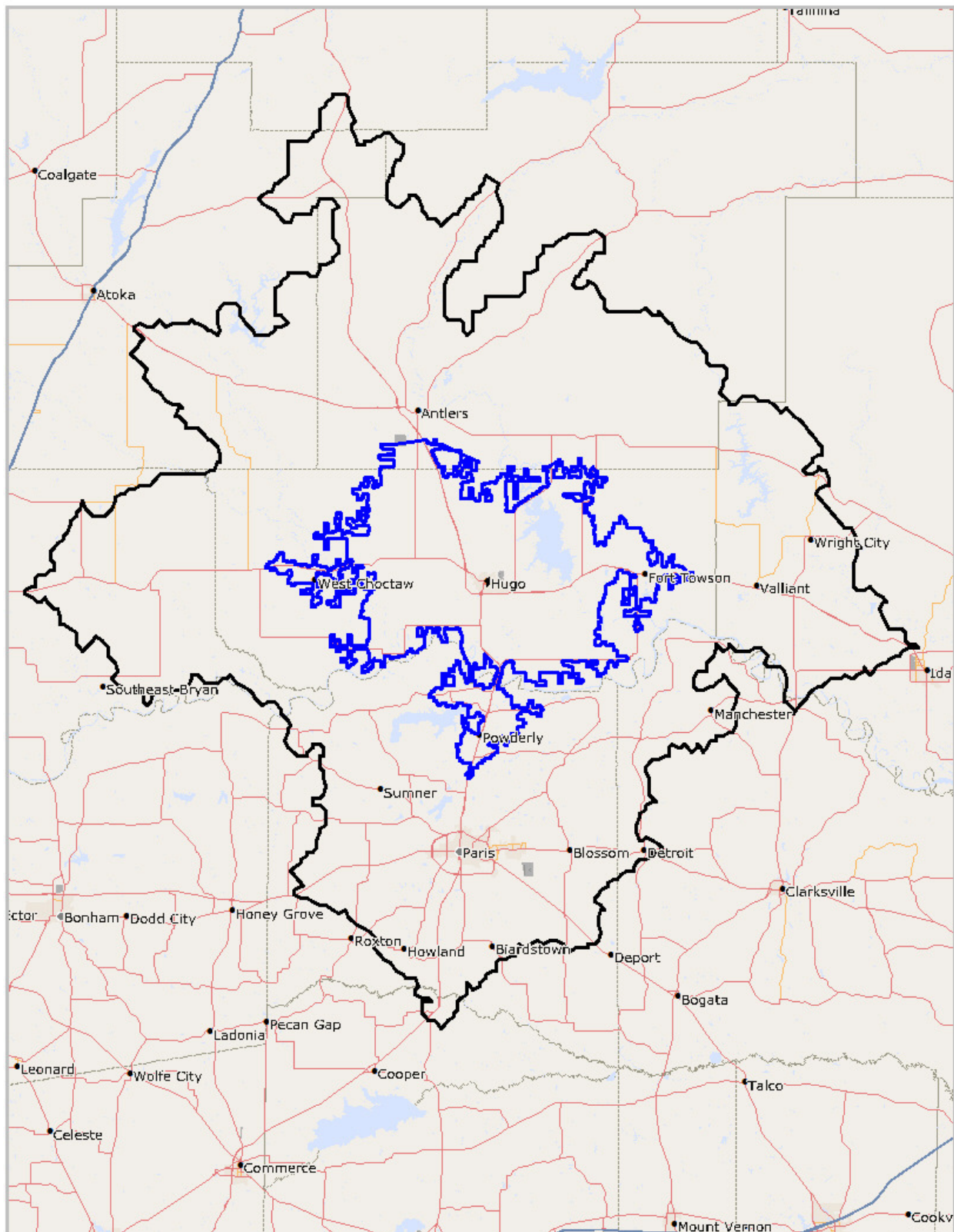
Traffic Flow



Aerial



Hugo Market Area and 45 Minute Drive Areas



STI: PopStats - Demographic Snapshot Comparison Report



Hugo Drive Areas	Approx. 20 Min	45 Min
Population Demographics Q1 2014		
Total Population	14,085	83,022
Male Population	48.08%	48.95%
Female Population	51.91%	51.04%
Median Age	42	40
Population Density (per sq. mi.)	31.89	27.19
Employees (Full Time)	4,307	27,431
Establishments	332	1,928
Income		
Median HH Income	\$32,354	\$36,979
Per Capita Income	\$18,974	\$19,989
Average HH Income	\$46,074	\$50,148
Households		
Total Households	5,800	33,092
Average Household Size	2.39	2.45
Housing Units		
Owner Occupied Housing Units	61.26%	60.60%
Renter Occupied Housing Units	24.57%	26.41%
Vacant Housing Units	14.16%	12.98%
Race, Includes Hispanic		
White	68.46%	75.10%
Black	10.93%	10.31%
Asian or Pacific Islander	0.24%	0.47%
Other	20.35%	14.10%
Ethnicity		
Hispanic	2.86%	4.77%
Non-Hispanic	97.13%	95.22%

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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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