Olean, NY/14760: Market at a Glance
Figures cover either the Olean area (ZIP 14760, pop. 17,474) or the City of Olean (pop. 13,738), as noted with each fact, based on how each source reports data.

1. Home to several top performing national chains

7 of the 24 national chain locations in the Olean area rank in the top 10% of their chain nationwide for sales, and half rank in the top 25%.

Source: Store data provided, Fiscal year of data unknown, (likely 2024 or 2025), chain sales rankings · Olean area (ZIP 14760)

2. More than 9 million customer visits a year

Of the 24 national chain locations, they draw in about 25,000 visits a day, more than the Olean area's entire resident population.

Source: Store data provided, Fiscal year of data unknown, (likely 2024 or 2025)
U.S. Census Bureau, ACS 5-Year 2020–2024 (B01003) · Olean area (ZIP 14760)

3. Olean is the county's retail center

The City of Olean accounts for 37% of Cattaraugus County's annual retail sales despite only 18% of the county's population ($421.9 million in 2022, the most recent Economic Census).

Source: U.S. Census Bureau, 2022 Economic Census (EC2244BASIC)
ACS 5-Year 2020–2024 (B01003) · City of Olean

4. Spending power is strong in city limits

City of Olean stores sold more than $30,000 in retail goods per city resident in 2022, more than 2.5 times the roughly $11,500 per resident in the rest of Cattaraugus County. Olean's stores sell far more than its own residents could account for, which points to substantial spending from shoppers outside the city.

Source: U.S. Census Bureau, 2022 Economic Census (EC2244BASIC)
ACS 5-Year 2020–2024 (B01003) · City of Olean

5. Traffic volume rivals shopping areas in Erie County.

Olean's main commercial streets carry traffic comparable to major shopping corridors in Buffalo. W State St sees nearly 15,000 vehicles a day, on par with McKinley Parkway near McKinley Mall and more than Galleria Drive at the Walden Galleria.

Source: NYS Department of Transportation, Traffic Data Viewer, AADT actual counts 2024
U.S. Census Bureau, county population estimates

6. The county's employment hub

The Olean area holds 38.7% of Cattaraugus County's jobs (9,678)
1.35 jobs for every working resident, compared with 0.87 countywide.

Source: U.S. Census Bureau, *LEHD OnTheMap 2023. ACS 5-Year 2020–2024 (B01003) · Olean area (ZIP 14760)

7. A larger daytime population

On a typical workday, the City of Olean gains at least 2,000 people as more than 5,000 workers commute in and about 2,200 residents leave. That brings its workday population to more than 15,700, at least 14% above its 13,738 residents. Across the wider Olean area (ZIP 14760), the net gain is about 2,500 people, bringing its workday population to nearly 20,000, also a roughly 14% jump above its 17,474 residents.

Source: U.S. Census Bureau, ACS 5-Year 2020–2024 (B01003, B08008, B08604) LEHD OnTheMap 2023 · City of Olean and Olean area (ZIP 14760)

8. A widespread workforce

Nearly half of local jobs (47%) are held by people living outside Cattaraugus County, approximately 4,500 workers. That includes about 1,200 from Allegany County, NY (13%) and 900 from Pennsylvania (9%).

Source: U.S. Census Bureau, *LEHD OnTheMap 2023 · Olean area (ZIP 14760)

9. Diverse job sector, anchored by healthcare

Healthcare is the area's largest employment sector, with 1,942 of its 9,678 jobs (20%), followed by retail (1,461 jobs, 15%), manufacturing (1,454 jobs, 15%) and education (983 jobs, 10%). Together, these four sectors make up 60% of local jobs

Source: U.S. Census Bureau, *LEHD OnTheMap 2023 · Olean area (ZIP 14760)

10. Sales are growing faster than inflation

City of Olean sales tax collections rose 7.7% in the first nine months of 2026 compared with the same period in 2025, with no change in the tax rate. That's more than double the average inflation rate of 3.3% over the same months, and above the county's overall countywide sales tax growth of 5.3%.

Source: NYS Office of the State Comptroller, local sales tax collections (Jan–Sep 2025 and 2026) NYS Dept. of Taxation and Finance, Publication 718, U.S. Bureau of Labor Statistics, CPI-U (average of monthly 12-month changes, Jan–Sep 2026)

*Job counts (LEHD) include wage and salary employees, including remote workers counted at their employer's location. They exclude self-employed workers, independent contractors and most agricultural workers.