

**RETAIL ATTRACTIONS, LLC**  

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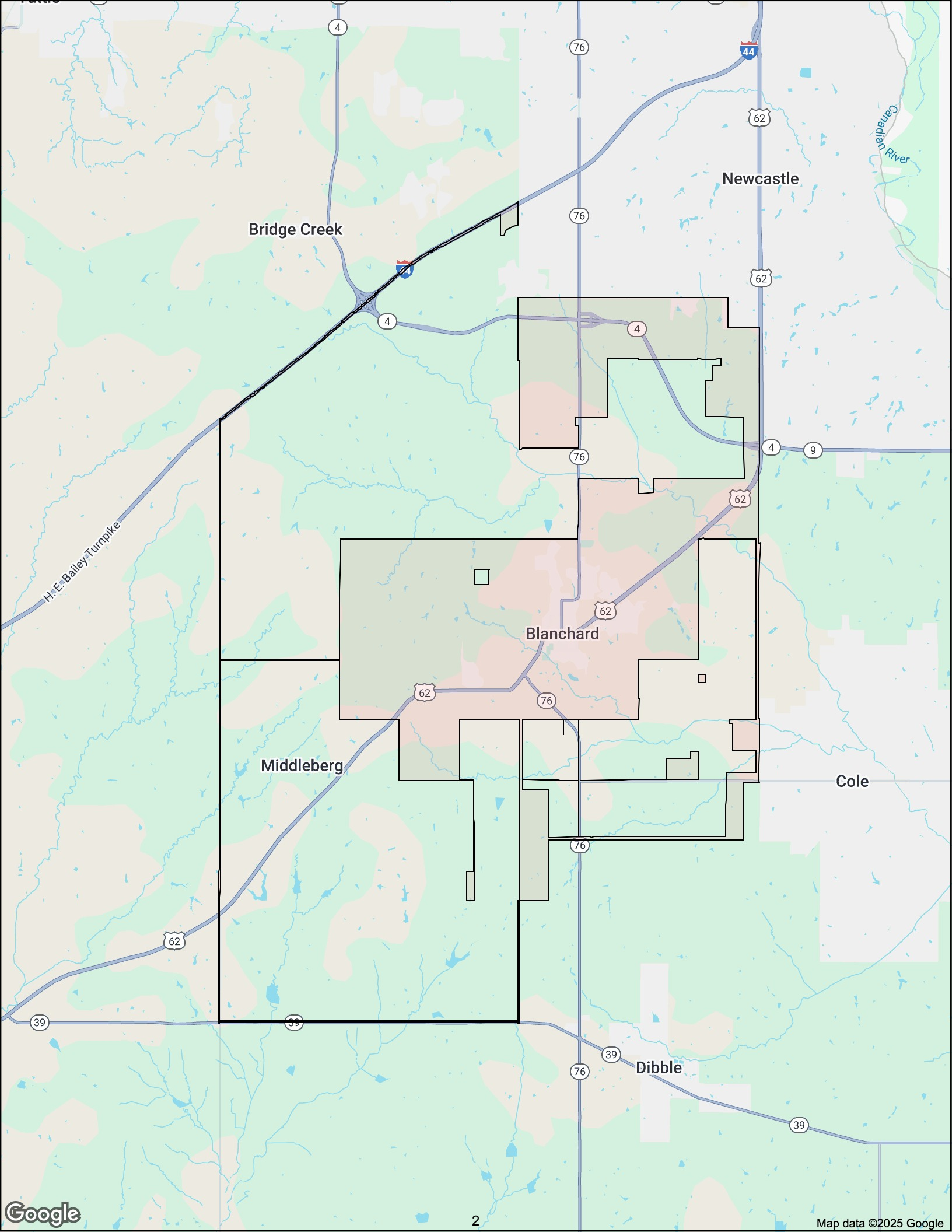
**Economic Development Consulting**

**Blanchard, Oklahoma  
City Limits  
3rd Quarter 2025**

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# Demographics

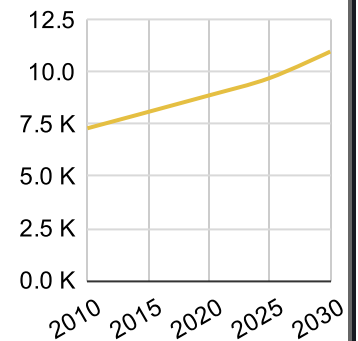


## Blanchard, Oklahoma

### City Limits

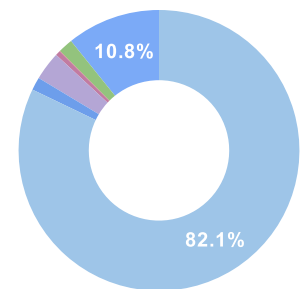
#### Population

Estimated Population (2025)	9,718	
Projected Population (2030)	10,991	
Census Population (2020)	8,884	
Census Population (2010)	7,308	
Projected Annual Growth (2025-2030)	1,273	2.6%
Historical Annual Growth (2020-2025)	834	1.7%
Historical Annual Growth (2010-2020)	1,576	2.2%
Estimated Population Density (2025)	318	psm
Trade Area Size	30.5	sq mi



#### Race and Ethnicity (2025)

<b>Not Hispanic or Latino Population</b>	8,962	92.2%
White	7,661	85.5%
Black or African American	144	1.6%
American Indian or Alaska Native	287	3.2%
Asian	54	0.6%
Hawaiian or Pacific Islander	4	-
Other Race	5	-
Two or More Races	807	9.0%
<b>Hispanic or Latino Population</b>	756	7.8%
White	320	42.3%
Black or African American	1	0.1%
American Indian or Alaska Native	33	4.4%
Asian	2	0.3%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	159	21.0%
Two or More Races	241	31.9%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

## Blanchard, Oklahoma

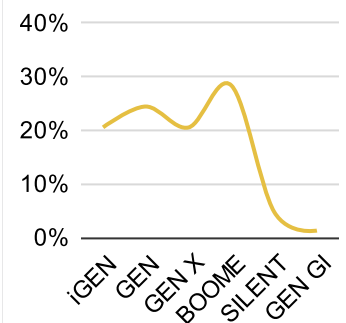
### City Limits

#### Age Distribution (2025)

Age Under 5 Years	566	5.8%
Age 5 to 9 Years	625	6.4%
Age 10 to 14 Years	806	8.3%
Age 15 to 19 Years	667	6.9%
Age 20 to 24 Years	468	4.8%
Age 25 to 29 Years	574	5.9%
Age 30 to 34 Years	666	6.9%
Age 35 to 39 Years	669	6.9%
Age 40 to 44 Years	711	7.3%
Age 45 to 49 Years	616	6.3%
Age 50 to 54 Years	596	6.1%
Age 55 to 59 Years	586	6.0%
Age 60 to 64 Years	626	6.4%
Age 65 to 69 Years	512	5.3%
Age 70 to 74 Years	436	4.5%
Age 75 to 79 Years	289	3.0%
Age 80 to 84 Years	177	1.8%
Age 85 Years or Over	127	1.3%
Median Age	37.6	

#### Generation (2025)

iGeneration (Age Under 15 Years)	1,997	20.5%
Generation 9/11 Millennials (Age 15 to 34 Years)	2,375	24.4%
Gen Xers (Age 35 to 49 Years)	1,996	20.5%
Baby Boomers (Age 50 to 74 Years)	2,756	28.4%
Silent Generation (Age 75 to 84 Years)	466	4.8%
G.I. Generation (Age 85 Years or Over)	127	1.3%



## Blanchard, Oklahoma

### City Limits

#### Household Type (2025)

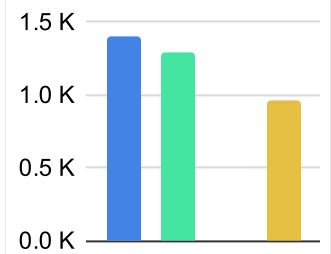
Total Households	3,652
Family Households	2,692 73.7%
Family Households with Children	1,405 52.2%
Family Households No Children	1,287 47.8%
Non-Family Households	960 26.3%
Non-Family Households with Children	1 0.1%
Non-Family Households No Children	959 99.9%

Family Households  
w/ Children

Family Households  
No Children

Non-Family Households  
w/ Children

Non-Family Households  
No Children



#### Education Attainment (2025)

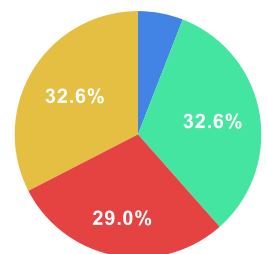
Elementary or Some High School	389 5.9%
High School Graduate	2,144 32.6%
Some College or Associate Degree	1,906 29.0%
Bachelor or Graduate Degree	2,144 32.6%

Elementary or  
Some High School

High School  
Graduate

Some College or  
Associate Degree

Bachelor or  
Graduate Degree



#### Household Income (2025)

Estimated Average Household Income	\$123,746
Estimated Median Household Income	\$89,847
HH Income Under \$10,000	60 1.6%
HH Income \$10,000 to \$34,999	522 14.3%
HH Income \$35,000 to \$49,999	334 9.1%
HH Income \$50,000 to \$74,999	540 14.8%
HH Income \$75,000 to \$99,999	623 17.1%
HH Income \$100,000 to \$149,999	688 18.8%
HH Income \$150,000 or More	885 24.2%

## Blanchard, Oklahoma

### City Limits

#### Population

Estimated Population (2025)	9,718	
Projected Population (2030)	10,991	
Census Population (2020)	8,884	
Census Population (2010)	7,308	
Projected Annual Growth (2025-2030)	1,273	2.6%
Historical Annual Growth (2020-2025)	834	1.9%
Historical Annual Growth (2010-2020)	1,576	2.2%
Estimated Population Density (2025)	318	psm
Trade Area Size	30.5	sq mi

#### Households

Estimated Households (2025)	3,652	
Projected Households (2030)	4,215	
Census Households (2020)	3,267	
Census Households (2010)	2,703	
Projected Annual Growth (2025-2030)	563	3.1%
Historical Annual Change (2010-2025)	949	2.3%

#### Average Household Income

Estimated Average Household Income (2025)	\$123,746	
Projected Average Household Income (2030)	\$121,288	
Census Average Household Income (2010)	\$63,126	
Census Average Household Income (2000)	\$47,709	
Projected Annual Change (2025-2030)	-\$2,458	-0.4%
Historical Annual Change (2000-2025)	\$76,037	6.4%

#### Median Household Income

Estimated Median Household Income (2025)	\$89,847	
Projected Median Household Income (2030)	\$89,072	
Census Median Household Income (2010)	\$57,268	
Census Median Household Income (2000)	\$40,620	
Projected Annual Change (2025-2030)	-\$775	-0.2%
Historical Annual Change (2000-2025)	\$49,227	4.8%

#### Per Capita Income

Estimated Per Capita Income (2025)	\$46,522	
Projected Per Capita Income (2030)	\$46,530	
Census Per Capita Income (2010)	\$23,374	
Census Per Capita Income (2000)	\$17,555	
Projected Annual Change (2025-2030)	\$8	-
Historical Annual Change (2000-2025)	\$28,967	6.6%
Estimated Average Household Net Worth (2025)	\$1.15 M	

## Blanchard, Oklahoma

### City Limits

#### Race and Ethnicity

Total Population (2025)	9,718	
White (2025)	7,981	82.1%
Black or African American (2025)	145	1.5%
American Indian or Alaska Native (2025)	320	3.3%
Asian (2025)	56	0.6%
Hawaiian or Pacific Islander (2025)	4	-
Other Race (2025)	164	1.7%
Two or More Races (2025)	1,048	10.8%
Population < 18 (2025)	2,437	25.1%
White Not Hispanic	1,717	70.5%
Black or African American	46	1.9%
Asian	13	0.5%
Other Race Not Hispanic	380	15.6%
Hispanic	281	11.5%
Not Hispanic or Latino Population (2025)	8,962	92.2%
Not Hispanic White	7,661	85.5%
Not Hispanic Black or African American	144	1.6%
Not Hispanic American Indian or Alaska Native	287	3.2%
Not Hispanic Asian	54	0.6%
Not Hispanic Hawaiian or Pacific Islander	4	-
Not Hispanic Other Race	5	-
Not Hispanic Two or More Races	807	9.0%
Hispanic or Latino Population (2025)	756	7.8%
Hispanic White	320	42.3%
Hispanic Black or African American	1	0.1%
Hispanic American Indian or Alaska Native	33	4.4%
Hispanic Asian	2	0.3%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	159	21.0%
Hispanic Two or More Races	241	31.9%
Not Hispanic or Latino Population (2020)	8,396	94.5%
Hispanic or Latino Population (2020)	488	5.5%
Not Hispanic or Latino Population (2010)	7,018	96.0%
Hispanic or Latino Population (2010)	290	4.0%
Not Hispanic or Latino Population (2030)	9,771	88.9%
Hispanic or Latino Population (2030)	1,220	11.1%
Projected Annual Growth (2025-2030)	464	12.3%
Historical Annual Growth (2010-2020)	198	6.8%

## Blanchard, Oklahoma

### City Limits

#### Total Age Distribution (2025)

Total Population	9,718	
Age Under 5 Years	566	5.8%
Age 5 to 9 Years	625	6.4%
Age 10 to 14 Years	806	8.3%
Age 15 to 19 Years	667	6.9%
Age 20 to 24 Years	468	4.8%
Age 25 to 29 Years	574	5.9%
Age 30 to 34 Years	666	6.9%
Age 35 to 39 Years	669	6.9%
Age 40 to 44 Years	711	7.3%
Age 45 to 49 Years	616	6.3%
Age 50 to 54 Years	596	6.1%
Age 55 to 59 Years	586	6.0%
Age 60 to 64 Years	626	6.4%
Age 65 to 69 Years	512	5.3%
Age 70 to 74 Years	436	4.5%
Age 75 to 79 Years	289	3.0%
Age 80 to 84 Years	177	1.8%
Age 85 Years or Over	127	1.3%
Median Age	37.6	
Age 19 Years or Less	2,664	27.4%
Age 20 to 64 Years	5,512	56.7%
Age 65 Years or Over	1,541	15.9%

#### Female Age Distribution (2025)

Female Population	4,925	50.7%
Age Under 5 Years	283	5.7%
Age 5 to 9 Years	314	6.4%
Age 10 to 14 Years	391	7.9%
Age 15 to 19 Years	325	6.6%
Age 20 to 24 Years	239	4.9%
Age 25 to 29 Years	297	6.0%
Age 30 to 34 Years	348	7.1%
Age 35 to 39 Years	343	7.0%
Age 40 to 44 Years	353	7.2%
Age 45 to 49 Years	312	6.3%
Age 50 to 54 Years	295	6.0%
Age 55 to 59 Years	289	5.9%
Age 60 to 64 Years	317	6.4%
Age 65 to 69 Years	273	5.5%
Age 70 to 74 Years	236	4.8%
Age 75 to 79 Years	152	3.1%
Age 80 to 84 Years	95	1.9%
Age 85 Years or Over	63	1.3%
Female Median Age	37.9	
Age 19 Years or Less	1,313	26.7%
Age 20 to 64 Years	2,793	56.7%
Age 65 Years or Over	819	16.6%

## Blanchard, Oklahoma

### City Limits

#### Male Age Distribution (2025)

Male Population	4,793	49.3%
Age Under 5 Years	283	5.9%
Age 5 to 9 Years	311	6.5%
Age 10 to 14 Years	415	8.7%
Age 15 to 19 Years	342	7.1%
Age 20 to 24 Years	229	4.8%
Age 25 to 29 Years	277	5.8%
Age 30 to 34 Years	318	6.6%
Age 35 to 39 Years	326	6.8%
Age 40 to 44 Years	358	7.5%
Age 45 to 49 Years	304	6.3%
Age 50 to 54 Years	301	6.3%
Age 55 to 59 Years	297	6.2%
Age 60 to 64 Years	309	6.4%
Age 65 to 69 Years	239	5.0%
Age 70 to 74 Years	200	4.2%
Age 75 to 79 Years	137	2.9%
Age 80 to 84 Years	82	1.7%
Age 85 Years or Over	64	1.3%
Male Median Age	37.4	
Age 19 Years or Less	1,351	28.2%
Age 20 to 64 Years	2,719	56.7%
Age 65 Years or Over	722	15.1%

#### Males per 100 Females (2025)

Overall Comparison	97	
Age Under 5 Years	100	50.0%
Age 5 to 9 Years	99	49.8%
Age 10 to 14 Years	106	51.5%
Age 15 to 19 Years	105	51.3%
Age 20 to 24 Years	96	48.9%
Age 25 to 29 Years	93	48.3%
Age 30 to 34 Years	91	47.7%
Age 35 to 39 Years	95	48.7%
Age 40 to 44 Years	101	50.4%
Age 45 to 49 Years	97	49.4%
Age 50 to 54 Years	102	50.5%
Age 55 to 59 Years	103	50.7%
Age 60 to 64 Years	97	49.4%
Age 65 to 69 Years	88	46.7%
Age 70 to 74 Years	85	45.9%
Age 75 to 79 Years	90	47.4%
Age 80 to 84 Years	86	46.3%
Age 85 Years or Over	102	50.4%
Age 19 Years or Less	103	50.7%
Age 20 to 39 Years	94	48.4%
Age 40 to 64 Years	100	50.0%
Age 65 Years or Over	88	46.9%

## Blanchard, Oklahoma

### City Limits

#### Household Type (2025)

Total Households	3,652	
Households with Children	1,406	38.5%
Average Household Size	2.7	
Household Density per Square Mile	120	
Population Family	8,392	86.4%
Population Non-Family	1,291	13.3%
Population Group Quarters	35	0.4%
Family Households	2,692	73.7%
Married Couple Households	2,181	81.0%
Other Family Households with Children	511	19.0%
Family Households with Children	1,405	52.2%
Married Couple with Children	1,077	76.7%
Other Family Households with Children	328	23.3%
Family Households No Children	1,287	47.8%
Married Couple No Children	1,104	85.8%
Other Family Households No Children	183	14.2%
Non-Family Households	960	26.3%
Non-Family Households with Children	1	0.1%
Non-Family Households No Children	959	99.9%
Average Family Household Size	3.1	
Average Family Income	\$149,160	
Median Family Income	\$109,597	
Average Non-Family Household Size	1.3	

#### Marital Status (2025)

Population Age 15 Years or Over	7,720	
Never Married	1,431	18.5%
Currently Married	4,711	61.0%
Previously Married	1,578	20.4%
Separated	254	16.1%
Widowed	348	22.1%
Divorced	976	61.9%

#### Educational Attainment (2025)

Adult Population Age 25 Years or Over	6,583	
Elementary (Grade Level 0 to 8)	92	1.4%
Some High School (Grade Level 9 to 11)	297	4.5%
High School Graduate	2,144	32.6%
Some College	1,494	22.7%
Associate Degree Only	412	6.3%
Bachelor Degree Only	1,620	24.6%
Graduate Degree	524	8.0%
Any College (Some College or Higher)	4,050	61.5%
College Degree + (Bachelor Degree or Higher)	2,144	32.6%

## Blanchard, Oklahoma

### City Limits

#### Housing

Total Housing Units (2025)	3,827	
Total Housing Units (2020)	3,463	
Historical Annual Growth (2020-2025)	364	-
Housing Units Occupied (2025)	3,652	95.4%
Housing Units Owner-Occupied	2,808	76.9%
Housing Units Renter-Occupied	844	23.1%
Housing Units Vacant (2025)	175	4.6%

#### Household Size (2025)

Total Households	3,652	
1 Person Households	778	21.3%
2 Person Households	1,336	36.6%
3 Person Households	587	16.1%
4 Person Households	531	14.5%
5 Person Households	261	7.1%
6 Person Households	104	2.8%
7 or More Person Households	55	1.5%

#### Household Income Distribution (2025)

HH Income \$200,000 or More	407	11.1%
HH Income \$150,000 to \$199,999	478	13.1%
HH Income \$125,000 to \$149,999	366	10.0%
HH Income \$100,000 to \$124,999	322	8.8%
HH Income \$75,000 to \$99,999	623	17.1%
HH Income \$50,000 to \$74,999	540	14.8%
HH Income \$35,000 to \$49,999	334	9.1%
HH Income \$25,000 to \$34,999	296	8.1%
HH Income \$15,000 to \$24,999	151	4.1%
HH Income \$10,000 to \$14,999	75	2.1%
HH Income Under \$10,000	60	1.6%

#### Household Vehicles (2025)

Households 0 Vehicles Available	78	2.1%
Households 1 Vehicle Available	740	20.3%
Households 2 Vehicles Available	1,712	46.9%
Households 3 or More Vehicles Available	1,122	30.7%
Total Vehicles Available	7,894	
Average Vehicles per Household	2.2	
Owner-Occupied Household Vehicles	6,521	82.6%
Average Vehicles per Owner-Occupied Household	2.3	
Renter-Occupied Household Vehicles	1,373	17.4%
Average Vehicles per Renter-Occupied Household	1.6	

#### Travel Time (2025)

Worker Base Age 16 years or Over	5,155	
Travel to Work in 14 Minutes or Less	832	16.1%
Travel to Work in 15 to 29 Minutes	1,357	26.3%
Travel to Work in 30 to 59 Minutes	2,135	41.4%
Travel to Work in 60 Minutes or More	257	5.0%
Work at Home	574	11.1%
Average Minutes Travel to Work	29.6	

## Blanchard, Oklahoma

### City Limits

#### Transportation To Work (2025)

Worker Base Age 16 years or Over	5,155	
Drive to Work Alone	4,214	81.7%
Drive to Work in Carpool	317	6.1%
Travel to Work by Public Transportation	-	-
Drive to Work on Motorcycle	-	-
Bicycle to Work	-	-
Walk to Work	47	0.9%
Other Means	3	-
Work at Home	574	11.1%

#### Daytime Demographics (2025)

Total Businesses	159	
Total Employees	877	
Company Headquarter Businesses	2	1.3%
Company Headquarter Employees	19	2.2%
Employee Population per Business	5.5	to 1
Residential Population per Business	61.1	to 1
Adj. Daytime Demographics Age 16 Years or Over	3,224	

#### Labor Force

Labor Population Age 16 Years or Over (2025)	7,569	
Labor Force Total Males (2025)	3,717	49.1%
Male Civilian Employed	2,671	71.9%
Male Civilian Unemployed	112	3.0%
Males in Armed Forces	67	1.8%
Males Not in Labor Force	867	23.3%
Labor Force Total Females (2025)	3,852	50.9%
Female Civilian Employed	2,484	64.5%
Female Civilian Unemployed	168	4.4%
Females in Armed Forces	-	-
Females Not in Labor Force	1,200	31.2%
Unemployment Rate	280	3.7%

#### Occupation (2025)

Occupation Population Age 16 Years or Over	5,153	
Occupation Total Males	2,672	51.9%
Occupation Total Females	2,481	48.1%
Management, Business, Financial Operations	1,003	19.5%
Professional, Related	1,202	23.3%
Service	854	16.6%
Sales, Office	1,001	19.4%
Farming, Fishing, Forestry	42	0.8%
Construction, Extraction, Maintenance	584	11.3%
Production, Transport, Material Moving	467	9.1%
White Collar Workers	3,206	62.2%
Blue Collar Workers	1,947	37.8%



## Blanchard, Oklahoma

### City Limits

#### Units In Structure (2025)

Total Units	3,652	
1 Detached Unit	2,975	81.5%
1 Attached Unit	121	3.3%
2 Units	13	0.4%
3 to 4 Units	49	1.3%
5 to 9 Units	154	4.2%
10 to 19 Units	3	-
20 to 49 Units	45	1.2%
50 or More Units	25	0.7%
Mobile Home or Trailer	266	7.3%
Other Structure	4	0.1%

#### Homes Built By Year (2025)

Homes Built 2020 or later	120	3.1%
Homes Built 2010 to 2019	840	21.9%
Homes Built 2000 to 2009	967	25.3%
Homes Built 1990 to 1999	423	11.1%
Homes Built 1980 to 1989	447	11.7%
Homes Built 1970 to 1979	385	10.1%
Homes Built 1960 to 1969	216	5.6%
Homes Built 1950 to 1959	119	3.1%
Homes Built 1940 to 1949	66	1.7%
Homes Built Before 1939	68	1.8%
Median Age of Homes	30.3	yrs

#### Home Values (2025)

Owner Specified Housing Units	2,808	
Home Values \$1,000,000 or More	9	0.3%
Home Values \$750,000 to \$999,999	12	0.4%
Home Values \$500,000 to \$749,999	172	6.1%
Home Values \$400,000 to \$499,999	236	8.4%
Home Values \$300,000 to \$399,999	562	20.0%
Home Values \$250,000 to \$299,999	503	17.9%
Home Values \$200,000 to \$249,999	310	11.0%
Home Values \$175,000 to \$199,999	360	12.8%
Home Values \$150,000 to \$174,999	218	7.8%
Home Values \$125,000 to \$149,999	145	5.2%
Home Values \$100,000 to \$124,999	111	4.0%
Home Values \$90,000 to \$99,999	14	0.5%
Home Values \$80,000 to \$89,999	32	1.1%
Home Values \$70,000 to \$79,999	10	0.4%
Home Values \$60,000 to \$69,999	21	0.7%
Home Values \$50,000 to \$59,999	2	-
Home Values \$35,000 to \$49,999	20	0.7%
Home Values \$25,000 to \$34,999	47	1.7%
Home Values \$10,000 to \$24,999	11	0.4%
Home Values Under \$10,000	13	0.5%
Owner-Occupied Median Home Value	\$258,945	
Renter-Occupied Median Rent	\$772	

## Blanchard, Oklahoma

### City Limits

#### Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$406 M
Total Non-Retail Expenditure	\$198.55 M
Total Retail Expenditure	\$207.45 M
Alcoholic Beverages	\$2.5 M
Apparel	\$7.53 M
Contributions	\$13.09 M
Education	\$9.31 M
Entertainment	\$23.31 M
Food Away From Home	\$17.94 M
Grocery	\$26.44 M
Health Care	\$24.39 M
Household Furnishings and Equipment	\$10.85 M
Household Operations	\$7.59 M
Miscellaneous Expenses	\$6.97 M
Personal Care	\$5.21 M
Shelter	\$62.61 M
Tax and Retirement	\$98.5 M
Tobacco and Related	\$1.94 M
Transportation	\$68.98 M
Utilities	\$18.83 M

#### Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$9,264	
Total Non-Retail Expenditure	\$4,531	48.9%
Total Retail Expenditures	\$4,734	51.1%
Alcoholic Beverages	\$57	0.6%
Apparel	\$172	1.9%
Contributions	\$299	3.2%
Education	\$213	2.3%
Entertainment	\$532	5.7%
Food Away From Home	\$409	4.4%
Grocery	\$603	6.5%
Health Care	\$557	6.0%
Household Furnishings and Equipment	\$248	2.7%
Household Operations	\$173	1.9%
Miscellaneous Expenses	\$159	1.7%
Personal Care	\$119	1.3%
Shelter	\$1,429	15.4%
Tax and Retirement	\$2,248	-
Tobacco and Related	\$44	0.5%
Transportation	\$1,574	17.0%
Utilities	\$430	4.6%

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# OPPORTUNITY GAP CATEGORY INFORMATION

## (RETAIL CATEGORIES)

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### **Vehicle and Parts Dealers**

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

### **Furniture and Home Furnishings Stores**

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

### **Electronics and Appliance Stores**

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

### **Building Materials and Garden Supply Stores**

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

### **Food and Beverage Stores**

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

### **Health and Personal Care Stores**

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

### **Gasoline Stations**

Gasoline stations and gasoline stations with convenience stores

### **Clothing and Clothing Accessories Stores**

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

### **Sporting Goods and Hobby Stores**

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

### **General Merchandise Stores**

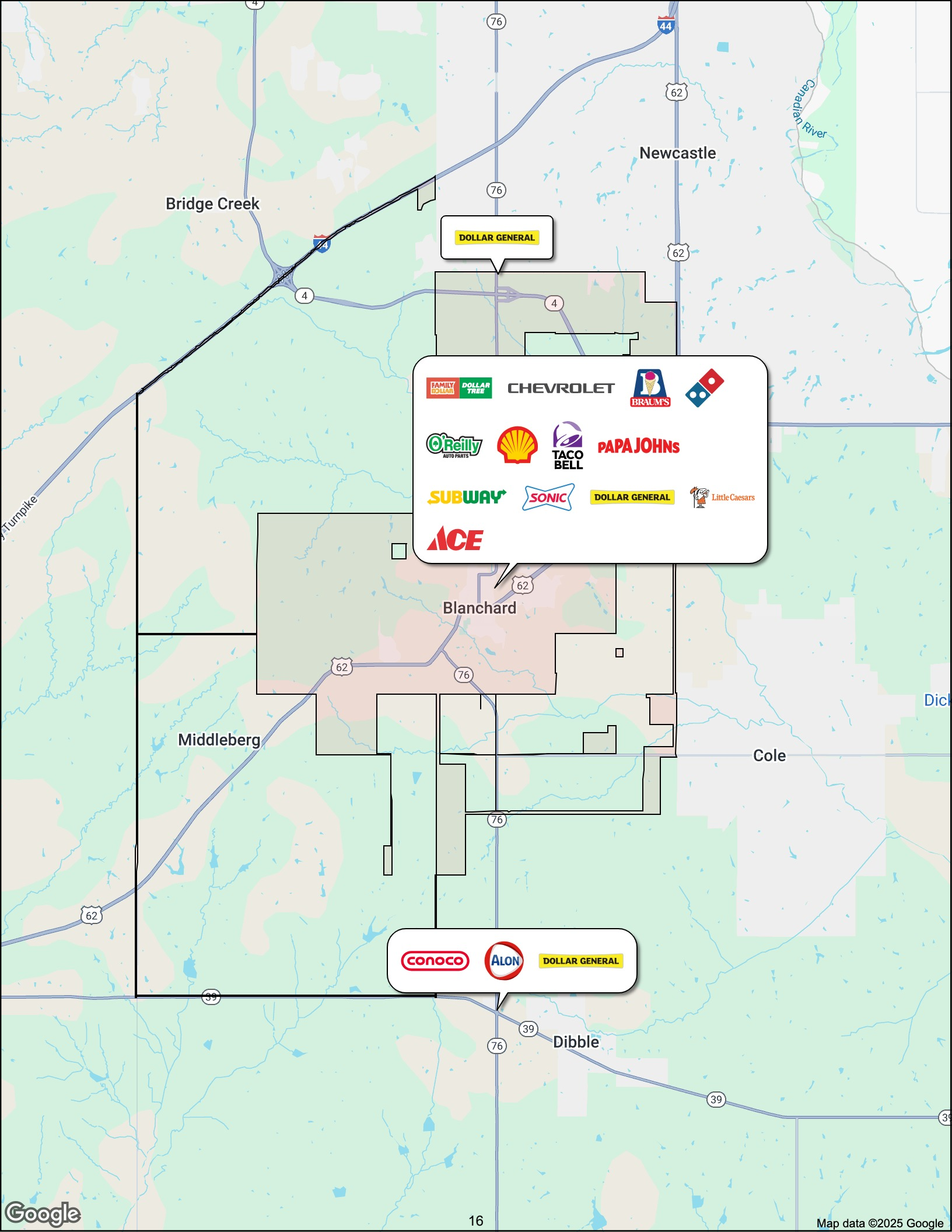
Department stores and other general merchandise stores

### **Miscellaneous Store Retailers**

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

### **Foodservice and Drinking Places**

Full-service restaurants, limited service eating places, special foodservices, taverns and bars



DOLLAR GENERAL



CHEVROLET



PAPA JOHN'S

SUBWAY



DOLLAR GENERAL



ACE

Blanchard

CONOCO



DOLLAR GENERAL

Dibble

## Blanchard, Oklahoma

### City Limits

	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$12.65 M / \$-189121	101
Men's Clothing Stores	\$499.48 K / \$-31406	106
Women's Clothing Stores	\$1.08 M / \$110.55 K	90
Children's, Infants' Clothing Stores	\$1.06 M / \$-56008	105
Family Clothing Stores	\$6.3 M / \$-362563	106
Clothing Accessory Stores	\$284.2 K / \$-17138	106
Other Apparel Stores	\$378.75 K / \$-21575	106
Shoe Stores	\$2.47 M / \$224.2 K	91
Jewelry Stores	\$510.88 K / \$-31125	106
Luggage Stores	\$61.5 K / \$-4051	107
<b>Furniture, Home Furnishings Stores</b>	\$11.22 M / \$-665380	106
Furniture Stores	\$4.97 M / \$-315582	106
Floor Covering Stores	\$713.46 K / \$-44090	106
Other Home Furnishing Stores	\$5.53 M / \$-305708	106
<b>Electronics, Appliance Stores</b>	\$11 M / \$109.01 K	99
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$10.79 M / \$-409881	104
Home Centers	\$6.04 M / \$-350848	106
Paint, Wallpaper Stores	\$1.31 M / \$-69958	105
Hardware Stores	\$671.75 K / \$-38652	106
Other Building Materials Stores	\$1.89 M / \$-112560	106
Outdoor Power Equipment Stores	\$114.49 K / \$-6718	106
Nursery, Garden Stores	\$761.48 K / \$168.86 K	78
<b>Food, Beverage Stores</b>	\$17.12 M / \$1.85 M	89
Grocery Stores	\$13.06 M / \$1.18 M	91
Convenience Stores	\$1.18 M / \$723.04 K	39
Meat Markets	\$77.42 K / \$-4347	106
Fish, Seafood Markets	\$26.77 K / \$-1466	105
Fruit, Vegetable Markets	\$50.73 K / \$91.32 K	-44
Other Specialty Food Markets	\$104.81 K / \$-3143	103
Liquor Stores	\$2.62 M / \$-132034	105

## Blanchard, Oklahoma

### City Limits

	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$11.48 M / \$5.03 M	56
Pharmacy, Drug Stores	\$10.1 M / \$5.13 M	49
Cosmetics, Beauty Stores	\$591.77 K / \$-41053	107
Optical Goods Stores	\$158.35 K / \$-14325	109
Other Health, Personal Care Stores	\$627.6 K / \$-43406	107
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$12.72 M / \$2.4 M	81
Sporting Goods Stores	\$4.96 M / \$1.06 M	79
Hobby, Toy, Game Stores	\$3.41 M / \$1.59 M	53
Sewing, Needlecraft Stores	\$2.38 M / \$-141021	106
Musical Instrument Stores	\$1.01 M / \$-47609	105
Book Stores	\$955.51 K / \$-65787	107
<b>General Merchandise Stores</b>	\$40.99 M / \$-2173326	105
Department Stores	\$14.46 M / \$-864849	106
Warehouse Superstores	\$22.57 M / \$-1415388	106
Other General Merchandise Stores	\$3.96 M / \$106.91 K	97
<b>Miscellaneous Store Retailers</b>	\$5.08 M / \$522.01 K	90
Florists	\$127.2 K / \$-7243	106
Office, Stationary Stores	\$471.29 K / \$-32078	107
Gift, Souvenir Stores	\$1.07 M / \$135.26 K	87
Used Merchandise Stores	\$329.48 K / \$88 K	73
Pet, Pet Supply Stores	\$910.22 K / \$-59133	106
Art Dealers	\$126.62 K / \$-8687	107
Mobile Home Dealers	\$106.02 K / \$-6362	106
Other Miscellaneous Retail Stores	\$1.94 M / \$412.26 K	79
<b>Non-Store Retailers</b>	\$24.77 M / \$-497159	102
Mail Order, Catalog Stores	\$23.2 M / \$-695594	103
Vending Machines	\$109.41 K / \$-5966	105
Fuel Dealers	\$128.59 K / \$-7377	106
Other Direct Selling Establishments	\$1.33 M / \$211.78 K	84

## Blanchard, Oklahoma

## City Limits

	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$22.85 M / \$682.99 K	97
Hotels, Other Travel Accommodations	\$1.47 M / \$-74183	105
RV Parks	\$13.59 K / \$-755	106
Rooming, Boarding Houses	\$8.14 K / \$-420	105
Full Service Restaurants	\$13.35 M / \$899.17 K	93
Limited Service Restaurants	\$6.2 M / \$1.31 M	79
Special Food Services, Catering	\$1.8 M / \$-92197	105
Drinking Places	\$1.3 M / \$-62042	105
<b>Gasoline Stations</b>	\$8.59 M / \$-574983	107
<b>Motor Vehicle, Parts Dealers</b>	\$16.9 M / \$17.31 M	-2
New Car Dealers	\$9.24 M / \$16.34 M	-43
Used Car Dealers	\$852.09 K / \$-55692	107
Recreational Vehicle Dealers	\$1.92 M / \$-111972	106
Motorcycle, Boat Dealers	\$2.49 M / \$1.27 M	49
Auto Parts, Accessories	\$1.53 M / \$-84757	106
Tire Dealers	\$862.2 K / \$-47231	105
2025 Population	9,718	
2030 Population	10,991	
% Population Change 2025-2030	13.1%	
2025 Adult Population Age 18+	7,282	
2025 Population Male	4,793	
2025 Population Female	4,925	
2025 Households	3,652	
2025 Median Household Income	89,847	
2025 Average Household Income	123,746	

# Retail Potential

Blanchard, Oklahoma	
City Limits	
2025 Population	9,718
2030 Population	10,991
% Population Change 2020-2025	9.4%
2025 Adult Population Age 18+	\$7,282
2025 Population Male	\$4,793
2025 Population Female	\$4,925
2025 Households	\$3,652
2025 Median Household Income	\$89,847
2025 Average Household Income	\$123,746
<b>Clothing, Clothing Accessories Stores</b>	\$12.65 M
Men's Clothing Stores	\$499.48 K
Women's Clothing Stores	\$1.08 M
Children's, Infants' Clothing Stores	\$1.06 M
Family Clothing Stores	\$6.3 M
Clothing Accessory Stores	\$284.2 K
Other Apparel Stores	\$378.75 K
Shoe Stores	\$2.47 M
Jewelry Stores	\$510.88 K
Luggage Stores	\$61.5 K
<b>Furniture, Home Furnishings Stores</b>	\$11.22 M
Furniture Stores	\$4.97 M
Floor Covering Stores	\$713.46 K
Other Home Furnishing Stores	\$5.53 M
<b>Electronics, Appliance Stores</b>	\$11 M
<b>Gasoline Stations</b>	\$8.59 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$10.79 M
Home Centers	\$6.04 M
Paint, Wallpaper Stores	\$1.31 M
Hardware Stores	\$671.75 K
Other Building Materials Stores	\$1.89 M
Outdoor Power Equipment Stores	\$114.49 K
Nursery, Garden Stores	\$761.48 K
<b>Food, Beverage Stores</b>	\$17.12 M
Grocery Stores	\$13.06 M
Convenience Stores	\$1.18 M
Meat Markets	\$77.42 K
Fish, Seafood Markets	\$26.77 K
Fruit, Vegetable Markets	\$50.73 K
Other Specialty Food Markets	\$104.81 K
Liquor Stores	\$2.62 M

## Blanchard, Oklahoma

### City Limits

<b>Health, Personal Care Stores</b>	\$11.48 M
Pharmacy, Drug Stores	\$10.1 M
Cosmetics, Beauty Stores	\$591.77 K
Optical Goods Stores	\$158.35 K
Other Health, Personal Care Stores	\$627.6 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$12.72 M
Sporting Goods Stores	\$4.96 M
Hobby, Toy, Game Stores	\$3.41 M
Sewing, Needlecraft Stores	\$2.38 M
Musical Instrument Stores	\$1.01 M
Book Stores	\$955.51 K
<b>General Merchandise Stores</b>	\$40.99 M
Department Stores	\$14.46 M
Warehouse Superstores	\$22.57 M
Other General Merchandise Stores	\$3.96 M
<b>Miscellaneous Store Retailers</b>	\$5.08 M
Florists	\$127.2 K
Office, Stationary Stores	\$471.29 K
Gift, Souvenir Stores	\$1.07 M
Used Merchandise Stores	\$329.48 K
Pet, Pet Supply Stores	\$910.22 K
Art Dealers	\$126.62 K
Mobile Home Dealers	\$106.02 K
Other Miscellaneous Retail Stores	\$1.94 M
<b>Non-Store Retailers</b>	\$24.77 M
Mail Order, Catalog Stores	\$23.2 M
Vending Machines	\$109.41 K
Fuel Dealers	\$128.59 K
Other Direct Selling Establishments	\$1.33 M
<b>Accommodation, Food Services</b>	\$24.15 M
Hotels, Other Travel Accommodations	\$1.47 M
RV Parks	\$13.59 K
Rooming, Boarding Houses	\$8.14 K
Full Service Restaurants	\$13.35 M
Limited Service Restaurants	\$6.2 M
Special Food Services, Catering	\$1.8 M
Drinking Places	\$1.3 M
<b>Motor Vehicle, Parts Dealers</b>	\$16.9 M
New Car Dealers	\$9.24 M
Used Car Dealers	\$852.09 K
Recreational Vehicle Dealers	\$1.92 M
Motorcycle, Boat Dealers	\$2.49 M
Auto Parts, Accessories	\$1.53 M
Tire Dealers	\$862.2 K

# **Income Summary**

## Blanchard, Oklahoma

### City Limits

#### Population

Estimated Population (2025)	9,718	
Projected Population (2030)	10,991	
Census Population (2020)	8,884	
Census Population (2010)	7,308	
Projected Annual Growth (2025 to 2030)	1,273	2.6%
Historical Annual Growth (2020 to 2025)	834	1.7%
Historical Annual Growth (2010 to 2020)	1,576	2.2%

#### Households

Estimated Households (2025)	3,652	
Projected Households (2030)	4,215	
Census Households (2020)	3,267	
Census Households (2010)	2,703	
Projected Annual Growth (2025 to 2030)	563	3.1%
Historical Annual Growth (2020 to 2025)	385	2.4%
Historical Annual Growth (2010 to 2020)	564	2.1%

#### Average Household Income

Estimated Average Household Income (2025)	\$123,746	
Projected Average Household Income (2030)	\$121,288	
Census Average Household Income (2020)	\$63,126	
Census Average Household Income (2010)	\$47,709	
Projected Annual Growth (2025 to 2030)	-\$2,458	-0.4%
Historical Annual Growth (2020 to 2025)	\$60,620	6.4%
Historical Annual Growth (2010 to 2020)	\$15,417	3.2%

#### Median Household Income

Estimated Median Household Income (2025)	\$89,847	
Projected Median Household Income (2030)	\$89,072	
Census Median Household Income (2020)	\$57,268	
Census Median Household Income (2010)	\$40,620	
Projected Annual Growth (2025 to 2030)	-\$775	-0.2%
Historical Annual Growth (2020 to 2025)	\$32,579	3.8%
Historical Annual Growth (2010 to 2020)	\$16,648	4.1%

#### Per Capita Income

Estimated Per Capita Income (2025)	\$46,522	
Projected Per Capita Income (2030)	\$46,530	
Census Per Capita Income (2020)	\$23,374	
Census Per Capita Income (2010)	\$17,555	
Projected Annual Growth (2025 to 2030)	\$8	-
Historical Annual Growth (2020 to 2025)	\$23,148	6.6%
Historical Annual Growth (2010 to 2020)	\$5,819	3.3%

#### Other Income

Estimated Families (2025)	2,692	
Estimated Average Family Income (2025)	\$149,160	
Estimated Median Family Income (2025)	\$109,597	
Estimated Average Household Net Worth (2025)	\$1,148,133	

# **Consumer Expenditure Summary**

## Blanchard, Oklahoma

### City Limits

Estimated Population	9,718
Estimated Households	3,652
<b>Household Expenditure</b>	<b>\$406 M</b>
Per Household ~ Per Capita	\$111,172 \$41,778
Non-Retail Expenditures	\$198.55 M 48.9%
Per Household ~ Per Capita	\$54,366 \$20,431
Retail Expenditures	\$207.45 M 51.1%
Per Household ~ Per Capita	\$56,806 \$21,347
Alcoholic Beverages	\$2.5 M 0.6%
Per Household ~ Per Capita	\$685 \$257
Apparel	\$7.53 M 1.9%
Per Household ~ Per Capita	\$2,063 \$775
Contributions	\$13.09 M 3.2%
Per Household ~ Per Capita	\$3,584 \$1,347
Education	\$9.31 M 2.3%
Per Household ~ Per Capita	\$2,550 \$958
Entertainment	\$23.31 M 5.7%
Per Household ~ Per Capita	\$6,382 \$2,398
Food Away From Home	\$17.94 M 4.4%
Per Household ~ Per Capita	\$4,911 \$1,846
Grocery	\$26.44 M 6.5%
Per Household ~ Per Capita	\$7,239 \$2,720
Health Care	\$24.39 M 6.0%
Per Household ~ Per Capita	\$6,680 \$2,510
Household Furnishings and Equipment	\$10.85 M 2.7%
Per Household ~ Per Capita	\$2,971 \$1,117
Household Operations	\$7.59 M 1.9%
Per Household ~ Per Capita	\$2,079 \$781
Miscellaneous Expenses	\$6.97 M 1.7%
Per Household ~ Per Capita	\$1,910 \$718
Personal Care	\$5.21 M 1.3%
Per Household ~ Per Capita	\$1,426 \$536
Shelter	\$62.61 M 15.4%
Per Household ~ Per Capita	\$17,145 \$6,443
Tax and Retirement	\$98.5 M 24.3%
Per Household ~ Per Capita	\$26,972 \$10,136
Tobacco and Related	\$1.94 M 0.5%
Per Household ~ Per Capita	\$530 \$199
Transportation	\$68.98 M 17.0%
Per Household ~ Per Capita	\$18,889 \$7,098
Utilities	\$18.83 M 4.6%
Per Household ~ Per Capita	\$5,156 \$1,938

## Blanchard, Oklahoma

### City Limits

#### Population / Households (2025)

Estimated Population	9,718
Estimated Households	3,652

#### Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$406 M
Total Non-Retail Expenditure	\$198.55 M
Total Retail Expenditure	\$207.45 M
Alcoholic Beverages	\$2.5 M
Apparel	\$7.53 M
Contributions	\$13.09 M
Education	\$9.31 M
Entertainment	\$23.31 M
Food Away From Home	\$17.94 M
Grocery	\$26.44 M
Health Care	\$24.39 M
Household Furnishings and Equipment	\$10.85 M
Household Operations	\$7.59 M
Miscellaneous Expenses	\$6.97 M
Personal Care	\$5.21 M
Shelter	\$62.61 M
Tax and Retirement	\$98.5 M
Tobacco and Related	\$1.94 M
Transportation	\$68.98 M
Utilities	\$18.83 M

#### Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$9,264	
Total Non-Retail Expenditure	\$4,531	48.9%
Total Retail Expenditure	\$4,734	51.1%
Alcoholic Beverages	\$57	0.6%
Apparel	\$172	1.9%
Contributions	\$299	3.2%
Education	\$213	2.3%
Entertainment	\$532	5.7%
Food Away From Home	\$409	4.4%
Grocery	\$603	6.5%
Health Care	\$557	6.0%
Household Furnishings and Equipment	\$248	2.7%
Household Operations	\$173	1.9%
Miscellaneous Expenses	\$159	1.7%
Personal Care	\$119	1.3%
Shelter	\$1,429	15.4%
Tax and Retirement	\$2,248	24.3%
Tobacco and Related	\$44	0.5%
Transportation	\$1,574	17.0%
Utilities	\$430	4.6%

## Blanchard, Oklahoma

### City Limits

#### Population / Households (2030)

Projected Population	10,991
Projected Households	-

#### Total Annual Consumer Expenditure (2030)

Total Household Expenditure	\$445.42 M
Total Non-Retail Expenditure	\$218.02 M
Total Retail Expenditure	\$227.4 M
Alcoholic Beverages	\$2.74 M
Apparel	\$8.24 M
Contributions	\$14.33 M
Education	\$10.19 M
Entertainment	\$25.49 M
Food Away From Home	\$19.62 M
Grocery	\$28.86 M
Health Care	\$27.41 M
Household Furnishings and Equipment	\$11.87 M
Household Operations	\$8.3 M
Miscellaneous Expenses	\$7.63 M
Personal Care	\$5.68 M
Shelter	\$68.83 M
Tax and Retirement	\$107.81 M
Tobacco and Related	\$2.11 M
Transportation	\$75.76 M
Utilities	\$20.55 M

#### Consumer Expenditure Growth (2025 to 2030)

Total Household Expenditure	\$39.42 M
Total Non-Retail Expenditure	\$19.48 M
Total Retail Expenditure	\$19.94 M
Alcoholic Beverages	\$235.04 K
Apparel	\$706.06 K
Contributions	\$1.24 M
Education	\$880.53 K
Entertainment	\$2.18 M
Food Away From Home	\$1.68 M
Grocery	\$2.42 M
Health Care	\$3.02 M
Household Furnishings and Equipment	\$1.02 M
Household Operations	\$707.6 K
Miscellaneous Expenses	\$656.25 K
Personal Care	\$478.4 K
Shelter	\$6.22 M
Tax and Retirement	\$9.31 M
Tobacco and Related	\$170.97 K
Transportation	\$6.78 M
Utilities	\$1.72 M

# Crime Risk

Blanchard, Oklahoma	
City Limits	
<b>Demographics</b>	
Population	9,718
Census Population	8,884
Households	3,652
Average Household Income	\$123,746
Median Household Income	\$89,847
Per Capita Income	\$46,522
<b>Total Crime</b>	
Crime Index	64
Crime Level	Below Average
<b>Personal Crime</b>	
Crime Index	26
Crime Level	Very Low
<b>Murder</b>	
Crime Index	89
Crime Level	Below Average
<b>Rape</b>	
Crime Index	51
Crime Level	Low Risk
<b>Robbery</b>	
Crime Index	8
Crime Level	Very Low
<b>Assault</b>	
Crime Index	26
Crime Level	Very Low
<b>Property Crime</b>	
Crime Index	71
Crime Level	Below Average
<b>Burglary</b>	
Crime Index	78
Crime Level	Below Average
<b>Larceny</b>	
Crime Index	61
Crime Level	Below Average
<b>Motor Vehicle Theft</b>	
Crime Index	114
Crime Level	Average
* Crime Index: 100 = National Average Adjusted for Population	

# **Void Analysis**

Blanchard, Oklahoma City Limits	Site / Market Locations	Avg Square Footage	Closest Location
<b>Auto Parts Tires</b>			
O'Reilly	1 / 1	8,500	
<b>Banks Minor</b>			
Bank	3 / 3		
<b>Convenience Stores</b>			
Shell	2 / 2	1,800	
Valero	1 / 1	3,200	
<b>Dealerships</b>			
Chevrolet	1 / 1		
<b>Dollar Stores</b>			
Dollar General	2 / 2	9,600	
Family Dollar   Dollar Tree	1 / 1	12,100	
<b>Education</b>			
Day Care	5 / 5		
High School	1 / 1		
PK - 8	3 / 3		
<b>Health Care</b>			
Diagnostic Radiology	1 / 1		
Family Practice	3 / 3		
Internal Medicine	1 / 1		
Nurse Practitioner	3 / 3		
Optometry	1 / 1		
Physical Therapy	1 / 1		
<b>Home Improvement</b>			
Ace Hardware	1 / 1	16,200	
<b>Restaurants Fast Food Major</b>			
Sonic	1 / 1	2,800	
Taco Bell	1 / 1	2,500	
<b>Restaurants Ice Cream Smoothie</b>			
Braum's	1 / 1	5,100	
<b>Restaurants Pizza</b>			
Domino's Pizza	1 / 1	2,100	
Little Caesars	1 / 1	1,800	
Papa John's	1 / 1	1,500	
<b>Restaurants Sandwich</b>			
Subway	1 / 1	1,700	
<b>Worship</b>			

Blanchard, Oklahoma City Limits	Site / Market Locations	Avg Square Footage	Closest Location
Baptist	1 / 1		