

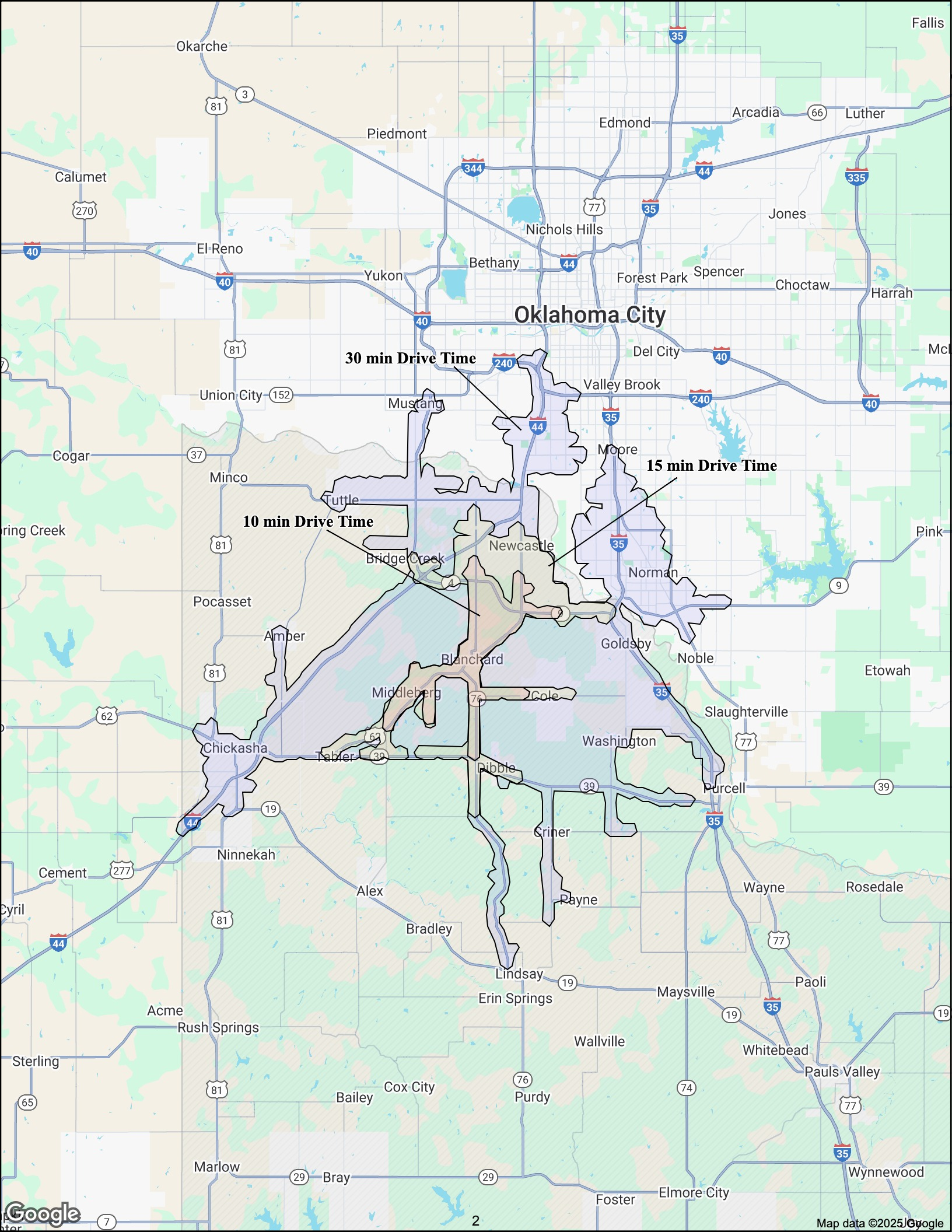
RETAIL ATTRACTIONS, LLC
Economic Development Consulting

**Blanchard, Oklahoma
Drive Time
3rd Quarter 2025**

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Demographics

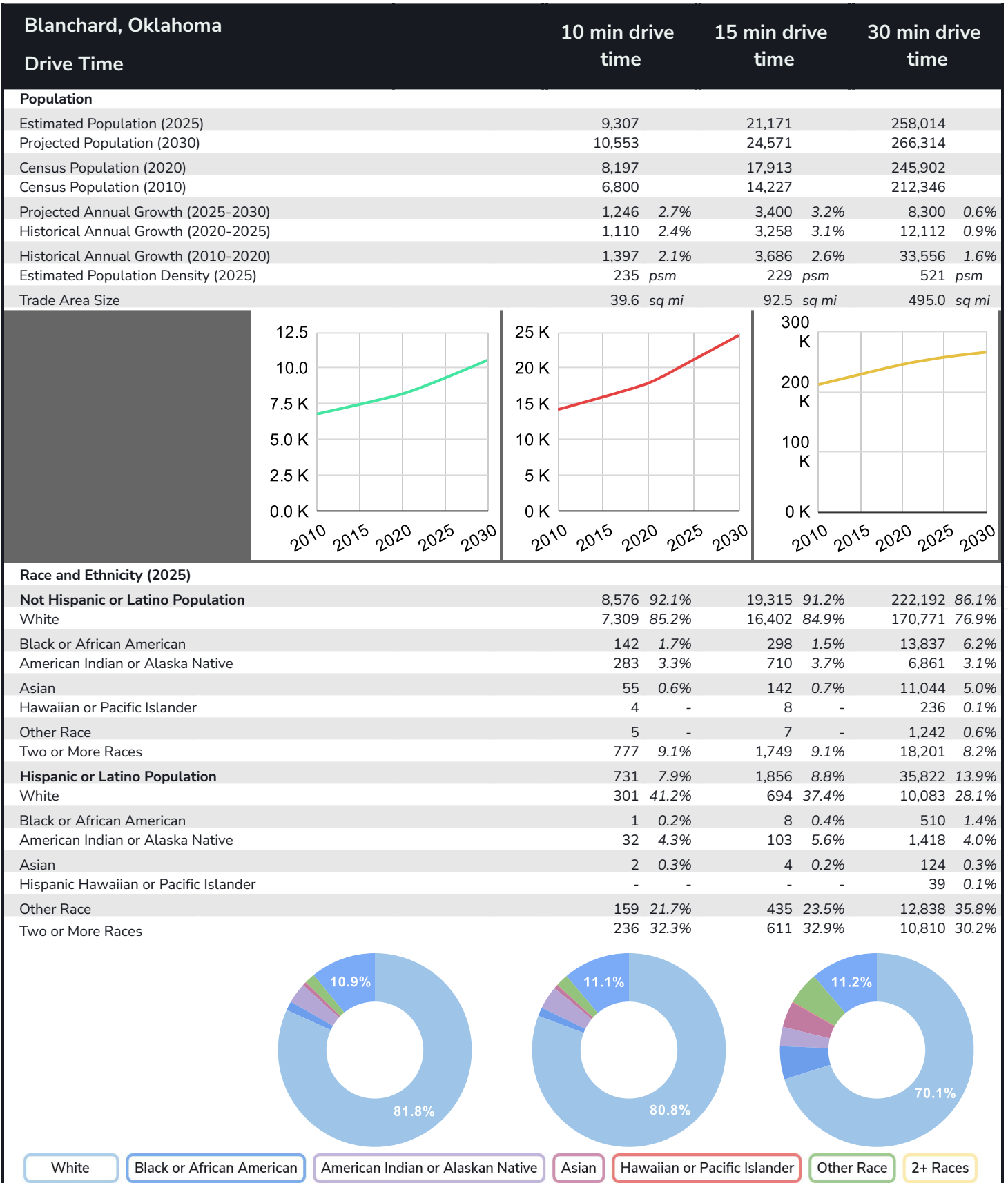


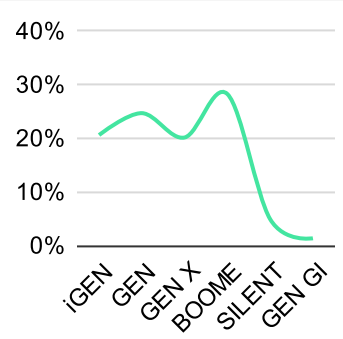
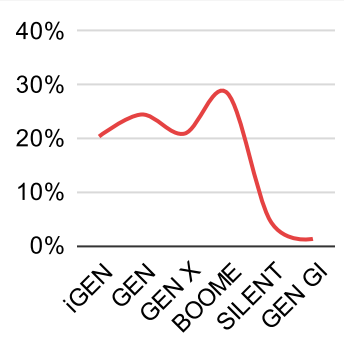
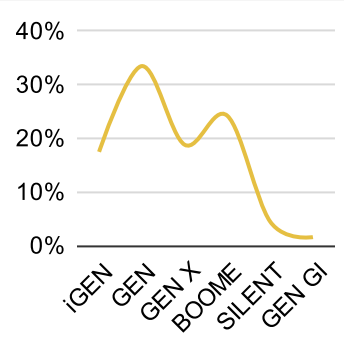
Oklahoma City

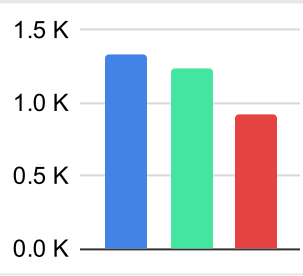
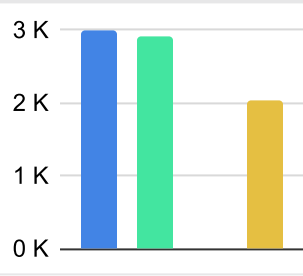
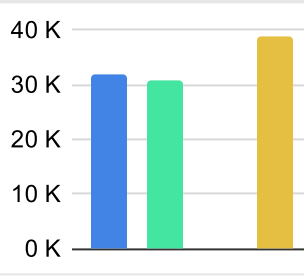
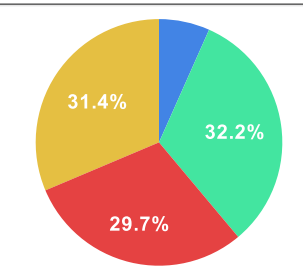
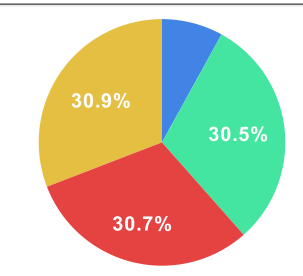
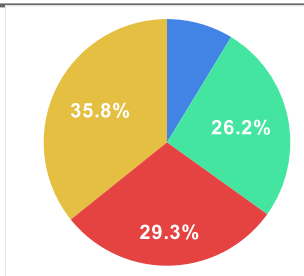
30 min Drive Time

15 min Drive Time

10 min Drive Time



Blanchard, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Age Distribution (2025)							
Age Under 5 Years		557	6.0%	1,170	5.5%	13,290	5.2%
Age 5 to 9 Years		595	6.4%	1,460	6.9%	15,425	6.0%
Age 10 to 14 Years		766	8.2%	1,676	7.9%	16,376	6.3%
Age 15 to 19 Years		641	6.9%	1,470	6.9%	21,154	8.2%
Age 20 to 24 Years		458	4.9%	1,089	5.1%	29,823	11.6%
Age 25 to 29 Years		565	6.1%	1,214	5.7%	18,243	7.1%
Age 30 to 34 Years		634	6.8%	1,403	6.6%	17,140	6.6%
Age 35 to 39 Years		630	6.8%	1,483	7.0%	16,774	6.5%
Age 40 to 44 Years		661	7.1%	1,584	7.5%	17,362	6.7%
Age 45 to 49 Years		585	6.3%	1,354	6.4%	14,388	5.6%
Age 50 to 54 Years		577	6.2%	1,332	6.3%	13,904	5.4%
Age 55 to 59 Years		555	6.0%	1,280	6.0%	12,683	4.9%
Age 60 to 64 Years		597	6.4%	1,341	6.3%	13,844	5.4%
Age 65 to 69 Years		490	5.3%	1,110	5.2%	12,236	4.7%
Age 70 to 74 Years		411	4.4%	954	4.5%	9,767	3.8%
Age 75 to 79 Years		278	3.0%	612	2.9%	7,171	2.8%
Age 80 to 84 Years		181	1.9%	373	1.8%	4,367	1.7%
Age 85 Years or Over		127	1.4%	265	1.3%	4,068	1.6%
Median Age		37.4		37.7		34.9	
Generation (2025)							
iGeneration (Age Under 15 Years)		1,918	20.6%	4,306	20.3%	45,091	17.5%
Generation 9/11 Millennials (Age 15 to 34 Years)		2,298	24.7%	5,176	24.4%	86,359	33.5%
Gen Xers (Age 35 to 49 Years)		1,876	20.2%	4,422	20.9%	48,524	18.8%
Baby Boomers (Age 50 to 74 Years)		2,630	28.3%	6,018	28.4%	62,433	24.2%
Silent Generation (Age 75 to 84 Years)		458	4.9%	985	4.7%	11,538	4.5%
G.I. Generation (Age 85 Years or Over)		127	1.4%	265	1.3%	4,068	1.6%
							

Blanchard, Oklahoma		10 min drive time	15 min drive time	30 min drive time
Drive Time				
Household Type (2025)				
Total Households		3,499	7,947	101,501
Family Households		2,573 73.5%	5,903 74.3%	62,741 61.8%
Family Households with Children		1,339 52.0%	2,995 50.7%	32,024 51.0%
Family Households No Children		1,234 48.0%	2,908 49.3%	30,717 49.0%
Non-Family Households		926 26.5%	2,044 25.7%	38,760 38.2%
Non-Family Households with Children		- -	4 0.2%	58 0.2%
Non-Family Households No Children		925 99.9%	2,040 99.8%	38,702 99.8%
<div> <div>Family Households w/ Children</div> <div>Family Households No Children</div> <div>Non-Family Households w/ Children</div> <div>Non-Family Households No Children</div> </div>				
Education Attainment (2025)				
Elementary or Some High School		419 6.7%	1,147 8.0%	14,091 8.7%
High School Graduate		2,028 32.2%	4,358 30.5%	42,418 26.2%
Some College or Associate Degree		1,870 29.7%	4,387 30.7%	47,527 29.3%
Bachelor or Graduate Degree		1,973 31.4%	4,414 30.9%	57,910 35.8%
<div> <div>Elementary or Some High School</div> <div>High School Graduate</div> <div>Some College or Associate Degree</div> <div>Bachelor or Graduate Degree</div> </div>				
Household Income (2025)				
Estimated Average Household Income		\$120,760	\$118,013	\$99,640
Estimated Median Household Income		\$89,211	\$90,030	\$75,354
HH Income Under \$10,000		52 1.5%	95 1.2%	6,673 6.6%
HH Income \$10,000 to \$34,999		520 14.9%	1,178 14.8%	18,002 17.7%
HH Income \$35,000 to \$49,999		327 9.3%	686 8.6%	11,095 10.9%
HH Income \$50,000 to \$74,999		558 15.9%	1,275 16.0%	18,233 18.0%
HH Income \$75,000 to \$99,999		580 16.6%	1,262 15.9%	13,082 12.9%
HH Income \$100,000 to \$149,999		679 19.4%	1,767 22.2%	17,704 17.4%
HH Income \$150,000 or More		783 22.4%	1,686 21.2%	16,712 16.5%

Blanchard, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Population								
Estimated Population (2025)			9,307		21,171		258,014	
Projected Population (2030)			10,553		24,571		266,314	
Census Population (2020)			8,197		17,913		245,902	
Census Population (2010)			6,800		14,227		212,346	
Projected Annual Growth (2025-2030)			1,246	2.7%	3,400	3.2%	8,300	0.6%
Historical Annual Growth (2020-2025)			1,110	-	3,258	3.6%	12,112	1.0%
Historical Annual Growth (2010-2020)			1,397	2.1%	3,686	2.6%	33,556	1.6%
Estimated Population Density (2025)			235	psm	229	psm	521	psm
Trade Area Size			39.6	sq mi	92.5	sq mi	495.0	sq mi
Households								
Estimated Households (2025)			3,499		7,947		101,501	
Projected Households (2030)			4,049		9,421		108,101	
Census Households (2020)			3,025		6,583		93,789	
Census Households (2010)			2,525		5,257		82,598	
Projected Annual Growth (2025-2030)			550	3.1%	1,474	3.7%	6,600	1.3%
Historical Annual Change (2010-2025)			973	2.6%	2,690	3.4%	18,902	1.5%
Average Household Income								
Estimated Average Household Income (2025)			\$120,760		\$118,013		\$99,640	
Projected Average Household Income (2030)			\$118,346		\$115,475		\$98,707	
Census Average Household Income (2010)			\$62,501		\$63,974		\$62,157	
Census Average Household Income (2000)			\$47,493		\$51,437		\$48,340	
Projected Annual Change (2025-2030)			-\$2,414	-0.4%	-\$2,538	-0.4%	-\$932	-0.2%
Historical Annual Change (2000-2025)			\$73,267	6.2%	\$66,576	5.2%	\$51,300	4.2%
Median Household Income								
Estimated Median Household Income (2025)			\$89,211		\$90,030		\$75,354	
Projected Median Household Income (2030)			\$88,106		\$88,628		\$75,039	
Census Median Household Income (2010)			\$57,347		\$58,267		\$51,270	
Census Median Household Income (2000)			\$39,734		\$42,466		\$39,380	
Projected Annual Change (2025-2030)			-\$1,105	-0.2%	-\$1,402	-0.3%	-\$315	-
Historical Annual Change (2000-2025)			\$49,477	5.0%	\$47,564	4.5%	\$35,974	3.7%
Per Capita Income								
Estimated Per Capita Income (2025)			\$45,415		\$44,310		\$39,428	
Projected Per Capita Income (2030)			\$45,424		\$44,284		\$40,290	
Census Per Capita Income (2010)			\$23,225		\$23,627		\$24,178	
Census Per Capita Income (2000)			\$17,500		\$18,526		\$19,148	
Projected Annual Change (2025-2030)			\$9	-	-\$25	-	\$862	0.4%
Historical Annual Change (2000-2025)			\$27,915	6.4%	\$25,783	5.6%	\$20,280	4.2%
Estimated Average Household Net Worth (2025)			\$1.11 M		\$1.12 M		\$900,360	

Blanchard, Oklahoma			10 min drive time		15 min drive time		30 min drive time	
Drive Time								
Race and Ethnicity								
Total Population (2025)			9,307		21,171		258,014	
White (2025)			7,611	81.8%	17,096	80.8%	180,854	70.1%
Black or African American (2025)			144	1.5%	306	1.4%	14,347	5.6%
American Indian or Alaska Native (2025)			314	3.4%	813	3.8%	8,278	3.2%
Asian (2025)			57	0.6%	146	0.7%	11,168	4.3%
Hawaiian or Pacific Islander (2025)			4	-	8	-	275	0.1%
Other Race (2025)			163	1.8%	442	2.1%	14,080	5.5%
Two or More Races (2025)			1,013	10.9%	2,360	11.1%	29,011	11.2%
Population < 18 (2025)			2,338	25.1%	5,284	25.0%	55,944	21.7%
White Not Hispanic			1,629	69.7%	3,646	69.0%	30,379	54.3%
Black or African American			48	2.1%	93	1.8%	3,630	6.5%
Asian			15	0.6%	28	0.5%	1,945	3.5%
Other Race Not Hispanic			369	15.8%	830	15.7%	8,047	14.4%
Hispanic			277	11.8%	687	13.0%	11,943	21.3%
Not Hispanic or Latino Population (2025)			8,576	92.1%	19,315	91.2%	222,192	86.1%
Not Hispanic White			7,309	85.2%	16,402	84.9%	170,771	76.9%
Not Hispanic Black or African American			142	1.7%	298	1.5%	13,837	6.2%
Not Hispanic American Indian or Alaska Native			283	3.3%	710	3.7%	6,861	3.1%
Not Hispanic Asian			55	0.6%	142	0.7%	11,044	5.0%
Not Hispanic Hawaiian or Pacific Islander			4	-	8	-	236	0.1%
Not Hispanic Other Race			5	-	7	-	1,242	0.6%
Not Hispanic Two or More Races			777	9.1%	1,749	9.1%	18,201	8.2%
Hispanic or Latino Population (2025)			731	7.9%	1,856	8.8%	35,822	13.9%
Hispanic White			301	41.2%	694	37.4%	10,083	28.1%
Hispanic Black or African American			1	0.2%	8	0.4%	510	1.4%
Hispanic American Indian or Alaska Native			32	4.3%	103	5.6%	1,418	4.0%
Hispanic Asian			2	0.3%	4	0.2%	124	0.3%
Hispanic Hawaiian or Pacific Islander			-	-	-	-	39	0.1%
Hispanic Other Race			159	21.7%	435	23.5%	12,838	35.8%
Hispanic Two or More Races			236	32.3%	611	32.9%	10,810	30.2%
Not Hispanic or Latino Population (2020)			7,740	94.4%	16,781	93.7%	213,615	86.9%
Hispanic or Latino Population (2020)			457	5.6%	1,132	6.3%	32,287	13.1%
Not Hispanic or Latino Population (2010)			6,523	95.9%	13,600	95.6%	191,962	90.4%
Hispanic or Latino Population (2010)			277	4.1%	627	4.4%	20,384	9.6%
Not Hispanic or Latino Population (2030)			9,373	88.8%	21,510	87.5%	227,786	85.5%
Hispanic or Latino Population (2030)			1,180	11.2%	3,061	12.5%	38,528	14.5%
Projected Annual Growth (2025-2030)			448	12.3%	1,205	13.0%	2,706	1.5%
Historical Annual Growth (2010-2020)			180	6.5%	505	8.1%	11,903	5.8%



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Blanchard, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Total Age Distribution (2025)								
Total Population			9,307		21,171		258,014	
Age Under 5 Years			557	6.0%	1,170	5.5%	13,290	5.2%
Age 5 to 9 Years			595	6.4%	1,460	6.9%	15,425	6.0%
Age 10 to 14 Years			766	8.2%	1,676	7.9%	16,376	6.3%
Age 15 to 19 Years			641	6.9%	1,470	6.9%	21,154	8.2%
Age 20 to 24 Years			458	4.9%	1,089	5.1%	29,823	11.6%
Age 25 to 29 Years			565	6.1%	1,214	5.7%	18,243	7.1%
Age 30 to 34 Years			634	6.8%	1,403	6.6%	17,140	6.6%
Age 35 to 39 Years			630	6.8%	1,483	7.0%	16,774	6.5%
Age 40 to 44 Years			661	7.1%	1,584	7.5%	17,362	6.7%
Age 45 to 49 Years			585	6.3%	1,354	6.4%	14,388	5.6%
Age 50 to 54 Years			577	6.2%	1,332	6.3%	13,904	5.4%
Age 55 to 59 Years			555	6.0%	1,280	6.0%	12,683	4.9%
Age 60 to 64 Years			597	6.4%	1,341	6.3%	13,844	5.4%
Age 65 to 69 Years			490	5.3%	1,110	5.2%	12,236	4.7%
Age 70 to 74 Years			411	4.4%	954	4.5%	9,767	3.8%
Age 75 to 79 Years			278	3.0%	612	2.9%	7,171	2.8%
Age 80 to 84 Years			181	1.9%	373	1.8%	4,367	1.7%
Age 85 Years or Over			127	1.4%	265	1.3%	4,068	1.6%
Median Age			37.4		37.7		34.9	
Age 19 Years or Less			2,558	27.5%	5,775	27.3%	66,245	25.7%
Age 20 to 64 Years			5,263	56.5%	12,082	57.1%	154,160	59.7%
Age 65 Years or Over			1,486	16.0%	3,314	15.7%	37,609	14.6%
Female Age Distribution (2025)								
Female Population			4,711	50.6%	10,666	50.4%	125,009	48.5%
Age Under 5 Years			274	5.8%	554	5.2%	6,430	5.1%
Age 5 to 9 Years			298	6.3%	737	6.9%	7,710	6.2%
Age 10 to 14 Years			374	7.9%	809	7.6%	7,950	6.4%
Age 15 to 19 Years			310	6.6%	726	6.8%	8,746	7.0%
Age 20 to 24 Years			235	5.0%	552	5.2%	12,381	9.9%
Age 25 to 29 Years			288	6.1%	618	5.8%	8,603	6.9%
Age 30 to 34 Years			330	7.0%	743	7.0%	8,482	6.8%
Age 35 to 39 Years			323	6.8%	748	7.0%	8,382	6.7%
Age 40 to 44 Years			328	7.0%	778	7.3%	8,734	7.0%
Age 45 to 49 Years			299	6.3%	688	6.4%	7,099	5.7%
Age 50 to 54 Years			287	6.1%	662	6.2%	6,887	5.5%
Age 55 to 59 Years			274	5.8%	628	5.9%	6,478	5.2%
Age 60 to 64 Years			299	6.3%	663	6.2%	7,170	5.7%
Age 65 to 69 Years			260	5.5%	586	5.5%	6,388	5.1%
Age 70 to 74 Years			227	4.8%	536	5.0%	5,311	4.2%
Age 75 to 79 Years			149	3.2%	316	3.0%	3,818	3.1%
Age 80 to 84 Years			96	2.0%	194	1.8%	2,393	1.9%
Age 85 Years or Over			60	1.3%	128	1.2%	2,047	1.6%
Female Median Age			37.8		38.0		36.2	
Age 19 Years or Less			1,256	26.7%	2,827	26.5%	30,836	24.7%
Age 20 to 64 Years			2,663	56.5%	6,080	57.0%	74,216	59.4%
Age 65 Years or Over			791	16.8%	1,759	16.5%	19,957	16.0%



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Blanchard, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Male Age Distribution (2025)								
Male Population			4,596	49.4%	10,506	49.6%	133,005	51.5%
Age Under 5 Years			283	6.2%	616	5.9%	6,860	5.2%
Age 5 to 9 Years			297	6.5%	723	6.9%	7,715	5.8%
Age 10 to 14 Years			392	8.5%	866	8.2%	8,426	6.3%
Age 15 to 19 Years			330	7.2%	743	7.1%	12,408	9.3%
Age 20 to 24 Years			223	4.9%	537	5.1%	17,442	13.1%
Age 25 to 29 Years			277	6.0%	595	5.7%	9,640	7.2%
Age 30 to 34 Years			304	6.6%	660	6.3%	8,657	6.5%
Age 35 to 39 Years			307	6.7%	735	7.0%	8,392	6.3%
Age 40 to 44 Years			333	7.3%	807	7.7%	8,628	6.5%
Age 45 to 49 Years			286	6.2%	667	6.3%	7,289	5.5%
Age 50 to 54 Years			291	6.3%	671	6.4%	7,017	5.3%
Age 55 to 59 Years			281	6.1%	653	6.2%	6,205	4.7%
Age 60 to 64 Years			298	6.5%	678	6.5%	6,674	5.0%
Age 65 to 69 Years			230	5.0%	524	5.0%	5,848	4.4%
Age 70 to 74 Years			183	4.0%	418	4.0%	4,456	3.4%
Age 75 to 79 Years			129	2.8%	296	2.8%	3,354	2.5%
Age 80 to 84 Years			85	1.8%	180	1.7%	1,974	1.5%
Age 85 Years or Over			67	1.5%	137	1.3%	2,021	1.5%
Male Median Age			36.9		37.4		33.9	
Age 19 Years or Less			1,302	28.3%	2,949	28.1%	35,409	26.6%
Age 20 to 64 Years			2,600	56.6%	6,002	57.1%	79,944	60.1%
Age 65 Years or Over			694	15.1%	1,555	14.8%	17,652	13.3%
Males per 100 Females (2025)								
Overall Comparison			98		98		106	
Age Under 5 Years			103	50.8%	111	52.6%	107	51.6%
Age 5 to 9 Years			100	49.9%	98	49.5%	100	50.0%
Age 10 to 14 Years			105	51.2%	107	51.7%	106	51.5%
Age 15 to 19 Years			106	51.5%	102	50.6%	142	58.7%
Age 20 to 24 Years			95	48.8%	97	49.3%	141	58.5%
Age 25 to 29 Years			96	49.0%	96	49.0%	112	52.8%
Age 30 to 34 Years			92	47.9%	89	47.1%	102	50.5%
Age 35 to 39 Years			95	48.8%	98	49.5%	100	50.0%
Age 40 to 44 Years			102	50.4%	104	50.9%	99	49.7%
Age 45 to 49 Years			96	48.9%	97	49.2%	103	50.7%
Age 50 to 54 Years			101	50.3%	101	50.3%	102	50.5%
Age 55 to 59 Years			102	50.6%	104	51.0%	96	48.9%
Age 60 to 64 Years			100	49.9%	102	50.5%	93	48.2%
Age 65 to 69 Years			89	47.0%	89	47.2%	92	47.8%
Age 70 to 74 Years			81	44.6%	78	43.8%	84	45.6%
Age 75 to 79 Years			87	46.5%	94	48.3%	88	46.8%
Age 80 to 84 Years			88	46.8%	93	48.1%	82	45.2%
Age 85 Years or Over			112	52.9%	107	51.8%	99	49.7%
Age 19 Years or Less			104	50.9%	104	51.1%	115	53.5%
Age 20 to 39 Years			95	48.6%	95	48.7%	117	53.8%
Age 40 to 64 Years			100	50.0%	102	50.4%	98	49.6%
Age 65 Years or Over			88	46.7%	88	46.9%	88	46.9%

Blanchard, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Household Type (2025)							
Total Households		3,499		7,947		101,501	
Households with Children		1,339	38.3%	2,999	37.7%	32,082	31.6%
Average Household Size		2.7		2.7		2.4	
Household Density per Square Mile		88		86		205	
Population Family		8,025	86.2%	18,440	87.1%	191,693	74.3%
Population Non-Family		1,247	13.4%	2,696	12.7%	54,506	21.1%
Population Group Quarters		35	0.4%	35	0.2%	11,815	4.6%
Family Households		2,573	73.5%	5,903	74.3%	62,741	61.8%
Married Couple Households		2,076	80.7%	4,719	79.9%	45,818	73.0%
Other Family Households with Children		497	19.3%	1,184	20.1%	16,923	27.0%
Family Households with Children		1,339	52.0%	2,995	50.7%	32,024	51.0%
Married Couple with Children		1,022	76.4%	2,264	75.6%	21,756	67.9%
Other Family Households with Children		316	23.6%	731	24.4%	10,268	32.1%
Family Households No Children		1,234	48.0%	2,908	49.3%	30,717	49.0%
Married Couple No Children		1,054	85.4%	2,455	84.4%	24,062	78.3%
Other Family Households No Children		180	14.6%	453	15.6%	6,655	21.7%
Non-Family Households		926	26.5%	2,044	25.7%	38,760	38.2%
Non-Family Households with Children		-	-	4	0.2%	58	0.2%
Non-Family Households No Children		925	99.9%	2,040	99.8%	38,702	99.8%
Average Family Household Size		3.1		3.1		3.1	
Average Family Income		\$145,216		\$139,549		\$124,442	
Median Family Income		\$109,902		\$108,448		\$95,687	
Average Non-Family Household Size		1.3		1.3		1.4	
Marital Status (2025)							
Population Age 15 Years or Over		7,389		16,865		212,923	
Never Married		1,344	18.2%	3,344	19.8%	73,551	34.5%
Currently Married		4,498	60.9%	10,234	60.7%	98,430	46.2%
Previously Married		1,547	20.9%	3,288	19.5%	40,942	19.2%
Separated		252	16.3%	490	14.9%	6,969	17.0%
Widowed		362	23.4%	863	26.3%	10,334	25.2%
Divorced		933	60.3%	1,935	58.8%	23,639	57.7%
Educational Attainment (2025)							
Adult Population Age 25 Years or Over		6,290		14,307		161,946	
Elementary (Grade Level 0 to 8)		106	1.7%	225	1.6%	5,398	3.3%
Some High School (Grade Level 9 to 11)		313	5.0%	923	6.5%	8,693	5.4%
High School Graduate		2,028	32.2%	4,358	30.5%	42,418	26.2%
Some College		1,471	23.4%	3,316	23.2%	34,800	21.5%
Associate Degree Only		399	6.3%	1,071	7.5%	12,727	7.9%
Bachelor Degree Only		1,469	23.3%	3,220	22.5%	34,023	21.0%
Graduate Degree		504	8.0%	1,195	8.4%	23,886	14.7%
Any College (Some College or Higher)		3,843	61.1%	8,802	61.5%	105,437	65.1%
College Degree + (Bachelor Degree or Higher)		1,973	31.4%	4,414	30.9%	57,910	35.8%

Blanchard, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Housing						
Total Housing Units (2025)	3,664		8,309		108,316	
Total Housing Units (2020)	3,216		6,966		102,024	
Historical Annual Growth (2020-2025)	448 -		1,343 -		6,292 -	
Housing Units Occupied (2025)	3,499 95.5%		7,947 95.7%		101,501 93.7%	
Housing Units Owner-Occupied	2,662 76.1%		6,217 78.2%		59,335 58.5%	
Housing Units Renter-Occupied	836 23.9%		1,730 21.8%		42,165 41.5%	
Housing Units Vacant (2025)	166 4.5%		361 4.3%		6,815 6.3%	
Household Size (2025)						
Total Households	3,499		7,947		101,501	
1 Person Households	746 21.3%		1,669 21.0%		29,756 29.3%	
2 Person Households	1,284 36.7%		2,918 36.7%		35,419 34.9%	
3 Person Households	564 16.1%		1,333 16.8%		14,816 14.6%	
4 Person Households	505 14.4%		1,110 14.0%		12,575 12.4%	
5 Person Households	242 6.9%		568 7.1%		5,628 5.5%	
6 Person Households	101 2.9%		222 2.8%		2,187 2.2%	
7 or More Person Households	57 1.6%		128 1.6%		1,120 1.1%	
Household Income Distribution (2025)						
HH Income \$200,000 or More	371 10.6%		794 10.0%		8,576 8.4%	
HH Income \$150,000 to \$199,999	412 11.8%		892 11.2%		8,136 8.0%	
HH Income \$125,000 to \$149,999	344 9.8%		914 11.5%		7,685 7.6%	
HH Income \$100,000 to \$124,999	335 9.6%		853 10.7%		10,019 9.9%	
HH Income \$75,000 to \$99,999	580 16.6%		1,262 15.9%		13,082 12.9%	
HH Income \$50,000 to \$74,999	558 15.9%		1,275 16.0%		18,233 18.0%	
HH Income \$35,000 to \$49,999	327 9.3%		686 8.6%		11,095 10.9%	
HH Income \$25,000 to \$34,999	301 8.6%		606 7.6%		8,282 8.2%	
HH Income \$15,000 to \$24,999	139 4.0%		361 4.5%		6,448 6.4%	
HH Income \$10,000 to \$14,999	80 2.3%		211 2.7%		3,272 3.2%	
HH Income Under \$10,000	52 1.5%		95 1.2%		6,673 6.6%	
Household Vehicles (2025)						
Households 0 Vehicles Available	71 2.0%		156 2.0%		5,855 5.8%	
Households 1 Vehicle Available	741 21.2%		1,645 20.7%		33,581 33.1%	
Households 2 Vehicles Available	1,663 47.5%		3,518 44.3%		39,442 38.9%	
Households 3 or More Vehicles Available	1,024 29.3%		2,629 33.1%		22,623 22.3%	
Total Vehicles Available	7,500		17,621		189,734	
Average Vehicles per Household	2.1		2.2		1.9	
Owner-Occupied Household Vehicles	6,136 81.8%		14,820 84.1%		128,223 67.6%	
Average Vehicles per Owner-Occupied Household	2.3		2.4		2.2	
Renter-Occupied Household Vehicles	1,364 18.2%		2,801 15.9%		61,511 32.4%	
Average Vehicles per Renter-Occupied Household	1.6		1.6		1.5	
Travel Time (2025)						
Worker Base Age 16 years or Over	4,953		11,223		135,257	
Travel to Work in 14 Minutes or Less	812 16.4%		1,701 15.2%		36,167 26.7%	
Travel to Work in 15 to 29 Minutes	1,325 26.7%		3,418 30.5%		43,901 32.5%	
Travel to Work in 30 to 59 Minutes	2,041 41.2%		4,285 38.2%		35,793 26.5%	
Travel to Work in 60 Minutes or More	251 5.1%		540 4.8%		6,476 4.8%	
Work at Home	525 10.6%		1,280 11.4%		12,921 9.6%	
Average Minutes Travel to Work	28.7		28.0		21.2	

Blanchard, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Transportation To Work (2025)						
Worker Base Age 16 years or Over	4,953		11,223		135,257	
Drive to Work Alone	4,076	82.3%	9,044	80.6%	103,794	76.7%
Drive to Work in Carpool	305	6.2%	796	7.1%	12,678	9.4%
Travel to Work by Public Transportation	-	-	6	-	801	0.6%
Drive to Work on Motorcycle	-	-	3	-	91	-
Bicycle to Work	-	-	-	-	387	0.3%
Walk to Work	42	0.8%	53	0.5%	3,750	2.8%
Other Means	5	0.1%	40	0.4%	836	0.6%
Work at Home	525	10.6%	1,280	11.4%	12,921	9.6%
Daytime Demographics (2025)						
Total Businesses	163		506		8,620	
Total Employees	918		2,776		78,889	
Company Headquarter Businesses	2	1.2%	15	2.9%	207	2.4%
Company Headquarter Employees	19	2.0%	242	8.7%	9,037	11.5%
Employee Population per Business	5.6	to 1	5.5	to 1	9.2	to 1
Residential Population per Business	57.2	to 1	41.8	to 1	29.9	to 1
Adj. Daytime Demographics Age 16 Years or Over	3,145		7,950		151,973	
Labor Force						
Labor Population Age 16 Years or Over (2025)	7,241		16,520		209,355	
Labor Force Total Males (2025)	3,560	49.2%	8,141	49.3%	108,134	51.7%
Male Civilian Employed	2,573	72.3%	5,998	73.7%	73,584	68.0%
Male Civilian Unemployed	106	3.0%	184	2.3%	2,389	2.2%
Males in Armed Forces	60	1.7%	114	1.4%	886	0.8%
Males Not in Labor Force	822	23.1%	1,845	22.7%	31,275	28.9%
Labor Force Total Females (2025)	3,681	50.8%	8,378	50.7%	101,221	48.3%
Female Civilian Employed	2,381	64.7%	5,225	62.4%	61,711	61.0%
Female Civilian Unemployed	154	4.2%	245	2.9%	2,169	2.1%
Females in Armed Forces	-	-	8	-	91	-
Females Not in Labor Force	1,146	31.1%	2,901	34.6%	37,250	36.8%
Unemployment Rate	259	3.6%	429	2.6%	4,559	2.2%
Occupation (2025)						
Occupation Population Age 16 Years or Over	4,953		11,223		135,257	
Occupation Total Males	2,573	51.9%	5,998	53.4%	73,546	54.4%
Occupation Total Females	2,381	48.1%	5,225	46.6%	61,711	45.6%
Management, Business, Financial Operations	980	19.8%	1,995	17.8%	20,412	15.1%
Professional, Related	1,103	22.3%	2,743	24.4%	33,802	25.0%
Service	843	17.0%	1,770	15.8%	22,963	17.0%
Sales, Office	975	19.7%	2,252	20.1%	27,932	20.7%
Farming, Fishing, Forestry	43	0.9%	56	0.5%	375	0.3%
Construction, Extraction, Maintenance	547	11.0%	1,261	11.2%	13,700	10.1%
Production, Transport, Material Moving	462	9.3%	1,146	10.2%	16,074	11.9%
White Collar Workers	3,058	61.7%	6,989	62.3%	82,145	60.7%
Blue Collar Workers	1,895	38.3%	4,234	37.7%	53,111	39.3%

Blanchard, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Units In Structure (2025)								
Total Units			3,499		7,947		101,501	
1 Detached Unit			2,829	80.8%	6,403	80.6%	70,240	69.2%
1 Attached Unit			116	3.3%	174	2.2%	2,498	2.5%
2 Units			14	0.4%	101	1.3%	2,214	2.2%
3 to 4 Units			52	1.5%	120	1.5%	3,603	3.5%
5 to 9 Units			150	4.3%	242	3.0%	6,194	6.1%
10 to 19 Units			3	-	55	0.7%	6,179	6.1%
20 to 49 Units			44	1.2%	45	0.6%	2,249	2.2%
50 or More Units			25	0.7%	80	1.0%	4,121	4.1%
Mobile Home or Trailer			263	7.5%	715	9.0%	4,123	4.1%
Other Structure			4	0.1%	13	0.2%	80	-
Homes Built By Year (2025)								
Homes Built 2020 or later			120	3.3%	434	5.2%	3,151	2.9%
Homes Built 2010 to 2019			766	20.9%	1,819	21.9%	17,663	16.3%
Homes Built 2000 to 2009			929	25.3%	1,848	22.2%	15,555	14.4%
Homes Built 1990 to 1999			368	10.0%	951	11.4%	11,098	10.2%
Homes Built 1980 to 1989			439	12.0%	1,017	12.2%	14,132	13.0%
Homes Built 1970 to 1979			394	10.7%	1,066	12.8%	17,811	16.4%
Homes Built 1960 to 1969			223	6.1%	388	4.7%	10,303	9.5%
Homes Built 1950 to 1959			128	3.5%	184	2.2%	5,787	5.3%
Homes Built 1940 to 1949			71	1.9%	112	1.3%	3,223	3.0%
Homes Built Before 1939			61	1.7%	130	1.6%	2,779	2.6%
Median Age of Homes			30.9	yrs	29.6	yrs	37.6	yrs
Home Values (2025)								
Owner Specified Housing Units			2,662		6,217		59,335	
Home Values \$1,000,000 or More			9	0.3%	13	0.2%	808	1.4%
Home Values \$750,000 to \$999,999			9	0.3%	67	1.1%	1,050	1.8%
Home Values \$500,000 to \$749,999			163	6.1%	415	6.7%	3,407	5.7%
Home Values \$400,000 to \$499,999			234	8.8%	507	8.1%	5,697	9.6%
Home Values \$300,000 to \$399,999			492	18.5%	1,153	18.6%	10,153	17.1%
Home Values \$250,000 to \$299,999			449	16.9%	878	14.1%	8,286	14.0%
Home Values \$200,000 to \$249,999			287	10.8%	1,115	17.9%	9,967	16.8%
Home Values \$175,000 to \$199,999			347	13.0%	617	9.9%	3,622	6.1%
Home Values \$150,000 to \$174,999			218	8.2%	475	7.6%	4,652	7.8%
Home Values \$125,000 to \$149,999			163	6.1%	262	4.2%	2,822	4.8%
Home Values \$100,000 to \$124,999			114	4.3%	275	4.4%	2,925	4.9%
Home Values \$90,000 to \$99,999			15	0.6%	41	0.7%	716	1.2%
Home Values \$80,000 to \$89,999			34	1.3%	80	1.3%	903	1.5%
Home Values \$70,000 to \$79,999			12	0.4%	41	0.7%	716	1.2%
Home Values \$60,000 to \$69,999			14	0.5%	48	0.8%	426	0.7%
Home Values \$50,000 to \$59,999			2	-	11	0.2%	462	0.8%
Home Values \$35,000 to \$49,999			19	0.7%	28	0.5%	430	0.7%
Home Values \$25,000 to \$34,999			45	1.7%	62	1.0%	399	0.7%
Home Values \$10,000 to \$24,999			17	0.7%	66	1.1%	1,260	2.1%
Home Values Under \$10,000			21	0.8%	60	1.0%	635	1.1%
Owner-Occupied Median Home Value			\$254,807		\$256,997		\$255,889	
Renter-Occupied Median Rent			\$807		\$823		\$920	

Blanchard, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Total Annual Consumer Expenditure (2025)								
Total Household Expenditure			\$381.79 M		\$869.52 M		\$9.75 B	
Total Non-Retail Expenditure			\$186.06 M		\$421.51 M		\$4.78 B	
Total Retail Expenditure			\$195.73 M		\$448.01 M		\$4.97 B	
Alcoholic Beverages			\$2.35 M		\$5.35 M		\$59.66 M	
Apparel			\$7.1 M		\$16.19 M		\$181.72 M	
Contributions			\$12.25 M		\$27.82 M		\$305.32 M	
Education			\$8.73 M		\$19.85 M		\$219.22 M	
Entertainment			\$21.95 M		\$50.1 M		\$563.7 M	
Food Away From Home			\$16.88 M		\$38.5 M		\$431.2 M	
Grocery			\$25.12 M		\$57.72 M		\$668.02 M	
Health Care			\$23.37 M		\$53.05 M		\$637.56 M	
Household Furnishings and Equipment			\$10.21 M		\$23.26 M		\$259.92 M	
Household Operations			\$7.15 M		\$16.33 M		\$184.43 M	
Miscellaneous Expenses			\$6.56 M		\$14.97 M		\$167.63 M	
Personal Care			\$4.93 M		\$11.32 M		\$129.9 M	
Shelter			\$59.25 M		\$134.66 M		\$1.61 B	
Tax and Retirement			\$91.21 M		\$205.32 M		\$2.2 B	
Tobacco and Related			\$1.87 M		\$4.35 M		\$53.4 M	
Transportation			\$64.94 M		\$149.53 M		\$1.6 B	
Utilities			\$17.9 M		\$41.18 M		\$477.98 M	
Monthly Household Consumer Expenditure (2025)								
Total Household Expenditure			\$9,094		\$9,117		\$8,005	
Total Non-Retail Expenditure			\$4,432 48.7%		\$4,420 48.5%		\$3,928 49.1%	
Total Retail Expenditures			\$4,662 51.3%		\$4,698 51.5%		\$4,077 50.9%	
Alcoholic Beverages			\$56 0.6%		\$56 0.6%		\$49 0.6%	
Apparel			\$169 1.9%		\$170 1.9%		\$149 1.9%	
Contributions			\$292 3.2%		\$292 3.2%		\$251 3.1%	
Education			\$208 2.3%		\$208 2.3%		\$180 2.2%	
Entertainment			\$523 5.8%		\$525 5.8%		\$463 5.8%	
Food Away From Home			\$402 4.4%		\$404 4.4%		\$354 4.4%	
Grocery			\$598 6.6%		\$605 6.6%		\$548 6.9%	
Health Care			\$557 6.1%		\$556 6.1%		\$523 6.5%	
Household Furnishings and Equipment			\$243 2.7%		\$244 2.7%		\$213 2.7%	
Household Operations			\$170 1.9%		\$171 1.9%		\$151 1.9%	
Miscellaneous Expenses			\$156 1.7%		\$157 1.7%		\$138 1.7%	
Personal Care			\$118 1.3%		\$119 1.3%		\$107 1.3%	
Shelter			\$1,411 15.5%		\$1,412 15.5%		\$1,321 16.5%	
Tax and Retirement			\$2,173 23.9%		\$2,153 23.6%		\$1,803 23.6%	
Tobacco and Related			\$45 0.5%		\$46 0.5%		\$44 0.5%	
Transportation			\$1,547 17.0%		\$1,568 17.2%		\$1,317 16.5%	
Utilities			\$426 4.7%		\$432 4.7%		\$392 4.9%	

OPPORTUNITY GAP CATEGORY INFORMATION

(RETAIL CATEGORIES)

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

Blanchard, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$11.95 M / \$843.07 K	93	\$27.28 M / \$2 M	93	\$308.65 M / \$222.42 M	28
Men's Clothing Stores	\$474.01 K / -	100	\$1.09 M / -	100	\$12.54 M / \$6.41 M	49
Women's Clothing Stores	\$1.02 M / \$199.1 K	80	\$2.32 M / \$659.63 K	72	\$26.09 M / \$16.42 M	37
Children's, Infants' Clothing Stores	\$997.25 K / -	100	\$2.27 M / -	100	\$25.18 M / \$7.72 M	69
Family Clothing Stores	\$5.95 M / -	100	\$13.59 M / -	100	\$152.27 M / \$104.01 M	32
Clothing Accessory Stores	\$269.17 K / -	100	\$615.46 K / -	100	\$7.04 M / \$4.89 M	31
Other Apparel Stores	\$357.22 K / -	100	\$815.65 K / \$1.46 K	100	\$9.21 M / \$4.63 M	50
Shoe Stores	\$2.35 M / \$643.97 K	73	\$5.34 M / \$1.34 M	75	\$61.81 M / \$71.27 M	-13
Jewelry Stores	\$486.58 K / -	100	\$1.1 M / -	100	\$12.91 M / \$7.07 M	45
Luggage Stores	\$58.84 K / -	100	\$134.06 K / -	100	\$1.6 M / -	100
Furniture, Home Furnishings Stores	\$10.6 M / \$304.18 K	97	\$24.28 M / \$3.26 M	87	\$273.6 M / \$112.18 M	59
Furniture Stores	\$4.72 M / \$299.67 K	94	\$10.85 M / \$1.96 M	82	\$124.97 M / \$49.77 M	60
Floor Covering Stores	\$676.42 K / \$4.52 K	99	\$1.55 M / \$1.31 M	16	\$17.82 M / \$8.82 M	51
Other Home Furnishing Stores	\$5.2 M / -	100	\$11.88 M / -	100	\$130.81 M / \$53.59 M	59
Electronics, Appliance Stores	\$10.38 M / \$1.44 M	86	\$23.85 M / \$5 M	79	\$262.35 M / \$119.21 M	55
Building Material, Garden Equipment, Supplies Dealers	\$10.18 M / \$517.8 K	95	\$23.27 M / \$9.7 M	58	\$263.32 M / \$190.46 M	28
Home Centers	\$5.71 M / \$11.56 K	100	\$13.04 M / \$3.23 M	75	\$147.53 M / \$122.13 M	17
Paint, Wallpaper Stores	\$1.23 M / \$16.71 K	99	\$2.8 M / \$4.16 M	-33	\$31.41 M / \$21.23 M	32
Hardware Stores	\$634.28 K / \$2.89 K	100	\$1.45 M / \$720.19 K	50	\$16.41 M / \$12.15 M	26
Other Building Materials Stores	\$1.78 M / -	100	\$4.09 M / \$833.24 K	80	\$46.47 M / \$25.82 M	44
Outdoor Power Equipment Stores	\$108.25 K / -	100	\$247.25 K / -	100	\$2.82 M / \$555 K	80
Nursery, Garden Stores	\$719.49 K / \$486.64 K	32	\$1.64 M / \$755.26 K	54	\$18.68 M / \$8.58 M	54
Food, Beverage Stores	\$16.11 M / \$1.59 M	90	\$36.82 M / \$5.92 M	84	\$405.01 M / \$260.22 M	36
Grocery Stores	\$12.3 M / \$683.57 K	94	\$28.15 M / \$3.23 M	89	\$310.38 M / \$198.08 M	36
Convenience Stores	\$1.11 M / \$800.37 K	28	\$2.55 M / \$1.75 M	32	\$27.79 M / \$28.51 M	-3
Meat Markets	\$72.93 K / \$-1	100	\$166.36 K / \$-2	100	\$1.87 M / \$437.58 K	77
Fish, Seafood Markets	\$25.18 K / -	100	\$57.44 K / -	100	\$643.71 K / \$85.88 K	87
Fruit, Vegetable Markets	\$47.77 K / \$94.16 K	-49	\$108.99 K / \$94.16 K	14	\$1.22 M / \$188.32 K	85
Other Specialty Food Markets	\$98.65 K / \$6.07 K	94	\$225.08 K / \$47.79 K	79	\$2.51 M / \$797.83 K	68
Liquor Stores	\$2.45 M / \$3.22 K	100	\$5.56 M / \$800.49 K	86	\$60.61 M / \$32.13 M	47

Blanchard, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$10.78 M / \$5.84 M	46	\$25.04 M / \$14.97 M	40	\$247.47 M / \$238.74 M	4
Pharmacy, Drug Stores	\$9.49 M / \$5.84 M	38	\$22.02 M / \$14.97 M	32	\$218.28 M / \$221.63 M	-2
Cosmetics, Beauty Stores	\$555.24 K / -	100	\$1.29 M / -	100	\$12.46 M / \$3.62 M	71
Optical Goods Stores	\$151.13 K / -	100	\$359.08 K / -	100	\$3.4 M / \$2.51 M	26
Other Health, Personal Care Stores	\$589.23 K / -	100	\$1.37 M / -	100	\$13.33 M / \$10.98 M	18
Sporting Goods, Hobby, Book, Music Stores	\$12.03 M / \$1.48 M	88	\$27.47 M / \$3.13 M	89	\$311.43 M / \$217.31 M	30
Sporting Goods Stores	\$4.69 M / \$294.65 K	94	\$10.71 M / \$296.19 K	97	\$121.49 M / \$115.71 M	5
Hobby, Toy, Game Stores	\$3.24 M / \$1.18 M	64	\$7.41 M / \$1.18 M	84	\$84.84 M / \$55.11 M	35
Sewing, Needlecraft Stores	\$2.26 M / \$6.64 K	100	\$5.13 M / \$1.65 M	68	\$59.26 M / \$20.7 M	65
Musical Instrument Stores	\$942.83 K / -	100	\$2.14 M / -	100	\$23.09 M / \$11.09 M	52
Book Stores	\$902.36 K / -	100	\$2.08 M / -	100	\$22.74 M / \$14.7 M	35
General Merchandise Stores	\$38.72 M / \$594.2 K	98	\$88.73 M / \$1.24 M	99	\$986.93 M / \$1.08 B	-9
Department Stores	\$13.65 M / -	100	\$31.25 M / -	100	\$347.84 M / \$464.52 M	-25
Warehouse Superstores	\$21.33 M / -	100	\$48.91 M / -	100	\$542.88 M / \$501.22 M	8
Other General Merchandise Stores	\$3.74 M / \$594.2 K	84	\$8.56 M / \$1.24 M	86	\$96.21 M / \$118.99 M	-19
Miscellaneous Store Retailers	\$4.82 M / \$815.15 K	83	\$11.04 M / \$2.5 M	77	\$124.78 M / \$79.96 M	36
Florists	\$119.99 K / \$3.14 K	97	\$273.87 K / \$26.35 K	90	\$3.08 M / \$923.48 K	70
Office, Stationary Stores	\$449.75 K / -	100	\$1.03 M / -	100	\$12.05 M / \$945.81 K	92
Gift, Souvenir Stores	\$1.01 M / \$196 K	81	\$2.3 M / \$578.45 K	75	\$25.83 M / \$9.17 M	64
Used Merchandise Stores	\$314.88 K / \$71.62 K	77	\$716.86 K / \$215.42 K	70	\$8.52 M / \$3.77 M	56
Pet, Pet Supply Stores	\$865.45 K / -	100	\$1.99 M / \$3.95 K	100	\$23.08 M / \$20.29 M	12
Art Dealers	\$121.74 K / -	100	\$276.75 K / -	100	\$3.37 M / \$1.67 M	50
Mobile Home Dealers	\$100.27 K / -	100	\$229.6 K / -	100	\$2.61 M / \$370.81 K	86
Other Miscellaneous Retail Stores	\$1.83 M / \$544.39 K	70	\$4.22 M / \$1.67 M	60	\$46.24 M / \$42.81 M	7
Non-Store Retailers	\$23.36 M / \$2.04 M	91	\$53.6 M / \$4.27 M	92	\$585.59 M / \$64.76 M	89
Mail Order, Catalog Stores	\$21.88 M / \$1.68 M	92	\$50.23 M / \$2.67 M	95	\$548.31 M / \$57.53 M	90
Vending Machines	\$102.89 K / -	100	\$234.5 K / -	100	\$2.61 M / \$476.55 K	82
Fuel Dealers	\$121.6 K / \$157	100	\$276.62 K / \$38.97 K	86	\$3.16 M / \$2.39 M	24
Other Direct Selling Establishments	\$1.25 M / \$360.48 K	71	\$2.86 M / \$1.56 M	46	\$31.51 M / \$4.36 M	86

Blanchard, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$21.41 M / \$2.29 M	89	\$48.64 M / \$10.73 M	78	\$535.28 M / \$510.45 M	5
Hotels, Other Travel Accommodations	\$1.38 M / \$18.85 K	99	\$3.13 M / \$1.96 M	37	\$34.38 M / \$33.56 M	2
RV Parks	\$12.8 K / -	100	\$29.15 K / -	100	\$327.88 K / \$77.72 K	76
Rooming, Boarding Houses	\$7.64 K / -	100	\$17.37 K / -	100	\$191.62 K / \$23.27 K	88
Full Service Restaurants	\$12.51 M / \$1.79 M	86	\$28.42 M / \$6.39 M	78	\$312.77 M / \$294.12 M	6
Limited Service Restaurants	\$5.81 M / \$1.69 M	71	\$13.2 M / \$5.13 M	61	\$145.24 M / \$191.14 M	-24
Special Food Services, Catering	\$1.69 M / -	100	\$3.84 M / -	100	\$42.37 M / \$10.25 M	76
Drinking Places	\$1.21 M / -	100	\$2.75 M / -	100	\$29.88 M / \$11.17 M	63
Gasoline Stations	\$8.1 M / \$203.01 K	97	\$18.62 M / \$5 M	73	\$202.41 M / \$156.73 M	23
Motor Vehicle, Parts Dealers	\$16.08 M / \$18.82 M	-15	\$36.64 M / \$30.95 M	16	\$428.6 M / \$452.22 M	-5
New Car Dealers	\$8.83 M / \$17.39 M	-49	\$20.11 M / \$20.67 M	-3	\$239.54 M / \$335.3 M	-29
Used Car Dealers	\$815.01 K / -	100	\$1.86 M / \$3.15 K	100	\$22.15 M / \$8.34 M	62
Recreational Vehicle Dealers	\$1.82 M / -	100	\$4.15 M / \$2.9 M	30	\$47.1 M / \$10.62 M	77
Motorcycle, Boat Dealers	\$2.36 M / \$1.42 M	40	\$5.39 M / \$5.25 M	3	\$61.49 M / \$42.02 M	32
Auto Parts, Accessories	\$1.44 M / \$5.84 K	100	\$3.28 M / \$1.76 M	46	\$37.33 M / \$39.14 M	-5
Tire Dealers	\$812.89 K / -	100	\$1.85 M / \$384.43 K	79	\$20.99 M / \$16.8 M	20
2025 Population	9,307		21,171		258,014	
2030 Population	10,553		24,571		266,314	
% Population Change 2025-2030	13.4%		16.1%		3.2%	
2025 Adult Population Age 18+	6,969		15,887		202,071	
2025 Population Male	4,596		10,506		133,005	
2025 Population Female	4,711		10,666		125,009	
2025 Households	3,499		7,947		101,501	
2025 Median Household Income	89,211		90,030		75,354	
2025 Average Household Income	120,760		118,013		99,640	

Retail Potential

Retail Potential Profile



Blanchard, Oklahoma	10 min	15 min	30 min
Drive Time	drive time	drive time	drive time
2025 Population	9,307	21,171	258,014
2030 Population	10,553	24,571	266,314
% Population Change 2020-2025	13.5%	18.2%	4.9%
2025 Adult Population Age 18+	\$6,969	\$15,887	\$202,071
2025 Population Male	\$4,596	\$10,506	\$133,005
2025 Population Female	\$4,711	\$10,666	\$125,009
2025 Households	\$3,499	\$7,947	\$101,501
2025 Median Household Income	\$89,211	\$90,030	\$75,354
2025 Average Household Income	\$120,760	\$118,013	\$99,640
Clothing, Clothing Accessories Stores	\$11.95 M	\$27.28 M	\$308.65 M
Men's Clothing Stores	\$474.01 K	\$1.09 M	\$12.54 M
Women's Clothing Stores	\$1.02 M	\$2.32 M	\$26.09 M
Children's, Infants' Clothing Stores	\$997.25 K	\$2.27 M	\$25.18 M
Family Clothing Stores	\$5.95 M	\$13.59 M	\$152.27 M
Clothing Accessory Stores	\$269.17 K	\$615.46 K	\$7.04 M
Other Apparel Stores	\$357.22 K	\$815.65 K	\$9.21 M
Shoe Stores	\$2.35 M	\$5.34 M	\$61.81 M
Jewelry Stores	\$486.58 K	\$1.1 M	\$12.91 M
Luggage Stores	\$58.84 K	\$134.06 K	\$1.6 M
Furniture, Home Furnishings Stores	\$10.6 M	\$24.28 M	\$273.6 M
Furniture Stores	\$4.72 M	\$10.85 M	\$124.97 M
Floor Covering Stores	\$676.42 K	\$1.55 M	\$17.82 M
Other Home Furnishing Stores	\$5.2 M	\$11.88 M	\$130.81 M
Electronics, Appliance Stores	\$10.38 M	\$23.85 M	\$262.35 M
Gasoline Stations	\$8.1 M	\$18.62 M	\$202.41 M
Building Material, Garden Equipment, Supplies Dealers	\$10.18 M	\$23.27 M	\$263.32 M
Home Centers	\$5.71 M	\$13.04 M	\$147.53 M
Paint, Wallpaper Stores	\$1.23 M	\$2.8 M	\$31.41 M
Hardware Stores	\$634.28 K	\$1.45 M	\$16.41 M
Other Building Materials Stores	\$1.78 M	\$4.09 M	\$46.47 M
Outdoor Power Equipment Stores	\$108.25 K	\$247.25 K	\$2.82 M
Nursery, Garden Stores	\$719.49 K	\$1.64 M	\$18.68 M
Food, Beverage Stores	\$16.11 M	\$36.82 M	\$405.01 M
Grocery Stores	\$12.3 M	\$28.15 M	\$310.38 M
Convenience Stores	\$1.11 M	\$2.55 M	\$27.79 M
Meat Markets	\$72.93 K	\$166.36 K	\$1.87 M
Fish, Seafood Markets	\$25.18 K	\$57.44 K	\$643.71 K
Fruit, Vegetable Markets	\$47.77 K	\$108.99 K	\$1.22 M
Other Specialty Food Markets	\$98.65 K	\$225.08 K	\$2.51 M
Liquor Stores	\$2.45 M	\$5.56 M	\$60.61 M

Retail Potential Profile



Blanchard, Oklahoma Drive Time	10 min drive time	15 min drive time	30 min drive time
Health, Personal Care Stores	\$10.78 M	\$25.04 M	\$247.47 M
Pharmacy, Drug Stores	\$9.49 M	\$22.02 M	\$218.28 M
Cosmetics, Beauty Stores	\$555.24 K	\$1.29 M	\$12.46 M
Optical Goods Stores	\$151.13 K	\$359.08 K	\$3.4 M
Other Health, Personal Care Stores	\$589.23 K	\$1.37 M	\$13.33 M
Sporting Goods, Hobby, Book, Music Stores	\$12.03 M	\$27.47 M	\$311.43 M
Sporting Goods Stores	\$4.69 M	\$10.71 M	\$121.49 M
Hobby, Toy, Game Stores	\$3.24 M	\$7.41 M	\$84.84 M
Sewing, Needlecraft Stores	\$2.26 M	\$5.13 M	\$59.26 M
Musical Instrument Stores	\$942.83 K	\$2.14 M	\$23.09 M
Book Stores	\$902.36 K	\$2.08 M	\$22.74 M
General Merchandise Stores	\$38.72 M	\$88.73 M	\$986.93 M
Department Stores	\$13.65 M	\$31.25 M	\$347.84 M
Warehouse Superstores	\$21.33 M	\$48.91 M	\$542.88 M
Other General Merchandise Stores	\$3.74 M	\$8.56 M	\$96.21 M
Miscellaneous Store Retailers	\$4.82 M	\$11.04 M	\$124.78 M
Florists	\$119.99 K	\$273.87 K	\$3.08 M
Office, Stationary Stores	\$449.75 K	\$1.03 M	\$12.05 M
Gift, Souvenir Stores	\$1.01 M	\$2.3 M	\$25.83 M
Used Merchandise Stores	\$314.88 K	\$716.86 K	\$8.52 M
Pet, Pet Supply Stores	\$865.45 K	\$1.99 M	\$23.08 M
Art Dealers	\$121.74 K	\$276.75 K	\$3.37 M
Mobile Home Dealers	\$100.27 K	\$229.6 K	\$2.61 M
Other Miscellaneous Retail Stores	\$1.83 M	\$4.22 M	\$46.24 M
Non-Store Retailers	\$23.36 M	\$53.6 M	\$585.59 M
Mail Order, Catalog Stores	\$21.88 M	\$50.23 M	\$548.31 M
Vending Machines	\$102.89 K	\$234.5 K	\$2.61 M
Fuel Dealers	\$121.6 K	\$276.62 K	\$3.16 M
Other Direct Selling Establishments	\$1.25 M	\$2.86 M	\$31.51 M
Accommodation, Food Services	\$22.63 M	\$51.39 M	\$565.16 M
Hotels, Other Travel Accommodations	\$1.38 M	\$3.13 M	\$34.38 M
RV Parks	\$12.8 K	\$29.15 K	\$327.88 K
Rooming, Boarding Houses	\$7.64 K	\$17.37 K	\$191.62 K
Full Service Restaurants	\$12.51 M	\$28.42 M	\$312.77 M
Limited Service Restaurants	\$5.81 M	\$13.2 M	\$145.24 M
Special Food Services, Catering	\$1.69 M	\$3.84 M	\$42.37 M
Drinking Places	\$1.21 M	\$2.75 M	\$29.88 M
Motor Vehicle, Parts Dealers	\$16.08 M	\$36.64 M	\$428.6 M
New Car Dealers	\$8.83 M	\$20.11 M	\$239.54 M
Used Car Dealers	\$815.01 K	\$1.86 M	\$22.15 M
Recreational Vehicle Dealers	\$1.82 M	\$4.15 M	\$47.1 M
Motorcycle, Boat Dealers	\$2.36 M	\$5.39 M	\$61.49 M
Auto Parts, Accessories	\$1.44 M	\$3.28 M	\$37.33 M
Tire Dealers	\$812.89 K	\$1.85 M	\$20.99 M

Income Summary

Income Summary Report



Blanchard, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Population						
Estimated Population (2025)	9,307		21,171		258,014	
Projected Population (2030)	10,553		24,571		266,314	
Census Population (2020)	8,197		17,913		245,902	
Census Population (2010)	6,800		14,227		212,346	
Projected Annual Growth (2025 to 2030)	1,246	2.7%	3,400	3.2%	8,300	0.6%
Historical Annual Growth (2020 to 2025)	1,110	2.4%	3,258	3.1%	12,112	0.9%
Historical Annual Growth (2010 to 2020)	1,397	2.1%	3,686	2.6%	33,556	1.6%
Households						
Estimated Households (2025)	3,499		7,947		101,501	
Projected Households (2030)	4,049		9,421		108,101	
Census Households (2020)	3,025		6,583		93,789	
Census Households (2010)	2,525		5,257		82,598	
Projected Annual Growth (2025 to 2030)	550	3.1%	1,474	3.7%	6,600	1.3%
Historical Annual Growth (2020 to 2025)	473	3.1%	1,365	4.1%	7,712	1.6%
Historical Annual Growth (2010 to 2020)	500	2.0%	1,325	2.5%	11,191	1.4%
Average Household Income						
Estimated Average Household Income (2025)	\$120,760		\$118,013		\$99,640	
Projected Average Household Income (2030)	\$118,346		\$115,475		\$98,707	
Census Average Household Income (2020)	\$62,501		\$63,974		\$62,157	
Census Average Household Income (2010)	\$47,493		\$51,437		\$48,340	
Projected Annual Growth (2025 to 2030)	-\$2,414	-0.4%	-\$2,538	-0.4%	-\$932	-0.2%
Historical Annual Growth (2020 to 2025)	\$58,260	6.2%	\$54,039	5.6%	\$37,482	4.0%
Historical Annual Growth (2010 to 2020)	\$15,008	3.2%	\$12,537	2.4%	\$13,817	2.9%
Median Household Income						
Estimated Median Household Income (2025)	\$89,211		\$90,030		\$75,354	
Projected Median Household Income (2030)	\$88,106		\$88,628		\$75,039	
Census Median Household Income (2020)	\$57,347		\$58,267		\$51,270	
Census Median Household Income (2010)	\$39,734		\$42,466		\$39,380	
Projected Annual Growth (2025 to 2030)	-\$1,105	-0.2%	-\$1,402	-0.3%	-\$315	-
Historical Annual Growth (2020 to 2025)	\$31,864	3.7%	\$31,763	3.6%	\$24,084	3.1%
Historical Annual Growth (2010 to 2020)	\$17,613	4.4%	\$15,801	3.7%	\$11,890	3.0%
Per Capita Income						
Estimated Per Capita Income (2025)	\$45,415		\$44,310		\$39,428	
Projected Per Capita Income (2030)	\$45,424		\$44,284		\$40,290	
Census Per Capita Income (2020)	\$23,225		\$23,627		\$24,178	
Census Per Capita Income (2010)	\$17,500		\$18,526		\$19,148	
Projected Annual Growth (2025 to 2030)	\$9	-	-\$25	-	\$862	0.4%
Historical Annual Growth (2020 to 2025)	\$22,190	6.4%	\$20,682	5.8%	\$15,250	4.2%
Historical Annual Growth (2010 to 2020)	\$5,725	3.3%	\$5,101	2.8%	\$5,031	2.6%
Other Income						
Estimated Families (2025)	2,573		5,903		62,741	
Estimated Average Family Income (2025)	\$145,216		\$139,549		\$124,442	
Estimated Median Family Income (2025)	\$109,902		\$108,448		\$95,687	
Estimated Average Household Net Worth (2025)	\$1,106,890		\$1,116,425		\$900,360	

Consumer Expenditure Summary

Consumer Expenditure Summary



Blanchard, Oklahoma						
Drive Time		10 min drive time	15 min drive time	30 min drive time		
Estimated Population		9,307	21,171	258,014		
Estimated Households		3,499	7,947	101,501		
Household Expenditure		\$381.79 M	\$869.52 M	\$9.75 B		
Per Household ~ Per Capita	\$109,128	\$41,022	\$109,410	\$41,071	\$96,055	\$37,787
Non-Retail Expenditures	\$186.06 M	48.7%	\$421.51 M	48.5%	\$4.78 B	49.1%
Per Household ~ Per Capita	\$53,182	\$19,991	\$53,038	\$19,910	\$47,136	\$18,543
Retail Expenditures	\$195.73 M	51.3%	\$448.01 M	51.5%	\$4.97 B	50.9%
Per Household ~ Per Capita	\$55,946	\$21,030	\$56,372	\$21,162	\$48,919	\$19,244
Alcoholic Beverages	\$2.35 M	0.6%	\$5.35 M	0.6%	\$59.66 M	0.6%
Per Household ~ Per Capita	\$672	\$253	\$674	\$253	\$588	\$231
Apparel	\$7.1 M	1.9%	\$16.19 M	1.9%	\$181.72 M	1.9%
Per Household ~ Per Capita	\$2,028	\$762	\$2,037	\$765	\$1,790	\$704
Contributions	\$12.25 M	3.2%	\$27.82 M	3.2%	\$305.32 M	3.1%
Per Household ~ Per Capita	\$3,503	\$1,317	\$3,500	\$1,314	\$3,008	\$1,183
Education	\$8.73 M	2.3%	\$19.85 M	2.3%	\$219.22 M	2.2%
Per Household ~ Per Capita	\$2,496	\$938	\$2,498	\$938	\$2,160	\$850
Entertainment	\$21.95 M	5.8%	\$50.1 M	5.8%	\$563.7 M	5.8%
Per Household ~ Per Capita	\$6,275	\$2,359	\$6,304	\$2,366	\$5,554	\$2,185
Food Away From Home	\$16.88 M	4.4%	\$38.5 M	4.4%	\$431.2 M	4.4%
Per Household ~ Per Capita	\$4,826	\$1,814	\$4,845	\$1,819	\$4,248	\$1,671
Grocery	\$25.12 M	6.6%	\$57.72 M	6.6%	\$668.02 M	6.9%
Per Household ~ Per Capita	\$7,179	\$2,699	\$7,263	\$2,727	\$6,581	\$2,589
Health Care	\$23.37 M	6.1%	\$53.05 M	6.1%	\$637.56 M	6.5%
Per Household ~ Per Capita	\$6,680	\$2,511	\$6,675	\$2,506	\$6,281	\$2,471
Household Furnishings and Equipment	\$10.21 M	2.7%	\$23.26 M	2.7%	\$259.92 M	2.7%
Per Household ~ Per Capita	\$2,917	\$1,097	\$2,927	\$1,099	\$2,561	\$1,007
Household Operations	\$7.15 M	1.9%	\$16.33 M	1.9%	\$184.43 M	1.9%
Per Household ~ Per Capita	\$2,045	\$769	\$2,055	\$772	\$1,817	\$715
Miscellaneous Expenses	\$6.56 M	1.7%	\$14.97 M	1.7%	\$167.63 M	1.7%
Per Household ~ Per Capita	\$1,876	\$705	\$1,884	\$707	\$1,652	\$650
Personal Care	\$4.93 M	1.3%	\$11.32 M	1.3%	\$129.9 M	1.3%
Per Household ~ Per Capita	\$1,410	\$530	\$1,424	\$535	\$1,280	\$503
Shelter	\$59.25 M	15.5%	\$134.66 M	15.5%	\$1.61 B	16.5%
Per Household ~ Per Capita	\$16,934	\$6,366	\$16,944	\$6,360	\$15,853	\$6,237
Tax and Retirement	\$91.21 M	23.9%	\$205.32 M	23.6%	\$2.2 B	22.5%
Per Household ~ Per Capita	\$26,072	\$9,801	\$25,835	\$9,698	\$21,639	\$8,513
Tobacco and Related	\$1.87 M	0.5%	\$4.35 M	0.5%	\$53.4 M	0.5%
Per Household ~ Per Capita	\$534	\$201	\$547	\$205	\$526	\$207
Transportation	\$64.94 M	17.0%	\$149.53 M	17.2%	\$1.6 B	16.5%
Per Household ~ Per Capita	\$18,562	\$6,978	\$18,816	\$7,063	\$15,808	\$6,219
Utilities	\$17.9 M	4.7%	\$41.18 M	4.7%	\$477.98 M	4.9%
Per Household ~ Per Capita	\$5,118	\$1,924	\$5,182	\$1,945	\$4,709	\$1,853

Consumer Expenditure Trend



Blanchard, Oklahoma	10 min drive		15 min drive		30 min drive		
Drive Time	time		time		time		
Population / Households (2025)							
Estimated Population	9,307		21,171		258,014		
Estimated Households	3,499		7,947		101,501		
Total Annual Consumer Expenditure (2025)							
Total Household Expenditure	\$381.79 M		\$869.52 M		\$9.75 B		
Total Non-Retail Expenditure	\$186.06 M		\$421.51 M		\$4.78 B		
Total Retail Expenditure	\$195.73 M		\$448.01 M		\$4.97 B		
Alcoholic Beverages	\$2.35 M		\$5.35 M		\$59.66 M		
Apparel	\$7.1 M		\$16.19 M		\$181.72 M		
Contributions	\$12.25 M		\$27.82 M		\$305.32 M		
Education	\$8.73 M		\$19.85 M		\$219.22 M		
Entertainment	\$21.95 M		\$50.1 M		\$563.7 M		
Food Away From Home	\$16.88 M		\$38.5 M		\$431.2 M		
Grocery	\$25.12 M		\$57.72 M		\$668.02 M		
Health Care	\$23.37 M		\$53.05 M		\$637.56 M		
Household Furnishings and Equipment	\$10.21 M		\$23.26 M		\$259.92 M		
Household Operations	\$7.15 M		\$16.33 M		\$184.43 M		
Miscellaneous Expenses	\$6.56 M		\$14.97 M		\$167.63 M		
Personal Care	\$4.93 M		\$11.32 M		\$129.9 M		
Shelter	\$59.25 M		\$134.66 M		\$1.61 B		
Tax and Retirement	\$91.21 M		\$205.32 M		\$2.2 B		
Tobacco and Related	\$1.87 M		\$4.35 M		\$53.4 M		
Transportation	\$64.94 M		\$149.53 M		\$1.6 B		
Utilities	\$17.9 M		\$41.18 M		\$477.98 M		
Monthly Household Consumer Expenditure (2025)							
Total Household Expenditure	\$9,094		\$9,117		\$8,005		
Total Non-Retail Expenditure	\$4,432		48.7%	\$4,420	48.5%	\$3,928	49.1%
Total Retail Expenditure	\$4,662		51.3%	\$4,698	51.5%	\$4,077	50.9%
Alcoholic Beverages	\$56		0.6%	\$56	0.6%	\$49	0.6%
Apparel	\$169		1.9%	\$170	1.9%	\$149	1.9%
Contributions	\$292		3.2%	\$292	3.2%	\$251	3.1%
Education	\$208		2.3%	\$208	2.3%	\$180	2.2%
Entertainment	\$523		5.8%	\$525	5.8%	\$463	5.8%
Food Away From Home	\$402		4.4%	\$404	4.4%	\$354	4.4%
Grocery	\$598		6.6%	\$605	6.6%	\$548	6.9%
Health Care	\$557		6.1%	\$556	6.1%	\$523	6.5%
Household Furnishings and Equipment	\$243		2.7%	\$244	2.7%	\$213	2.7%
Household Operations	\$170		1.9%	\$171	1.9%	\$151	1.9%
Miscellaneous Expenses	\$156		1.7%	\$157	1.7%	\$138	1.7%
Personal Care	\$118		1.3%	\$119	1.3%	\$107	1.3%
Shelter	\$1,411		15.5%	\$1,412	15.5%	\$1,321	16.5%
Tax and Retirement	\$2,173		23.9%	\$2,153	23.6%	\$1,803	22.5%
Tobacco and Related	\$45		0.5%	\$46	0.5%	\$44	0.5%
Transportation	\$1,547		17.0%	\$1,568	17.2%	\$1,317	16.5%
Utilities	\$426		4.7%	\$432	4.7%	\$392	4.9%

Consumer Expenditure Trend



Blanchard, Oklahoma	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
Population / Households (2030)			
Projected Population	10,553	24,571	266,314
Projected Households	-	-	-
Total Annual Consumer Expenditure (2030)			
Total Household Expenditure	\$421.71 M	\$986.01 M	\$9.91 B
Total Non-Retail Expenditure	\$205.84 M	\$478.4 M	\$4.86 B
Total Retail Expenditure	\$215.87 M	\$507.6 M	\$5.05 B
Alcoholic Beverages	\$2.59 M	\$6.06 M	\$60.52 M
Apparel	\$7.81 M	\$18.29 M	\$183.76 M
Contributions	\$13.52 M	\$31.56 M	\$311.83 M
Education	\$9.63 M	\$22.49 M	\$223.29 M
Entertainment	\$24.17 M	\$56.58 M	\$569.89 M
Food Away From Home	\$18.59 M	\$43.5 M	\$436.46 M
Grocery	\$27.57 M	\$64.77 M	\$666.51 M
Health Care	\$26.35 M	\$61.57 M	\$665.57 M
Household Furnishings and Equipment	\$11.24 M	\$26.3 M	\$263.41 M
Household Operations	\$7.87 M	\$18.43 M	\$186 M
Miscellaneous Expenses	\$7.23 M	\$16.93 M	\$169.97 M
Personal Care	\$5.42 M	\$12.72 M	\$130.03 M
Shelter	\$65.53 M	\$152.39 M	\$1.62 B
Tax and Retirement	\$100.73 M	\$233.51 M	\$2.26 B
Tobacco and Related	\$2.04 M	\$4.83 M	\$52.19 M
Transportation	\$71.77 M	\$169.91 M	\$1.64 B
Utilities	\$19.65 M	\$46.18 M	\$476.3 M
Consumer Expenditure Growth (2025 to 2030)			
Total Household Expenditure	\$39.92 M	\$116.49 M	\$162.15 M
Total Non-Retail Expenditure	\$19.78 M	\$56.9 M	\$73.61 M
Total Retail Expenditure	\$20.14 M	\$59.59 M	\$88.54 M
Alcoholic Beverages	\$238.59 K	\$701.61 K	\$866.11 K
Apparel	\$716.98 K	\$2.1 M	\$2.04 M
Contributions	\$1.26 M	\$3.74 M	\$6.52 M
Education	\$893.9 K	\$2.64 M	\$4.07 M
Entertainment	\$2.21 M	\$6.48 M	\$6.19 M
Food Away From Home	\$1.71 M	\$5 M	\$5.26 M
Grocery	\$2.45 M	\$7.05 M	\$-1.51 M
Health Care	\$2.98 M	\$8.52 M	\$28.01 M
Household Furnishings and Equipment	\$1.03 M	\$3.04 M	\$3.49 M
Household Operations	\$719.04 K	\$2.09 M	\$1.57 M
Miscellaneous Expenses	\$665.73 K	\$1.96 M	\$2.34 M
Personal Care	\$485.31 K	\$1.4 M	\$128.62 K
Shelter	\$6.29 M	\$17.73 M	\$8.12 M
Tax and Retirement	\$9.52 M	\$28.18 M	\$61.74 M
Tobacco and Related	\$174.8 K	\$484.66 K	\$-1.22 M
Transportation	\$6.83 M	\$20.38 M	\$36.22 M
Utilities	\$1.74 M	\$5 M	\$-1.69 M

Crime Risk

Blanchard, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
Demographics			
Population	9,307	21,171	258,014
Census Population	8,197	17,913	245,902
Households	3,499	7,947	101,501
Average Household Income	\$120,760	\$118,013	\$99,640
Median Household Income	\$89,211	\$90,030	\$75,354
Per Capita Income	\$45,415	\$44,310	\$39,428
Total Crime			
Crime Index	70	69	120
Crime Level	Below Average	Below Average	Above Average
Personal Crime			
Crime Index	32	32	83
Crime Level	Low Risk	Low Risk	Below Average
Murder			
Crime Index	89	63	52
Crime Level	Below Average	Below Average	Low Risk
Rape			
Crime Index	62	77	150
Crime Level	Below Average	Below Average	Above Average
Robbery			
Crime Index	10	11	41
Crime Level	Very Low	Very Low	Low Risk
Assault			
Crime Index	33	30	86
Crime Level	Low Risk	Low Risk	Below Average
Property Crime			
Crime Index	77	76	128
Crime Level	Below Average	Below Average	Above Average
Burglary			
Crime Index	86	87	155
Crime Level	Below Average	Below Average	High Risk
Larceny			
Crime Index	66	66	123
Crime Level	Below Average	Below Average	Above Average
Motor Vehicle Theft			
Crime Index	132	120	121
Crime Level	Above Average	Above Average	Above Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Blanchard, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Auto Parts Tires			
AAMCO	1 / 0	5,000	
AutoZone	8 / 0	6,600	
Caliber Collision	2 / 0	15,100	
Crash Champions	1 / 0	11,700	
Discount Tire	2 / 0	7,900	
Express Oil Change	1 / 0	4,200	
Firestone	4 / 0	9,000	
Gerber Collision & Glass	2 / 0	10,500	
Grease Monkey	1 / 0	2,600	
Hibdon Tires	3 / 0	9,100	
Jiffy Lube	3 / 0	2,500	
Midas	1 / 0	4,800	
NAPA	3 / 0	6,200	
O'Reilly	6 / 1	8,500	
Take 5 Oil Change	3 / 0	2,100	
Valvoline Instant Oil Change	1 / 0	3,400	
Banks			
Arvest Bank	7 / 0	6,600	
BancFirst	5 / 0	8,500	
Bank of America	1 / 0	5,000	
BMO Harris Bank	1 / 0	5,400	
BOKF	3 / 0	4,900	
Central Banco	1 / 0	6,300	
Chase Bank	3 / 0	3,500	
First-Citizens Bank & Trust Company	1 / 0	6,500	
International Bank of Commerce	4 / 0	5,100	
JRMB	5 / 0	4,600	
Prosperity Bank	2 / 0	7,800	
Simmons First National Bank	2 / 0	5,700	
Banks Minor			
Bank	48 / 3		
Book Stores			
Barnes & Noble	1 / 0	15,400	
Half Price Books	1 / 0	9,200	
Mardel	2 / 0	30,300	
Car Washes			

Blanchard, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Club Car Wash	4 / 0	5,500	
Tidal Wave Auto Spa	1 / 0	4,000	
Clothing Apparel			
American Eagle Outfitters	1 / 0	6,100	
Ann Taylor Loft	1 / 0	6,200	
Buckle	1 / 0	5,100	
Carter's	1 / 0	5,200	
Cato	2 / 0	5,000	
Chico's	1 / 0	3,700	
dd's DISCOUNTS	1 / 0	24,300	
Express	1 / 0	7,900	
Francesca's	1 / 0	1,900	
Hot Topic	1 / 0	1,700	
Lane Bryant	1 / 0	6,000	
maurices	3 / 0	6,000	
Men's Wearhouse	1 / 0	6,100	
Old Navy	3 / 0	18,000	
PacSun	1 / 0	4,100	
Torrid	1 / 0	3,000	
Victoria's Secret	1 / 0	6,000	
Computers Electronic			
Best Buy	3 / 0	35,600	
Convenience Stores			
7-Eleven	15 / 0	3,200	
Alon	6 / 0	3,500	
Casey's General Store	10 / 0	3,200	
Conoco	10 / 0	2,500	
Love's	6 / 0	7,300	
Murphy USA	4 / 0	2,100	
Phillips 66	17 / 0	2,500	
Shell	8 / 2	1,800	
Sinclair	2 / 0	2,000	
Valero	11 / 1	3,200	
Craft Fabric Stores			
Hobby Lobby	3 / 0	68,500	
Jo-Ann	1 / 0	24,300	
Michaels	2 / 0	23,600	

Blanchard, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Dealerships			
Cadillac	1 / 0		
Chevrolet	4 / 1		
Chrysler	2 / 0		
Dodge	2 / 0		
Ford	2 / 0		
GMC	2 / 0		
Honda	1 / 0		
Hyundai	1 / 0		
Jeep	2 / 0		
Kia	1 / 0		
Mazda	1 / 0		
Nissan	1 / 0		
RAM	2 / 0		
Subaru	1 / 0		
Toyota	1 / 0		
Volkswagen	1 / 0		
Dental			
Affordable Dentures	2 / 0	4,100	
Aspen Dental	1 / 0	3,500	
Dental Depot	3 / 0	4,800	
InterDent Gentle Dental	1 / 0	3,200	
Department Stores			
Bealls	1 / 0	22,600	
Dillard's	1 / 0	92,400	
JCPenney	2 / 0	75,000	
Discount Department Stores			
Burlington Coat Factory	2 / 0	70,500	
Kohl's	2 / 0	84,200	
Marshalls	1 / 0	28,500	
Ollie's Bargain Outlet	1 / 0	30,000	
Ross	3 / 0	28,300	
Target	2 / 0	113,100	
TJ Maxx	1 / 0	33,400	
Walmart Supercenter	7 / 0	189,700	
Dollar Stores			
Dollar General	22 / 2	9,600	

Blanchard, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Dollar Tree	9 / 0	11,800	
Family Dollar	3 / 0	9,400	
Family Dollar Dollar Tree	1 / 1	12,100	
Five Below	2 / 0	10,000	
pOpshelf	1 / 0	11,600	
Drug Stores			
CVS	8 / 0	13,400	
GNC	2 / 0	1,700	
Walgreens	5 / 0	14,800	
Education			
College	4 / 0		
Cosmetology and Barber	1 / 0		
Day Care	89 / 5		
High School	13 / 1		
Junior College	1 / 0		
PK - 8	60 / 3		
PK - 8 (Private)	7 / 0		
Trade Schools	1 / 0		
Entertainment			
AMC	1 / 0	39,300	
Chuck E. Cheese's	1 / 0	12,400	
Regal	2 / 0	49,000	
Theatres	4 / 0		
EV Charging Stations			
Blink Charging	3 / 0		
ChargePoint	6 / 0		
Electrify America	1 / 0		
Independent	21 / 0		
Tesla	2 / 0		
Eyewear			
LensCrafters	1 / 0	4,600	
Pearle Vision	1 / 0	2,000	
Visionworks	2 / 0	3,800	
Fitness			
Anytime Fitness	2 / 0	5,100	
Burn Boot Camp	1 / 0	6,400	
Club Pilates	1 / 0	1,500	

Blanchard, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Crunch	1 / 0	22,400	
CycleBar	1 / 0	2,300	
F45 Training	1 / 0	2,000	
Gold's Gym	1 / 0	26,000	
Hotworx	3 / 0	2,000	
Orangetheory Fitness	2 / 0	3,700	
Planet Fitness	1 / 0	24,600	
Pure Barre	1 / 0	1,700	
YMCA	3 / 0	41,600	
Furniture Household			
Aaron's	3 / 0	9,000	
Ashley Furniture	1 / 0	42,700	
At Home	1 / 0	121,000	
HomeGoods	1 / 0	30,400	
Kirkland's	1 / 0	8,900	
Rent A Center	2 / 0	5,700	
World Market	1 / 0	19,100	
Grocery Stores			
ALDI	4 / 0	16,600	
Natural Grocers	2 / 0	17,400	
Neighborhood Market	3 / 0	55,400	
Sprouts	2 / 0	29,800	
WinCo Foods	1 / 0	90,100	
Health Beauty			
Bath & Body Works	2 / 0	3,800	
Benefit Cosmetics	1 / 0		
Claire's	1 / 0	1,300	
Great Clips	8 / 0	1,900	
Sally Beauty Supply	4 / 0	2,300	
Sephora	2 / 0	5,700	
Sport Clips	3 / 0	1,400	
Supercuts	4 / 0	1,800	
ULTA	1 / 0	11,300	
Health Care			
Allergy and Immunology	1 / 0		
Anesthesiology	12 / 0		
Audiologist	1 / 0		

Blanchard, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Cardiovascular Disease	9 / 0		
Certified Registered Nurse Anesthetist	9 / 0		
Chiropractic	25 / 0		
Clinical Nurse Specialist	7 / 0		
Clinical Psychologist	22 / 0		
Clinical Social Worker	20 / 0		
Colorectal Surgery	1 / 0		
Critical Care	6 / 0		
Dermatology	7 / 0		
Diagnostic Radiology	7 / 1		
Dialysis Centers	4 / 0		
Emergency Medicine	11 / 0		
Endocrinology	5 / 0		
Family Practice	56 / 3		
Gastroenterology	6 / 0		
General Practice	1 / 0		
General Surgery	11 / 0		
Hand Surgery	1 / 0		
Hematology and Oncology	9 / 0		
Hospitalist	10 / 0		
Infectious Disease	1 / 0		
Internal Medicine	25 / 1		
Interventional Cardiology	1 / 0		
Interventional Pain Management	6 / 0		
Nephrology	1 / 0		
Neurology	8 / 0		
Neurosurgery	5 / 0		
Nuclear Medicine	2 / 0		
Nurse Practitioner	72 / 3		
Obstetrics and Gynecology	17 / 0		
Occupational Therapy	4 / 0		
Ophthalmology	13 / 0		
Optometry	32 / 1		
Oral Surgery	1 / 0		
Orthopedic Surgery	14 / 0		
Osteopathic Manipulative Medicine	1 / 0		
Otolaryngology	4 / 0		

Blanchard, Oklahoma		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
Pain Management		7 / 0		
Pathology		2 / 0		
Physical Medicine and Rehabilitation		8 / 0		
Physical Therapy		24 / 1		
Physician Assistant		50 / 0		
Plastic and Reconstructive Surgery		1 / 0		
Podiatry		10 / 0		
Psychiatry		17 / 0		
Pulmonary Disease		13 / 0		
Radiation Oncology		3 / 0		
Registered Dietitian or Nutrition Professional		3 / 0		
Rheumatology		4 / 0		
Speech Language Pathologist		2 / 0		
Sports Medicine		2 / 0		
Thoracic Surgery		4 / 0		
Urgent Care		6 / 0		
Urology		5 / 0		
Home Improvement				
ABC Supply Co. Inc.		1 / 0	40,000	
Ace Hardware		4 / 1	16,200	
Harbor Freight Tools		1 / 0	17,100	
Home Depot		2 / 0	120,600	
Lowe's		3 / 0	141,200	
Northern Tool		1 / 0	23,800	
Sherwin-Williams		3 / 0	7,300	
Tractor Supply Company		3 / 0	26,300	
True Value		1 / 0	12,800	
Hotels				
Americas Best Value Inn		1 / 0	15,000	
Best Western Plus		2 / 0	19,200	
Comfort		3 / 0	14,500	
Country Inns & Suites		1 / 0	16,400	
Courtyard		1 / 0	20,700	
Days Inn		1 / 0	12,900	
Embassy Suites		1 / 0	38,800	
Extended Stay America		1 / 0	18,000	
Fairfield Inn and Suites		2 / 0	18,200	

Blanchard, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Hampton Inn	3 / 0	18,300	
Hilton Garden	1 / 0	23,700	
Holiday Inn Express	2 / 0	16,400	
Home2	1 / 0	15,900	
La Quinta Inn & Suites	2 / 0	24,600	
Marriott	1 / 0	24,300	
Motel 6	3 / 0	24,300	
Quality	1 / 0	15,700	
Residence Inn	1 / 0	26,600	
Sleep	1 / 0	13,100	
Super 8	1 / 0	12,300	
Travelodge	1 / 0	17,000	
Wyndham	1 / 0	26,500	
Jewelry			
Helzberg Diamonds	1 / 0		
Kay Jewelers	1 / 0		
Zales	1 / 0		
Massage			
European Wax Center	2 / 0	1,400	
Massage Envy	1 / 0	3,000	
Waxing The City	1 / 0	1,800	
Mattress			
Mattress Firm	2 / 0	7,000	
Sleep Number	1 / 0	2,900	
Office Supply			
Office Depot	1 / 0	25,100	
Pet Stores			
Hollywood Feed	1 / 0		
Petco	1 / 0	15,900	
Petsense	1 / 0	5,500	
PetsMart	3 / 0	22,100	
Restaurants Bakery Bagels			
Auntie Anne's	1 / 0		
Crumbl Cookies	2 / 0	1,500	
Einstein Bros	1 / 0	2,200	
Nothing Bundt Cakes	2 / 0	2,000	
Panera Bread	3 / 0	5,100	

Blanchard, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Restaurants Casual			
Applebee's	2 / 0	5,400	
Baja Fresh	1 / 0	3,000	
BJ's Restaurant & Brewery	1 / 0	8,800	
Black Bear Diner	1 / 0	6,100	
Buffalo Wild Wings	2 / 0	6,600	
Cava	1 / 0	2,600	
Cheddar's	1 / 0	8,600	
Chili's	2 / 0	5,800	
Chuy's	1 / 0	8,800	
Cracker Barrel	1 / 0	9,900	
Denny's	2 / 0	5,800	
Five Guys	2 / 0	2,600	
Fuzzy's Taco Shop	1 / 0	4,300	
Golden Corral	2 / 0	11,700	
Hooters	1 / 0	6,800	
IHOP	4 / 0	4,800	
Longhorn Steakhouse	1 / 0	5,900	
Olive Garden	2 / 0	8,700	
Outback Steakhouse	2 / 0	6,800	
Pei Wei	1 / 0	3,700	
Red Lobster	2 / 0	8,400	
Red Robin	1 / 0	5,300	
Saltgrass	2 / 0	7,500	
Torchy's Tacos	1 / 0	3,700	
Waffle House	4 / 0	2,000	
Restaurants Coffee Donuts			
Dunkin' Donuts	5 / 0	2,300	
Dutch Bros Coffee	3 / 0	1,200	
Scooter's Coffee	5 / 0	700	
Starbucks	14 / 0	1,800	
Restaurants Fast Food Major			
Arby's	6 / 0	3,300	
Burger King	4 / 0	4,000	
Chick-fil-A	7 / 0	4,300	
Dairy Queen	3 / 0	1,700	
Jack in the Box	2 / 0	2,900	

Blanchard, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
KFC	5 / 0	3,100	
McDonald's	14 / 0	4,600	
Sonic	18 / 1	2,800	
Taco Bell	12 / 1	2,500	
Wendy's	6 / 0	3,300	
Restaurants Fast Food Minor			
A&W	1 / 0	2,800	
Carl's Jr.	2 / 0	3,400	
Chicken Express	4 / 0	3,000	
Chicken Salad Chick	1 / 0	3,100	
Chipotle	3 / 0	2,500	
Del Taco	2 / 0	2,800	
Freddy's	3 / 0	3,600	
Long John Silver's	1 / 0	2,600	
Panda Express	4 / 0	2,500	
Popeyes	2 / 0	2,700	
Qdoba	4 / 0	2,900	
Raising Cane's	4 / 0	3,000	
Salad and Go	1 / 0	700	
Slim Chickens	2 / 0	3,600	
Taco Bueno	3 / 0	2,600	
Whataburger	3 / 0	3,000	
Wingstop	3 / 0	2,000	
Zaxby's	2 / 0	3,600	
Restaurants Ice Cream Smoothie			
Andy's Frozen Custard	1 / 0	2,800	
Baskin-Robbins	1 / 0	2,200	
Braum's	11 / 1	5,100	
Menchie's	1 / 0	1,800	
Pinkberry	1 / 0	1,100	
Tropical Smoothie Cafe	6 / 0	1,700	
Restaurants Pizza			
CiCi's Pizza	2 / 0	5,200	
Domino's Pizza	5 / 1	2,100	
Godfather's Pizza	4 / 0	2,700	
Little Caesars	5 / 1	1,800	
Marco's Pizza	4 / 0	2,000	

Blanchard, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
MOD Pizza	1 / 0	3,100	
Papa John's	5 / 1	1,500	
Pizza Hut	6 / 0	2,800	
Restaurants Sandwich			
Firehouse Subs	2 / 0	2,300	
Jersey Mike's	3 / 0	14,600	
Jimmy John's	3 / 0	2,000	
McAlister's Deli	2 / 0	5,000	
Potbelly Sandwich Works	1 / 0	2,500	
Quiznos	1 / 0	1,600	
Schlotzsky's Deli	3 / 0	3,300	
Subway	13 / 1	1,700	
Self Storage			
Extra Space Storage	2 / 0	44,900	
Public Storage	5 / 0	33,500	
SecurCare Self Storage	3 / 0	55,900	
U Haul	1 / 0	45,900	
Shoes Footwear			
Boot Barn	1 / 0	11,000	
Browns Shoe Fit	1 / 0	6,000	
DSW	1 / 0	20,400	
Famous Footwear	1 / 0	9,700	
FinishLine	1 / 0	5,000	
Shoe Carnival	1 / 0	12,600	
Shoe Dept	1 / 0	6,500	
Shoe Dept Encore	1 / 0	16,000	
Skechers	1 / 0	7,600	
Zumiez	1 / 0	2,800	
Specialty			
GameStop	3 / 0	1,700	
Goodwill	9 / 0	24,100	
Guitar Center	1 / 0	15,500	
Hallmark	3 / 0	5,600	
Harley Davidson	1 / 0	27,200	
Party City	1 / 0	13,300	
ReStore	1 / 0	19,700	
Swig	2 / 0		

Blanchard, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
The Honey Baked Ham Co	1 / 0	2,400	
The Salvation Army	1 / 0	17,800	
Sporting Goods			
Academy Sports	1 / 0	71,300	
Champs Sports	1 / 0	3,500	
Dick's	1 / 0	48,700	
Hibbett Sports	1 / 0	7,600	
Play It Again Sports	1 / 0	5,500	
The Good Feet Store	1 / 0	2,000	
Wholesale			
Costco	1 / 0	149,900	
Sam's Club	2 / 0	134,000	
Wireless Stores			
AT&T	9 / 0	3,500	
Boost Mobile	2 / 0	1,600	
Cricket	4 / 0	1,600	
MetroPCS	4 / 0	1,900	
T-Mobile	8 / 0	1,800	
Verizon Wireless	2 / 0	3,800	
Worship			
Baptist	23 / 1		
Christian	12 / 0		
Episcopal	2 / 0		
Methodist	1 / 0		
Muslim	1 / 0		
Presbyterian	1 / 0		