

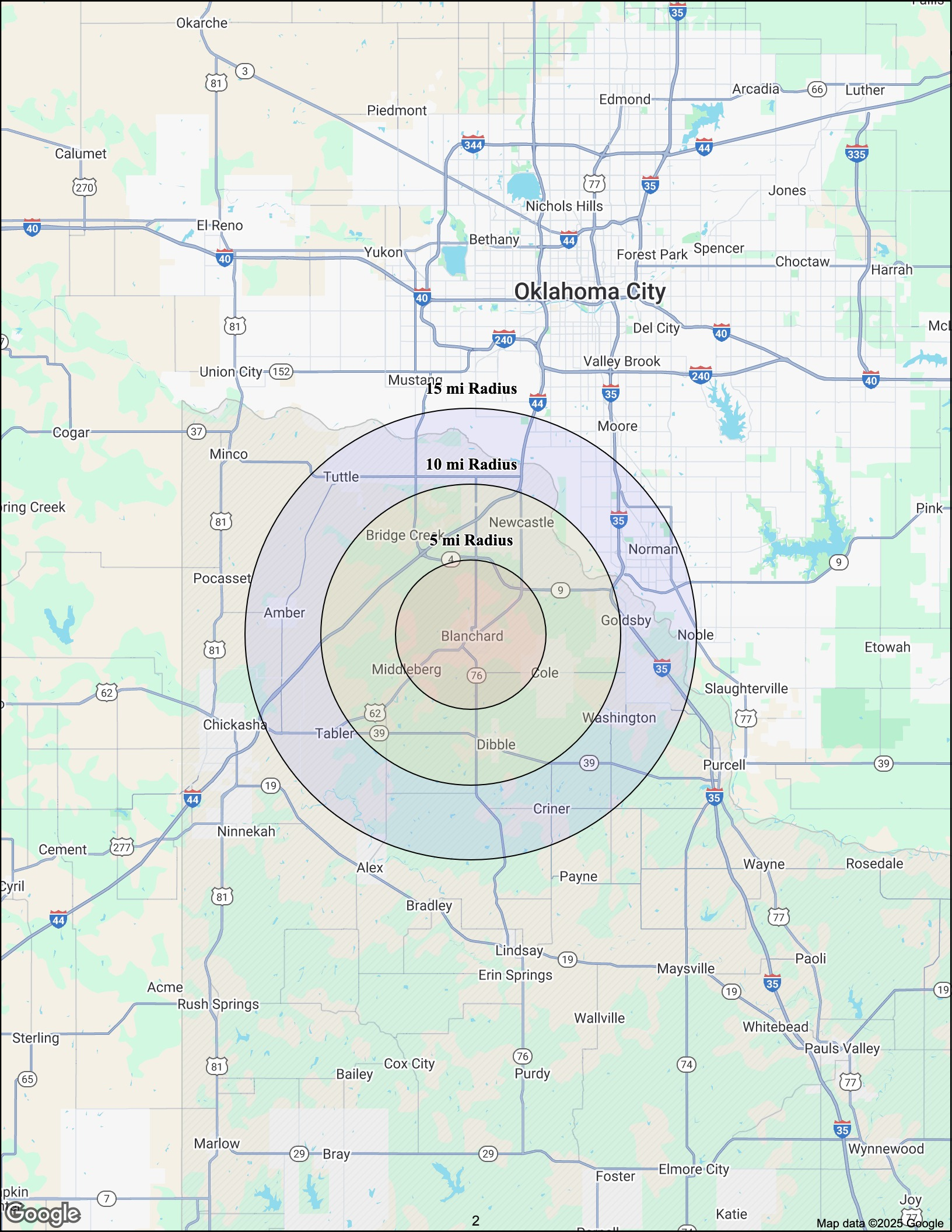
**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

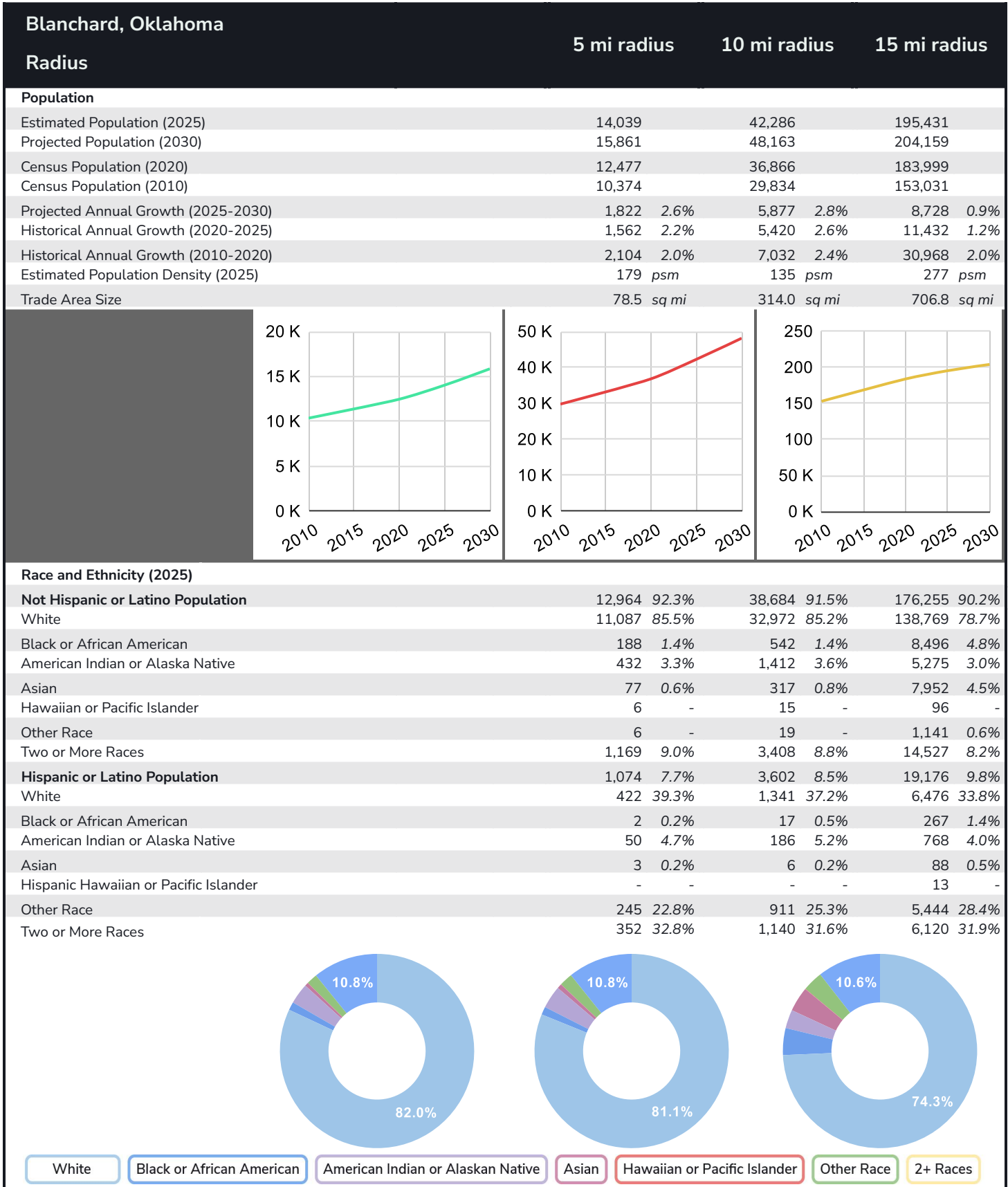
**Blanchard, Oklahoma  
Radius  
3rd Quarter 2025**

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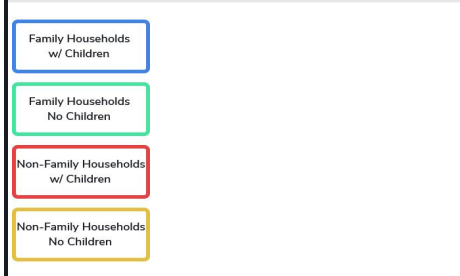
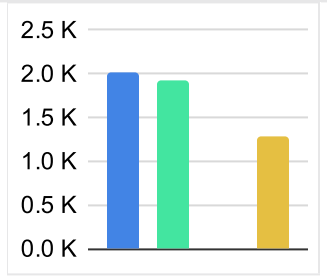
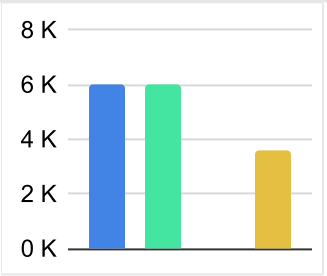
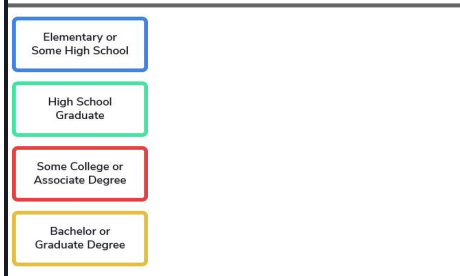
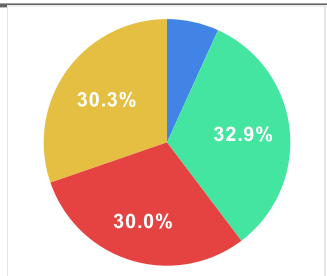
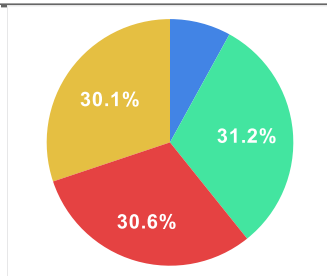
# Demographics







Blanchard, Oklahoma							
Radius	5 mi radius			10 mi radius		15 mi radius	
Age Distribution (2025)							
Age Under 5 Years	825	5.9%		2,349	5.6%	9,266	4.7%
Age 5 to 9 Years	912	6.5%		2,975	7.0%	11,095	5.7%
Age 10 to 14 Years	1,142	8.1%		3,292	7.8%	12,092	6.2%
Age 15 to 19 Years	983	7.0%		2,956	7.0%	16,427	8.4%
Age 20 to 24 Years	693	4.9%		2,150	5.1%	24,614	12.6%
Age 25 to 29 Years	827	5.9%		2,349	5.6%	13,212	6.8%
Age 30 to 34 Years	925	6.6%		2,691	6.4%	12,736	6.5%
Age 35 to 39 Years	955	6.8%		2,951	7.0%	12,668	6.5%
Age 40 to 44 Years	1,020	7.3%		3,264	7.7%	13,500	6.9%
Age 45 to 49 Years	887	6.3%		2,724	6.4%	10,908	5.6%
Age 50 to 54 Years	886	6.3%		2,732	6.5%	10,667	5.5%
Age 55 to 59 Years	843	6.0%		2,580	6.1%	9,569	4.9%
Age 60 to 64 Years	939	6.7%		2,786	6.6%	10,455	5.3%
Age 65 to 69 Years	733	5.2%		2,261	5.3%	9,289	4.8%
Age 70 to 74 Years	618	4.4%		1,843	4.4%	7,439	3.8%
Age 75 to 79 Years	428	3.0%		1,197	2.8%	5,354	2.7%
Age 80 to 84 Years	258	1.8%		719	1.7%	3,269	1.7%
Age 85 Years or Over	164	1.2%		466	1.1%	2,871	1.5%
Median Age	37.6			38.1		35.2	
Generation (2025)							
iGeneration (Age Under 15 Years)	2,879	20.5%		8,616	20.4%	32,453	16.6%
Generation 9/11 Millennials (Age 15 to 34 Years)	3,428	24.4%		10,146	24.0%	66,989	34.3%
Gen Xers (Age 35 to 49 Years)	2,862	20.4%		8,940	21.1%	37,077	19.0%
Baby Boomers (Age 50 to 74 Years)	4,019	28.6%		12,202	28.9%	47,419	24.3%
Silent Generation (Age 75 to 84 Years)	686	4.9%		1,916	4.5%	8,623	4.4%
G.I. Generation (Age 85 Years or Over)	164	1.2%		466	1.1%	2,871	1.5%

Blanchard, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Household Type (2025)</b>				
Total Households		5,214	15,593	77,274
Family Households		3,929 75.4%	12,012 77.0%	47,087 60.9%
Family Households with Children		2,013 51.2%	5,982 49.8%	23,686 50.3%
Family Households No Children		1,916 48.8%	6,030 50.2%	23,401 49.7%
Non-Family Households		1,285 24.6%	3,581 23.0%	30,187 39.1%
Non-Family Households with Children		1 -	6 0.2%	44 0.1%
Non-Family Households No Children		1,284 99.9%	3,575 99.8%	30,143 99.9%
				
<b>Education Attainment (2025)</b>				
Elementary or Some High School		644 6.8%	2,286 8.0%	8,504 7.0%
High School Graduate		3,120 32.9%	8,925 31.2%	28,350 23.2%
Some College or Associate Degree		2,847 30.0%	8,746 30.6%	36,321 29.8%
Bachelor or Graduate Degree		2,872 30.3%	8,608 30.1%	48,762 40.0%
				
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$122,564	\$121,660	\$105,345
Estimated Median Household Income		\$92,348	\$95,748	\$78,785
HH Income Under \$10,000		103 2.0%	261 1.7%	5,637 7.3%
HH Income \$10,000 to \$34,999		675 13.0%	2,114 13.6%	12,458 16.1%
HH Income \$35,000 to \$49,999		431 8.3%	1,268 8.1%	7,796 10.1%
HH Income \$50,000 to \$74,999		834 16.0%	2,326 14.9%	12,836 16.6%
HH Income \$75,000 to \$99,999		873 16.8%	2,412 15.5%	9,812 12.7%
HH Income \$100,000 to \$149,999		1,056 20.2%	3,752 24.1%	14,644 19.0%
HH Income \$150,000 or More		1,241 23.8%	3,461 22.2%	14,091 18.2%

Blanchard, Oklahoma							
Radius	5 mi radius			10 mi radius		15 mi radius	
Population							
Estimated Population (2025)	14,039		42,286		195,431		
Projected Population (2030)	15,861		48,163		204,159		
Census Population (2020)	12,477		36,866		183,999		
Census Population (2010)	10,374		29,834		153,031		
Projected Annual Growth (2025-2030)	1,822	2.6%	5,877	2.8%	8,728	0.9%	
Historical Annual Growth (2020-2025)	1,562	-	5,420	2.9%	11,432	1.2%	
Historical Annual Growth (2010-2020)	2,104	2.0%	7,032	2.4%	30,968	2.0%	
Estimated Population Density (2025)	179	psm	135	psm	277	psm	
Trade Area Size	78.5	sq mi	314.0	sq mi	706.8	sq mi	
Households							
Estimated Households (2025)	5,214		15,593		77,274		
Projected Households (2030)	6,007		18,118		83,405		
Census Households (2020)	4,562		13,333		70,233		
Census Households (2010)	3,811		10,880		59,575		
Projected Annual Growth (2025-2030)	793	3.0%	2,525	3.2%	6,131	1.6%	
Historical Annual Change (2010-2025)	1,403	2.5%	4,713	2.9%	17,698	2.0%	
Average Household Income							
Estimated Average Household Income (2025)	\$122,564		\$121,660		\$105,345		
Projected Average Household Income (2030)	\$120,194		\$119,164		\$104,126		
Census Average Household Income (2010)	\$62,241		\$65,082		\$64,515		
Census Average Household Income (2000)	\$47,089		\$52,204		\$49,823		
Projected Annual Change (2025-2030)	-\$2,371	-0.4%	-\$2,496	-0.4%	-\$1,219	-0.2%	
Historical Annual Change (2000-2025)	\$75,475	6.4%	\$69,456	5.3%	\$55,522	4.5%	
Median Household Income							
Estimated Median Household Income (2025)	\$92,348		\$95,748		\$78,785		
Projected Median Household Income (2030)	\$91,293		\$94,280		\$78,448		
Census Median Household Income (2010)	\$56,710		\$58,507		\$52,185		
Census Median Household Income (2000)	\$39,851		\$44,309		\$39,942		
Projected Annual Change (2025-2030)	-\$1,056	-0.2%	-\$1,467	-0.3%	-\$337	-	
Historical Annual Change (2000-2025)	\$52,497	5.3%	\$51,438	4.6%	\$38,843	3.9%	
Per Capita Income							
Estimated Per Capita Income (2025)	\$45,535		\$44,867		\$41,920		
Projected Per Capita Income (2030)	\$45,533		\$44,830		\$42,793		
Census Per Capita Income (2010)	\$22,869		\$23,730		\$25,114		
Census Per Capita Income (2000)	\$17,147		\$18,688		\$19,707		
Projected Annual Change (2025-2030)	-\$2	-	-\$37	-	\$873	0.4%	
Historical Annual Change (2000-2025)	\$28,388	6.6%	\$26,179	5.6%	\$22,213	4.5%	
Estimated Average Household Net Worth (2025)	\$1.2 M		\$1.2 M		\$967,838		



Blanchard, Oklahoma							
Radius	5 mi radius		10 mi radius		15 mi radius		
Race and Ethnicity							
Total Population (2025)	14,039		42,286		195,431		
White (2025)	11,509	82.0%	34,313	81.1%	145,245	74.3%	
Black or African American (2025)	190	1.4%	559	1.3%	8,763	4.5%	
American Indian or Alaska Native (2025)	482	3.4%	1,598	3.8%	6,043	3.1%	
Asian (2025)	80	0.6%	324	0.8%	8,039	4.1%	
Hawaiian or Pacific Islander (2025)	6	-	15	-	109	-	
Other Race (2025)	251	1.8%	930	2.2%	6,585	3.4%	
Two or More Races (2025)	1,521	10.8%	4,548	10.8%	20,646	10.6%	
Population < 18 (2025)	3,529	25.1%	10,597	25.1%	40,649	20.8%	
White Not Hispanic	2,484	70.4%	7,362	69.5%	25,340	62.3%	
Black or African American	63	1.8%	170	1.6%	2,127	5.2%	
Asian	24	0.7%	68	0.6%	1,382	3.4%	
Other Race Not Hispanic	556	15.8%	1,658	15.6%	6,241	15.4%	
Hispanic	403	11.4%	1,338	12.6%	5,557	13.7%	
Not Hispanic or Latino Population (2025)	12,964	92.3%	38,684	91.5%	176,255	90.2%	
Not Hispanic White	11,087	85.5%	32,972	85.2%	138,769	78.7%	
Not Hispanic Black or African American	188	1.4%	542	1.4%	8,496	4.8%	
Not Hispanic American Indian or Alaska Native	432	3.3%	1,412	3.6%	5,275	3.0%	
Not Hispanic Asian	77	0.6%	317	0.8%	7,952	4.5%	
Not Hispanic Hawaiian or Pacific Islander	6	-	15	-	96	-	
Not Hispanic Other Race	6	-	19	-	1,141	0.6%	
Not Hispanic Two or More Races	1,169	9.0%	3,408	8.8%	14,527	8.2%	
Hispanic or Latino Population (2025)	1,074	7.7%	3,602	8.5%	19,176	9.8%	
Hispanic White	422	39.3%	1,341	37.2%	6,476	33.8%	
Hispanic Black or African American	2	0.2%	17	0.5%	267	1.4%	
Hispanic American Indian or Alaska Native	50	4.7%	186	5.2%	768	4.0%	
Hispanic Asian	3	0.2%	6	0.2%	88	0.5%	
Hispanic Hawaiian or Pacific Islander	-	-	-	-	13	-	
Hispanic Other Race	245	22.8%	911	25.3%	5,444	28.4%	
Hispanic Two or More Races	352	32.8%	1,140	31.6%	6,120	31.9%	
Not Hispanic or Latino Population (2020)	11,795	94.5%	34,509	93.6%	168,127	91.4%	
Hispanic or Latino Population (2020)	682	5.5%	2,357	6.4%	15,872	8.6%	
Not Hispanic or Latino Population (2010)	9,965	96.1%	28,492	95.5%	143,756	93.9%	
Hispanic or Latino Population (2010)	409	3.9%	1,342	4.5%	9,276	6.1%	
Not Hispanic or Latino Population (2030)	14,131	89.1%	42,507	88.3%	181,294	88.8%	
Hispanic or Latino Population (2030)	1,730	10.9%	5,656	11.7%	22,865	11.2%	
Projected Annual Growth (2025-2030)	655	12.2%	2,054	11.4%	3,689	3.8%	
Historical Annual Growth (2010-2020)	273	6.7%	1,015	7.6%	6,596	7.1%	

Blanchard, Oklahoma							
Radius	5 mi radius		10 mi radius		15 mi radius		
Total Age Distribution (2025)							
Total Population	14,039		42,286		195,431		
Age Under 5 Years	825	5.9%	2,349	5.6%	9,266	4.7%	
Age 5 to 9 Years	912	6.5%	2,975	7.0%	11,095	5.7%	
Age 10 to 14 Years	1,142	8.1%	3,292	7.8%	12,092	6.2%	
Age 15 to 19 Years	983	7.0%	2,956	7.0%	16,427	8.4%	
Age 20 to 24 Years	693	4.9%	2,150	5.1%	24,614	12.6%	
Age 25 to 29 Years	827	5.9%	2,349	5.6%	13,212	6.8%	
Age 30 to 34 Years	925	6.6%	2,691	6.4%	12,736	6.5%	
Age 35 to 39 Years	955	6.8%	2,951	7.0%	12,668	6.5%	
Age 40 to 44 Years	1,020	7.3%	3,264	7.7%	13,500	6.9%	
Age 45 to 49 Years	887	6.3%	2,724	6.4%	10,908	5.6%	
Age 50 to 54 Years	886	6.3%	2,732	6.5%	10,667	5.5%	
Age 55 to 59 Years	843	6.0%	2,580	6.1%	9,569	4.9%	
Age 60 to 64 Years	939	6.7%	2,786	6.6%	10,455	5.3%	
Age 65 to 69 Years	733	5.2%	2,261	5.3%	9,289	4.8%	
Age 70 to 74 Years	618	4.4%	1,843	4.4%	7,439	3.8%	
Age 75 to 79 Years	428	3.0%	1,197	2.8%	5,354	2.7%	
Age 80 to 84 Years	258	1.8%	719	1.7%	3,269	1.7%	
Age 85 Years or Over	164	1.2%	466	1.1%	2,871	1.5%	
Median Age	37.6		38.1		35.2		
Age 19 Years or Less	3,862	27.5%	11,572	27.4%	48,880	25.0%	
Age 20 to 64 Years	7,975	56.8%	24,228	57.3%	118,329	60.5%	
Age 65 Years or Over	2,202	15.7%	6,486	15.3%	28,222	14.4%	
Female Age Distribution (2025)							
Female Population	7,081	50.4%	21,228	50.2%	94,065	48.1%	
Age Under 5 Years	411	5.8%	1,131	5.3%	4,464	4.7%	
Age 5 to 9 Years	460	6.5%	1,523	7.2%	5,568	5.9%	
Age 10 to 14 Years	553	7.8%	1,558	7.3%	5,791	6.2%	
Age 15 to 19 Years	483	6.8%	1,471	6.9%	6,508	6.9%	
Age 20 to 24 Years	352	5.0%	1,064	5.0%	10,052	10.7%	
Age 25 to 29 Years	425	6.0%	1,208	5.7%	6,221	6.6%	
Age 30 to 34 Years	485	6.9%	1,403	6.6%	6,321	6.7%	
Age 35 to 39 Years	489	6.9%	1,484	7.0%	6,395	6.8%	
Age 40 to 44 Years	495	7.0%	1,596	7.5%	6,798	7.2%	
Age 45 to 49 Years	440	6.2%	1,370	6.5%	5,398	5.7%	
Age 50 to 54 Years	442	6.2%	1,351	6.4%	5,302	5.6%	
Age 55 to 59 Years	413	5.8%	1,276	6.0%	4,892	5.2%	
Age 60 to 64 Years	482	6.8%	1,427	6.7%	5,433	5.8%	
Age 65 to 69 Years	388	5.5%	1,177	5.5%	4,882	5.2%	
Age 70 to 74 Years	326	4.6%	986	4.6%	4,015	4.3%	
Age 75 to 79 Years	224	3.2%	608	2.9%	2,774	2.9%	
Age 80 to 84 Years	136	1.9%	373	1.8%	1,780	1.9%	
Age 85 Years or Over	78	1.1%	222	1.0%	1,470	1.6%	
Female Median Age	37.8		38.3		36.5		
Age 19 Years or Less	1,907	26.9%	5,684	26.8%	22,332	23.7%	
Age 20 to 64 Years	4,023	56.8%	12,179	57.4%	56,812	60.4%	
Age 65 Years or Over	1,152	16.3%	3,366	15.9%	14,921	15.9%	

Blanchard, Oklahoma							
Radius	5 mi radius			10 mi radius		15 mi radius	
Male Age Distribution (2025)							
Male Population	6,958	49.6%		21,058	49.8%	101,366	51.9%
Age Under 5 Years	414	6.0%		1,218	5.8%	4,802	4.7%
Age 5 to 9 Years	452	6.5%		1,452	6.9%	5,527	5.5%
Age 10 to 14 Years	589	8.5%		1,734	8.2%	6,301	6.2%
Age 15 to 19 Years	500	7.2%		1,484	7.0%	9,919	9.8%
Age 20 to 24 Years	341	4.9%		1,086	5.2%	14,562	14.4%
Age 25 to 29 Years	402	5.8%		1,142	5.4%	6,990	6.9%
Age 30 to 34 Years	440	6.3%		1,288	6.1%	6,415	6.3%
Age 35 to 39 Years	466	6.7%		1,467	7.0%	6,273	6.2%
Age 40 to 44 Years	525	7.5%		1,669	7.9%	6,703	6.6%
Age 45 to 49 Years	447	6.4%		1,355	6.4%	5,510	5.4%
Age 50 to 54 Years	444	6.4%		1,381	6.6%	5,365	5.3%
Age 55 to 59 Years	430	6.2%		1,304	6.2%	4,677	4.6%
Age 60 to 64 Years	458	6.6%		1,359	6.5%	5,021	5.0%
Age 65 to 69 Years	345	5.0%		1,084	5.1%	4,408	4.3%
Age 70 to 74 Years	292	4.2%		856	4.1%	3,424	3.4%
Age 75 to 79 Years	204	2.9%		589	2.8%	2,580	2.5%
Age 80 to 84 Years	122	1.8%		346	1.6%	1,488	1.5%
Age 85 Years or Over	86	1.2%		244	1.2%	1,401	1.4%
Male Median Age	37.4			37.8		34.1	
Age 19 Years or Less	1,956	28.1%		5,888	28.0%	26,548	26.2%
Age 20 to 64 Years	3,952	56.8%		12,050	57.2%	61,517	60.7%
Age 65 Years or Over	1,050	15.1%		3,120	14.8%	13,301	13.1%
Males per 100 Females (2025)							
Overall Comparison	98			99		108	
Age Under 5 Years	101	50.2%		108	51.8%	108	51.8%
Age 5 to 9 Years	98	49.6%		95	48.8%	99	49.8%
Age 10 to 14 Years	107	51.6%		111	52.7%	109	52.1%
Age 15 to 19 Years	104	50.9%		101	50.2%	152	60.4%
Age 20 to 24 Years	97	49.2%		102	50.5%	145	59.2%
Age 25 to 29 Years	95	48.7%		95	48.6%	112	52.9%
Age 30 to 34 Years	91	47.5%		92	47.9%	102	50.4%
Age 35 to 39 Years	95	48.8%		99	49.7%	98	49.5%
Age 40 to 44 Years	106	51.4%		105	51.1%	99	49.6%
Age 45 to 49 Years	102	50.4%		99	49.7%	102	50.5%
Age 50 to 54 Years	100	50.1%		102	50.5%	101	50.3%
Age 55 to 59 Years	104	51.0%		102	50.5%	96	48.9%
Age 60 to 64 Years	95	48.7%		95	48.8%	92	48.0%
Age 65 to 69 Years	89	47.1%		92	47.9%	90	47.4%
Age 70 to 74 Years	90	47.3%		87	46.5%	85	46.0%
Age 75 to 79 Years	91	47.7%		97	49.2%	93	48.2%
Age 80 to 84 Years	90	47.4%		93	48.2%	84	45.5%
Age 85 Years or Over	110	52.4%		110	52.4%	95	48.8%
Age 19 Years or Less	103	50.6%		104	50.9%	119	54.3%
Age 20 to 39 Years	94	48.5%		97	49.1%	118	54.2%
Age 40 to 64 Years	101	50.3%		101	50.2%	98	49.5%
Age 65 Years or Over	91	47.7%		93	48.1%	89	47.1%

Blanchard, Oklahoma							
Radius	5 mi radius		10 mi radius		15 mi radius		
Household Type (2025)							
Total Households	5,214		15,593		77,274		
Households with Children	2,015	38.6%	5,988	38.4%	23,730	30.7%	
Average Household Size	2.7		2.7		2.4		
Household Density per Square Mile	66		50		109		
Population Family	12,256	87.3%	37,475	88.6%	142,878	73.1%	
Population Non-Family	1,748	12.5%	4,775	11.3%	42,679	21.8%	
Population Group Quarters	35	0.2%	36	-	9,874	5.1%	
Family Households	3,929	75.4%	12,012	77.0%	47,087	60.9%	
Married Couple Households	3,241	82.5%	9,850	82.0%	35,717	75.9%	
Other Family Households with Children	688	17.5%	2,163	18.0%	11,370	24.1%	
Family Households with Children	2,013	51.2%	5,982	49.8%	23,686	50.3%	
Married Couple with Children	1,572	78.1%	4,643	77.6%	16,951	71.6%	
Other Family Households with Children	441	21.9%	1,339	22.4%	6,736	28.4%	
Family Households No Children	1,916	48.8%	6,030	50.2%	23,401	49.7%	
Married Couple No Children	1,669	87.1%	5,207	86.3%	18,766	80.2%	
Other Family Households No Children	247	12.9%	823	13.7%	4,635	19.8%	
Non-Family Households	1,285	24.6%	3,581	23.0%	30,187	39.1%	
Non-Family Households with Children	1	-	6	0.2%	44	0.1%	
Non-Family Households No Children	1,284	99.9%	3,575	99.8%	30,143	99.9%	
Average Family Household Size	3.1		3.1		3.0		
Average Family Income	\$145,672		\$140,262		\$134,724		
Median Family Income	\$111,685		\$110,720		\$103,584		
Average Non-Family Household Size	1.4		1.3		1.4		
Marital Status (2025)							
Population Age 15 Years or Over	11,160		33,670		162,978		
Never Married	2,090	18.7%	6,832	20.3%	58,224	35.7%	
Currently Married	6,988	62.6%	20,825	61.9%	76,801	47.1%	
Previously Married	2,082	18.7%	6,012	17.9%	27,953	17.2%	
Separated	315	15.1%	879	14.6%	4,403	15.8%	
Widowed	496	23.8%	1,541	25.6%	6,391	22.9%	
Divorced	1,270	61.0%	3,592	59.7%	17,160	61.4%	
Educational Attainment (2025)							
Adult Population Age 25 Years or Over	9,484		28,564		121,937		
Elementary (Grade Level 0 to 8)	143	1.5%	527	1.8%	2,706	2.2%	
Some High School (Grade Level 9 to 11)	501	5.3%	1,758	6.2%	5,798	4.8%	
High School Graduate	3,120	32.9%	8,925	31.2%	28,350	23.2%	
Some College	2,222	23.4%	6,538	22.9%	26,684	21.9%	
Associate Degree Only	626	6.6%	2,207	7.7%	9,638	7.9%	
Bachelor Degree Only	2,174	22.9%	6,198	21.7%	28,067	23.0%	
Graduate Degree	698	7.4%	2,410	8.4%	20,695	17.0%	
Any College (Some College or Higher)	5,719	60.3%	17,354	60.8%	85,083	69.8%	
College Degree + (Bachelor Degree or Higher)	2,872	30.3%	8,608	30.1%	48,762	40.0%	

Blanchard, Oklahoma									
Radius		5 mi radius		10 mi radius		15 mi radius			
Housing									
Total Housing Units (2025)		5,478		16,378		81,710			
Total Housing Units (2020)		4,859		14,122		76,212			
Historical Annual Growth (2020-2025)		619 -		2,256 -		5,497 -			
Housing Units Occupied (2025)		5,214 95.2%		15,593 95.2%		77,274 94.6%			
Housing Units Owner-Occupied		4,169 80.0%		12,865 82.5%		46,530 60.2%			
Housing Units Renter-Occupied		1,045 20.0%		2,728 17.5%		30,744 39.8%			
Housing Units Vacant (2025)		264 4.8%		785 4.8%		4,436 5.4%			
Household Size (2025)									
Total Households		5,214		15,593		77,274			
1 Person Households		1,025 19.7%		2,881 18.5%		22,932 29.7%			
2 Person Households		1,957 37.5%		5,963 38.2%		27,298 35.3%			
3 Person Households		853 16.4%		2,604 16.7%		11,099 14.4%			
4 Person Households		761 14.6%		2,281 14.6%		9,442 12.2%			
5 Person Households		384 7.4%		1,203 7.7%		4,193 5.4%			
6 Person Households		153 2.9%		407 2.6%		1,509 2.0%			
7 or More Person Households		83 1.6%		254 1.6%		801 1.0%			
Household Income Distribution (2025)									
HH Income \$200,000 or More		638 12.2%		1,755 11.3%		7,305 9.5%			
HH Income \$150,000 to \$199,999		602 11.6%		1,706 10.9%		6,785 8.8%			
HH Income \$125,000 to \$149,999		497 9.5%		1,833 11.8%		6,403 8.3%			
HH Income \$100,000 to \$124,999		558 10.7%		1,919 12.3%		8,241 10.7%			
HH Income \$75,000 to \$99,999		873 16.8%		2,412 15.5%		9,812 12.7%			
HH Income \$50,000 to \$74,999		834 16.0%		2,326 14.9%		12,836 16.6%			
HH Income \$35,000 to \$49,999		431 8.3%		1,268 8.1%		7,796 10.1%			
HH Income \$25,000 to \$34,999		386 7.4%		1,038 6.7%		5,844 7.6%			
HH Income \$15,000 to \$24,999		199 3.8%		721 4.6%		4,519 5.8%			
HH Income \$10,000 to \$14,999		91 1.7%		355 2.3%		2,095 2.7%			
HH Income Under \$10,000		103 2.0%		261 1.7%		5,637 7.3%			
Household Vehicles (2025)									
Households 0 Vehicles Available		102 1.9%		318 2.0%		3,924 5.1%			
Households 1 Vehicle Available		978 18.8%		2,933 18.8%		24,046 31.1%			
Households 2 Vehicles Available		2,429 46.6%		6,643 42.6%		30,801 39.9%			
Households 3 or More Vehicles Available		1,705 32.7%		5,700 36.6%		18,504 23.9%			
Total Vehicles Available		11,613		35,877		149,178			
Average Vehicles per Household		2.2		2.3		1.9			
Owner-Occupied Household Vehicles		9,848 84.8%		31,349 87.4%		103,420 69.3%			
Average Vehicles per Owner-Occupied Household		2.4		2.4		2.2			
Renter-Occupied Household Vehicles		1,765 15.2%		4,528 12.6%		45,758 30.7%			
Average Vehicles per Renter-Occupied Household		1.7		1.7		1.5			
Travel Time (2025)									
Worker Base Age 16 years or Over		7,450		21,695		104,309			
Travel to Work in 14 Minutes or Less		1,140 15.3%		3,200 14.7%		27,008 25.9%			
Travel to Work in 15 to 29 Minutes		1,841 24.7%		6,300 29.0%		31,609 30.3%			
Travel to Work in 30 to 59 Minutes		3,260 43.8%		8,644 39.8%		29,835 28.6%			
Travel to Work in 60 Minutes or More		436 5.8%		1,263 5.8%		5,305 5.1%			
Work at Home		773 10.4%		2,288 10.5%		10,553 10.1%			
Average Minutes Travel to Work		30.1		28.8		22.3			

Blanchard, Oklahoma							
Radius	5 mi radius		10 mi radius		15 mi radius		
Transportation To Work (2025)							
Worker Base Age 16 years or Over	7,450		21,695		104,309		
Drive to Work Alone	6,113	82.0%	17,537	80.8%	79,630	76.3%	
Drive to Work in Carpool	473	6.3%	1,536	7.1%	9,314	8.9%	
Travel to Work by Public Transportation	-	-	20	-	488	0.5%	
Drive to Work on Motorcycle	-	-	20	-	36	-	
Bicycle to Work	-	-	2	-	259	0.2%	
Walk to Work	84	1.1%	138	0.6%	3,416	3.3%	
Other Means	5	-	153	0.7%	613	0.6%	
Work at Home	773	10.4%	2,288	10.5%	10,553	10.1%	
Daytime Demographics (2025)							
Total Businesses	173		719		6,160		
Total Employees	851		3,820		55,532		
Company Headquarter Businesses	3	1.4%	19	2.7%	141	2.3%	
Company Headquarter Employees	26	3.1%	304	8.0%	6,852	12.3%	
Employee Population per Business	4.9	to 1	5.3	to 1	9.0	to 1	
Residential Population per Business	81.1	to 1	58.8	to 1	31.7	to 1	
Adj. Daytime Demographics Age 16 Years or Over	4,268		14,900		110,664		
Labor Force							
Labor Population Age 16 Years or Over (2025)	10,939		32,963		160,192		
Labor Force Total Males (2025)	5,409	49.4%	16,322	49.5%	83,269	52.0%	
Male Civilian Employed	3,854	71.3%	11,526	70.6%	56,626	68.0%	
Male Civilian Unemployed	136	2.5%	354	2.2%	1,989	2.4%	
Males in Armed Forces	72	1.3%	175	1.1%	645	0.8%	
Males Not in Labor Force	1,346	24.9%	4,268	26.1%	24,010	28.8%	
Labor Force Total Females (2025)	5,530	50.6%	16,641	50.5%	76,923	48.0%	
Female Civilian Employed	3,596	65.0%	10,169	61.1%	47,722	62.0%	
Female Civilian Unemployed	174	3.1%	371	2.2%	1,629	2.1%	
Females in Armed Forces	-	-	13	-	69	-	
Females Not in Labor Force	1,760	31.8%	6,088	36.6%	27,504	35.8%	
Unemployment Rate	310	2.8%	725	2.2%	3,618	2.3%	
Occupation (2025)							
Occupation Population Age 16 Years or Over	7,450		21,695		104,309		
Occupation Total Males	3,854	51.7%	11,526	53.1%	56,587	54.2%	
Occupation Total Females	3,596	48.3%	10,169	46.9%	47,722	45.8%	
Management, Business, Financial Operations	1,467	19.7%	3,796	17.5%	16,633	15.9%	
Professional, Related	1,610	21.6%	5,152	23.7%	27,140	26.0%	
Service	1,203	16.1%	3,171	14.6%	17,652	16.9%	
Sales, Office	1,515	20.3%	4,502	20.8%	21,402	20.5%	
Farming, Fishing, Forestry	48	0.6%	94	0.4%	217	0.2%	
Construction, Extraction, Maintenance	889	11.9%	2,656	12.2%	10,451	10.0%	
Production, Transport, Material Moving	719	9.7%	2,325	10.7%	10,814	10.4%	
White Collar Workers	4,592	61.6%	13,450	62.0%	65,175	62.5%	
Blue Collar Workers	2,858	38.4%	8,245	38.0%	39,134	37.5%	



Blanchard, Oklahoma							
Radius	5 mi radius		10 mi radius		15 mi radius		
Units In Structure (2025)							
Total Units	5,214		15,593		77,274		
1 Detached Unit	4,263	81.8%	12,639	81.1%	53,060	68.7%	
1 Attached Unit	119	2.3%	227	1.5%	1,826	2.4%	
2 Units	23	0.4%	174	1.1%	1,788	2.3%	
3 to 4 Units	56	1.1%	169	1.1%	2,794	3.6%	
5 to 9 Units	153	2.9%	272	1.7%	4,717	6.1%	
10 to 19 Units	3	-	68	0.4%	4,739	6.1%	
20 to 49 Units	46	0.9%	53	0.3%	1,468	1.9%	
50 or More Units	28	0.5%	117	0.7%	2,867	3.7%	
Mobile Home or Trailer	513	9.8%	1,824	11.7%	3,928	5.1%	
Other Structure	10	0.2%	52	0.3%	86	0.1%	
Homes Built By Year (2025)							
Homes Built 2020 or later	151	2.8%	731	4.5%	2,627	3.2%	
Homes Built 2010 to 2019	1,208	22.1%	3,647	22.3%	15,424	18.9%	
Homes Built 2000 to 2009	1,505	27.5%	3,764	23.0%	14,798	18.1%	
Homes Built 1990 to 1999	586	10.7%	1,935	11.8%	9,224	11.3%	
Homes Built 1980 to 1989	630	11.5%	2,058	12.6%	10,162	12.4%	
Homes Built 1970 to 1979	484	8.8%	1,921	11.7%	12,750	15.6%	
Homes Built 1960 to 1969	278	5.1%	632	3.9%	5,606	6.9%	
Homes Built 1950 to 1959	186	3.4%	372	2.3%	3,305	4.0%	
Homes Built 1940 to 1949	109	2.0%	240	1.5%	1,719	2.1%	
Homes Built Before 1939	78	1.4%	293	1.8%	1,658	2.0%	
Median Age of Homes	29.7	yrs	29.4	yrs	34.0	yrs	
Home Values (2025)							
Owner Specified Housing Units	4,169		12,865		46,530		
Home Values \$1,000,000 or More	9	0.2%	41	0.3%	682	1.5%	
Home Values \$750,000 to \$999,999	23	0.6%	207	1.6%	957	2.1%	
Home Values \$500,000 to \$749,999	228	5.5%	851	6.6%	2,990	6.4%	
Home Values \$400,000 to \$499,999	411	9.9%	1,045	8.1%	5,034	10.8%	
Home Values \$300,000 to \$399,999	937	22.5%	2,584	20.1%	9,007	19.4%	
Home Values \$250,000 to \$299,999	722	17.3%	1,861	14.5%	6,490	13.9%	
Home Values \$200,000 to \$249,999	431	10.3%	2,024	15.7%	8,559	18.4%	
Home Values \$175,000 to \$199,999	454	10.9%	1,113	8.7%	2,962	6.4%	
Home Values \$150,000 to \$174,999	289	6.9%	1,013	7.9%	2,991	6.4%	
Home Values \$125,000 to \$149,999	248	6.0%	495	3.9%	1,727	3.7%	
Home Values \$100,000 to \$124,999	141	3.4%	577	4.5%	1,738	3.7%	
Home Values \$90,000 to \$99,999	26	0.6%	110	0.9%	279	0.6%	
Home Values \$80,000 to \$89,999	41	1.0%	128	1.0%	350	0.8%	
Home Values \$70,000 to \$79,999	17	0.4%	79	0.6%	243	0.5%	
Home Values \$60,000 to \$69,999	37	0.9%	139	1.1%	222	0.5%	
Home Values \$50,000 to \$59,999	6	0.1%	62	0.5%	215	0.5%	
Home Values \$35,000 to \$49,999	25	0.6%	66	0.5%	207	0.4%	
Home Values \$25,000 to \$34,999	46	1.1%	125	1.0%	230	0.5%	
Home Values \$10,000 to \$24,999	35	0.8%	178	1.4%	1,106	2.4%	
Home Values Under \$10,000	40	1.0%	167	1.3%	540	1.2%	
Owner-Occupied Median Home Value	\$266,909		\$262,823		\$276,281		
Renter-Occupied Median Rent	\$793		\$819		\$937		

Blanchard, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Total Annual Consumer Expenditure (2025)</b>				
Total Household Expenditure		\$587 M	\$1.75 B	\$7.64 B
Total Non-Retail Expenditure		\$286.77 M	\$849.1 M	\$3.77 B
Total Retail Expenditure		\$300.23 M	\$901.33 M	\$3.87 B
Alcoholic Beverages		\$3.61 M	\$10.78 M	\$46.77 M
Apparel		\$10.89 M	\$32.55 M	\$141.76 M
Contributions		\$18.94 M	\$56.25 M	\$241.89 M
Education		\$13.47 M	\$40.08 M	\$172.94 M
Entertainment		\$33.66 M	\$100.69 M	\$439.53 M
Food Away From Home		\$25.91 M	\$77.44 M	\$336.85 M
Grocery		\$38.09 M	\$115.05 M	\$510.15 M
Health Care		\$34.95 M	\$104.33 M	\$484.98 M
Household Furnishings and Equipment		\$15.68 M	\$46.82 M	\$203.4 M
Household Operations		\$10.97 M	\$32.83 M	\$143.49 M
Miscellaneous Expenses		\$10.07 M	\$30.1 M	\$131.1 M
Personal Care		\$7.51 M	\$22.61 M	\$99.75 M
Shelter		\$89.57 M	\$266.61 M	\$1.24 B
Tax and Retirement		\$143.37 M	\$421.21 M	\$1.78 B
Tobacco and Related		\$2.78 M	\$8.54 M	\$39.33 M
Transportation		\$100.41 M	\$302.54 M	\$1.27 B
Utilities		\$27.12 M	\$82.01 M	\$364.28 M
<b>Monthly Household Consumer Expenditure (2025)</b>				
Total Household Expenditure		\$9,381	\$9,355	\$8,243
Total Non-Retail Expenditure		\$4,583 48.9%	\$4,538 48.5%	\$4,066 49.3%
Total Retail Expenditures		\$4,798 51.1%	\$4,817 51.5%	\$4,177 50.7%
Alcoholic Beverages		\$58 0.6%	\$58 0.6%	\$50 0.6%
Apparel		\$174 1.9%	\$174 1.9%	\$153 1.9%
Contributions		\$303 3.2%	\$301 3.2%	\$261 3.2%
Education		\$215 2.3%	\$214 2.3%	\$187 2.3%
Entertainment		\$538 5.7%	\$538 5.8%	\$474 5.8%
Food Away From Home		\$414 4.4%	\$414 4.4%	\$363 4.4%
Grocery		\$609 6.5%	\$615 6.6%	\$550 6.7%
Health Care		\$559 6.0%	\$558 6.0%	\$523 6.3%
Household Furnishings and Equipment		\$251 2.7%	\$250 2.7%	\$219 2.7%
Household Operations		\$175 1.9%	\$175 1.9%	\$155 1.9%
Miscellaneous Expenses		\$161 1.7%	\$161 1.7%	\$141 1.7%
Personal Care		\$120 1.3%	\$121 1.3%	\$108 1.3%
Shelter		\$1,431 15.3%	\$1,425 15.2%	\$1,337 16.2%
Tax and Retirement		\$2,291 24.4%	\$2,251 24.1%	\$1,920 24.1%
Tobacco and Related		\$44 0.5%	\$46 0.5%	\$42 0.5%
Transportation		\$1,605 17.1%	\$1,617 17.3%	\$1,367 16.6%
Utilities		\$433 4.6%	\$438 4.7%	\$393 4.8%

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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

Blanchard, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$18.23 M / \$1.36 M	93	\$54.58 M / \$3.7 M	93	\$239.63 M / \$158.85 M	34
Men's Clothing Stores	\$719.73 K / -	100	\$2.17 M / -	100	\$9.61 M / \$4.3 M	55
Women's Clothing Stores	\$1.56 M / \$439.93 K	72	\$4.66 M / \$1.39 M	70	\$20.32 M / \$13.47 M	34
Children's, Infants' Clothing Stores	\$1.54 M / -	100	\$4.58 M / -	100	\$19.79 M / -	100
Family Clothing Stores	\$9.09 M / -	100	\$27.24 M / -	100	\$118.56 M / \$91.32 M	23
Clothing Accessory Stores	\$409.66 K / -	100	\$1.23 M / -	100	\$5.43 M / \$4.89 M	10
Other Apparel Stores	\$546.93 K / -	100	\$1.64 M / \$228.96 K	86	\$7.16 M / \$3.19 M	55
Shoe Stores	\$3.55 M / \$924.71 K	74	\$10.62 M / \$1.76 M	83	\$47.62 M / \$40.45 M	15
Jewelry Stores	\$733.26 K / -	100	\$2.18 M / \$327.54 K	85	\$9.93 M / \$1.23 M	88
Luggage Stores	\$88.19 K / -	100	\$264.3 K / -	100	\$1.22 M / -	100
<b>Furniture, Home Furnishings Stores</b>	\$16.15 M / \$729.03 K	95	\$48.54 M / \$8.27 M	83	\$212.09 M / \$94.76 M	55
Furniture Stores	\$7.16 M / \$729.03 K	90	\$21.62 M / \$6.78 M	69	\$95.67 M / \$43.78 M	54
Floor Covering Stores	\$1.03 M / -	100	\$3.09 M / \$1.48 M	52	\$13.69 M / \$4.28 M	69
Other Home Furnishing Stores	\$7.96 M / -	100	\$23.82 M / -	100	\$102.73 M / \$46.69 M	55
<b>Electronics, Appliance Stores</b>	\$15.96 M / \$2.05 M	87	\$48.07 M / \$6.24 M	87	\$205.34 M / \$53.85 M	74
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$15.56 M / \$1.16 M	93	\$46.63 M / \$14.79 M	68	\$204.47 M / \$125.9 M	38
Home Centers	\$8.71 M / -	100	\$26.12 M / \$4.62 M	82	\$114.53 M / \$77.11 M	33
Paint, Wallpaper Stores	\$1.89 M / -	100	\$5.64 M / \$4.8 M	15	\$24.63 M / \$18.41 M	25
Hardware Stores	\$968.21 K / \$-1	100	\$2.9 M / \$831.9 K	71	\$12.75 M / \$7.38 M	42
Other Building Materials Stores	\$2.72 M / -	100	\$8.18 M / \$2.41 M	71	\$35.9 M / \$15.91 M	56
Outdoor Power Equipment Stores	\$165.13 K / -	100	\$494.87 K / -	100	\$2.18 M / -	100
Nursery, Garden Stores	\$1.1 M / \$1.16 M	-5	\$3.29 M / \$2.13 M	35	\$14.48 M / \$7.09 M	51
<b>Food, Beverage Stores</b>	\$24.81 M / \$3.06 M	88	\$74.31 M / \$9.06 M	88	\$317.51 M / \$197.59 M	38
Grocery Stores	\$18.91 M / \$2.15 M	89	\$56.75 M / \$5.89 M	90	\$242.59 M / \$155.44 M	36
Convenience Stores	\$1.72 M / \$798.42 K	54	\$5.16 M / \$2.08 M	60	\$21.88 M / \$19.16 M	12
Meat Markets	\$111.86 K / \$-1	100	\$334.4 K / \$-2	100	\$1.46 M / \$366.38 K	75
Fish, Seafood Markets	\$38.66 K / -	100	\$115.52 K / -	100	\$502.79 K / \$-1	100
Fruit, Vegetable Markets	\$73.27 K / \$94.16 K	-22	\$219.08 K / \$94.16 K	57	\$952.78 K / \$188.32 K	80
Other Specialty Food Markets	\$151.27 K / \$14.51 K	90	\$452.29 K / \$77.5 K	83	\$1.96 M / \$582.02 K	70
Liquor Stores	\$3.8 M / -	100	\$11.28 M / \$924.65 K	92	\$48.17 M / \$21.85 M	55

Blanchard, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$16.92 M / \$5.82 M	66	\$51.64 M / \$18.58 M	64	\$195.98 M / \$146.96 M	25
Pharmacy, Drug Stores	\$14.88 M / \$5.82 M	61	\$45.38 M / \$18.39 M	59	\$172.9 M / \$134.42 M	22
Cosmetics, Beauty Stores	\$875.37 K / -	100	\$2.68 M / -	100	\$9.9 M / \$2.43 M	75
Optical Goods Stores	\$236.29 K / -	100	\$741.75 K / \$24.32 K	97	\$2.61 M / \$1.68 M	36
Other Health, Personal Care Stores	\$927.25 K / -	100	\$2.83 M / \$170.64 K	94	\$10.57 M / \$8.43 M	20
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$18.35 M / \$3.38 M	82	\$54.94 M / \$6.46 M	88	\$241.48 M / \$121.13 M	50
Sporting Goods Stores	\$7.15 M / \$1.5 M	79	\$21.45 M / \$2.55 M	88	\$94.05 M / \$55.41 M	41
Hobby, Toy, Game Stores	\$4.91 M / \$1.88 M	62	\$14.77 M / \$2.01 M	86	\$65.31 M / \$21.09 M	68
Sewing, Needlecraft Stores	\$3.43 M / -	100	\$10.18 M / \$1.91 M	81	\$45.81 M / \$20.97 M	54
Musical Instrument Stores	\$1.47 M / -	100	\$4.35 M / -	100	\$18.5 M / \$10.57 M	43
Book Stores	\$1.39 M / -	100	\$4.19 M / -	100	\$17.81 M / \$13.09 M	27
<b>General Merchandise Stores</b>	\$59.28 M / \$853.24 K	99	\$178.25 M / \$3.73 M	98	\$767.74 M / \$736.5 M	4
Department Stores	\$20.9 M / -	100	\$62.78 M / -	100	\$270.81 M / \$230.05 M	15
Warehouse Superstores	\$32.67 M / -	100	\$98.33 M / -	100	\$422.27 M / \$454.98 M	-7
Other General Merchandise Stores	\$5.71 M / \$853.24 K	85	\$17.14 M / \$3.73 M	78	\$74.66 M / \$51.47 M	31
<b>Miscellaneous Store Retailers</b>	\$7.34 M / \$875 K	88	\$22.06 M / \$3.45 M	84	\$96.67 M / \$53.7 M	44
Florists	\$183.17 K / -	100	\$548.37 K / \$26.35 K	95	\$2.4 M / \$368.95 K	85
Office, Stationary Stores	\$677.89 K / -	100	\$2.04 M / -	100	\$9.21 M / \$945.81 K	90
Gift, Souvenir Stores	\$1.54 M / \$167.82 K	89	\$4.61 M / \$777.66 K	83	\$20.13 M / \$8.83 M	56
Used Merchandise Stores	\$472.38 K / \$164.21 K	65	\$1.41 M / \$345.83 K	76	\$6.51 M / \$3.23 M	50
Pet, Pet Supply Stores	\$1.31 M / -	100	\$3.96 M / \$3.95 K	100	\$17.59 M / \$14.66 M	17
Art Dealers	\$180.98 K / -	100	\$541.87 K / -	100	\$2.55 M / \$1.67 M	34
Mobile Home Dealers	\$153.01 K / -	100	\$459.79 K / -	100	\$2.02 M / \$-2	100
Other Miscellaneous Retail Stores	\$2.82 M / \$542.97 K	81	\$8.49 M / \$2.3 M	73	\$36.25 M / \$24 M	34
<b>Non-Store Retailers</b>	\$35.91 M / \$4.55 M	87	\$108.14 M / \$7.69 M	93	\$457.55 M / \$12.69 M	97
Mail Order, Catalog Stores	\$33.65 M / \$4.02 M	88	\$101.35 M / \$5.85 M	94	\$428.42 M / \$7.53 M	98
Vending Machines	\$158.12 K / -	100	\$472.02 K / -	100	\$2.05 M / \$418.77 K	80
Fuel Dealers	\$185.12 K / -	100	\$552.37 K / \$45.02 K	92	\$2.46 M / \$751.87 K	69
Other Direct Selling Establishments	\$1.92 M / \$536.25 K	72	\$5.76 M / \$1.79 M	69	\$24.63 M / \$3.99 M	84

Blanchard, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$33.05 M / \$1.83 M	94	\$98.23 M / \$18.52 M	81	\$423.37 M / \$331.06 M	22
Hotels, Other Travel Accommodations	\$2.13 M / -	100	\$6.32 M / \$7.69 M	-18	\$27.22 M / \$25.25 M	7
RV Parks	\$19.6 K / -	100	\$58.52 K / -	100	\$256.05 K / \$68.8 K	73
Rooming, Boarding Houses	\$11.78 K / -	100	\$35.04 K / -	100	\$151.22 K / \$23.27 K	85
Full Service Restaurants	\$19.31 M / \$2.07 M	89	\$57.4 M / \$8.77 M	85	\$247.39 M / \$201.46 M	19
Limited Service Restaurants	\$8.97 M / \$1.64 M	82	\$26.67 M / \$7.63 M	71	\$114.9 M / \$115.05 M	0
Special Food Services, Catering	\$2.61 M / -	100	\$7.76 M / \$-1	100	\$33.46 M / \$5.14 M	85
Drinking Places	\$1.88 M / -	100	\$5.57 M / \$-1	100	\$23.85 M / \$7.91 M	67
<b>Gasoline Stations</b>	\$12.5 M / \$457.81 K	96	\$37.62 M / \$12.72 M	66	\$159.24 M / \$123.17 M	23
<b>Motor Vehicle, Parts Dealers</b>	\$24.3 M / \$19.47 M	20	\$72.74 M / \$39.01 M	46	\$328.76 M / \$261.21 M	21
New Car Dealers	\$13.26 M / \$18.05 M	-27	\$39.7 M / \$25.62 M	35	\$182.46 M / \$177.66 M	3
Used Car Dealers	\$1.22 M / -	100	\$3.66 M / \$542.9 K	85	\$16.85 M / \$3.74 M	78
Recreational Vehicle Dealers	\$2.77 M / -	100	\$8.32 M / \$3.62 M	56	\$36.46 M / \$7.44 M	80
Motorcycle, Boat Dealers	\$3.6 M / \$1.42 M	61	\$10.78 M / \$6.58 M	39	\$47.52 M / \$38.02 M	20
Auto Parts, Accessories	\$2.21 M / -	100	\$6.57 M / \$2.06 M	69	\$29.09 M / \$27.13 M	7
Tire Dealers	\$1.24 M / -	100	\$3.7 M / \$587.75 K	84	\$16.39 M / \$7.22 M	56
2025 Population	14,039		42,286		195,431	
2030 Population	15,861		48,163		204,159	
% Population Change 2025-2030	13.0%		13.9%		4.5%	
2025 Adult Population Age 18+	10,510		31,689		154,782	
2025 Population Male	6,958		21,058		101,366	
2025 Population Female	7,081		21,228		94,065	
2025 Households	5,214		15,593		77,274	
2025 Median Household Income	92,348		95,748		78,785	
2025 Average Household Income	122,564		121,660		105,345	



# Retail Potential

## Retail Potential Profile



Blanchard, Oklahoma			
Radius	5 mi radius	10 mi radius	15 mi radius
2025 Population	14,039	42,286	195,431
2030 Population	15,861	48,163	204,159
% Population Change 2020-2025	12.5%	14.7%	6.2%
2025 Adult Population Age 18+	\$10,510	\$31,689	\$154,782
2025 Population Male	\$6,958	\$21,058	\$101,366
2025 Population Female	\$7,081	\$21,228	\$94,065
2025 Households	\$5,214	\$15,593	\$77,274
2025 Median Household Income	\$92,348	\$95,748	\$78,785
2025 Average Household Income	\$122,564	\$121,660	\$105,345
<b>Clothing, Clothing Accessories Stores</b>	\$18.23 M	\$54.58 M	\$239.63 M
Men's Clothing Stores	\$719.73 K	\$2.17 M	\$9.61 M
Women's Clothing Stores	\$1.56 M	\$4.66 M	\$20.32 M
Children's, Infants' Clothing Stores	\$1.54 M	\$4.58 M	\$19.79 M
Family Clothing Stores	\$9.09 M	\$27.24 M	\$118.56 M
Clothing Accessory Stores	\$409.66 K	\$1.23 M	\$5.43 M
Other Apparel Stores	\$546.93 K	\$1.64 M	\$7.16 M
Shoe Stores	\$3.55 M	\$10.62 M	\$47.62 M
Jewelry Stores	\$733.26 K	\$2.18 M	\$9.93 M
Luggage Stores	\$88.19 K	\$264.3 K	\$1.22 M
<b>Furniture, Home Furnishings Stores</b>	\$16.15 M	\$48.54 M	\$212.09 M
Furniture Stores	\$7.16 M	\$21.62 M	\$95.67 M
Floor Covering Stores	\$1.03 M	\$3.09 M	\$13.69 M
Other Home Furnishing Stores	\$7.96 M	\$23.82 M	\$102.73 M
<b>Electronics, Appliance Stores</b>	\$15.96 M	\$48.07 M	\$205.34 M
<b>Gasoline Stations</b>	\$12.5 M	\$37.62 M	\$159.24 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$15.56 M	\$46.63 M	\$204.47 M
Home Centers	\$8.71 M	\$26.12 M	\$114.53 M
Paint, Wallpaper Stores	\$1.89 M	\$5.64 M	\$24.63 M
Hardware Stores	\$968.21 K	\$2.9 M	\$12.75 M
Other Building Materials Stores	\$2.72 M	\$8.18 M	\$35.9 M
Outdoor Power Equipment Stores	\$165.13 K	\$494.87 K	\$2.18 M
Nursery, Garden Stores	\$1.1 M	\$3.29 M	\$14.48 M
<b>Food, Beverage Stores</b>	\$24.81 M	\$74.31 M	\$317.51 M
Grocery Stores	\$18.91 M	\$56.75 M	\$242.59 M
Convenience Stores	\$1.72 M	\$5.16 M	\$21.88 M
Meat Markets	\$111.86 K	\$334.4 K	\$1.46 M
Fish, Seafood Markets	\$38.66 K	\$115.52 K	\$502.79 K
Fruit, Vegetable Markets	\$73.27 K	\$219.08 K	\$952.78 K
Other Specialty Food Markets	\$151.27 K	\$452.29 K	\$1.96 M
Liquor Stores	\$3.8 M	\$11.28 M	\$48.17 M

Blanchard, Oklahoma				
Radius	5 mi radius	10 mi radius	15 mi radius	
<b>Health, Personal Care Stores</b>	\$16.92 M	\$51.64 M	\$195.98 M	
Pharmacy, Drug Stores	\$14.88 M	\$45.38 M	\$172.9 M	
Cosmetics, Beauty Stores	\$875.37 K	\$2.68 M	\$9.9 M	
Optical Goods Stores	\$236.29 K	\$741.75 K	\$2.61 M	
Other Health, Personal Care Stores	\$927.25 K	\$2.83 M	\$10.57 M	
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$18.35 M	\$54.94 M	\$241.48 M	
Sporting Goods Stores	\$7.15 M	\$21.45 M	\$94.05 M	
Hobby, Toy, Game Stores	\$4.91 M	\$14.77 M	\$65.31 M	
Sewing, Needlecraft Stores	\$3.43 M	\$10.18 M	\$45.81 M	
Musical Instrument Stores	\$1.47 M	\$4.35 M	\$18.5 M	
Book Stores	\$1.39 M	\$4.19 M	\$17.81 M	
<b>General Merchandise Stores</b>	\$59.28 M	\$178.25 M	\$767.74 M	
Department Stores	\$20.9 M	\$62.78 M	\$270.81 M	
Warehouse Superstores	\$32.67 M	\$98.33 M	\$422.27 M	
Other General Merchandise Stores	\$5.71 M	\$17.14 M	\$74.66 M	
<b>Miscellaneous Store Retailers</b>	\$7.34 M	\$22.06 M	\$96.67 M	
Florists	\$183.17 K	\$548.37 K	\$2.4 M	
Office, Stationary Stores	\$677.89 K	\$2.04 M	\$9.21 M	
Gift, Souvenir Stores	\$1.54 M	\$4.61 M	\$20.13 M	
Used Merchandise Stores	\$472.38 K	\$1.41 M	\$6.51 M	
Pet, Pet Supply Stores	\$1.31 M	\$3.96 M	\$17.59 M	
Art Dealers	\$180.98 K	\$541.87 K	\$2.55 M	
Mobile Home Dealers	\$153.01 K	\$459.79 K	\$2.02 M	
Other Miscellaneous Retail Stores	\$2.82 M	\$8.49 M	\$36.25 M	
<b>Non-Store Retailers</b>	\$35.91 M	\$108.14 M	\$457.55 M	
Mail Order, Catalog Stores	\$33.65 M	\$101.35 M	\$428.42 M	
Vending Machines	\$158.12 K	\$472.02 K	\$2.05 M	
Fuel Dealers	\$185.12 K	\$552.37 K	\$2.46 M	
Other Direct Selling Establishments	\$1.92 M	\$5.76 M	\$24.63 M	
<b>Accommodation, Food Services</b>	\$34.93 M	\$103.8 M	\$447.22 M	
Hotels, Other Travel Accommodations	\$2.13 M	\$6.32 M	\$27.22 M	
RV Parks	\$19.6 K	\$58.52 K	\$256.05 K	
Rooming, Boarding Houses	\$11.78 K	\$35.04 K	\$151.22 K	
Full Service Restaurants	\$19.31 M	\$57.4 M	\$247.39 M	
Limited Service Restaurants	\$8.97 M	\$26.67 M	\$114.9 M	
Special Food Services, Catering	\$2.61 M	\$7.76 M	\$33.46 M	
Drinking Places	\$1.88 M	\$5.57 M	\$23.85 M	
<b>Motor Vehicle, Parts Dealers</b>	\$24.3 M	\$72.74 M	\$328.76 M	
New Car Dealers	\$13.26 M	\$39.7 M	\$182.46 M	
Used Car Dealers	\$1.22 M	\$3.66 M	\$16.85 M	
Recreational Vehicle Dealers	\$2.77 M	\$8.32 M	\$36.46 M	
Motorcycle, Boat Dealers	\$3.6 M	\$10.78 M	\$47.52 M	
Auto Parts, Accessories	\$2.21 M	\$6.57 M	\$29.09 M	
Tire Dealers	\$1.24 M	\$3.7 M	\$16.39 M	

# **Income Summary**

# Income Summary Report



Blanchard, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2025)	14,039		42,286		195,431	
Projected Population (2030)	15,861		48,163		204,159	
Census Population (2020)	12,477		36,866		183,999	
Census Population (2010)	10,374		29,834		153,031	
Projected Annual Growth (2025 to 2030)	1,822	2.6%	5,877	2.8%	8,728	0.9%
Historical Annual Growth (2020 to 2025)	1,562	2.2%	5,420	2.6%	11,432	1.2%
Historical Annual Growth (2010 to 2020)	2,104	2.0%	7,032	2.4%	30,968	2.0%
Households						
Estimated Households (2025)	5,214		15,593		77,274	
Projected Households (2030)	6,007		18,118		83,405	
Census Households (2020)	4,562		13,333		70,233	
Census Households (2010)	3,811		10,880		59,575	
Projected Annual Growth (2025 to 2030)	793	3.0%	2,525	3.2%	6,131	1.6%
Historical Annual Growth (2020 to 2025)	652	2.9%	2,260	3.4%	7,040	2.0%
Historical Annual Growth (2010 to 2020)	752	2.0%	2,454	2.3%	10,658	1.8%
Average Household Income						
Estimated Average Household Income (2025)	\$122,564		\$121,660		\$105,345	
Projected Average Household Income (2030)	\$120,194		\$119,164		\$104,126	
Census Average Household Income (2020)	\$62,241		\$65,082		\$64,515	
Census Average Household Income (2010)	\$47,089		\$52,204		\$49,823	
Projected Annual Growth (2025 to 2030)	-\$2,371	-0.4%	-\$2,496	-0.4%	-\$1,219	-0.2%
Historical Annual Growth (2020 to 2025)	\$60,323	6.5%	\$56,578	5.8%	\$40,830	4.2%
Historical Annual Growth (2010 to 2020)	\$15,152	3.2%	\$12,878	2.5%	\$14,691	2.9%
Median Household Income						
Estimated Median Household Income (2025)	\$92,348		\$95,748		\$78,785	
Projected Median Household Income (2030)	\$91,293		\$94,280		\$78,448	
Census Median Household Income (2020)	\$56,710		\$58,507		\$52,185	
Census Median Household Income (2010)	\$39,851		\$44,309		\$39,942	
Projected Annual Growth (2025 to 2030)	-\$1,056	-0.2%	-\$1,467	-0.3%	-\$337	-
Historical Annual Growth (2020 to 2025)	\$35,639	4.2%	\$37,241	4.2%	\$26,600	3.4%
Historical Annual Growth (2010 to 2020)	\$16,859	4.2%	\$14,198	3.2%	\$12,243	3.1%
Per Capita Income						
Estimated Per Capita Income (2025)	\$45,535		\$44,867		\$41,920	
Projected Per Capita Income (2030)	\$45,533		\$44,830		\$42,793	
Census Per Capita Income (2020)	\$22,869		\$23,730		\$25,114	
Census Per Capita Income (2010)	\$17,147		\$18,688		\$19,707	
Projected Annual Growth (2025 to 2030)	-\$2	-	-\$37	-	\$873	0.4%
Historical Annual Growth (2020 to 2025)	\$22,666	6.6%	\$21,137	5.9%	\$16,806	4.5%
Historical Annual Growth (2010 to 2020)	\$5,722	3.3%	\$5,042	2.7%	\$5,407	2.7%
Other Income						
Estimated Families (2025)	3,929		12,012		47,087	
Estimated Average Family Income (2025)	\$145,672		\$140,262		\$134,724	
Estimated Median Family Income (2025)	\$111,685		\$110,720		\$103,584	
Estimated Average Household Net Worth (2025)	\$1,200,321		\$1,196,708		\$967,838	

# **Consumer Expenditure Summary**



# Consumer Expenditure Summary



Blanchard, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Estimated Population		14,039		42,286		195,431	
Estimated Households		5,214		15,593		77,274	
<b>Household Expenditure</b>		\$587 M		\$1.75 B		\$7.64 B	
Per Household ~ Per Capita	\$112,577	\$41,813	\$112,258	\$41,395	\$98,921	\$39,114	
Non-Retail Expenditures		\$286.77 M	48.9%	\$849.1 M	48.5%	\$3.77 B	49.3%
Per Household ~ Per Capita	\$54,998	\$20,427	\$54,454	\$20,080	\$48,792	\$19,292	
Retail Expenditures		\$300.23 M	51.1%	\$901.33 M	51.5%	\$3.87 B	50.7%
Per Household ~ Per Capita	\$57,580	\$21,386	\$57,804	\$21,315	\$50,129	\$19,821	
Alcoholic Beverages		\$3.61 M	0.6%	\$10.78 M	0.6%	\$46.77 M	0.6%
Per Household ~ Per Capita	\$693	\$257	\$692	\$255	\$605	\$239	
Apparel		\$10.89 M	1.9%	\$32.55 M	1.9%	\$141.76 M	1.9%
Per Household ~ Per Capita	\$2,088	\$775	\$2,087	\$770	\$1,834	\$725	
Contributions		\$18.94 M	3.2%	\$56.25 M	3.2%	\$241.89 M	3.2%
Per Household ~ Per Capita	\$3,633	\$1,349	\$3,607	\$1,330	\$3,130	\$1,238	
Education		\$13.47 M	2.3%	\$40.08 M	2.3%	\$172.94 M	2.3%
Per Household ~ Per Capita	\$2,583	\$960	\$2,570	\$948	\$2,238	\$885	
Entertainment		\$33.66 M	5.7%	\$100.69 M	5.8%	\$439.53 M	5.8%
Per Household ~ Per Capita	\$6,455	\$2,398	\$6,457	\$2,381	\$5,688	\$2,249	
Food Away From Home		\$25.91 M	4.4%	\$77.44 M	4.4%	\$336.85 M	4.4%
Per Household ~ Per Capita	\$4,970	\$1,846	\$4,966	\$1,831	\$4,359	\$1,724	
Grocery		\$38.09 M	6.5%	\$115.05 M	6.6%	\$510.15 M	6.7%
Per Household ~ Per Capita	\$7,305	\$2,713	\$7,378	\$2,721	\$6,602	\$2,610	
Health Care		\$34.95 M	6.0%	\$104.33 M	6.0%	\$484.98 M	6.3%
Per Household ~ Per Capita	\$6,704	\$2,490	\$6,691	\$2,467	\$6,276	\$2,482	
Household Furnishings and Equipment		\$15.68 M	2.7%	\$46.82 M	2.7%	\$203.4 M	2.7%
Per Household ~ Per Capita	\$3,007	\$1,117	\$3,002	\$1,107	\$2,632	\$1,041	
Household Operations		\$10.97 M	1.9%	\$32.83 M	1.9%	\$143.49 M	1.9%
Per Household ~ Per Capita	\$2,104	\$781	\$2,106	\$776	\$1,857	\$734	
Miscellaneous Expenses		\$10.07 M	1.7%	\$30.1 M	1.7%	\$131.1 M	1.7%
Per Household ~ Per Capita	\$1,932	\$717	\$1,930	\$712	\$1,697	\$671	
Personal Care		\$7.51 M	1.3%	\$22.61 M	1.3%	\$99.75 M	1.3%
Per Household ~ Per Capita	\$1,439	\$535	\$1,450	\$535	\$1,291	\$510	
Shelter		\$89.57 M	15.3%	\$266.61 M	15.2%	\$1.24 B	16.2%
Per Household ~ Per Capita	\$17,178	\$6,380	\$17,098	\$6,305	\$16,040	\$6,342	
Tax and Retirement		\$143.37 M	24.4%	\$421.21 M	24.1%	\$1.78 B	23.3%
Per Household ~ Per Capita	\$27,497	\$10,213	\$27,013	\$9,961	\$23,039	\$9,110	
Tobacco and Related		\$2.78 M	0.5%	\$8.54 M	0.5%	\$39.33 M	0.5%
Per Household ~ Per Capita	\$533	\$198	\$548	\$202	\$509	\$201	
Transportation		\$100.41 M	17.1%	\$302.54 M	17.3%	\$1.27 B	16.6%
Per Household ~ Per Capita	\$19,256	\$7,152	\$19,403	\$7,155	\$16,409	\$6,488	
Utilities		\$27.12 M	4.6%	\$82.01 M	4.7%	\$364.28 M	4.8%
Per Household ~ Per Capita	\$5,202	\$1,932	\$5,259	\$1,939	\$4,714	\$1,864	

## Consumer Expenditure Trend



Blanchard, Oklahoma		5 mi radius		10 mi radius		15 mi radius			
Radius									
Population / Households (2025)									
Estimated Population		14,039		42,286		195,431			
Estimated Households		5,214		15,593		77,274			
Total Annual Consumer Expenditure (2025)									
Total Household Expenditure		\$587 M		\$1.75 B		\$7.64 B			
Total Non-Retail Expenditure		\$286.77 M		\$849.1 M		\$3.77 B			
Total Retail Expenditure		\$300.23 M		\$901.33 M		\$3.87 B			
Alcoholic Beverages		\$3.61 M		\$10.78 M		\$46.77 M			
Apparel		\$10.89 M		\$32.55 M		\$141.76 M			
Contributions		\$18.94 M		\$56.25 M		\$241.89 M			
Education		\$13.47 M		\$40.08 M		\$172.94 M			
Entertainment		\$33.66 M		\$100.69 M		\$439.53 M			
Food Away From Home		\$25.91 M		\$77.44 M		\$336.85 M			
Grocery		\$38.09 M		\$115.05 M		\$510.15 M			
Health Care		\$34.95 M		\$104.33 M		\$484.98 M			
Household Furnishings and Equipment		\$15.68 M		\$46.82 M		\$203.4 M			
Household Operations		\$10.97 M		\$32.83 M		\$143.49 M			
Miscellaneous Expenses		\$10.07 M		\$30.1 M		\$131.1 M			
Personal Care		\$7.51 M		\$22.61 M		\$99.75 M			
Shelter		\$89.57 M		\$266.61 M		\$1.24 B			
Tax and Retirement		\$143.37 M		\$421.21 M		\$1.78 B			
Tobacco and Related		\$2.78 M		\$8.54 M		\$39.33 M			
Transportation		\$100.41 M		\$302.54 M		\$1.27 B			
Utilities		\$27.12 M		\$82.01 M		\$364.28 M			
Monthly Household Consumer Expenditure (2025)									
Total Household Expenditure		\$9,381		\$9,355		\$8,243			
Total Non-Retail Expenditure		\$4,583		48.9%		\$4,066		49.3%	
Total Retail Expenditure		\$4,798		51.1%		\$4,817		51.5%	
Alcoholic Beverages		\$58		0.6%		\$58		0.6%	
Apparel		\$174		1.9%		\$174		1.9%	
Contributions		\$303		3.2%		\$301		3.2%	
Education		\$215		2.3%		\$214		2.3%	
Entertainment		\$538		5.7%		\$538		5.8%	
Food Away From Home		\$414		4.4%		\$414		4.4%	
Grocery		\$609		6.5%		\$615		6.6%	
Health Care		\$559		6.0%		\$558		6.0%	
Household Furnishings and Equipment		\$251		2.7%		\$250		2.7%	
Household Operations		\$175		1.9%		\$175		1.9%	
Miscellaneous Expenses		\$161		1.7%		\$161		1.7%	
Personal Care		\$120		1.3%		\$121		1.3%	
Shelter		\$1,431		15.3%		\$1,425		15.2%	
Tax and Retirement		\$2,291		24.4%		\$2,251		24.1%	
Tobacco and Related		\$44		0.5%		\$46		0.5%	
Transportation		\$1,605		17.1%		\$1,617		17.3%	
Utilities		\$433		4.6%		\$438		4.7%	

Blanchard, Oklahoma				
Radius	5 mi radius	10 mi radius	15 mi radius	
<b>Population / Households (2030)</b>				
Projected Population	15,861	48,163	204,159	
Projected Households	-	-	-	
<b>Total Annual Consumer Expenditure (2030)</b>				
Total Household Expenditure	\$647.89 M	\$1.96 B	\$7.92 B	
Total Non-Retail Expenditure	\$316.68 M	\$948.92 M	\$3.9 B	
Total Retail Expenditure	\$331.2 M	\$1.01 B	\$4.02 B	
Alcoholic Beverages	\$3.98 M	\$12.02 M	\$48.37 M	
Apparel	\$11.98 M	\$36.26 M	\$146.2 M	
Contributions	\$20.87 M	\$62.86 M	\$251.52 M	
Education	\$14.84 M	\$44.75 M	\$179.43 M	
Entertainment	\$37.04 M	\$112.15 M	\$453.2 M	
Food Away From Home	\$28.52 M	\$86.28 M	\$347.68 M	
Grocery	\$41.84 M	\$127.55 M	\$520.16 M	
Health Care	\$39.49 M	\$119.6 M	\$517.8 M	
Household Furnishings and Equipment	\$17.26 M	\$52.19 M	\$210.15 M	
Household Operations	\$12.07 M	\$36.53 M	\$147.63 M	
Miscellaneous Expenses	\$11.09 M	\$33.56 M	\$135.53 M	
Personal Care	\$8.25 M	\$25.1 M	\$101.99 M	
Shelter	\$99.01 M	\$297.67 M	\$1.27 B	
Tax and Retirement	\$157.86 M	\$470.92 M	\$1.86 B	
Tobacco and Related	\$3.05 M	\$9.39 M	\$39.4 M	
Transportation	\$110.95 M	\$338.26 M	\$1.32 B	
Utilities	\$29.79 M	\$90.88 M	\$371.02 M	
<b>Consumer Expenditure Growth (2025 to 2030)</b>				
Total Household Expenditure	\$60.88 M	\$205.54 M	\$275.75 M	
Total Non-Retail Expenditure	\$29.91 M	\$99.82 M	\$128.01 M	
Total Retail Expenditure	\$30.97 M	\$105.72 M	\$147.74 M	
Alcoholic Beverages	\$364.76 K	\$1.24 M	\$1.59 M	
Apparel	\$1.09 M	\$3.71 M	\$4.44 M	
Contributions	\$1.93 M	\$6.61 M	\$9.62 M	
Education	\$1.37 M	\$4.67 M	\$6.48 M	
Entertainment	\$3.38 M	\$11.46 M	\$13.67 M	
Food Away From Home	\$2.61 M	\$8.84 M	\$10.83 M	
Grocery	\$3.75 M	\$12.5 M	\$10.01 M	
Health Care	\$4.54 M	\$15.27 M	\$32.82 M	
Household Furnishings and Equipment	\$1.58 M	\$5.37 M	\$6.75 M	
Household Operations	\$1.1 M	\$3.7 M	\$4.14 M	
Miscellaneous Expenses	\$1.02 M	\$3.47 M	\$4.44 M	
Personal Care	\$742.25 K	\$2.48 M	\$2.24 M	
Shelter	\$9.44 M	\$31.06 M	\$31.68 M	
Tax and Retirement	\$14.49 M	\$49.71 M	\$77.73 M	
Tobacco and Related	\$265.94 K	\$854.1 K	\$64.76 K	
Transportation	\$10.55 M	\$35.72 M	\$52.5 M	
Utilities	\$2.67 M	\$8.87 M	\$6.74 M	

# Crime Risk

Blanchard, Oklahoma				
Radius	5 mi radius	10 mi radius	15 mi radius	
<b>Demographics</b>				
Population	14,039	42,286	195,431	
Census Population	12,477	36,866	183,999	
Households	5,214	15,593	77,274	
Average Household Income	\$122,564	\$121,660	\$105,345	
Median Household Income	\$92,348	\$95,748	\$78,785	
Per Capita Income	\$45,535	\$44,867	\$41,920	
<b>Total Crime</b>				
Crime Index	69	80	114	
Crime Level	Below Average	Below Average	Average	
<b>Personal Crime</b>				
Crime Index	35	42	71	
Crime Level	Low Risk	Low Risk	Below Average	
<b>Murder</b>				
Crime Index	85	55	43	
Crime Level	Below Average	Low Risk	Low Risk	
<b>Rape</b>				
Crime Index	64	77	126	
Crime Level	Below Average	Below Average	Above Average	
<b>Robbery</b>				
Crime Index	12	14	36	
Crime Level	Very Low	Very Low	Low Risk	
<b>Assault</b>				
Crime Index	36	44	74	
Crime Level	Low Risk	Low Risk	Below Average	
<b>Property Crime</b>				
Crime Index	76	88	122	
Crime Level	Below Average	Below Average	Above Average	
<b>Burglary</b>				
Crime Index	90	108	126	
Crime Level	Average	Average	Above Average	
<b>Larceny</b>				
Crime Index	61	72	120	
Crime Level	Below Average	Below Average	Above Average	
<b>Motor Vehicle Theft</b>				
Crime Index	141	151	127	
Crime Level	Above Average	High Risk	Above Average	
* Crime Index: 100 = National Average Adjusted for Population				

# **Void Analysis**



Blanchard, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
<b>Auto Parts Tires</b>			
AAMCO	1 / 0	5,000	
AutoZone	4 / 0	6,600	
Big O Tires	1 / 0	6,000	
Caliber Collision	1 / 0	15,100	
Crash Champions	1 / 0	11,700	
Discount Tire	1 / 0	7,900	
Firestone	2 / 0	9,000	
Gerber Collision & Glass	2 / 0	10,500	
Hibdon Tires	2 / 0	9,100	
Jiffy Lube	2 / 0	2,500	
Midas	1 / 0	4,800	
NAPA	2 / 0	6,200	
O'Reilly	7 / 1	8,500	
Take 5 Oil Change	3 / 0	2,100	
Valvoline Instant Oil Change	1 / 0	3,400	
<b>Banks</b>			
Arvest Bank	7 / 0	6,600	
BancFirst	4 / 0	8,500	
Bank of America	1 / 0	5,000	
BOKF	1 / 0	4,900	
Chase Bank	2 / 0	3,500	
First-Citizens Bank & Trust Company	1 / 0	6,500	
International Bank of Commerce	1 / 0	5,100	
JRMB	1 / 0	4,600	
Prosperity Bank	1 / 0	7,800	
<b>Banks Minor</b>			
Bank	37 / 3		
<b>Book Stores</b>			
Barnes & Noble	1 / 0	15,400	
Mardel	1 / 0	30,300	
<b>Car Washes</b>			
Club Car Wash	3 / 0	5,500	
Zips Car Wash	1 / 0	4,900	
<b>Clothing Apparel</b>			
American Eagle Outfitters	1 / 0	6,100	
Ann Taylor Loft	1 / 0	6,200	

Blanchard, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Buckle	1 / 0	5,100	
Cato	2 / 0	5,000	
Chico's	1 / 0	3,700	
Express	1 / 0	7,900	
Francesca's	1 / 0	1,900	
Hot Topic	1 / 0	1,700	
maurices	1 / 0	6,000	
Old Navy	1 / 0	18,000	
PacSun	1 / 0	4,100	
Torrid	1 / 0	3,000	
Victoria's Secret	1 / 0	6,000	
<b>Computers Electronic</b>			
Best Buy	1 / 0	35,600	
<b>Convenience Stores</b>			
7-Eleven	11 / 0	3,200	
Alon	5 / 0	3,500	
Casey's General Store	7 / 0	3,200	
Conoco	8 / 0	2,500	
Love's	3 / 0	7,300	
Murphy USA	2 / 0	2,100	
Phillips 66	8 / 0	2,500	
Shell	5 / 2	1,800	
Sinclair	2 / 0	2,000	
Valero	7 / 1	3,200	
<b>Craft Fabric Stores</b>			
Hobby Lobby	1 / 0	68,500	
Jo-Ann	1 / 0	24,300	
Michaels	1 / 0	23,600	
<b>Dealerships</b>			
Cadillac	1 / 0		
Chevrolet	2 / 1		
Chrysler	1 / 0		
Dodge	1 / 0		
Ford	1 / 0		
GMC	1 / 0		
Honda	1 / 0		
Hyundai	1 / 0		

Blanchard, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Jeep	1 / 0		
Kia	1 / 0		
Mazda	1 / 0		
Nissan	1 / 0		
RAM	1 / 0		
Subaru	1 / 0		
Toyota	1 / 0		
Volkswagen	1 / 0		
<b>Dental</b>			
Affordable Dentures	1 / 0	4,100	
Aspen Dental	1 / 0	3,500	
Dental Depot	2 / 0	4,800	
<b>Department Stores</b>			
Dillard's	1 / 0	92,400	
JCPenney	1 / 0	75,000	
<b>Discount Department Stores</b>			
Burlington Coat Factory	1 / 0	70,500	
Kohl's	1 / 0	84,200	
Ollie's Bargain Outlet	1 / 0	30,000	
Ross	1 / 0	28,300	
Target	1 / 0	113,100	
TJ Maxx	1 / 0	33,400	
Walmart Supercenter	4 / 0	189,700	
<b>Dollar Stores</b>			
Dollar General	14 / 2	9,600	
Dollar Tree	4 / 0	11,800	
Family Dollar	1 / 0	9,400	
Family Dollar   Dollar Tree	1 / 1	12,100	
<b>Drug Stores</b>			
CVS	4 / 0	13,400	
GNC	1 / 0	1,700	
Walgreens	3 / 0	14,800	
<b>Education</b>			
College	2 / 0		
Cosmetology and Barber	1 / 0		
Day Care	67 / 5		
High School	11 / 1		

Blanchard, Oklahoma	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
PK - 8	44 / 3		
PK - 8 (Private)	6 / 0		
Trade Schools	1 / 0		
<b>Entertainment</b>			
AMC	1 / 0	39,300	
Chuck E. Cheese's	1 / 0	12,400	
Regal	1 / 0	49,000	
Theatres	1 / 0		
<b>EV Charging Stations</b>			
Blink Charging	2 / 0		
ChargePoint	6 / 0		
Independent	14 / 0		
Tesla	2 / 0		
<b>Eyewear</b>			
Pearle Vision	1 / 0	2,000	
Visionworks	1 / 0	3,800	
<b>Fitness</b>			
Burn Boot Camp	1 / 0	6,400	
Club Pilates	1 / 0	1,500	
Crunch	1 / 0	22,400	
CycleBar	1 / 0	2,300	
F45 Training	1 / 0	2,000	
Fit Body Boot Camp	1 / 0	3,600	
Hotworx	1 / 0	2,000	
Orangetheory Fitness	1 / 0	3,700	
Planet Fitness	1 / 0	24,600	
Pure Barre	1 / 0	1,700	
YMCA	1 / 0	41,600	
<b>Furniture Household</b>			
Aaron's	1 / 0	9,000	
Ashley Furniture	1 / 0	42,700	
HomeGoods	1 / 0	30,400	
Kirkland's	1 / 0	8,900	
Rent A Center	1 / 0	5,700	
World Market	1 / 0	19,100	
<b>Grocery Stores</b>			
ALDI	2 / 0	16,600	

Blanchard, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Natural Grocers	1 / 0	17,400	
Neighborhood Market	3 / 0	55,400	
Sprouts	1 / 0	29,800	
<b>Health Beauty</b>			
Bath & Body Works	2 / 0	3,800	
Benefit Cosmetics	1 / 0		
Claire's	1 / 0	1,300	
Great Clips	4 / 0	1,900	
Sally Beauty Supply	2 / 0	2,300	
Sephora	1 / 0	5,700	
Sport Clips	1 / 0	1,400	
Supercuts	2 / 0	1,800	
ULTA	1 / 0	11,300	
<b>Health Care</b>			
Allergy and Immunology	1 / 0		
Anesthesiology	7 / 0		
Audiologist	1 / 0		
Cardiovascular Disease	8 / 0		
Certified Registered Nurse Anesthetist	6 / 0		
Chiropractic	13 / 0		
Clinical Nurse Specialist	5 / 0		
Clinical Psychologist	19 / 0		
Clinical Social Worker	19 / 0		
Colorectal Surgery	1 / 0		
Critical Care	6 / 0		
Dermatology	5 / 0		
Diagnostic Radiology	4 / 1		
Dialysis Centers	2 / 0		
Emergency Medicine	5 / 0		
Endocrinology	4 / 0		
Family Practice	33 / 3		
Gastroenterology	4 / 0		
General Practice	2 / 0		
General Surgery	8 / 0		
Hematology and Oncology	8 / 0		
Hospitalist	8 / 0		
Internal Medicine	15 / 1		

Blanchard, Oklahoma		Site / Market	Avg Square	Closest Location
Radius		Locations	Footage	
	Interventional Pain Management	2 / 0		
	Nephrology	1 / 0		
	Neurology	8 / 0		
	Neurosurgery	5 / 0		
	Nurse Practitioner	48 / 3		
	Obstetrics and Gynecology	12 / 0		
	Occupational Therapy	3 / 0		
	Ophthalmology	7 / 0		
	Optometry	16 / 1		
	Oral Surgery	1 / 0		
	Orthopedic Surgery	5 / 0		
	Otolaryngology	1 / 0		
	Pain Management	2 / 0		
	Pathology	2 / 0		
	Physical Medicine and Rehabilitation	6 / 0		
	Physical Therapy	15 / 1		
	Physician Assistant	27 / 0		
	Plastic and Reconstructive Surgery	1 / 0		
	Podiatry	5 / 0		
	Psychiatry	16 / 0		
	Pulmonary Disease	11 / 0		
	Radiation Oncology	1 / 0		
	Registered Dietitian or Nutrition Professional	3 / 0		
	Rheumatology	4 / 0		
	Speech Language Pathologist	2 / 0		
	Sports Medicine	1 / 0		
	Thoracic Surgery	4 / 0		
	Urgent Care	5 / 0		
	Urology	2 / 0		
<b>Home Improvement</b>				
	ABC Supply Co. Inc.	1 / 0	40,000	
	Ace Hardware	4 / 1	16,200	
	Harbor Freight Tools	1 / 0	17,100	
	Home Depot	1 / 0	120,600	
	Lowe's	1 / 0	141,200	
	Sherwin-Williams	2 / 0	7,300	
<b>Hotels</b>				

Blanchard, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Americas Best Value Inn	1 / 0	15,000	
Comfort	2 / 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	1 / 0	18,200	
Hampton Inn	1 / 0	18,300	
Hilton Garden	1 / 0	23,700	
Holiday Inn Express	1 / 0	16,400	
La Quinta Inn & Suites	1 / 0	24,600	
Marriott	1 / 0	24,300	
Motel 6	1 / 0	24,300	
Residence Inn	1 / 0	26,600	
Sleep	1 / 0	13,100	
Travelodge	1 / 0	17,000	
Wyndham	1 / 0	26,500	
<b>Jewelry</b>			
Zales	1 / 0		
<b>Massage</b>			
European Wax Center	1 / 0	1,400	
<b>Mattress</b>			
Mattress Firm	1 / 0	7,000	
Sleep Number	1 / 0	2,900	
<b>Office Supply</b>			
Office Depot	1 / 0	25,100	
<b>Pet Stores</b>			
Petco	1 / 0	15,900	
PetsMart	1 / 0	22,100	
<b>Restaurants Bakery Bagels</b>			
Auntie Anne's	1 / 0		
Crumbl Cookies	1 / 0	1,500	
Einstein Bros	1 / 0	2,200	
Nothing Bundt Cakes	1 / 0	2,000	
Panera Bread	1 / 0	5,100	
<b>Restaurants Casual</b>			

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



Blanchard, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Taco Bell	7 / 1	2,500	
Wendy's	3 / 0	3,300	
<b>Restaurants Fast Food Minor</b>			
Carl's Jr.	1 / 0	3,400	
Chicken Express	1 / 0	3,000	
Chipotle	2 / 0	2,500	
Del Taco	1 / 0	2,800	
Freddy's	1 / 0	3,600	
Panda Express	3 / 0	2,500	
Popeyes	1 / 0	2,700	
Qdoba	2 / 0	2,900	
Raising Cane's	3 / 0	3,000	
Slim Chickens	1 / 0	3,600	
Taco Bueno	1 / 0	2,600	
Whataburger	2 / 0	3,000	
Wingstop	2 / 0	2,000	
<b>Restaurants Ice Cream Smoothie</b>			
Andy's Frozen Custard	1 / 0	2,800	
Braum's	7 / 1	5,100	
Menchie's	1 / 0	1,800	
Pinkberry	1 / 0	1,100	
Tropical Smoothie Cafe	2 / 0	1,700	
<b>Restaurants Pizza</b>			
CiCi's Pizza	1 / 0	5,200	
Domino's Pizza	5 / 1	2,100	
Godfather's Pizza	1 / 0	2,700	
Little Caesars	4 / 1	1,800	
Marco's Pizza	2 / 0	2,000	
MOD Pizza	1 / 0	3,100	
Papa John's	4 / 1	1,500	
Pizza Hut	4 / 0	2,800	
<b>Restaurants Sandwich</b>			
Firehouse Subs	1 / 0	2,300	
Jersey Mike's	2 / 0	14,600	
Jimmy John's	2 / 0	2,000	
McAlister's Deli	1 / 0	5,000	
Quiznos	1 / 0	1,600	

Blanchard, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Schlotzsky's Deli	1 / 0	3,300	
Subway	11 / 1	1,700	
<b>Self Storage</b>			
Extra Space Storage	2 / 0	44,900	
Public Storage	4 / 0	33,500	
SecurCare Self Storage	2 / 0	55,900	
U Haul	1 / 0	45,900	
<b>Shoes Footwear</b>			
Boot Barn	1 / 0	11,000	
Browns Shoe Fit	1 / 0	6,000	
DSW	1 / 0	20,400	
FinishLine	1 / 0	5,000	
Shoe Dept Encore	1 / 0	16,000	
Zumiez	1 / 0	2,800	
<b>Specialty</b>			
GameStop	2 / 0	1,700	
Goodwill	4 / 0	24,100	
Guitar Center	1 / 0	15,500	
Hallmark	2 / 0	5,600	
Party City	1 / 0	13,300	
ReStore	1 / 0	19,700	
Swig	1 / 0		
The Salvation Army	1 / 0	17,800	
<b>Sporting Goods</b>			
Academy Sports	1 / 0	71,300	
Champs Sports	1 / 0	3,500	
Play It Again Sports	1 / 0	5,500	
<b>Wholesale</b>			
Sam's Club	1 / 0	134,000	
<b>Wireless Stores</b>			
AT&T	5 / 0	3,500	
Boost Mobile	1 / 0	1,600	
Cricket	2 / 0	1,600	
MetroPCS	2 / 0	1,900	
T-Mobile	2 / 0	1,800	
Verizon Wireless	1 / 0	3,800	
<b>Worship</b>			

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