

**RETAIL ATTRACTIONS, LLC**  

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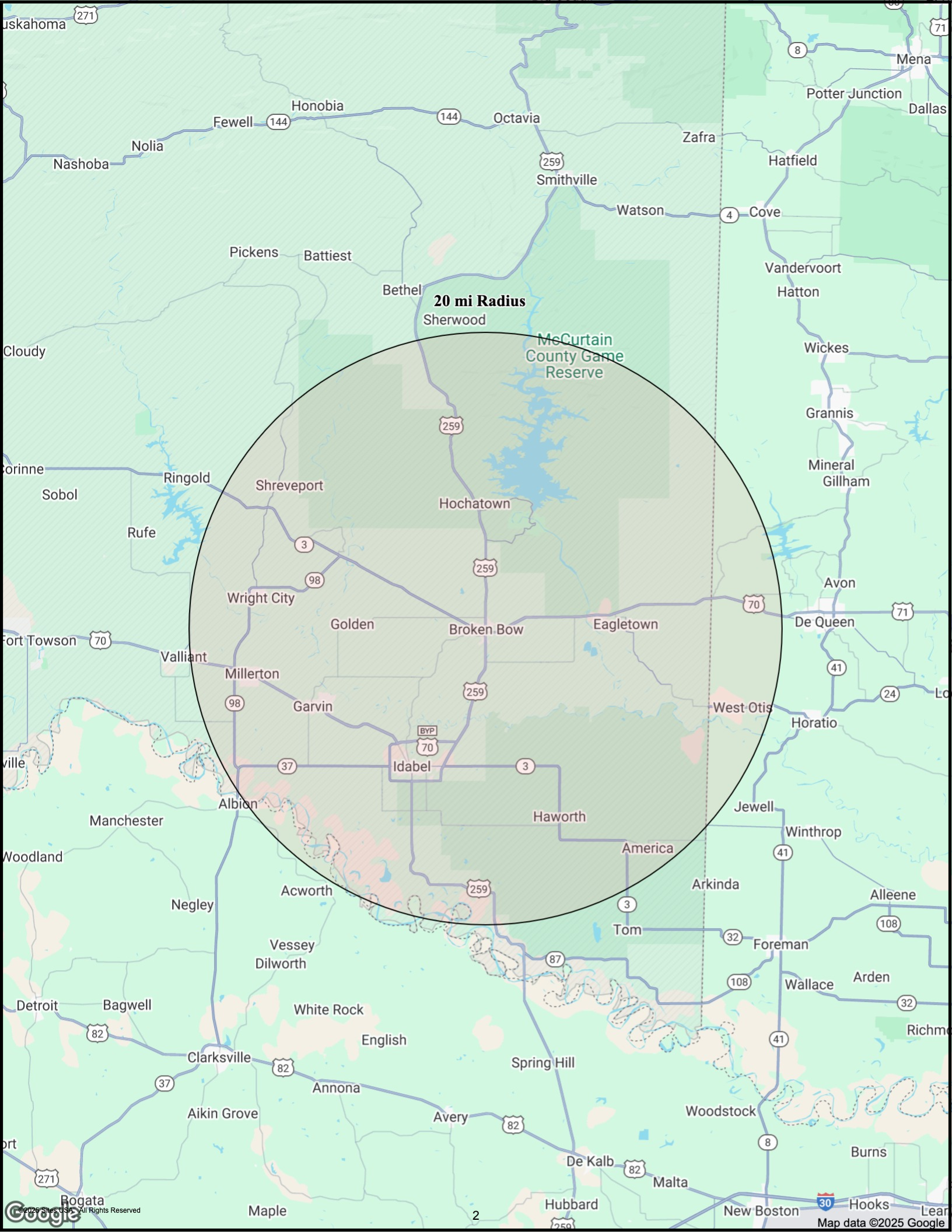
**Economic Development Consulting**

**Broken Bow, Oklahoma  
20mi Radius  
3rd Quarter 2025**

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# Demographics



20 mi Radius

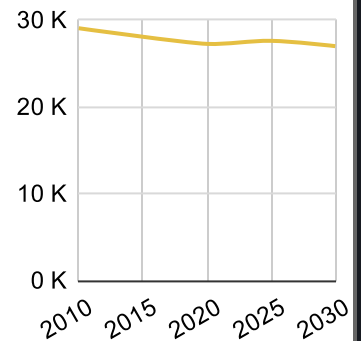
McClain County Game Reserve

## Broken Bow, Oklahoma

### 20mi Radius

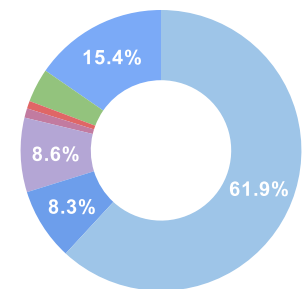
#### Population

Estimated Population (2025)	27,612
Projected Population (2030)	26,998
Census Population (2020)	27,260
Census Population (2010)	29,064
Projected Annual Growth (2025-2030)	-614 -0.4%
Historical Annual Growth (2020-2025)	352 0.3%
Historical Annual Growth (2010-2020)	-1,803 -0.6%
Estimated Population Density (2025)	22 psm
Trade Area Size	1,256.5 sq mi



#### Race and Ethnicity (2025)

<b>Not Hispanic or Latino Population</b>	25,377	91.9%
White	16,275	64.1%
Black or African American	2,262	8.9%
American Indian or Alaska Native	2,259	8.9%
Asian	289	1.1%
Hawaiian or Pacific Islander	243	1.0%
Other Race	259	1.0%
Two or More Races	3,790	14.9%
<b>Hispanic or Latino Population</b>	2,235	8.1%
White	810	36.2%
Black or African American	35	1.6%
American Indian or Alaska Native	105	4.7%
Asian	9	0.4%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	818	36.6%
Two or More Races	458	20.5%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

## Broken Bow, Oklahoma

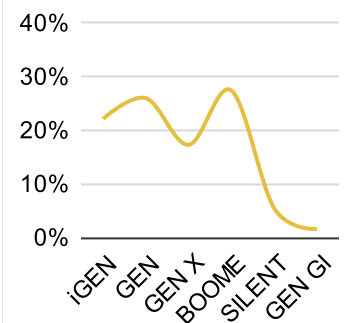
### 20mi Radius

#### Age Distribution (2025)

Age Under 5 Years	1,864	6.8%
Age 5 to 9 Years	2,094	7.6%
Age 10 to 14 Years	2,159	7.8%
Age 15 to 19 Years	1,943	7.0%
Age 20 to 24 Years	1,648	6.0%
Age 25 to 29 Years	1,694	6.1%
Age 30 to 34 Years	1,896	6.9%
Age 35 to 39 Years	1,612	5.8%
Age 40 to 44 Years	1,624	5.9%
Age 45 to 49 Years	1,541	5.6%
Age 50 to 54 Years	1,558	5.6%
Age 55 to 59 Years	1,658	6.0%
Age 60 to 64 Years	1,683	6.1%
Age 65 to 69 Years	1,522	5.5%
Age 70 to 74 Years	1,156	4.2%
Age 75 to 79 Years	906	3.3%
Age 80 to 84 Years	611	2.2%
Age 85 Years or Over	443	1.6%
Median Age	36.0	

#### Generation (2025)

iGeneration (Age Under 15 Years)	6,117	22.2%
Generation 9/11 Millennials (Age 15 to 34 Years)	7,181	26.0%
Gen Xers (Age 35 to 49 Years)	4,778	17.3%
Baby Boomers (Age 50 to 74 Years)	7,576	27.4%
Silent Generation (Age 75 to 84 Years)	1,516	5.5%
G.I. Generation (Age 85 Years or Over)	443	1.6%



## Broken Bow, Oklahoma

### 20mi Radius

#### Household Type (2025)

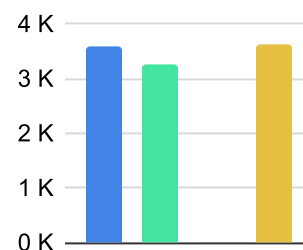
Total Households	10,489
Family Households	6,851 65.3%
Family Households with Children	3,577 52.2%
Family Households No Children	3,274 47.8%
Non-Family Households	3,638 34.7%
Non-Family Households with Children	6 0.2%
Non-Family Households No Children	3,632 99.8%

Family Households  
w/ Children

Family Households  
No Children

Non-Family Households  
w/ Children

Non-Family Households  
No Children



#### Education Attainment (2025)

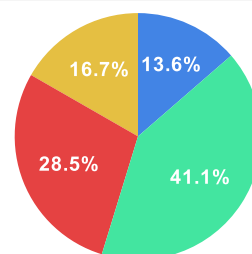
Elementary or Some High School	2,439 13.6%
High School Graduate	7,362 41.1%
Some College or Associate Degree	5,110 28.5%
Bachelor or Graduate Degree	2,992 16.7%

Elementary or  
Some High School

High School  
Graduate

Some College or  
Associate Degree

Bachelor or  
Graduate Degree



#### Household Income (2025)

Estimated Average Household Income	\$71,540
Estimated Median Household Income	\$50,832
HH Income Under \$10,000	863 8.2%
HH Income \$10,000 to \$34,999	2,884 27.5%
HH Income \$35,000 to \$49,999	1,419 13.5%
HH Income \$50,000 to \$74,999	1,911 18.2%
HH Income \$75,000 to \$99,999	1,136 10.8%
HH Income \$100,000 to \$149,999	1,482 14.1%
HH Income \$150,000 or More	794 7.6%



## Broken Bow, Oklahoma

### 20mi Radius

#### Population

Estimated Population (2025)	27,612	
Projected Population (2030)	26,998	
Census Population (2020)	27,260	
Census Population (2010)	29,064	
Projected Annual Growth (2025-2030)	-614	-0.4%
Historical Annual Growth (2020-2025)	352	0.3%
Historical Annual Growth (2010-2020)	-1,803	-0.6%
Estimated Population Density (2025)	22	psm
Trade Area Size	1,256.5	sq mi

#### Households

Estimated Households (2025)	10,489	
Projected Households (2030)	10,056	
Census Households (2020)	10,569	
Census Households (2010)	11,302	
Projected Annual Growth (2025-2030)	-433	-0.8%
Historical Annual Change (2010-2025)	-813	-0.5%

#### Average Household Income

Estimated Average Household Income (2025)	\$71,540	
Projected Average Household Income (2030)	\$70,555	
Census Average Household Income (2010)	\$42,150	
Census Average Household Income (2000)	\$34,254	
Projected Annual Change (2025-2030)	-\$986	-0.3%
Historical Annual Change (2000-2025)	\$37,286	4.4%

#### Median Household Income

Estimated Median Household Income (2025)	\$50,832	
Projected Median Household Income (2030)	\$50,274	
Census Median Household Income (2010)	\$32,534	
Census Median Household Income (2000)	\$25,206	
Projected Annual Change (2025-2030)	-\$558	-0.2%
Historical Annual Change (2000-2025)	\$25,626	4.1%

#### Per Capita Income

Estimated Per Capita Income (2025)	\$27,221	
Projected Per Capita Income (2030)	\$26,326	
Census Per Capita Income (2010)	\$16,392	
Census Per Capita Income (2000)	\$13,237	
Projected Annual Change (2025-2030)	-\$895	-0.7%
Historical Annual Change (2000-2025)	\$13,984	4.2%
Estimated Average Household Net Worth (2025)	\$725,172	



## Broken Bow, Oklahoma

### 20mi Radius

#### Race and Ethnicity

Total Population (2025)	27,612	
White (2025)	17,085	61.9%
Black or African American (2025)	2,297	8.3%
American Indian or Alaska Native (2025)	2,364	8.6%
Asian (2025)	298	1.1%
Hawaiian or Pacific Islander (2025)	243	0.9%
Other Race (2025)	1,077	3.9%
Two or More Races (2025)	4,248	15.4%
Population < 18 (2025)	7,330	26.5%
White Not Hispanic	3,169	43.2%
Black or African American	653	8.9%
Asian	84	1.1%
Other Race Not Hispanic	2,456	33.5%
Hispanic	967	13.2%
Not Hispanic or Latino Population (2025)	25,377	91.9%
Not Hispanic White	16,275	64.1%
Not Hispanic Black or African American	2,262	8.9%
Not Hispanic American Indian or Alaska Native	2,259	8.9%
Not Hispanic Asian	289	1.1%
Not Hispanic Hawaiian or Pacific Islander	243	1.0%
Not Hispanic Other Race	259	1.0%
Not Hispanic Two or More Races	3,790	14.9%
Hispanic or Latino Population (2025)	2,235	8.1%
Hispanic White	810	36.2%
Hispanic Black or African American	35	1.6%
Hispanic American Indian or Alaska Native	105	4.7%
Hispanic Asian	9	0.4%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	818	36.6%
Hispanic Two or More Races	458	20.5%
Not Hispanic or Latino Population (2020)	25,329	92.9%
Hispanic or Latino Population (2020)	1,931	7.1%
Not Hispanic or Latino Population (2010)	27,512	94.7%
Hispanic or Latino Population (2010)	1,552	5.3%
Not Hispanic or Latino Population (2030)	24,750	91.7%
Hispanic or Latino Population (2030)	2,248	8.3%
Projected Annual Growth (2025-2030)	13	0.1%
Historical Annual Growth (2010-2020)	379	2.4%

## Broken Bow, Oklahoma

### 20mi Radius

#### Total Age Distribution (2025)

Total Population	27,612	
Age Under 5 Years	1,864	6.8%
Age 5 to 9 Years	2,094	7.6%
Age 10 to 14 Years	2,159	7.8%
Age 15 to 19 Years	1,943	7.0%
Age 20 to 24 Years	1,648	6.0%
Age 25 to 29 Years	1,694	6.1%
Age 30 to 34 Years	1,896	6.9%
Age 35 to 39 Years	1,612	5.8%
Age 40 to 44 Years	1,624	5.9%
Age 45 to 49 Years	1,541	5.6%
Age 50 to 54 Years	1,558	5.6%
Age 55 to 59 Years	1,658	6.0%
Age 60 to 64 Years	1,683	6.1%
Age 65 to 69 Years	1,522	5.5%
Age 70 to 74 Years	1,156	4.2%
Age 75 to 79 Years	906	3.3%
Age 80 to 84 Years	611	2.2%
Age 85 Years or Over	443	1.6%
Median Age	36.0	
Age 19 Years or Less	8,060	29.2%
Age 20 to 64 Years	14,914	54.0%
Age 65 Years or Over	4,638	16.8%

#### Female Age Distribution (2025)

Female Population	13,783	49.9%
Age Under 5 Years	858	6.2%
Age 5 to 9 Years	974	7.1%
Age 10 to 14 Years	1,072	7.8%
Age 15 to 19 Years	919	6.7%
Age 20 to 24 Years	844	6.1%
Age 25 to 29 Years	850	6.2%
Age 30 to 34 Years	961	7.0%
Age 35 to 39 Years	832	6.0%
Age 40 to 44 Years	794	5.8%
Age 45 to 49 Years	775	5.6%
Age 50 to 54 Years	790	5.7%
Age 55 to 59 Years	846	6.1%
Age 60 to 64 Years	838	6.1%
Age 65 to 69 Years	815	5.9%
Age 70 to 74 Years	621	4.5%
Age 75 to 79 Years	494	3.6%
Age 80 to 84 Years	287	2.1%
Age 85 Years or Over	212	1.5%
Female Median Age	36.8	
Age 19 Years or Less	3,823	27.7%
Age 20 to 64 Years	7,530	54.6%
Age 65 Years or Over	2,430	17.6%

## Broken Bow, Oklahoma

### 20mi Radius

#### Male Age Distribution (2025)

Male Population	13,829	50.1%
Age Under 5 Years	1,006	7.3%
Age 5 to 9 Years	1,120	8.1%
Age 10 to 14 Years	1,087	7.9%
Age 15 to 19 Years	1,025	7.4%
Age 20 to 24 Years	805	5.8%
Age 25 to 29 Years	844	6.1%
Age 30 to 34 Years	935	6.8%
Age 35 to 39 Years	781	5.6%
Age 40 to 44 Years	830	6.0%
Age 45 to 49 Years	766	5.5%
Age 50 to 54 Years	768	5.6%
Age 55 to 59 Years	812	5.9%
Age 60 to 64 Years	845	6.1%
Age 65 to 69 Years	707	5.1%
Age 70 to 74 Years	535	3.9%
Age 75 to 79 Years	412	3.0%
Age 80 to 84 Years	323	2.3%
Age 85 Years or Over	231	1.7%
Male Median Age	35.2	
Age 19 Years or Less	4,237	30.6%
Age 20 to 64 Years	7,384	53.4%
Age 65 Years or Over	2,208	16.0%

#### Males per 100 Females (2025)

Overall Comparison	100	
Age Under 5 Years	117	54.0%
Age 5 to 9 Years	115	53.5%
Age 10 to 14 Years	101	50.3%
Age 15 to 19 Years	112	52.7%
Age 20 to 24 Years	95	48.8%
Age 25 to 29 Years	99	49.8%
Age 30 to 34 Years	97	49.3%
Age 35 to 39 Years	94	48.4%
Age 40 to 44 Years	104	51.1%
Age 45 to 49 Years	99	49.7%
Age 50 to 54 Years	97	49.3%
Age 55 to 59 Years	96	49.0%
Age 60 to 64 Years	101	50.2%
Age 65 to 69 Years	87	46.5%
Age 70 to 74 Years	86	46.3%
Age 75 to 79 Years	83	45.4%
Age 80 to 84 Years	112	52.9%
Age 85 Years or Over	109	52.1%
Age 19 Years or Less	111	52.6%
Age 20 to 39 Years	96	49.1%
Age 40 to 64 Years	99	49.9%
Age 65 Years or Over	91	47.6%

## Broken Bow, Oklahoma

### 20mi Radius

#### Household Type (2025)

Total Households	10,489	
Households with Children	3,583	34.2%
Average Household Size	2.6	
Household Density per Square Mile	8	
Population Family	22,315	80.8%
Population Non-Family	5,029	18.2%
Population Group Quarters	267	1.0%
Family Households	6,851	65.3%
Married Couple Households	4,756	69.4%
Other Family Households with Children	2,096	30.6%
Family Households with Children	3,577	52.2%
Married Couple with Children	2,197	61.4%
Other Family Households with Children	1,380	38.6%
Family Households No Children	3,274	47.8%
Married Couple No Children	2,558	78.1%
Other Family Households No Children	715	21.9%
Non-Family Households	3,638	34.7%
Non-Family Households with Children	6	0.2%
Non-Family Households No Children	3,632	99.8%
Average Family Household Size	3.3	
Average Family Income	\$88,573	
Median Family Income	\$67,271	
Average Non-Family Household Size	1.4	

#### Marital Status (2025)

Population Age 15 Years or Over	21,495	
Never Married	5,853	27.2%
Currently Married	9,700	45.1%
Previously Married	5,942	27.6%
Separated	991	16.7%
Widowed	1,808	30.4%
Divorced	3,143	52.9%

#### Educational Attainment (2025)

Adult Population Age 25 Years or Over	17,904	
Elementary (Grade Level 0 to 8)	860	4.8%
Some High School (Grade Level 9 to 11)	1,580	8.8%
High School Graduate	7,362	41.1%
Some College	3,843	21.5%
Associate Degree Only	1,267	7.1%
Bachelor Degree Only	2,102	11.7%
Graduate Degree	890	5.0%
Any College (Some College or Higher)	8,102	45.3%
College Degree + (Bachelor Degree or Higher)	2,992	16.7%

## Broken Bow, Oklahoma

### 20mi Radius

#### Housing

Total Housing Units (2025)	12,558	
Total Housing Units (2020)	12,142	
Historical Annual Growth (2020-2025)	416	-
Housing Units Occupied (2025)	10,489	83.5%
Housing Units Owner-Occupied	7,013	66.9%
Housing Units Renter-Occupied	3,476	33.1%
Housing Units Vacant (2025)	2,070	16.5%

#### Household Size (2025)

Total Households	10,489	
1 Person Households	2,893	27.6%
2 Person Households	3,437	32.8%
3 Person Households	1,703	16.2%
4 Person Households	1,291	12.3%
5 Person Households	679	6.5%
6 Person Households	317	3.0%
7 or More Person Households	169	1.6%

#### Household Income Distribution (2025)

HH Income \$200,000 or More	279	2.7%
HH Income \$150,000 to \$199,999	515	4.9%
HH Income \$125,000 to \$149,999	448	4.3%
HH Income \$100,000 to \$124,999	1,034	9.9%
HH Income \$75,000 to \$99,999	1,136	10.8%
HH Income \$50,000 to \$74,999	1,911	18.2%
HH Income \$35,000 to \$49,999	1,419	13.5%
HH Income \$25,000 to \$34,999	1,082	10.3%
HH Income \$15,000 to \$24,999	1,149	11.0%
HH Income \$10,000 to \$14,999	652	6.2%
HH Income Under \$10,000	863	8.2%

#### Household Vehicles (2025)

Households 0 Vehicles Available	977	9.3%
Households 1 Vehicle Available	3,488	33.3%
Households 2 Vehicles Available	3,115	29.7%
Households 3 or More Vehicles Available	2,908	27.7%
Total Vehicles Available	19,809	
Average Vehicles per Household	1.9	
Owner-Occupied Household Vehicles	15,529	78.4%
Average Vehicles per Owner-Occupied Household	2.2	
Renter-Occupied Household Vehicles	4,280	21.6%
Average Vehicles per Renter-Occupied Household	1.2	

#### Travel Time (2025)

Worker Base Age 16 years or Over	9,938	
Travel to Work in 14 Minutes or Less	4,111	41.4%
Travel to Work in 15 to 29 Minutes	2,987	30.1%
Travel to Work in 30 to 59 Minutes	1,794	18.1%
Travel to Work in 60 Minutes or More	702	7.1%
Work at Home	344	3.5%
Average Minutes Travel to Work	16.6	

## Broken Bow, Oklahoma

### 20mi Radius

#### Transportation To Work (2025)

Worker Base Age 16 years or Over	9,938	
Drive to Work Alone	8,426	84.8%
Drive to Work in Carpool	859	8.6%
Travel to Work by Public Transportation	3	-
Drive to Work on Motorcycle	4	-
Bicycle to Work	2	-
Walk to Work	151	1.5%
Other Means	149	1.5%
Work at Home	344	3.5%

#### Daytime Demographics (2025)

Total Businesses	647	
Total Employees	5,962	
Company Headquarter Businesses	22	3.4%
Company Headquarter Employees	1,113	18.7%
Employee Population per Business	9.2	to 1
Residential Population per Business	42.7	to 1
Adj. Daytime Demographics Age 16 Years or Over	17,124	

#### Labor Force

Labor Population Age 16 Years or Over (2025)	21,106	
Labor Force Total Males (2025)	10,409	49.3%
Male Civilian Employed	5,364	51.5%
Male Civilian Unemployed	264	2.5%
Males in Armed Forces	4	-
Males Not in Labor Force	4,777	45.9%
Labor Force Total Females (2025)	10,697	50.7%
Female Civilian Employed	4,576	42.8%
Female Civilian Unemployed	162	1.5%
Females in Armed Forces	-	-
Females Not in Labor Force	5,959	55.7%
Unemployment Rate	426	2.0%

#### Occupation (2025)

Occupation Population Age 16 Years or Over	9,938	
Occupation Total Males	5,362	54.0%
Occupation Total Females	4,576	46.0%
Management, Business, Financial Operations	994	10.0%
Professional, Related	1,624	16.3%
Service	1,978	19.9%
Sales, Office	1,718	17.3%
Farming, Fishing, Forestry	144	1.5%
Construction, Extraction, Maintenance	1,198	12.1%
Production, Transport, Material Moving	2,281	23.0%
White Collar Workers	4,336	43.6%
Blue Collar Workers	5,602	56.4%

## Broken Bow, Oklahoma

### 20mi Radius

#### Units In Structure (2025)

Total Units	10,489	
1 Detached Unit	7,874	75.1%
1 Attached Unit	77	0.7%
2 Units	375	3.6%
3 to 4 Units	266	2.5%
5 to 9 Units	46	0.4%
10 to 19 Units	72	0.7%
20 to 49 Units	98	0.9%
50 or More Units	44	0.4%
Mobile Home or Trailer	1,594	15.2%
Other Structure	43	0.4%

#### Homes Built By Year (2025)

Homes Built 2020 or later	81	0.6%
Homes Built 2010 to 2019	812	6.5%
Homes Built 2000 to 2009	1,146	9.1%
Homes Built 1990 to 1999	1,612	12.8%
Homes Built 1980 to 1989	1,770	14.1%
Homes Built 1970 to 1979	2,755	21.9%
Homes Built 1960 to 1969	1,102	8.8%
Homes Built 1950 to 1959	546	4.3%
Homes Built 1940 to 1949	332	2.6%
Homes Built Before 1939	333	2.7%
Median Age of Homes	42.8	yrs

#### Home Values (2025)

Owner Specified Housing Units	7,013	
Home Values \$1,000,000 or More	109	1.6%
Home Values \$750,000 to \$999,999	87	1.2%
Home Values \$500,000 to \$749,999	439	6.3%
Home Values \$400,000 to \$499,999	220	3.1%
Home Values \$300,000 to \$399,999	485	6.9%
Home Values \$250,000 to \$299,999	527	7.5%
Home Values \$200,000 to \$249,999	582	8.3%
Home Values \$175,000 to \$199,999	414	5.9%
Home Values \$150,000 to \$174,999	406	5.8%
Home Values \$125,000 to \$149,999	467	6.7%
Home Values \$100,000 to \$124,999	669	9.5%
Home Values \$90,000 to \$99,999	225	3.2%
Home Values \$80,000 to \$89,999	400	5.7%
Home Values \$70,000 to \$79,999	301	4.3%
Home Values \$60,000 to \$69,999	154	2.2%
Home Values \$50,000 to \$59,999	414	5.9%
Home Values \$35,000 to \$49,999	320	4.6%
Home Values \$25,000 to \$34,999	228	3.3%
Home Values \$10,000 to \$24,999	411	5.9%
Home Values Under \$10,000	155	2.2%
Owner-Occupied Median Home Value	\$142,731	
Renter-Occupied Median Rent	\$491	



## Broken Bow, Oklahoma

### 20mi Radius

#### Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$831.76 M
Total Non-Retail Expenditure	\$380.85 M
Total Retail Expenditure	\$450.91 M
Alcoholic Beverages	\$5 M
Apparel	\$15.69 M
Contributions	\$23.98 M
Education	\$17.69 M
Entertainment	\$48.92 M
Food Away From Home	\$36.94 M
Grocery	\$64.76 M
Health Care	\$68.86 M
Household Furnishings and Equipment	\$22.04 M
Household Operations	\$16.19 M
Miscellaneous Expenses	\$14.3 M
Personal Care	\$12.24 M
Shelter	\$140.71 M
Tax and Retirement	\$147.36 M
Tobacco and Related	\$6.07 M
Transportation	\$144.17 M
Utilities	\$46.81 M

#### Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$6,608	
Total Non-Retail Expenditure	\$3,026	45.8%
Total Retail Expenditures	\$3,582	54.2%
Alcoholic Beverages	\$40	0.6%
Apparel	\$125	1.9%
Contributions	\$191	2.9%
Education	\$141	2.1%
Entertainment	\$389	5.9%
Food Away From Home	\$294	4.4%
Grocery	\$515	7.8%
Health Care	\$547	8.3%
Household Furnishings and Equipment	\$175	2.7%
Household Operations	\$129	1.9%
Miscellaneous Expenses	\$114	1.7%
Personal Care	\$97	1.5%
Shelter	\$1,118	16.9%
Tax and Retirement	\$1,171	-
Tobacco and Related	\$48	0.7%
Transportation	\$1,145	17.3%
Utilities	\$372	5.6%

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# OPPORTUNITY GAP CATEGORY INFORMATION

## (RETAIL CATEGORIES)

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### **Vehicle and Parts Dealers**

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

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

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

### **Electronics and Appliance Stores**

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

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

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

### **Food and Beverage Stores**

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

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

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

### **Gasoline Stations**

Gasoline stations and gasoline stations with convenience stores

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

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

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

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

### **General Merchandise Stores**

Department stores and other general merchandise stores

### **Miscellaneous Store Retailers**

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

### **Foodservice and Drinking Places**

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

## Broken Bow, Oklahoma

### 20mi Radius

	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$28.07 M / \$10.93 M	61
Men's Clothing Stores	\$1.2 M / -	100
Women's Clothing Stores	\$2.32 M / \$1.23 M	47
Children's, Infants' Clothing Stores	\$2.08 M / -	100
Family Clothing Stores	\$13.51 M / \$-1	100
Clothing Accessory Stores	\$660.84 K / \$-1	100
Other Apparel Stores	\$815.61 K / \$328.07 K	60
Shoe Stores	\$6 M / \$9.37 M	-36
Jewelry Stores	\$1.31 M / -	100
Luggage Stores	\$169.03 K / \$-1	100
<b>Furniture, Home Furnishings Stores</b>	\$24.68 M / \$1.04 M	96
Furniture Stores	\$11.99 M / \$1.04 M	91
Floor Covering Stores	\$1.68 M / -	100
Other Home Furnishing Stores	\$11 M / -	100
<b>Electronics, Appliance Stores</b>	\$24.14 M / \$4.68 M	81
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$23.54 M / \$10.08 M	57
Home Centers	\$13.22 M / \$4.36 M	67
Paint, Wallpaper Stores	\$2.64 M / \$-2	100
Hardware Stores	\$1.47 M / \$415.95 K	72
Other Building Materials Stores	\$4.26 M / \$5.3 M	-20
Outdoor Power Equipment Stores	\$257.07 K / \$-1	100
Nursery, Garden Stores	\$1.69 M / \$-1	100
<b>Food, Beverage Stores</b>	\$35.63 M / \$15.37 M	57
Grocery Stores	\$27.87 M / \$2.37 M	91
Convenience Stores	\$2.48 M / \$8.14 M	-70
Meat Markets	\$161.54 K / \$228.61 K	-29
Fish, Seafood Markets	\$55.21 K / -	100
Fruit, Vegetable Markets	\$105.54 K / \$-2	100
Other Specialty Food Markets	\$213.98 K / \$-1	100
Liquor Stores	\$4.75 M / \$4.62 M	3

## Broken Bow, Oklahoma

### 20mi Radius

	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$23.89 M / \$14.06 M	41
Pharmacy, Drug Stores	\$20.97 M / \$13.76 M	34
Cosmetics, Beauty Stores	\$1.21 M / \$303.54 K	75
Optical Goods Stores	\$418.66 K / \$-1	100
Other Health, Personal Care Stores	\$1.3 M / -	100
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$28.77 M / \$16.28 M	43
Sporting Goods Stores	\$10.97 M / \$1.71 M	84
Hobby, Toy, Game Stores	\$8.06 M / \$5.03 M	38
Sewing, Needlecraft Stores	\$5.88 M / \$9.53 M	-38
Musical Instrument Stores	\$1.73 M / -	100
Book Stores	\$2.13 M / -	100
<b>General Merchandise Stores</b>	\$90.93 M / \$113.21 M	-20
Department Stores	\$31.48 M / \$100.64 M	-69
Warehouse Superstores	\$50.59 M / -	100
Other General Merchandise Stores	\$8.86 M / \$12.57 M	-29
<b>Miscellaneous Store Retailers</b>	\$11.93 M / \$3.61 M	70
Florists	\$272.07 K / \$368.95 K	-26
Office, Stationary Stores	\$1.25 M / \$-2	100
Gift, Souvenir Stores	\$2.33 M / \$629.5 K	73
Used Merchandise Stores	\$891.08 K / \$444.64 K	50
Pet, Pet Supply Stores	\$2.26 M / -	100
Art Dealers	\$374.23 K / -	100
Mobile Home Dealers	\$240.32 K / -	100
Other Miscellaneous Retail Stores	\$4.31 M / \$2.17 M	50
<b>Non-Store Retailers</b>	\$53.47 M / \$2.16 M	96
Mail Order, Catalog Stores	\$50.15 M / \$777.22 K	98
Vending Machines	\$221.33 K / \$-1	100
Fuel Dealers	\$289.79 K / \$682.82 K	-58
Other Direct Selling Establishments	\$2.81 M / \$701.7 K	75

## Broken Bow, Oklahoma

### 20mi Radius

	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$42.56 M / \$23.31 M	45
Hotels, Other Travel Accommodations	\$2.72 M / \$3.24 M	-16
RV Parks	\$28.9 K / \$10.4 K	64
Rooming, Boarding Houses	\$15.48 K / -	100
Full Service Restaurants	\$24.86 M / \$9.51 M	62
Limited Service Restaurants	\$11.53 M / \$11.92 M	-3
Special Food Services, Catering	\$3.4 M / \$-1	100
Drinking Places	\$2.25 M / \$861.73 K	62
<b>Gasoline Stations</b>	\$18.48 M / \$61.23 M	-70
<b>Motor Vehicle, Parts Dealers</b>	\$42.56 M / \$22.86 M	46
New Car Dealers	\$25.14 M / \$9.61 M	62
Used Car Dealers	\$2.34 M / \$1.06 M	55
Recreational Vehicle Dealers	\$4.23 M / \$2.25 M	47
Motorcycle, Boat Dealers	\$5.63 M / \$5.18 M	8
Auto Parts, Accessories	\$3.36 M / \$4.29 M	-22
Tire Dealers	\$1.86 M / \$481.23 K	74
2025 Population	27,612	
2030 Population	26,998	
% Population Change 2025-2030	-2.2%	
2025 Adult Population Age 18+	20,282	
2025 Population Male	13,829	
2025 Population Female	13,783	
2025 Households	10,489	
2025 Median Household Income	50,832	
2025 Average Household Income	71,540	

# Retail Potential

**Broken Bow, Oklahoma****20mi Radius**

2025 Population	27,612
2030 Population	26,998
% Population Change 2020-2025	1.3%
2025 Adult Population Age 18+	\$20,282
2025 Population Male	\$13,829
2025 Population Female	\$13,783
2025 Households	\$10,489
2025 Median Household Income	\$50,832
2025 Average Household Income	\$71,540
<b>Clothing, Clothing Accessories Stores</b>	<b>\$28.07 M</b>
Men's Clothing Stores	\$1.2 M
Women's Clothing Stores	\$2.32 M
Children's, Infants' Clothing Stores	\$2.08 M
Family Clothing Stores	\$13.51 M
Clothing Accessory Stores	\$660.84 K
Other Apparel Stores	\$815.61 K
Shoe Stores	\$6 M
Jewelry Stores	\$1.31 M
Luggage Stores	\$169.03 K
<b>Furniture, Home Furnishings Stores</b>	<b>\$24.68 M</b>
Furniture Stores	\$11.99 M
Floor Covering Stores	\$1.68 M
Other Home Furnishing Stores	\$11 M
<b>Electronics, Appliance Stores</b>	<b>\$24.14 M</b>
<b>Gasoline Stations</b>	<b>\$18.48 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>	<b>\$23.54 M</b>
Home Centers	\$13.22 M
Paint, Wallpaper Stores	\$2.64 M
Hardware Stores	\$1.47 M
Other Building Materials Stores	\$4.26 M
Outdoor Power Equipment Stores	\$257.07 K
Nursery, Garden Stores	\$1.69 M
<b>Food, Beverage Stores</b>	<b>\$35.63 M</b>
Grocery Stores	\$27.87 M
Convenience Stores	\$2.48 M
Meat Markets	\$161.54 K
Fish, Seafood Markets	\$55.21 K
Fruit, Vegetable Markets	\$105.54 K
Other Specialty Food Markets	\$213.98 K
Liquor Stores	\$4.75 M



## Broken Bow, Oklahoma

### 20mi Radius

<b>Health, Personal Care Stores</b>	\$23.89 M
Pharmacy, Drug Stores	\$20.97 M
Cosmetics, Beauty Stores	\$1.21 M
Optical Goods Stores	\$418.66 K
Other Health, Personal Care Stores	\$1.3 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$28.77 M
Sporting Goods Stores	\$10.97 M
Hobby, Toy, Game Stores	\$8.06 M
Sewing, Needlecraft Stores	\$5.88 M
Musical Instrument Stores	\$1.73 M
Book Stores	\$2.13 M
<b>General Merchandise Stores</b>	\$90.93 M
Department Stores	\$31.48 M
Warehouse Superstores	\$50.59 M
Other General Merchandise Stores	\$8.86 M
<b>Miscellaneous Store Retailers</b>	\$11.93 M
Florists	\$272.07 K
Office, Stationary Stores	\$1.25 M
Gift, Souvenir Stores	\$2.33 M
Used Merchandise Stores	\$891.08 K
Pet, Pet Supply Stores	\$2.26 M
Art Dealers	\$374.23 K
Mobile Home Dealers	\$240.32 K
Other Miscellaneous Retail Stores	\$4.31 M
<b>Non-Store Retailers</b>	\$53.47 M
Mail Order, Catalog Stores	\$50.15 M
Vending Machines	\$221.33 K
Fuel Dealers	\$289.79 K
Other Direct Selling Establishments	\$2.81 M
<b>Accommodation, Food Services</b>	\$44.81 M
Hotels, Other Travel Accommodations	\$2.72 M
RV Parks	\$28.9 K
Rooming, Boarding Houses	\$15.48 K
Full Service Restaurants	\$24.86 M
Limited Service Restaurants	\$11.53 M
Special Food Services, Catering	\$3.4 M
Drinking Places	\$2.25 M
<b>Motor Vehicle, Parts Dealers</b>	\$42.56 M
New Car Dealers	\$25.14 M
Used Car Dealers	\$2.34 M
Recreational Vehicle Dealers	\$4.23 M
Motorcycle, Boat Dealers	\$5.63 M
Auto Parts, Accessories	\$3.36 M
Tire Dealers	\$1.86 M

# **Income Summary**

## Broken Bow, Oklahoma

### 20mi Radius

#### Population

Estimated Population (2025)	27,612	
Projected Population (2030)	26,998	
Census Population (2020)	27,260	
Census Population (2010)	29,064	
Projected Annual Growth (2025 to 2030)	-614	-0.4%
Historical Annual Growth (2020 to 2025)	352	0.3%
Historical Annual Growth (2010 to 2020)	-1,803	-0.6%

#### Households

Estimated Households (2025)	10,489	
Projected Households (2030)	10,056	
Census Households (2020)	10,569	
Census Households (2010)	11,302	
Projected Annual Growth (2025 to 2030)	-433	-0.8%
Historical Annual Growth (2020 to 2025)	-80	-0.2%
Historical Annual Growth (2010 to 2020)	-733	-0.6%

#### Average Household Income

Estimated Average Household Income (2025)	\$71,540	
Projected Average Household Income (2030)	\$70,555	
Census Average Household Income (2020)	\$42,150	
Census Average Household Income (2010)	\$34,254	
Projected Annual Growth (2025 to 2030)	-\$986	-0.3%
Historical Annual Growth (2020 to 2025)	\$29,391	4.6%
Historical Annual Growth (2010 to 2020)	\$7,896	2.3%

#### Median Household Income

Estimated Median Household Income (2025)	\$50,832	
Projected Median Household Income (2030)	\$50,274	
Census Median Household Income (2020)	\$32,534	
Census Median Household Income (2010)	\$25,206	
Projected Annual Growth (2025 to 2030)	-\$558	-0.2%
Historical Annual Growth (2020 to 2025)	\$18,297	3.7%
Historical Annual Growth (2010 to 2020)	\$7,328	2.9%

#### Per Capita Income

Estimated Per Capita Income (2025)	\$27,221	
Projected Per Capita Income (2030)	\$26,326	
Census Per Capita Income (2020)	\$16,392	
Census Per Capita Income (2010)	\$13,237	
Projected Annual Growth (2025 to 2030)	-\$895	-0.7%
Historical Annual Growth (2020 to 2025)	\$10,830	4.4%
Historical Annual Growth (2010 to 2020)	\$3,155	2.4%

#### Other Income

Estimated Families (2025)	6,851	
Estimated Average Family Income (2025)	\$88,573	
Estimated Median Family Income (2025)	\$67,271	
Estimated Average Household Net Worth (2025)	\$725,172	

# **Consumer Expenditure Summary**

## Broken Bow, Oklahoma

### 20mi Radius

Estimated Population	27,612	
Estimated Households	10,489	
<b>Household Expenditure</b>	<b>\$831.76 M</b>	
Per Household ~ Per Capita	\$79,300	\$30,123
Non-Retail Expenditures	\$380.85 M	45.8%
Per Household ~ Per Capita	\$36,310	\$13,793
Retail Expenditures	\$450.91 M	54.2%
Per Household ~ Per Capita	\$42,989	\$16,330
Alcoholic Beverages	\$5 M	0.6%
Per Household ~ Per Capita	\$477	\$181
Apparel	\$15.69 M	1.9%
Per Household ~ Per Capita	\$1,496	\$568
Contributions	\$23.98 M	2.9%
Per Household ~ Per Capita	\$2,286	\$868
Education	\$17.69 M	2.1%
Per Household ~ Per Capita	\$1,687	\$641
Entertainment	\$48.92 M	5.9%
Per Household ~ Per Capita	\$4,664	\$1,772
Food Away From Home	\$36.94 M	4.4%
Per Household ~ Per Capita	\$3,522	\$1,338
Grocery	\$64.76 M	7.8%
Per Household ~ Per Capita	\$6,175	\$2,345
Health Care	\$68.86 M	8.3%
Per Household ~ Per Capita	\$6,565	\$2,494
Household Furnishings and Equipment	\$22.04 M	2.7%
Per Household ~ Per Capita	\$2,102	\$798
Household Operations	\$16.19 M	1.9%
Per Household ~ Per Capita	\$1,543	\$586
Miscellaneous Expenses	\$14.3 M	1.7%
Per Household ~ Per Capita	\$1,363	\$518
Personal Care	\$12.24 M	1.5%
Per Household ~ Per Capita	\$1,167	\$443
Shelter	\$140.71 M	16.9%
Per Household ~ Per Capita	\$13,415	\$5,096
Tax and Retirement	\$147.36 M	17.7%
Per Household ~ Per Capita	\$14,050	\$5,337
Tobacco and Related	\$6.07 M	0.7%
Per Household ~ Per Capita	\$578	\$220
Transportation	\$144.17 M	17.3%
Per Household ~ Per Capita	\$13,746	\$5,221
Utilities	\$46.81 M	5.6%
Per Household ~ Per Capita	\$4,463	\$1,695

## Broken Bow, Oklahoma

### 20mi Radius

#### Population / Households (2025)

Estimated Population	27,612
Estimated Households	10,489

#### Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$831.76 M
Total Non-Retail Expenditure	\$380.85 M
Total Retail Expenditure	\$450.91 M
Alcoholic Beverages	\$5 M
Apparel	\$15.69 M
Contributions	\$23.98 M
Education	\$17.69 M
Entertainment	\$48.92 M
Food Away From Home	\$36.94 M
Grocery	\$64.76 M
Health Care	\$68.86 M
Household Furnishings and Equipment	\$22.04 M
Household Operations	\$16.19 M
Miscellaneous Expenses	\$14.3 M
Personal Care	\$12.24 M
Shelter	\$140.71 M
Tax and Retirement	\$147.36 M
Tobacco and Related	\$6.07 M
Transportation	\$144.17 M
Utilities	\$46.81 M

#### Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$6,608	
Total Non-Retail Expenditure	\$3,026	45.8%
Total Retail Expenditure	\$3,582	54.2%
Alcoholic Beverages	\$40	0.6%
Apparel	\$125	1.9%
Contributions	\$191	2.9%
Education	\$141	2.1%
Entertainment	\$389	5.9%
Food Away From Home	\$294	4.4%
Grocery	\$515	7.8%
Health Care	\$547	8.3%
Household Furnishings and Equipment	\$175	2.7%
Household Operations	\$129	1.9%
Miscellaneous Expenses	\$114	1.7%
Personal Care	\$97	1.5%
Shelter	\$1,118	16.9%
Tax and Retirement	\$1,171	17.7%
Tobacco and Related	\$48	0.7%
Transportation	\$1,145	17.3%
Utilities	\$372	5.6%

## Broken Bow, Oklahoma

### 20mi Radius

#### Population / Households (2030)

Projected Population	26,998
Projected Households	-

#### Total Annual Consumer Expenditure (2030)

Total Household Expenditure	\$798.86 M
Total Non-Retail Expenditure	\$367.01 M
Total Retail Expenditure	\$431.85 M
Alcoholic Beverages	\$4.81 M
Apparel	\$15.09 M
Contributions	\$23.01 M
Education	\$16.99 M
Entertainment	\$47.03 M
Food Away From Home	\$35.51 M
Grocery	\$62.38 M
Health Care	\$65.77 M
Household Furnishings and Equipment	\$21.18 M
Household Operations	\$15.58 M
Miscellaneous Expenses	\$13.74 M
Personal Care	\$11.79 M
Shelter	\$135.89 M
Tax and Retirement	\$141.88 M
Tobacco and Related	\$5.86 M
Transportation	\$137.26 M
Utilities	\$45.09 M

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

Total Household Expenditure	\$-32.9 M
Total Non-Retail Expenditure	\$-13.84 M
Total Retail Expenditure	\$-19.05 M
Alcoholic Beverages	\$-196.04 K
Apparel	\$-605.95 K
Contributions	\$-967.56 K
Education	\$-705.16 K
Entertainment	\$-1.89 M
Food Away From Home	\$-1.43 M
Grocery	\$-2.39 M
Health Care	\$-3.09 M
Household Furnishings and Equipment	\$-860.49 K
Household Operations	\$-610.37 K
Miscellaneous Expenses	\$-564.32 K
Personal Care	\$-456.46 K
Shelter	\$-4.81 M
Tax and Retirement	\$-5.48 M
Tobacco and Related	\$-202.83 K
Transportation	\$-6.91 M
Utilities	\$-1.72 M



# Crime Risk

## Broken Bow, Oklahoma

### 20mi Radius

#### Demographics

Population	27,612
Census Population	27,260
Households	10,489
Average Household Income	\$71,540
Median Household Income	\$50,832
Per Capita Income	\$27,221

#### Total Crime

Crime Index	133
Crime Level	Above Average

#### Personal Crime

Crime Index	103
Crime Level	Average

#### Murder

Crime Index	192
Crime Level	Very High

#### Rape

Crime Index	154
Crime Level	High Risk

#### Robbery

Crime Index	37
Crime Level	Low Risk

#### Assault

Crime Index	113
Crime Level	Average

#### Property Crime

Crime Index	138
Crime Level	Above Average

#### Burglary

Crime Index	253
Crime Level	Very High

#### Larceny

Crime Index	124
Crime Level	Above Average

#### Motor Vehicle Theft

Crime Index	88
Crime Level	Below Average

\* Crime Index: 100 = National Average Adjusted for Population

# **Void Analysis**

Broken Bow, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
<b>Auto Parts Tires</b>			
AutoZone	1 / 0	6,600	
Jiffy Lube	2 / 1	2,500	
O'Reilly	2 / 1	8,500	
<b>Banks Minor</b>			
Bank	12 / 4		
<b>Clothing Apparel</b>			
Cato	1 / 0	5,000	
<b>Convenience Stores</b>			
Alon	1 / 1	3,500	
Casey's General Store	1 / 0	3,200	
Love's	1 / 1	7,300	
Murphy USA	1 / 0	2,100	
Phillips 66	1 / 1	2,500	
Shell	3 / 0	1,800	
Valero	3 / 0	3,200	
<b>Dealerships</b>			
Chevrolet	1 / 1		
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	1 / 0		
Jeep	1 / 1		
Lincoln	1 / 0		
RAM	1 / 1		
<b>Department Stores</b>			
Bealls	1 / 0	22,600	
<b>Discount Department Stores</b>			
Walmart	1 / 1	122,800	
Walmart Supercenter	1 / 0	189,700	
<b>Dollar Stores</b>			
Dollar General	7 / 1	9,600	
Dollar Tree	2 / 1	11,800	
Family Dollar	2 / 0	9,400	
<b>Education</b>			
Cosmetology and Barber	1 / 1		
Day Care	16 / 5		
High School	6 / 1		

Broken Bow, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
PK - 8	18 / 3		
Trade Schools	1 / 0		
<b>EV Charging Stations</b>			
Independent	1 / 0		
<b>Eyewear</b>			
MyEyeDr.	2 / 1	2,800	
<b>Furniture Household</b>			
Aaron's	1 / 0	9,000	
<b>Health Care</b>			
Cardiac Electrophysiology	1 / 0		
Cardiovascular Disease	1 / 0		
Certified Registered Nurse Anesthetist	1 / 0		
Chiropractic	2 / 1		
Diagnostic Radiology	1 / 0		
Dialysis Centers	2 / 0		
Emergency Medicine	1 / 0		
Family Practice	7 / 1		
General Practice	2 / 1		
General Surgery	1 / 0		
Hospitalist	2 / 0		
Internal Medicine	3 / 0		
Medical Oncology	1 / 0		
Nephrology	2 / 0		
Nurse Practitioner	17 / 5		
Optometry	3 / 1		
Pathology	1 / 0		
Pediatric Medicine	1 / 0		
Physical Therapy	1 / 0		
Physician Assistant	3 / 1		
Podiatry	1 / 0		
Urgent Care	1 / 1		
<b>Home Improvement</b>			
Ace Hardware	1 / 1	16,200	
Do It Best	1 / 1	16,200	
Harbor Freight Tools	1 / 0	17,100	
Tractor Supply Company	1 / 0	26,300	
<b>Hotels</b>			

Broken Bow, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Comfort Suites	1 / 0	14,700	
Microtel Inn & Suites	1 / 1	11,500	
Motel 6	1 / 0	24,300	
Rodeway	1 / 1	11,400	
Super 8	1 / 0	12,300	
<b>Restaurants Coffee Donuts</b>			
Starbucks	1 / 0	1,800	
<b>Restaurants Fast Food Major</b>			
Arby's	1 / 1	3,300	
KFC	2 / 1	3,100	
McDonald's	2 / 1	4,600	
Sonic	2 / 1	2,800	
Taco Bell	1 / 0	2,500	
Wendy's	1 / 1	3,300	
<b>Restaurants Ice Cream Smoothie</b>			
Braum's	1 / 0	5,100	
<b>Restaurants Pizza</b>			
Domino's Pizza	2 / 1	2,100	
Godfather's Pizza	1 / 1	2,700	
Pizza Hut	2 / 1	2,800	
Simple Simon's Pizza	1 / 1	2,000	
<b>Restaurants Sandwich</b>			
Subway	2 / 1	1,700	
<b>Shoes Footwear</b>			
Shoe Dept	1 / 0	6,500	
<b>Sporting Goods</b>			
Hibbett Sports	1 / 0	7,600	
<b>Worship</b>			
Baptist	6 / 2		