



**RETAIL ATTRACTIONS, LLC**  

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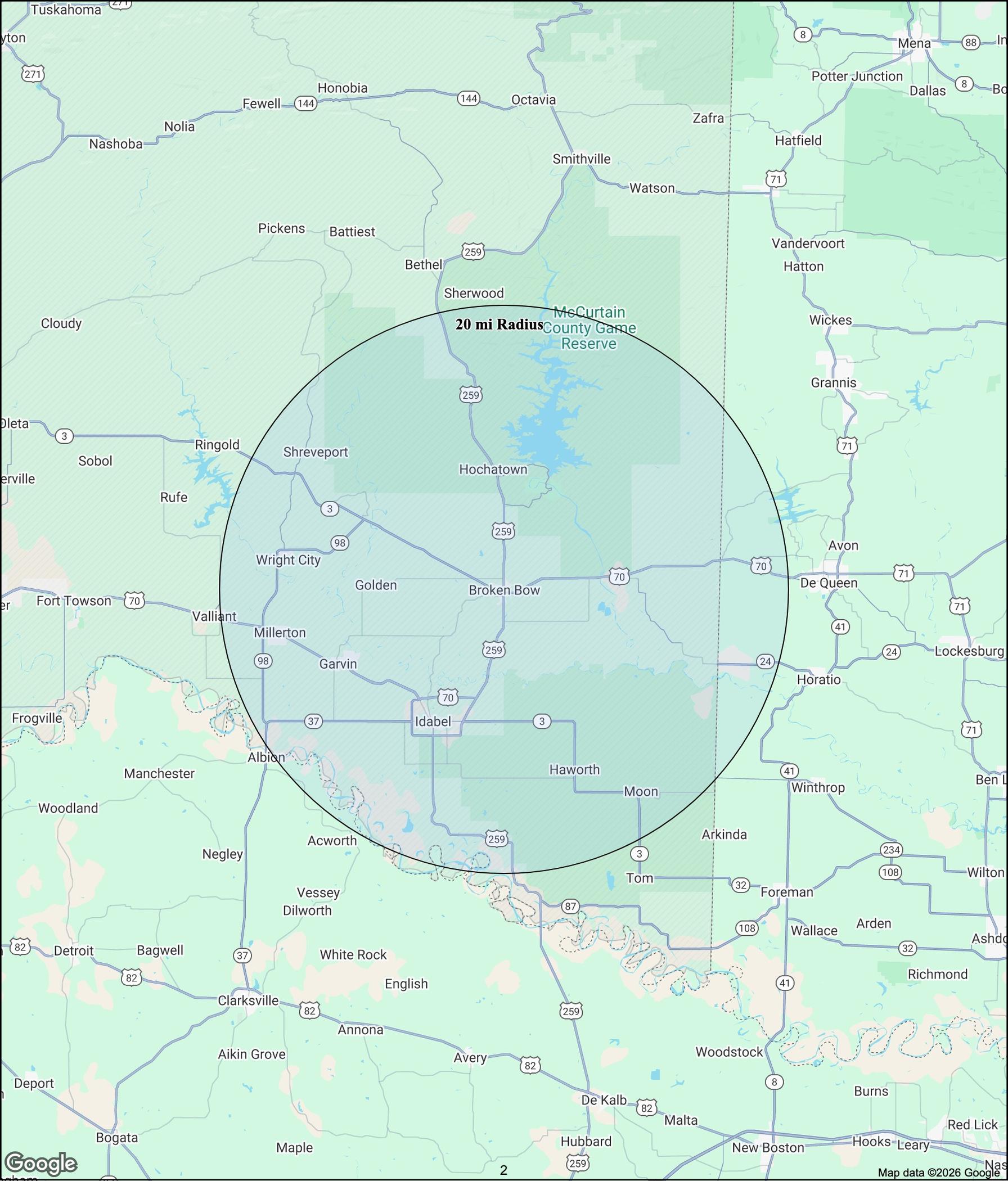
**Economic Development Consulting**

**Broken Bow, Oklahoma  
20mi Radius  
1st Quarter 2026**

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# Demographics



20 mi Radius

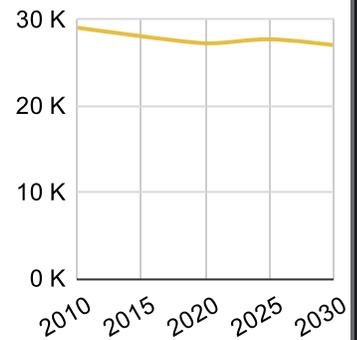
McCurtain  
County Game  
Reserve

**Broken Bow, Oklahoma**

**20mi Radius**

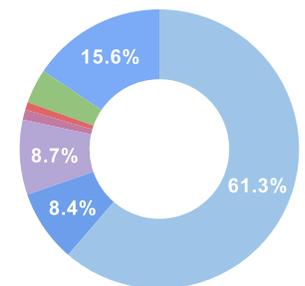
**Population**

Estimated Population (2025)	27,724
Projected Population (2030)	27,055
Census Population (2020)	27,260
Census Population (2010)	29,064
Projected Annual Growth (2025-2030)	-669 -0.5%
Historical Annual Growth (2020-2025)	464 0.3%
Historical Annual Growth (2010-2020)	-1,803 -0.6%
Estimated Population Density (2025)	22 <i>psm</i>
Trade Area Size	1,256.5 <i>sq mi</i>



**Race and Ethnicity (2025)**

Not Hispanic or Latino Population		Count	Percentage
White		16,127	63.7%
Black or African American		2,288	9.0%
American Indian or Alaska Native		2,293	9.1%
Asian		311	1.2%
Hawaiian or Pacific Islander		246	1.0%
Other Race		233	0.9%
Two or More Races		3,826	15.1%
Hispanic or Latino Population		Count	Percentage
White		871	36.3%
Black or African American		35	1.5%
American Indian or Alaska Native		114	4.8%
Asian		14	0.6%
Hispanic Hawaiian or Pacific Islander		1	-
Other Race		874	36.4%
Two or More Races		491	20.5%



- White
- Black or African American
- American Indian or Alaskan Native
- Asian
- Hawaiian or Pacific Islander
- Other Race
- 2+ Races

**Broken Bow, Oklahoma**

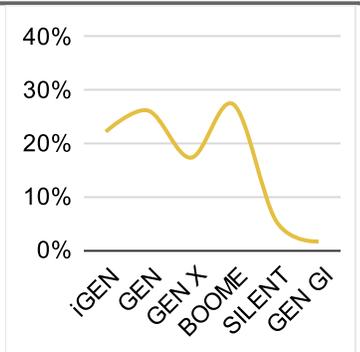
**20mi Radius**

**Age Distribution (2025)**

Age Under 5 Years	1,968	7.1%
Age 5 to 9 Years	2,043	7.4%
Age 10 to 14 Years	2,142	7.7%
Age 15 to 19 Years	1,921	6.9%
Age 20 to 24 Years	1,689	6.1%
Age 25 to 29 Years	1,709	6.2%
Age 30 to 34 Years	1,925	6.9%
Age 35 to 39 Years	1,626	5.9%
Age 40 to 44 Years	1,625	5.9%
Age 45 to 49 Years	1,547	5.6%
Age 50 to 54 Years	1,566	5.6%
Age 55 to 59 Years	1,616	5.8%
Age 60 to 64 Years	1,715	6.2%
Age 65 to 69 Years	1,499	5.4%
Age 70 to 74 Years	1,174	4.2%
Age 75 to 79 Years	886	3.2%
Age 80 to 84 Years	628	2.3%
Age 85 Years or Over	445	1.6%
Median Age	35.9	

**Generation (2025)**

iGeneration (Age Under 15 Years)	6,152	22.2%
Generation 9/11 Millennials (Age 15 to 34 Years)	7,244	26.1%
Gen Xers (Age 35 to 49 Years)	4,798	17.3%
Baby Boomers (Age 50 to 74 Years)	7,571	27.3%
Silent Generation (Age 75 to 84 Years)	1,515	5.5%
G.I. Generation (Age 85 Years or Over)	445	1.6%

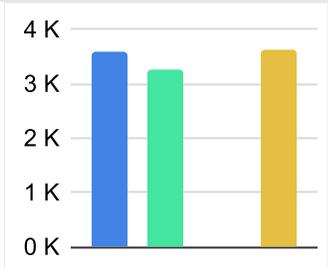


## Broken Bow, Oklahoma

### 20mi Radius

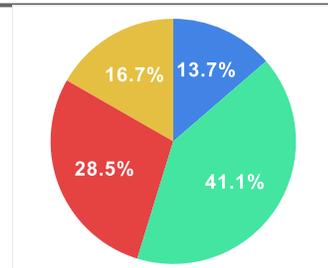
#### Household Type (2025)

Total Households	10,498
Family Households	6,850 65.3%
Family Households with Children	3,582 52.3%
Family Households No Children	3,268 47.7%
Non-Family Households	3,647 34.7%
Non-Family Households with Children	6 0.2%
Non-Family Households No Children	3,641 99.8%



#### Education Attainment (2025)

Elementary or Some High School	2,453 13.7%
High School Graduate	7,380 41.1%
Some College or Associate Degree	5,126 28.5%
Bachelor or Graduate Degree	3,003 16.7%



#### Household Income (2025)

Estimated Average Household Income	\$72,119
Estimated Median Household Income	\$51,386
HH Income Under \$10,000	859 8.2%
HH Income \$10,000 to \$34,999	2,885 27.5%
HH Income \$35,000 to \$49,999	1,409 13.4%
HH Income \$50,000 to \$74,999	1,841 17.5%
HH Income \$75,000 to \$99,999	1,201 11.4%
HH Income \$100,000 to \$149,999	1,477 14.1%
HH Income \$150,000 or More	825 7.9%

## Broken Bow, Oklahoma

### 20mi Radius

#### Population

Estimated Population (2025)	27,724	
Projected Population (2030)	27,055	
Census Population (2020)	27,260	
Census Population (2010)	29,064	
Projected Annual Growth (2025-2030)	-669	-0.5%
Historical Annual Growth (2020-2025)	464	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)	10,498	
Projected Households (2030)	10,067	
Census Households (2020)	10,569	
Census Households (2010)	11,302	
Projected Annual Growth (2025-2030)	-431	-0.8%
Historical Annual Change (2010-2025)	-804	-0.5%

#### Average Household Income

Estimated Average Household Income (2025)	\$72,119	
Projected Average Household Income (2030)	\$71,891	
Census Average Household Income (2010)	\$42,150	
Census Average Household Income (2000)	\$34,254	
Projected Annual Change (2025-2030)	-\$228	-
Historical Annual Change (2000-2025)	\$37,865	4.4%

#### Median Household Income

Estimated Median Household Income (2025)	\$51,386	
Projected Median Household Income (2030)	\$50,954	
Census Median Household Income (2010)	\$32,534	
Census Median Household Income (2000)	\$25,206	
Projected Annual Change (2025-2030)	-\$431	-0.2%
Historical Annual Change (2000-2025)	\$26,180	4.2%

#### Per Capita Income

Estimated Per Capita Income (2025)	\$27,353	
Projected Per Capita Income (2030)	\$26,796	
Census Per Capita Income (2010)	\$16,392	
Census Per Capita Income (2000)	\$13,237	
Projected Annual Change (2025-2030)	-\$557	-0.4%
Historical Annual Change (2000-2025)	\$14,116	4.3%
Estimated Average Household Net Worth (2025)	\$728,421	

**Broken Bow, Oklahoma**

**20mi Radius**

**Race and Ethnicity**

Total Population (2025)	27,724	
White (2025)	16,999	61.3%
Black or African American (2025)	2,324	8.4%
American Indian or Alaska Native (2025)	2,407	8.7%
Asian (2025)	325	1.2%
Hawaiian or Pacific Islander (2025)	247	0.9%
Other Race (2025)	1,107	4.0%
Two or More Races (2025)	4,317	15.6%
Population < 18 (2025)	7,355	26.5%
White Not Hispanic	3,108	42.3%
Black or African American	656	8.9%
Asian	79	1.1%
Other Race Not Hispanic	2,440	33.2%
Hispanic	1,072	14.6%
Not Hispanic or Latino Population (2025)	25,324	91.3%
Not Hispanic White	16,127	63.7%
Not Hispanic Black or African American	2,288	9.0%
Not Hispanic American Indian or Alaska Native	2,293	9.1%
Not Hispanic Asian	311	1.2%
Not Hispanic Hawaiian or Pacific Islander	246	1.0%
Not Hispanic Other Race	233	0.9%
Not Hispanic Two or More Races	3,826	15.1%
Hispanic or Latino Population (2025)	2,401	8.7%
Hispanic White	871	36.3%
Hispanic Black or African American	35	1.5%
Hispanic American Indian or Alaska Native	114	4.8%
Hispanic Asian	14	0.6%
Hispanic Hawaiian or Pacific Islander	1	-
Hispanic Other Race	874	36.4%
Hispanic Two or More Races	491	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)	24,623	91.0%
Hispanic or Latino Population (2030)	2,432	9.0%
Projected Annual Growth (2025-2030)	32	0.3%
Historical Annual Growth (2010-2020)	379	2.4%

**Broken Bow, Oklahoma**

**20mi Radius**

**Total Age Distribution (2025)**

Total Population	27,724	
Age Under 5 Years	1,968	7.1%
Age 5 to 9 Years	2,043	7.4%
Age 10 to 14 Years	2,142	7.7%
Age 15 to 19 Years	1,921	6.9%
Age 20 to 24 Years	1,689	6.1%
Age 25 to 29 Years	1,709	6.2%
Age 30 to 34 Years	1,925	6.9%
Age 35 to 39 Years	1,626	5.9%
Age 40 to 44 Years	1,625	5.9%
Age 45 to 49 Years	1,547	5.6%
Age 50 to 54 Years	1,566	5.6%
Age 55 to 59 Years	1,616	5.8%
Age 60 to 64 Years	1,715	6.2%
Age 65 to 69 Years	1,499	5.4%
Age 70 to 74 Years	1,174	4.2%
Age 75 to 79 Years	886	3.2%
Age 80 to 84 Years	628	2.3%
Age 85 Years or Over	445	1.6%
Median Age	35.9	
Age 19 Years or Less	8,073	29.1%
Age 20 to 64 Years	15,019	54.2%
Age 65 Years or Over	4,633	16.7%

**Female Age Distribution (2025)**

Female Population	13,857	50.0%
Age Under 5 Years	903	6.5%
Age 5 to 9 Years	949	6.8%
Age 10 to 14 Years	1,065	7.7%
Age 15 to 19 Years	916	6.6%
Age 20 to 24 Years	858	6.2%
Age 25 to 29 Years	870	6.3%
Age 30 to 34 Years	963	6.9%
Age 35 to 39 Years	835	6.0%
Age 40 to 44 Years	805	5.8%
Age 45 to 49 Years	782	5.6%
Age 50 to 54 Years	791	5.7%
Age 55 to 59 Years	825	5.9%
Age 60 to 64 Years	860	6.2%
Age 65 to 69 Years	805	5.8%
Age 70 to 74 Years	641	4.6%
Age 75 to 79 Years	472	3.4%
Age 80 to 84 Years	310	2.2%
Age 85 Years or Over	208	1.5%
Female Median Age	36.7	
Age 19 Years or Less	3,833	27.7%
Age 20 to 64 Years	7,588	54.8%
Age 65 Years or Over	2,436	17.6%

**Broken Bow, Oklahoma**

**20mi Radius**

**Male Age Distribution (2025)**

Male Population	13,867	50.0%
Age Under 5 Years	1,064	7.7%
Age 5 to 9 Years	1,094	7.9%
Age 10 to 14 Years	1,077	7.8%
Age 15 to 19 Years	1,005	7.2%
Age 20 to 24 Years	831	6.0%
Age 25 to 29 Years	839	6.1%
Age 30 to 34 Years	961	6.9%
Age 35 to 39 Years	791	5.7%
Age 40 to 44 Years	820	5.9%
Age 45 to 49 Years	766	5.5%
Age 50 to 54 Years	775	5.6%
Age 55 to 59 Years	792	5.7%
Age 60 to 64 Years	855	6.2%
Age 65 to 69 Years	695	5.0%
Age 70 to 74 Years	533	3.8%
Age 75 to 79 Years	414	3.0%
Age 80 to 84 Years	319	2.3%
Age 85 Years or Over	236	1.7%
Male Median Age	35.0	
Age 19 Years or Less	4,240	30.6%
Age 20 to 64 Years	7,431	53.6%
Age 65 Years or Over	2,196	15.8%

**Males per 100 Females (2025)**

Overall Comparison	100	
Age Under 5 Years	118	54.1%
Age 5 to 9 Years	115	53.5%
Age 10 to 14 Years	101	50.3%
Age 15 to 19 Years	110	52.3%
Age 20 to 24 Years	97	49.2%
Age 25 to 29 Years	96	49.1%
Age 30 to 34 Years	100	50.0%
Age 35 to 39 Years	95	48.7%
Age 40 to 44 Years	102	50.5%
Age 45 to 49 Years	98	49.5%
Age 50 to 54 Years	98	49.5%
Age 55 to 59 Years	96	49.0%
Age 60 to 64 Years	99	49.9%
Age 65 to 69 Years	86	46.3%
Age 70 to 74 Years	83	45.4%
Age 75 to 79 Years	88	46.7%
Age 80 to 84 Years	103	50.8%
Age 85 Years or Over	114	53.2%
Age 19 Years or Less	111	52.5%
Age 20 to 39 Years	97	49.3%
Age 40 to 64 Years	99	49.7%
Age 65 Years or Over	90	47.4%

## Broken Bow, Oklahoma

### 20mi Radius

#### Household Type (2025)

Total Households	10,498	
Households with Children	3,588	34.2%
Average Household Size	2.6	
Household Density per Square Mile	8	
Population Family	22,400	80.8%
Population Non-Family	5,057	18.2%
Population Group Quarters	267	1.0%
Family Households	6,850	65.3%
Married Couple Households	4,758	69.5%
Other Family Households with Children	2,092	30.5%
Family Households with Children	3,582	52.3%
Married Couple with Children	2,200	61.4%
Other Family Households with Children	1,383	38.6%
Family Households No Children	3,268	47.7%
Married Couple No Children	2,559	78.3%
Other Family Households No Children	709	21.7%
Non-Family Households	3,647	34.7%
Non-Family Households with Children	6	0.2%
Non-Family Households No Children	3,641	99.8%
Average Family Household Size	3.3	
Average Family Income	\$89,384	
Median Family Income	\$67,719	
Average Non-Family Household Size	1.4	

#### Marital Status (2025)

Population Age 15 Years or Over	21,572	
Never Married	6,180	28.6%
Currently Married	9,369	43.4%
Previously Married	6,023	27.9%
Separated	1,183	19.6%
Widowed	1,947	32.3%
Divorced	2,893	48.0%

#### Educational Attainment (2025)

Adult Population Age 25 Years or Over	17,962	
Elementary (Grade Level 0 to 8)	868	4.8%
Some High School (Grade Level 9 to 11)	1,586	8.8%
High School Graduate	7,380	41.1%
Some College	3,854	21.5%
Associate Degree Only	1,272	7.1%
Bachelor Degree Only	2,107	11.7%
Graduate Degree	895	5.0%
Any College (Some College or Higher)	8,129	45.3%
College Degree + (Bachelor Degree or Higher)	3,003	16.7%

## Broken Bow, Oklahoma

### 20mi Radius

#### Housing

Total Housing Units (2025)	12,592	
Total Housing Units (2020)	12,142	
Historical Annual Growth (2020-2025)	450	-
Housing Units Occupied (2025)	10,498	83.4%
Housing Units Owner-Occupied	7,010	66.8%
Housing Units Renter-Occupied	3,488	33.2%
Housing Units Vacant (2025)	2,095	16.6%

#### Household Size (2025)

Total Households	10,498	
1 Person Households	2,901	27.6%
2 Person Households	3,435	32.7%
3 Person Households	1,699	16.2%
4 Person Households	1,296	12.3%
5 Person Households	678	6.5%
6 Person Households	316	3.0%
7 or More Person Households	172	1.6%

#### Household Income Distribution (2025)

HH Income \$200,000 or More	286	2.7%
HH Income \$150,000 to \$199,999	539	5.1%
HH Income \$125,000 to \$149,999	434	4.1%
HH Income \$100,000 to \$124,999	1,043	9.9%
HH Income \$75,000 to \$99,999	1,201	11.4%
HH Income \$50,000 to \$74,999	1,841	17.5%
HH Income \$35,000 to \$49,999	1,409	13.4%
HH Income \$25,000 to \$34,999	1,082	10.3%
HH Income \$15,000 to \$24,999	1,178	11.2%
HH Income \$10,000 to \$14,999	624	5.9%
HH Income Under \$10,000	859	8.2%

#### Household Vehicles (2025)

Households 0 Vehicles Available	979	9.3%
Households 1 Vehicle Available	3,491	33.3%
Households 2 Vehicles Available	3,120	29.7%
Households 3 or More Vehicles Available	2,908	27.7%
Total Vehicles Available	19,822	
Average Vehicles per Household	1.9	
Owner-Occupied Household Vehicles	15,526	78.3%
Average Vehicles per Owner-Occupied Household	2.2	
Renter-Occupied Household Vehicles	4,296	21.7%
Average Vehicles per Renter-Occupied Household	1.2	

#### Travel Time (2025)

Worker Base Age 16 years or Over	10,914	
Travel to Work in 14 Minutes or Less	4,496	41.2%
Travel to Work in 15 to 29 Minutes	3,292	30.2%
Travel to Work in 30 to 59 Minutes	1,982	18.2%
Travel to Work in 60 Minutes or More	760	7.0%
Work at Home	384	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	10,914	
Drive to Work Alone	9,253	84.8%
Drive to Work in Carpool	939	8.6%
Travel to Work by Public Transportation	4	-
Drive to Work on Motorcycle	4	-
Bicycle to Work	-	-
Walk to Work	164	1.5%
Other Means	165	1.5%
Work at Home	384	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	42.8	to 1
Adj. Daytime Demographics Age 16 Years or Over	16,227	

#### Labor Force

Labor Population Age 16 Years or Over (2025)	21,185	
Labor Force Total Males (2025)	10,429	49.2%
Male Civilian Employed	5,837	56.0%
Male Civilian Unemployed	285	2.7%
Males in Armed Forces	4	-
Males Not in Labor Force	4,303	41.3%
Labor Force Total Females (2025)	10,757	50.8%
Female Civilian Employed	5,080	47.2%
Female Civilian Unemployed	178	1.7%
Females in Armed Forces	-	-
Females Not in Labor Force	5,499	51.1%
Unemployment Rate	464	2.2%

#### Occupation (2025)

Occupation Population Age 16 Years or Over	10,914	
Occupation Total Males	5,835	53.5%
Occupation Total Females	5,080	46.5%
Management, Business, Financial Operations	1,090	10.0%
Professional, Related	1,791	16.4%
Service	2,176	19.9%
Sales, Office	1,889	17.3%
Farming, Fishing, Forestry	151	1.4%
Construction, Extraction, Maintenance	1,300	11.9%
Production, Transport, Material Moving	2,517	23.1%
White Collar Workers	4,770	43.7%
Blue Collar Workers	6,144	56.3%

## Broken Bow, Oklahoma

### 20mi Radius

#### Units In Structure (2025)

Total Units	10,498	
1 Detached Unit	7,870	75.0%
1 Attached Unit	78	0.7%
2 Units	375	3.6%
3 to 4 Units	270	2.6%
5 to 9 Units	47	0.4%
10 to 19 Units	71	0.7%
20 to 49 Units	100	0.9%
50 or More Units	44	0.4%
Mobile Home or Trailer	1,601	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	813	6.5%
Homes Built 2000 to 2009	1,150	9.1%
Homes Built 1990 to 1999	1,611	12.8%
Homes Built 1980 to 1989	1,774	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	549	4.4%
Homes Built 1940 to 1949	331	2.6%
Homes Built Before 1939	332	2.6%
Median Age of Homes	42.8	yrs

#### Home Values (2025)

Owner Specified Housing Units	7,010	
Home Values \$1,000,000 or More	109	1.5%
Home Values \$750,000 to \$999,999	85	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	483	6.9%
Home Values \$250,000 to \$299,999	525	7.5%
Home Values \$200,000 to \$249,999	584	8.3%
Home Values \$175,000 to \$199,999	415	5.9%
Home Values \$150,000 to \$174,999	406	5.8%
Home Values \$125,000 to \$149,999	469	6.7%
Home Values \$100,000 to \$124,999	667	9.5%
Home Values \$90,000 to \$99,999	225	3.2%
Home Values \$80,000 to \$89,999	399	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	412	5.9%
Home Values \$35,000 to \$49,999	323	4.6%
Home Values \$25,000 to \$34,999	227	3.2%
Home Values \$10,000 to \$24,999	413	5.9%
Home Values Under \$10,000	156	2.2%
Owner-Occupied Median Home Value	\$142,652	
Renter-Occupied Median Rent	\$487	

## Broken Bow, Oklahoma

### 20mi Radius

#### Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$837.59 M
Total Non-Retail Expenditure	\$383.72 M
Total Retail Expenditure	\$453.88 M
Alcoholic Beverages	\$5.04 M
Apparel	\$15.82 M
Contributions	\$24.16 M
Education	\$17.83 M
Entertainment	\$49.32 M
Food Away From Home	\$37.24 M
Grocery	\$65.33 M
Health Care	\$69.03 M
Household Furnishings and Equipment	\$22.22 M
Household Operations	\$16.32 M
Miscellaneous Expenses	\$14.42 M
Personal Care	\$12.35 M
Shelter	\$142.03 M
Tax and Retirement	\$148.39 M
Tobacco and Related	\$6.12 M
Transportation	\$144.75 M
Utilities	\$47.22 M

#### Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$6,649	
Total Non-Retail Expenditure	\$3,046	45.8%
Total Retail Expenditures	\$3,603	54.2%
Alcoholic Beverages	\$40	0.6%
Apparel	\$126	1.9%
Contributions	\$192	2.9%
Education	\$142	2.1%
Entertainment	\$392	5.9%
Food Away From Home	\$296	4.4%
Grocery	\$519	7.8%
Health Care	\$548	8.2%
Household Furnishings and Equipment	\$176	2.7%
Household Operations	\$130	1.9%
Miscellaneous Expenses	\$114	1.7%
Personal Care	\$98	1.5%
Shelter	\$1,127	17.0%
Tax and Retirement	\$1,178	-
Tobacco and Related	\$49	0.7%
Transportation	\$1,149	17.3%
Utilities	\$375	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>	\$28.28 M / \$10.99 M	61
Men's Clothing Stores	\$1.21 M / -	100
Women's Clothing Stores	\$2.34 M / \$1.24 M	47
Children's, Infants' Clothing Stores	\$2.1 M / -	100
Family Clothing Stores	\$13.62 M / -	100
Clothing Accessory Stores	\$665.71 K / -	100
Other Apparel Stores	\$822.05 K / \$330.07 K	60
Shoe Stores	\$6.04 M / \$9.42 M	-36
Jewelry Stores	\$1.31 M / -	100
Luggage Stores	\$169.59 K / \$-2	100
<b>Furniture, Home Furnishings Stores</b>	\$24.91 M / \$1.05 M	96
Furniture Stores	\$12.1 M / \$1.05 M	91
Floor Covering Stores	\$1.7 M / \$-1	100
Other Home Furnishing Stores	\$11.11 M / -	100
<b>Electronics, Appliance Stores</b>	\$24.27 M / \$4.71 M	81
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$23.73 M / \$10.14 M	57
Home Centers	\$13.33 M / \$4.39 M	67
Paint, Wallpaper Stores	\$2.66 M / -	100
Hardware Stores	\$1.48 M / \$418.51 K	72
Other Building Materials Stores	\$4.29 M / \$5.33 M	-19
Outdoor Power Equipment Stores	\$258.98 K / -	100
Nursery, Garden Stores	\$1.7 M / -	100
<b>Food, Beverage Stores</b>	\$35.86 M / \$15.47 M	57
Grocery Stores	\$28.05 M / \$2.39 M	91
Convenience Stores	\$2.49 M / \$8.19 M	-70
Meat Markets	\$162.78 K / \$230.11 K	-29
Fish, Seafood Markets	\$55.65 K / -	100
Fruit, Vegetable Markets	\$106.37 K / -	100
Other Specialty Food Markets	\$215.77 K / -	100
Liquor Stores	\$4.78 M / \$4.66 M	2

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

	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$24 M / \$14.11 M	41
Pharmacy, Drug Stores	\$21.06 M / \$13.81 M	34
Cosmetics, Beauty Stores	\$1.22 M / \$304.43 K	75
Optical Goods Stores	\$420.97 K / -	100
Other Health, Personal Care Stores	\$1.3 M / -	100
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$28.96 M / \$16.37 M	43
Sporting Goods Stores	\$11.06 M / \$1.72 M	84
Hobby, Toy, Game Stores	\$8.12 M / \$5.06 M	38
Sewing, Needlecraft Stores	\$5.9 M / \$9.59 M	-38
Musical Instrument Stores	\$1.74 M / -	100
Book Stores	\$2.14 M / -	100
<b>General Merchandise Stores</b>	\$91.56 M / \$113.86 M	-20
Department Stores	\$31.72 M / \$101.22 M	-69
Warehouse Superstores	\$50.91 M / -	100
Other General Merchandise Stores	\$8.93 M / \$12.64 M	-29
<b>Miscellaneous Store Retailers</b>	\$12 M / \$3.63 M	70
Florists	\$274.25 K / \$371.36 K	-26
Office, Stationary Stores	\$1.25 M / -	100
Gift, Souvenir Stores	\$2.35 M / \$633.43 K	73
Used Merchandise Stores	\$893.57 K / \$446.28 K	50
Pet, Pet Supply Stores	\$2.28 M / -	100
Art Dealers	\$374.75 K / -	100
Mobile Home Dealers	\$242.29 K / \$-1	100
Other Miscellaneous Retail Stores	\$4.33 M / \$2.18 M	50
<b>Non-Store Retailers</b>	\$53.83 M / \$2.17 M	96
Mail Order, Catalog Stores	\$50.49 M / \$781.39 K	98
Vending Machines	\$223.04 K / -	100
Fuel Dealers	\$291.39 K / \$687.19 K	-58
Other Direct Selling Establishments	\$2.83 M / \$706.1 K	75

**Broken Bow, Oklahoma**

**20mi Radius**

	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$42.89 M / \$23.51 M	45
Hotels, Other Travel Accommodations	\$2.74 M / \$3.27 M	-16
RV Parks	\$29.07 K / \$10.45 K	64
Rooming, Boarding Houses	\$15.6 K / -	100
Full Service Restaurants	\$25.05 M / \$9.59 M	62
Limited Service Restaurants	\$11.62 M / \$12.03 M	-3
Special Food Services, Catering	\$3.43 M / -	100
Drinking Places	\$2.26 M / \$869.9 K	62
<b>Gasoline Stations</b>	\$18.56 M / \$61.53 M	-70
<b>Motor Vehicle, Parts Dealers</b>	\$42.77 M / \$22.97 M	46
New Car Dealers	\$25.24 M / \$9.64 M	62
Used Car Dealers	\$2.35 M / \$1.06 M	55
Recreational Vehicle Dealers	\$4.26 M / \$2.26 M	47
Motorcycle, Boat Dealers	\$5.67 M / \$5.2 M	8
Auto Parts, Accessories	\$3.37 M / \$4.31 M	-22
Tire Dealers	\$1.87 M / \$484.47 K	74
2025 Population	27,724	
2030 Population	27,055	
% Population Change 2025-2030	-2.4%	
2025 Adult Population Age 18+	20,370	
2025 Population Male	13,867	
2025 Population Female	13,857	
2025 Households	10,498	
2025 Median Household Income	51,386	
2025 Average Household Income	72,119	

# **Retail Potential**

<b>Broken Bow, Oklahoma</b>	
<b>20mi Radius</b>	
2025 Population	27,724
2030 Population	27,055
% Population Change 2020-2025	1.7%
2025 Adult Population Age 18+	\$20,370
2025 Population Male	\$13,867
2025 Population Female	\$13,857
2025 Households	\$10,498
2025 Median Household Income	\$51,386
2025 Average Household Income	\$72,119
<b>Clothing, Clothing Accessories Stores</b>	<b>\$28.28 M</b>
Men's Clothing Stores	\$1.21 M
Women's Clothing Stores	\$2.34 M
Children's, Infants' Clothing Stores	\$2.1 M
Family Clothing Stores	\$13.62 M
Clothing Accessory Stores	\$665.71 K
Other Apparel Stores	\$822.05 K
Shoe Stores	\$6.04 M
Jewelry Stores	\$1.31 M
Luggage Stores	\$169.59 K
<b>Furniture, Home Furnishings Stores</b>	<b>\$24.91 M</b>
Furniture Stores	\$12.1 M
Floor Covering Stores	\$1.7 M
Other Home Furnishing Stores	\$11.11 M
<b>Electronics, Appliance Stores</b>	<b>\$24.27 M</b>
<b>Gasoline Stations</b>	<b>\$18.56 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>	<b>\$23.73 M</b>
Home Centers	\$13.33 M
Paint, Wallpaper Stores	\$2.66 M
Hardware Stores	\$1.48 M
Other Building Materials Stores	\$4.29 M
Outdoor Power Equipment Stores	\$258.98 K
Nursery, Garden Stores	\$1.7 M
<b>Food, Beverage Stores</b>	<b>\$35.86 M</b>
Grocery Stores	\$28.05 M
Convenience Stores	\$2.49 M
Meat Markets	\$162.78 K
Fish, Seafood Markets	\$55.65 K
Fruit, Vegetable Markets	\$106.37 K
Other Specialty Food Markets	\$215.77 K
Liquor Stores	\$4.78 M

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

<b>Health, Personal Care Stores</b>	\$24 M
Pharmacy, Drug Stores	\$21.06 M
Cosmetics, Beauty Stores	\$1.22 M
Optical Goods Stores	\$420.97 K
Other Health, Personal Care Stores	\$1.3 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$28.96 M
Sporting Goods Stores	\$11.06 M
Hobby, Toy, Game Stores	\$8.12 M
Sewing, Needlecraft Stores	\$5.9 M
Musical Instrument Stores	\$1.74 M
Book Stores	\$2.14 M
<b>General Merchandise Stores</b>	\$91.56 M
Department Stores	\$31.72 M
Warehouse Superstores	\$50.91 M
Other General Merchandise Stores	\$8.93 M
<b>Miscellaneous Store Retailers</b>	\$12 M
Florists	\$274.25 K
Office, Stationary Stores	\$1.25 M
Gift, Souvenir Stores	\$2.35 M
Used Merchandise Stores	\$893.57 K
Pet, Pet Supply Stores	\$2.28 M
Art Dealers	\$374.75 K
Mobile Home Dealers	\$242.29 K
Other Miscellaneous Retail Stores	\$4.33 M
<b>Non-Store Retailers</b>	\$53.83 M
Mail Order, Catalog Stores	\$50.49 M
Vending Machines	\$223.04 K
Fuel Dealers	\$291.39 K
Other Direct Selling Establishments	\$2.83 M
<b>Accommodation, Food Services</b>	\$45.15 M
Hotels, Other Travel Accommodations	\$2.74 M
RV Parks	\$29.07 K
Rooming, Boarding Houses	\$15.6 K
Full Service Restaurants	\$25.05 M
Limited Service Restaurants	\$11.62 M
Special Food Services, Catering	\$3.43 M
Drinking Places	\$2.26 M
<b>Motor Vehicle, Parts Dealers</b>	\$42.77 M
New Car Dealers	\$25.24 M
Used Car Dealers	\$2.35 M
Recreational Vehicle Dealers	\$4.26 M
Motorcycle, Boat Dealers	\$5.67 M
Auto Parts, Accessories	\$3.37 M
Tire Dealers	\$1.87 M

# **Income Summary**

<b>Broken Bow, Oklahoma</b>		
<b>20mi Radius</b>		
<b>Population</b>		
Estimated Population (2025)	27,724	
Projected Population (2030)	27,055	
Census Population (2020)	27,260	
Census Population (2010)	29,064	
<i>Projected Annual Growth (2025 to 2030)</i>	-669	-0.5%
<i>Historical Annual Growth (2020 to 2025)</i>	464	0.3%
<i>Historical Annual Growth (2010 to 2020)</i>	-1,803	-0.6%
<b>Households</b>		
Estimated Households (2025)	10,498	
Projected Households (2030)	10,067	
Census Households (2020)	10,569	
Census Households (2010)	11,302	
<i>Projected Annual Growth (2025 to 2030)</i>	-431	-0.8%
<i>Historical Annual Growth (2020 to 2025)</i>	-72	-0.1%
<i>Historical Annual Growth (2010 to 2020)</i>	-733	-0.6%
<b>Average Household Income</b>		
Estimated Average Household Income (2025)	\$72,119	
Projected Average Household Income (2030)	\$71,891	
Census Average Household Income (2020)	\$42,150	
Census Average Household Income (2010)	\$34,254	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$228	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$29,969	4.7%
<i>Historical Annual Growth (2010 to 2020)</i>	\$7,896	2.3%
<b>Median Household Income</b>		
Estimated Median Household Income (2025)	\$51,386	
Projected Median Household Income (2030)	\$50,954	
Census Median Household Income (2020)	\$32,534	
Census Median Household Income (2010)	\$25,206	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$431	-0.2%
<i>Historical Annual Growth (2020 to 2025)</i>	\$18,851	3.9%
<i>Historical Annual Growth (2010 to 2020)</i>	\$7,328	2.9%
<b>Per Capita Income</b>		
Estimated Per Capita Income (2025)	\$27,353	
Projected Per Capita Income (2030)	\$26,796	
Census Per Capita Income (2020)	\$16,392	
Census Per Capita Income (2010)	\$13,237	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$557	-0.4%
<i>Historical Annual Growth (2020 to 2025)</i>	\$10,962	4.5%
<i>Historical Annual Growth (2010 to 2020)</i>	\$3,155	2.4%
<b>Other Income</b>		
Estimated Families (2025)	6,850	
Estimated Average Family Income (2025)	\$89,384	
Estimated Median Family Income (2025)	\$67,719	
Estimated Average Household Net Worth (2025)	\$728,421	

# **Consumer Expenditure Summary**

<b>Broken Bow, Oklahoma</b>		
<b>20mi Radius</b>		
Estimated Population		27,724
Estimated Households		10,498
<b>Household Expenditure</b>		<b>\$837.59 M</b>
Per Household ~ Per Capita	\$79,789	\$30,211
Non-Retail Expenditures	\$383.72 M	45.8%
Per Household ~ Per Capita	\$36,553	\$13,840
Retail Expenditures	\$453.88 M	54.2%
Per Household ~ Per Capita	\$43,236	\$16,371
Alcoholic Beverages	\$5.04 M	0.6%
Per Household ~ Per Capita	\$480	\$182
Apparel	\$15.82 M	1.9%
Per Household ~ Per Capita	\$1,507	\$570
Contributions	\$24.16 M	2.9%
Per Household ~ Per Capita	\$2,302	\$872
Education	\$17.83 M	2.1%
Per Household ~ Per Capita	\$1,698	\$643
Entertainment	\$49.32 M	5.9%
Per Household ~ Per Capita	\$4,698	\$1,779
Food Away From Home	\$37.24 M	4.4%
Per Household ~ Per Capita	\$3,547	\$1,343
Grocery	\$65.33 M	7.8%
Per Household ~ Per Capita	\$6,223	\$2,356
Health Care	\$69.03 M	8.2%
Per Household ~ Per Capita	\$6,576	\$2,490
Household Furnishings and Equipment	\$22.22 M	2.7%
Per Household ~ Per Capita	\$2,117	\$801
Household Operations	\$16.32 M	1.9%
Per Household ~ Per Capita	\$1,555	\$589
Miscellaneous Expenses	\$14.42 M	1.7%
Per Household ~ Per Capita	\$1,373	\$520
Personal Care	\$12.35 M	1.5%
Per Household ~ Per Capita	\$1,176	\$445
Shelter	\$142.03 M	17.0%
Per Household ~ Per Capita	\$13,529	\$5,123
Tax and Retirement	\$148.39 M	17.7%
Per Household ~ Per Capita	\$14,136	\$5,352
Tobacco and Related	\$6.12 M	0.7%
Per Household ~ Per Capita	\$583	\$221
Transportation	\$144.75 M	17.3%
Per Household ~ Per Capita	\$13,789	\$5,221
Utilities	\$47.22 M	5.6%
Per Household ~ Per Capita	\$4,498	\$1,703

<b>Broken Bow, Oklahoma</b>		
<b>20mi Radius</b>		
<b>Population / Households (2025)</b>		
Estimated Population		27,724
Estimated Households		10,498
<b>Total Annual Consumer Expenditure (2025)</b>		
Total Household Expenditure		\$837.59 M
Total Non-Retail Expenditure		\$383.72 M
Total Retail Expenditure		\$453.88 M
Alcoholic Beverages		\$5.04 M
Apparel		\$15.82 M
Contributions		\$24.16 M
Education		\$17.83 M
Entertainment		\$49.32 M
Food Away From Home		\$37.24 M
Grocery		\$65.33 M
Health Care		\$69.03 M
Household Furnishings and Equipment		\$22.22 M
Household Operations		\$16.32 M
Miscellaneous Expenses		\$14.42 M
Personal Care		\$12.35 M
Shelter		\$142.03 M
Tax and Retirement		\$148.39 M
Tobacco and Related		\$6.12 M
Transportation		\$144.75 M
Utilities		\$47.22 M
<b>Monthly Household Consumer Expenditure (2025)</b>		
Total Household Expenditure		\$6,649
Total Non-Retail Expenditure		\$3,046 45.8%
Total Retail Expenditure		\$3,603 54.2%
Alcoholic Beverages		\$40 0.6%
Apparel		\$126 1.9%
Contributions		\$192 2.9%
Education		\$142 2.1%
Entertainment		\$392 5.9%
Food Away From Home		\$296 4.4%
Grocery		\$519 7.8%
Health Care		\$548 8.2%
Household Furnishings and Equipment		\$176 2.7%
Household Operations		\$130 1.9%
Miscellaneous Expenses		\$114 1.7%
Personal Care		\$98 1.5%
Shelter		\$1,127 17.0%
Tax and Retirement		\$1,178 17.7%
Tobacco and Related		\$49 0.7%
Transportation		\$1,149 17.3%
Utilities		\$375 5.6%

## Broken Bow, Oklahoma

### 20mi Radius

<b>Population / Households (2030)</b>	
Projected Population	27,055
Projected Households	-
<b>Total Annual Consumer Expenditure (2030)</b>	
Total Household Expenditure	\$800.93 M
Total Non-Retail Expenditure	\$367.41 M
Total Retail Expenditure	\$433.51 M
Alcoholic Beverages	\$4.82 M
Apparel	\$15.14 M
Contributions	\$23.08 M
Education	\$17.04 M
Entertainment	\$47.19 M
Food Away From Home	\$35.63 M
Grocery	\$62.65 M
Health Care	\$65.87 M
Household Furnishings and Equipment	\$21.26 M
Household Operations	\$15.63 M
Miscellaneous Expenses	\$13.78 M
Personal Care	\$11.84 M
Shelter	\$136.12 M
Tax and Retirement	\$141.79 M
Tobacco and Related	\$5.89 M
Transportation	\$137.89 M
Utilities	\$45.3 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>	
Total Household Expenditure	\$-36.67 M
Total Non-Retail Expenditure	\$-16.3 M
Total Retail Expenditure	\$-20.36 M
Alcoholic Beverages	\$-219.71 K
Apparel	\$-677.27 K
Contributions	\$-1.08 M
Education	\$-790.26 K
Entertainment	\$-2.13 M
Food Away From Home	\$-1.61 M
Grocery	\$-2.68 M
Health Care	\$-3.16 M
Household Furnishings and Equipment	\$-964.35 K
Household Operations	\$-689.36 K
Miscellaneous Expenses	\$-634.31 K
Personal Care	\$-511.03 K
Shelter	\$-5.9 M
Tax and Retirement	\$-6.6 M
Tobacco and Related	\$-235.1 K
Transportation	\$-6.86 M
Utilities	\$-1.93 M

# Crime Risk

<b>Broken Bow, Oklahoma</b>	
<b>20mi Radius</b>	
<b>Demographics</b>	
Population	27,724
Census Population	27,260
Households	10,498
Average Household Income	\$72,119
Median Household Income	\$51,386
Per Capita Income	\$27,353
<b>Total Crime</b>	
Crime Index	125
Crime Level	Above Average
<b>Personal Crime</b>	
Crime Index	109
Crime Level	Average
<b>Murder</b>	
Crime Index	190
Crime Level	Very High
<b>Rape</b>	
Crime Index	151
Crime Level	High Risk
<b>Robbery</b>	
Crime Index	40
Crime Level	Low Risk
<b>Assault</b>	
Crime Index	120
Crime Level	Average
<b>Property Crime</b>	
Crime Index	128
Crime Level	Above Average
<b>Burglary</b>	
Crime Index	255
Crime Level	Very High
<b>Larceny</b>	
Crime Index	113
Crime Level	Average
<b>Motor Vehicle Theft</b>	
Crime Index	79
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 / 5		
<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		
Ford	1 / 0		
Jeep	1 / 1		
Lincoln	1 / 0		
<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		
PK - 8	18 / 3		
Trade Schools	1 / 0		
<b>EV Charging Stations</b>			

<b>Broken Bow, Oklahoma 20mi Radius</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</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>			
Comfort Suites	1 / 0	14,700	
Microtel Inn & Suites	1 / 1	11,500	
Motel 6	1 / 0	24,300	

<b>Broken Bow, Oklahoma 20mi Radius</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
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 Fast Food Minor</b>			
Krispy Krunchy Chicken	1 / 0		
<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		