

RETAIL ATTRACTIONS, LLC

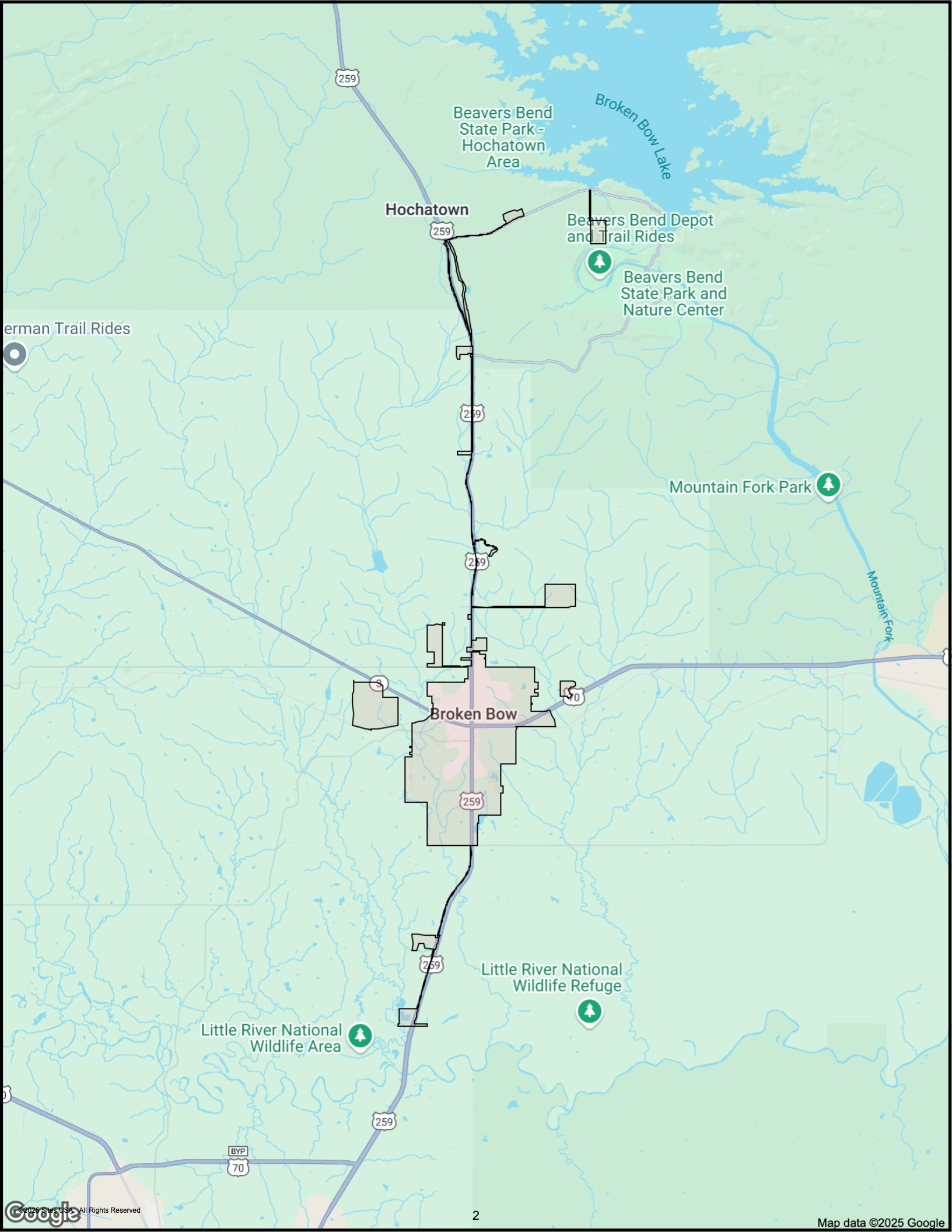
Economic Development Consulting

**Broken Bow, Oklahoma
City Limits
3rd Quarter 2025**

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Demographics



erman Trail Rides

Beavers Bend
State Park -
Hochatown
Area

Broken Bow Lake

Hochatown

Beavers Bend Depot
and Trail Rides

Beavers Bend
State Park and
Nature Center

Mountain Fork Park

Mountain Fork

Broken Bow

Little River National
Wildlife Refuge

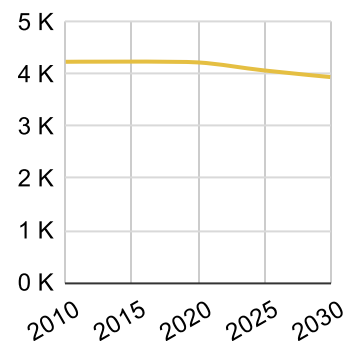
Little River National
Wildlife Area

Broken Bow, Oklahoma

City Limits

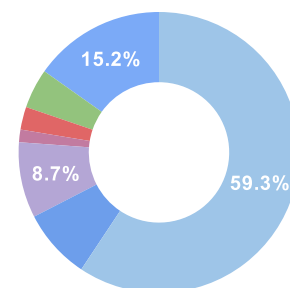
Population

Estimated Population (2025)	4,072
Projected Population (2030)	3,945
Census Population (2020)	4,226
Census Population (2010)	4,238
Projected Annual Growth (2025-2030)	-127 -0.6%
Historical Annual Growth (2020-2025)	-154 -0.8%
Historical Annual Growth (2010-2020)	-12 -
Estimated Population Density (2025)	657 psm
Trade Area Size	6.2 sq mi



Race and Ethnicity (2025)

Not Hispanic or Latino Population	3,663	90.0%
White	2,264	61.8%
Black or African American	327	8.9%
American Indian or Alaska Native	331	9.0%
Asian	56	1.5%
Hawaiian or Pacific Islander	107	2.9%
Other Race	44	1.2%
Two or More Races	534	14.6%
Hispanic or Latino Population	409	10.0%
White	152	37.2%
Black or African American	3	0.7%
American Indian or Alaska Native	24	5.9%
Asian	3	0.7%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	142	34.7%
Two or More Races	85	20.8%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

Broken Bow, Oklahoma

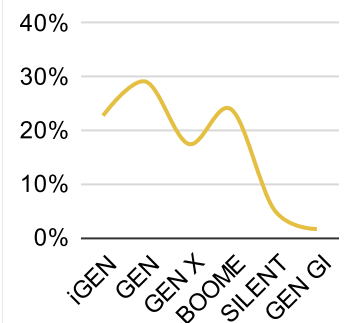
City Limits

Age Distribution (2025)

Age Under 5 Years	277	6.8%
Age 5 to 9 Years	307	7.5%
Age 10 to 14 Years	342	8.4%
Age 15 to 19 Years	326	8.0%
Age 20 to 24 Years	284	7.0%
Age 25 to 29 Years	256	6.3%
Age 30 to 34 Years	318	7.8%
Age 35 to 39 Years	267	6.6%
Age 40 to 44 Years	236	5.8%
Age 45 to 49 Years	208	5.1%
Age 50 to 54 Years	246	6.0%
Age 55 to 59 Years	214	5.3%
Age 60 to 64 Years	194	4.8%
Age 65 to 69 Years	178	4.4%
Age 70 to 74 Years	141	3.5%
Age 75 to 79 Years	120	2.9%
Age 80 to 84 Years	92	2.3%
Age 85 Years or Over	65	1.6%
Median Age	32.8	

Generation (2025)

iGeneration (Age Under 15 Years)	926	22.7%
Generation 9/11 Millennials (Age 15 to 34 Years)	1,184	29.1%
Gen Xers (Age 35 to 49 Years)	711	17.5%
Baby Boomers (Age 50 to 74 Years)	973	23.9%
Silent Generation (Age 75 to 84 Years)	212	5.2%
G.I. Generation (Age 85 Years or Over)	65	1.6%



Broken Bow, Oklahoma

City Limits

Household Type (2025)

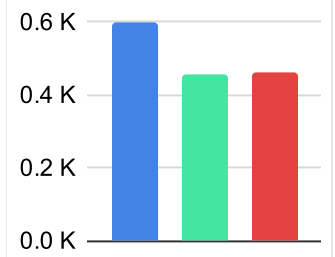
Total Households	1,518	
Family Households	1,057	69.6%
Family Households with Children	598	56.6%
Family Households No Children	459	43.4%
Non-Family Households	461	30.4%
Non-Family Households with Children	-	-
Non-Family Households No Children	461	100.0%

Family Households
w/ Children

Family Households
No Children

Non-Family Households
w/ Children

Non-Family Households
No Children



Education Attainment (2025)

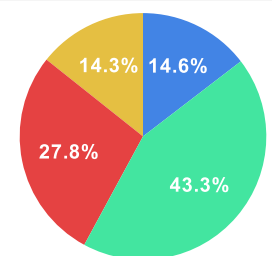
Elementary or Some High School	370	14.6%
High School Graduate	1,099	43.3%
Some College or Associate Degree	705	27.8%
Bachelor or Graduate Degree	363	14.3%

Elementary or
Some High School

High School
Graduate

Some College or
Associate Degree

Bachelor or
Graduate Degree



Household Income (2025)

Estimated Average Household Income	\$61,966
Estimated Median Household Income	\$42,668
HH Income Under \$10,000	187 12.3%
HH Income \$10,000 to \$34,999	441 29.1%
HH Income \$35,000 to \$49,999	173 11.4%
HH Income \$50,000 to \$74,999	332 21.9%
HH Income \$75,000 to \$99,999	155 10.2%
HH Income \$100,000 to \$149,999	155 10.2%
HH Income \$150,000 or More	76 5.0%

Broken Bow, Oklahoma

City Limits

Population

Estimated Population (2025)	4,072	
Projected Population (2030)	3,945	
Census Population (2020)	4,226	
Census Population (2010)	4,238	
Projected Annual Growth (2025-2030)	-127	-0.6%
Historical Annual Growth (2020-2025)	-154	-0.7%
Historical Annual Growth (2010-2020)	-12	-
Estimated Population Density (2025)	657	psm
Trade Area Size	6.2	sq mi

Households

Estimated Households (2025)	1,518	
Projected Households (2030)	1,443	
Census Households (2020)	1,604	
Census Households (2010)	1,632	
Projected Annual Growth (2025-2030)	-75	-1.0%
Historical Annual Change (2010-2025)	-114	-0.5%

Average Household Income

Estimated Average Household Income (2025)	\$61,966	
Projected Average Household Income (2030)	\$60,751	
Census Average Household Income (2010)	\$36,577	
Census Average Household Income (2000)	\$29,198	
Projected Annual Change (2025-2030)	-\$1,215	-0.4%
Historical Annual Change (2000-2025)	\$32,768	4.5%

Median Household Income

Estimated Median Household Income (2025)	\$42,668	
Projected Median Household Income (2030)	\$41,999	
Census Median Household Income (2010)	\$23,197	
Census Median Household Income (2000)	\$20,121	
Projected Annual Change (2025-2030)	-\$669	-0.3%
Historical Annual Change (2000-2025)	\$22,547	4.5%

Per Capita Income

Estimated Per Capita Income (2025)	\$23,149	
Projected Per Capita Income (2030)	\$22,271	
Census Per Capita Income (2010)	\$14,094	
Census Per Capita Income (2000)	\$11,177	
Projected Annual Change (2025-2030)	-\$878	-0.8%
Historical Annual Change (2000-2025)	\$11,972	4.3%
Estimated Average Household Net Worth (2025)	\$488,138	

Broken Bow, Oklahoma

City Limits

Race and Ethnicity

Total Population (2025)	4,072	
White (2025)	2,416	59.3%
Black or African American (2025)	330	8.1%
American Indian or Alaska Native (2025)	355	8.7%
Asian (2025)	59	1.4%
Hawaiian or Pacific Islander (2025)	107	2.6%
Other Race (2025)	186	4.6%
Two or More Races (2025)	619	15.2%
Population < 18 (2025)	1,109	27.2%
White Not Hispanic	433	39.0%
Black or African American	93	8.4%
Asian	5	0.5%
Other Race Not Hispanic	390	35.2%
Hispanic	188	17.0%
Not Hispanic or Latino Population (2025)	3,663	90.0%
Not Hispanic White	2,264	61.8%
Not Hispanic Black or African American	327	8.9%
Not Hispanic American Indian or Alaska Native	331	9.0%
Not Hispanic Asian	56	1.5%
Not Hispanic Hawaiian or Pacific Islander	107	2.9%
Not Hispanic Other Race	44	1.2%
Not Hispanic Two or More Races	534	14.6%
Hispanic or Latino Population (2025)	409	10.0%
Hispanic White	152	37.2%
Hispanic Black or African American	3	0.7%
Hispanic American Indian or Alaska Native	24	5.9%
Hispanic Asian	3	0.7%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	142	34.7%
Hispanic Two or More Races	85	20.8%
Not Hispanic or Latino Population (2020)	3,793	89.8%
Hispanic or Latino Population (2020)	433	10.2%
Not Hispanic or Latino Population (2010)	3,887	91.7%
Hispanic or Latino Population (2010)	351	8.3%
Not Hispanic or Latino Population (2030)	3,594	91.1%
Hispanic or Latino Population (2030)	351	8.9%
Projected Annual Growth (2025-2030)	-58	-2.8%
Historical Annual Growth (2010-2020)	82	2.3%

Broken Bow, Oklahoma

City Limits

Total Age Distribution (2025)

Total Population	4,072	
Age Under 5 Years	277	6.8%
Age 5 to 9 Years	307	7.5%
Age 10 to 14 Years	342	8.4%
Age 15 to 19 Years	326	8.0%
Age 20 to 24 Years	284	7.0%
Age 25 to 29 Years	256	6.3%
Age 30 to 34 Years	318	7.8%
Age 35 to 39 Years	267	6.6%
Age 40 to 44 Years	236	5.8%
Age 45 to 49 Years	208	5.1%
Age 50 to 54 Years	246	6.0%
Age 55 to 59 Years	214	5.3%
Age 60 to 64 Years	194	4.8%
Age 65 to 69 Years	178	4.4%
Age 70 to 74 Years	141	3.5%
Age 75 to 79 Years	120	2.9%
Age 80 to 84 Years	92	2.3%
Age 85 Years or Over	65	1.6%
Median Age	32.8	
Age 19 Years or Less	1,252	30.7%
Age 20 to 64 Years	2,223	54.6%
Age 65 Years or Over	596	14.6%

Female Age Distribution (2025)

Female Population	2,027	49.8%
Age Under 5 Years	117	5.8%
Age 5 to 9 Years	131	6.5%
Age 10 to 14 Years	167	8.2%
Age 15 to 19 Years	152	7.5%
Age 20 to 24 Years	155	7.6%
Age 25 to 29 Years	115	5.7%
Age 30 to 34 Years	183	9.0%
Age 35 to 39 Years	134	6.6%
Age 40 to 44 Years	117	5.8%
Age 45 to 49 Years	105	5.2%
Age 50 to 54 Years	137	6.8%
Age 55 to 59 Years	98	4.8%
Age 60 to 64 Years	92	4.5%
Age 65 to 69 Years	101	5.0%
Age 70 to 74 Years	85	4.2%
Age 75 to 79 Years	69	3.4%
Age 80 to 84 Years	40	2.0%
Age 85 Years or Over	28	1.4%
Female Median Age	33.8	
Age 19 Years or Less	567	28.0%
Age 20 to 64 Years	1,136	56.0%
Age 65 Years or Over	323	15.9%



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Male Age Distribution (2025)

Male Population	2,045	50.2%
Age Under 5 Years	160	7.8%
Age 5 to 9 Years	176	8.6%
Age 10 to 14 Years	175	8.6%
Age 15 to 19 Years	174	8.5%
Age 20 to 24 Years	129	6.3%
Age 25 to 29 Years	141	6.9%
Age 30 to 34 Years	135	6.6%
Age 35 to 39 Years	133	6.5%
Age 40 to 44 Years	119	5.8%
Age 45 to 49 Years	103	5.0%
Age 50 to 54 Years	109	5.3%
Age 55 to 59 Years	116	5.7%
Age 60 to 64 Years	102	5.0%
Age 65 to 69 Years	77	3.8%
Age 70 to 74 Years	56	2.7%
Age 75 to 79 Years	51	2.5%
Age 80 to 84 Years	52	2.5%
Age 85 Years or Over	37	1.8%
Male Median Age	31.5	
Age 19 Years or Less	685	33.5%
Age 20 to 64 Years	1,087	53.2%
Age 65 Years or Over	273	13.3%

Males per 100 Females (2025)

Overall Comparison	101	
Age Under 5 Years	137	57.8%
Age 5 to 9 Years	134	57.3%
Age 10 to 14 Years	105	51.2%
Age 15 to 19 Years	114	53.4%
Age 20 to 24 Years	83	45.4%
Age 25 to 29 Years	123	55.1%
Age 30 to 34 Years	74	42.5%
Age 35 to 39 Years	99	49.8%
Age 40 to 44 Years	102	50.4%
Age 45 to 49 Years	98	49.5%
Age 50 to 54 Years	80	44.3%
Age 55 to 59 Years	118	54.2%
Age 60 to 64 Years	111	52.6%
Age 65 to 69 Years	76	43.3%
Age 70 to 74 Years	66	39.7%
Age 75 to 79 Years	74	42.5%
Age 80 to 84 Years	130	56.5%
Age 85 Years or Over	132	56.9%
Age 19 Years or Less	121	54.7%
Age 20 to 39 Years	92	47.8%
Age 40 to 64 Years	100	50.0%
Age 65 Years or Over	85	45.8%

Broken Bow, Oklahoma

City Limits

Household Type (2025)

Total Households	1,518	
Households with Children	598	39.4%
Average Household Size	2.7	
Household Density per Square Mile	245	
Population Family	3,431	84.3%
Population Non-Family	603	14.8%
Population Group Quarters	38	0.9%
Family Households	1,057	69.6%
Married Couple Households	633	59.9%
Other Family Households with Children	424	40.1%
Family Households with Children	598	56.6%
Married Couple with Children	319	53.3%
Other Family Households with Children	279	46.7%
Family Households No Children	459	43.4%
Married Couple No Children	314	68.4%
Other Family Households No Children	145	31.6%
Non-Family Households	461	30.4%
Non-Family Households with Children	-	-
Non-Family Households No Children	461	100.0%
Average Family Household Size	3.2	
Average Family Income	\$69,880	
Median Family Income	\$57,124	
Average Non-Family Household Size	1.3	

Marital Status (2025)

Population Age 15 Years or Over	3,147	
Never Married	851	27.0%
Currently Married	1,268	40.3%
Previously Married	1,028	32.7%
Separated	94	9.1%
Widowed	261	25.4%
Divorced	673	65.5%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	2,537	
Elementary (Grade Level 0 to 8)	140	5.5%
Some High School (Grade Level 9 to 11)	230	9.1%
High School Graduate	1,099	43.3%
Some College	643	25.3%
Associate Degree Only	62	2.4%
Bachelor Degree Only	234	9.2%
Graduate Degree	129	5.1%
Any College (Some College or Higher)	1,068	42.1%
College Degree + (Bachelor Degree or Higher)	363	14.3%

Broken Bow, Oklahoma

City Limits

Housing

Total Housing Units (2025)	1,764	
Total Housing Units (2020)	1,764	
Historical Annual Growth (2020-2025)	-	-
Housing Units Occupied (2025)	1,518	86.1%
Housing Units Owner-Occupied	796	52.4%
Housing Units Renter-Occupied	722	47.6%
Housing Units Vacant (2025)	246	13.9%

Household Size (2025)

Total Households	1,518	
1 Person Households	383	25.2%
2 Person Households	522	34.4%
3 Person Households	248	16.3%
4 Person Households	176	11.6%
5 Person Households	104	6.9%
6 Person Households	54	3.6%
7 or More Person Households	31	2.0%

Household Income Distribution (2025)

HH Income \$200,000 or More	16	1.1%
HH Income \$150,000 to \$199,999	60	4.0%
HH Income \$125,000 to \$149,999	35	2.3%
HH Income \$100,000 to \$124,999	120	7.9%
HH Income \$75,000 to \$99,999	155	10.2%
HH Income \$50,000 to \$74,999	332	21.9%
HH Income \$35,000 to \$49,999	173	11.4%
HH Income \$25,000 to \$34,999	160	10.5%
HH Income \$15,000 to \$24,999	194	12.8%
HH Income \$10,000 to \$14,999	87	5.7%
HH Income Under \$10,000	187	12.3%

Household Vehicles (2025)

Households 0 Vehicles Available	166	10.9%
Households 1 Vehicle Available	708	46.6%
Households 2 Vehicles Available	347	22.9%
Households 3 or More Vehicles Available	298	19.6%
Total Vehicles Available	2,410	
Average Vehicles per Household	1.6	
Owner-Occupied Household Vehicles	1,623	67.3%
Average Vehicles per Owner-Occupied Household	2.0	
Renter-Occupied Household Vehicles	787	32.7%
Average Vehicles per Renter-Occupied Household	1.1	

Travel Time (2025)

Worker Base Age 16 years or Over	1,433	
Travel to Work in 14 Minutes or Less	692	48.3%
Travel to Work in 15 to 29 Minutes	421	29.4%
Travel to Work in 30 to 59 Minutes	156	10.9%
Travel to Work in 60 Minutes or More	138	9.6%
Work at Home	26	1.8%
Average Minutes Travel to Work	14.2	

Broken Bow, Oklahoma

City Limits

Transportation To Work (2025)

Worker Base Age 16 years or Over	1,433	
Drive to Work Alone	1,237	86.3%
Drive to Work in Carpool	152	10.6%
Travel to Work by Public Transportation	-	-
Drive to Work on Motorcycle	3	0.2%
Bicycle to Work	-	-
Walk to Work	12	0.8%
Other Means	3	0.2%
Work at Home	26	1.8%

Daytime Demographics (2025)

Total Businesses	273	
Total Employees	1,966	
Company Headquarter Businesses	7	2.6%
Company Headquarter Employees	288	14.6%
Employee Population per Business	7.2	to 1
Residential Population per Business	14.9	to 1
Adj. Daytime Demographics Age 16 Years or Over	3,617	

Labor Force

Labor Population Age 16 Years or Over (2025)	3,084	
Labor Force Total Males (2025)	1,498	48.6%
Male Civilian Employed	811	54.1%
Male Civilian Unemployed	1	-
Males in Armed Forces	-	-
Males Not in Labor Force	686	45.8%
Labor Force Total Females (2025)	1,586	51.4%
Female Civilian Employed	622	39.2%
Female Civilian Unemployed	-	-
Females in Armed Forces	-	-
Females Not in Labor Force	964	60.8%
Unemployment Rate	1	-

Occupation (2025)

Occupation Population Age 16 Years or Over	1,433	
Occupation Total Males	810	56.5%
Occupation Total Females	623	43.5%
Management, Business, Financial Operations	78	5.4%
Professional, Related	152	10.6%
Service	284	19.8%
Sales, Office	288	20.1%
Farming, Fishing, Forestry	29	2.0%
Construction, Extraction, Maintenance	180	12.6%
Production, Transport, Material Moving	422	29.4%
White Collar Workers	518	36.1%
Blue Collar Workers	915	63.9%

Broken Bow, Oklahoma

City Limits

Units In Structure (2025)

Total Units	1,518	
1 Detached Unit	1,176	77.5%
1 Attached Unit	7	0.5%
2 Units	75	4.9%
3 to 4 Units	92	6.1%
5 to 9 Units	-	-
10 to 19 Units	18	1.2%
20 to 49 Units	33	2.2%
50 or More Units	33	2.2%
Mobile Home or Trailer	85	5.6%
Other Structure	1	-

Homes Built By Year (2025)

Homes Built 2020 or later	1	-
Homes Built 2010 to 2019	117	6.6%
Homes Built 2000 to 2009	46	2.6%
Homes Built 1990 to 1999	209	11.8%
Homes Built 1980 to 1989	315	17.9%
Homes Built 1970 to 1979	472	26.8%
Homes Built 1960 to 1969	194	11.0%
Homes Built 1950 to 1959	71	4.0%
Homes Built 1940 to 1949	54	3.1%
Homes Built Before 1939	36	2.0%
Median Age of Homes	45.4	yrs

Home Values (2025)

Owner Specified Housing Units	796	
Home Values \$1,000,000 or More	2	0.3%
Home Values \$750,000 to \$999,999	-	-
Home Values \$500,000 to \$749,999	43	5.4%
Home Values \$400,000 to \$499,999	17	2.1%
Home Values \$300,000 to \$399,999	78	9.8%
Home Values \$250,000 to \$299,999	122	15.3%
Home Values \$200,000 to \$249,999	17	2.1%
Home Values \$175,000 to \$199,999	80	10.1%
Home Values \$150,000 to \$174,999	51	6.4%
Home Values \$125,000 to \$149,999	82	10.3%
Home Values \$100,000 to \$124,999	87	10.9%
Home Values \$90,000 to \$99,999	22	2.8%
Home Values \$80,000 to \$89,999	52	6.5%
Home Values \$70,000 to \$79,999	50	6.3%
Home Values \$60,000 to \$69,999	-	-
Home Values \$50,000 to \$59,999	49	6.2%
Home Values \$35,000 to \$49,999	10	1.3%
Home Values \$25,000 to \$34,999	4	0.5%
Home Values \$10,000 to \$24,999	18	2.3%
Home Values Under \$10,000	11	1.4%
Owner-Occupied Median Home Value	\$156,126	
Renter-Occupied Median Rent	\$496	

Broken Bow, Oklahoma

City Limits

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$110.77 M
Total Non-Retail Expenditure	\$50.89 M
Total Retail Expenditure	\$59.89 M
Alcoholic Beverages	\$665.86 K
Apparel	\$2.13 M
Contributions	\$3.05 M
Education	\$2.29 M
Entertainment	\$6.66 M
Food Away From Home	\$4.99 M
Grocery	\$9.39 M
Health Care	\$9.71 M
Household Furnishings and Equipment	\$2.95 M
Household Operations	\$2.23 M
Miscellaneous Expenses	\$1.92 M
Personal Care	\$1.75 M
Shelter	\$20.56 M
Tax and Retirement	\$16.95 M
Tobacco and Related	\$950.95 K
Transportation	\$17.76 M
Utilities	\$6.82 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$6,081	
Total Non-Retail Expenditure	\$2,793	45.9%
Total Retail Expenditures	\$3,288	54.1%
Alcoholic Beverages	\$37	0.6%
Apparel	\$117	1.9%
Contributions	\$167	2.8%
Education	\$126	2.1%
Entertainment	\$366	6.0%
Food Away From Home	\$274	4.5%
Grocery	\$515	8.5%
Health Care	\$533	8.8%
Household Furnishings and Equipment	\$162	2.7%
Household Operations	\$122	2.0%
Miscellaneous Expenses	\$106	1.7%
Personal Care	\$96	1.6%
Shelter	\$1,129	18.6%
Tax and Retirement	\$931	-
Tobacco and Related	\$52	0.9%
Transportation	\$975	16.0%
Utilities	\$374	6.2%

OPPORTUNITY GAP CATEGORY INFORMATION

(RETAIL CATEGORIES)

Vehicle and Parts Dealers

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

Furniture and Home Furnishings Stores

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

Electronics and Appliance Stores

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

Building Materials and Garden Supply Stores

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

Food and Beverage Stores

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

Health and Personal Care Stores

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

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

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

Sporting Goods and Hobby Stores

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

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

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

Foodservice and Drinking Places

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





Broken Bow



 **RAM** **Jeep** **DODGE**

CHEVROLET **CHRYSLER** **myeyeDr.**

Broken Bow, Oklahoma

City Limits

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$3.83 M / \$-1013017	126
Men's Clothing Stores	\$172.61 K / \$-191703	211
Women's Clothing Stores	\$314.88 K / \$-173851	155
Children's, Infants' Clothing Stores	\$274.35 K / \$-375669	237
Family Clothing Stores	\$1.83 M / \$-2322952	227
Clothing Accessory Stores	\$92.42 K / \$-108367	217
Other Apparel Stores	\$111.94 K / \$-138811	224
Shoe Stores	\$830.63 K / \$2.54 M	-67
Jewelry Stores	\$178.99 K / \$-211746	218
Luggage Stores	\$23.97 K / \$-26201	209
Furniture, Home Furnishings Stores	\$3.41 M / \$-3125401	192
Furniture Stores	\$1.72 M / \$-865241	150
Floor Covering Stores	\$239.56 K / \$-272068	214
Other Home Furnishing Stores	\$1.44 M / \$-1988092	238
Electronics, Appliance Stores	\$3.13 M / \$-2624769	184
Building Material, Garden Equipment, Supplies Dealers	\$3.24 M / \$2.66 M	18
Home Centers	\$1.82 M / \$1.1 M	40
Paint, Wallpaper Stores	\$352.87 K / \$-467167	232
Hardware Stores	\$201.59 K / \$165.87 K	18
Other Building Materials Stores	\$597.27 K / \$2.19 M	-73
Outdoor Power Equipment Stores	\$35.69 K / \$-42915	220
Nursery, Garden Stores	\$233.97 K / \$-283775	221
Food, Beverage Stores	\$4.66 M / \$3.08 M	34
Grocery Stores	\$3.68 M / \$-4850687	232
Convenience Stores	\$313.73 K / \$6.11 M	-95
Meat Markets	\$21.78 K / \$-28116	229
Fish, Seafood Markets	\$7.45 K / \$-9642	229
Fruit, Vegetable Markets	\$14.21 K / \$-18409	230
Other Specialty Food Markets	\$28.6 K / \$-37782	232
Liquor Stores	\$596.12 K / \$1.92 M	-69

Broken Bow, Oklahoma

City Limits

	Potential / Sales	Index
Health, Personal Care Stores	\$2.8 M / \$5.17 M	-46
Pharmacy, Drug Stores	\$2.46 M / \$5.7 M	-57
Cosmetics, Beauty Stores	\$138.47 K / \$-223608	261
Optical Goods Stores	\$50.43 K / \$-69683	238
Other Health, Personal Care Stores	\$150.16 K / \$-238091	259
Sporting Goods, Hobby, Book, Music Stores	\$3.94 M / \$8.54 M	-54
Sporting Goods Stores	\$1.53 M / \$-120101	108
Hobby, Toy, Game Stores	\$1.13 M / \$3.63 M	-69
Sewing, Needlecraft Stores	\$794.4 K / \$5.74 M	-86
Musical Instrument Stores	\$209.14 K / \$-341333	263
Book Stores	\$272.18 K / \$-369929	236
General Merchandise Stores	\$12.21 M / \$31.01 M	-61
Department Stores	\$4.24 M / \$34.79 M	-88
Warehouse Superstores	\$6.76 M / \$-8592010	227
Other General Merchandise Stores	\$1.21 M / \$4.81 M	-75
Miscellaneous Store Retailers	\$1.61 M / \$292.67 K	82
Florists	\$36.77 K / \$321.89 K	-89
Office, Stationary Stores	\$174.12 K / \$-196951	213
Gift, Souvenir Stores	\$311.93 K / \$-157849	151
Used Merchandise Stores	\$124.69 K / \$33.59 K	73
Pet, Pet Supply Stores	\$329.15 K / \$-353315	207
Art Dealers	\$53.13 K / \$-56924	207
Mobile Home Dealers	\$33.81 K / \$-39546	217
Other Miscellaneous Retail Stores	\$550.26 K / \$741.77 K	-26
Non-Store Retailers	\$7.02 M / \$-8652804	223
Mail Order, Catalog Stores	\$6.58 M / \$-8703313	232
Vending Machines	\$29.45 K / \$-39249	233
Fuel Dealers	\$39.1 K / \$580.9 K	-93
Other Direct Selling Establishments	\$370.65 K / \$-491137	233

Broken Bow, Oklahoma

City Limits

	Potential / Sales	Index
Accommodation, Food Services	\$5.45 M / \$7.84 M	-30
Hotels, Other Travel Accommodations	\$346.29 K / \$1.74 M	-80
RV Parks	\$3.87 K / \$-5014	230
Rooming, Boarding Houses	\$2 K / \$-2851	242
Full Service Restaurants	\$3.18 M / \$220.84 K	93
Limited Service Restaurants	\$1.48 M / \$6.66 M	-78
Special Food Services, Catering	\$438.28 K / \$-629898	244
Drinking Places	\$275.29 K / \$133.61 K	51
Gasoline Stations	\$2.33 M / \$17.45 M	-87
Motor Vehicle, Parts Dealers	\$5.98 M / \$5.1 M	15
New Car Dealers	\$3.56 M / \$3.65 M	-2
Used Car Dealers	\$333.57 K / \$520.94 K	-36
Recreational Vehicle Dealers	\$590.37 K / \$-708078	220
Motorcycle, Boat Dealers	\$787.14 K / \$485.43 K	38
Auto Parts, Accessories	\$453.24 K / \$1.48 M	-69
Tire Dealers	\$250.53 K / \$-321296	228
2025 Population	4,072	
2030 Population	3,945	
% Population Change 2025-2030	-3.1%	
2025 Adult Population Age 18+	2,961	
2025 Population Male	2,045	
2025 Population Female	2,027	
2025 Households	1,518	
2025 Median Household Income	42,668	
2025 Average Household Income	61,966	

Retail Potential

Broken Bow, Oklahoma	
City Limits	
2025 Population	4,072
2030 Population	3,945
% Population Change 2020-2025	-3.6%
2025 Adult Population Age 18+	\$2,961
2025 Population Male	\$2,045
2025 Population Female	\$2,027
2025 Households	\$1,518
2025 Median Household Income	\$42,668
2025 Average Household Income	\$61,966
Clothing, Clothing Accessories Stores	\$3.83 M
Men's Clothing Stores	\$172.61 K
Women's Clothing Stores	\$314.88 K
Children's, Infants' Clothing Stores	\$274.35 K
Family Clothing Stores	\$1.83 M
Clothing Accessory Stores	\$92.42 K
Other Apparel Stores	\$111.94 K
Shoe Stores	\$830.63 K
Jewelry Stores	\$178.99 K
Luggage Stores	\$23.97 K
Furniture, Home Furnishings Stores	\$3.41 M
Furniture Stores	\$1.72 M
Floor Covering Stores	\$239.56 K
Other Home Furnishing Stores	\$1.44 M
Electronics, Appliance Stores	\$3.13 M
Gasoline Stations	\$2.33 M
Building Material, Garden Equipment, Supplies Dealers	\$3.24 M
Home Centers	\$1.82 M
Paint, Wallpaper Stores	\$352.87 K
Hardware Stores	\$201.59 K
Other Building Materials Stores	\$597.27 K
Outdoor Power Equipment Stores	\$35.69 K
Nursery, Garden Stores	\$233.97 K
Food, Beverage Stores	\$4.66 M
Grocery Stores	\$3.68 M
Convenience Stores	\$313.73 K
Meat Markets	\$21.78 K
Fish, Seafood Markets	\$7.45 K
Fruit, Vegetable Markets	\$14.21 K
Other Specialty Food Markets	\$28.6 K
Liquor Stores	\$596.12 K

Broken Bow, Oklahoma

City Limits

Health, Personal Care Stores	\$2.8 M
Pharmacy, Drug Stores	\$2.46 M
Cosmetics, Beauty Stores	\$138.47 K
Optical Goods Stores	\$50.43 K
Other Health, Personal Care Stores	\$150.16 K
Sporting Goods, Hobby, Book, Music Stores	\$3.94 M
Sporting Goods Stores	\$1.53 M
Hobby, Toy, Game Stores	\$1.13 M
Sewing, Needlecraft Stores	\$794.4 K
Musical Instrument Stores	\$209.14 K
Book Stores	\$272.18 K
General Merchandise Stores	\$12.21 M
Department Stores	\$4.24 M
Warehouse Superstores	\$6.76 M
Other General Merchandise Stores	\$1.21 M
Miscellaneous Store Retailers	\$1.61 M
Florists	\$36.77 K
Office, Stationary Stores	\$174.12 K
Gift, Souvenir Stores	\$311.93 K
Used Merchandise Stores	\$124.69 K
Pet, Pet Supply Stores	\$329.15 K
Art Dealers	\$53.13 K
Mobile Home Dealers	\$33.81 K
Other Miscellaneous Retail Stores	\$550.26 K
Non-Store Retailers	\$7.02 M
Mail Order, Catalog Stores	\$6.58 M
Vending Machines	\$29.45 K
Fuel Dealers	\$39.1 K
Other Direct Selling Establishments	\$370.65 K
Accommodation, Food Services	\$5.72 M
Hotels, Other Travel Accommodations	\$346.29 K
RV Parks	\$3.87 K
Rooming, Boarding Houses	\$2 K
Full Service Restaurants	\$3.18 M
Limited Service Restaurants	\$1.48 M
Special Food Services, Catering	\$438.28 K
Drinking Places	\$275.29 K
Motor Vehicle, Parts Dealers	\$5.98 M
New Car Dealers	\$3.56 M
Used Car Dealers	\$333.57 K
Recreational Vehicle Dealers	\$590.37 K
Motorcycle, Boat Dealers	\$787.14 K
Auto Parts, Accessories	\$453.24 K
Tire Dealers	\$250.53 K

Income Summary

Broken Bow, Oklahoma

City Limits

Population

Estimated Population (2025)	4,072	
Projected Population (2030)	3,945	
Census Population (2020)	4,226	
Census Population (2010)	4,238	
Projected Annual Growth (2025 to 2030)	-127	-0.6%
Historical Annual Growth (2020 to 2025)	-154	-0.8%
Historical Annual Growth (2010 to 2020)	-12	-

Households

Estimated Households (2025)	1,518	
Projected Households (2030)	1,443	
Census Households (2020)	1,604	
Census Households (2010)	1,632	
Projected Annual Growth (2025 to 2030)	-75	-1.0%
Historical Annual Growth (2020 to 2025)	-86	-1.1%
Historical Annual Growth (2010 to 2020)	-28	-0.2%

Average Household Income

Estimated Average Household Income (2025)	\$61,966	
Projected Average Household Income (2030)	\$60,751	
Census Average Household Income (2020)	\$36,577	
Census Average Household Income (2010)	\$29,198	
Projected Annual Growth (2025 to 2030)	-\$1,215	-0.4%
Historical Annual Growth (2020 to 2025)	\$25,389	4.6%
Historical Annual Growth (2010 to 2020)	\$7,379	2.5%

Median Household Income

Estimated Median Household Income (2025)	\$42,668	
Projected Median Household Income (2030)	\$41,999	
Census Median Household Income (2020)	\$23,197	
Census Median Household Income (2010)	\$20,121	
Projected Annual Growth (2025 to 2030)	-\$669	-0.3%
Historical Annual Growth (2020 to 2025)	\$19,471	5.6%
Historical Annual Growth (2010 to 2020)	\$3,076	1.5%

Per Capita Income

Estimated Per Capita Income (2025)	\$23,149	
Projected Per Capita Income (2030)	\$22,271	
Census Per Capita Income (2020)	\$14,094	
Census Per Capita Income (2010)	\$11,177	
Projected Annual Growth (2025 to 2030)	-\$878	-0.8%
Historical Annual Growth (2020 to 2025)	\$9,055	4.3%
Historical Annual Growth (2010 to 2020)	\$2,917	2.6%

Other Income

Estimated Families (2025)	1,057	
Estimated Average Family Income (2025)	\$69,880	
Estimated Median Family Income (2025)	\$57,124	
Estimated Average Household Net Worth (2025)	\$488,138	

Consumer Expenditure Summary

Broken Bow, Oklahoma

City Limits

Estimated Population	4,072
Estimated Households	1,518
Household Expenditure	\$110.77 M
Per Household ~ Per Capita	\$72,974 \$27,204
Non-Retail Expenditures	\$50.89 M 45.9%
Per Household ~ Per Capita	\$33,521 \$12,496
Retail Expenditures	\$59.89 M 54.1%
Per Household ~ Per Capita	\$39,452 \$14,707
Alcoholic Beverages	\$665.86 K 0.6%
Per Household ~ Per Capita	\$439 \$164
Apparel	\$2.13 M 1.9%
Per Household ~ Per Capita	\$1,402 \$523
Contributions	\$3.05 M 2.8%
Per Household ~ Per Capita	\$2,009 \$749
Education	\$2.29 M 2.1%
Per Household ~ Per Capita	\$1,511 \$563
Entertainment	\$6.66 M 6.0%
Per Household ~ Per Capita	\$4,390 \$1,637
Food Away From Home	\$4.99 M 4.5%
Per Household ~ Per Capita	\$3,284 \$1,224
Grocery	\$9.39 M 8.5%
Per Household ~ Per Capita	\$6,184 \$2,305
Health Care	\$9.71 M 8.8%
Per Household ~ Per Capita	\$6,393 \$2,383
Household Furnishings and Equipment	\$2.95 M 2.7%
Per Household ~ Per Capita	\$1,947 \$726
Household Operations	\$2.23 M 2.0%
Per Household ~ Per Capita	\$1,467 \$547
Miscellaneous Expenses	\$1.92 M 1.7%
Per Household ~ Per Capita	\$1,266 \$472
Personal Care	\$1.75 M 1.6%
Per Household ~ Per Capita	\$1,152 \$429
Shelter	\$20.56 M 18.6%
Per Household ~ Per Capita	\$13,545 \$5,049
Tax and Retirement	\$16.95 M 15.3%
Per Household ~ Per Capita	\$11,168 \$4,163
Tobacco and Related	\$950.95 K 0.9%
Per Household ~ Per Capita	\$626 \$234
Transportation	\$17.76 M 16.0%
Per Household ~ Per Capita	\$11,698 \$4,361
Utilities	\$6.82 M 6.2%
Per Household ~ Per Capita	\$4,494 \$1,675

Broken Bow, Oklahoma

City Limits

Population / Households (2025)

Estimated Population	4,072
Estimated Households	1,518

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$110.77 M
Total Non-Retail Expenditure	\$50.89 M
Total Retail Expenditure	\$59.89 M
Alcoholic Beverages	\$665.86 K
Apparel	\$2.13 M
Contributions	\$3.05 M
Education	\$2.29 M
Entertainment	\$6.66 M
Food Away From Home	\$4.99 M
Grocery	\$9.39 M
Health Care	\$9.71 M
Household Furnishings and Equipment	\$2.95 M
Household Operations	\$2.23 M
Miscellaneous Expenses	\$1.92 M
Personal Care	\$1.75 M
Shelter	\$20.56 M
Tax and Retirement	\$16.95 M
Tobacco and Related	\$950.95 K
Transportation	\$17.76 M
Utilities	\$6.82 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$6,081	
Total Non-Retail Expenditure	\$2,793	45.9%
Total Retail Expenditure	\$3,288	54.1%
Alcoholic Beverages	\$37	0.6%
Apparel	\$117	1.9%
Contributions	\$167	2.8%
Education	\$126	2.1%
Entertainment	\$366	6.0%
Food Away From Home	\$274	4.5%
Grocery	\$515	8.5%
Health Care	\$533	8.8%
Household Furnishings and Equipment	\$162	2.7%
Household Operations	\$122	2.0%
Miscellaneous Expenses	\$106	1.7%
Personal Care	\$96	1.6%
Shelter	\$1,129	18.6%
Tax and Retirement	\$931	15.3%
Tobacco and Related	\$52	0.9%
Transportation	\$975	16.0%
Utilities	\$374	6.2%

Broken Bow, Oklahoma

City Limits

Population / Households (2030)

Projected Population	3,945
Projected Households	-

Total Annual Consumer Expenditure (2030)

Total Household Expenditure	\$105.54 M
Total Non-Retail Expenditure	\$48.51 M
Total Retail Expenditure	\$57.03 M
Alcoholic Beverages	\$632.84 K
Apparel	\$2.02 M
Contributions	\$2.9 M
Education	\$2.18 M
Entertainment	\$6.33 M
Food Away From Home	\$4.74 M
Grocery	\$8.92 M
Health Care	\$9.44 M
Household Furnishings and Equipment	\$2.81 M
Household Operations	\$2.12 M
Miscellaneous Expenses	\$1.83 M
Personal Care	\$1.66 M
Shelter	\$19.6 M
Tax and Retirement	\$16.15 M
Tobacco and Related	\$904.83 K
Transportation	\$16.83 M
Utilities	\$6.48 M

Consumer Expenditure Growth (2025 to 2030)

Total Household Expenditure	\$-5.23 M
Total Non-Retail Expenditure	\$-2.38 M
Total Retail Expenditure	\$-2.85 M
Alcoholic Beverages	\$-33.02 K
Apparel	\$-105.88 K
Contributions	\$-151.36 K
Education	\$-113.83 K
Entertainment	\$-332.18 K
Food Away From Home	\$-247.3 K
Grocery	\$-465.4 K
Health Care	\$-263.81 K
Household Furnishings and Equipment	\$-146.67 K
Household Operations	\$-110.29 K
Miscellaneous Expenses	\$-96.17 K
Personal Care	\$-86.62 K
Shelter	\$-963.71 K
Tax and Retirement	\$-799.59 K
Tobacco and Related	\$-46.12 K
Transportation	\$-930.77 K
Utilities	\$-338.16 K

Crime Risk

Broken Bow, Oklahoma

City Limits

Demographics

Population	4,072
Census Population	4,226
Households	1,518
Average Household Income	\$61,966
Median Household Income	\$42,668
Per Capita Income	\$23,149

Total Crime

Crime Index	236
Crime Level	Very High

Personal Crime

Crime Index	160
Crime Level	High Risk

Murder

Crime Index	306
Crime Level	Very High

Rape

Crime Index	190
Crime Level	Very High

Robbery

Crime Index	74
Crime Level	Below Average

Assault

Crime Index	178
Crime Level	High Risk

Property Crime

Crime Index	250
Crime Level	Very High

Burglary

Crime Index	431
Crime Level	Very High

Larceny

Crime Index	216
Crime Level	Very High

Motor Vehicle Theft

Crime Index	236
Crime Level	Very High

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Broken Bow, Oklahoma City Limits	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
Jiffy Lube	1 / 1	2,500	
O'Reilly	1 / 1	8,500	
Banks Minor			
Bank	4 / 4		
Convenience Stores			
Alon	1 / 1	3,500	
Love's	1 / 1	7,300	
Phillips 66	1 / 1	2,500	
Dealerships			
Chevrolet	1 / 1		
Chrysler	1 / 1		
Dodge	1 / 1		
Jeep	1 / 1		
RAM	1 / 1		
Discount Department Stores			
Walmart	1 / 1	122,800	
Dollar Stores			
Dollar General	1 / 1	9,600	
Dollar Tree	1 / 1	11,800	
Education			
Cosmetology and Barber	1 / 1		
Day Care	5 / 5		
High School	1 / 1		
PK - 8	3 / 3		
Eyewear			
MyEyeDr.	1 / 1	2,800	
Health Care			
Chiropractic	1 / 1		
Family Practice	1 / 1		
General Practice	1 / 1		
Nurse Practitioner	5 / 5		
Optometry	1 / 1		
Physician Assistant	1 / 1		
Urgent Care	1 / 1		
Home Improvement			
Ace Hardware	1 / 1	16,200	

Broken Bow, Oklahoma City Limits	Site / Market Locations	Avg Square Footage	Closest Location
Do It Best	1 / 1	16,200	
Hotels			
Microtel Inn & Suites	1 / 1	11,500	
Rodeway	1 / 1	11,400	
Restaurants Fast Food Major			
Arby's	1 / 1	3,300	
KFC	1 / 1	3,100	
McDonald's	1 / 1	4,600	
Sonic	1 / 1	2,800	
Wendy's	1 / 1	3,300	
Restaurants Pizza			
Domino's Pizza	1 / 1	2,100	
Godfather's Pizza	1 / 1	2,700	
Pizza Hut	1 / 1	2,800	
Simple Simon's Pizza	1 / 1	2,000	
Restaurants Sandwich			
Subway	1 / 1	1,700	
Worship			
Baptist	2 / 2		