



RETAIL ATTRACTIONS, LLC

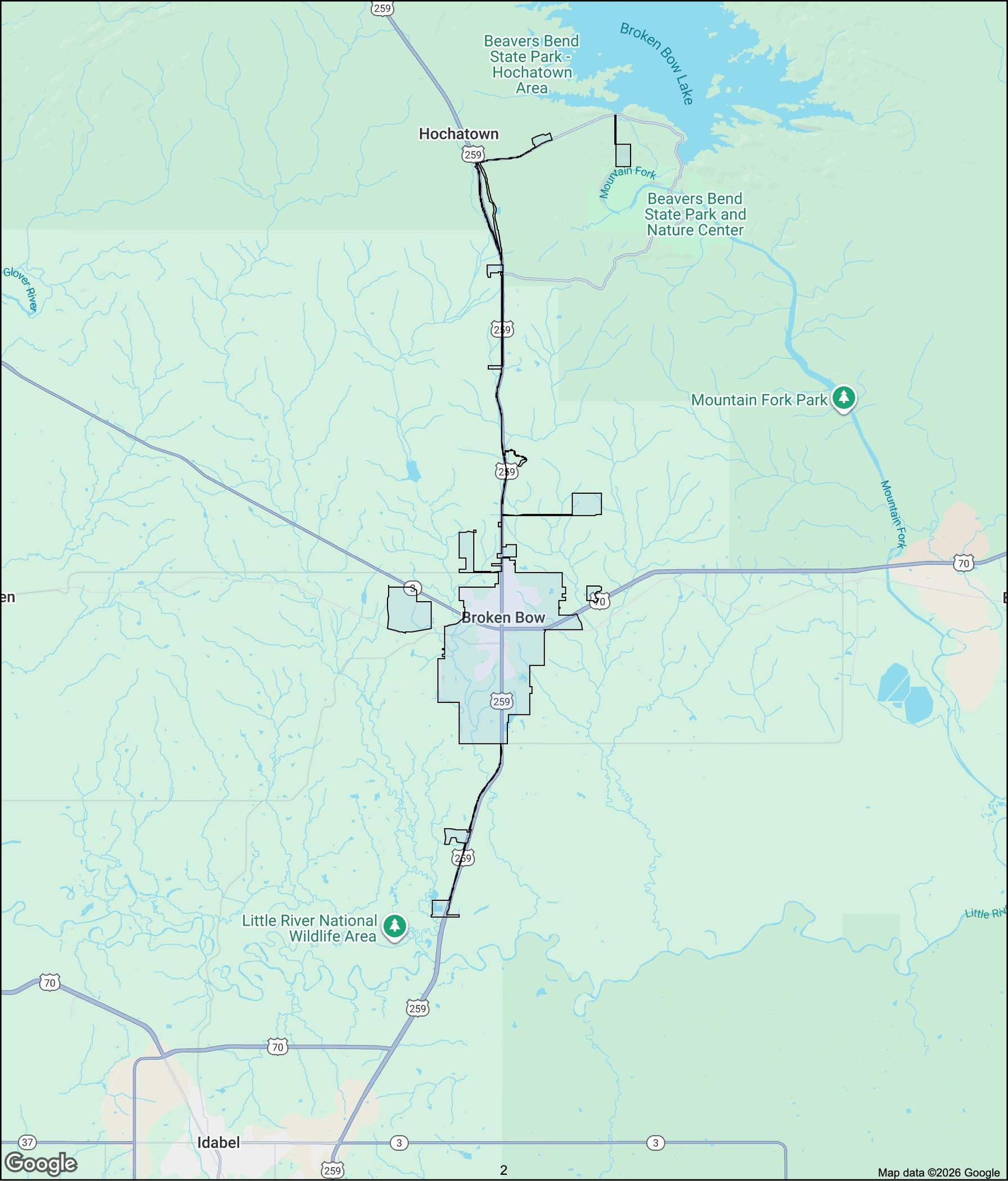
Economic Development Consulting

**Broken Bow, Oklahoma
City Limits
1st Quarter 2026**

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Demographics



Beavers Bend State Park - Hochatown Area

Broken Bow Lake

Hochatown

259

Mountain Fork

Beavers Bend State Park and Nature Center

Mountain Fork Park



Broken Bow

259

70

Little River National Wildlife Area



Little R

Idabel

70

259

259

37

3

3

259

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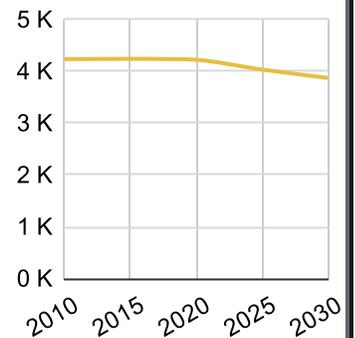


Broken Bow, Oklahoma

City Limits

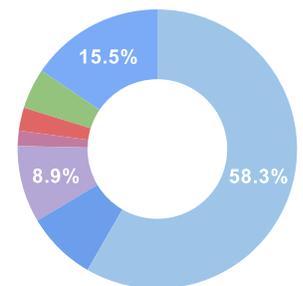
Population

| | |
|--------------------------------------|------------------|
| Estimated Population (2025) | 4,036 |
| Projected Population (2030) | 3,874 |
| Census Population (2020) | 4,225 |
| Census Population (2010) | 4,237 |
| Projected Annual Growth (2025-2030) | -162 -0.8% |
| Historical Annual Growth (2020-2025) | -189 -0.9% |
| Historical Annual Growth (2010-2020) | -12 - |
| Estimated Population Density (2025) | 651 <i>psm</i> |
| Trade Area Size | 6.2 <i>sq mi</i> |



Race and Ethnicity (2025)

| | | |
|--|-------|-------|
| Not Hispanic or Latino Population | 3,599 | 89.2% |
| White | 2,190 | 60.9% |
| Black or African American | 324 | 9.0% |
| American Indian or Alaska Native | 336 | 9.3% |
| Asian | 68 | 1.9% |
| Hawaiian or Pacific Islander | 107 | 3.0% |
| Other Race | 37 | 1.0% |
| Two or More Races | 537 | 14.9% |
| Hispanic or Latino Population | 437 | 10.8% |
| White | 164 | 37.5% |
| Black or African American | 3 | 0.7% |
| American Indian or Alaska Native | 24 | 5.5% |
| Asian | 3 | 0.7% |
| Hispanic Hawaiian or Pacific Islander | 1 | 0.2% |
| Other Race | 152 | 34.8% |
| Two or More Races | 90 | 20.6% |



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

Broken Bow, Oklahoma

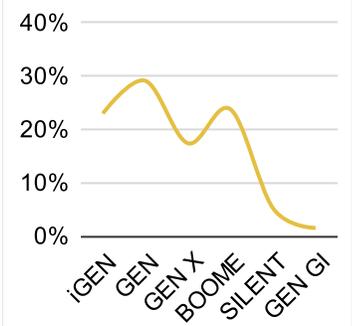
City Limits

Age Distribution (2025)

| | | |
|----------------------|------|------|
| Age Under 5 Years | 299 | 7.4% |
| Age 5 to 9 Years | 290 | 7.2% |
| Age 10 to 14 Years | 338 | 8.4% |
| Age 15 to 19 Years | 320 | 7.9% |
| Age 20 to 24 Years | 282 | 7.0% |
| Age 25 to 29 Years | 255 | 6.3% |
| Age 30 to 34 Years | 318 | 7.9% |
| Age 35 to 39 Years | 267 | 6.6% |
| Age 40 to 44 Years | 231 | 5.7% |
| Age 45 to 49 Years | 204 | 5.1% |
| Age 50 to 54 Years | 241 | 6.0% |
| Age 55 to 59 Years | 209 | 5.2% |
| Age 60 to 64 Years | 196 | 4.9% |
| Age 65 to 69 Years | 173 | 4.3% |
| Age 70 to 74 Years | 140 | 3.5% |
| Age 75 to 79 Years | 116 | 2.9% |
| Age 80 to 84 Years | 94 | 2.3% |
| Age 85 Years or Over | 61 | 1.5% |
| Median Age | 32.7 | |

Generation (2025)

| | | |
|--|-------|-------|
| iGeneration (Age Under 15 Years) | 927 | 23.0% |
| Generation 9/11 Millennials (Age 15 to 34 Years) | 1,175 | 29.1% |
| Gen Xers (Age 35 to 49 Years) | 702 | 17.4% |
| Baby Boomers (Age 50 to 74 Years) | 959 | 23.8% |
| Silent Generation (Age 75 to 84 Years) | 210 | 5.2% |
| G.I. Generation (Age 85 Years or Over) | 61 | 1.5% |

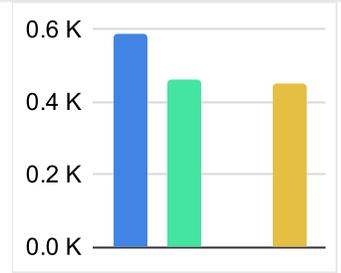
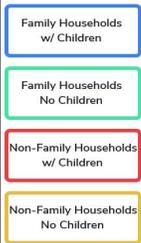


Broken Bow, Oklahoma

City Limits

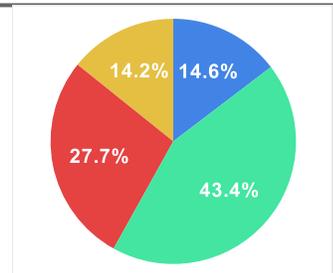
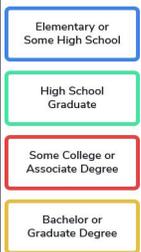
Household Type (2025)

| | |
|-------------------------------------|-------------|
| Total Households | 1,500 |
| Family Households | 1,046 69.7% |
| Family Households with Children | 586 56.0% |
| Family Households No Children | 460 44.0% |
| Non-Family Households | 454 30.3% |
| Non-Family Households with Children | 2 0.4% |
| Non-Family Households No Children | 452 99.6% |



Education Attainment (2025)

| | |
|----------------------------------|-------------|
| Elementary or Some High School | 367 14.6% |
| High School Graduate | 1,089 43.4% |
| Some College or Associate Degree | 694 27.7% |
| Bachelor or Graduate Degree | 357 14.2% |



Household Income (2025)

| | |
|------------------------------------|-----------|
| Estimated Average Household Income | \$62,280 |
| Estimated Median Household Income | \$42,546 |
| HH Income Under \$10,000 | 183 12.2% |
| HH Income \$10,000 to \$34,999 | 440 29.3% |
| HH Income \$35,000 to \$49,999 | 168 11.2% |
| HH Income \$50,000 to \$74,999 | 318 21.2% |
| HH Income \$75,000 to \$99,999 | 164 10.9% |
| HH Income \$100,000 to \$149,999 | 153 10.2% |
| HH Income \$150,000 or More | 76 5.1% |



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Broken Bow, Oklahoma

City Limits

Population

| | | |
|--------------------------------------|-------|-------|
| Estimated Population (2025) | 4,036 | |
| Projected Population (2030) | 3,874 | |
| Census Population (2020) | 4,225 | |
| Census Population (2010) | 4,237 | |
| Projected Annual Growth (2025-2030) | -162 | -0.8% |
| Historical Annual Growth (2020-2025) | -189 | -0.9% |
| Historical Annual Growth (2010-2020) | -12 | - |
| Estimated Population Density (2025) | 651 | psm |
| Trade Area Size | 6.2 | sq mi |

Households

| | | |
|--------------------------------------|-------|-------|
| Estimated Households (2025) | 1,500 | |
| Projected Households (2030) | 1,416 | |
| Census Households (2020) | 1,604 | |
| Census Households (2010) | 1,631 | |
| Projected Annual Growth (2025-2030) | -84 | -1.1% |
| Historical Annual Change (2010-2025) | -131 | -0.5% |

Average Household Income

| | | |
|---|----------|-------|
| Estimated Average Household Income (2025) | \$62,280 | |
| Projected Average Household Income (2030) | \$61,773 | |
| Census Average Household Income (2010) | \$36,580 | |
| Census Average Household Income (2000) | \$29,213 | |
| Projected Annual Change (2025-2030) | -\$507 | -0.2% |
| Historical Annual Change (2000-2025) | \$33,067 | 4.5% |

Median Household Income

| | | |
|--|----------|-------|
| Estimated Median Household Income (2025) | \$42,546 | |
| Projected Median Household Income (2030) | \$41,799 | |
| Census Median Household Income (2010) | \$23,148 | |
| Census Median Household Income (2000) | \$20,080 | |
| Projected Annual Change (2025-2030) | -\$747 | -0.4% |
| Historical Annual Change (2000-2025) | \$22,466 | 4.5% |

Per Capita Income

| | | |
|--|-----------|-------|
| Estimated Per Capita Income (2025) | \$23,196 | |
| Projected Per Capita Income (2030) | \$22,630 | |
| Census Per Capita Income (2010) | \$14,090 | |
| Census Per Capita Income (2000) | \$11,176 | |
| Projected Annual Change (2025-2030) | -\$566 | -0.5% |
| Historical Annual Change (2000-2025) | \$12,020 | 4.3% |
| Estimated Average Household Net Worth (2025) | \$476,474 | |

Broken Bow, Oklahoma

City Limits

Race and Ethnicity

| | | |
|---|-------|-------|
| Total Population (2025) | 4,036 | |
| White (2025) | 2,354 | 58.3% |
| Black or African American (2025) | 327 | 8.1% |
| American Indian or Alaska Native (2025) | 360 | 8.9% |
| Asian (2025) | 71 | 1.8% |
| Hawaiian or Pacific Islander (2025) | 108 | 2.7% |
| Other Race (2025) | 189 | 4.7% |
| Two or More Races (2025) | 627 | 15.5% |
| Population < 18 (2025) | 1,110 | 27.5% |
| White Not Hispanic | 415 | 37.4% |
| Black or African American | 95 | 8.6% |
| Asian | 5 | 0.5% |
| Other Race Not Hispanic | 387 | 34.9% |
| Hispanic | 208 | 18.7% |
| Not Hispanic or Latino Population (2025) | 3,599 | 89.2% |
| Not Hispanic White | 2,190 | 60.9% |
| Not Hispanic Black or African American | 324 | 9.0% |
| Not Hispanic American Indian or Alaska Native | 336 | 9.3% |
| Not Hispanic Asian | 68 | 1.9% |
| Not Hispanic Hawaiian or Pacific Islander | 107 | 3.0% |
| Not Hispanic Other Race | 37 | 1.0% |
| Not Hispanic Two or More Races | 537 | 14.9% |
| Hispanic or Latino Population (2025) | 437 | 10.8% |
| Hispanic White | 164 | 37.5% |
| Hispanic Black or African American | 3 | 0.7% |
| Hispanic American Indian or Alaska Native | 24 | 5.5% |
| Hispanic Asian | 3 | 0.7% |
| Hispanic Hawaiian or Pacific Islander | 1 | 0.2% |
| Hispanic Other Race | 152 | 34.8% |
| Hispanic Two or More Races | 90 | 20.6% |
| Not Hispanic or Latino Population (2020) | 3,792 | 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) | 350 | 8.3% |
| Not Hispanic or Latino Population (2030) | 3,493 | 90.2% |
| Hispanic or Latino Population (2030) | 381 | 9.8% |
| Projected Annual Growth (2025-2030) | -56 | -2.6% |
| Historical Annual Growth (2010-2020) | 83 | 2.4% |

Broken Bow, Oklahoma

City Limits

Total Age Distribution (2025)

| | | |
|----------------------|-------|-------|
| Total Population | 4,036 | |
| Age Under 5 Years | 299 | 7.4% |
| Age 5 to 9 Years | 290 | 7.2% |
| Age 10 to 14 Years | 338 | 8.4% |
| Age 15 to 19 Years | 320 | 7.9% |
| Age 20 to 24 Years | 282 | 7.0% |
| Age 25 to 29 Years | 255 | 6.3% |
| Age 30 to 34 Years | 318 | 7.9% |
| Age 35 to 39 Years | 267 | 6.6% |
| Age 40 to 44 Years | 231 | 5.7% |
| Age 45 to 49 Years | 204 | 5.1% |
| Age 50 to 54 Years | 241 | 6.0% |
| Age 55 to 59 Years | 209 | 5.2% |
| Age 60 to 64 Years | 196 | 4.9% |
| Age 65 to 69 Years | 173 | 4.3% |
| Age 70 to 74 Years | 140 | 3.5% |
| Age 75 to 79 Years | 116 | 2.9% |
| Age 80 to 84 Years | 94 | 2.3% |
| Age 85 Years or Over | 61 | 1.5% |
| Median Age | 32.7 | |
| Age 19 Years or Less | 1,247 | 30.9% |
| Age 20 to 64 Years | 2,203 | 54.6% |
| Age 65 Years or Over | 584 | 14.5% |

Female Age Distribution (2025)

| | | |
|----------------------|-------|-------|
| Female Population | 2,010 | 49.8% |
| Age Under 5 Years | 124 | 6.2% |
| Age 5 to 9 Years | 124 | 6.2% |
| Age 10 to 14 Years | 164 | 8.2% |
| Age 15 to 19 Years | 152 | 7.6% |
| Age 20 to 24 Years | 155 | 7.7% |
| Age 25 to 29 Years | 114 | 5.7% |
| Age 30 to 34 Years | 181 | 9.0% |
| Age 35 to 39 Years | 130 | 6.5% |
| Age 40 to 44 Years | 115 | 5.7% |
| Age 45 to 49 Years | 104 | 5.2% |
| Age 50 to 54 Years | 135 | 6.7% |
| Age 55 to 59 Years | 95 | 4.7% |
| Age 60 to 64 Years | 94 | 4.7% |
| Age 65 to 69 Years | 99 | 4.9% |
| Age 70 to 74 Years | 87 | 4.3% |
| Age 75 to 79 Years | 65 | 3.2% |
| Age 80 to 84 Years | 44 | 2.2% |
| Age 85 Years or Over | 27 | 1.3% |
| Female Median Age | 33.7 | |
| Age 19 Years or Less | 564 | 28.1% |
| Age 20 to 64 Years | 1,123 | 55.9% |
| Age 65 Years or Over | 322 | 16.0% |

Broken Bow, Oklahoma

City Limits

Male Age Distribution (2025)

| | | |
|----------------------|-------|-------|
| Male Population | 2,026 | 50.2% |
| Age Under 5 Years | 175 | 8.6% |
| Age 5 to 9 Years | 166 | 8.2% |
| Age 10 to 14 Years | 174 | 8.6% |
| Age 15 to 19 Years | 168 | 8.3% |
| Age 20 to 24 Years | 127 | 6.3% |
| Age 25 to 29 Years | 141 | 7.0% |
| Age 30 to 34 Years | 137 | 6.8% |
| Age 35 to 39 Years | 137 | 6.8% |
| Age 40 to 44 Years | 116 | 5.7% |
| Age 45 to 49 Years | 100 | 4.9% |
| Age 50 to 54 Years | 106 | 5.2% |
| Age 55 to 59 Years | 114 | 5.6% |
| Age 60 to 64 Years | 102 | 5.0% |
| Age 65 to 69 Years | 74 | 3.7% |
| Age 70 to 74 Years | 53 | 2.6% |
| Age 75 to 79 Years | 51 | 2.5% |
| Age 80 to 84 Years | 50 | 2.5% |
| Age 85 Years or Over | 34 | 1.7% |
| Male Median Age | 31.2 | |
| Age 19 Years or Less | 683 | 33.7% |
| Age 20 to 64 Years | 1,080 | 53.3% |
| Age 65 Years or Over | 262 | 12.9% |

Males per 100 Females (2025)

| | | |
|----------------------|-----|-------|
| Overall Comparison | 101 | |
| Age Under 5 Years | 141 | 58.5% |
| Age 5 to 9 Years | 134 | 57.2% |
| Age 10 to 14 Years | 106 | 51.5% |
| Age 15 to 19 Years | 111 | 52.5% |
| Age 20 to 24 Years | 82 | 45.0% |
| Age 25 to 29 Years | 124 | 55.3% |
| Age 30 to 34 Years | 76 | 43.1% |
| Age 35 to 39 Years | 105 | 51.3% |
| Age 40 to 44 Years | 101 | 50.2% |
| Age 45 to 49 Years | 96 | 49.0% |
| Age 50 to 54 Years | 79 | 44.0% |
| Age 55 to 59 Years | 120 | 54.5% |
| Age 60 to 64 Years | 109 | 52.0% |
| Age 65 to 69 Years | 75 | 42.8% |
| Age 70 to 74 Years | 61 | 37.9% |
| Age 75 to 79 Years | 78 | 44.0% |
| Age 80 to 84 Years | 114 | 53.2% |
| Age 85 Years or Over | 126 | 55.7% |
| Age 19 Years or Less | 121 | 54.8% |
| Age 20 to 39 Years | 93 | 48.3% |
| Age 40 to 64 Years | 99 | 49.8% |
| Age 65 Years or Over | 81 | 44.9% |

Broken Bow, Oklahoma

City Limits

Household Type (2025)

| | | |
|---------------------------------------|----------|-------|
| Total Households | 1,500 | |
| Households with Children | 588 | 39.2% |
| Average Household Size | 2.7 | |
| Household Density per Square Mile | 242 | |
| Population Family | 3,399 | 84.2% |
| Population Non-Family | 599 | 14.8% |
| Population Group Quarters | 38 | 0.9% |
| Family Households | 1,046 | 69.7% |
| Married Couple Households | 622 | 59.5% |
| Other Family Households with Children | 424 | 40.5% |
| Family Households with Children | 586 | 56.0% |
| Married Couple with Children | 311 | 53.1% |
| Other Family Households with Children | 275 | 46.9% |
| Family Households No Children | 460 | 44.0% |
| Married Couple No Children | 311 | 67.6% |
| Other Family Households No Children | 149 | 32.4% |
| Non-Family Households | 454 | 30.3% |
| Non-Family Households with Children | 2 | 0.4% |
| Non-Family Households No Children | 452 | 99.6% |
| Average Family Household Size | 3.2 | |
| Average Family Income | \$70,162 | |
| Median Family Income | \$57,236 | |
| Average Non-Family Household Size | 1.3 | |

Marital Status (2025)

| | | |
|---------------------------------|-------|-------|
| Population Age 15 Years or Over | 3,107 | |
| Never Married | 849 | 27.3% |
| Currently Married | 1,174 | 37.8% |
| Previously Married | 1,084 | 34.9% |
| Separated | 179 | 16.5% |
| Widowed | 278 | 25.6% |
| Divorced | 627 | 57.8% |

Educational Attainment (2025)

| | | |
|--|-------|-------|
| Adult Population Age 25 Years or Over | 2,507 | |
| Elementary (Grade Level 0 to 8) | 140 | 5.6% |
| Some High School (Grade Level 9 to 11) | 227 | 9.1% |
| High School Graduate | 1,089 | 43.4% |
| Some College | 634 | 25.3% |
| Associate Degree Only | 60 | 2.4% |
| Bachelor Degree Only | 231 | 9.2% |
| Graduate Degree | 126 | 5.0% |
| Any College (Some College or Higher) | 1,051 | 41.9% |
| College Degree + (Bachelor Degree or Higher) | 357 | 14.2% |

Broken Bow, Oklahoma

City Limits

Housing

| | | |
|--------------------------------------|-------|-------|
| Total Housing Units (2025) | 1,747 | |
| Total Housing Units (2020) | 1,764 | |
| Historical Annual Growth (2020-2025) | -17 | - |
| Housing Units Occupied (2025) | 1,501 | 85.9% |
| Housing Units Owner-Occupied | 784 | 52.2% |
| Housing Units Renter-Occupied | 717 | 47.8% |
| Housing Units Vacant (2025) | 246 | 14.1% |

Household Size (2025)

| | | |
|-----------------------------|-------|-------|
| Total Households | 1,500 | |
| 1 Person Households | 381 | 25.4% |
| 2 Person Households | 514 | 34.3% |
| 3 Person Households | 245 | 16.3% |
| 4 Person Households | 175 | 11.7% |
| 5 Person Households | 103 | 6.9% |
| 6 Person Households | 53 | 3.5% |
| 7 or More Person Households | 29 | 1.9% |

Household Income Distribution (2025)

| | | |
|----------------------------------|-----|-------|
| HH Income \$200,000 or More | 15 | 1.0% |
| HH Income \$150,000 to \$199,999 | 61 | 4.1% |
| HH Income \$125,000 to \$149,999 | 34 | 2.3% |
| HH Income \$100,000 to \$124,999 | 119 | 7.9% |
| HH Income \$75,000 to \$99,999 | 164 | 10.9% |
| HH Income \$50,000 to \$74,999 | 318 | 21.2% |
| HH Income \$35,000 to \$49,999 | 168 | 11.2% |
| HH Income \$25,000 to \$34,999 | 160 | 10.7% |
| HH Income \$15,000 to \$24,999 | 197 | 13.1% |
| HH Income \$10,000 to \$14,999 | 83 | 5.5% |
| HH Income Under \$10,000 | 183 | 12.2% |

Household Vehicles (2025)

| | | |
|--|-------|-------|
| Households 0 Vehicles Available | 165 | 11.0% |
| Households 1 Vehicle Available | 703 | 46.9% |
| Households 2 Vehicles Available | 343 | 22.9% |
| Households 3 or More Vehicles Available | 290 | 19.3% |
| Total Vehicles Available | 2,372 | |
| Average Vehicles per Household | 1.6 | |
| Owner-Occupied Household Vehicles | 1,595 | 67.2% |
| Average Vehicles per Owner-Occupied Household | 2.0 | |
| Renter-Occupied Household Vehicles | 777 | 32.8% |
| Average Vehicles per Renter-Occupied Household | 1.1 | |

Travel Time (2025)

| | | |
|--------------------------------------|-------|-------|
| Worker Base Age 16 years or Over | 1,571 | |
| Travel to Work in 14 Minutes or Less | 761 | 48.4% |
| Travel to Work in 15 to 29 Minutes | 459 | 29.2% |
| Travel to Work in 30 to 59 Minutes | 170 | 10.8% |
| Travel to Work in 60 Minutes or More | 152 | 9.7% |
| Work at Home | 29 | 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 | 1,571 | |
| Drive to Work Alone | 1,355 | 86.3% |
| Drive to Work in Carpool | 166 | 10.6% |
| Travel to Work by Public Transportation | - | - |
| Drive to Work on Motorcycle | 3 | 0.2% |
| Bicycle to Work | - | - |
| Walk to Work | 14 | 0.9% |
| Other Means | 4 | 0.3% |
| Work at Home | 29 | 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 | 14.8 | to 1 |
| Adj. Daytime Demographics Age 16 Years or Over | 3,441 | |

Labor Force

| | | |
|--|-------|-------|
| Labor Population Age 16 Years or Over (2025) | 3,046 | |
| Labor Force Total Males (2025) | 1,476 | 48.5% |
| Male Civilian Employed | 876 | 59.3% |
| Male Civilian Unemployed | - | - |
| Males in Armed Forces | - | - |
| Males Not in Labor Force | 600 | 40.7% |
| Labor Force Total Females (2025) | 1,570 | 51.5% |
| Female Civilian Employed | 695 | 44.3% |
| Female Civilian Unemployed | - | - |
| Females in Armed Forces | - | - |
| Females Not in Labor Force | 875 | 55.7% |
| Unemployment Rate | - | - |

Occupation (2025)

| | | |
|--|-------|-------|
| Occupation Population Age 16 Years or Over | 1,575 | |
| Occupation Total Males | 878 | 55.7% |
| Occupation Total Females | 697 | 44.3% |
| Management, Business, Financial Operations | 84 | 5.3% |
| Professional, Related | 173 | 11.0% |
| Service | 315 | 20.0% |
| Sales, Office | 319 | 20.3% |
| Farming, Fishing, Forestry | 30 | 1.9% |
| Construction, Extraction, Maintenance | 192 | 12.2% |
| Production, Transport, Material Moving | 462 | 29.3% |
| White Collar Workers | 576 | 36.6% |
| Blue Collar Workers | 999 | 63.4% |

Broken Bow, Oklahoma

City Limits

Units In Structure (2025)

| | | |
|------------------------|-------|-------|
| Total Units | 1,500 | |
| 1 Detached Unit | 1,158 | 77.2% |
| 1 Attached Unit | 8 | 0.5% |
| 2 Units | 75 | 5.0% |
| 3 to 4 Units | 90 | 6.0% |
| 5 to 9 Units | 1 | - |
| 10 to 19 Units | 19 | 1.3% |
| 20 to 49 Units | 32 | 2.1% |
| 50 or More Units | 31 | 2.1% |
| Mobile Home or Trailer | 86 | 5.7% |
| Other Structure | 1 | - |

Homes Built By Year (2025)

| | | |
|---------------------------|------|-------|
| Homes Built 2020 or later | - | - |
| Homes Built 2010 to 2019 | 117 | 6.7% |
| Homes Built 2000 to 2009 | 45 | 2.6% |
| Homes Built 1990 to 1999 | 206 | 11.8% |
| Homes Built 1980 to 1989 | 311 | 17.8% |
| Homes Built 1970 to 1979 | 468 | 26.8% |
| Homes Built 1960 to 1969 | 191 | 10.9% |
| Homes Built 1950 to 1959 | 71 | 4.1% |
| Homes Built 1940 to 1949 | 54 | 3.1% |
| Homes Built Before 1939 | 35 | 2.0% |
| Median Age of Homes | 45.4 | yrs |

Home Values (2025)

| | | |
|------------------------------------|-----------|-------|
| Owner Specified Housing Units | 784 | |
| Home Values \$1,000,000 or More | 1 | 0.1% |
| Home Values \$750,000 to \$999,999 | - | - |
| Home Values \$500,000 to \$749,999 | 43 | 5.5% |
| Home Values \$400,000 to \$499,999 | 16 | 2.0% |
| Home Values \$300,000 to \$399,999 | 77 | 9.8% |
| Home Values \$250,000 to \$299,999 | 120 | 15.3% |
| Home Values \$200,000 to \$249,999 | 16 | 2.0% |
| Home Values \$175,000 to \$199,999 | 80 | 10.2% |
| Home Values \$150,000 to \$174,999 | 49 | 6.3% |
| Home Values \$125,000 to \$149,999 | 81 | 10.3% |
| Home Values \$100,000 to \$124,999 | 86 | 11.0% |
| Home Values \$90,000 to \$99,999 | 22 | 2.8% |
| Home Values \$80,000 to \$89,999 | 51 | 6.5% |
| Home Values \$70,000 to \$79,999 | 49 | 6.3% |
| Home Values \$60,000 to \$69,999 | - | - |
| Home Values \$50,000 to \$59,999 | 49 | 6.3% |
| 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 | 10 | 1.3% |
| Owner-Occupied Median Home Value | \$155,611 | |
| Renter-Occupied Median Rent | \$493 | |

Broken Bow, Oklahoma

City Limits

Total Annual Consumer Expenditure (2025)

| | |
|-------------------------------------|------------|
| Total Household Expenditure | \$109.9 M |
| Total Non-Retail Expenditure | \$50.59 M |
| Total Retail Expenditure | \$59.31 M |
| Alcoholic Beverages | \$661.25 K |
| Apparel | \$2.12 M |
| Contributions | \$3.02 M |
| Education | \$2.27 M |
| Entertainment | \$6.63 M |
| Food Away From Home | \$4.96 M |
| Grocery | \$9.38 M |
| Health Care | \$9.62 M |
| Household Furnishings and Equipment | \$2.94 M |
| Household Operations | \$2.22 M |
| Miscellaneous Expenses | \$1.91 M |
| Personal Care | \$1.75 M |
| Shelter | \$20.57 M |
| Tax and Retirement | \$16.76 M |
| Tobacco and Related | \$956.39 K |
| Transportation | \$17.33 M |
| Utilities | \$6.82 M |

Monthly Household Consumer Expenditure (2025)

| | | |
|-------------------------------------|---------|-------|
| Total Household Expenditure | \$6,106 | |
| Total Non-Retail Expenditure | \$2,811 | 46.0% |
| Total Retail Expenditures | \$3,295 | 54.0% |
| Alcoholic Beverages | \$37 | 0.6% |
| Apparel | \$118 | 1.9% |
| Contributions | \$168 | 2.7% |
| Education | \$126 | 2.1% |
| Entertainment | \$369 | 6.0% |
| Food Away From Home | \$275 | 4.5% |
| Grocery | \$521 | 8.5% |
| Health Care | \$534 | 8.8% |
| Household Furnishings and Equipment | \$163 | 2.7% |
| Household Operations | \$123 | 2.0% |
| Miscellaneous Expenses | \$106 | 1.7% |
| Personal Care | \$97 | 1.6% |
| Shelter | \$1,143 | 18.7% |
| Tax and Retirement | \$931 | - |
| Tobacco and Related | \$53 | 0.9% |
| Transportation | \$963 | 15.8% |
| Utilities | \$379 | 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

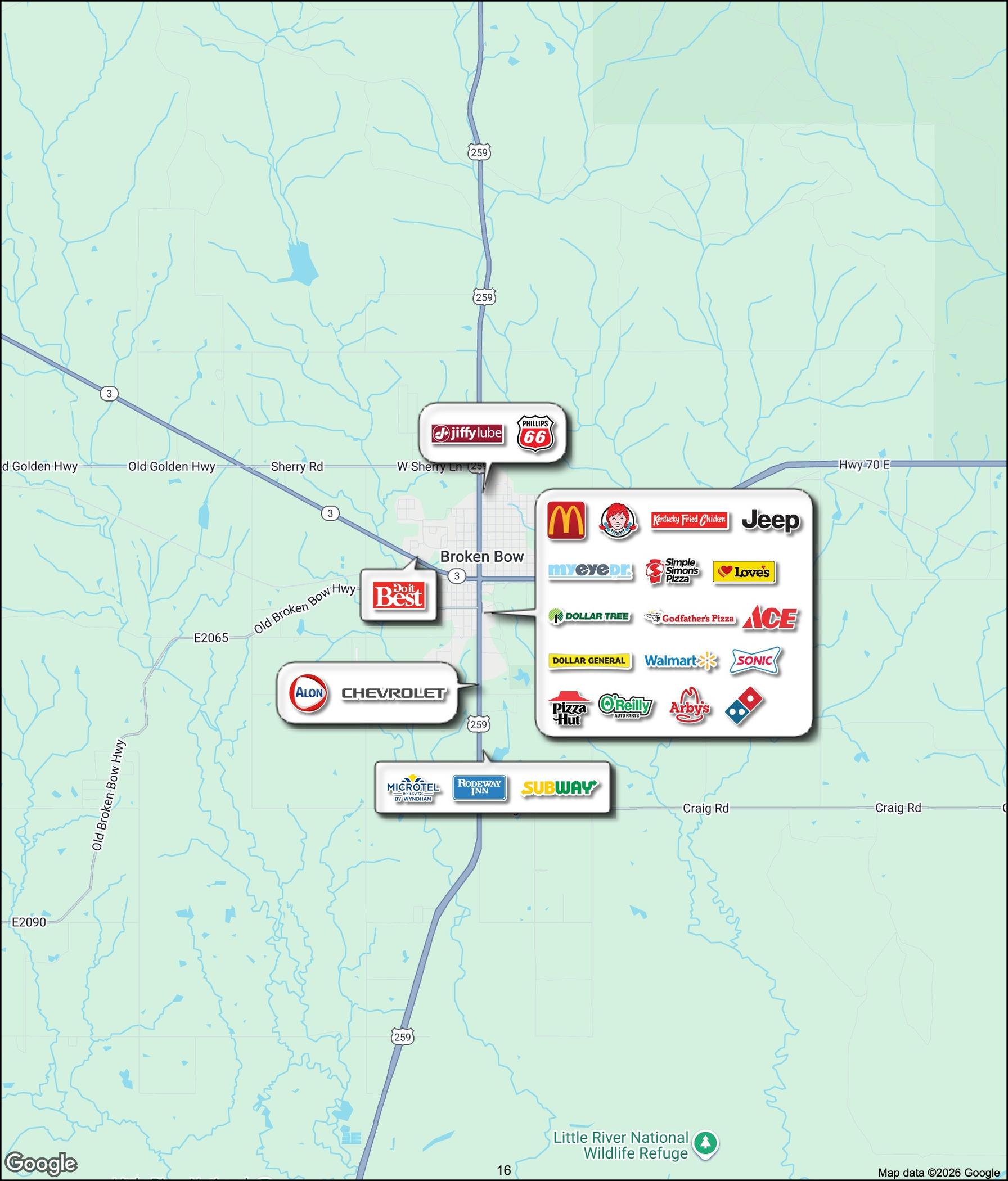
Department stores and other general merchandise stores

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



Jiffy Lube **Phillips 66**

McDonald's **Wendy's** **Kentucky Fried Chicken** **Jeep**

MyEyeDr. **Simple Simon's Pizza** **Love's**

DOLLAR TREE **Godfather's Pizza** **ACE**

DOLLAR GENERAL **Walmart** **SONIC**

Pizza Hut **O'Reilly AUTO PARTS** **Arby's** **Domino's**

Do it Best

ALON **CHEVROLET**

MICROTEL **RODEWAY INN** **SUBWAY**

Little River National Wildlife Refuge

Broken Bow, Oklahoma

City Limits

| | Potential / Sales | Index |
|--|-------------------------|-------|
| Clothing, Clothing Accessories Stores | \$3.81 M / \$3.76 M | 1 |
| Men's Clothing Stores | \$172.35 K / \$2 | 100 |
| Women's Clothing Stores | \$312.89 K / \$225.51 K | 28 |
| Children's, Infants' Clothing Stores | \$272.18 K / \$-5 | 100 |
| Family Clothing Stores | \$1.82 M / \$6 | 100 |
| Clothing Accessory Stores | \$92.01 K / \$5 | 100 |
| Other Apparel Stores | \$111.42 K / \$-4 | 100 |
| Shoe Stores | \$824.04 K / \$3.53 M | -77 |
| Jewelry Stores | \$176.93 K / \$-4 | 100 |
| Luggage Stores | \$23.79 K / \$-6 | 100 |
| Furniture, Home Furnishings Stores | \$3.39 M / \$1.05 M | 69 |
| Furniture Stores | \$1.72 M / \$1.05 M | 39 |
| Floor Covering Stores | \$239.01 K / \$4 | 100 |
| Other Home Furnishing Stores | \$1.43 M / \$-7 | 100 |
| Electronics, Appliance Stores | \$3.09 M / \$1.57 M | 49 |
| Building Material, Garden Equipment, Supplies Dealers | \$3.23 M / \$4.73 M | -32 |
| Home Centers | \$1.81 M / \$1.9 M | -4 |
| Paint, Wallpaper Stores | \$351.21 K / \$2 | 100 |
| Hardware Stores | \$200.52 K / \$418.51 K | -52 |
| Other Building Materials Stores | \$595.61 K / \$2.42 M | -75 |
| Outdoor Power Equipment Stores | \$35.57 K / \$7 | 100 |
| Nursery, Garden Stores | \$233.03 K / \$-2 | 100 |
| Food, Beverage Stores | \$4.61 M / \$6.27 M | -26 |
| Grocery Stores | \$3.64 M / \$-2 | 100 |
| Convenience Stores | \$307.95 K / \$3.22 M | -90 |
| Meat Markets | \$21.65 K / \$-7 | 100 |
| Fish, Seafood Markets | \$7.41 K / \$2 | 100 |
| Fruit, Vegetable Markets | \$14.12 K / \$-1 | 100 |
| Other Specialty Food Markets | \$28.4 K / - | 100 |
| Liquor Stores | \$589.32 K / \$3.05 M | -81 |

Broken Bow, Oklahoma

City Limits

| | Potential / Sales | Index |
|--|------------------------|-------|
| Health, Personal Care Stores | \$2.74 M / \$8.39 M | -67 |
| Pharmacy, Drug Stores | \$2.41 M / \$8.39 M | -71 |
| Cosmetics, Beauty Stores | \$135.38 K / - | 100 |
| Optical Goods Stores | \$49.26 K / \$4 | 100 |
| Other Health, Personal Care Stores | \$146.93 K / \$-5 | 100 |
| Sporting Goods, Hobby, Book, Music Stores | \$3.91 M / \$10.29 M | -62 |
| Sporting Goods Stores | \$1.52 M / \$1.72 M | -12 |
| Hobby, Toy, Game Stores | \$1.13 M / \$3.58 M | -69 |
| Sewing, Needlecraft Stores | \$784.74 K / \$4.99 M | -84 |
| Musical Instrument Stores | \$206.81 K / \$4 | 100 |
| Book Stores | \$266.87 K / \$-1 | 100 |
| General Merchandise Stores | \$12.1 M / \$22.69 M | -47 |
| Department Stores | \$4.2 M / \$18.13 M | -77 |
| Warehouse Superstores | \$6.7 M / - | 100 |
| Other General Merchandise Stores | \$1.2 M / \$4.55 M | -74 |
| Miscellaneous Store Retailers | \$1.6 M / \$2.06 M | -23 |
| Florists | \$36.53 K / \$189.31 K | -81 |
| Office, Stationary Stores | \$172.46 K / \$-1 | 100 |
| Gift, Souvenir Stores | \$308.81 K / \$290.5 K | 6 |
| Used Merchandise Stores | \$123.54 K / \$128.9 K | -4 |
| Pet, Pet Supply Stores | \$329.04 K / \$7 | 100 |
| Art Dealers | \$52.62 K / \$-6 | 100 |
| Mobile Home Dealers | \$33.72 K / \$-5 | 100 |
| Other Miscellaneous Retail Stores | \$539.49 K / \$1.45 M | -63 |
| Non-Store Retailers | \$6.94 M / \$420.23 K | 94 |
| Mail Order, Catalog Stores | \$6.51 M / \$2 | 100 |
| Vending Machines | \$29.24 K / \$4 | 100 |
| Fuel Dealers | \$38.76 K / \$420.22 K | -91 |
| Other Direct Selling Establishments | \$367.26 K / \$2 | 100 |

Broken Bow, Oklahoma

City Limits

| | Potential / Sales | Index |
|-------------------------------------|-------------------------|--------|
| Accommodation, Food Services | \$5.39 M / \$10.26 M | -47 |
| Hotels, Other Travel Accommodations | \$342.32 K / \$1.6 M | -79 |
| RV Parks | \$3.84 K / \$5 | 100 |
| Rooming, Boarding Houses | \$1.98 K / - | 100 |
| Full Service Restaurants | \$3.15 M / \$3.19 M | -1 |
| Limited Service Restaurants | \$1.46 M / \$5.17 M | -72 |
| Special Food Services, Catering | \$433.92 K / \$-5 | 100 |
| Drinking Places | \$271.4 K / \$579.94 K | -53 |
| Gasoline Stations | \$2.29 M / \$18.19 M | -87 |
| Motor Vehicle, Parts Dealers | \$5.94 M / \$8.02 M | -26 |
| New Car Dealers | \$3.54 M / \$5.44 M | -35 |
| Used Car Dealers | \$331.5 K / \$510.73 K | -35 |
| Recreational Vehicle Dealers | \$588.9 K / \$-7 | 100 |
| Motorcycle, Boat Dealers | \$784.68 K / \$945.13 K | -17 |
| Auto Parts, Accessories | \$450.08 K / \$1.13 M | -60 |
| Tire Dealers | \$248.75 K / \$-3 | 100 |
| 2025 Population | | 4,036 |
| 2030 Population | | 3,874 |
| % Population Change 2025-2030 | | -4.0% |
| 2025 Adult Population Age 18+ | | 2,925 |
| 2025 Population Male | | 2,026 |
| 2025 Population Female | | 2,010 |
| 2025 Households | | 1,500 |
| 2025 Median Household Income | | 42,546 |
| 2025 Average Household Income | | 62,280 |

Retail Potential

| Broken Bow, Oklahoma | |
|--|-----------------|
| City Limits | |
| 2025 Population | 4,036 |
| 2030 Population | 3,874 |
| % Population Change 2020-2025 | -4.5% |
| 2025 Adult Population Age 18+ | \$2,925 |
| 2025 Population Male | \$2,026 |
| 2025 Population Female | \$2,010 |
| 2025 Households | \$1,500 |
| 2025 Median Household Income | \$42,546 |
| 2025 Average Household Income | \$62,280 |
| Clothing, Clothing Accessories Stores | \$3.81 M |
| Men's Clothing Stores | \$172.35 K |
| Women's Clothing Stores | \$312.89 K |
| Children's, Infants' Clothing Stores | \$272.18 K |
| Family Clothing Stores | \$1.82 M |
| Clothing Accessory Stores | \$92.01 K |
| Other Apparel Stores | \$111.42 K |
| Shoe Stores | \$824.04 K |
| Jewelry Stores | \$176.93 K |
| Luggage Stores | \$23.79 K |
| Furniture, Home Furnishings Stores | \$3.39 M |
| Furniture Stores | \$1.72 M |
| Floor Covering Stores | \$239.01 K |
| Other Home Furnishing Stores | \$1.43 M |
| Electronics, Appliance Stores | \$3.09 M |
| Gasoline Stations | \$2.29 M |
| Building Material, Garden Equipment, Supplies Dealers | \$3.23 M |
| Home Centers | \$1.81 M |
| Paint, Wallpaper Stores | \$351.21 K |
| Hardware Stores | \$200.52 K |
| Other Building Materials Stores | \$595.61 K |
| Outdoor Power Equipment Stores | \$35.57 K |
| Nursery, Garden Stores | \$233.03 K |
| Food, Beverage Stores | \$4.61 M |
| Grocery Stores | \$3.64 M |
| Convenience Stores | \$307.95 K |
| Meat Markets | \$21.65 K |
| Fish, Seafood Markets | \$7.41 K |
| Fruit, Vegetable Markets | \$14.12 K |
| Other Specialty Food Markets | \$28.4 K |
| Liquor Stores | \$589.32 K |

| Broken Bow, Oklahoma | |
|--|------------|
| City Limits | |
| Health, Personal Care Stores | \$2.74 M |
| Pharmacy, Drug Stores | \$2.41 M |
| Cosmetics, Beauty Stores | \$135.38 K |
| Optical Goods Stores | \$49.26 K |
| Other Health, Personal Care Stores | \$146.93 K |
| Sporting Goods, Hobby, Book, Music Stores | \$3.91 M |
| Sporting Goods Stores | \$1.52 M |
| Hobby, Toy, Game Stores | \$1.13 M |
| Sewing, Needlecraft Stores | \$784.74 K |
| Musical Instrument Stores | \$206.81 K |
| Book Stores | \$266.87 K |
| General Merchandise Stores | \$12.1 M |
| Department Stores | \$4.2 M |
| Warehouse Superstores | \$6.7 M |
| Other General Merchandise Stores | \$1.2 M |
| Miscellaneous Store Retailers | \$1.6 M |
| Florists | \$36.53 K |
| Office, Stationary Stores | \$172.46 K |
| Gift, Souvenir Stores | \$308.81 K |
| Used Merchandise Stores | \$123.54 K |
| Pet, Pet Supply Stores | \$329.04 K |
| Art Dealers | \$52.62 K |
| Mobile Home Dealers | \$33.72 K |
| Other Miscellaneous Retail Stores | \$539.49 K |
| Non-Store Retailers | \$6.94 M |
| Mail Order, Catalog Stores | \$6.51 M |
| Vending Machines | \$29.24 K |
| Fuel Dealers | \$38.76 K |
| Other Direct Selling Establishments | \$367.26 K |
| Accommodation, Food Services | \$5.66 M |
| Hotels, Other Travel Accommodations | \$342.32 K |
| RV Parks | \$3.84 K |
| Rooming, Boarding Houses | \$1.98 K |
| Full Service Restaurants | \$3.15 M |
| Limited Service Restaurants | \$1.46 M |
| Special Food Services, Catering | \$433.92 K |
| Drinking Places | \$271.4 K |
| Motor Vehicle, Parts Dealers | \$5.94 M |
| New Car Dealers | \$3.54 M |
| Used Car Dealers | \$331.5 K |
| Recreational Vehicle Dealers | \$588.9 K |
| Motorcycle, Boat Dealers | \$784.68 K |
| Auto Parts, Accessories | \$450.08 K |
| Tire Dealers | \$248.75 K |

Income Summary

| Broken Bow, Oklahoma | | |
|--|-----------|-------|
| City Limits | | |
| Population | | |
| Estimated Population (2025) | 4,036 | |
| Projected Population (2030) | 3,874 | |
| Census Population (2020) | 4,225 | |
| Census Population (2010) | 4,237 | |
| <i>Projected Annual Growth (2025 to 2030)</i> | -162 | -0.8% |
| <i>Historical Annual Growth (2020 to 2025)</i> | -189 | -0.9% |
| <i>Historical Annual Growth (2010 to 2020)</i> | -12 | - |
| Households | | |
| Estimated Households (2025) | 1,500 | |
| Projected Households (2030) | 1,416 | |
| Census Households (2020) | 1,604 | |
| Census Households (2010) | 1,631 | |
| <i>Projected Annual Growth (2025 to 2030)</i> | -84 | -1.1% |
| <i>Historical Annual Growth (2020 to 2025)</i> | -104 | -1.3% |
| <i>Historical Annual Growth (2010 to 2020)</i> | -27 | -0.2% |
| Average Household Income | | |
| Estimated Average Household Income (2025) | \$62,280 | |
| Projected Average Household Income (2030) | \$61,773 | |
| Census Average Household Income (2020) | \$36,580 | |
| Census Average Household Income (2010) | \$29,213 | |
| <i>Projected Annual Growth (2025 to 2030)</i> | -\$507 | -0.2% |
| <i>Historical Annual Growth (2020 to 2025)</i> | \$25,700 | 4.7% |
| <i>Historical Annual Growth (2010 to 2020)</i> | \$7,367 | 2.5% |
| Median Household Income | | |
| Estimated Median Household Income (2025) | \$42,546 | |
| Projected Median Household Income (2030) | \$41,799 | |
| Census Median Household Income (2020) | \$23,148 | |
| Census Median Household Income (2010) | \$20,080 | |
| <i>Projected Annual Growth (2025 to 2030)</i> | -\$747 | -0.4% |
| <i>Historical Annual Growth (2020 to 2025)</i> | \$19,398 | 5.6% |
| <i>Historical Annual Growth (2010 to 2020)</i> | \$3,068 | 1.5% |
| Per Capita Income | | |
| Estimated Per Capita Income (2025) | \$23,196 | |
| Projected Per Capita Income (2030) | \$22,630 | |
| Census Per Capita Income (2020) | \$14,090 | |
| Census Per Capita Income (2010) | \$11,176 | |
| <i>Projected Annual Growth (2025 to 2030)</i> | -\$566 | -0.5% |
| <i>Historical Annual Growth (2020 to 2025)</i> | \$9,106 | 4.3% |
| <i>Historical Annual Growth (2010 to 2020)</i> | \$2,914 | 2.6% |
| Other Income | | |
| Estimated Families (2025) | 1,046 | |
| Estimated Average Family Income (2025) | \$70,162 | |
| Estimated Median Family Income (2025) | \$57,236 | |
| Estimated Average Household Net Worth (2025) | \$476,474 | |

Consumer Expenditure Summary

| Broken Bow, Oklahoma | | |
|-------------------------------------|------------|------------------|
| City Limits | | |
| Estimated Population | | 4,036 |
| Estimated Households | | 1,500 |
| Household Expenditure | | \$109.9 M |
| Per Household ~ Per Capita | \$73,268 | \$27,230 |
| Non-Retail Expenditures | \$50.59 M | 46.0% |
| Per Household ~ Per Capita | \$33,730 | \$12,536 |
| Retail Expenditures | \$59.31 M | 54.0% |
| Per Household ~ Per Capita | \$39,538 | \$14,695 |
| Alcoholic Beverages | \$661.25 K | 0.6% |
| Per Household ~ Per Capita | \$441 | \$164 |
| Apparel | \$2.12 M | 1.9% |
| Per Household ~ Per Capita | \$1,412 | \$525 |
| Contributions | \$3.02 M | 2.7% |
| Per Household ~ Per Capita | \$2,011 | \$747 |
| Education | \$2.27 M | 2.1% |
| Per Household ~ Per Capita | \$1,515 | \$563 |
| Entertainment | \$6.63 M | 6.0% |
| Per Household ~ Per Capita | \$4,422 | \$1,644 |
| Food Away From Home | \$4.96 M | 4.5% |
| Per Household ~ Per Capita | \$3,304 | \$1,228 |
| Grocery | \$9.38 M | 8.5% |
| Per Household ~ Per Capita | \$6,255 | \$2,325 |
| Health Care | \$9.62 M | 8.8% |
| Per Household ~ Per Capita | \$6,412 | \$2,383 |
| Household Furnishings and Equipment | \$2.94 M | 2.7% |
| Per Household ~ Per Capita | \$1,957 | \$727 |
| Household Operations | \$2.22 M | 2.0% |
| Per Household ~ Per Capita | \$1,479 | \$550 |
| Miscellaneous Expenses | \$1.91 M | 1.7% |
| Per Household ~ Per Capita | \$1,274 | \$473 |
| Personal Care | \$1.75 M | 1.6% |
| Per Household ~ Per Capita | \$1,164 | \$432 |
| Shelter | \$20.57 M | 18.7% |
| Per Household ~ Per Capita | \$13,714 | \$5,097 |
| Tax and Retirement | \$16.76 M | 15.2% |
| Per Household ~ Per Capita | \$11,172 | \$4,152 |
| Tobacco and Related | \$956.39 K | 0.9% |
| Per Household ~ Per Capita | \$638 | \$237 |
| Transportation | \$17.33 M | 15.8% |
| Per Household ~ Per Capita | \$11,551 | \$4,293 |
| Utilities | \$6.82 M | 6.2% |
| Per Household ~ Per Capita | \$4,547 | \$1,690 |

| Broken Bow, Oklahoma | | |
|--|--|---------------|
| City Limits | | |
| Population / Households (2025) | | |
| Estimated Population | | 4,036 |
| Estimated Households | | 1,500 |
| Total Annual Consumer Expenditure (2025) | | |
| Total Household Expenditure | | \$109.9 M |
| Total Non-Retail Expenditure | | \$50.59 M |
| Total Retail Expenditure | | \$59.31 M |
| Alcoholic Beverages | | \$661.25 K |
| Apparel | | \$2.12 M |
| Contributions | | \$3.02 M |
| Education | | \$2.27 M |
| Entertainment | | \$6.63 M |
| Food Away From Home | | \$4.96 M |
| Grocery | | \$9.38 M |
| Health Care | | \$9.62 M |
| Household Furnishings and Equipment | | \$2.94 M |
| Household Operations | | \$2.22 M |
| Miscellaneous Expenses | | \$1.91 M |
| Personal Care | | \$1.75 M |
| Shelter | | \$20.57 M |
| Tax and Retirement | | \$16.76 M |
| Tobacco and Related | | \$956.39 K |
| Transportation | | \$17.33 M |
| Utilities | | \$6.82 M |
| Monthly Household Consumer Expenditure (2025) | | |
| Total Household Expenditure | | \$6,106 |
| Total Non-Retail Expenditure | | \$2,811 46.0% |
| Total Retail Expenditure | | \$3,295 54.0% |
| Alcoholic Beverages | | \$37 0.6% |
| Apparel | | \$118 1.9% |
| Contributions | | \$168 2.7% |
| Education | | \$126 2.1% |
| Entertainment | | \$369 6.0% |
| Food Away From Home | | \$275 4.5% |
| Grocery | | \$521 8.5% |
| Health Care | | \$534 8.8% |
| Household Furnishings and Equipment | | \$163 2.7% |
| Household Operations | | \$123 2.0% |
| Miscellaneous Expenses | | \$106 1.7% |
| Personal Care | | \$97 1.6% |
| Shelter | | \$1,143 18.7% |
| Tax and Retirement | | \$931 15.2% |
| Tobacco and Related | | \$53 0.9% |
| Transportation | | \$963 15.8% |
| Utilities | | \$379 6.2% |

Broken Bow, Oklahoma

City Limits

| Population / Households (2030) | |
|---|-------------|
| Projected Population | 3,874 |
| Projected Households | - |
| Total Annual Consumer Expenditure (2030) | |
| Total Household Expenditure | \$103.25 M |
| Total Non-Retail Expenditure | \$47.52 M |
| Total Retail Expenditure | \$55.73 M |
| Alcoholic Beverages | \$619.85 K |
| Apparel | \$1.98 M |
| Contributions | \$2.84 M |
| Education | \$2.14 M |
| Entertainment | \$6.19 M |
| Food Away From Home | \$4.64 M |
| Grocery | \$8.72 M |
| Health Care | \$9.24 M |
| Household Furnishings and Equipment | \$2.75 M |
| Household Operations | \$2.07 M |
| Miscellaneous Expenses | \$1.79 M |
| Personal Care | \$1.62 M |
| Shelter | \$19.16 M |
| Tax and Retirement | \$15.95 M |
| Tobacco and Related | \$882.03 K |
| Transportation | \$16.33 M |
| Utilities | \$6.33 M |
| Consumer Expenditure Growth (2025 to 2030) | |
| Total Household Expenditure | \$-6.65 M |
| Total Non-Retail Expenditure | \$-3.07 M |
| Total Retail Expenditure | \$-3.57 M |
| Alcoholic Beverages | \$-41.39 K |
| Apparel | \$-136.67 K |
| Contributions | \$-173.99 K |
| Education | \$-135.94 K |
| Entertainment | \$-438.27 K |
| Food Away From Home | \$-317.36 K |
| Grocery | \$-667.12 K |
| Health Care | \$-380.52 K |
| Household Furnishings and Equipment | \$-186.04 K |
| Household Operations | \$-147.35 K |
| Miscellaneous Expenses | \$-124.22 K |
| Personal Care | \$-121.6 K |
| Shelter | \$-1.41 M |
| Tax and Retirement | \$-807.78 K |
| Tobacco and Related | \$-74.36 K |
| Transportation | \$-995.56 K |
| Utilities | \$-488.51 K |

Crime Risk

| Broken Bow, Oklahoma | |
|-----------------------------|-----------|
| City Limits | |
| Demographics | |
| Population | 4,036 |
| Census Population | 4,225 |
| Households | 1,500 |
| Average Household Income | \$62,280 |
| Median Household Income | \$42,546 |
| Per Capita Income | \$23,196 |
| Total Crime | |
| Crime Index | 234 |
| Crime Level | Very High |
| Personal Crime | |
| Crime Index | 177 |
| Crime Level | High Risk |
| Murder | |
| Crime Index | 321 |
| Crime Level | Very High |
| Rape | |
| Crime Index | 189 |
| Crime Level | Very High |
| Robbery | |
| Crime Index | 97 |
| Crime Level | Average |
| Assault | |
| Crime Index | 194 |
| Crime Level | Very High |
| Property Crime | |
| Crime Index | 245 |
| Crime Level | Very High |
| Burglary | |
| Crime Index | 458 |
| Crime Level | Very High |
| Larceny | |
| Crime Index | 208 |
| Crime Level | Very High |
| Motor Vehicle Theft | |
| Crime Index | 224 |
| 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 | 5 / 5 | | |
| Convenience Stores | | | |
| Alon | 1 / 1 | 3,500 | |
| Love's | 1 / 1 | 7,300 | |
| Phillips 66 | 1 / 1 | 2,500 | |
| Dealerships | | | |
| Chevrolet | 1 / 1 | | |
| Jeep | 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 | |
| Do It Best | 1 / 1 | 16,200 | |
| Hotels | | | |
| Microtel Inn & Suites | 1 / 1 | 11,500 | |

| Broken Bow, Oklahoma | Site / Market Locations | Avg Square Footage | Closest Location |
|------------------------------------|-------------------------|--------------------|------------------|
| City Limits | | | |
| 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 | | |