

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

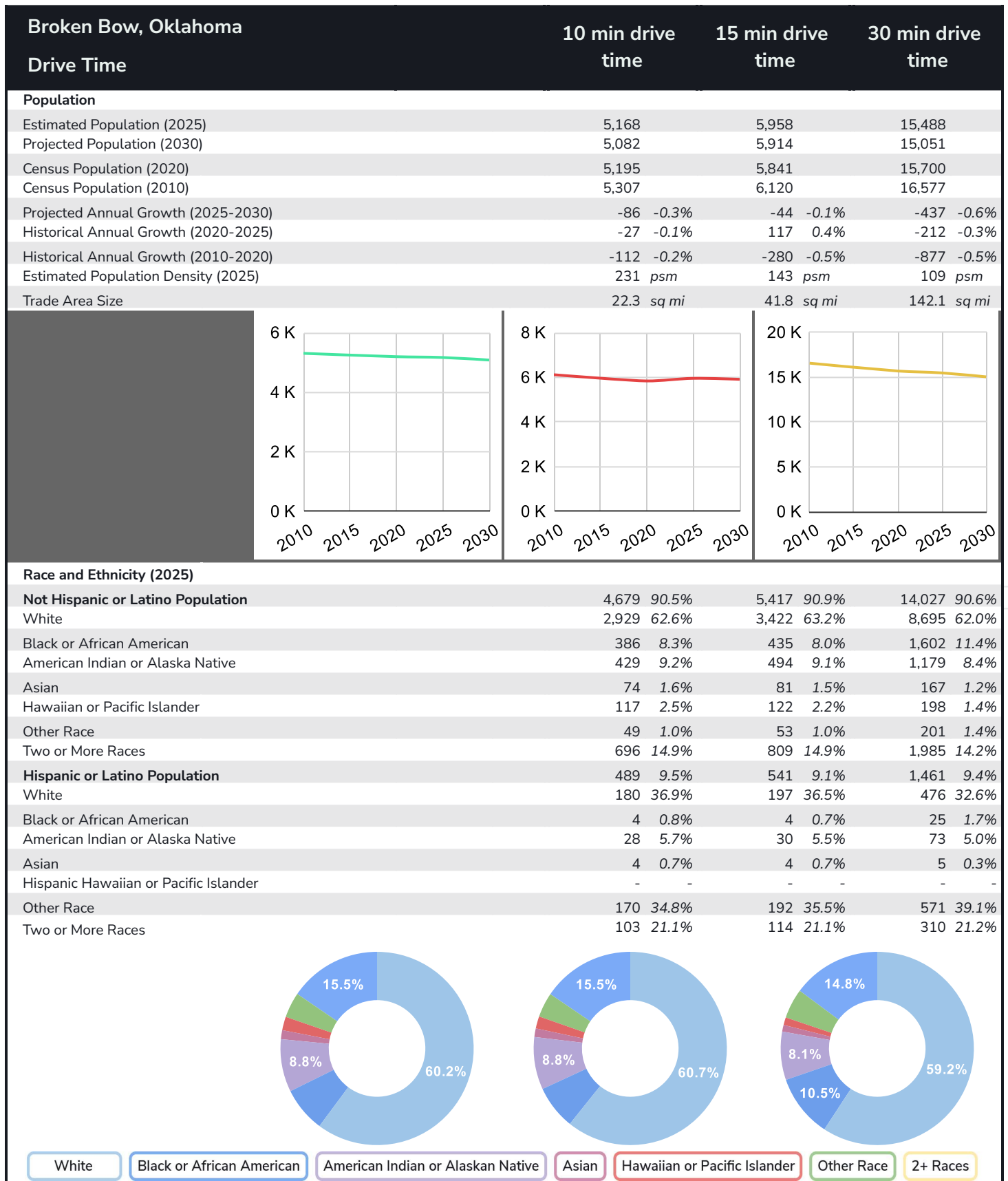
**Broken Bow, Oklahoma  
Drive Time  
3rd Quarter 2025**

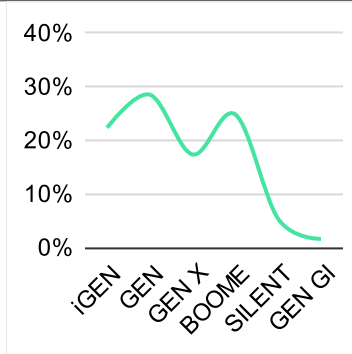
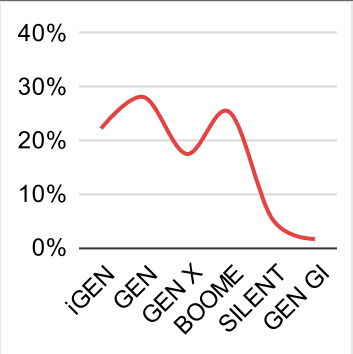
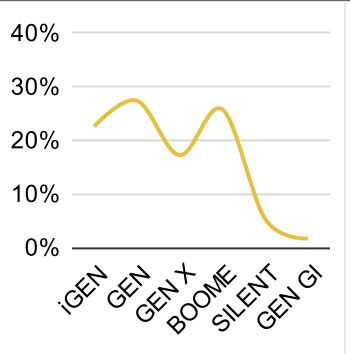
# Table Of Contents

<b>1. Demographics</b>
<b>15. Opportunity Gap</b>
<b>19. Retail Potential</b>
<b>22. Income Summary</b>
<b>24. Consumer Expenditure Summary</b>
<b>28. Crime Risk</b>
<b>30. Void Analysis</b>

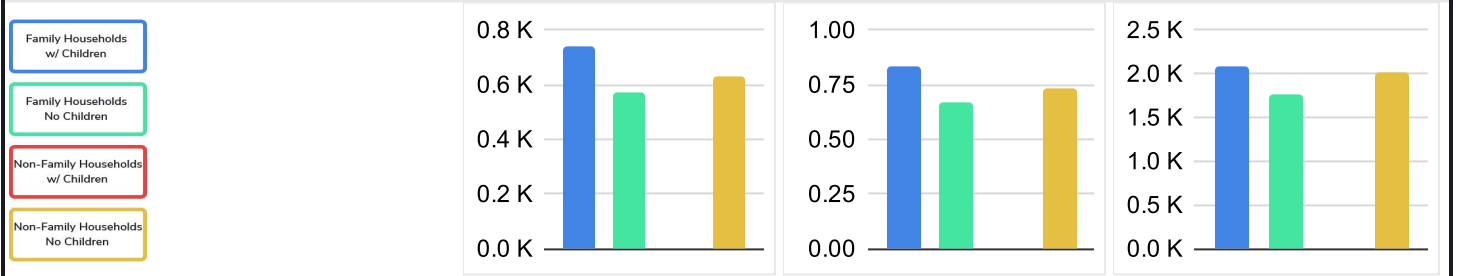
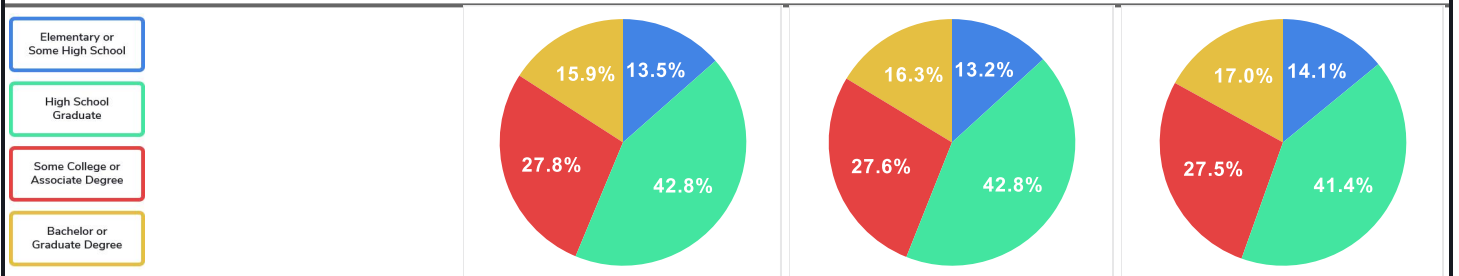
# Demographics





Broken Bow, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Age Distribution (2025)							
Age Under 5 Years		346	6.7%	407	6.8%	1,100	7.1%
Age 5 to 9 Years		380	7.4%	430	7.2%	1,186	7.7%
Age 10 to 14 Years		429	8.3%	486	8.2%	1,211	7.8%
Age 15 to 19 Years		416	8.1%	471	7.9%	1,116	7.2%
Age 20 to 24 Years		355	6.9%	406	6.8%	986	6.4%
Age 25 to 29 Years		313	6.1%	358	6.0%	1,013	6.5%
Age 30 to 34 Years		389	7.5%	437	7.3%	1,129	7.3%
Age 35 to 39 Years		326	6.3%	371	6.2%	935	6.0%
Age 40 to 44 Years		299	5.8%	346	5.8%	909	5.9%
Age 45 to 49 Years		272	5.3%	323	5.4%	823	5.3%
Age 50 to 54 Years		318	6.2%	365	6.1%	868	5.6%
Age 55 to 59 Years		278	5.4%	321	5.4%	875	5.7%
Age 60 to 64 Years		261	5.0%	313	5.2%	879	5.7%
Age 65 to 69 Years		239	4.6%	288	4.8%	789	5.1%
Age 70 to 74 Years		187	3.6%	220	3.7%	581	3.8%
Age 75 to 79 Years		158	3.1%	186	3.1%	493	3.2%
Age 80 to 84 Years		119	2.3%	134	2.3%	334	2.2%
Age 85 Years or Over		83	1.6%	96	1.6%	261	1.7%
Median Age		33.9		34.4		34.6	
Generation (2025)							
iGeneration (Age Under 15 Years)		1,155	22.3%	1,323	22.2%	3,497	22.6%
Generation 9/11 Millennials (Age 15 to 34 Years)		1,473	28.5%	1,672	28.1%	4,245	27.4%
Gen Xers (Age 35 to 49 Years)		897	17.4%	1,040	17.5%	2,668	17.2%
Baby Boomers (Age 50 to 74 Years)		1,282	24.8%	1,506	25.3%	3,991	25.8%
Silent Generation (Age 75 to 84 Years)		277	5.4%	320	5.4%	827	5.3%
G.I. Generation (Age 85 Years or Over)		83	1.6%	96	1.6%	261	1.7%
							



Broken Bow, Oklahoma		10 min drive time	15 min drive time	30 min drive time
Drive Time				
<b>Household Type (2025)</b>				
Total Households		1,939	2,233	5,870
Family Households		1,311 67.6%	1,500 67.2%	3,854 65.7%
Family Households with Children		737 56.2%	830 55.3%	2,087 54.2%
Family Households No Children		574 43.8%	670 44.7%	1,766 45.8%
Non-Family Households		629 32.4%	733 32.8%	2,016 34.3%
Non-Family Households with Children		1 0.2%	2 0.2%	4 0.2%
Non-Family Households No Children		627 99.8%	731 99.8%	2,012 99.8%
				
<b>Education Attainment (2025)</b>				
Elementary or Some High School		438 13.5%	497 13.2%	1,391 14.1%
High School Graduate		1,387 42.8%	1,608 42.8%	4,093 41.4%
Some College or Associate Degree		902 27.8%	1,038 27.6%	2,724 27.5%
Bachelor or Graduate Degree		515 15.9%	614 16.3%	1,681 17.0%
				
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$69,358	\$70,570	\$64,755
Estimated Median Household Income		\$48,538	\$49,179	\$45,248
HH Income Under \$10,000		215 11.1%	233 10.4%	547 9.3%
HH Income \$10,000 to \$34,999		517 26.7%	594 26.6%	1,829 31.2%
HH Income \$35,000 to \$49,999		236 12.2%	281 12.6%	794 13.5%
HH Income \$50,000 to \$74,999		414 21.3%	461 20.6%	1,062 18.1%
HH Income \$75,000 to \$99,999		196 10.1%	232 10.4%	568 9.7%
HH Income \$100,000 to \$149,999		223 11.5%	253 11.3%	698 11.9%
HH Income \$150,000 or More		137 7.1%	180 8.0%	372 6.3%

Broken Bow, Oklahoma	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
<b>Population</b>			
Estimated Population (2025)	5,168	5,958	15,488
Projected Population (2030)	5,082	5,914	15,051
Census Population (2020)	5,195	5,841	15,700
Census Population (2010)	5,307	6,120	16,577
Projected Annual Growth (2025-2030)	-86 -0.3%	-44 -0.1%	-437 -0.6%
Historical Annual Growth (2020-2025)	-27 -	117 0.4%	-212 -0.3%
Historical Annual Growth (2010-2020)	-112 -0.2%	-280 -0.5%	-877 -0.5%
Estimated Population Density (2025)	231 <i>psm</i>	143 <i>psm</i>	109 <i>psm</i>
Trade Area Size	22.3 <i>sq mi</i>	41.8 <i>sq mi</i>	142.1 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2025)	1,939	2,233	5,870
Projected Households (2030)	1,871	2,176	5,610
Census Households (2020)	1,985	2,240	6,083
Census Households (2010)	2,058	2,388	6,468
Projected Annual Growth (2025-2030)	-68 -0.7%	-57 -0.5%	-260 -0.9%
Historical Annual Change (2010-2025)	-119 -0.4%	-155 -0.4%	-598 -0.6%
<b>Average Household Income</b>			
Estimated Average Household Income (2025)	\$69,358	\$70,570	\$64,755
Projected Average Household Income (2030)	\$68,433	\$69,739	\$63,954
Census Average Household Income (2010)	\$38,697	\$38,957	\$38,945
Census Average Household Income (2000)	\$30,104	\$30,378	\$32,371
Projected Annual Change (2025-2030)	-\$924 -0.3%	-\$831 -0.2%	-\$801 -0.2%
Historical Annual Change (2000-2025)	\$39,254 5.2%	\$40,192 5.3%	\$32,383 4.0%
<b>Median Household Income</b>			
Estimated Median Household Income (2025)	\$48,538	\$49,179	\$45,248
Projected Median Household Income (2030)	\$48,118	\$48,550	\$44,722
Census Median Household Income (2010)	\$27,448	\$28,250	\$29,689
Census Median Household Income (2000)	\$21,103	\$21,507	\$23,292
Projected Annual Change (2025-2030)	-\$420 -0.2%	-\$629 -0.3%	-\$525 -0.2%
Historical Annual Change (2000-2025)	\$27,436 5.2%	\$27,672 5.1%	\$21,956 3.8%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2025)	\$26,069	\$26,487	\$24,586
Projected Per Capita Income (2030)	\$25,239	\$25,700	\$23,883
Census Per Capita Income (2010)	\$15,008	\$15,198	\$15,197
Census Per Capita Income (2000)	\$11,505	\$11,667	\$12,511
Projected Annual Change (2025-2030)	-\$830 -0.6%	-\$788 -0.6%	-\$703 -0.6%
Historical Annual Change (2000-2025)	\$14,565 5.1%	\$14,820 5.1%	\$12,075 3.9%
Estimated Average Household Net Worth (2025)	\$549,082	\$584,851	\$610,486



Broken Bow, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Race and Ethnicity						
Total Population (2025)	5,168		5,958		15,488	
White (2025)	3,109	60.2%	3,619	60.7%	9,171	59.2%
Black or African American (2025)	390	7.5%	439	7.4%	1,628	10.5%
American Indian or Alaska Native (2025)	456	8.8%	524	8.8%	1,252	8.1%
Asian (2025)	77	1.5%	85	1.4%	172	1.1%
Hawaiian or Pacific Islander (2025)	117	2.3%	122	2.0%	199	1.3%
Other Race (2025)	219	4.2%	246	4.1%	772	5.0%
Two or More Races (2025)	799	15.5%	924	15.5%	2,295	14.8%
Population < 18 (2025)	1,396	27.0%	1,600	26.9%	4,167	26.9%
White Not Hispanic	564	40.4%	662	41.4%	1,652	39.6%
Black or African American	107	7.7%	120	7.5%	490	11.8%
Asian	10	0.7%	14	0.9%	51	1.2%
Other Race Not Hispanic	494	35.4%	561	35.1%	1,337	32.1%
Hispanic	221	15.8%	243	15.2%	637	15.3%
Not Hispanic or Latino Population (2025)	4,679	90.5%	5,417	90.9%	14,027	90.6%
Not Hispanic White	2,929	62.6%	3,422	63.2%	8,695	62.0%
Not Hispanic Black or African American	386	8.3%	435	8.0%	1,602	11.4%
Not Hispanic American Indian or Alaska Native	429	9.2%	494	9.1%	1,179	8.4%
Not Hispanic Asian	74	1.6%	81	1.5%	167	1.2%
Not Hispanic Hawaiian or Pacific Islander	117	2.5%	122	2.2%	198	1.4%
Not Hispanic Other Race	49	1.0%	53	1.0%	201	1.4%
Not Hispanic Two or More Races	696	14.9%	809	14.9%	1,985	14.2%
Hispanic or Latino Population (2025)	489	9.5%	541	9.1%	1,461	9.4%
Hispanic White	180	36.9%	197	36.5%	476	32.6%
Hispanic Black or African American	4	0.8%	4	0.7%	25	1.7%
Hispanic American Indian or Alaska Native	28	5.7%	30	5.5%	73	5.0%
Hispanic Asian	4	0.7%	4	0.7%	5	0.3%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Hispanic Other Race	170	34.8%	192	35.5%	571	39.1%
Hispanic Two or More Races	103	21.1%	114	21.1%	310	21.2%
Not Hispanic or Latino Population (2020)	4,714	90.7%	5,319	91.1%	14,201	90.5%
Hispanic or Latino Population (2020)	481	9.3%	521	8.9%	1,499	9.5%
Not Hispanic or Latino Population (2010)	4,919	92.7%	5,697	93.1%	15,358	92.6%
Hispanic or Latino Population (2010)	388	7.3%	424	6.9%	1,219	7.4%
Not Hispanic or Latino Population (2030)	4,645	91.4%	5,422	91.7%	13,714	91.1%
Hispanic or Latino Population (2030)	438	8.6%	492	8.3%	1,337	8.9%
Projected Annual Growth (2025-2030)	-51	-2.1%	-49	-1.8%	-124	-1.7%
Historical Annual Growth (2010-2020)	93	2.4%	98	2.3%	280	2.3%

Broken Bow, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Total Age Distribution (2025)								
Total Population			5,168		5,958		15,488	
Age Under 5 Years			346	6.7%	407	6.8%	1,100	7.1%
Age 5 to 9 Years			380	7.4%	430	7.2%	1,186	7.7%
Age 10 to 14 Years			429	8.3%	486	8.2%	1,211	7.8%
Age 15 to 19 Years			416	8.1%	471	7.9%	1,116	7.2%
Age 20 to 24 Years			355	6.9%	406	6.8%	986	6.4%
Age 25 to 29 Years			313	6.1%	358	6.0%	1,013	6.5%
Age 30 to 34 Years			389	7.5%	437	7.3%	1,129	7.3%
Age 35 to 39 Years			326	6.3%	371	6.2%	935	6.0%
Age 40 to 44 Years			299	5.8%	346	5.8%	909	5.9%
Age 45 to 49 Years			272	5.3%	323	5.4%	823	5.3%
Age 50 to 54 Years			318	6.2%	365	6.1%	868	5.6%
Age 55 to 59 Years			278	5.4%	321	5.4%	875	5.7%
Age 60 to 64 Years			261	5.0%	313	5.2%	879	5.7%
Age 65 to 69 Years			239	4.6%	288	4.8%	789	5.1%
Age 70 to 74 Years			187	3.6%	220	3.7%	581	3.8%
Age 75 to 79 Years			158	3.1%	186	3.1%	493	3.2%
Age 80 to 84 Years			119	2.3%	134	2.3%	334	2.2%
Age 85 Years or Over			83	1.6%	96	1.6%	261	1.7%
Median Age			33.9		34.4		34.6	
Age 19 Years or Less			1,571	30.4%	1,794	30.1%	4,613	29.8%
Age 20 to 64 Years			2,811	54.4%	3,240	54.4%	8,417	54.3%
Age 65 Years or Over			786	15.2%	924	15.5%	2,457	15.9%
Female Age Distribution (2025)								
Female Population			2,569	49.7%	2,948	49.5%	7,751	50.0%
Age Under 5 Years			148	5.8%	174	5.9%	493	6.4%
Age 5 to 9 Years			165	6.4%	191	6.5%	541	7.0%
Age 10 to 14 Years			210	8.2%	234	7.9%	605	7.8%
Age 15 to 19 Years			193	7.5%	215	7.3%	511	6.6%
Age 20 to 24 Years			192	7.5%	216	7.3%	514	6.6%
Age 25 to 29 Years			145	5.6%	168	5.7%	502	6.5%
Age 30 to 34 Years			221	8.6%	244	8.3%	586	7.6%
Age 35 to 39 Years			163	6.3%	186	6.3%	487	6.3%
Age 40 to 44 Years			151	5.9%	174	5.9%	440	5.7%
Age 45 to 49 Years			136	5.3%	160	5.4%	429	5.5%
Age 50 to 54 Years			175	6.8%	195	6.6%	449	5.8%
Age 55 to 59 Years			125	4.9%	148	5.0%	447	5.8%
Age 60 to 64 Years			128	5.0%	155	5.3%	437	5.6%
Age 65 to 69 Years			132	5.1%	157	5.3%	441	5.7%
Age 70 to 74 Years			110	4.3%	126	4.3%	315	4.1%
Age 75 to 79 Years			90	3.5%	105	3.6%	276	3.6%
Age 80 to 84 Years			51	2.0%	58	2.0%	154	2.0%
Age 85 Years or Over			36	1.4%	43	1.5%	123	1.6%
Female Median Age			34.7		35.2		35.7	
Age 19 Years or Less			716	27.9%	814	27.6%	2,150	27.7%
Age 20 to 64 Years			1,435	55.8%	1,646	55.8%	4,292	55.4%
Age 65 Years or Over			418	16.3%	488	16.5%	1,309	16.9%

Broken Bow, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Male Age Distribution (2025)							
Male Population		2,599	50.3%	3,010	50.5%	7,737	50.0%
Age Under 5 Years		198	7.6%	233	7.8%	607	7.8%
Age 5 to 9 Years		215	8.3%	239	7.9%	645	8.3%
Age 10 to 14 Years		218	8.4%	251	8.4%	606	7.8%
Age 15 to 19 Years		223	8.6%	256	8.5%	605	7.8%
Age 20 to 24 Years		163	6.3%	190	6.3%	472	6.1%
Age 25 to 29 Years		169	6.5%	190	6.3%	511	6.6%
Age 30 to 34 Years		168	6.5%	193	6.4%	543	7.0%
Age 35 to 39 Years		163	6.3%	185	6.2%	448	5.8%
Age 40 to 44 Years		148	5.7%	172	5.7%	469	6.1%
Age 45 to 49 Years		136	5.2%	163	5.4%	394	5.1%
Age 50 to 54 Years		143	5.5%	170	5.6%	419	5.4%
Age 55 to 59 Years		152	5.9%	174	5.8%	428	5.5%
Age 60 to 64 Years		133	5.1%	157	5.2%	441	5.7%
Age 65 to 69 Years		107	4.1%	131	4.3%	347	4.5%
Age 70 to 74 Years		77	3.0%	95	3.1%	266	3.4%
Age 75 to 79 Years		68	2.6%	81	2.7%	217	2.8%
Age 80 to 84 Years		68	2.6%	76	2.5%	180	2.3%
Age 85 Years or Over		48	1.8%	53	1.8%	138	1.8%
Male Median Age		32.6		33.1		33.5	
Age 19 Years or Less		855	32.9%	980	32.5%	2,464	31.8%
Age 20 to 64 Years		1,376	52.9%	1,594	53.0%	4,125	53.3%
Age 65 Years or Over		368	14.2%	436	14.5%	1,148	14.8%
Males per 100 Females (2025)							
Overall Comparison		101		102		100	
Age Under 5 Years		134	57.3%	134	57.3%	123	55.2%
Age 5 to 9 Years		130	56.6%	125	55.6%	119	54.4%
Age 10 to 14 Years		104	50.9%	107	51.8%	100	50.1%
Age 15 to 19 Years		115	53.6%	119	54.3%	118	54.2%
Age 20 to 24 Years		85	46.0%	88	46.7%	92	47.9%
Age 25 to 29 Years		117	53.8%	113	53.0%	102	50.4%
Age 30 to 34 Years		76	43.2%	79	44.1%	93	48.1%
Age 35 to 39 Years		100	50.0%	100	50.0%	92	47.9%
Age 40 to 44 Years		98	49.6%	99	49.8%	106	51.6%
Age 45 to 49 Years		100	50.0%	102	50.4%	92	47.9%
Age 50 to 54 Years		82	45.1%	87	46.6%	93	48.3%
Age 55 to 59 Years		121	54.8%	118	54.1%	96	48.9%
Age 60 to 64 Years		104	50.9%	101	50.3%	101	50.2%
Age 65 to 69 Years		81	44.7%	83	45.4%	79	44.0%
Age 70 to 74 Years		70	41.3%	75	43.0%	85	45.8%
Age 75 to 79 Years		76	43.2%	78	43.8%	79	44.0%
Age 80 to 84 Years		134	57.2%	133	57.0%	117	53.8%
Age 85 Years or Over		135	57.4%	123	55.2%	113	52.9%
Age 19 Years or Less		119	54.4%	120	54.6%	115	53.4%
Age 20 to 39 Years		92	47.9%	93	48.2%	94	48.6%
Age 40 to 64 Years		100	49.9%	100	50.1%	98	49.4%
Age 65 Years or Over		88	46.8%	89	47.2%	88	46.7%

Broken Bow, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Household Type (2025)								
Total Households			1,939		2,233		5,870	
Households with Children			738 38.1%		832 37.2%		2,092 35.6%	
Average Household Size			2.6		2.6		2.6	
Household Density per Square Mile			87		53		41	
Population Family			4,249 82.2%		4,863 81.6%		12,563 81.1%	
Population Non-Family			876 17.0%		1,052 17.7%		2,714 17.5%	
Population Group Quarters			43 0.8%		43 0.7%		211 1.4%	
Family Households			1,311 67.6%		1,500 67.2%		3,854 65.7%	
Married Couple Households			837 63.8%		983 65.5%		2,440 63.3%	
Other Family Households with Children			474 36.2%		517 34.5%		1,414 36.7%	
Family Households with Children			737 56.2%		830 55.3%		2,087 54.2%	
Married Couple with Children			409 55.5%		471 56.7%		1,166 55.9%	
Other Family Households with Children			328 44.5%		359 43.3%		921 44.1%	
Family Households No Children			574 43.8%		670 44.7%		1,766 45.8%	
Married Couple No Children			427 74.5%		512 76.5%		1,274 72.1%	
Other Family Households No Children			146 25.5%		158 23.5%		492 27.9%	
Non-Family Households			629 32.4%		733 32.8%		2,016 34.3%	
Non-Family Households with Children			1 0.2%		2 0.2%		4 0.2%	
Non-Family Households No Children			627 99.8%		731 99.8%		2,012 99.8%	
Average Family Household Size			3.2		3.2		3.3	
Average Family Income			\$81,681		\$83,962		\$78,704	
Median Family Income			\$64,906		\$66,737		\$59,348	
Average Non-Family Household Size			1.4		1.4		1.3	
Marital Status (2025)								
Population Age 15 Years or Over			4,013		4,635		11,991	
Never Married			1,069 26.6%		1,252 27.0%		3,709 30.9%	
Currently Married			1,721 42.9%		2,011 43.4%		4,795 40.0%	
Previously Married			1,224 30.5%		1,372 29.6%		3,487 29.1%	
Separated			115 9.4%		140 10.2%		585 16.8%	
Widowed			325 26.5%		375 27.3%		1,021 29.3%	
Divorced			784 64.1%		858 62.5%		1,882 54.0%	
Educational Attainment (2025)								
Adult Population Age 25 Years or Over			3,242		3,758		9,889	
Elementary (Grade Level 0 to 8)			157 4.8%		165 4.4%		481 4.9%	
Some High School (Grade Level 9 to 11)			281 8.7%		332 8.8%		911 9.2%	
High School Graduate			1,387 42.8%		1,608 42.8%		4,093 41.4%	
Some College			807 24.9%		906 24.1%		2,150 21.7%	
Associate Degree Only			95 2.9%		132 3.5%		574 5.8%	
Bachelor Degree Only			344 10.6%		423 11.2%		1,159 11.7%	
Graduate Degree			171 5.3%		192 5.1%		522 5.3%	
Any College (Some College or Higher)			1,417 43.7%		1,652 44.0%		4,405 44.5%	
College Degree + (Bachelor Degree or Higher)			515 15.9%		614 16.3%		1,681 17.0%	

Broken Bow, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Housing								
Total Housing Units (2025)			2,266		2,629		6,993	
Total Housing Units (2020)			2,271		2,609		7,018	
Historical Annual Growth (2020-2025)			-5 -		21 -		-25 -	
Housing Units Occupied (2025)			1,939 85.6%		2,233 84.9%		5,870 83.9%	
Housing Units Owner-Occupied			1,081 55.8%		1,297 58.1%		3,455 58.9%	
Housing Units Renter-Occupied			858 44.2%		936 41.9%		2,415 41.1%	
Housing Units Vacant (2025)			327 14.4%		396 15.1%		1,123 16.1%	
Household Size (2025)								
Total Households			1,939		2,233		5,870	
1 Person Households			498 25.7%		570 25.5%		1,635 27.9%	
2 Person Households			670 34.6%		774 34.7%		1,884 32.1%	
3 Person Households			311 16.1%		355 15.9%		956 16.3%	
4 Person Households			225 11.6%		265 11.9%		728 12.4%	
5 Person Households			131 6.8%		152 6.8%		388 6.6%	
6 Person Households			68 3.5%		78 3.5%		187 3.2%	
7 or More Person Households			35 1.8%		38 1.7%		91 1.6%	
Household Income Distribution (2025)								
HH Income \$200,000 or More			35 1.8%		46 2.1%		122 2.1%	
HH Income \$150,000 to \$199,999			103 5.3%		133 6.0%		250 4.3%	
HH Income \$125,000 to \$149,999			58 3.0%		70 3.1%		207 3.5%	
HH Income \$100,000 to \$124,999			165 8.5%		183 8.2%		491 8.4%	
HH Income \$75,000 to \$99,999			196 10.1%		232 10.4%		568 9.7%	
HH Income \$50,000 to \$74,999			414 21.3%		461 20.6%		1,062 18.1%	
HH Income \$35,000 to \$49,999			236 12.2%		281 12.6%		794 13.5%	
HH Income \$25,000 to \$34,999			186 9.6%		205 9.2%		660 11.2%	
HH Income \$15,000 to \$24,999			229 11.8%		269 12.1%		753 12.8%	
HH Income \$10,000 to \$14,999			103 5.3%		119 5.3%		417 7.1%	
HH Income Under \$10,000			215 11.1%		233 10.4%		547 9.3%	
Household Vehicles (2025)								
Households 0 Vehicles Available			197 10.2%		221 9.9%		691 11.8%	
Households 1 Vehicle Available			838 43.2%		917 41.1%		2,202 37.5%	
Households 2 Vehicles Available			479 24.7%		581 26.0%		1,651 28.1%	
Households 3 or More Vehicles Available			425 21.9%		514 23.0%		1,326 22.6%	
Total Vehicles Available			3,254		3,856		10,086	
Average Vehicles per Household			1.7		1.7		1.7	
Owner-Occupied Household Vehicles			2,295 70.5%		2,775 72.0%		7,296 72.3%	
Average Vehicles per Owner-Occupied Household			2.1		2.1		2.1	
Renter-Occupied Household Vehicles			959 29.5%		1,081 28.0%		2,790 27.7%	
Average Vehicles per Renter-Occupied Household			1.1		1.2		1.2	
Travel Time (2025)								
Worker Base Age 16 years or Over			1,847		2,162		5,566	
Travel to Work in 14 Minutes or Less			855 46.3%		952 44.1%		2,644 47.5%	
Travel to Work in 15 to 29 Minutes			580 31.4%		706 32.7%		1,533 27.5%	
Travel to Work in 30 to 59 Minutes			213 11.5%		267 12.4%		797 14.3%	
Travel to Work in 60 Minutes or More			165 8.9%		191 8.8%		408 7.3%	
Work at Home			34 1.8%		44 2.0%		184 3.3%	
Average Minutes Travel to Work			14.6		15.3		14.7	

Broken Bow, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Transportation To Work (2025)						
Worker Base Age 16 years or Over	1,847		2,162		5,566	
Drive to Work Alone	1,591	86.1%	1,838	85.0%	4,590	82.5%
Drive to Work in Carpool	190	10.3%	233	10.8%	604	10.9%
Travel to Work by Public Transportation	-	-	-	-	-	-
Drive to Work on Motorcycle	3	0.2%	3	0.1%	3	-
Bicycle to Work	-	-	-	-	1	-
Walk to Work	24	1.3%	36	1.7%	97	1.8%
Other Means	5	0.2%	7	0.3%	85	1.5%
Work at Home	34	1.8%	44	2.0%	184	3.3%
Daytime Demographics (2025)						
Total Businesses	322		329		656	
Total Employees	2,298		2,345		6,103	
Company Headquarter Businesses	9	2.6%	9	2.6%	21	3.3%
Company Headquarter Employees	294	12.8%	294	12.5%	1,091	17.9%
Employee Population per Business	7.1	to 1	7.1	to 1	9.3	to 1
Residential Population per Business	16.0	to 1	18.1	to 1	23.6	to 1
Adj. Daytime Demographics Age 16 Years or Over	4,379		4,723		12,311	
Labor Force						
Labor Population Age 16 Years or Over (2025)	3,929		4,540		11,778	
Labor Force Total Males (2025)	1,919	48.9%	2,231	49.1%	5,760	48.9%
Male Civilian Employed	1,038	54.1%	1,210	54.2%	2,995	52.0%
Male Civilian Unemployed	4	0.2%	10	0.5%	117	2.0%
Males in Armed Forces	-	-	-	-	3	-
Males Not in Labor Force	877	45.7%	1,010	45.3%	2,646	45.9%
Labor Force Total Females (2025)	2,009	51.1%	2,309	50.9%	6,018	51.1%
Female Civilian Employed	809	40.3%	952	41.2%	2,572	42.7%
Female Civilian Unemployed	-	-	2	-	82	1.4%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	1,200	59.7%	1,356	58.7%	3,364	55.9%
Unemployment Rate	4	0.1%	12	0.3%	198	1.7%
Occupation (2025)						
Occupation Population Age 16 Years or Over	1,847		2,162		5,566	
Occupation Total Males	1,038	56.2%	1,210	56.0%	2,994	53.8%
Occupation Total Females	809	43.8%	952	44.0%	2,572	46.2%
Management, Business, Financial Operations	112	6.1%	142	6.6%	533	9.6%
Professional, Related	233	12.6%	300	13.9%	882	15.8%
Service	358	19.4%	412	19.1%	1,134	20.4%
Sales, Office	358	19.4%	409	18.9%	959	17.2%
Farming, Fishing, Forestry	37	2.0%	46	2.1%	75	1.3%
Construction, Extraction, Maintenance	228	12.3%	275	12.7%	637	11.4%
Production, Transport, Material Moving	520	28.2%	577	26.7%	1,346	24.2%
White Collar Workers	704	38.1%	851	39.4%	2,374	42.6%
Blue Collar Workers	1,143	61.9%	1,311	60.6%	3,192	57.4%



Broken Bow, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Units In Structure (2025)								
Total Units			1,939		2,233		5,870	
1 Detached Unit			1,509	77.8%	1,730	77.5%	4,446	75.7%
1 Attached Unit			8	0.4%	13	0.6%	53	0.9%
2 Units			89	4.6%	92	4.1%	313	5.3%
3 to 4 Units			99	5.1%	105	4.7%	234	4.0%
5 to 9 Units			2	0.1%	4	0.2%	35	0.6%
10 to 19 Units			20	1.0%	20	0.9%	65	1.1%
20 to 49 Units			36	1.8%	37	1.6%	90	1.5%
50 or More Units			35	1.8%	35	1.6%	38	0.6%
Mobile Home or Trailer			141	7.3%	191	8.5%	583	9.9%
Other Structure			2	-	6	0.3%	12	0.2%
Homes Built By Year (2025)								
Homes Built 2020 or later			9	0.4%	12	0.5%	21	0.3%
Homes Built 2010 to 2019			151	6.7%	176	6.7%	407	5.8%
Homes Built 2000 to 2009			107	4.7%	165	6.3%	542	7.8%
Homes Built 1990 to 1999			282	12.5%	336	12.8%	767	11.0%
Homes Built 1980 to 1989			383	16.9%	409	15.5%	969	13.9%
Homes Built 1970 to 1979			586	25.8%	648	24.7%	1,698	24.3%
Homes Built 1960 to 1969			227	10.0%	266	10.1%	709	10.1%
Homes Built 1950 to 1959			86	3.8%	95	3.6%	307	4.4%
Homes Built 1940 to 1949			62	2.7%	70	2.7%	235	3.4%
Homes Built Before 1939			47	2.1%	56	2.1%	216	3.1%
Median Age of Homes			44.1	yrs	43.5	yrs	44.9	yrs
Home Values (2025)								
Owner Specified Housing Units			1,081		1,297		3,455	
Home Values \$1,000,000 or More			14	1.3%	22	1.7%	45	1.3%
Home Values \$750,000 to \$999,999			8	0.7%	12	1.0%	44	1.3%
Home Values \$500,000 to \$749,999			65	6.0%	80	6.2%	201	5.8%
Home Values \$400,000 to \$499,999			21	2.0%	28	2.2%	79	2.3%
Home Values \$300,000 to \$399,999			92	8.5%	102	7.9%	249	7.2%
Home Values \$250,000 to \$299,999			159	14.7%	176	13.5%	280	8.1%
Home Values \$200,000 to \$249,999			52	4.8%	74	5.7%	233	6.7%
Home Values \$175,000 to \$199,999			94	8.7%	111	8.6%	248	7.2%
Home Values \$150,000 to \$174,999			70	6.5%	82	6.3%	181	5.2%
Home Values \$125,000 to \$149,999			93	8.6%	102	7.9%	300	8.7%
Home Values \$100,000 to \$124,999			115	10.7%	135	10.4%	336	9.7%
Home Values \$90,000 to \$99,999			29	2.7%	34	2.6%	118	3.4%
Home Values \$80,000 to \$89,999			62	5.7%	67	5.2%	209	6.0%
Home Values \$70,000 to \$79,999			70	6.5%	80	6.1%	158	4.6%
Home Values \$60,000 to \$69,999			-	-	2	0.2%	61	1.8%
Home Values \$50,000 to \$59,999			67	6.2%	80	6.2%	223	6.4%
Home Values \$35,000 to \$49,999			19	1.7%	35	2.7%	153	4.4%
Home Values \$25,000 to \$34,999			6	0.5%	13	1.0%	92	2.7%
Home Values \$10,000 to \$24,999			28	2.6%	41	3.1%	184	5.3%
Home Values Under \$10,000			17	1.6%	20	1.5%	61	1.8%
Owner-Occupied Median Home Value			\$165,134		\$165,116		\$143,234	
Renter-Occupied Median Rent			\$491		\$487		\$491	

Broken Bow, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Total Annual Consumer Expenditure (2025)							
Total Household Expenditure		\$148.4 M		\$173.59 M		\$441.83 M	
Total Non-Retail Expenditure		\$68.7 M		\$80.35 M		\$202.53 M	
Total Retail Expenditure		\$79.7 M		\$93.24 M		\$239.3 M	
Alcoholic Beverages		\$894.54 K		\$1.05 M		\$2.65 M	
Apparel		\$2.83 M		\$3.3 M		\$8.4 M	
Contributions		\$4.2 M		\$4.95 M		\$12.42 M	
Education		\$3.13 M		\$3.67 M		\$9.25 M	
Entertainment		\$8.84 M		\$10.32 M		\$26.25 M	
Food Away From Home		\$6.65 M		\$7.77 M		\$19.73 M	
Grocery		\$12.05 M		\$13.94 M		\$35.94 M	
Health Care		\$12.49 M		\$14.46 M		\$38.13 M	
Household Furnishings and Equipment		\$3.95 M		\$4.62 M		\$11.73 M	
Household Operations		\$2.94 M		\$3.43 M		\$8.74 M	
Miscellaneous Expenses		\$2.57 M		\$3 M		\$7.62 M	
Personal Care		\$2.26 M		\$2.62 M		\$6.74 M	
Shelter		\$26.69 M		\$30.81 M		\$78.25 M	
Tax and Retirement		\$24.81 M		\$29.68 M		\$72.98 M	
Tobacco and Related		\$1.17 M		\$1.34 M		\$3.52 M	
Transportation		\$24.2 M		\$28.51 M		\$73.42 M	
Utilities		\$8.73 M		\$10.1 M		\$26.05 M	
Monthly Household Consumer Expenditure (2025)							
Total Household Expenditure		\$6,377		\$6,478		\$6,272	
Total Non-Retail Expenditure		\$2,952 46.3%		\$2,999 46.3%		\$2,875 45.8%	
Total Retail Expenditures		\$3,425 53.7%		\$3,480 53.7%		\$3,397 54.2%	
Alcoholic Beverages		\$38 0.6%		\$39 0.6%		\$38 0.6%	
Apparel		\$122 1.9%		\$123 1.9%		\$119 1.9%	
Contributions		\$181 2.8%		\$185 2.8%		\$176 2.8%	
Education		\$134 2.1%		\$137 2.1%		\$131 2.1%	
Entertainment		\$380 6.0%		\$385 5.9%		\$373 5.9%	
Food Away From Home		\$286 4.5%		\$290 4.5%		\$280 4.5%	
Grocery		\$518 8.1%		\$520 8.0%		\$510 8.1%	
Health Care		\$537 8.4%		\$540 8.3%		\$541 8.6%	
Household Furnishings and Equipment		\$170 2.7%		\$173 2.7%		\$167 2.7%	
Household Operations		\$126 2.0%		\$128 2.0%		\$124 2.0%	
Miscellaneous Expenses		\$110 1.7%		\$112 1.7%		\$108 1.7%	
Personal Care		\$97 1.5%		\$98 1.5%		\$96 1.5%	
Shelter		\$1,147 18.0%		\$1,150 17.8%		\$1,111 17.7%	
Tax and Retirement		\$1,066 16.7%		\$1,108 17.1%		\$1,036 17.1%	
Tobacco and Related		\$50 0.8%		\$50 0.8%		\$50 0.8%	
Transportation		\$1,040 16.3%		\$1,064 16.4%		\$1,042 16.6%	
Utilities		\$375 5.9%		\$377 5.8%		\$370 5.9%	

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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		10 min drive time		15 min drive time		30 min drive time	
Drive Time		Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>		\$5.06 M / \$3.74 M	26	\$5.9 M / \$4.33 M	27	\$15.12 M / \$10.81 M	28
Men's Clothing Stores		\$222.56 K / -	100	\$257.98 K / -	100	\$664.52 K / -	100
Women's Clothing Stores		\$417.39 K / \$224.1 K	46	\$487.2 K / \$346.08 K	29	\$1.25 M / \$1.21 M	3
Children's, Infants' Clothing Stores		\$370.68 K / -	100	\$434.58 K / -	100	\$1.1 M / -	100
Family Clothing Stores		\$2.43 M / \$-1	100	\$2.84 M / \$-1	100	\$7.23 M / \$-1	100
Clothing Accessory Stores		\$120.54 K / -	100	\$140.11 K / -	100	\$360.54 K / -	100
Other Apparel Stores		\$147.79 K / -	100	\$172.32 K / \$39.68 K	77	\$439.89 K / \$319.89 K	27
Shoe Stores		\$1.09 M / \$3.52 M	-69	\$1.26 M / \$3.94 M	-68	\$3.27 M / \$9.29 M	-65
Jewelry Stores		\$234.2 K / -	100	\$272.26 K / -	100	\$712.26 K / -	100
Luggage Stores		\$30.83 K / -	100	\$35.69 K / -	100	\$93.54 K / \$-1	100
<b>Furniture, Home Furnishings Stores</b>		\$4.49 M / \$1.04 M	77	\$5.22 M / \$1.04 M	80	\$13.31 M / \$1.04 M	92
Furniture Stores		\$2.22 M / \$1.04 M	53	\$2.57 M / \$1.04 M	59	\$6.62 M / \$1.04 M	84
Floor Covering Stores		\$310.33 K / -	100	\$360.03 K / -	100	\$925.75 K / -	100
Other Home Furnishing Stores		\$1.95 M / -	100	\$2.29 M / -	100	\$5.76 M / -	100
<b>Electronics, Appliance Stores</b>		\$4.19 M / \$1.56 M	63	\$4.91 M / \$1.56 M	68	\$12.65 M / \$4.68 M	63
<b>Building Material, Garden Equipment, Supplies Dealers</b>		\$4.27 M / \$5.04 M	-15	\$4.98 M / \$5.12 M	-3	\$12.71 M / \$8.12 M	36
Home Centers		\$2.4 M / \$2.1 M	13	\$2.8 M / \$2.17 M	22	\$7.14 M / \$2.77 M	61
Paint, Wallpaper Stores		\$473.1 K / -	100	\$553.26 K / -	100	\$1.4 M / \$-2	100
Hardware Stores		\$266.28 K / \$415.95 K	-36	\$310.28 K / \$415.95 K	-25	\$792.9 K / \$415.95 K	48
Other Building Materials Stores		\$779.65 K / \$2.53 M	-69	\$906.55 K / \$2.53 M	-64	\$2.32 M / \$4.94 M	-53
Outdoor Power Equipment Stores		\$46.81 K / -	100	\$54.46 K / -	100	\$139.54 K / \$-1	100
Nursery, Garden Stores		\$307.45 K / -	100	\$357.86 K / -	100	\$915.19 K / -	100
<b>Food, Beverage Stores</b>		\$6.26 M / \$6.88 M	-9	\$7.34 M / \$6.99 M	5	\$18.76 M / \$11.39 M	39
Grocery Stores		\$4.91 M / -	100	\$5.75 M / -	100	\$14.74 M / \$2.37 M	84
Convenience Stores		\$424.43 K / \$3.42 M	-88	\$498.93 K / \$3.53 M	-86	\$1.28 M / \$4.99 M	-74
Meat Markets		\$29.02 K / -	100	\$33.9 K / -	100	\$86.29 K / \$96.06 K	-10
Fish, Seafood Markets		\$9.93 K / -	100	\$11.61 K / -	100	\$29.49 K / -	100
Fruit, Vegetable Markets		\$18.94 K / -	100	\$22.14 K / -	100	\$56.3 K / -	100
Other Specialty Food Markets		\$38.31 K / -	100	\$44.8 K / -	100	\$113.55 K / \$-1	100
Liquor Stores		\$824.16 K / \$3.46 M	-76	\$972.57 K / \$3.46 M	-72	\$2.45 M / \$3.92 M	-38

# Retail Gap Report



Broken Bow, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$3.84 M / \$8.44 M	-54	\$4.59 M / \$8.5 M	-46	\$11.96 M / \$12.37 M	-3
Pharmacy, Drug Stores	\$3.38 M / \$8.44 M	-60	\$4.03 M / \$8.46 M	-52	\$10.51 M / \$12.07 M	-13
Cosmetics, Beauty Stores	\$191.03 K / -	100	\$229.24 K / \$36.72 K	84	\$599.13 K / \$295.97 K	51
Optical Goods Stores	\$66.47 K / -	100	\$79.23 K / -	100	\$211.46 K / \$-1	100
Other Health, Personal Care Stores	\$206.39 K / -	100	\$247.19 K / -	100	\$646.01 K / -	100
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$5.18 M / \$11.02 M	-53	\$6.04 M / \$11.02 M	-45	\$15.52 M / \$12.93 M	17
Sporting Goods Stores	\$2 M / \$1.71 M	14	\$2.33 M / \$1.71 M	26	\$5.96 M / \$1.71 M	71
Hobby, Toy, Game Stores	\$1.47 M / \$3.96 M	-63	\$1.71 M / \$3.96 M	-57	\$4.4 M / \$3.96 M	10
Sewing, Needlecraft Stores	\$1.05 M / \$5.34 M	-80	\$1.22 M / \$5.34 M	-77	\$3.18 M / \$7.25 M	-56
Musical Instrument Stores	\$295.38 K / -	100	\$350.11 K / -	100	\$873.63 K / -	100
Book Stores	\$364.7 K / -	100	\$427.64 K / -	100	\$1.11 M / -	100
<b>General Merchandise Stores</b>	\$16.16 M / \$24.61 M	-34	\$18.88 M / \$32.42 M	-42	\$48.5 M / \$89.14 M	-46
Department Stores	\$5.62 M / \$19.47 M	-71	\$6.56 M / \$26.78 M	-75	\$16.8 M / \$78.42 M	-79
Warehouse Superstores	\$8.95 M / -	100	\$10.46 M / -	100	\$26.94 M / -	100
Other General Merchandise Stores	\$1.59 M / \$5.14 M	-69	\$1.86 M / \$5.64 M	-67	\$4.76 M / \$10.72 M	-56
<b>Miscellaneous Store Retailers</b>	\$2.12 M / \$2.13 M	0	\$2.47 M / \$2.18 M	12	\$6.4 M / \$3.32 M	48
Florists	\$48.92 K / \$206.4 K	-76	\$57.07 K / \$206.4 K	-72	\$145.32 K / \$206.4 K	-30
Office, Stationary Stores	\$225.12 K / -	100	\$261.09 K / -	100	\$682.77 K / \$-2	100
Gift, Souvenir Stores	\$415.49 K / \$329.59 K	21	\$485.12 K / \$329.59 K	32	\$1.24 M / \$581.39 K	53
Used Merchandise Stores	\$161.26 K / \$138.4 K	14	\$186.88 K / \$138.4 K	26	\$489.52 K / \$385.43 K	21
Pet, Pet Supply Stores	\$421.44 K / -	100	\$487.72 K / -	100	\$1.26 M / -	100
Art Dealers	\$68.07 K / -	100	\$78.68 K / -	100	\$207.73 K / -	100
Mobile Home Dealers	\$44.06 K / -	100	\$51.23 K / -	100	\$131.28 K / -	100
Other Miscellaneous Retail Stores	\$738.94 K / \$1.46 M	-49	\$866.67 K / \$1.51 M	-43	\$2.24 M / \$2.14 M	4
<b>Non-Store Retailers</b>	\$9.36 M / \$470.61 K	95	\$10.98 M / \$470.61 K	96	\$28.18 M / \$1.95 M	93
Mail Order, Catalog Stores	\$8.78 M / -	100	\$10.29 M / -	100	\$26.43 M / \$777.23 K	97
Vending Machines	\$39.52 K / -	100	\$46.25 K / -	100	\$117.35 K / \$-1	100
Fuel Dealers	\$51.85 K / \$470.61 K	-89	\$60.45 K / \$470.61 K	-87	\$155.45 K / \$470.61 K	-67
Other Direct Selling Establishments	\$495.85 K / -	100	\$580.61 K / -	100	\$1.48 M / \$701.7 K	53

Broken Bow, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$7.48 M / \$10.94 M	-32	\$8.79 M / \$11.32 M	-22	\$22.11 M / \$18.14 M	18
Hotels, Other Travel Accommodations	\$476.75 K / \$1.73 M	-72	\$561.05 K / \$1.77 M	-68	\$1.41 M / \$2.29 M	-38
RV Parks	\$5.16 K / -	100	\$6.02 K / -	100	\$15.39 K / \$10.4 K	32
Rooming, Boarding Houses	\$2.73 K / -	100	\$3.21 K / -	100	\$8.08 K / -	100
Full Service Restaurants	\$4.37 M / \$3.42 M	22	\$5.14 M / \$3.74 M	27	\$12.91 M / \$7.59 M	41
Limited Service Restaurants	\$2.03 M / \$5.61 M	-64	\$2.38 M / \$5.69 M	-58	\$5.99 M / \$8.53 M	-30
Special Food Services, Catering	\$599.22 K / -	100	\$704.1 K / -	100	\$1.77 M / -	100
Drinking Places	\$387.14 K / \$574.48 K	-33	\$457.66 K / \$574.48 K	-20	\$1.14 M / \$861.73 K	24
<b>Gasoline Stations</b>	\$3.15 M / \$19.94 M	-84	\$3.7 M / \$20.71 M	-82	\$9.55 M / \$51.72 M	-82
<b>Motor Vehicle, Parts Dealers</b>	\$7.75 M / \$9.02 M	-14	\$8.99 M / \$9.03 M	0	\$23.38 M / \$15.01 M	36
New Car Dealers	\$4.59 M / \$6.15 M	-25	\$5.31 M / \$6.15 M	-14	\$13.92 M / \$7.31 M	47
Used Car Dealers	\$428.29 K / \$566.19 K	-24	\$495.67 K / \$568.28 K	-13	\$1.3 M / \$658.54 K	49
Recreational Vehicle Dealers	\$773.39 K / -	100	\$900.17 K / -	100	\$2.3 M / \$825.26 K	64
Motorcycle, Boat Dealers	\$1.03 M / \$1.06 M	-3	\$1.2 M / \$1.06 M	11	\$3.07 M / \$2.44 M	21
Auto Parts, Accessories	\$601.57 K / \$1.24 M	-51	\$702.11 K / \$1.24 M	-43	\$1.8 M / \$3.47 M	-48
Tire Dealers	\$333.55 K / -	100	\$389.56 K / \$5.71 K	99	\$998.88 K / \$307 K	69
2025 Population	5,168		5,958		15,488	
2030 Population	5,082		5,914		15,051	
% Population Change 2025-2030	-1.7%		-0.7%		-2.8%	
2025 Adult Population Age 18+	3,772		4,358		11,321	
2025 Population Male	2,599		3,010		7,737	
2025 Population Female	2,569		2,948		7,751	
2025 Households	1,939		2,233		5,870	
2025 Median Household Income	48,538		49,179		45,248	
2025 Average Household Income	69,358		70,570		64,755	



# Retail Potential

## Retail Potential Profile



Broken Bow, Oklahoma	10 min	15 min	30 min
Drive Time	drive time	drive time	drive time
2025 Population	5,168	5,958	15,488
2030 Population	5,082	5,914	15,051
% Population Change 2020-2025	-0.5%	2.0%	-1.4%
2025 Adult Population Age 18+	\$3,772	\$4,358	\$11,321
2025 Population Male	\$2,599	\$3,010	\$7,737
2025 Population Female	\$2,569	\$2,948	\$7,751
2025 Households	\$1,939	\$2,233	\$5,870
2025 Median Household Income	\$48,538	\$49,179	\$45,248
2025 Average Household Income	\$69,358	\$70,570	\$64,755
<b>Clothing, Clothing Accessories Stores</b>	\$5.06 M	\$5.9 M	\$15.12 M
Men's Clothing Stores	\$222.56 K	\$257.98 K	\$664.52 K
Women's Clothing Stores	\$417.39 K	\$487.2 K	\$1.25 M
Children's, Infants' Clothing Stores	\$370.68 K	\$434.58 K	\$1.1 M
Family Clothing Stores	\$2.43 M	\$2.84 M	\$7.23 M
Clothing Accessory Stores	\$120.54 K	\$140.11 K	\$360.54 K
Other Apparel Stores	\$147.79 K	\$172.32 K	\$439.89 K
Shoe Stores	\$1.09 M	\$1.26 M	\$3.27 M
Jewelry Stores	\$234.2 K	\$272.26 K	\$712.26 K
Luggage Stores	\$30.83 K	\$35.69 K	\$93.54 K
<b>Furniture, Home Furnishings Stores</b>	\$4.49 M	\$5.22 M	\$13.31 M
Furniture Stores	\$2.22 M	\$2.57 M	\$6.62 M
Floor Covering Stores	\$310.33 K	\$360.03 K	\$925.75 K
Other Home Furnishing Stores	\$1.95 M	\$2.29 M	\$5.76 M
<b>Electronics, Appliance Stores</b>	\$4.19 M	\$4.91 M	\$12.65 M
<b>Gasoline Stations</b>	\$3.15 M	\$3.7 M	\$9.55 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$4.27 M	\$4.98 M	\$12.71 M
Home Centers	\$2.4 M	\$2.8 M	\$7.14 M
Paint, Wallpaper Stores	\$473.1 K	\$553.26 K	\$1.4 M
Hardware Stores	\$266.28 K	\$310.28 K	\$792.9 K
Other Building Materials Stores	\$779.65 K	\$906.55 K	\$2.32 M
Outdoor Power Equipment Stores	\$46.81 K	\$54.46 K	\$139.54 K
Nursery, Garden Stores	\$307.45 K	\$357.86 K	\$915.19 K
<b>Food, Beverage Stores</b>	\$6.26 M	\$7.34 M	\$18.76 M
Grocery Stores	\$4.91 M	\$5.75 M	\$14.74 M
Convenience Stores	\$424.43 K	\$498.93 K	\$1.28 M
Meat Markets	\$29.02 K	\$33.9 K	\$86.29 K
Fish, Seafood Markets	\$9.93 K	\$11.61 K	\$29.49 K
Fruit, Vegetable Markets	\$18.94 K	\$22.14 K	\$56.3 K
Other Specialty Food Markets	\$38.31 K	\$44.8 K	\$113.55 K
Liquor Stores	\$824.16 K	\$972.57 K	\$2.45 M

## Retail Potential Profile



Broken Bow, Oklahoma Drive Time	10 min drive time	15 min drive time	30 min drive time
<b>Health, Personal Care Stores</b>	\$3.84 M	\$4.59 M	\$11.96 M
Pharmacy, Drug Stores	\$3.38 M	\$4.03 M	\$10.51 M
Cosmetics, Beauty Stores	\$191.03 K	\$229.24 K	\$599.13 K
Optical Goods Stores	\$66.47 K	\$79.23 K	\$211.46 K
Other Health, Personal Care Stores	\$206.39 K	\$247.19 K	\$646.01 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$5.18 M	\$6.04 M	\$15.52 M
Sporting Goods Stores	\$2 M	\$2.33 M	\$5.96 M
Hobby, Toy, Game Stores	\$1.47 M	\$1.71 M	\$4.4 M
Sewing, Needlecraft Stores	\$1.05 M	\$1.22 M	\$3.18 M
Musical Instrument Stores	\$295.38 K	\$350.11 K	\$873.63 K
Book Stores	\$364.7 K	\$427.64 K	\$1.11 M
<b>General Merchandise Stores</b>	\$16.16 M	\$18.88 M	\$48.5 M
Department Stores	\$5.62 M	\$6.56 M	\$16.8 M
Warehouse Superstores	\$8.95 M	\$10.46 M	\$26.94 M
Other General Merchandise Stores	\$1.59 M	\$1.86 M	\$4.76 M
<b>Miscellaneous Store Retailers</b>	\$2.12 M	\$2.47 M	\$6.4 M
Florists	\$48.92 K	\$57.07 K	\$145.32 K
Office, Stationary Stores	\$225.12 K	\$261.09 K	\$682.77 K
Gift, Souvenir Stores	\$415.49 K	\$485.12 K	\$1.24 M
Used Merchandise Stores	\$161.26 K	\$186.88 K	\$489.52 K
Pet, Pet Supply Stores	\$421.44 K	\$487.72 K	\$1.26 M
Art Dealers	\$68.07 K	\$78.68 K	\$207.73 K
Mobile Home Dealers	\$44.06 K	\$51.23 K	\$131.28 K
Other Miscellaneous Retail Stores	\$738.94 K	\$866.67 K	\$2.24 M
<b>Non-Store Retailers</b>	\$9.36 M	\$10.98 M	\$28.18 M
Mail Order, Catalog Stores	\$8.78 M	\$10.29 M	\$26.43 M
Vending Machines	\$39.52 K	\$46.25 K	\$117.35 K
Fuel Dealers	\$51.85 K	\$60.45 K	\$155.45 K
Other Direct Selling Establishments	\$495.85 K	\$580.61 K	\$1.48 M
<b>Accommodation, Food Services</b>	\$7.86 M	\$9.25 M	\$23.25 M
Hotels, Other Travel Accommodations	\$476.75 K	\$561.05 K	\$1.41 M
RV Parks	\$5.16 K	\$6.02 K	\$15.39 K
Rooming, Boarding Houses	\$2.73 K	\$3.21 K	\$8.08 K
Full Service Restaurants	\$4.37 M	\$5.14 M	\$12.91 M
Limited Service Restaurants	\$2.03 M	\$2.38 M	\$5.99 M
Special Food Services, Catering	\$599.22 K	\$704.1 K	\$1.77 M
Drinking Places	\$387.14 K	\$457.66 K	\$1.14 M
<b>Motor Vehicle, Parts Dealers</b>	\$7.75 M	\$8.99 M	\$23.38 M
New Car Dealers	\$4.59 M	\$5.31 M	\$13.92 M
Used Car Dealers	\$428.29 K	\$495.67 K	\$1.3 M
Recreational Vehicle Dealers	\$773.39 K	\$900.17 K	\$2.3 M
Motorcycle, Boat Dealers	\$1.03 M	\$1.2 M	\$3.07 M
Auto Parts, Accessories	\$601.57 K	\$702.11 K	\$1.8 M
Tire Dealers	\$333.55 K	\$389.56 K	\$998.88 K

# **Income Summary**

# Income Summary Report



Broken Bow, Oklahoma	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
<b>Population</b>			
Estimated Population (2025)	5,168	5,958	15,488
Projected Population (2030)	5,082	5,914	15,051
Census Population (2020)	5,195	5,841	15,700
Census Population (2010)	5,307	6,120	16,577
Projected Annual Growth (2025 to 2030)	-86 -0.3%	-44 -0.1%	-437 -0.6%
Historical Annual Growth (2020 to 2025)	-27 -0.1%	117 0.4%	-212 -0.3%
Historical Annual Growth (2010 to 2020)	-112 -0.2%	-280 -0.5%	-877 -0.5%
<b>Households</b>			
Estimated Households (2025)	1,939	2,233	5,870
Projected Households (2030)	1,871	2,176	5,610
Census Households (2020)	1,985	2,240	6,083
Census Households (2010)	2,058	2,388	6,468
Projected Annual Growth (2025 to 2030)	-68 -0.7%	-57 -0.5%	-260 -0.9%
Historical Annual Growth (2020 to 2025)	-46 -0.5%	-7 -	-213 -0.7%
Historical Annual Growth (2010 to 2020)	-73 -0.4%	-147 -0.6%	-384 -0.6%
<b>Average Household Income</b>			
Estimated Average Household Income (2025)	\$69,358	\$70,570	\$64,755
Projected Average Household Income (2030)	\$68,433	\$69,739	\$63,954
Census Average Household Income (2020)	\$38,697	\$38,957	\$38,945
Census Average Household Income (2010)	\$30,104	\$30,378	\$32,371
Projected Annual Growth (2025 to 2030)	-\$924 -0.3%	-\$831 -0.2%	-\$801 -0.2%
Historical Annual Growth (2020 to 2025)	\$30,661 5.3%	\$31,613 5.4%	\$25,810 4.4%
Historical Annual Growth (2010 to 2020)	\$8,593 2.9%	\$8,579 2.8%	\$6,574 2.0%
<b>Median Household Income</b>			
Estimated Median Household Income (2025)	\$48,538	\$49,179	\$45,248
Projected Median Household Income (2030)	\$48,118	\$48,550	\$44,722
Census Median Household Income (2020)	\$27,448	\$28,250	\$29,689
Census Median Household Income (2010)	\$21,103	\$21,507	\$23,292
Projected Annual Growth (2025 to 2030)	-\$420 -0.2%	-\$629 -0.3%	-\$525 -0.2%
Historical Annual Growth (2020 to 2025)	\$21,090 5.1%	\$20,929 4.9%	\$15,558 3.5%
Historical Annual Growth (2010 to 2020)	\$6,346 3.0%	\$6,743 3.1%	\$6,398 2.7%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2025)	\$26,069	\$26,487	\$24,586
Projected Per Capita Income (2030)	\$25,239	\$25,700	\$23,883
Census Per Capita Income (2020)	\$15,008	\$15,198	\$15,197
Census Per Capita Income (2010)	\$11,505	\$11,667	\$12,511
Projected Annual Growth (2025 to 2030)	-\$830 -0.6%	-\$788 -0.6%	-\$703 -0.6%
Historical Annual Growth (2020 to 2025)	\$11,062 4.9%	\$11,289 5.0%	\$9,388 4.1%
Historical Annual Growth (2010 to 2020)	\$3,503 3.0%	\$3,531 3.0%	\$2,686 2.1%
<b>Other Income</b>			
Estimated Families (2025)	1,311	1,500	3,854
Estimated Average Family Income (2025)	\$81,681	\$83,962	\$78,704
Estimated Median Family Income (2025)	\$64,906	\$66,737	\$59,348
Estimated Average Household Net Worth (2025)	\$549,082	\$584,851	\$610,486

# **Consumer Expenditure Summary**



# Consumer Expenditure Summary



Broken Bow, Oklahoma						
Drive Time		10 min drive time		15 min drive time		30 min drive time
Estimated Population		5,168		5,958		15,488
Estimated Households		1,939		2,233		5,870
<b>Household Expenditure</b>		\$148.4 M		\$173.59 M		\$441.83 M
Per Household ~ Per Capita	\$76,525	\$28,716	\$77,739	\$29,137	\$75,270	\$28,527
Non-Retail Expenditures	\$68.7 M	46.3%	\$80.35 M	46.3%	\$202.53 M	45.8%
Per Household ~ Per Capita	\$35,428	\$13,294	\$35,983	\$13,487	\$34,503	\$13,077
Retail Expenditures	\$79.7 M	53.7%	\$93.24 M	53.7%	\$239.3 M	54.2%
Per Household ~ Per Capita	\$41,097	\$15,421	\$41,756	\$15,650	\$40,767	\$15,451
Alcoholic Beverages	\$894.54 K	0.6%	\$1.05 M	0.6%	\$2.65 M	0.6%
Per Household ~ Per Capita	\$461	\$173	\$469	\$176	\$452	\$171
Apparel	\$2.83 M	1.9%	\$3.3 M	1.9%	\$8.4 M	1.9%
Per Household ~ Per Capita	\$1,459	\$548	\$1,480	\$555	\$1,432	\$543
Contributions	\$4.2 M	2.8%	\$4.95 M	2.8%	\$12.42 M	2.8%
Per Household ~ Per Capita	\$2,166	\$813	\$2,215	\$830	\$2,115	\$802
Education	\$3.13 M	2.1%	\$3.67 M	2.1%	\$9.25 M	2.1%
Per Household ~ Per Capita	\$1,612	\$605	\$1,644	\$616	\$1,576	\$597
Entertainment	\$8.84 M	6.0%	\$10.32 M	5.9%	\$26.25 M	5.9%
Per Household ~ Per Capita	\$4,560	\$1,711	\$4,621	\$1,732	\$4,472	\$1,695
Food Away From Home	\$6.65 M	4.5%	\$7.77 M	4.5%	\$19.73 M	4.5%
Per Household ~ Per Capita	\$3,427	\$1,286	\$3,478	\$1,304	\$3,361	\$1,274
Grocery	\$12.05 M	8.1%	\$13.94 M	8.0%	\$35.94 M	8.1%
Per Household ~ Per Capita	\$6,211	\$2,331	\$6,245	\$2,341	\$6,122	\$2,320
Health Care	\$12.49 M	8.4%	\$14.46 M	8.3%	\$38.13 M	8.6%
Per Household ~ Per Capita	\$6,442	\$2,417	\$6,477	\$2,428	\$6,496	\$2,462
Household Furnishings and Equipment	\$3.95 M	2.7%	\$4.62 M	2.7%	\$11.73 M	2.7%
Per Household ~ Per Capita	\$2,039	\$765	\$2,071	\$776	\$1,999	\$757
Household Operations	\$2.94 M	2.0%	\$3.43 M	2.0%	\$8.74 M	2.0%
Per Household ~ Per Capita	\$1,516	\$569	\$1,535	\$575	\$1,489	\$564
Miscellaneous Expenses	\$2.57 M	1.7%	\$3 M	1.7%	\$7.62 M	1.7%
Per Household ~ Per Capita	\$1,325	\$497	\$1,344	\$504	\$1,298	\$492
Personal Care	\$2.26 M	1.5%	\$2.62 M	1.5%	\$6.74 M	1.5%
Per Household ~ Per Capita	\$1,166	\$438	\$1,175	\$440	\$1,148	\$435
Shelter	\$26.69 M	18.0%	\$30.81 M	17.8%	\$78.25 M	17.7%
Per Household ~ Per Capita	\$13,763	\$5,165	\$13,799	\$5,172	\$13,331	\$5,053
Tax and Retirement	\$24.81 M	16.7%	\$29.68 M	17.1%	\$72.98 M	16.5%
Per Household ~ Per Capita	\$12,794	\$4,801	\$13,293	\$4,982	\$12,432	\$4,712
Tobacco and Related	\$1.17 M	0.8%	\$1.34 M	0.8%	\$3.52 M	0.8%
Per Household ~ Per Capita	\$604	\$227	\$602	\$226	\$600	\$227
Transportation	\$24.2 M	16.3%	\$28.51 M	16.4%	\$73.42 M	16.6%
Per Household ~ Per Capita	\$12,477	\$4,682	\$12,769	\$4,786	\$12,507	\$4,740
Utilities	\$8.73 M	5.9%	\$10.1 M	5.8%	\$26.05 M	5.9%
Per Household ~ Per Capita	\$4,501	\$1,689	\$4,522	\$1,695	\$4,438	\$1,682

## Consumer Expenditure Trend



Broken Bow, Oklahoma		10 min drive		15 min drive		30 min drive							
Drive Time		time		time		time							
Population / Households (2025)													
Estimated Population		5,168		5,958		15,488							
Estimated Households		1,939		2,233		5,870							
Total Annual Consumer Expenditure (2025)													
Total Household Expenditure		\$148.4 M		\$173.59 M		\$441.83 M							
Total Non-Retail Expenditure		\$68.7 M		\$80.35 M		\$202.53 M							
Total Retail Expenditure		\$79.7 M		\$93.24 M		\$239.3 M							
Alcoholic Beverages		\$894.54 K		\$1.05 M		\$2.65 M							
Apparel		\$2.83 M		\$3.3 M		\$8.4 M							
Contributions		\$4.2 M		\$4.95 M		\$12.42 M							
Education		\$3.13 M		\$3.67 M		\$9.25 M							
Entertainment		\$8.84 M		\$10.32 M		\$26.25 M							
Food Away From Home		\$6.65 M		\$7.77 M		\$19.73 M							
Grocery		\$12.05 M		\$13.94 M		\$35.94 M							
Health Care		\$12.49 M		\$14.46 M		\$38.13 M							
Household Furnishings and Equipment		\$3.95 M		\$4.62 M		\$11.73 M							
Household Operations		\$2.94 M		\$3.43 M		\$8.74 M							
Miscellaneous Expenses		\$2.57 M		\$3 M		\$7.62 M							
Personal Care		\$2.26 M		\$2.62 M		\$6.74 M							
Shelter		\$26.69 M		\$30.81 M		\$78.25 M							
Tax and Retirement		\$24.81 M		\$29.68 M		\$72.98 M							
Tobacco and Related		\$1.17 M		\$1.34 M		\$3.52 M							
Transportation		\$24.2 M		\$28.51 M		\$73.42 M							
Utilities		\$8.73 M		\$10.1 M		\$26.05 M							
Monthly Household Consumer Expenditure (2025)													
Total Household Expenditure		\$6,377		\$6,478		\$6,272							
Total Non-Retail Expenditure		\$2,952		46.3%		\$2,875		45.8%					
Total Retail Expenditure		\$3,425		53.7%		\$3,480		53.7%		\$3,397		54.2%	
Alcoholic Beverages		\$38		0.6%		\$39		0.6%		\$38		0.6%	
Apparel		\$122		1.9%		\$123		1.9%		\$119		1.9%	
Contributions		\$181		2.8%		\$185		2.8%		\$176		2.8%	
Education		\$134		2.1%		\$137		2.1%		\$131		2.1%	
Entertainment		\$380		6.0%		\$385		5.9%		\$373		5.9%	
Food Away From Home		\$286		4.5%		\$290		4.5%		\$280		4.5%	
Grocery		\$518		8.1%		\$520		8.0%		\$510		8.1%	
Health Care		\$537		8.4%		\$540		8.3%		\$541		8.6%	
Household Furnishings and Equipment		\$170		2.7%		\$173		2.7%		\$167		2.7%	
Household Operations		\$126		2.0%		\$128		2.0%		\$124		2.0%	
Miscellaneous Expenses		\$110		1.7%		\$112		1.7%		\$108		1.7%	
Personal Care		\$97		1.5%		\$98		1.5%		\$96		1.5%	
Shelter		\$1,147		18.0%		\$1,150		17.8%		\$1,111		17.7%	
Tax and Retirement		\$1,066		16.7%		\$1,108		17.1%		\$1,036		16.5%	
Tobacco and Related		\$50		0.8%		\$50		0.8%		\$50		0.8%	
Transportation		\$1,040		16.3%		\$1,064		16.4%		\$1,042		16.6%	
Utilities		\$375		5.9%		\$377		5.8%		\$370		5.9%	

# Consumer Expenditure Trend



Broken Bow, Oklahoma	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
<b>Population / Households (2030)</b>			
Projected Population	5,082	5,914	15,051
Projected Households	-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>			
Total Household Expenditure	\$143.52 M	\$169.44 M	\$423.74 M
Total Non-Retail Expenditure	\$66.42 M	\$78.41 M	\$195.15 M
Total Retail Expenditure	\$77.1 M	\$91.03 M	\$228.59 M
Alcoholic Beverages	\$863.35 K	\$1.02 M	\$2.55 M
Apparel	\$2.73 M	\$3.22 M	\$8.06 M
Contributions	\$4.05 M	\$4.81 M	\$11.94 M
Education	\$3.02 M	\$3.58 M	\$8.89 M
Entertainment	\$8.54 M	\$10.07 M	\$25.17 M
Food Away From Home	\$6.42 M	\$7.57 M	\$18.92 M
Grocery	\$11.65 M	\$13.62 M	\$34.34 M
Health Care	\$12.27 M	\$14.27 M	\$36.47 M
Household Furnishings and Equipment	\$3.82 M	\$4.51 M	\$11.25 M
Household Operations	\$2.84 M	\$3.34 M	\$8.38 M
Miscellaneous Expenses	\$2.48 M	\$2.93 M	\$7.3 M
Personal Care	\$2.19 M	\$2.56 M	\$6.44 M
Shelter	\$25.83 M	\$30.11 M	\$75.32 M
Tax and Retirement	\$23.91 M	\$28.88 M	\$70.87 M
Tobacco and Related	\$1.14 M	\$1.32 M	\$3.35 M
Transportation	\$23.33 M	\$27.76 M	\$69.61 M
Utilities	\$8.44 M	\$9.87 M	\$24.89 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>			
Total Household Expenditure	\$-4.88 M	\$-4.15 M	\$-18.09 M
Total Non-Retail Expenditure	\$-2.28 M	\$-1.94 M	\$-7.38 M
Total Retail Expenditure	\$-2.6 M	\$-2.21 M	\$-10.71 M
Alcoholic Beverages	\$-31.19 K	\$-26.58 K	\$-107.19 K
Apparel	\$-97.86 K	\$-82.73 K	\$-347.33 K
Contributions	\$-151.18 K	\$-131.91 K	\$-474.29 K
Education	\$-111.03 K	\$-95.93 K	\$-362.25 K
Entertainment	\$-303.89 K	\$-253.05 K	\$-1.09 M
Food Away From Home	\$-229.51 K	\$-194.11 K	\$-810.43 K
Grocery	\$-394.74 K	\$-319.88 K	\$-1.6 M
Health Care	\$-217.63 K	\$-196.99 K	\$-1.67 M
Household Furnishings and Equipment	\$-137.23 K	\$-116.42 K	\$-478.44 K
Household Operations	\$-99.88 K	\$-83.05 K	\$-363 K
Miscellaneous Expenses	\$-89.39 K	\$-74.87 K	\$-312.73 K
Personal Care	\$-74.92 K	\$-61.4 K	\$-294.99 K
Shelter	\$-859.95 K	\$-702.19 K	\$-2.93 M
Tax and Retirement	\$-900.02 K	\$-800.85 K	\$-2.11 M
Tobacco and Related	\$-35.3 K	\$-27.24 K	\$-169.54 K
Transportation	\$-861.03 K	\$-756.37 K	\$-3.81 M
Utilities	\$-284.87 K	\$-230.04 K	\$-1.17 M

# Crime Risk

Broken Bow, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Demographics</b>			
Population	5,168	5,958	15,488
Census Population	5,195	5,841	15,700
Households	1,939	2,233	5,870
Average Household Income	\$69,358	\$70,570	\$64,755
Median Household Income	\$48,538	\$49,179	\$45,248
Per Capita Income	\$26,069	\$26,487	\$24,586
<b>Total Crime</b>			
Crime Index	217	204	170
Crime Level	Very High	Very High	High Risk
<b>Personal Crime</b>			
Crime Index	153	148	114
Crime Level	High Risk	Above Average	Average
<b>Murder</b>			
Crime Index	279	266	237
Crime Level	Very High	Very High	Very High
<b>Rape</b>			
Crime Index	179	170	160
Crime Level	High Risk	High Risk	High Risk
<b>Robbery</b>			
Crime Index	72	69	45
Crime Level	Below Average	Below Average	Low Risk
<b>Assault</b>			
Crime Index	170	165	124
Crime Level	High Risk	High Risk	Above Average
<b>Property Crime</b>			
Crime Index	229	215	181
Crime Level	Very High	Very High	Very High
<b>Burglary</b>			
Crime Index	401	382	309
Crime Level	Very High	Very High	Very High
<b>Larceny</b>			
Crime Index	197	183	168
Crime Level	Very High	Very High	High Risk
<b>Motor Vehicle Theft</b>			
Crime Index	217	200	109
Crime Level	Very High	Very High	Average

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

# **Void Analysis**

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

Broken Bow, Oklahoma		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
PK - 8		10 / 3		
Trade Schools		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		
Dermatology		1 / 0		
Diagnostic Radiology		1 / 0		
Dialysis Centers		2 / 0		
Emergency Medicine		1 / 0		
Family Practice		8 / 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		
Registered Dietitian or Nutrition Professional		1 / 0		
Urgent Care		1 / 1		
<b>Home Improvement</b>				
Ace Hardware		1 / 1	16,200	
Do It Best		1 / 1	16,200	
Harbor Freight Tools		1 / 0	17,100	
Tractor Supply Company		1 / 0	26,300	
<b>Hotels</b>				



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