



**RETAIL ATTRACTIONS, LLC**  

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**Economic Development Consulting**

**Broken Bow, Oklahoma  
Drive Time  
1st Quarter 2026**

# Table Of Contents

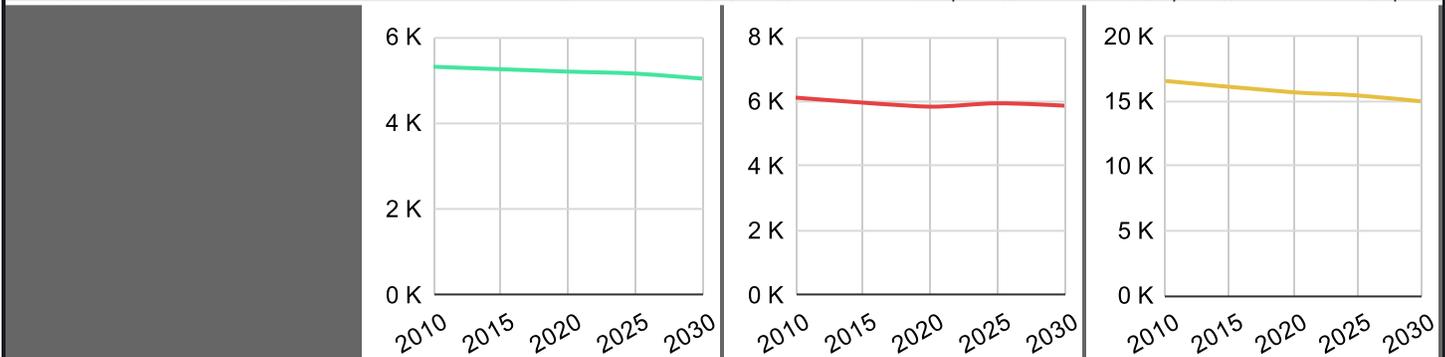
- 1. Demographics**
- 15. Opportunity Gap**
- 19. Retail Potential**
- 22. Income Summary**
- 24. Consumer Expenditure Summary**
- 28. Crime Risk**
- 30. Void Analysis**

# Demographics

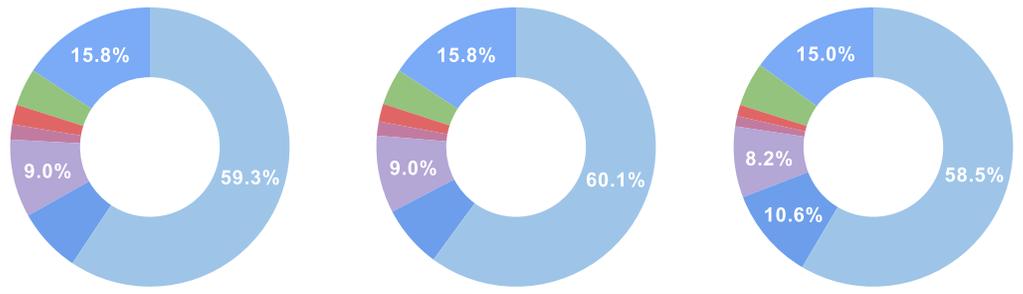




Broken Bow, Oklahoma	10 min drive time	15 min drive time	30 min drive time
<b>Drive Time</b>			
<b>Population</b>			
Estimated Population (2025)	5,149	5,945	15,462
Projected Population (2030)	5,032	5,872	15,003
Census Population (2020)	5,195	5,841	15,700
Census Population (2010)	5,307	6,120	16,577
Projected Annual Growth (2025-2030)	-117 -0.5%	-73 -0.2%	-458 -0.6%
Historical Annual Growth (2020-2025)	-46 -0.2%	104 0.4%	-238 -0.3%
Historical Annual Growth (2010-2020)	-112 -0.2%	-280 -0.5%	-877 -0.5%
Estimated Population Density (2025)	230 <i>psm</i>	142 <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>

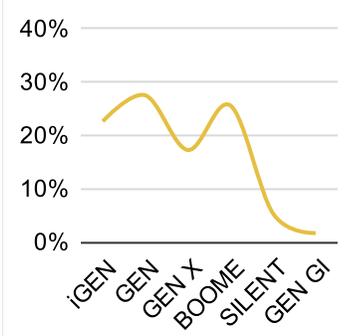
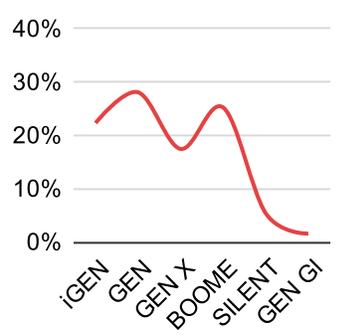
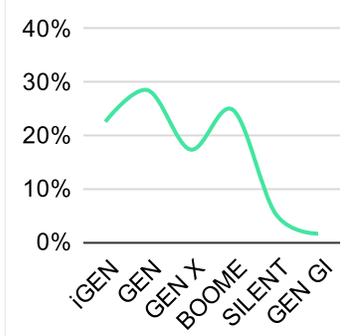


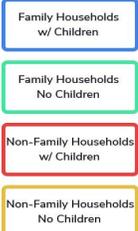
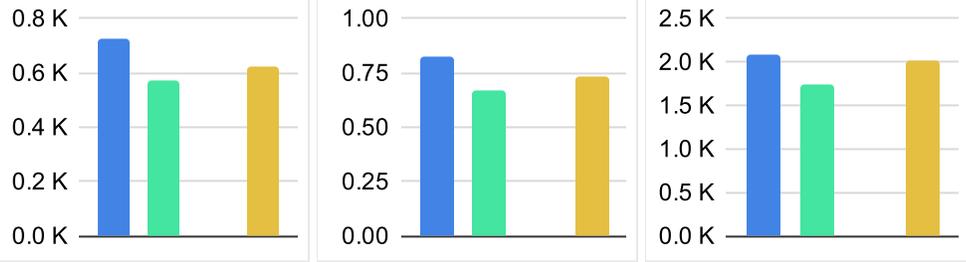
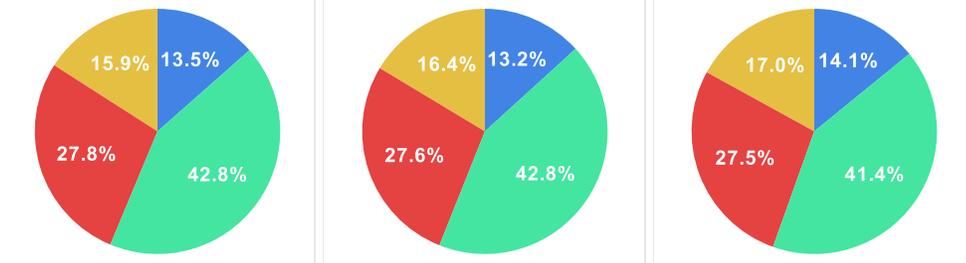
<b>Race and Ethnicity (2025)</b>			
<b>Not Hispanic or Latino Population</b>			
White	4,627	89.9%	13,907 89.9%
Black or African American	381	8.2%	1,619 11.6%
American Indian or Alaska Native	435	9.4%	1,194 8.6%
Asian	87	1.9%	179 1.3%
Hawaiian or Pacific Islander	117	2.5%	200 1.4%
Other Race	42	0.9%	179 1.3%
Two or More Races	703	15.2%	1,998 14.4%
<b>Hispanic or Latino Population</b>			
White	194	37.1%	509 32.7%
Black or African American	4	0.7%	27 1.8%
American Indian or Alaska Native	29	5.5%	77 5.0%
Asian	4	0.8%	6 0.4%
Hispanic Hawaiian or Pacific Islander	-	-	1 -
Other Race	182	34.8%	606 39.0%
Two or More Races	109	20.9%	328 21.1%



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

Broken Bow, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Drive Time						
<b>Age Distribution (2025)</b>						
Age Under 5 Years	371	7.2%	435	7.3%	1,154	7.5%
Age 5 to 9 Years	365	7.1%	415	7.0%	1,158	7.5%
Age 10 to 14 Years	426	8.3%	477	8.0%	1,187	7.7%
Age 15 to 19 Years	408	7.9%	465	7.8%	1,102	7.1%
Age 20 to 24 Years	356	6.9%	406	6.8%	989	6.4%
Age 25 to 29 Years	311	6.0%	358	6.0%	1,017	6.6%
Age 30 to 34 Years	390	7.6%	440	7.4%	1,146	7.4%
Age 35 to 39 Years	330	6.4%	375	6.3%	944	6.1%
Age 40 to 44 Years	295	5.7%	343	5.8%	905	5.9%
Age 45 to 49 Years	267	5.2%	319	5.4%	819	5.3%
Age 50 to 54 Years	315	6.1%	361	6.1%	861	5.6%
Age 55 to 59 Years	271	5.3%	311	5.2%	842	5.4%
Age 60 to 64 Years	264	5.1%	319	5.4%	888	5.7%
Age 65 to 69 Years	236	4.6%	283	4.8%	773	5.0%
Age 70 to 74 Years	188	3.7%	224	3.8%	592	3.8%
Age 75 to 79 Years	153	3.0%	182	3.1%	481	3.1%
Age 80 to 84 Years	121	2.3%	137	2.3%	345	2.2%
Age 85 Years or Over	81	1.6%	93	1.6%	260	1.7%
Median Age	33.8		34.3		34.5	
<b>Generation (2025)</b>						
iGeneration (Age Under 15 Years)	1,161	22.6%	1,327	22.3%	3,499	22.6%
Generation 9/11 Millennials (Age 15 to 34 Years)	1,465	28.5%	1,669	28.1%	4,253	27.5%
Gen Xers (Age 35 to 49 Years)	892	17.3%	1,038	17.5%	2,667	17.3%
Baby Boomers (Age 50 to 74 Years)	1,275	24.8%	1,499	25.2%	3,956	25.6%
Silent Generation (Age 75 to 84 Years)	274	5.3%	319	5.4%	826	5.3%
G.I. Generation (Age 85 Years or Over)	81	1.6%	93	1.6%	260	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		1,927	2,221	5,843
Family Households		1,300 67.5%	1,490 67.1%	3,829 65.5%
Family Households with Children		729 56.1%	822 55.2%	2,083 54.4%
Family Households No Children		571 43.9%	668 44.8%	1,746 45.6%
Non-Family Households		627 32.5%	731 32.9%	2,014 34.5%
Non-Family Households with Children		1 0.2%	2 0.2%	4 0.2%
Non-Family Households No Children		626 99.8%	729 99.8%	2,010 99.8%
				
<b>Education Attainment (2025)</b>				
Elementary or Some High School		435 13.5%	496 13.2%	1,392 14.1%
High School Graduate		1,379 42.8%	1,604 42.8%	4,083 41.4%
Some College or Associate Degree		896 27.8%	1,034 27.6%	2,718 27.5%
Bachelor or Graduate Degree		514 15.9%	613 16.4%	1,678 17.0%
				
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$69,972	\$71,192	\$65,284
Estimated Median Household Income		\$49,242	\$49,936	\$45,652
HH Income Under \$10,000		211 10.9%	230 10.3%	542 9.3%
HH Income \$10,000 to \$34,999		517 26.8%	593 26.7%	1,822 31.2%
HH Income \$35,000 to \$49,999		230 11.9%	273 12.3%	780 13.4%
HH Income \$50,000 to \$74,999		398 20.7%	444 20.0%	1,023 17.5%
HH Income \$75,000 to \$99,999		208 10.8%	246 11.1%	602 10.3%
HH Income \$100,000 to \$149,999		223 11.6%	252 11.3%	691 11.8%
HH Income \$150,000 or More		141 7.3%	184 8.3%	383 6.6%



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

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Census Population (2010)	5,307	6,120	16,577
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Historical Annual Growth (2020-2025)	-46 -	104 0.4%	-238 -0.3%
Historical Annual Growth (2010-2020)	-112 -0.2%	-280 -0.5%	-877 -0.5%
Estimated Population Density (2025)	230 <i>psm</i>	142 <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)	1,927	2,221	5,843
Projected Households (2030)	1,852	2,158	5,576
Census Households (2020)	1,985	2,240	6,083
Census Households (2010)	2,058	2,388	6,468
Projected Annual Growth (2025-2030)	-75 -0.8%	-63 -0.6%	-267 -0.9%
Historical Annual Change (2010-2025)	-131 -0.4%	-166 -0.5%	-625 -0.6%
<b>Average Household Income</b>			
Estimated Average Household Income (2025)	\$69,972	\$71,192	\$65,284
Projected Average Household Income (2030)	\$69,955	\$71,267	\$65,138
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)	-\$18 -	\$74 -	-\$145 -
Historical Annual Change (2000-2025)	\$39,868 5.3%	\$40,814 5.4%	\$32,912 4.1%
<b>Median Household Income</b>			
Estimated Median Household Income (2025)	\$49,242	\$49,936	\$45,652
Projected Median Household Income (2030)	\$49,099	\$49,606	\$45,278
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)	-\$143 -	-\$330 -0.1%	-\$374 -0.2%
Historical Annual Change (2000-2025)	\$28,139 5.3%	\$28,429 5.3%	\$22,360 3.8%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2025)	\$26,231	\$26,638	\$24,716
Projected Per Capita Income (2030)	\$25,784	\$26,229	\$24,256
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)	-\$447 -0.3%	-\$408 -0.3%	-\$460 -0.4%
Historical Annual Change (2000-2025)	\$14,726 5.1%	\$14,971 5.1%	\$12,205 3.9%
Estimated Average Household Net Worth (2025)	\$566,512	\$600,160	\$609,707

Broken Bow, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Drive Time						
<b>Race and Ethnicity</b>						
Total Population (2025)	5,149		5,945		15,462	
White (2025)	3,055	59.3%	3,571	60.1%	9,045	58.5%
Black or African American (2025)	385	7.5%	431	7.3%	1,646	10.6%
American Indian or Alaska Native (2025)	464	9.0%	533	9.0%	1,272	8.2%
Asian (2025)	91	1.8%	98	1.6%	185	1.2%
Hawaiian or Pacific Islander (2025)	118	2.3%	123	2.1%	202	1.3%
Other Race (2025)	223	4.3%	251	4.2%	785	5.1%
Two or More Races (2025)	812	15.8%	938	15.8%	2,326	15.0%
Population < 18 (2025)	1,400 27.2%		1,604 27.0%		4,167 27.0%	
White Not Hispanic	545	39.0%	643	40.1%	1,610	38.6%
Black or African American	110	7.8%	121	7.5%	490	11.8%
Asian	10	0.7%	13	0.8%	47	1.1%
Other Race Not Hispanic	491	35.1%	558	34.8%	1,323	31.7%
Hispanic	245	17.5%	269	16.8%	698	16.7%
Not Hispanic or Latino Population (2025)	4,627 89.9%		5,369 90.3%		13,907 89.9%	
Not Hispanic White	2,861	61.8%	3,359	62.6%	8,536	61.4%
Not Hispanic Black or African American	381	8.2%	427	8.0%	1,619	11.6%
Not Hispanic American Indian or Alaska Native	435	9.4%	502	9.4%	1,194	8.6%
Not Hispanic Asian	87	1.9%	94	1.7%	179	1.3%
Not Hispanic Hawaiian or Pacific Islander	117	2.5%	122	2.3%	200	1.4%
Not Hispanic Other Race	42	0.9%	46	0.9%	179	1.3%
Not Hispanic Two or More Races	703	15.2%	818	15.2%	1,998	14.4%
Hispanic or Latino Population (2025)	522 10.1%		576 9.7%		1,555 10.1%	
Hispanic White	194	37.1%	211	36.7%	509	32.7%
Hispanic Black or African American	4	0.7%	4	0.7%	27	1.8%
Hispanic American Indian or Alaska Native	29	5.5%	31	5.4%	77	5.0%
Hispanic Asian	4	0.8%	4	0.7%	6	0.4%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	1	-
Hispanic Other Race	182	34.8%	205	35.5%	606	39.0%
Hispanic Two or More Races	109	20.9%	121	20.9%	328	21.1%
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)	4,557 90.6%		5,337 90.9%		13,557 90.4%	
Hispanic or Latino Population (2030)	475	9.4%	534	9.1%	1,446	9.6%
Projected Annual Growth (2025-2030)	-47	-1.8%	-42	-1.4%	-109	-1.4%
Historical Annual Growth (2010-2020)	93	2.4%	98	2.3%	280	2.3%

Broken Bow, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Total Age Distribution (2025)</b>							
Total Population		5,149		5,945		15,462	
Age Under 5 Years		371	7.2%	435	7.3%	1,154	7.5%
Age 5 to 9 Years		365	7.1%	415	7.0%	1,158	7.5%
Age 10 to 14 Years		426	8.3%	477	8.0%	1,187	7.7%
Age 15 to 19 Years		408	7.9%	465	7.8%	1,102	7.1%
Age 20 to 24 Years		356	6.9%	406	6.8%	989	6.4%
Age 25 to 29 Years		311	6.0%	358	6.0%	1,017	6.6%
Age 30 to 34 Years		390	7.6%	440	7.4%	1,146	7.4%
Age 35 to 39 Years		330	6.4%	375	6.3%	944	6.1%
Age 40 to 44 Years		295	5.7%	343	5.8%	905	5.9%
Age 45 to 49 Years		267	5.2%	319	5.4%	819	5.3%
Age 50 to 54 Years		315	6.1%	361	6.1%	861	5.6%
Age 55 to 59 Years		271	5.3%	311	5.2%	842	5.4%
Age 60 to 64 Years		264	5.1%	319	5.4%	888	5.7%
Age 65 to 69 Years		236	4.6%	283	4.8%	773	5.0%
Age 70 to 74 Years		188	3.7%	224	3.8%	592	3.8%
Age 75 to 79 Years		153	3.0%	182	3.1%	481	3.1%
Age 80 to 84 Years		121	2.3%	137	2.3%	345	2.2%
Age 85 Years or Over		81	1.6%	93	1.6%	260	1.7%
Median Age		33.8		34.3		34.5	
Age 19 Years or Less		1,569	30.5%	1,792	30.1%	4,601	29.8%
Age 20 to 64 Years		2,800	54.4%	3,233	54.4%	8,410	54.4%
Age 65 Years or Over		779	15.1%	920	15.5%	2,450	15.8%
<b>Female Age Distribution (2025)</b>							
Female Population		2,561	49.8%	2,948	49.6%	7,743	50.1%
Age Under 5 Years		157	6.1%	183	6.2%	509	6.6%
Age 5 to 9 Years		159	6.2%	186	6.3%	527	6.8%
Age 10 to 14 Years		206	8.1%	229	7.8%	595	7.7%
Age 15 to 19 Years		193	7.5%	216	7.3%	515	6.6%
Age 20 to 24 Years		192	7.5%	217	7.4%	516	6.7%
Age 25 to 29 Years		143	5.6%	167	5.7%	508	6.6%
Age 30 to 34 Years		218	8.5%	242	8.2%	588	7.6%
Age 35 to 39 Years		161	6.3%	183	6.2%	487	6.3%
Age 40 to 44 Years		150	5.8%	174	5.9%	444	5.7%
Age 45 to 49 Years		135	5.3%	161	5.5%	430	5.6%
Age 50 to 54 Years		173	6.8%	193	6.6%	442	5.7%
Age 55 to 59 Years		122	4.8%	141	4.8%	428	5.5%
Age 60 to 64 Years		131	5.1%	160	5.4%	445	5.8%
Age 65 to 69 Years		131	5.1%	157	5.3%	432	5.6%
Age 70 to 74 Years		115	4.5%	132	4.5%	329	4.2%
Age 75 to 79 Years		84	3.3%	99	3.4%	263	3.4%
Age 80 to 84 Years		56	2.2%	64	2.2%	168	2.2%
Age 85 Years or Over		36	1.4%	42	1.4%	117	1.5%
Female Median Age		34.7		35.2		35.5	
Age 19 Years or Less		715	27.9%	815	27.6%	2,146	27.7%
Age 20 to 64 Years		1,424	55.6%	1,639	55.6%	4,288	55.4%
Age 65 Years or Over		422	16.5%	494	16.8%	1,309	16.9%

Broken Bow, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
<b>Male Age Distribution (2025)</b>							
Male Population		2,587	50.2%	2,997	50.4%	7,718	49.9%
Age Under 5 Years		214	8.3%	252	8.4%	645	8.4%
Age 5 to 9 Years		206	8.0%	228	7.6%	631	8.2%
Age 10 to 14 Years		219	8.5%	248	8.3%	592	7.7%
Age 15 to 19 Years		215	8.3%	249	8.3%	587	7.6%
Age 20 to 24 Years		164	6.3%	189	6.3%	474	6.1%
Age 25 to 29 Years		168	6.5%	191	6.4%	508	6.6%
Age 30 to 34 Years		172	6.6%	199	6.6%	558	7.2%
Age 35 to 39 Years		169	6.5%	192	6.4%	457	5.9%
Age 40 to 44 Years		145	5.6%	169	5.6%	461	6.0%
Age 45 to 49 Years		133	5.1%	158	5.3%	389	5.0%
Age 50 to 54 Years		142	5.5%	168	5.6%	418	5.4%
Age 55 to 59 Years		149	5.8%	170	5.7%	414	5.4%
Age 60 to 64 Years		133	5.2%	159	5.3%	443	5.7%
Age 65 to 69 Years		105	4.1%	126	4.2%	340	4.4%
Age 70 to 74 Years		74	2.8%	92	3.1%	263	3.4%
Age 75 to 79 Years		69	2.7%	83	2.8%	218	2.8%
Age 80 to 84 Years		65	2.5%	73	2.4%	177	2.3%
Age 85 Years or Over		45	1.7%	51	1.7%	143	1.9%
Male Median Age		32.3		32.8		33.3	
Age 19 Years or Less		854	33.0%	977	32.6%	2,455	31.8%
Age 20 to 64 Years		1,376	53.2%	1,594	53.2%	4,122	53.4%
Age 65 Years or Over		357	13.8%	426	14.2%	1,142	14.8%
<b>Males per 100 Females (2025)</b>							
Overall Comparison		101		102		100	
Age Under 5 Years		136	57.6%	137	57.9%	127	55.9%
Age 5 to 9 Years		130	56.4%	123	55.1%	120	54.5%
Age 10 to 14 Years		106	51.5%	108	52.0%	100	49.9%
Age 15 to 19 Years		112	52.8%	115	53.6%	114	53.3%
Age 20 to 24 Years		85	46.1%	87	46.5%	92	47.9%
Age 25 to 29 Years		118	54.1%	114	53.3%	100	50.0%
Age 30 to 34 Years		79	44.0%	82	45.1%	95	48.7%
Age 35 to 39 Years		105	51.3%	105	51.1%	94	48.4%
Age 40 to 44 Years		97	49.3%	97	49.2%	104	51.0%
Age 45 to 49 Years		98	49.6%	98	49.5%	90	47.5%
Age 50 to 54 Years		82	45.0%	87	46.5%	95	48.6%
Age 55 to 59 Years		123	55.1%	120	54.6%	97	49.1%
Age 60 to 64 Years		102	50.5%	100	50.0%	99	49.9%
Age 65 to 69 Years		80	44.4%	80	44.5%	79	44.0%
Age 70 to 74 Years		64	39.1%	70	41.1%	80	44.5%
Age 75 to 79 Years		82	45.0%	84	45.8%	83	45.3%
Age 80 to 84 Years		116	53.7%	114	53.2%	106	51.4%
Age 85 Years or Over		126	55.8%	123	55.1%	122	55.0%
Age 19 Years or Less		119	54.4%	120	54.5%	114	53.4%
Age 20 to 39 Years		94	48.5%	95	48.7%	95	48.8%
Age 40 to 64 Years		99	49.7%	99	49.8%	97	49.3%
Age 65 Years or Over		85	45.8%	86	46.3%	87	46.6%

Broken Bow, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Household Type (2025)</b>						
Total Households	1,927		2,221		5,843	
Households with Children	730	37.9%	824	37.1%	2,087	35.7%
Average Household Size	2.6		2.7		2.6	
Household Density per Square Mile	86		53		41	
Population Family	4,225	82.1%	4,847	81.5%	12,525	81.0%
Population Non-Family	881	17.1%	1,055	17.8%	2,725	17.6%
Population Group Quarters	43	0.8%	43	0.7%	211	1.4%
Family Households	1,300	67.5%	1,490	67.1%	3,829	65.5%
Married Couple Households	827	63.6%	976	65.5%	2,424	63.3%
Other Family Households with Children	473	36.4%	515	34.5%	1,405	36.7%
Family Households with Children	729	56.1%	822	55.2%	2,083	54.4%
Married Couple with Children	404	55.4%	465	56.6%	1,160	55.7%
Other Family Households with Children	325	44.6%	357	43.4%	923	44.3%
Family Households No Children	571	43.9%	668	44.8%	1,746	45.6%
Married Couple No Children	423	74.2%	511	76.4%	1,265	72.4%
Other Family Households No Children	147	25.8%	158	23.6%	481	27.6%
Non-Family Households	627	32.5%	731	32.9%	2,014	34.5%
Non-Family Households with Children	1	0.2%	2	0.2%	4	0.2%
Non-Family Households No Children	626	99.8%	729	99.8%	2,010	99.8%
Average Family Household Size	3.3		3.3		3.3	
Average Family Income	\$82,530		\$84,795		\$79,486	
Median Family Income	\$63,300		\$65,548		\$59,432	
Average Non-Family Household Size	1.4		1.4		1.4	
<b>Marital Status (2025)</b>						
Population Age 15 Years or Over	3,987		4,618		11,963	
Never Married	1,077	27.0%	1,244	26.9%	3,714	31.0%
Currently Married	1,615	40.5%	1,916	41.5%	4,606	38.5%
Previously Married	1,296	32.5%	1,458	31.6%	3,643	30.5%
Separated	219	16.9%	249	17.0%	707	19.4%
Widowed	345	26.6%	399	27.4%	1,184	32.5%
Divorced	733	56.5%	810	55.6%	1,753	48.1%
<b>Educational Attainment (2025)</b>						
Adult Population Age 25 Years or Over	3,224		3,747		9,871	
Elementary (Grade Level 0 to 8)	156	4.8%	165	4.4%	483	4.9%
Some High School (Grade Level 9 to 11)	279	8.6%	331	8.8%	909	9.2%
High School Graduate	1,379	42.8%	1,604	42.8%	4,083	41.4%
Some College	801	24.8%	901	24.1%	2,145	21.7%
Associate Degree Only	95	2.9%	132	3.5%	573	5.8%
Bachelor Degree Only	344	10.7%	424	11.3%	1,157	11.7%
Graduate Degree	169	5.3%	189	5.1%	521	5.3%
Any College (Some College or Higher)	1,409	43.7%	1,647	44.0%	4,396	44.5%
College Degree + (Bachelor Degree or Higher)	514	15.9%	613	16.4%	1,678	17.0%

Broken Bow, Oklahoma	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
<b>Housing</b>			
Total Housing Units (2025)	2,260	2,628	6,978
Total Housing Units (2020)	2,271	2,609	7,018
Historical Annual Growth (2020-2025)	-11 -	20 -	-40 -
Housing Units Occupied (2025)	1,927 85.3%	2,221 84.5%	5,843 83.7%
Housing Units Owner-Occupied	1,073 55.7%	1,288 58.0%	3,439 58.9%
Housing Units Renter-Occupied	854 44.3%	933 42.0%	2,404 41.1%
Housing Units Vacant (2025)	333 14.7%	407 15.5%	1,135 16.3%
<b>Household Size (2025)</b>			
Total Households	1,927	2,221	5,843
1 Person Households	498 25.8%	569 25.6%	1,633 28.0%
2 Person Households	663 34.4%	767 34.5%	1,869 32.0%
3 Person Households	310 16.1%	354 15.9%	954 16.3%
4 Person Households	225 11.7%	265 11.9%	727 12.4%
5 Person Households	131 6.8%	151 6.8%	384 6.6%
6 Person Households	67 3.5%	77 3.5%	184 3.2%
7 or More Person Households	34 1.8%	38 1.7%	92 1.6%
<b>Household Income Distribution (2025)</b>			
HH Income \$200,000 or More	34 1.8%	47 2.1%	125 2.1%
HH Income \$150,000 to \$199,999	106 5.5%	137 6.2%	259 4.4%
HH Income \$125,000 to \$149,999	56 2.9%	68 3.1%	198 3.4%
HH Income \$100,000 to \$124,999	167 8.6%	184 8.3%	493 8.4%
HH Income \$75,000 to \$99,999	208 10.8%	246 11.1%	602 10.3%
HH Income \$50,000 to \$74,999	398 20.7%	444 20.0%	1,023 17.5%
HH Income \$35,000 to \$49,999	230 11.9%	273 12.3%	780 13.4%
HH Income \$25,000 to \$34,999	186 9.7%	206 9.3%	658 11.3%
HH Income \$15,000 to \$24,999	232 12.0%	273 12.3%	768 13.1%
HH Income \$10,000 to \$14,999	99 5.1%	114 5.1%	396 6.8%
HH Income Under \$10,000	211 10.9%	230 10.3%	542 9.3%
<b>Household Vehicles (2025)</b>			
Households 0 Vehicles Available	196 10.2%	220 9.9%	687 11.8%
Households 1 Vehicle Available	833 43.3%	912 41.1%	2,192 37.5%
Households 2 Vehicles Available	476 24.7%	578 26.0%	1,644 28.1%
Households 3 or More Vehicles Available	422 21.9%	511 23.0%	1,320 22.6%
Total Vehicles Available	3,230	3,832	10,042
Average Vehicles per Household	1.7	1.7	1.7
Owner-Occupied Household Vehicles	2,278 70.5%	2,757 71.9%	7,263 72.3%
Average Vehicles per Owner-Occupied Household	2.1	2.1	2.1
Renter-Occupied Household Vehicles	952 29.5%	1,075 28.1%	2,780 27.7%
Average Vehicles per Renter-Occupied Household	1.1	1.2	1.2
<b>Travel Time (2025)</b>			
Worker Base Age 16 years or Over	2,039	2,387	6,059
Travel to Work in 14 Minutes or Less	942 46.2%	1,050 44.0%	2,868 47.3%
Travel to Work in 15 to 29 Minutes	641 31.4%	781 32.7%	1,678 27.7%
Travel to Work in 30 to 59 Minutes	235 11.5%	296 12.4%	874 14.4%
Travel to Work in 60 Minutes or More	183 9.0%	211 8.8%	434 7.2%
Work at Home	38 1.9%	49 2.1%	205 3.4%
Average Minutes Travel to Work	14.6	15.4	14.7

Broken Bow, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Drive Time						
<b>Transportation To Work (2025)</b>						
Worker Base Age 16 years or Over	2,039		2,387		6,059	
Drive to Work Alone	1,756	86.1%	2,030	85.0%	5,000	82.5%
Drive to Work in Carpool	209	10.3%	256	10.7%	651	10.7%
Travel to Work by Public Transportation	-	-	-	-	-	-
Drive to Work on Motorcycle	3	0.2%	3	0.1%	3	-
Bicycle to Work	-	-	-	-	-	-
Walk to Work	27	1.3%	40	1.7%	107	1.8%
Other Means	5	0.3%	8	0.4%	93	1.5%
Work at Home	38	1.9%	49	2.1%	205	3.4%
<b>Daytime Demographics (2025)</b>						
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	4,164		4,481		11,784	
<b>Labor Force</b>						
Labor Population Age 16 Years or Over (2025)	3,905		4,523		11,743	
Labor Force Total Males (2025)	1,905	48.8%	2,216	49.0%	5,731	48.8%
Male Civilian Employed	1,129	59.3%	1,317	59.4%	3,235	56.4%
Male Civilian Unemployed	4	0.2%	11	0.5%	126	2.2%
Males in Armed Forces	-	-	-	-	2	-
Males Not in Labor Force	771	40.5%	889	40.1%	2,368	41.3%
Labor Force Total Females (2025)	2,001	51.2%	2,306	51.0%	6,011	51.2%
Female Civilian Employed	909	45.4%	1,070	46.4%	2,825	47.0%
Female Civilian Unemployed	-	-	2	-	89	1.5%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	1,091	54.5%	1,235	53.5%	3,097	51.5%
Unemployment Rate	5	0.1%	13	0.3%	215	1.8%
<b>Occupation (2025)</b>						
Occupation Population Age 16 Years or Over	2,039		2,387		6,059	
Occupation Total Males	1,129	55.4%	1,317	55.2%	3,234	53.4%
Occupation Total Females	909	44.6%	1,070	44.8%	2,825	46.6%
Management, Business, Financial Operations	124	6.1%	158	6.6%	578	9.5%
Professional, Related	264	13.0%	339	14.2%	965	15.9%
Service	398	19.5%	458	19.2%	1,234	20.4%
Sales, Office	397	19.5%	453	19.0%	1,047	17.3%
Farming, Fishing, Forestry	40	1.9%	49	2.0%	78	1.3%
Construction, Extraction, Maintenance	246	12.1%	298	12.5%	689	11.4%
Production, Transport, Material Moving	569	27.9%	632	26.5%	1,469	24.2%
White Collar Workers	786	38.5%	950	39.8%	2,590	42.8%
Blue Collar Workers	1,253	61.5%	1,437	60.2%	3,469	57.2%

Broken Bow, Oklahoma		10 min drive	15 min drive	30 min drive
Drive Time		time	time	time
<b>Units In Structure (2025)</b>				
Total Units		1,927	2,221	5,843
1 Detached Unit		1,494 77.6%	1,716 77.3%	4,420 75.6%
1 Attached Unit		9 0.5%	13 0.6%	52 0.9%
2 Units		89 4.6%	93 4.2%	309 5.3%
3 to 4 Units		98 5.1%	104 4.7%	233 4.0%
5 to 9 Units		2 0.1%	4 0.2%	35 0.6%
10 to 19 Units		20 1.1%	21 0.9%	64 1.1%
20 to 49 Units		35 1.8%	36 1.6%	90 1.5%
50 or More Units		33 1.7%	34 1.5%	38 0.7%
Mobile Home or Trailer		144 7.5%	194 8.7%	590 10.1%
Other Structure		2 -	6 0.3%	12 0.2%
<b>Homes Built By Year (2025)</b>				
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%	405 5.8%
Homes Built 2000 to 2009		107 4.7%	166 6.3%	541 7.8%
Homes Built 1990 to 1999		280 12.4%	334 12.7%	761 10.9%
Homes Built 1980 to 1989		379 16.8%	406 15.4%	966 13.8%
Homes Built 1970 to 1979		582 25.8%	645 24.5%	1,689 24.2%
Homes Built 1960 to 1969		224 9.9%	263 10.0%	707 10.1%
Homes Built 1950 to 1959		87 3.8%	95 3.6%	306 4.4%
Homes Built 1940 to 1949		62 2.7%	70 2.6%	234 3.3%
Homes Built Before 1939		46 2.0%	55 2.1%	214 3.1%
Median Age of Homes		44.1 yrs	43.4 yrs	44.9 yrs
<b>Home Values (2025)</b>				
Owner Specified Housing Units		1,073	1,288	3,439
Home Values \$1,000,000 or More		14 1.3%	23 1.8%	45 1.3%
Home Values \$750,000 to \$999,999		8 0.7%	13 1.0%	44 1.3%
Home Values \$500,000 to \$749,999		64 6.0%	79 6.2%	200 5.8%
Home Values \$400,000 to \$499,999		21 1.9%	28 2.1%	80 2.3%
Home Values \$300,000 to \$399,999		90 8.4%	101 7.8%	248 7.2%
Home Values \$250,000 to \$299,999		158 14.7%	174 13.5%	278 8.1%
Home Values \$200,000 to \$249,999		52 4.9%	74 5.8%	233 6.8%
Home Values \$175,000 to \$199,999		93 8.7%	111 8.6%	247 7.2%
Home Values \$150,000 to \$174,999		69 6.5%	81 6.3%	179 5.2%
Home Values \$125,000 to \$149,999		93 8.7%	102 7.9%	299 8.7%
Home Values \$100,000 to \$124,999		113 10.5%	133 10.3%	333 9.7%
Home Values \$90,000 to \$99,999		29 2.7%	34 2.6%	117 3.4%
Home Values \$80,000 to \$89,999		62 5.8%	67 5.2%	207 6.0%
Home Values \$70,000 to \$79,999		70 6.5%	79 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%	221 6.4%
Home Values \$35,000 to \$49,999		19 1.7%	35 2.7%	153 4.5%
Home Values \$25,000 to \$34,999		6 0.6%	13 1.0%	92 2.7%
Home Values \$10,000 to \$24,999		29 2.7%	41 3.2%	185 5.4%
Home Values Under \$10,000		16 1.5%	19 1.5%	61 1.8%
Owner-Occupied Median Home Value		\$164,549	\$165,255	\$143,201
Renter-Occupied Median Rent		\$490	\$486	\$488

Broken Bow, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Total Annual Consumer Expenditure (2025)</b>			
Total Household Expenditure	\$148.55 M	\$173.75 M	\$443 M
Total Non-Retail Expenditure	\$68.91 M	\$80.58 M	\$203.28 M
Total Retail Expenditure	\$79.64 M	\$93.17 M	\$239.73 M
Alcoholic Beverages	\$895.97 K	\$1.05 M	\$2.66 M
Apparel	\$2.84 M	\$3.31 M	\$8.43 M
Contributions	\$4.2 M	\$4.95 M	\$12.46 M
Education	\$3.13 M	\$3.67 M	\$9.29 M
Entertainment	\$8.87 M	\$10.34 M	\$26.35 M
Food Away From Home	\$6.66 M	\$7.78 M	\$19.8 M
Grocery	\$12.12 M	\$13.99 M	\$36.06 M
Health Care	\$12.45 M	\$14.43 M	\$37.97 M
Household Furnishings and Equipment	\$3.96 M	\$4.63 M	\$11.77 M
Household Operations	\$2.95 M	\$3.44 M	\$8.77 M
Miscellaneous Expenses	\$2.57 M	\$3.01 M	\$7.65 M
Personal Care	\$2.27 M	\$2.63 M	\$6.76 M
Shelter	\$26.89 M	\$31 M	\$78.58 M
Tax and Retirement	\$24.79 M	\$29.71 M	\$73.38 M
Tobacco and Related	\$1.18 M	\$1.35 M	\$3.53 M
Transportation	\$23.97 M	\$28.33 M	\$73.4 M
Utilities	\$8.78 M	\$10.13 M	\$26.14 M
<b>Monthly Household Consumer Expenditure (2025)</b>			
Total Household Expenditure	\$6,424	\$6,519	\$6,318
Total Non-Retail Expenditure	\$2,980 46.4%	\$3,023 46.4%	\$2,899 45.9%
Total Retail Expenditures	\$3,444 53.6%	\$3,496 53.6%	\$3,419 54.1%
Alcoholic Beverages	\$39 0.6%	\$39 0.6%	\$38 0.6%
Apparel	\$123 1.9%	\$124 1.9%	\$120 1.9%
Contributions	\$182 2.8%	\$186 2.8%	\$178 2.8%
Education	\$135 2.1%	\$138 2.1%	\$132 2.1%
Entertainment	\$384 6.0%	\$388 6.0%	\$376 5.9%
Food Away From Home	\$288 4.5%	\$292 4.5%	\$282 4.5%
Grocery	\$524 8.2%	\$525 8.1%	\$514 8.1%
Health Care	\$539 8.4%	\$541 8.3%	\$541 8.6%
Household Furnishings and Equipment	\$171 2.7%	\$174 2.7%	\$168 2.7%
Household Operations	\$128 2.0%	\$129 2.0%	\$125 2.0%
Miscellaneous Expenses	\$111 1.7%	\$113 1.7%	\$109 1.7%
Personal Care	\$98 1.5%	\$99 1.5%	\$96 1.5%
Shelter	\$1,163 18.1%	\$1,163 17.8%	\$1,121 17.7%
Tax and Retirement	\$1,072 16.7%	\$1,115 17.1%	\$1,046 17.1%
Tobacco and Related	\$51 0.8%	\$51 0.8%	\$50 0.8%
Transportation	\$1,037 16.1%	\$1,063 16.3%	\$1,047 16.6%
Utilities	\$380 5.9%	\$380 5.8%	\$373 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						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$5.07 M / \$3.76 M	26	\$5.9 M / \$4.35 M	26	\$15.15 M / \$10.87 M	28
Men's Clothing Stores	\$223.7 K / -	100	\$258.66 K / -	100	\$666.5 K / -	100
Women's Clothing Stores	\$418.09 K / \$225.5 K	46	\$487.71 K / \$348.25 K	29	\$1.25 M / \$1.21 M	3
Children's, Infants' Clothing Stores	\$370.98 K / -	100	\$434.86 K / -	100	\$1.1 M / -	100
Family Clothing Stores	\$2.44 M / -	100	\$2.84 M / -	100	\$7.26 M / -	100
Clothing Accessory Stores	\$120.87 K / -	100	\$140.32 K / -	100	\$361.29 K / -	100
Other Apparel Stores	\$148.23 K / -	100	\$172.6 K / \$39.92 K	77	\$441.29 K / \$321.84 K	27
Shoe Stores	\$1.08 M / \$3.53 M	-69	\$1.26 M / \$3.96 M	-68	\$3.27 M / \$9.33 M	-65
Jewelry Stores	\$233.28 K / -	100	\$271.65 K / -	100	\$709.71 K / -	100
Luggage Stores	\$30.78 K / \$-1	100	\$35.61 K / \$-1	100	\$93.26 K / \$-1	100
<b>Furniture, Home Furnishings Stores</b>	\$4.5 M / \$1.05 M	77	\$5.24 M / \$1.05 M	80	\$13.37 M / \$1.05 M	92
Furniture Stores	\$2.23 M / \$1.05 M	53	\$2.58 M / \$1.05 M	59	\$6.65 M / \$1.05 M	84
Floor Covering Stores	\$311.74 K / -	100	\$360.93 K / -	100	\$928.51 K / -	100
Other Home Furnishing Stores	\$1.96 M / -	100	\$2.29 M / -	100	\$5.79 M / -	100
<b>Electronics, Appliance Stores</b>	\$4.17 M / \$1.57 M	62	\$4.89 M / \$1.57 M	68	\$12.66 M / \$4.71 M	63
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$4.29 M / \$5.07 M	-15	\$4.99 M / \$5.15 M	-3	\$12.75 M / \$8.17 M	36
Home Centers	\$2.41 M / \$2.11 M	12	\$2.8 M / \$2.19 M	22	\$7.16 M / \$2.79 M	61
Paint, Wallpaper Stores	\$474.66 K / -	100	\$554.93 K / -	100	\$1.41 M / -	100
Hardware Stores	\$266.96 K / \$418.51 K	-36	\$310.89 K / \$418.51 K	-26	\$795.13 K / \$418.51 K	47
Other Building Materials Stores	\$783.07 K / \$2.54 M	-69	\$908.68 K / \$2.54 M	-64	\$2.33 M / \$4.96 M	-53
Outdoor Power Equipment Stores	\$46.97 K / -	100	\$54.58 K / -	100	\$139.91 K / -	100
Nursery, Garden Stores	\$308.54 K / -	100	\$358.73 K / -	100	\$918.08 K / -	100
<b>Food, Beverage Stores</b>	\$6.25 M / \$6.93 M	-10	\$7.33 M / \$7.04 M	4	\$18.8 M / \$11.46 M	39
Grocery Stores	\$4.91 M / -	100	\$5.75 M / -	100	\$14.77 M / \$2.39 M	84
Convenience Stores	\$421.79 K / \$3.44 M	-88	\$496.74 K / \$3.55 M	-86	\$1.28 M / \$5.02 M	-74
Meat Markets	\$29.07 K / -	100	\$33.94 K / -	100	\$86.56 K / \$96.68 K	-10
Fish, Seafood Markets	\$9.96 K / -	100	\$11.62 K / -	100	\$29.59 K / -	100
Fruit, Vegetable Markets	\$18.97 K / -	100	\$22.16 K / -	100	\$56.49 K / -	100
Other Specialty Food Markets	\$38.38 K / -	100	\$44.87 K / -	100	\$113.99 K / -	100
Liquor Stores	\$822.87 K / \$3.49 M	-76	\$971.69 K / \$3.49 M	-72	\$2.45 M / \$3.96 M	-38

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>	\$3.8 M / \$8.46 M	-55	\$4.54 M / \$8.53 M	-47	\$11.97 M / \$12.41 M	-4
Pharmacy, Drug Stores	\$3.34 M / \$8.46 M	-60	\$3.99 M / \$8.49 M	-53	\$10.51 M / \$12.11 M	-13
Cosmetics, Beauty Stores	\$188.91 K / -	100	\$226.75 K / \$36.82 K	84	\$599.38 K / \$296.84 K	50
Optical Goods Stores	\$65.54 K / -	100	\$78.18 K / -	100	\$212.04 K / -	100
Other Health, Personal Care Stores	\$204.21 K / -	100	\$244.63 K / -	100	\$646.18 K / -	100
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$5.19 M / \$11.08 M	-53	\$6.04 M / \$11.08 M	-45	\$15.54 M / \$13 M	16
Sporting Goods Stores	\$2.01 M / \$1.72 M	14	\$2.34 M / \$1.72 M	26	\$5.97 M / \$1.72 M	71
Hobby, Toy, Game Stores	\$1.48 M / \$3.98 M	-63	\$1.71 M / \$3.98 M	-57	\$4.41 M / \$3.98 M	10
Sewing, Needlecraft Stores	\$1.04 M / \$5.37 M	-81	\$1.22 M / \$5.37 M	-77	\$3.17 M / \$7.29 M	-56
Musical Instrument Stores	\$295.18 K / -	100	\$350.66 K / -	100	\$877.82 K / -	100
Book Stores	\$362.22 K / -	100	\$425.67 K / -	100	\$1.11 M / -	100
<b>General Merchandise Stores</b>	\$16.16 M / \$24.76 M	-35	\$18.87 M / \$32.6 M	-42	\$48.6 M / \$89.65 M	-46
Department Stores	\$5.62 M / \$19.58 M	-71	\$6.57 M / \$26.94 M	-76	\$16.84 M / \$78.87 M	-79
Warehouse Superstores	\$8.94 M / -	100	\$10.45 M / -	100	\$26.98 M / -	100
Other General Merchandise Stores	\$1.59 M / \$5.17 M	-69	\$1.86 M / \$5.67 M	-67	\$4.77 M / \$10.78 M	-56
<b>Miscellaneous Store Retailers</b>	\$2.12 M / \$2.14 M	-1	\$2.47 M / \$2.19 M	11	\$6.4 M / \$3.33 M	48
Florists	\$49.01 K / \$207.74 K	-76	\$57.18 K / \$207.74 K	-72	\$145.79 K / \$207.74 K	-30
Office, Stationary Stores	\$224.59 K / -	100	\$260.45 K / -	100	\$681.33 K / -	100
Gift, Souvenir Stores	\$415.13 K / \$331.65 K	20	\$485.06 K / \$331.65 K	32	\$1.24 M / \$585.03 K	53
Used Merchandise Stores	\$160.77 K / \$138.92 K	14	\$186.38 K / \$138.92 K	25	\$487.89 K / \$386.85 K	21
Pet, Pet Supply Stores	\$423.99 K / -	100	\$489.18 K / -	100	\$1.26 M / -	100
Art Dealers	\$67.79 K / -	100	\$78.39 K / -	100	\$206.66 K / -	100
Mobile Home Dealers	\$44.27 K / -	100	\$51.35 K / -	100	\$131.72 K / -	100
Other Miscellaneous Retail Stores	\$733.53 K / \$1.47 M	-50	\$862.3 K / \$1.52 M	-43	\$2.24 M / \$2.15 M	4
<b>Non-Store Retailers</b>	\$9.35 M / \$473.62 K	95	\$10.96 M / \$473.62 K	96	\$28.24 M / \$1.96 M	93
Mail Order, Catalog Stores	\$8.76 M / -	100	\$10.27 M / -	100	\$26.48 M / \$781.39 K	97
Vending Machines	\$39.57 K / -	100	\$46.29 K / -	100	\$117.74 K / -	100
Fuel Dealers	\$51.81 K / \$473.62 K	-89	\$60.45 K / \$473.62 K	-87	\$155.51 K / \$473.62 K	-67
Other Direct Selling Establishments	\$495.85 K / -	100	\$580.73 K / -	100	\$1.49 M / \$706.1 K	52

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>	\$7.47 M / \$11.04 M	-32	\$8.8 M / \$11.42 M	-23	\$22.19 M / \$18.3 M	18
Hotels, Other Travel Accommodations	\$476.11 K / \$1.75 M	-73	\$560.98 K / \$1.79 M	-69	\$1.42 M / \$2.31 M	-39
RV Parks	\$5.16 K / -	100	\$6.02 K / -	100	\$15.42 K / \$10.45 K	32
Rooming, Boarding Houses	\$2.73 K / -	100	\$3.21 K / -	100	\$8.11 K / -	100
Full Service Restaurants	\$4.36 M / \$3.44 M	21	\$5.14 M / \$3.78 M	27	\$12.96 M / \$7.65 M	41
Limited Service Restaurants	\$2.02 M / \$5.66 M	-64	\$2.38 M / \$5.74 M	-58	\$6.01 M / \$8.6 M	-30
Special Food Services, Catering	\$599.05 K / -	100	\$704.39 K / -	100	\$1.78 M / -	100
Drinking Places	\$386.07 K / \$579.93 K	-33	\$457.46 K / \$579.93 K	-21	\$1.15 M / \$869.9 K	24
<b>Gasoline Stations</b>	\$3.13 M / \$20.04 M	-84	\$3.68 M / \$20.81 M	-82	\$9.55 M / \$51.98 M	-82
<b>Motor Vehicle, Parts Dealers</b>	\$7.76 M / \$9.06 M	-14	\$8.99 M / \$9.06 M	-1	\$23.36 M / \$15.08 M	35
New Car Dealers	\$4.58 M / \$6.18 M	-26	\$5.31 M / \$6.18 M	-14	\$13.89 M / \$7.34 M	47
Used Car Dealers	\$428.19 K / \$568.12 K	-25	\$495.37 K / \$570.22 K	-13	\$1.3 M / \$660.79 K	49
Recreational Vehicle Dealers	\$777.22 K / -	100	\$902.61 K / -	100	\$2.3 M / \$829.75 K	64
Motorcycle, Boat Dealers	\$1.03 M / \$1.07 M	-3	\$1.2 M / \$1.07 M	11	\$3.07 M / \$2.45 M	20
Auto Parts, Accessories	\$601.75 K / \$1.25 M	-52	\$702.37 K / \$1.25 M	-44	\$1.8 M / \$3.5 M	-48
Tire Dealers	\$333.58 K / -	100	\$389.63 K / \$5.75 K	99	\$999.64 K / \$309.07 K	69
2025 Population		5,149		5,945		15,462
2030 Population		5,032		5,872		15,003
% Population Change 2025-2030		-2.3%		-1.2%		-3.0%
2025 Adult Population Age 18+		3,749		4,341		11,294
2025 Population Male		2,587		2,997		7,718
2025 Population Female		2,561		2,948		7,743
2025 Households		1,927		2,221		5,843
2025 Median Household Income		49,242		49,936		45,652
2025 Average Household Income		69,972		71,192		65,284

# **Retail Potential**

# Retail Potential Profile



<b>Broken Bow, Oklahoma</b>	<b>10 min</b>	<b>15 min</b>	<b>30 min</b>
<b>Drive Time</b>	<b>drive time</b>	<b>drive time</b>	<b>drive time</b>
2025 Population	5,149	5,945	15,462
2030 Population	5,032	5,872	15,003
% Population Change 2020-2025	-0.9%	1.8%	-1.5%
2025 Adult Population Age 18+	\$3,749	\$4,341	\$11,294
2025 Population Male	\$2,587	\$2,997	\$7,718
2025 Population Female	\$2,561	\$2,948	\$7,743
2025 Households	\$1,927	\$2,221	\$5,843
2025 Median Household Income	\$49,242	\$49,936	\$45,652
2025 Average Household Income	\$69,972	\$71,192	\$65,284
<b>Clothing, Clothing Accessories Stores</b>	<b>\$5.07 M</b>	<b>\$5.9 M</b>	<b>\$15.15 M</b>
Men's Clothing Stores	\$223.7 K	\$258.66 K	\$666.5 K
Women's Clothing Stores	\$418.09 K	\$487.71 K	\$1.25 M
Children's, Infants' Clothing Stores	\$370.98 K	\$434.86 K	\$1.1 M
Family Clothing Stores	\$2.44 M	\$2.84 M	\$7.26 M
Clothing Accessory Stores	\$120.87 K	\$140.32 K	\$361.29 K
Other Apparel Stores	\$148.23 K	\$172.6 K	\$441.29 K
Shoe Stores	\$1.08 M	\$1.26 M	\$3.27 M
Jewelry Stores	\$233.28 K	\$271.65 K	\$709.71 K
Luggage Stores	\$30.78 K	\$35.61 K	\$93.26 K
<b>Furniture, Home Furnishings Stores</b>	<b>\$4.5 M</b>	<b>\$5.24 M</b>	<b>\$13.37 M</b>
Furniture Stores	\$2.23 M	\$2.58 M	\$6.65 M
Floor Covering Stores	\$311.74 K	\$360.93 K	\$928.51 K
Other Home Furnishing Stores	\$1.96 M	\$2.29 M	\$5.79 M
<b>Electronics, Appliance Stores</b>	<b>\$4.17 M</b>	<b>\$4.89 M</b>	<b>\$12.66 M</b>
<b>Gasoline Stations</b>	<b>\$3.13 M</b>	<b>\$3.68 M</b>	<b>\$9.55 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>	<b>\$4.29 M</b>	<b>\$4.99 M</b>	<b>\$12.75 M</b>
Home Centers	\$2.41 M	\$2.8 M	\$7.16 M
Paint, Wallpaper Stores	\$474.66 K	\$554.93 K	\$1.41 M
Hardware Stores	\$266.96 K	\$310.89 K	\$795.13 K
Other Building Materials Stores	\$783.07 K	\$908.68 K	\$2.33 M
Outdoor Power Equipment Stores	\$46.97 K	\$54.58 K	\$139.91 K
Nursery, Garden Stores	\$308.54 K	\$358.73 K	\$918.08 K
<b>Food, Beverage Stores</b>	<b>\$6.25 M</b>	<b>\$7.33 M</b>	<b>\$18.8 M</b>
Grocery Stores	\$4.91 M	\$5.75 M	\$14.77 M
Convenience Stores	\$421.79 K	\$496.74 K	\$1.28 M
Meat Markets	\$29.07 K	\$33.94 K	\$86.56 K
Fish, Seafood Markets	\$9.96 K	\$11.62 K	\$29.59 K
Fruit, Vegetable Markets	\$18.97 K	\$22.16 K	\$56.49 K
Other Specialty Food Markets	\$38.38 K	\$44.87 K	\$113.99 K
Liquor Stores	\$822.87 K	\$971.69 K	\$2.45 M

# Retail Potential Profile



<b>Broken Bow, Oklahoma</b>	<b>10 min</b>	<b>15 min</b>	<b>30 min</b>
<b>Drive Time</b>	<b>drive time</b>	<b>drive time</b>	<b>drive time</b>
<b>Health, Personal Care Stores</b>	\$3.8 M	\$4.54 M	\$11.97 M
Pharmacy, Drug Stores	\$3.34 M	\$3.99 M	\$10.51 M
Cosmetics, Beauty Stores	\$188.91 K	\$226.75 K	\$599.38 K
Optical Goods Stores	\$65.54 K	\$78.18 K	\$212.04 K
Other Health, Personal Care Stores	\$204.21 K	\$244.63 K	\$646.18 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$5.19 M	\$6.04 M	\$15.54 M
Sporting Goods Stores	\$2.01 M	\$2.34 M	\$5.97 M
Hobby, Toy, Game Stores	\$1.48 M	\$1.71 M	\$4.41 M
Sewing, Needlecraft Stores	\$1.04 M	\$1.22 M	\$3.17 M
Musical Instrument Stores	\$295.18 K	\$350.66 K	\$877.82 K
Book Stores	\$362.22 K	\$425.67 K	\$1.11 M
<b>General Merchandise Stores</b>	\$16.16 M	\$18.87 M	\$48.6 M
Department Stores	\$5.62 M	\$6.57 M	\$16.84 M
Warehouse Superstores	\$8.94 M	\$10.45 M	\$26.98 M
Other General Merchandise Stores	\$1.59 M	\$1.86 M	\$4.77 M
<b>Miscellaneous Store Retailers</b>	\$2.12 M	\$2.47 M	\$6.4 M
Florists	\$49.01 K	\$57.18 K	\$145.79 K
Office, Stationary Stores	\$224.59 K	\$260.45 K	\$681.33 K
Gift, Souvenir Stores	\$415.13 K	\$485.06 K	\$1.24 M
Used Merchandise Stores	\$160.77 K	\$186.38 K	\$487.89 K
Pet, Pet Supply Stores	\$423.99 K	\$489.18 K	\$1.26 M
Art Dealers	\$67.79 K	\$78.39 K	\$206.66 K
Mobile Home Dealers	\$44.27 K	\$51.35 K	\$131.72 K
Other Miscellaneous Retail Stores	\$733.53 K	\$862.3 K	\$2.24 M
<b>Non-Store Retailers</b>	\$9.35 M	\$10.96 M	\$28.24 M
Mail Order, Catalog Stores	\$8.76 M	\$10.27 M	\$26.48 M
Vending Machines	\$39.57 K	\$46.29 K	\$117.74 K
Fuel Dealers	\$51.81 K	\$60.45 K	\$155.51 K
Other Direct Selling Establishments	\$495.85 K	\$580.73 K	\$1.49 M
<b>Accommodation, Food Services</b>	\$7.86 M	\$9.25 M	\$23.34 M
Hotels, Other Travel Accommodations	\$476.11 K	\$560.98 K	\$1.42 M
RV Parks	\$5.16 K	\$6.02 K	\$15.42 K
Rooming, Boarding Houses	\$2.73 K	\$3.21 K	\$8.11 K
Full Service Restaurants	\$4.36 M	\$5.14 M	\$12.96 M
Limited Service Restaurants	\$2.02 M	\$2.38 M	\$6.01 M
Special Food Services, Catering	\$599.05 K	\$704.39 K	\$1.78 M
Drinking Places	\$386.07 K	\$457.46 K	\$1.15 M
<b>Motor Vehicle, Parts Dealers</b>	\$7.76 M	\$8.99 M	\$23.36 M
New Car Dealers	\$4.58 M	\$5.31 M	\$13.89 M
Used Car Dealers	\$428.19 K	\$495.37 K	\$1.3 M
Recreational Vehicle Dealers	\$777.22 K	\$902.61 K	\$2.3 M
Motorcycle, Boat Dealers	\$1.03 M	\$1.2 M	\$3.07 M
Auto Parts, Accessories	\$601.75 K	\$702.37 K	\$1.8 M
Tire Dealers	\$333.58 K	\$389.63 K	\$999.64 K

# **Income Summary**

# Income Summary Report



<b>Broken Bow, Oklahoma</b>	<b>10 min drive</b>		<b>15 min drive</b>		<b>30 min drive</b>	
<b>Drive Time</b>	<b>time</b>		<b>time</b>		<b>time</b>	
<b>Population</b>						
Estimated Population (2025)	5,149		5,945		15,462	
Projected Population (2030)	5,032		5,872		15,003	
Census Population (2020)	5,195		5,841		15,700	
Census Population (2010)	5,307		6,120		16,577	
<i>Projected Annual Growth (2025 to 2030)</i>	-117	-0.5%	-73	-0.2%	-458	-0.6%
<i>Historical Annual Growth (2020 to 2025)</i>	-46	-0.2%	104	0.4%	-238	-0.3%
<i>Historical Annual Growth (2010 to 2020)</i>	-112	-0.2%	-280	-0.5%	-877	-0.5%
<b>Households</b>						
Estimated Households (2025)	1,927		2,221		5,843	
Projected Households (2030)	1,852		2,158		5,576	
Census Households (2020)	1,985		2,240		6,083	
Census Households (2010)	2,058		2,388		6,468	
<i>Projected Annual Growth (2025 to 2030)</i>	-75	-0.8%	-63	-0.6%	-267	-0.9%
<i>Historical Annual Growth (2020 to 2025)</i>	-59	-0.6%	-19	-0.2%	-240	-0.8%
<i>Historical Annual Growth (2010 to 2020)</i>	-73	-0.4%	-147	-0.6%	-384	-0.6%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$69,972		\$71,192		\$65,284	
Projected Average Household Income (2030)	\$69,955		\$71,267		\$65,138	
Census Average Household Income (2020)	\$38,697		\$38,957		\$38,945	
Census Average Household Income (2010)	\$30,104		\$30,378		\$32,371	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$18	-	\$74	-	-\$145	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$31,275	5.4%	\$32,235	5.5%	\$26,339	4.5%
<i>Historical Annual Growth (2010 to 2020)</i>	\$8,593	2.9%	\$8,579	2.8%	\$6,574	2.0%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$49,242		\$49,936		\$45,652	
Projected Median Household Income (2030)	\$49,099		\$49,606		\$45,278	
Census Median Household Income (2020)	\$27,448		\$28,250		\$29,689	
Census Median Household Income (2010)	\$21,103		\$21,507		\$23,292	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$143	-	-\$330	-0.1%	-\$374	-0.2%
<i>Historical Annual Growth (2020 to 2025)</i>	\$21,794	5.3%	\$21,686	5.1%	\$15,962	3.6%
<i>Historical Annual Growth (2010 to 2020)</i>	\$6,346	3.0%	\$6,743	3.1%	\$6,398	2.7%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$26,231		\$26,638		\$24,716	
Projected Per Capita Income (2030)	\$25,784		\$26,229		\$24,256	
Census Per Capita Income (2020)	\$15,008		\$15,198		\$15,197	
Census Per Capita Income (2010)	\$11,505		\$11,667		\$12,511	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$447	-0.3%	-\$408	-0.3%	-\$460	-0.4%
<i>Historical Annual Growth (2020 to 2025)</i>	\$11,223	5.0%	\$11,440	5.0%	\$9,518	4.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$3,503	3.0%	\$3,531	3.0%	\$2,686	2.1%
<b>Other Income</b>						
Estimated Families (2025)	1,300		1,490		3,829	
Estimated Average Family Income (2025)	\$82,530		\$84,795		\$79,486	
Estimated Median Family Income (2025)	\$63,300		\$65,548		\$59,432	
Estimated Average Household Net Worth (2025)	\$566,512		\$600,160		\$609,707	

# **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		5,149		5,945		15,462
Estimated Households		1,927		2,221		5,843
<b>Household Expenditure</b>		\$148.55 M		\$173.75 M		\$443 M
Per Household ~ Per Capita	\$77,093	\$28,852	\$78,223	\$29,226	\$75,816	\$28,652
Non-Retail Expenditures	\$68.91 M	46.4%	\$80.58 M	46.4%	\$203.28 M	45.9%
Per Household ~ Per Capita	\$35,763	\$13,384	\$36,276	\$13,554	\$34,789	\$13,147
Retail Expenditures	\$79.64 M	53.6%	\$93.17 M	53.6%	\$239.73 M	54.1%
Per Household ~ Per Capita	\$41,330	\$15,468	\$41,947	\$15,673	\$41,027	\$15,505
Alcoholic Beverages	\$895.97 K	0.6%	\$1.05 M	0.6%	\$2.66 M	0.6%
Per Household ~ Per Capita	\$465	\$174	\$472	\$176	\$456	\$172
Apparel	\$2.84 M	1.9%	\$3.31 M	1.9%	\$8.43 M	1.9%
Per Household ~ Per Capita	\$1,473	\$551	\$1,490	\$557	\$1,443	\$545
Contributions	\$4.2 M	2.8%	\$4.95 M	2.8%	\$12.46 M	2.8%
Per Household ~ Per Capita	\$2,179	\$815	\$2,227	\$832	\$2,133	\$806
Education	\$3.13 M	2.1%	\$3.67 M	2.1%	\$9.29 M	2.1%
Per Household ~ Per Capita	\$1,623	\$607	\$1,654	\$618	\$1,590	\$601
Entertainment	\$8.87 M	6.0%	\$10.34 M	6.0%	\$26.35 M	5.9%
Per Household ~ Per Capita	\$4,604	\$1,723	\$4,656	\$1,740	\$4,510	\$1,704
Food Away From Home	\$6.66 M	4.5%	\$7.78 M	4.5%	\$19.8 M	4.5%
Per Household ~ Per Capita	\$3,457	\$1,294	\$3,502	\$1,308	\$3,389	\$1,281
Grocery	\$12.12 M	8.2%	\$13.99 M	8.1%	\$36.06 M	8.1%
Per Household ~ Per Capita	\$6,289	\$2,354	\$6,298	\$2,353	\$6,171	\$2,332
Health Care	\$12.45 M	8.4%	\$14.43 M	8.3%	\$37.97 M	8.6%
Per Household ~ Per Capita	\$6,464	\$2,419	\$6,496	\$2,427	\$6,498	\$2,456
Household Furnishings and Equipment	\$3.96 M	2.7%	\$4.63 M	2.7%	\$11.77 M	2.7%
Per Household ~ Per Capita	\$2,056	\$770	\$2,085	\$779	\$2,015	\$762
Household Operations	\$2.95 M	2.0%	\$3.44 M	2.0%	\$8.77 M	2.0%
Per Household ~ Per Capita	\$1,532	\$573	\$1,547	\$578	\$1,501	\$567
Miscellaneous Expenses	\$2.57 M	1.7%	\$3.01 M	1.7%	\$7.65 M	1.7%
Per Household ~ Per Capita	\$1,336	\$500	\$1,354	\$506	\$1,308	\$494
Personal Care	\$2.27 M	1.5%	\$2.63 M	1.5%	\$6.76 M	1.5%
Per Household ~ Per Capita	\$1,180	\$441	\$1,184	\$442	\$1,157	\$437
Shelter	\$26.89 M	18.1%	\$31 M	17.8%	\$78.58 M	17.7%
Per Household ~ Per Capita	\$13,958	\$5,224	\$13,956	\$5,214	\$13,448	\$5,082
Tax and Retirement	\$24.79 M	16.7%	\$29.71 M	17.1%	\$73.38 M	16.6%
Per Household ~ Per Capita	\$12,864	\$4,814	\$13,377	\$4,998	\$12,558	\$4,746
Tobacco and Related	\$1.18 M	0.8%	\$1.35 M	0.8%	\$3.53 M	0.8%
Per Household ~ Per Capita	\$615	\$230	\$608	\$227	\$604	\$228
Transportation	\$23.97 M	16.1%	\$28.33 M	16.3%	\$73.4 M	16.6%
Per Household ~ Per Capita	\$12,440	\$4,656	\$12,755	\$4,766	\$12,561	\$4,747
Utilities	\$8.78 M	5.9%	\$10.13 M	5.8%	\$26.14 M	5.9%
Per Household ~ Per Capita	\$4,559	\$1,706	\$4,562	\$1,704	\$4,474	\$1,691

# Consumer Expenditure Trend



Broken Bow, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
<b>Population / Households (2025)</b>							
Estimated Population		5,149		5,945		15,462	
Estimated Households		1,927		2,221		5,843	
<b>Total Annual Consumer Expenditure (2025)</b>							
Total Household Expenditure		\$148.55 M		\$173.75 M		\$443 M	
Total Non-Retail Expenditure		\$68.91 M		\$80.58 M		\$203.28 M	
Total Retail Expenditure		\$79.64 M		\$93.17 M		\$239.73 M	
Alcoholic Beverages		\$895.97 K		\$1.05 M		\$2.66 M	
Apparel		\$2.84 M		\$3.31 M		\$8.43 M	
Contributions		\$4.2 M		\$4.95 M		\$12.46 M	
Education		\$3.13 M		\$3.67 M		\$9.29 M	
Entertainment		\$8.87 M		\$10.34 M		\$26.35 M	
Food Away From Home		\$6.66 M		\$7.78 M		\$19.8 M	
Grocery		\$12.12 M		\$13.99 M		\$36.06 M	
Health Care		\$12.45 M		\$14.43 M		\$37.97 M	
Household Furnishings and Equipment		\$3.96 M		\$4.63 M		\$11.77 M	
Household Operations		\$2.95 M		\$3.44 M		\$8.77 M	
Miscellaneous Expenses		\$2.57 M		\$3.01 M		\$7.65 M	
Personal Care		\$2.27 M		\$2.63 M		\$6.76 M	
Shelter		\$26.89 M		\$31 M		\$78.58 M	
Tax and Retirement		\$24.79 M		\$29.71 M		\$73.38 M	
Tobacco and Related		\$1.18 M		\$1.35 M		\$3.53 M	
Transportation		\$23.97 M		\$28.33 M		\$73.4 M	
Utilities		\$8.78 M		\$10.13 M		\$26.14 M	
<b>Monthly Household Consumer Expenditure (2025)</b>							
Total Household Expenditure		\$6,424		\$6,519		\$6,318	
Total Non-Retail Expenditure		\$2,980		46.4%		\$2,899	
Total Retail Expenditure		\$3,444		53.6%		\$3,419	
Alcoholic Beverages		\$39		0.6%		\$38	
Apparel		\$123		1.9%		\$120	
Contributions		\$182		2.8%		\$178	
Education		\$135		2.1%		\$132	
Entertainment		\$384		6.0%		\$376	
Food Away From Home		\$288		4.5%		\$282	
Grocery		\$524		8.2%		\$514	
Health Care		\$539		8.4%		\$541	
Household Furnishings and Equipment		\$171		2.7%		\$168	
Household Operations		\$128		2.0%		\$125	
Miscellaneous Expenses		\$111		1.7%		\$109	
Personal Care		\$98		1.5%		\$96	
Shelter		\$1,163		18.1%		\$1,121	
Tax and Retirement		\$1,072		16.7%		\$1,046	
Tobacco and Related		\$51		0.8%		\$50	
Transportation		\$1,037		16.1%		\$1,047	
Utilities		\$380		5.9%		\$373	

# Consumer Expenditure Trend



<b>Broken Bow, Oklahoma</b>		<b>10 min drive</b>	<b>15 min drive</b>	<b>30 min drive</b>
<b>Drive Time</b>		<b>time</b>	<b>time</b>	<b>time</b>
<b>Population / Households (2030)</b>				
Projected Population		5,032	5,872	15,003
Projected Households		-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>				
Total Household Expenditure		\$142.88 M	\$169.06 M	\$421.38 M
Total Non-Retail Expenditure		\$66.4 M	\$78.53 M	\$193.59 M
Total Retail Expenditure		\$76.48 M	\$90.53 M	\$227.79 M
Alcoholic Beverages		\$860.82 K	\$1.02 M	\$2.53 M
Apparel		\$2.72 M	\$3.21 M	\$8.02 M
Contributions		\$4.06 M	\$4.83 M	\$11.84 M
Education		\$3.02 M	\$3.58 M	\$8.83 M
Entertainment		\$8.49 M	\$10.03 M	\$25.05 M
Food Away From Home		\$6.39 M	\$7.55 M	\$18.83 M
Grocery		\$11.5 M	\$13.48 M	\$34.35 M
Health Care		\$12.1 M	\$14.12 M	\$36.29 M
Household Furnishings and Equipment		\$3.8 M	\$4.5 M	\$11.19 M
Household Operations		\$2.82 M	\$3.33 M	\$8.35 M
Miscellaneous Expenses		\$2.47 M	\$2.92 M	\$7.26 M
Personal Care		\$2.16 M	\$2.54 M	\$6.44 M
Shelter		\$25.61 M	\$29.91 M	\$74.82 M
Tax and Retirement		\$24.35 M	\$29.41 M	\$69.82 M
Tobacco and Related		\$1.11 M	\$1.29 M	\$3.37 M
Transportation		\$23.1 M	\$27.57 M	\$69.5 M
Utilities		\$8.33 M	\$9.76 M	\$24.9 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>				
Total Household Expenditure		\$-5.67 M	\$-4.69 M	\$-21.62 M
Total Non-Retail Expenditure		\$-2.51 M	\$-2.05 M	\$-9.68 M
Total Retail Expenditure		\$-3.16 M	\$-2.64 M	\$-11.94 M
Alcoholic Beverages		\$-35.15 K	\$-28.8 K	\$-131.35 K
Apparel		\$-118.69 K	\$-96.64 K	\$-410.86 K
Contributions		\$-137.22 K	\$-113.4 K	\$-627.07 K
Education		\$-110.98 K	\$-91.35 K	\$-463.41 K
Entertainment		\$-384.92 K	\$-316.33 K	\$-1.3 M
Food Away From Home		\$-274.63 K	\$-224.64 K	\$-971.18 K
Grocery		\$-623.57 K	\$-506.11 K	\$-1.71 M
Health Care		\$-350.27 K	\$-313.58 K	\$-1.68 M
Household Furnishings and Equipment		\$-159.72 K	\$-130.91 K	\$-579.8 K
Household Operations		\$-129.58 K	\$-104.78 K	\$-423.31 K
Miscellaneous Expenses		\$-107.94 K	\$-89.78 K	\$-383.63 K
Personal Care		\$-112.1 K	\$-91.06 K	\$-323.36 K
Shelter		\$-1.28 M	\$-1.09 M	\$-3.75 M
Tax and Retirement		\$-438.65 K	\$-303.89 K	\$-3.56 M
Tobacco and Related		\$-73.98 K	\$-60.12 K	\$-159.56 K
Transportation		\$-871.78 K	\$-762.67 K	\$-3.9 M
Utilities		\$-458.72 K	\$-372.15 K	\$-1.24 M

# **Crime Risk**

Broken Bow, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Demographics</b>			
Population	5,149	5,945	15,462
Census Population	5,195	5,841	15,700
Households	1,927	2,221	5,843
Average Household Income	\$69,972	\$71,192	\$65,284
Median Household Income	\$49,242	\$49,936	\$45,652
Per Capita Income	\$26,231	\$26,638	\$24,716
<b>Total Crime</b>			
Crime Index	211	196	159
Crime Level	Very High	Very High	High Risk
<b>Personal Crime</b>			
Crime Index	165	157	117
Crime Level	High Risk	High Risk	Average
<b>Murder</b>			
Crime Index	292	278	235
Crime Level	Very High	Very High	Very High
<b>Rape</b>			
Crime Index	178	168	153
Crime Level	High Risk	High Risk	High Risk
<b>Robbery</b>			
Crime Index	89	83	49
Crime Level	Below Average	Below Average	Low Risk
<b>Assault</b>			
Crime Index	181	173	127
Crime Level	Very High	High Risk	Above Average
<b>Property Crime</b>			
Crime Index	220	203	167
Crime Level	Very High	Very High	High Risk
<b>Burglary</b>			
Crime Index	421	396	306
Crime Level	Very High	Very High	Very High
<b>Larceny</b>			
Crime Index	185	170	154
Crime Level	Very High	High Risk	High Risk
<b>Motor Vehicle Theft</b>			
Crime Index	198	178	94
Crime Level	Very High	High Risk	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 / 5		
<b>Clothing Apparel</b>			
Cato	1 / 0	5,000	
<b>Convenience Stores</b>			
Alon	1 / 1	3,500	
Casey's General Store	1 / 0	3,200	
Love's	1 / 1	7,300	
Murphy USA	1 / 0	2,100	
Phillips 66	1 / 1	2,500	
Shell	3 / 0	1,800	
Valero	3 / 0	3,200	
<b>Dealerships</b>			
Chevrolet	1 / 1		
Ford	1 / 0		
Jeep	1 / 1		
Lincoln	1 / 0		
<b>Department Stores</b>			
Bealls	1 / 0	22,600	
<b>Discount Department Stores</b>			
Walmart	1 / 1	122,800	
Walmart Supercenter	1 / 0	189,700	
<b>Dollar Stores</b>			
Dollar General	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		
PK - 8	10 / 3		
Trade Schools	1 / 0		
<b>Eyewear</b>			

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

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