



RETAIL ATTRACTIONS, LLC

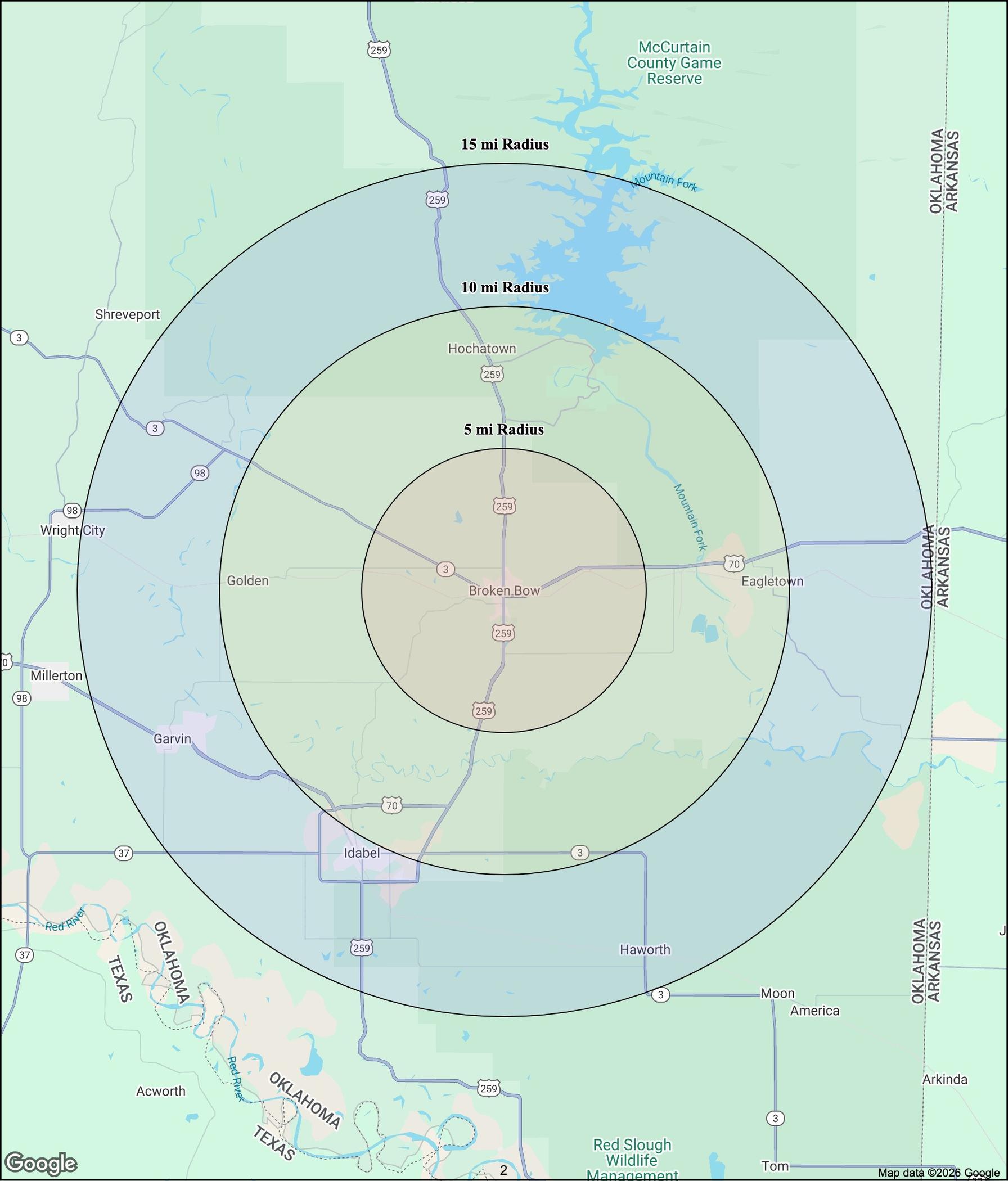
Economic Development Consulting

**Broken Bow, Oklahoma
Radius
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



McCurain
County Game
Reserve

15 mi Radius

10 mi Radius

5 mi Radius

OKLAHOMA
ARKANSAS

OKLAHOMA
ARKANSAS

OKLAHOMA
ARKANSAS

Arkinda

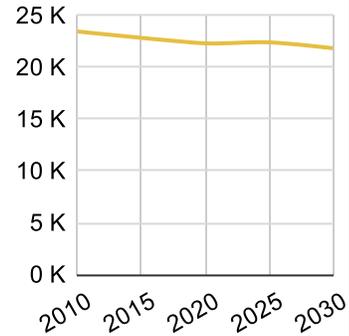
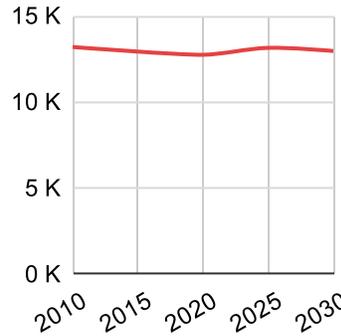
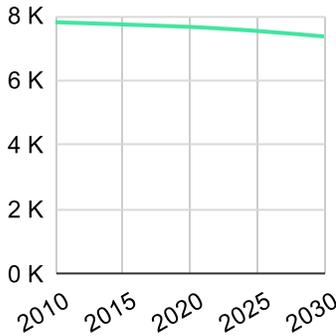
Red Slough
Wildlife
Management

Map data ©2026 Google

Google

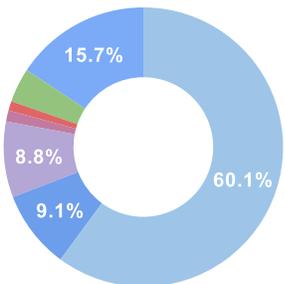
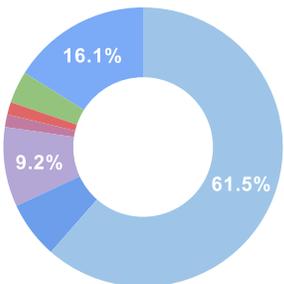
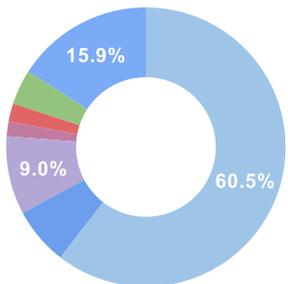
Broken Bow, Oklahoma

Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2025)	7,535		13,146		22,418	
Projected Population (2030)	7,364		12,963		21,851	
Census Population (2020)	7,661		12,744		22,325	
Census Population (2010)	7,805		13,196		23,468	
Projected Annual Growth (2025-2030)	-171	-0.5%	-184	-0.3%	-567	-0.5%
Historical Annual Growth (2020-2025)	-126	-0.3%	403	0.6%	93	-
Historical Annual Growth (2010-2020)	-143	-0.2%	-452	-0.3%	-1,143	-0.5%
Estimated Population Density (2025)	96 <i>psm</i>		42 <i>psm</i>		32 <i>psm</i>	
Trade Area Size	78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	



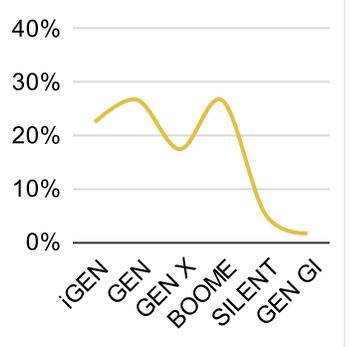
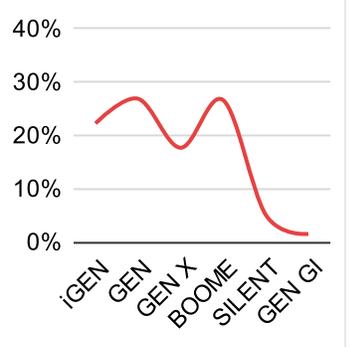
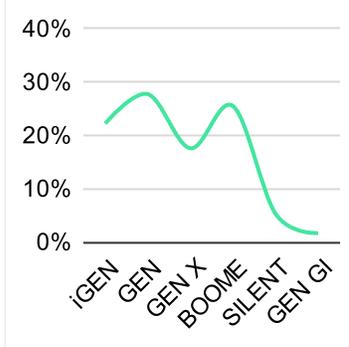
Race and Ethnicity (2025)

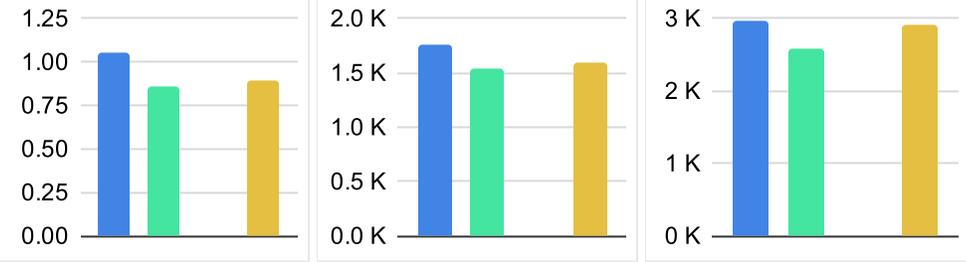
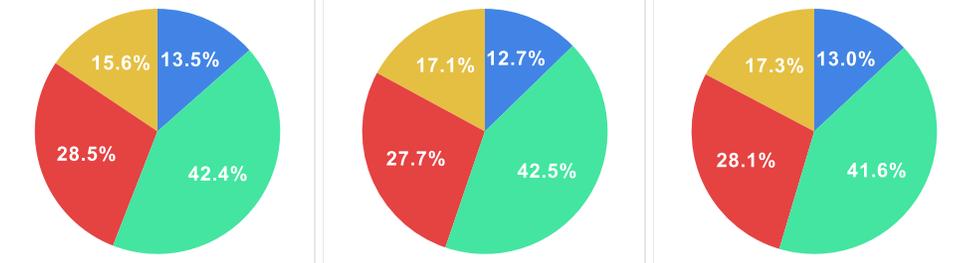
Not Hispanic or Latino Population						
White	4,278	62.8%	7,662	63.7%	12,813	62.3%
Black or African American	501	7.4%	861	7.2%	1,998	9.7%
American Indian or Alaska Native	642	9.4%	1,158	9.6%	1,880	9.1%
Asian	119	1.7%	179	1.5%	272	1.3%
Hawaiian or Pacific Islander	157	2.3%	189	1.6%	244	1.2%
Other Race	59	0.9%	96	0.8%	218	1.1%
Two or More Races	1,052	15.5%	1,883	15.7%	3,133	15.2%
Hispanic or Latino Population						
White	279	38.3%	418	37.3%	659	35.4%
Black or African American	5	0.7%	8	0.7%	32	1.7%
American Indian or Alaska Native	40	5.5%	55	4.9%	90	4.9%
Asian	10	1.4%	12	1.1%	14	0.7%
Hispanic Hawaiian or Pacific Islander	1	0.1%	1	-	1	-
Other Race	246	33.8%	392	35.1%	672	36.1%
Two or More Races	147	20.2%	233	20.8%	392	21.1%



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

Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Age Distribution (2025)							
Age Under 5 Years		530	7.0%	948	7.2%	1,634	7.3%
Age 5 to 9 Years		535	7.1%	949	7.2%	1,660	7.4%
Age 10 to 14 Years		610	8.1%	1,027	7.8%	1,743	7.8%
Age 15 to 19 Years		567	7.5%	957	7.3%	1,574	7.0%
Age 20 to 24 Years		526	7.0%	861	6.5%	1,407	6.3%
Age 25 to 29 Years		452	6.0%	789	6.0%	1,397	6.2%
Age 30 to 34 Years		545	7.2%	926	7.0%	1,597	7.1%
Age 35 to 39 Years		475	6.3%	800	6.1%	1,344	6.0%
Age 40 to 44 Years		445	5.9%	786	6.0%	1,336	6.0%
Age 45 to 49 Years		405	5.4%	738	5.6%	1,221	5.4%
Age 50 to 54 Years		464	6.2%	781	5.9%	1,255	5.6%
Age 55 to 59 Years		418	5.5%	743	5.6%	1,280	5.7%
Age 60 to 64 Years		400	5.3%	759	5.8%	1,339	6.0%
Age 65 to 69 Years		355	4.7%	686	5.2%	1,176	5.2%
Age 70 to 74 Years		284	3.8%	527	4.0%	901	4.0%
Age 75 to 79 Years		220	2.9%	381	2.9%	687	3.1%
Age 80 to 84 Years		179	2.4%	289	2.2%	500	2.2%
Age 85 Years or Over		126	1.7%	200	1.5%	368	1.6%
Median Age		34.5		35.2		35.2	
Generation (2025)							
iGeneration (Age Under 15 Years)		1,675	22.2%	2,924	22.2%	5,037	22.5%
Generation 9/11 Millennials (Age 15 to 34 Years)		2,090	27.7%	3,532	26.9%	5,976	26.7%
Gen Xers (Age 35 to 49 Years)		1,324	17.6%	2,324	17.7%	3,901	17.4%
Baby Boomers (Age 50 to 74 Years)		1,921	25.5%	3,496	26.6%	5,950	26.5%
Silent Generation (Age 75 to 84 Years)		400	5.3%	670	5.1%	1,186	5.3%
G.I. Generation (Age 85 Years or Over)		126	1.7%	200	1.5%	368	1.6%



Broken Bow, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
Household Type (2025)				
Total Households		2,813	4,890	8,449
Family Households		1,914 68.0%	3,288 67.2%	5,543 65.6%
Family Households with Children		1,049 54.8%	1,753 53.3%	2,956 53.3%
Family Households No Children		865 45.2%	1,535 46.7%	2,587 46.7%
Non-Family Households		899 32.0%	1,601 32.8%	2,906 34.4%
Non-Family Households with Children		1 0.1%	2 0.1%	4 0.2%
Non-Family Households No Children		897 99.9%	1,600 99.9%	2,902 99.8%
				
Education Attainment (2025)				
Elementary or Some High School		643 13.5%	1,069 12.7%	1,879 13.0%
High School Graduate		2,023 42.4%	3,572 42.5%	5,984 41.6%
Some College or Associate Degree		1,357 28.5%	2,327 27.7%	4,046 28.1%
Bachelor or Graduate Degree		744 15.6%	1,437 17.1%	2,491 17.3%
				
Household Income (2025)				
Estimated Average Household Income		\$77,366	\$78,698	\$72,444
Estimated Median Household Income		\$54,689	\$56,230	\$51,138
HH Income Under \$10,000		259 9.2%	387 7.9%	691 8.2%
HH Income \$10,000 to \$34,999		677 24.1%	1,150 23.5%	2,338 27.7%
HH Income \$35,000 to \$49,999		327 11.6%	603 12.3%	1,098 13.0%
HH Income \$50,000 to \$74,999		603 21.4%	992 20.3%	1,521 18.0%
HH Income \$75,000 to \$99,999		346 12.3%	613 12.5%	969 11.5%
HH Income \$100,000 to \$149,999		386 13.7%	708 14.5%	1,162 13.8%
HH Income \$150,000 or More		216 7.7%	437 8.9%	670 7.9%

Broken Bow, Oklahoma						
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Population						
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Census Population (2020)	7,661		12,744		22,325	
Census Population (2010)	7,805		13,196		23,468	
Projected Annual Growth (2025-2030)	-171	-0.5%	-184	-0.3%	-567	-0.5%
Historical Annual Growth (2020-2025)	-126	-	403	0.6%	93	-
Historical Annual Growth (2010-2020)	-143	-0.2%	-452	-0.3%	-1,143	-0.5%
Estimated Population Density (2025)	96 <i>psm</i>		42 <i>psm</i>		32 <i>psm</i>	
Trade Area Size	78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	
Households						
Estimated Households (2025)	2,813		4,890		8,449	
Projected Households (2030)	2,697		4,732		8,076	
Census Households (2020)	2,943		4,857		8,611	
Census Households (2010)	3,033		5,086		9,127	
Projected Annual Growth (2025-2030)	-115	-0.8%	-157	-0.6%	-373	-0.9%
Historical Annual Change (2010-2025)	-221	-0.5%	-196	-0.3%	-678	-0.5%
Average Household Income						
Estimated Average Household Income (2025)	\$77,366		\$78,698		\$72,444	
Projected Average Household Income (2030)	\$77,155		\$78,535		\$72,289	
Census Average Household Income (2010)	\$40,198		\$40,890		\$41,050	
Census Average Household Income (2000)	\$30,532		\$32,188		\$33,345	
Projected Annual Change (2025-2030)	-\$210	-	-\$164	-	-\$155	-
Historical Annual Change (2000-2025)	\$46,833	6.1%	\$46,510	5.8%	\$39,099	4.7%
Median Household Income						
Estimated Median Household Income (2025)	\$54,689		\$56,230		\$51,138	
Projected Median Household Income (2030)	\$54,324		\$55,757		\$50,715	
Census Median Household Income (2010)	\$28,891		\$31,036		\$31,482	
Census Median Household Income (2000)	\$22,824		\$24,343		\$24,551	
Projected Annual Change (2025-2030)	-\$365	-0.1%	-\$472	-0.2%	-\$423	-0.2%
Historical Annual Change (2000-2025)	\$31,865	5.6%	\$31,886	5.2%	\$26,586	4.3%
Per Capita Income						
Estimated Per Capita Income (2025)	\$28,920		\$29,294		\$27,336	
Projected Per Capita Income (2030)	\$28,304		\$28,694		\$26,753	
Census Per Capita Income (2010)	\$15,621		\$15,759		\$15,967	
Census Per Capita Income (2000)	\$11,788		\$12,385		\$12,847	
Projected Annual Change (2025-2030)	-\$616	-0.4%	-\$600	-0.4%	-\$583	-0.4%
Historical Annual Change (2000-2025)	\$17,132	5.8%	\$16,909	5.5%	\$14,489	4.5%
Estimated Average Household Net Worth (2025)	\$638,936		\$726,715		\$697,213	

Broken Bow, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Race and Ethnicity						
Total Population (2025)	7,535		13,146		22,418	
White (2025)	4,556	60.5%	8,080	61.5%	13,472	60.1%
Black or African American (2025)	506	6.7%	869	6.6%	2,030	9.1%
American Indian or Alaska Native (2025)	681	9.0%	1,213	9.2%	1,970	8.8%
Asian (2025)	129	1.7%	191	1.5%	285	1.3%
Hawaiian or Pacific Islander (2025)	158	2.1%	190	1.4%	245	1.1%
Other Race (2025)	305	4.0%	488	3.7%	889	4.0%
Two or More Races (2025)	1,199	15.9%	2,116	16.1%	3,525	15.7%
Population < 18 (2025)	2,013 26.7%		3,522 26.8%		6,024 26.9%	
White Not Hispanic	814	40.4%	1,486	42.2%	2,469	41.0%
Black or African American	133	6.6%	237	6.7%	591	9.8%
Asian	11	0.5%	27	0.8%	62	1.0%
Other Race Not Hispanic	721	35.8%	1,247	35.4%	2,044	33.9%
Hispanic	335	16.6%	525	14.9%	857	14.2%
Not Hispanic or Latino Population (2025)	6,807 90.3%		12,028 91.5%		20,557 91.7%	
Not Hispanic White	4,278	62.8%	7,662	63.7%	12,813	62.3%
Not Hispanic Black or African American	501	7.4%	861	7.2%	1,998	9.7%
Not Hispanic American Indian or Alaska Native	642	9.4%	1,158	9.6%	1,880	9.1%
Not Hispanic Asian	119	1.7%	179	1.5%	272	1.3%
Not Hispanic Hawaiian or Pacific Islander	157	2.3%	189	1.6%	244	1.2%
Not Hispanic Other Race	59	0.9%	96	0.8%	218	1.1%
Not Hispanic Two or More Races	1,052	15.5%	1,883	15.7%	3,133	15.2%
Hispanic or Latino Population (2025)	728 9.7%		1,119 8.5%		1,861 8.3%	
Hispanic White	279	38.3%	418	37.3%	659	35.4%
Hispanic Black or African American	5	0.7%	8	0.7%	32	1.7%
Hispanic American Indian or Alaska Native	40	5.5%	55	4.9%	90	4.9%
Hispanic Asian	10	1.4%	12	1.1%	14	0.7%
Hispanic Hawaiian or Pacific Islander	1	0.1%	1	-	1	-
Hispanic Other Race	246	33.8%	392	35.1%	672	36.1%
Hispanic Two or More Races	147	20.2%	233	20.8%	392	21.1%
Not Hispanic or Latino Population (2020)	7,021 91.6%		11,789 92.5%		20,687 92.7%	
Hispanic or Latino Population (2020)	640 8.4%		955 7.5%		1,638 7.3%	
Not Hispanic or Latino Population (2010)	7,296 93.5%		12,452 94.4%		22,173 94.5%	
Hispanic or Latino Population (2010)	509 6.5%		744 5.6%		1,295 5.5%	
Not Hispanic or Latino Population (2030)	6,683 90.8%		11,857 91.5%		20,048 91.7%	
Hispanic or Latino Population (2030)	681 9.2%		1,106 8.5%		1,803 8.3%	
Projected Annual Growth (2025-2030)	-47	-1.3%	-13	-0.2%	-58	-0.6%
Historical Annual Growth (2010-2020)	132 2.6%		211 2.8%		344 2.7%	

Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Total Age Distribution (2025)							
Total Population		7,535		13,146		22,418	
Age Under 5 Years		530	7.0%	948	7.2%	1,634	7.3%
Age 5 to 9 Years		535	7.1%	949	7.2%	1,660	7.4%
Age 10 to 14 Years		610	8.1%	1,027	7.8%	1,743	7.8%
Age 15 to 19 Years		567	7.5%	957	7.3%	1,574	7.0%
Age 20 to 24 Years		526	7.0%	861	6.5%	1,407	6.3%
Age 25 to 29 Years		452	6.0%	789	6.0%	1,397	6.2%
Age 30 to 34 Years		545	7.2%	926	7.0%	1,597	7.1%
Age 35 to 39 Years		475	6.3%	800	6.1%	1,344	6.0%
Age 40 to 44 Years		445	5.9%	786	6.0%	1,336	6.0%
Age 45 to 49 Years		405	5.4%	738	5.6%	1,221	5.4%
Age 50 to 54 Years		464	6.2%	781	5.9%	1,255	5.6%
Age 55 to 59 Years		418	5.5%	743	5.6%	1,280	5.7%
Age 60 to 64 Years		400	5.3%	759	5.8%	1,339	6.0%
Age 65 to 69 Years		355	4.7%	686	5.2%	1,176	5.2%
Age 70 to 74 Years		284	3.8%	527	4.0%	901	4.0%
Age 75 to 79 Years		220	2.9%	381	2.9%	687	3.1%
Age 80 to 84 Years		179	2.4%	289	2.2%	500	2.2%
Age 85 Years or Over		126	1.7%	200	1.5%	368	1.6%
Median Age		34.5		35.2		35.2	
Age 19 Years or Less		2,243	29.8%	3,881	29.5%	6,611	29.5%
Age 20 to 64 Years		4,128	54.8%	7,182	54.6%	12,175	54.3%
Age 65 Years or Over		1,165	15.5%	2,083	15.8%	3,632	16.2%
Female Age Distribution (2025)							
Female Population		3,765	50.0%	6,586	50.1%	11,235	50.1%
Age Under 5 Years		247	6.6%	444	6.7%	750	6.7%
Age 5 to 9 Years		241	6.4%	444	6.7%	766	6.8%
Age 10 to 14 Years		308	8.2%	511	7.8%	881	7.8%
Age 15 to 19 Years		261	6.9%	450	6.8%	746	6.6%
Age 20 to 24 Years		278	7.4%	449	6.8%	733	6.5%
Age 25 to 29 Years		215	5.7%	388	5.9%	700	6.2%
Age 30 to 34 Years		292	7.7%	474	7.2%	799	7.1%
Age 35 to 39 Years		229	6.1%	391	5.9%	685	6.1%
Age 40 to 44 Years		227	6.0%	403	6.1%	663	5.9%
Age 45 to 49 Years		202	5.4%	372	5.7%	630	5.6%
Age 50 to 54 Years		252	6.7%	408	6.2%	647	5.8%
Age 55 to 59 Years		193	5.1%	358	5.4%	644	5.7%
Age 60 to 64 Years		199	5.3%	391	5.9%	670	6.0%
Age 65 to 69 Years		192	5.1%	366	5.6%	640	5.7%
Age 70 to 74 Years		169	4.5%	294	4.5%	491	4.4%
Age 75 to 79 Years		125	3.3%	211	3.2%	373	3.3%
Age 80 to 84 Years		79	2.1%	136	2.1%	244	2.2%
Age 85 Years or Over		57	1.5%	95	1.4%	171	1.5%
Female Median Age		35.2		36.0		36.1	
Age 19 Years or Less		1,057	28.1%	1,850	28.1%	3,144	28.0%
Age 20 to 64 Years		2,087	55.4%	3,635	55.2%	6,171	54.9%
Age 65 Years or Over		621	16.5%	1,102	16.7%	1,920	17.1%

Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Male Age Distribution (2025)							
Male Population		3,770	50.0%	6,560	49.9%	11,183	49.9%
Age Under 5 Years		283	7.5%	505	7.7%	884	7.9%
Age 5 to 9 Years		294	7.8%	504	7.7%	893	8.0%
Age 10 to 14 Years		302	8.0%	516	7.9%	862	7.7%
Age 15 to 19 Years		306	8.1%	507	7.7%	828	7.4%
Age 20 to 24 Years		248	6.6%	412	6.3%	674	6.0%
Age 25 to 29 Years		238	6.3%	401	6.1%	697	6.2%
Age 30 to 34 Years		253	6.7%	451	6.9%	798	7.1%
Age 35 to 39 Years		245	6.5%	409	6.2%	659	5.9%
Age 40 to 44 Years		218	5.8%	383	5.8%	672	6.0%
Age 45 to 49 Years		203	5.4%	365	5.6%	591	5.3%
Age 50 to 54 Years		212	5.6%	373	5.7%	608	5.4%
Age 55 to 59 Years		225	6.0%	385	5.9%	635	5.7%
Age 60 to 64 Years		200	5.3%	368	5.6%	668	6.0%
Age 65 to 69 Years		163	4.3%	320	4.9%	536	4.8%
Age 70 to 74 Years		115	3.1%	233	3.6%	411	3.7%
Age 75 to 79 Years		95	2.5%	170	2.6%	314	2.8%
Age 80 to 84 Years		100	2.7%	152	2.3%	255	2.3%
Age 85 Years or Over		69	1.8%	105	1.6%	197	1.8%
Male Median Age		33.4		34.1		34.2	
Age 19 Years or Less		1,186	31.4%	2,032	31.0%	3,468	31.0%
Age 20 to 64 Years		2,041	54.1%	3,547	54.1%	6,004	53.7%
Age 65 Years or Over		543	14.4%	982	15.0%	1,712	15.3%
Males per 100 Females (2025)							
Overall Comparison		100		100		100	
Age Under 5 Years		115	53.4%	114	53.2%	118	54.1%
Age 5 to 9 Years		122	55.0%	113	53.2%	117	53.8%
Age 10 to 14 Years		98	49.5%	101	50.2%	98	49.4%
Age 15 to 19 Years		117	54.0%	113	52.9%	111	52.6%
Age 20 to 24 Years		89	47.2%	92	47.9%	92	47.9%
Age 25 to 29 Years		111	52.5%	103	50.9%	100	49.9%
Age 30 to 34 Years		87	46.4%	95	48.8%	100	50.0%
Age 35 to 39 Years		107	51.6%	104	51.1%	96	49.1%
Age 40 to 44 Years		96	49.0%	95	48.7%	101	50.3%
Age 45 to 49 Years		100	50.1%	98	49.5%	94	48.4%
Age 50 to 54 Years		84	45.6%	91	47.8%	94	48.5%
Age 55 to 59 Years		117	53.8%	107	51.8%	99	49.6%
Age 60 to 64 Years		101	50.1%	94	48.5%	100	49.9%
Age 65 to 69 Years		85	46.0%	87	46.6%	84	45.5%
Age 70 to 74 Years		68	40.6%	79	44.3%	84	45.5%
Age 75 to 79 Years		76	43.3%	81	44.7%	84	45.7%
Age 80 to 84 Years		127	55.9%	112	52.8%	104	51.1%
Age 85 Years or Over		122	54.9%	111	52.6%	115	53.5%
Age 19 Years or Less		112	52.9%	110	52.3%	110	52.4%
Age 20 to 39 Years		97	49.2%	98	49.6%	97	49.2%
Age 40 to 64 Years		99	49.6%	97	49.2%	98	49.4%
Age 65 Years or Over		87	46.6%	89	47.1%	89	47.1%

Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Household Type (2025)							
Total Households		2,813		4,890		8,449	
Households with Children		1,050	37.3%	1,755	35.9%	2,960	35.0%
Average Household Size		2.7		2.7		2.6	
Household Density per Square Mile		36		16		12	
Population Family		6,210	82.4%	10,718	81.5%	18,106	80.8%
Population Non-Family		1,268	16.8%	2,366	18.0%	4,081	18.2%
Population Group Quarters		57	0.8%	63	0.5%	231	1.0%
Family Households		1,914	68.0%	3,288	67.2%	5,543	65.6%
Married Couple Households		1,285	67.2%	2,340	71.2%	3,778	68.2%
Other Family Households with Children		628	32.8%	949	28.8%	1,765	31.8%
Family Households with Children		1,049	54.8%	1,753	53.3%	2,956	53.3%
Married Couple with Children		620	59.1%	1,094	62.4%	1,773	60.0%
Other Family Households with Children		429	40.9%	659	37.6%	1,183	40.0%
Family Households No Children		865	45.2%	1,535	46.7%	2,587	46.7%
Married Couple No Children		665	76.9%	1,246	81.2%	2,005	77.5%
Other Family Households No Children		200	23.1%	289	18.8%	582	22.5%
Non-Family Households		899	32.0%	1,601	32.8%	2,906	34.4%
Non-Family Households with Children		1	0.1%	2	0.1%	4	0.2%
Non-Family Households No Children		897	99.9%	1,600	99.9%	2,902	99.8%
Average Family Household Size		3.2		3.3		3.3	
Average Family Income		\$93,616		\$95,915		\$89,418	
Median Family Income		\$68,685		\$72,679		\$66,798	
Average Non-Family Household Size		1.4		1.5		1.4	
Marital Status (2025)							
Population Age 15 Years or Over		5,860		10,222		17,381	
Never Married		1,578	26.9%	2,734	26.7%	5,058	29.1%
Currently Married		2,550	43.5%	4,653	45.5%	7,339	42.2%
Previously Married		1,732	29.5%	2,836	27.7%	4,983	28.7%
Separated		326	18.8%	565	19.9%	1,001	20.1%
Widowed		460	26.6%	842	29.7%	1,593	32.0%
Divorced		946	54.6%	1,429	50.4%	2,390	48.0%
Educational Attainment (2025)							
Adult Population Age 25 Years or Over		4,767		8,404		14,400	
Elementary (Grade Level 0 to 8)		223	4.7%	361	4.3%	639	4.4%
Some High School (Grade Level 9 to 11)		420	8.8%	708	8.4%	1,240	8.6%
High School Graduate		2,023	42.4%	3,572	42.5%	5,984	41.6%
Some College		1,175	24.7%	1,888	22.5%	3,168	22.0%
Associate Degree Only		182	3.8%	439	5.2%	878	6.1%
Bachelor Degree Only		503	10.6%	1,030	12.3%	1,753	12.2%
Graduate Degree		241	5.1%	407	4.8%	738	5.1%
Any College (Some College or Higher)		2,101	44.1%	3,764	44.8%	6,537	45.4%
College Degree + (Bachelor Degree or Higher)		744	15.6%	1,437	17.1%	2,491	17.3%

Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Housing							
Total Housing Units (2025)		3,296		5,831		10,108	
Total Housing Units (2020)		3,338		5,563		9,884	
Historical Annual Growth (2020-2025)		-42	-	267	-	225	-
Housing Units Occupied (2025)		2,813	85.3%	4,890	83.9%	8,449	83.6%
Housing Units Owner-Occupied		1,708	60.7%	3,235	66.2%	5,411	64.0%
Housing Units Renter-Occupied		1,105	39.3%	1,654	33.8%	3,038	36.0%
Housing Units Vacant (2025)		483	14.7%	941	16.1%	1,659	16.4%
Household Size (2025)							
Total Households		2,813		4,890		8,449	
1 Person Households		707	25.1%	1,219	24.9%	2,295	27.2%
2 Person Households		976	34.7%	1,705	34.9%	2,774	32.8%
3 Person Households		462	16.4%	793	16.2%	1,388	16.4%
4 Person Households		334	11.9%	606	12.4%	1,062	12.6%
5 Person Households		191	6.8%	323	6.6%	542	6.4%
6 Person Households		94	3.3%	163	3.3%	263	3.1%
7 or More Person Households		47	1.7%	80	1.6%	125	1.5%
Household Income Distribution (2025)							
HH Income \$200,000 or More		58	2.1%	142	2.9%	223	2.6%
HH Income \$150,000 to \$199,999		158	5.6%	295	6.0%	447	5.3%
HH Income \$125,000 to \$149,999		92	3.3%	188	3.8%	319	3.8%
HH Income \$100,000 to \$124,999		294	10.4%	521	10.6%	843	10.0%
HH Income \$75,000 to \$99,999		346	12.3%	613	12.5%	969	11.5%
HH Income \$50,000 to \$74,999		603	21.4%	992	20.3%	1,521	18.0%
HH Income \$35,000 to \$49,999		327	11.6%	603	12.3%	1,098	13.0%
HH Income \$25,000 to \$34,999		247	8.8%	390	8.0%	830	9.8%
HH Income \$15,000 to \$24,999		291	10.3%	513	10.5%	985	11.7%
HH Income \$10,000 to \$14,999		139	4.9%	246	5.0%	524	6.2%
HH Income Under \$10,000		259	9.2%	387	7.9%	691	8.2%
Household Vehicles (2025)							
Households 0 Vehicles Available		247	8.8%	401	8.2%	872	10.3%
Households 1 Vehicle Available		1,093	38.9%	1,697	34.7%	2,903	34.4%
Households 2 Vehicles Available		724	25.7%	1,355	27.7%	2,410	28.5%
Households 3 or More Vehicles Available		748	26.6%	1,437	29.4%	2,264	26.8%
Total Vehicles Available		5,141		9,404		15,591	
Average Vehicles per Household		1.8		1.9		1.8	
Owner-Occupied Household Vehicles		3,859		7,384		11,957	
Average Vehicles per Owner-Occupied Household		2.3		2.3		2.2	
Renter-Occupied Household Vehicles		1,282		2,020		3,634	
Average Vehicles per Renter-Occupied Household		1.2		1.2		1.2	
Travel Time (2025)							
Worker Base Age 16 years or Over		2,975		5,268		8,781	
Travel to Work in 14 Minutes or Less		1,350	45.4%	2,133	40.5%	3,802	43.3%
Travel to Work in 15 to 29 Minutes		946	31.8%	1,794	34.1%	2,708	30.8%
Travel to Work in 30 to 59 Minutes		394	13.2%	798	15.1%	1,399	15.9%
Travel to Work in 60 Minutes or More		238	8.0%	428	8.1%	592	6.7%
Work at Home		48	1.6%	115	2.2%	280	3.2%
Average Minutes Travel to Work		14.9		16.2		15.6	

Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Transportation To Work (2025)							
Worker Base Age 16 years or Over		2,975		5,268		8,781	
Drive to Work Alone		2,623	88.2%	4,577	86.9%	7,474	85.1%
Drive to Work in Carpool		257	8.6%	471	8.9%	764	8.7%
Travel to Work by Public Transportation		-	-	3	-	4	-
Drive to Work on Motorcycle		4	0.1%	4	-	4	-
Bicycle to Work		-	-	-	-	-	-
Walk to Work		31	1.0%	62	1.2%	141	1.6%
Other Means		13	0.4%	36	0.7%	114	1.3%
Work at Home		48	1.6%	115	2.2%	280	3.2%
Daytime Demographics (2025)							
Total Businesses		324		382		637	
Total Employees		2,311		2,847		5,864	
Company Headquarter Businesses		9	2.7%	10	2.6%	22	3.4%
Company Headquarter Employees		295	12.8%	336	11.8%	1,112	19.0%
Employee Population per Business		7.1 to 1		7.4 to 1		9.2 to 1	
Residential Population per Business		23.2 to 1		34.4 to 1		35.2 to 1	
Adj. Daytime Demographics Age 16 Years or Over		5,080		7,603		14,142	
Labor Force							
Labor Population Age 16 Years or Over (2025)		5,745		10,025		17,063	
Labor Force Total Males (2025)		2,827	49.2%	4,927	49.1%	8,373	49.1%
Male Civilian Employed		1,635	57.8%	2,811	57.1%	4,656	55.6%
Male Civilian Unemployed		15	0.5%	77	1.6%	183	2.2%
Males in Armed Forces		-	-	-	-	1	-
Males Not in Labor Force		1,177	41.6%	2,039	41.4%	3,533	42.2%
Labor Force Total Females (2025)		2,918	50.8%	5,098	50.9%	8,690	50.9%
Female Civilian Employed		1,341	45.9%	2,458	48.2%	4,127	47.5%
Female Civilian Unemployed		2	-	24	0.5%	109	1.3%
Females in Armed Forces		-	-	-	-	-	-
Females Not in Labor Force		1,575	54.0%	2,616	51.3%	4,454	51.3%
Unemployment Rate		17	0.3%	101	1.0%	291	1.7%
Occupation (2025)							
Occupation Population Age 16 Years or Over		2,975		5,268		8,781	
Occupation Total Males		1,635	54.9%	2,810	53.3%	4,654	53.0%
Occupation Total Females		1,341	45.1%	2,458	46.7%	4,127	47.0%
Management, Business, Financial Operations		187	6.3%	416	7.9%	846	9.6%
Professional, Related		400	13.5%	821	15.6%	1,444	16.4%
Service		570	19.1%	1,010	19.2%	1,748	19.9%
Sales, Office		561	18.8%	983	18.7%	1,517	17.3%
Farming, Fishing, Forestry		49	1.7%	82	1.5%	112	1.3%
Construction, Extraction, Maintenance		348	11.7%	650	12.3%	998	11.4%
Production, Transport, Material Moving		861	28.9%	1,308	24.8%	2,116	24.1%
White Collar Workers		1,148	38.6%	2,220	42.1%	3,806	43.3%
Blue Collar Workers		1,828	61.4%	3,048	57.9%	4,975	56.7%



Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Units In Structure (2025)							
Total Units		2,813		4,890		8,449	
1 Detached Unit		2,189	77.8%	3,730	76.3%	6,423	76.0%
1 Attached Unit		12	0.4%	41	0.8%	64	0.8%
2 Units		102	3.6%	147	3.0%	358	4.2%
3 to 4 Units		111	3.9%	147	3.0%	234	2.8%
5 to 9 Units		3	0.1%	9	0.2%	35	0.4%
10 to 19 Units		22	0.8%	25	0.5%	67	0.8%
20 to 49 Units		38	1.4%	46	0.9%	96	1.1%
50 or More Units		36	1.3%	38	0.8%	42	0.5%
Mobile Home or Trailer		298	10.6%	690	14.1%	1,105	13.1%
Other Structure		2	-	17	0.3%	24	0.3%
Homes Built By Year (2025)							
Homes Built 2020 or later		18	0.5%	49	0.8%	64	0.6%
Homes Built 2010 to 2019		239	7.2%	399	6.9%	629	6.2%
Homes Built 2000 to 2009		234	7.1%	570	9.8%	921	9.1%
Homes Built 1990 to 1999		409	12.4%	793	13.6%	1,245	12.3%
Homes Built 1980 to 1989		571	17.3%	843	14.5%	1,377	13.6%
Homes Built 1970 to 1979		792	24.0%	1,324	22.7%	2,332	23.1%
Homes Built 1960 to 1969		277	8.4%	474	8.1%	929	9.2%
Homes Built 1950 to 1959		118	3.6%	200	3.4%	399	3.9%
Homes Built 1940 to 1949		73	2.2%	113	1.9%	281	2.8%
Homes Built Before 1939		81	2.5%	123	2.1%	272	2.7%
Median Age of Homes		42.6 yrs		41.3 yrs		43.1 yrs	
Home Values (2025)							
Owner Specified Housing Units		1,708		3,235		5,411	
Home Values \$1,000,000 or More		29	1.7%	80	2.5%	104	1.9%
Home Values \$750,000 to \$999,999		13	0.7%	38	1.2%	74	1.4%
Home Values \$500,000 to \$749,999		89	5.2%	180	5.6%	321	5.9%
Home Values \$400,000 to \$499,999		42	2.4%	88	2.7%	149	2.7%
Home Values \$300,000 to \$399,999		128	7.5%	240	7.4%	405	7.5%
Home Values \$250,000 to \$299,999		247	14.5%	343	10.6%	441	8.2%
Home Values \$200,000 to \$249,999		118	6.9%	275	8.5%	433	8.0%
Home Values \$175,000 to \$199,999		139	8.2%	210	6.5%	338	6.2%
Home Values \$150,000 to \$174,999		124	7.3%	207	6.4%	315	5.8%
Home Values \$125,000 to \$149,999		121	7.1%	203	6.3%	377	7.0%
Home Values \$100,000 to \$124,999		180	10.5%	324	10.0%	524	9.7%
Home Values \$90,000 to \$99,999		54	3.1%	99	3.1%	183	3.4%
Home Values \$80,000 to \$89,999		91	5.4%	202	6.2%	354	6.5%
Home Values \$70,000 to \$79,999		90	5.3%	139	4.3%	209	3.9%
Home Values \$60,000 to \$69,999		5	0.3%	53	1.6%	109	2.0%
Home Values \$50,000 to \$59,999		98	5.8%	178	5.5%	315	5.8%
Home Values \$35,000 to \$49,999		45	2.6%	133	4.1%	224	4.1%
Home Values \$25,000 to \$34,999		11	0.6%	59	1.8%	148	2.7%
Home Values \$10,000 to \$24,999		53	3.1%	128	3.9%	284	5.3%
Home Values Under \$10,000		30	1.8%	57	1.8%	105	1.9%
Owner-Occupied Median Home Value		\$163,597		\$157,079		\$146,761	
Renter-Occupied Median Rent		\$499		\$498		\$494	

Broken Bow, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
Total Annual Consumer Expenditure (2025)				
Total Household Expenditure		\$225.53 M	\$404.07 M	\$672.89 M
Total Non-Retail Expenditure		\$104.43 M	\$186.71 M	\$309.42 M
Total Retail Expenditure		\$121.1 M	\$217.36 M	\$363.48 M
Alcoholic Beverages		\$1.36 M	\$2.44 M	\$4.06 M
Apparel		\$4.29 M	\$7.64 M	\$12.74 M
Contributions		\$6.49 M	\$11.79 M	\$19.38 M
Education		\$4.8 M	\$8.67 M	\$14.32 M
Entertainment		\$13.38 M	\$23.81 M	\$39.74 M
Food Away From Home		\$10.08 M	\$18 M	\$29.99 M
Grocery		\$17.86 M	\$31.22 M	\$52.86 M
Health Care		\$18.29 M	\$32.07 M	\$55.36 M
Household Furnishings and Equipment		\$6.01 M	\$10.75 M	\$17.88 M
Household Operations		\$4.43 M	\$7.87 M	\$13.16 M
Miscellaneous Expenses		\$3.9 M	\$6.98 M	\$11.6 M
Personal Care		\$3.37 M	\$5.92 M	\$9.98 M
Shelter		\$39.59 M	\$68.76 M	\$115.6 M
Tax and Retirement		\$39.31 M	\$73.34 M	\$118.48 M
Tobacco and Related		\$1.69 M	\$2.88 M	\$4.98 M
Transportation		\$37.76 M	\$69.38 M	\$114.52 M
Utilities		\$12.92 M	\$22.55 M	\$38.23 M
Monthly Household Consumer Expenditure (2025)				
Total Household Expenditure		\$6,682	\$6,886	\$6,637
Total Non-Retail Expenditure		\$3,094 46.3%	\$3,182 46.2%	\$3,052 46.0%
Total Retail Expenditures		\$3,588 53.7%	\$3,704 53.8%	\$3,585 54.0%
Alcoholic Beverages		\$40 0.6%	\$42 0.6%	\$40 0.6%
Apparel		\$127 1.9%	\$130 1.9%	\$126 1.9%
Contributions		\$192 2.9%	\$201 2.9%	\$191 2.9%
Education		\$142 2.1%	\$148 2.1%	\$141 2.1%
Entertainment		\$396 5.9%	\$406 5.9%	\$392 5.9%
Food Away From Home		\$299 4.5%	\$307 4.5%	\$296 4.5%
Grocery		\$529 7.9%	\$532 7.7%	\$521 7.9%
Health Care		\$542 8.1%	\$547 7.9%	\$546 8.2%
Household Furnishings and Equipment		\$178 2.7%	\$183 2.7%	\$176 2.7%
Household Operations		\$131 2.0%	\$134 1.9%	\$130 2.0%
Miscellaneous Expenses		\$116 1.7%	\$119 1.7%	\$114 1.7%
Personal Care		\$100 1.5%	\$101 1.5%	\$98 1.5%
Shelter		\$1,173 17.6%	\$1,172 17.0%	\$1,140 17.2%
Tax and Retirement		\$1,165 17.4%	\$1,250 18.2%	\$1,169 18.2%
Tobacco and Related		\$50 0.7%	\$49 0.7%	\$49 0.7%
Transportation		\$1,119 16.7%	\$1,182 17.2%	\$1,130 17.0%
Utilities		\$383 5.7%	\$384 5.6%	\$377 5.7%

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

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

Furniture and Home Furnishings Stores

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

Electronics and Appliance Stores

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

Building Materials and Garden Supply Stores

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

Food and Beverage Stores

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

Health and Personal Care Stores

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

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

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

Sporting Goods and Hobby Stores

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

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

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

Foodservice and Drinking Places

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

Broken Bow, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$7.62 M / \$3.76 M	51	\$13.55 M / \$6.93 M	49	\$22.74 M / \$10.99 M	52
Men's Clothing Stores	\$330.71 K / -	100	\$579.77 K / -	100	\$980.8 K / -	100
Women's Clothing Stores	\$630.48 K / \$225.5 K	64	\$1.12 M / \$886.07 K	21	\$1.88 M / \$1.24 M	34
Children's, Infants' Clothing Stores	\$566.22 K / -	100	\$1.02 M / -	100	\$1.69 M / -	100
Family Clothing Stores	\$3.68 M / -	100	\$6.56 M / -	100	\$10.96 M / -	100
Clothing Accessory Stores	\$180.08 K / -	100	\$317.95 K / -	100	\$536.54 K / -	100
Other Apparel Stores	\$222.71 K / \$-1	100	\$395.66 K / \$214.86 K	46	\$662.49 K / \$330.07 K	50
Shoe Stores	\$1.62 M / \$3.53 M	-54	\$2.86 M / \$5.83 M	-51	\$4.85 M / \$9.42 M	-49
Jewelry Stores	\$347.03 K / -	100	\$614.68 K / -	100	\$1.05 M / -	100
Luggage Stores	\$45.29 K / \$-1	100	\$79.34 K / \$-2	100	\$136.23 K / \$-2	100
Furniture, Home Furnishings Stores	\$6.77 M / \$1.05 M	85	\$12.01 M / \$1.05 M	91	\$20.08 M / \$1.05 M	95
Furniture Stores	\$3.3 M / \$1.05 M	68	\$5.79 M / \$1.05 M	82	\$9.78 M / \$1.05 M	89
Floor Covering Stores	\$462.5 K / \$-1	100	\$812.81 K / \$-1	100	\$1.37 M / \$-1	100
Other Home Furnishing Stores	\$3.01 M / -	100	\$5.4 M / -	100	\$8.92 M / -	100
Electronics, Appliance Stores	\$6.42 M / \$1.57 M	76	\$11.6 M / \$1.57 M	86	\$19.34 M / \$4.71 M	76
Building Material, Garden Equipment, Supplies Dealers	\$6.44 M / \$7.09 M	-9	\$11.42 M / \$7.64 M	33	\$19.12 M / \$10.14 M	47
Home Centers	\$3.62 M / \$3.76 M	-4	\$6.42 M / \$4.17 M	35	\$10.74 M / \$4.39 M	59
Paint, Wallpaper Stores	\$719.49 K / -	100	\$1.29 M / -	100	\$2.14 M / -	100
Hardware Stores	\$401.32 K / \$418.51 K	-4	\$712.61 K / \$418.51 K	41	\$1.19 M / \$418.51 K	65
Other Building Materials Stores	\$1.17 M / \$2.91 M	-60	\$2.06 M / \$3.05 M	-32	\$3.47 M / \$5.33 M	-35
Outdoor Power Equipment Stores	\$70.21 K / -	100	\$124.2 K / -	100	\$208.73 K / -	100
Nursery, Garden Stores	\$462.23 K / -	100	\$818.53 K / -	100	\$1.37 M / -	100
Food, Beverage Stores	\$9.55 M / \$10.78 M	-11	\$17.22 M / \$11.69 M	32	\$28.7 M / \$15.34 M	47
Grocery Stores	\$7.47 M / -	100	\$13.44 M / \$325.68 K	98	\$22.46 M / \$2.39 M	89
Convenience Stores	\$655.19 K / \$6.58 M	-90	\$1.19 M / \$7.16 M	-83	\$1.98 M / \$8.19 M	-76
Meat Markets	\$44 K / -	100	\$78.56 K / \$9.14 K	88	\$130.99 K / \$94.2 K	28
Fish, Seafood Markets	\$15.07 K / -	100	\$26.9 K / -	100	\$44.81 K / -	100
Fruit, Vegetable Markets	\$28.74 K / -	100	\$51.34 K / -	100	\$85.58 K / -	100
Other Specialty Food Markets	\$58.38 K / -	100	\$104.47 K / -	100	\$173.56 K / -	100
Liquor Stores	\$1.28 M / \$4.2 M	-70	\$2.33 M / \$4.2 M	-45	\$3.83 M / \$4.66 M	-18

Broken Bow, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$6.05 M / \$9.56 M	-37	\$11.36 M / \$10.57 M	7	\$18.84 M / \$14.09 M	25
Pharmacy, Drug Stores	\$5.32 M / \$9.56 M	-44	\$9.97 M / \$10.37 M	-4	\$16.54 M / \$13.78 M	17
Cosmetics, Beauty Stores	\$303.25 K / -	100	\$574.32 K / \$198.17 K	65	\$951.18 K / \$304.43 K	68
Optical Goods Stores	\$103.56 K / -	100	\$194.28 K / -	100	\$327.52 K / -	100
Other Health, Personal Care Stores	\$326.36 K / -	100	\$615.72 K / -	100	\$1.02 M / -	100
Sporting Goods, Hobby, Book, Music Stores	\$7.79 M / \$14.45 M	-46	\$13.84 M / \$14.45 M	-4	\$23.27 M / \$16.37 M	30
Sporting Goods Stores	\$3.01 M / \$1.72 M	43	\$5.32 M / \$1.72 M	68	\$8.92 M / \$1.72 M	81
Hobby, Toy, Game Stores	\$2.2 M / \$5.06 M	-56	\$3.88 M / \$5.06 M	-23	\$6.55 M / \$5.06 M	23
Sewing, Needlecraft Stores	\$1.55 M / \$7.67 M	-80	\$2.77 M / \$7.67 M	-64	\$4.72 M / \$9.59 M	-51
Musical Instrument Stores	\$462.93 K / -	100	\$851.68 K / -	100	\$1.39 M / -	100
Book Stores	\$561.69 K / -	100	\$1.02 M / -	100	\$1.7 M / -	100
General Merchandise Stores	\$24.49 M / \$47.35 M	-48	\$43.82 M / \$89.58 M	-51	\$73.39 M / \$113.86 M	-36
Department Stores	\$8.52 M / \$40.42 M	-79	\$15.23 M / \$80 M	-81	\$25.46 M / \$101.22 M	-75
Warehouse Superstores	\$13.57 M / -	100	\$24.31 M / -	100	\$40.76 M / -	100
Other General Merchandise Stores	\$2.4 M / \$6.93 M	-65	\$4.28 M / \$9.59 M	-55	\$7.17 M / \$12.64 M	-43
Miscellaneous Store Retailers	\$3.2 M / \$2.45 M	23	\$5.71 M / \$2.72 M	52	\$9.61 M / \$3.63 M	62
Florists	\$74.16 K / \$371.36 K	-80	\$132.15 K / \$371.36 K	-64	\$220.56 K / \$371.36 K	-41
Office, Stationary Stores	\$333.74 K / -	100	\$588.44 K / -	100	\$1 M / -	100
Gift, Souvenir Stores	\$630.66 K / \$380.06 K	40	\$1.13 M / \$380.06 K	66	\$1.88 M / \$633.43 K	66
Used Merchandise Stores	\$237.8 K / \$198.35 K	17	\$418.12 K / \$198.35 K	53	\$716.47 K / \$446.28 K	38
Pet, Pet Supply Stores	\$623.86 K / -	100	\$1.09 M / -	100	\$1.85 M / -	100
Art Dealers	\$99.44 K / -	100	\$173.82 K / -	100	\$300.42 K / -	100
Mobile Home Dealers	\$65.92 K / \$-1	100	\$116.28 K / \$-1	100	\$195.66 K / \$-1	100
Other Miscellaneous Retail Stores	\$1.14 M / \$1.5 M	-24	\$2.06 M / \$1.77 M	14	\$3.44 M / \$2.18 M	37
Non-Store Retailers	\$14.3 M / \$634.27 K	96	\$25.78 M / \$634.27 K	98	\$43.02 M / \$2.12 M	95
Mail Order, Catalog Stores	\$13.4 M / -	100	\$24.17 M / -	100	\$40.34 M / \$781.38 K	98
Vending Machines	\$60.21 K / -	100	\$107.91 K / -	100	\$179.33 K / -	100
Fuel Dealers	\$78.03 K / \$634.27 K	-88	\$138.97 K / \$634.27 K	-78	\$233.8 K / \$634.27 K	-63
Other Direct Selling Establishments	\$756.69 K / -	100	\$1.36 M / -	100	\$2.27 M / \$706.1 K	69

Broken Bow, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$11.53 M / \$16.22 M	-29	\$20.9 M / \$18.31 M	12	\$34.41 M / \$23.35 M	32
Hotels, Other Travel Accommodations	\$736.53 K / \$2.45 M	-70	\$1.34 M / \$2.76 M	-52	\$2.2 M / \$3.26 M	-32
RV Parks	\$7.81 K / -	100	\$13.97 K / -	100	\$23.34 K / \$10.45 K	55
Rooming, Boarding Houses	\$4.2 K / -	100	\$7.58 K / -	100	\$12.52 K / -	100
Full Service Restaurants	\$6.74 M / \$4.91 M	27	\$12.21 M / \$6.72 M	45	\$20.1 M / \$9.17 M	54
Limited Service Restaurants	\$3.13 M / \$8.89 M	-65	\$5.66 M / \$9.35 M	-39	\$9.32 M / \$11.85 M	-21
Special Food Services, Catering	\$922.36 K / -	100	\$1.67 M / -	100	\$2.75 M / -	100
Drinking Places	\$605.31 K / \$579.93 K	4	\$1.11 M / \$579.93 K	48	\$1.81 M / \$869.9 K	52
Gasoline Stations	\$4.86 M / \$23.54 M	-79	\$8.87 M / \$27.72 M	-68	\$14.74 M / \$55.65 M	-74
Motor Vehicle, Parts Dealers	\$11.47 M / \$12.51 M	-8	\$20.19 M / \$12.77 M	37	\$34.4 M / \$16.58 M	52
New Car Dealers	\$6.74 M / \$8.14 M	-17	\$11.81 M / \$8.14 M	31	\$20.28 M / \$9.3 M	54
Used Car Dealers	\$628.47 K / \$885.17 K	-29	\$1.1 M / \$952.83 K	13	\$1.89 M / \$1.06 M	44
Recreational Vehicle Dealers	\$1.16 M / -	100	\$2.05 M / -	100	\$3.44 M / \$-1	100
Motorcycle, Boat Dealers	\$1.54 M / \$1.43 M	7	\$2.72 M / \$1.43 M	48	\$4.57 M / \$1.43 M	69
Auto Parts, Accessories	\$904.13 K / \$2.06 M	-56	\$1.61 M / \$2.06 M	-22	\$2.71 M / \$4.31 M	-37
Tire Dealers	\$502.27 K / -	100	\$896.13 K / \$185.15 K	79	\$1.51 M / \$478.72 K	68
2025 Population		7,535		13,146		22,418
2030 Population		7,364		12,963		21,851
% Population Change 2025-2030		-2.3%		-1.4%		-2.5%
2025 Adult Population Age 18+		5,522		9,624		16,394
2025 Population Male		3,770		6,560		11,183
2025 Population Female		3,765		6,586		11,235
2025 Households		2,813		4,890		8,449
2025 Median Household Income		54,689		56,230		51,138
2025 Average Household Income		77,366		78,698		72,444

Retail Potential

Retail Potential Profile



Broken Bow, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
2025 Population		7,535	13,146	22,418
2030 Population		7,364	12,963	21,851
% Population Change 2020-2025		-1.6%	3.2%	0.4%
2025 Adult Population Age 18+		\$5,522	\$9,624	\$16,394
2025 Population Male		\$3,770	\$6,560	\$11,183
2025 Population Female		\$3,765	\$6,586	\$11,235
2025 Households		\$2,813	\$4,890	\$8,449
2025 Median Household Income		\$54,689	\$56,230	\$51,138
2025 Average Household Income		\$77,366	\$78,698	\$72,444
Clothing, Clothing Accessories Stores		\$7.62 M	\$13.55 M	\$22.74 M
Men's Clothing Stores		\$330.71 K	\$579.77 K	\$980.8 K
Women's Clothing Stores		\$630.48 K	\$1.12 M	\$1.88 M
Children's, Infants' Clothing Stores		\$566.22 K	\$1.02 M	\$1.69 M
Family Clothing Stores		\$3.68 M	\$6.56 M	\$10.96 M
Clothing Accessory Stores		\$180.08 K	\$317.95 K	\$536.54 K
Other Apparel Stores		\$222.71 K	\$395.66 K	\$662.49 K
Shoe Stores		\$1.62 M	\$2.86 M	\$4.85 M
Jewelry Stores		\$347.03 K	\$614.68 K	\$1.05 M
Luggage Stores		\$45.29 K	\$79.34 K	\$136.23 K
Furniture, Home Furnishings Stores		\$6.77 M	\$12.01 M	\$20.08 M
Furniture Stores		\$3.3 M	\$5.79 M	\$9.78 M
Floor Covering Stores		\$462.5 K	\$812.81 K	\$1.37 M
Other Home Furnishing Stores		\$3.01 M	\$5.4 M	\$8.92 M
Electronics, Appliance Stores		\$6.42 M	\$11.6 M	\$19.34 M
Gasoline Stations		\$4.86 M	\$8.87 M	\$14.74 M
Building Material, Garden Equipment, Supplies Dealers		\$6.44 M	\$11.42 M	\$19.12 M
Home Centers		\$3.62 M	\$6.42 M	\$10.74 M
Paint, Wallpaper Stores		\$719.49 K	\$1.29 M	\$2.14 M
Hardware Stores		\$401.32 K	\$712.61 K	\$1.19 M
Other Building Materials Stores		\$1.17 M	\$2.06 M	\$3.47 M
Outdoor Power Equipment Stores		\$70.21 K	\$124.2 K	\$208.73 K
Nursery, Garden Stores		\$462.23 K	\$818.53 K	\$1.37 M
Food, Beverage Stores		\$9.55 M	\$17.22 M	\$28.7 M
Grocery Stores		\$7.47 M	\$13.44 M	\$22.46 M
Convenience Stores		\$655.19 K	\$1.19 M	\$1.98 M
Meat Markets		\$44 K	\$78.56 K	\$130.99 K
Fish, Seafood Markets		\$15.07 K	\$26.9 K	\$44.81 K
Fruit, Vegetable Markets		\$28.74 K	\$51.34 K	\$85.58 K
Other Specialty Food Markets		\$58.38 K	\$104.47 K	\$173.56 K
Liquor Stores		\$1.28 M	\$2.33 M	\$3.83 M

Retail Potential Profile



Broken Bow, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
Health, Personal Care Stores		\$6.05 M	\$11.36 M	\$18.84 M
Pharmacy, Drug Stores		\$5.32 M	\$9.97 M	\$16.54 M
Cosmetics, Beauty Stores		\$303.25 K	\$574.32 K	\$951.18 K
Optical Goods Stores		\$103.56 K	\$194.28 K	\$327.52 K
Other Health, Personal Care Stores		\$326.36 K	\$615.72 K	\$1.02 M
Sporting Goods, Hobby, Book, Music Stores		\$7.79 M	\$13.84 M	\$23.27 M
Sporting Goods Stores		\$3.01 M	\$5.32 M	\$8.92 M
Hobby, Toy, Game Stores		\$2.2 M	\$3.88 M	\$6.55 M
Sewing, Needlecraft Stores		\$1.55 M	\$2.77 M	\$4.72 M
Musical Instrument Stores		\$462.93 K	\$851.68 K	\$1.39 M
Book Stores		\$561.69 K	\$1.02 M	\$1.7 M
General Merchandise Stores		\$24.49 M	\$43.82 M	\$73.39 M
Department Stores		\$8.52 M	\$15.23 M	\$25.46 M
Warehouse Superstores		\$13.57 M	\$24.31 M	\$40.76 M
Other General Merchandise Stores		\$2.4 M	\$4.28 M	\$7.17 M
Miscellaneous Store Retailers		\$3.2 M	\$5.71 M	\$9.61 M
Florists		\$74.16 K	\$132.15 K	\$220.56 K
Office, Stationary Stores		\$333.74 K	\$588.44 K	\$1 M
Gift, Souvenir Stores		\$630.66 K	\$1.13 M	\$1.88 M
Used Merchandise Stores		\$237.8 K	\$418.12 K	\$716.47 K
Pet, Pet Supply Stores		\$623.86 K	\$1.09 M	\$1.85 M
Art Dealers		\$99.44 K	\$173.82 K	\$300.42 K
Mobile Home Dealers		\$65.92 K	\$116.28 K	\$195.66 K
Other Miscellaneous Retail Stores		\$1.14 M	\$2.06 M	\$3.44 M
Non-Store Retailers		\$14.3 M	\$25.78 M	\$43.02 M
Mail Order, Catalog Stores		\$13.4 M	\$24.17 M	\$40.34 M
Vending Machines		\$60.21 K	\$107.91 K	\$179.33 K
Fuel Dealers		\$78.03 K	\$138.97 K	\$233.8 K
Other Direct Selling Establishments		\$756.69 K	\$1.36 M	\$2.27 M
Accommodation, Food Services		\$12.14 M	\$22 M	\$36.22 M
Hotels, Other Travel Accommodations		\$736.53 K	\$1.34 M	\$2.2 M
RV Parks		\$7.81 K	\$13.97 K	\$23.34 K
Rooming, Boarding Houses		\$4.2 K	\$7.58 K	\$12.52 K
Full Service Restaurants		\$6.74 M	\$12.21 M	\$20.1 M
Limited Service Restaurants		\$3.13 M	\$5.66 M	\$9.32 M
Special Food Services, Catering		\$922.36 K	\$1.67 M	\$2.75 M
Drinking Places		\$605.31 K	\$1.11 M	\$1.81 M
Motor Vehicle, Parts Dealers		\$11.47 M	\$20.19 M	\$34.4 M
New Car Dealers		\$6.74 M	\$11.81 M	\$20.28 M
Used Car Dealers		\$628.47 K	\$1.1 M	\$1.89 M
Recreational Vehicle Dealers		\$1.16 M	\$2.05 M	\$3.44 M
Motorcycle, Boat Dealers		\$1.54 M	\$2.72 M	\$4.57 M
Auto Parts, Accessories		\$904.13 K	\$1.61 M	\$2.71 M
Tire Dealers		\$502.27 K	\$896.13 K	\$1.51 M

Income Summary

Income Summary Report



Broken Bow, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2025)	7,535		13,146		22,418	
Projected Population (2030)	7,364		12,963		21,851	
Census Population (2020)	7,661		12,744		22,325	
Census Population (2010)	7,805		13,196		23,468	
<i>Projected Annual Growth (2025 to 2030)</i>	-171	-0.5%	-184	-0.3%	-567	-0.5%
<i>Historical Annual Growth (2020 to 2025)</i>	-126	-0.3%	403	0.6%	93	-
<i>Historical Annual Growth (2010 to 2020)</i>	-143	-0.2%	-452	-0.3%	-1,143	-0.5%
Households						
Estimated Households (2025)	2,813		4,890		8,449	
Projected Households (2030)	2,697		4,732		8,076	
Census Households (2020)	2,943		4,857		8,611	
Census Households (2010)	3,033		5,086		9,127	
<i>Projected Annual Growth (2025 to 2030)</i>	-115	-0.8%	-157	-0.6%	-373	-0.9%
<i>Historical Annual Growth (2020 to 2025)</i>	-130	-0.9%	32	0.1%	-162	-0.4%
<i>Historical Annual Growth (2010 to 2020)</i>	-91	-0.3%	-229	-0.4%	-516	-0.6%
Average Household Income						
Estimated Average Household Income (2025)	\$77,366		\$78,698		\$72,444	
Projected Average Household Income (2030)	\$77,155		\$78,535		\$72,289	
Census Average Household Income (2020)	\$40,198		\$40,890		\$41,050	
Census Average Household Income (2010)	\$30,532		\$32,188		\$33,345	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$210	-	-\$164	-	-\$155	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$37,168	6.2%	\$37,808	6.2%	\$31,394	5.1%
<i>Historical Annual Growth (2010 to 2020)</i>	\$9,666	3.2%	\$8,702	2.7%	\$7,705	2.3%
Median Household Income						
Estimated Median Household Income (2025)	\$54,689		\$56,230		\$51,138	
Projected Median Household Income (2030)	\$54,324		\$55,757		\$50,715	
Census Median Household Income (2020)	\$28,891		\$31,036		\$31,482	
Census Median Household Income (2010)	\$22,824		\$24,343		\$24,551	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$365	-0.1%	-\$472	-0.2%	-\$423	-0.2%
<i>Historical Annual Growth (2020 to 2025)</i>	\$25,797	6.0%	\$25,193	5.4%	\$19,656	4.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$6,067	2.7%	\$6,693	2.7%	\$6,930	2.8%
Per Capita Income						
Estimated Per Capita Income (2025)	\$28,920		\$29,294		\$27,336	
Projected Per Capita Income (2030)	\$28,304		\$28,694		\$26,753	
Census Per Capita Income (2020)	\$15,621		\$15,759		\$15,967	
Census Per Capita Income (2010)	\$11,788		\$12,385		\$12,847	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$616	-0.4%	-\$600	-0.4%	-\$583	-0.4%
<i>Historical Annual Growth (2020 to 2025)</i>	\$13,299	5.7%	\$13,535	5.7%	\$11,369	4.7%
<i>Historical Annual Growth (2010 to 2020)</i>	\$3,832	3.3%	\$3,373	2.7%	\$3,120	2.4%
Other Income						
Estimated Families (2025)	1,914		3,288		5,543	
Estimated Average Family Income (2025)	\$93,616		\$95,915		\$89,418	
Estimated Median Family Income (2025)	\$68,685		\$72,679		\$66,798	
Estimated Average Household Net Worth (2025)	\$638,936		\$726,715		\$697,213	

Consumer Expenditure Summary

Consumer Expenditure Summary



Broken Bow, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population	7,535		13,146		22,418	
Estimated Households	2,813		4,890		8,449	
Household Expenditure	\$225.53 M		\$404.07 M		\$672.89 M	
Per Household ~ Per Capita	\$80,182	\$29,931	\$82,637	\$30,736	\$79,641	\$30,016
Non-Retail Expenditures	\$104.43 M	46.3%	\$186.71 M	46.2%	\$309.42 M	46.0%
Per Household ~ Per Capita	\$37,128	\$13,859	\$38,185	\$14,203	\$36,621	\$13,802
Retail Expenditures	\$121.1 M	53.7%	\$217.36 M	53.8%	\$363.48 M	54.0%
Per Household ~ Per Capita	\$43,055	\$16,072	\$44,452	\$16,534	\$43,020	\$16,214
Alcoholic Beverages	\$1.36 M	0.6%	\$2.44 M	0.6%	\$4.06 M	0.6%
Per Household ~ Per Capita	\$485	\$181	\$500	\$186	\$480	\$181
Apparel	\$4.29 M	1.9%	\$7.64 M	1.9%	\$12.74 M	1.9%
Per Household ~ Per Capita	\$1,524	\$569	\$1,562	\$581	\$1,508	\$568
Contributions	\$6.49 M	2.9%	\$11.79 M	2.9%	\$19.38 M	2.9%
Per Household ~ Per Capita	\$2,308	\$862	\$2,410	\$897	\$2,294	\$865
Education	\$4.8 M	2.1%	\$8.67 M	2.1%	\$14.32 M	2.1%
Per Household ~ Per Capita	\$1,707	\$637	\$1,773	\$660	\$1,695	\$639
Entertainment	\$13.38 M	5.9%	\$23.81 M	5.9%	\$39.74 M	5.9%
Per Household ~ Per Capita	\$4,756	\$1,775	\$4,870	\$1,811	\$4,703	\$1,773
Food Away From Home	\$10.08 M	4.5%	\$18 M	4.5%	\$29.99 M	4.5%
Per Household ~ Per Capita	\$3,585	\$1,338	\$3,682	\$1,369	\$3,549	\$1,338
Grocery	\$17.86 M	7.9%	\$31.22 M	7.7%	\$52.86 M	7.9%
Per Household ~ Per Capita	\$6,350	\$2,370	\$6,384	\$2,375	\$6,257	\$2,358
Health Care	\$18.29 M	8.1%	\$32.07 M	7.9%	\$55.36 M	8.2%
Per Household ~ Per Capita	\$6,501	\$2,427	\$6,559	\$2,440	\$6,552	\$2,469
Household Furnishings and Equipment	\$6.01 M	2.7%	\$10.75 M	2.7%	\$17.88 M	2.7%
Per Household ~ Per Capita	\$2,137	\$798	\$2,199	\$818	\$2,117	\$798
Household Operations	\$4.43 M	2.0%	\$7.87 M	1.9%	\$13.16 M	2.0%
Per Household ~ Per Capita	\$1,575	\$588	\$1,609	\$598	\$1,558	\$587
Miscellaneous Expenses	\$3.9 M	1.7%	\$6.98 M	1.7%	\$11.6 M	1.7%
Per Household ~ Per Capita	\$1,388	\$518	\$1,427	\$531	\$1,373	\$518
Personal Care	\$3.37 M	1.5%	\$5.92 M	1.5%	\$9.98 M	1.5%
Per Household ~ Per Capita	\$1,198	\$447	\$1,210	\$450	\$1,181	\$445
Shelter	\$39.59 M	17.6%	\$68.76 M	17.0%	\$115.6 M	17.2%
Per Household ~ Per Capita	\$14,075	\$5,254	\$14,063	\$5,230	\$13,682	\$5,157
Tax and Retirement	\$39.31 M	17.4%	\$73.34 M	18.2%	\$118.48 M	17.6%
Per Household ~ Per Capita	\$13,977	\$5,217	\$14,999	\$5,579	\$14,022	\$5,285
Tobacco and Related	\$1.69 M	0.7%	\$2.88 M	0.7%	\$4.98 M	0.7%
Per Household ~ Per Capita	\$601	\$224	\$589	\$219	\$589	\$222
Transportation	\$37.76 M	16.7%	\$69.38 M	17.2%	\$114.52 M	17.0%
Per Household ~ Per Capita	\$13,424	\$5,011	\$14,189	\$5,278	\$13,554	\$5,108
Utilities	\$12.92 M	5.7%	\$22.55 M	5.6%	\$38.23 M	5.7%
Per Household ~ Per Capita	\$4,593	\$1,715	\$4,611	\$1,715	\$4,525	\$1,705

Consumer Expenditure Trend



Broken Bow, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population / Households (2025)						
Estimated Population	7,535		13,146		22,418	
Estimated Households	2,813		4,890		8,449	
Total Annual Consumer Expenditure (2025)						
Total Household Expenditure	\$225.53 M		\$404.07 M		\$672.89 M	
Total Non-Retail Expenditure	\$104.43 M		\$186.71 M		\$309.42 M	
Total Retail Expenditure	\$121.1 M		\$217.36 M		\$363.48 M	
Alcoholic Beverages	\$1.36 M		\$2.44 M		\$4.06 M	
Apparel	\$4.29 M		\$7.64 M		\$12.74 M	
Contributions	\$6.49 M		\$11.79 M		\$19.38 M	
Education	\$4.8 M		\$8.67 M		\$14.32 M	
Entertainment	\$13.38 M		\$23.81 M		\$39.74 M	
Food Away From Home	\$10.08 M		\$18 M		\$29.99 M	
Grocery	\$17.86 M		\$31.22 M		\$52.86 M	
Health Care	\$18.29 M		\$32.07 M		\$55.36 M	
Household Furnishings and Equipment	\$6.01 M		\$10.75 M		\$17.88 M	
Household Operations	\$4.43 M		\$7.87 M		\$13.16 M	
Miscellaneous Expenses	\$3.9 M		\$6.98 M		\$11.6 M	
Personal Care	\$3.37 M		\$5.92 M		\$9.98 M	
Shelter	\$39.59 M		\$68.76 M		\$115.6 M	
Tax and Retirement	\$39.31 M		\$73.34 M		\$118.48 M	
Tobacco and Related	\$1.69 M		\$2.88 M		\$4.98 M	
Transportation	\$37.76 M		\$69.38 M		\$114.52 M	
Utilities	\$12.92 M		\$22.55 M		\$38.23 M	
Monthly Household Consumer Expenditure (2025)						
Total Household Expenditure	\$6,682		\$6,886		\$6,637	
Total Non-Retail Expenditure	\$3,094	46.3%	\$3,182	46.2%	\$3,052	46.0%
Total Retail Expenditure	\$3,588	53.7%	\$3,704	53.8%	\$3,585	54.0%
Alcoholic Beverages	\$40	0.6%	\$42	0.6%	\$40	0.6%
Apparel	\$127	1.9%	\$130	1.9%	\$126	1.9%
Contributions	\$192	2.9%	\$201	2.9%	\$191	2.9%
Education	\$142	2.1%	\$148	2.1%	\$141	2.1%
Entertainment	\$396	5.9%	\$406	5.9%	\$392	5.9%
Food Away From Home	\$299	4.5%	\$307	4.5%	\$296	4.5%
Grocery	\$529	7.9%	\$532	7.7%	\$521	7.9%
Health Care	\$542	8.1%	\$547	7.9%	\$546	8.2%
Household Furnishings and Equipment	\$178	2.7%	\$183	2.7%	\$176	2.7%
Household Operations	\$131	2.0%	\$134	1.9%	\$130	2.0%
Miscellaneous Expenses	\$116	1.7%	\$119	1.7%	\$114	1.7%
Personal Care	\$100	1.5%	\$101	1.5%	\$98	1.5%
Shelter	\$1,173	17.6%	\$1,172	17.0%	\$1,140	17.2%
Tax and Retirement	\$1,165	17.4%	\$1,250	18.2%	\$1,169	17.6%
Tobacco and Related	\$50	0.7%	\$49	0.7%	\$49	0.7%
Transportation	\$1,119	16.7%	\$1,182	17.2%	\$1,130	17.0%
Utilities	\$383	5.7%	\$384	5.6%	\$377	5.7%

Consumer Expenditure Trend



Broken Bow, Oklahoma			
Radius	5 mi radius	10 mi radius	15 mi radius
Population / Households (2030)			
Projected Population	7,364	12,963	21,851
Projected Households	-	-	-
Total Annual Consumer Expenditure (2030)			
Total Household Expenditure	\$216.48 M	\$391.28 M	\$641.22 M
Total Non-Retail Expenditure	\$100.43 M	\$181.19 M	\$295.26 M
Total Retail Expenditure	\$116.06 M	\$210.09 M	\$345.95 M
Alcoholic Beverages	\$1.31 M	\$2.37 M	\$3.87 M
Apparel	\$4.1 M	\$7.39 M	\$12.14 M
Contributions	\$6.26 M	\$11.44 M	\$18.46 M
Education	\$4.62 M	\$8.41 M	\$13.64 M
Entertainment	\$12.78 M	\$23.03 M	\$37.86 M
Food Away From Home	\$9.65 M	\$17.43 M	\$28.57 M
Grocery	\$16.95 M	\$30.09 M	\$50.4 M
Health Care	\$17.72 M	\$31.13 M	\$52.88 M
Household Furnishings and Equipment	\$5.76 M	\$10.41 M	\$17.04 M
Household Operations	\$4.23 M	\$7.61 M	\$12.55 M
Miscellaneous Expenses	\$3.73 M	\$6.75 M	\$11.05 M
Personal Care	\$3.2 M	\$5.71 M	\$9.52 M
Shelter	\$37.7 M	\$66.36 M	\$110.25 M
Tax and Retirement	\$38.38 M	\$71.9 M	\$113.14 M
Tobacco and Related	\$1.59 M	\$2.77 M	\$4.75 M
Transportation	\$36.25 M	\$66.76 M	\$108.65 M
Utilities	\$12.25 M	\$21.73 M	\$36.45 M
Consumer Expenditure Growth (2025 to 2030)			
Total Household Expenditure	\$-9.05 M	\$-12.79 M	\$-31.67 M
Total Non-Retail Expenditure	\$-4 M	\$-5.53 M	\$-14.15 M
Total Retail Expenditure	\$-5.04 M	\$-7.27 M	\$-17.52 M
Alcoholic Beverages	\$-56.25 K	\$-76.64 K	\$-191.95 K
Apparel	\$-185.3 K	\$-245.24 K	\$-597.91 K
Contributions	\$-235.9 K	\$-342.58 K	\$-924.66 K
Education	\$-184.53 K	\$-260.44 K	\$-680.71 K
Entertainment	\$-593.67 K	\$-784.1 K	\$-1.88 M
Food Away From Home	\$-431.58 K	\$-577.77 K	\$-1.42 M
Grocery	\$-909.87 K	\$-1.13 M	\$-2.46 M
Health Care	\$-569.91 K	\$-939.3 K	\$-2.48 M
Household Furnishings and Equipment	\$-253.1 K	\$-341.98 K	\$-845.82 K
Household Operations	\$-197.68 K	\$-255.44 K	\$-612.98 K
Miscellaneous Expenses	\$-169.41 K	\$-229.89 K	\$-556.75 K
Personal Care	\$-165.84 K	\$-208.08 K	\$-465.75 K
Shelter	\$-1.89 M	\$-2.41 M	\$-5.35 M
Tax and Retirement	\$-932.08 K	\$-1.45 M	\$-5.34 M
Tobacco and Related	\$-100.52 K	\$-117.03 K	\$-225.77 K
Transportation	\$-1.51 M	\$-2.62 M	\$-5.87 M
Utilities	\$-666.27 K	\$-819.92 K	\$-1.78 M

Crime Risk

Broken Bow, Oklahoma				
Radius	5 mi radius	10 mi radius	15 mi radius	
Demographics				
Population	7,535	13,146	22,418	
Census Population	7,661	12,744	22,325	
Households	2,813	4,890	8,449	
Average Household Income	\$77,366	\$78,698	\$72,444	
Median Household Income	\$54,689	\$56,230	\$51,138	
Per Capita Income	\$28,920	\$29,294	\$27,336	
Total Crime				
Crime Index	188	144	138	
Crime Level	Very High	Above Average	Above Average	
Personal Crime				
Crime Index	161	129	112	
Crime Level	High Risk	Above Average	Average	
Murder				
Crime Index	284	227	213	
Crime Level	Very High	Very High	Very High	
Rape				
Crime Index	179	155	150	
Crime Level	High Risk	High Risk	Above Average	
Robbery				
Crime Index	87	63	47	
Crime Level	Below Average	Below Average	Low Risk	
Assault				
Crime Index	175	141	123	
Crime Level	High Risk	Above Average	Above Average	
Property Crime				
Crime Index	193	147	143	
Crime Level	Very High	Above Average	Above Average	
Burglary				
Crime Index	386	298	275	
Crime Level	Very High	Very High	Very High	
Larceny				
Crime Index	158	122	127	
Crime Level	High Risk	Above Average	Above Average	
Motor Vehicle Theft				
Crime Index	185	124	88	
Crime Level	Very High	Above Average	Below Average	

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Broken Bow, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
AutoZone	1 / 0	6,600	
Jiffy Lube	2 / 1	2,500	
O'Reilly	2 / 1	8,500	
Banks Minor			
Bank	11 / 5		
Clothing Apparel			
Cato	1 / 0	5,000	
Convenience Stores			
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	
Dealerships			
Chevrolet	1 / 1		
Ford	1 / 0		
Jeep	1 / 1		
Lincoln	1 / 0		
Department Stores			
Bealls	1 / 0	22,600	
Discount Department Stores			
Walmart	1 / 1	122,800	
Walmart Supercenter	1 / 0	189,700	
Dollar Stores			
Dollar General	4 / 1	9,600	
Dollar Tree	2 / 1	11,800	
Family Dollar	1 / 0	9,400	
Education			
Cosmetology and Barber	1 / 1		
Day Care	14 / 5		
High School	4 / 1		
PK - 8	14 / 3		
Trade Schools	1 / 0		
EV Charging Stations			

Broken Bow, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Independent	1 / 0		
Eyewear			
MyEyeDr.	2 / 1	2,800	
Furniture Household			
Aaron's	1 / 0	9,000	
Health Care			
Cardiac Electrophysiology	1 / 0		
Cardiovascular Disease	1 / 0		
Certified Registered Nurse Anesthetist	1 / 0		
Chiropractic	2 / 1		
Diagnostic Radiology	1 / 0		
Dialysis Centers	2 / 0		
Emergency Medicine	1 / 0		
Family Practice	7 / 1		
General Practice	2 / 1		
General Surgery	1 / 0		
Hospitalist	2 / 0		
Internal Medicine	3 / 0		
Medical Oncology	1 / 0		
Nephrology	2 / 0		
Nurse Practitioner	14 / 5		
Optometry	3 / 1		
Pathology	1 / 0		
Pediatric Medicine	1 / 0		
Physical Therapy	1 / 0		
Physician Assistant	3 / 1		
Podiatry	1 / 0		
Urgent Care	1 / 1		
Home Improvement			
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	
Hotels			
Comfort Suites	1 / 0	14,700	
Microtel Inn & Suites	1 / 1	11,500	
Motel 6	1 / 0	24,300	

Broken Bow, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Rodeway	1 / 1	11,400	
Super 8	1 / 0	12,300	
Restaurants Coffee Donuts			
Starbucks	1 / 0	1,800	
Restaurants Fast Food Major			
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	
Restaurants Fast Food Minor			
Krispy Krunchy Chicken	1 / 0		
Restaurants Ice Cream Smoothie			
Braum's	1 / 0	5,100	
Restaurants Pizza			
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	
Restaurants Sandwich			
Subway	2 / 1	1,700	
Shoes Footwear			
Shoe Dept	1 / 0	6,500	
Sporting Goods			
Hibbett Sports	1 / 0	7,600	
Worship			
Baptist	6 / 2		