

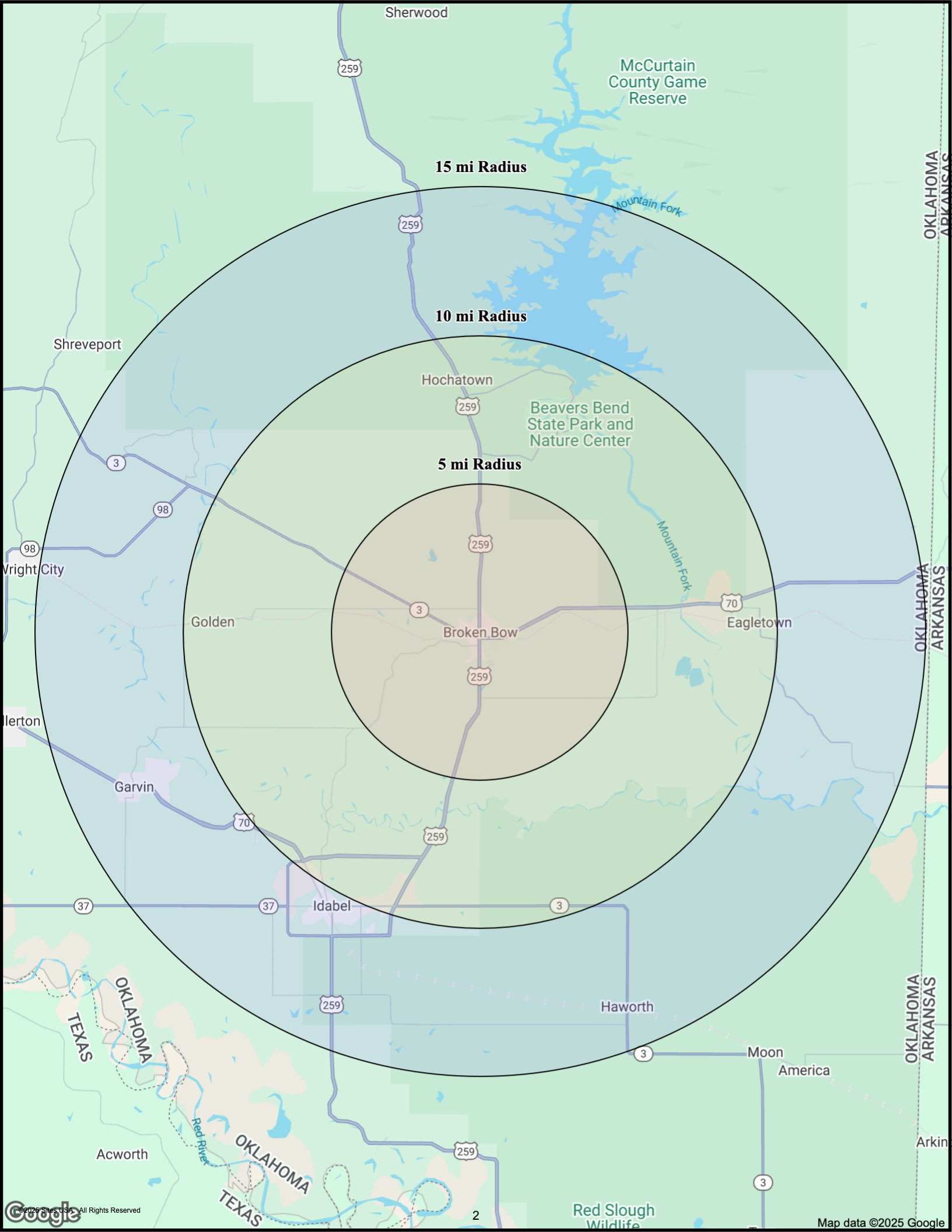
RETAIL ATTRACTIONS, LLC
Economic Development Consulting

**Broken Bow, Oklahoma
Radius
3rd Quarter 2025**

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Demographics



Sherwood

McCurain
County Game
Reserve

15 mi Radius

10 mi Radius

5 mi Radius

Shreveport

Hochatown

Beavers Bend
State Park and
Nature Center

Wright City

Golden

Broken Bow

Eagletown

Garvin

Idabel

Haworth

Moon

America

Acworth

Arkin

Broken Bow, Oklahoma

Radius

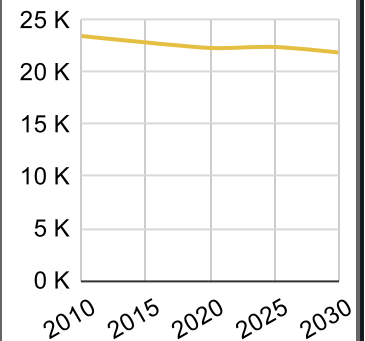
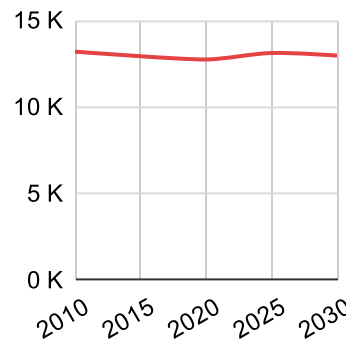
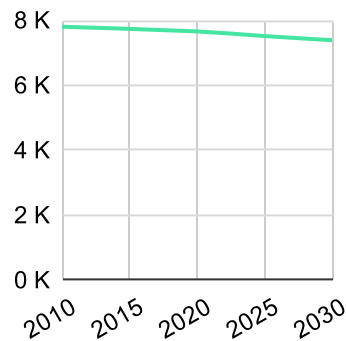
5 mi radius

10 mi radius

15 mi radius

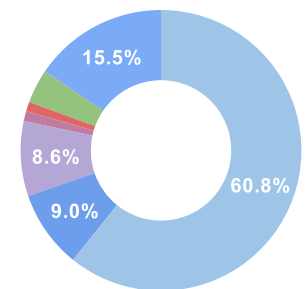
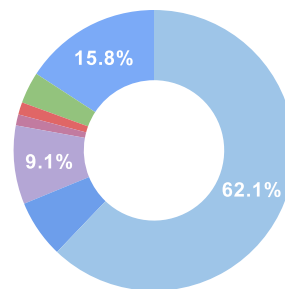
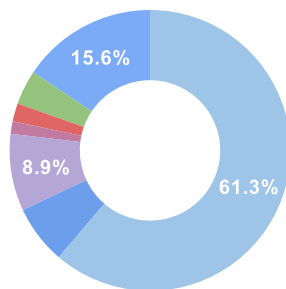
Population

Estimated Population (2025)	7,518	13,117	22,418
Projected Population (2030)	7,389	12,967	21,893
Census Population (2020)	7,661	12,744	22,325
Census Population (2010)	7,805	13,196	23,468
Projected Annual Growth (2025-2030)	-129 -0.3%	-150 -0.2%	-525 -0.5%
Historical Annual Growth (2020-2025)	-143 -0.4%	373 0.6%	93 -
Historical Annual Growth (2010-2020)	-143 -0.2%	-452 -0.3%	-1,143 -0.5%
Estimated Population Density (2025)	96 psm	42 psm	32 psm
Trade Area Size	78.5 sq mi	314.0 sq mi	706.8 sq mi



Race and Ethnicity (2025)

Not Hispanic or Latino Population	6,840	91.0%	12,068	92.0%	20,669	92.2%
White	4,347	63.6%	7,760	64.3%	13,007	62.9%
Black or African American	504	7.4%	865	7.2%	1,978	9.6%
American Indian or Alaska Native	630	9.2%	1,138	9.4%	1,852	9.0%
Asian	100	1.5%	158	1.3%	249	1.2%
Hawaiian or Pacific Islander	156	2.3%	187	1.5%	241	1.2%
Other Race	67	1.0%	106	0.9%	241	1.2%
Two or More Races	1,035	15.1%	1,855	15.4%	3,100	15.0%
Hispanic or Latino Population	679	9.0%	1,049	8.0%	1,749	7.8%
White	258	38.0%	390	37.2%	617	35.3%
Black or African American	6	0.8%	9	0.9%	32	1.8%
American Indian or Alaska Native	36	5.4%	50	4.8%	83	4.8%
Asian	8	1.1%	9	0.9%	9	0.5%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Other Race	232	34.2%	371	35.4%	637	36.4%
Two or More Races	139	20.5%	220	21.0%	371	21.2%



White

Black or African American

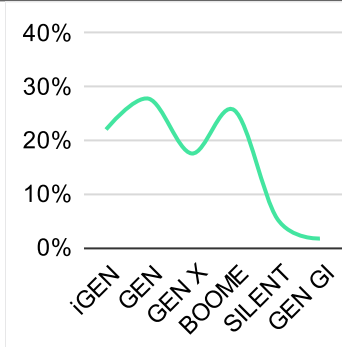
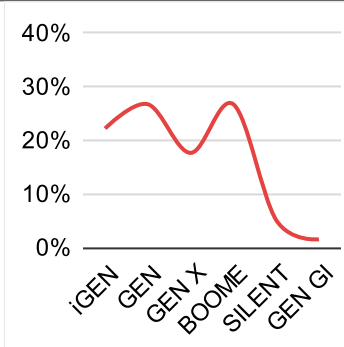
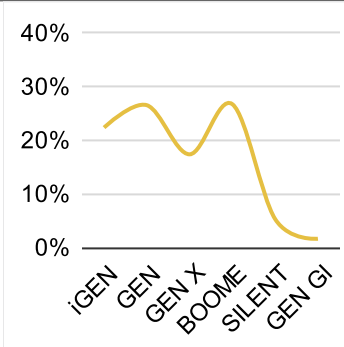
American Indian or Alaskan Native

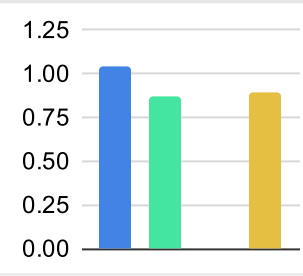
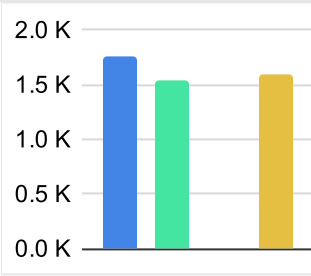
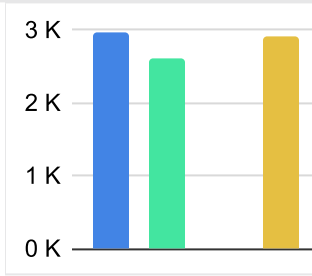
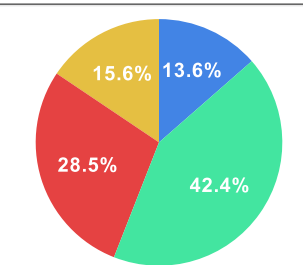
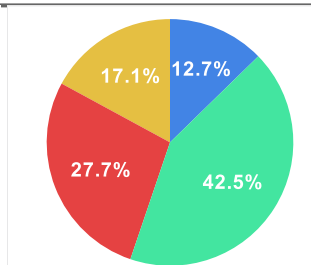
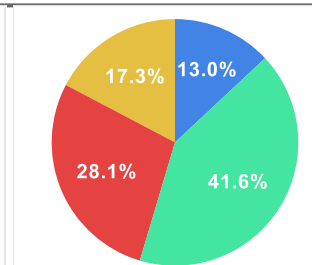
Asian

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		494	6.6%	889	6.8%	1,538	6.9%
Age 5 to 9 Years		551	7.3%	974	7.4%	1,710	7.6%
Age 10 to 14 Years		611	8.1%	1,049	8.0%	1,767	7.9%
Age 15 to 19 Years		583	7.8%	967	7.4%	1,598	7.1%
Age 20 to 24 Years		512	6.8%	840	6.4%	1,382	6.2%
Age 25 to 29 Years		454	6.0%	783	6.0%	1,391	6.2%
Age 30 to 34 Years		538	7.2%	916	7.0%	1,580	7.0%
Age 35 to 39 Years		466	6.2%	793	6.0%	1,333	5.9%
Age 40 to 44 Years		447	5.9%	785	6.0%	1,343	6.0%
Age 45 to 49 Years		406	5.4%	737	5.6%	1,222	5.5%
Age 50 to 54 Years		471	6.3%	784	6.0%	1,255	5.6%
Age 55 to 59 Years		424	5.6%	765	5.8%	1,328	5.9%
Age 60 to 64 Years		394	5.2%	741	5.7%	1,320	5.9%
Age 65 to 69 Years		360	4.8%	693	5.3%	1,196	5.3%
Age 70 to 74 Years		276	3.7%	523	4.0%	894	4.0%
Age 75 to 79 Years		227	3.0%	389	3.0%	701	3.1%
Age 80 to 84 Years		179	2.4%	286	2.2%	490	2.2%
Age 85 Years or Over		127	1.7%	202	1.5%	369	1.6%
Median Age		34.7		35.4		35.3	
Generation (2025)							
iGeneration (Age Under 15 Years)		1,655	22.0%	2,912	22.2%	5,015	22.4%
Generation 9/11 Millennials (Age 15 to 34 Years)		2,087	27.8%	3,506	26.7%	5,952	26.5%
Gen Xers (Age 35 to 49 Years)		1,319	17.5%	2,316	17.7%	3,898	17.4%
Baby Boomers (Age 50 to 74 Years)		1,925	25.6%	3,505	26.7%	5,993	26.7%
Silent Generation (Age 75 to 84 Years)		405	5.4%	675	5.1%	1,191	5.3%
G.I. Generation (Age 85 Years or Over)		127	1.7%	202	1.5%	369	1.6%
							

Broken Bow, Oklahoma			
Radius	5 mi radius	10 mi radius	15 mi radius
Household Type (2025)			
Total Households	2,811	4,888	8,466
Family Households	1,917 68.2%	3,288 67.3%	5,559 65.7%
Family Households with Children	1,045 54.5%	1,752 53.3%	2,955 53.2%
Family Households No Children	872 45.5%	1,537 46.7%	2,604 46.8%
Non-Family Households	894 31.8%	1,600 32.7%	2,907 34.3%
Non-Family Households with Children	1 0.2%	2 0.1%	5 0.2%
Non-Family Households No Children	893 99.8%	1,598 99.9%	2,902 99.8%
<div>Family Households w/ Children</div> <div>Family Households No Children</div> <div>Non-Family Households w/ Children</div> <div>Non-Family Households No Children</div>			
Education Attainment (2025)			
Elementary or Some High School	646 13.6%	1,066 12.7%	1,880 13.0%
High School Graduate	2,022 42.4%	3,570 42.5%	5,994 41.6%
Some College or Associate Degree	1,357 28.5%	2,326 27.7%	4,053 28.1%
Bachelor or Graduate Degree	743 15.6%	1,435 17.1%	2,495 17.3%
<div>Elementary or Some High School</div> <div>High School Graduate</div> <div>Some College or Associate Degree</div> <div>Bachelor or Graduate Degree</div>			
Household Income (2025)			
Estimated Average Household Income	\$76,665	\$78,068	\$71,870
Estimated Median Household Income	\$53,814	\$55,363	\$50,524
HH Income Under \$10,000	263 9.3%	389 8.0%	694 8.2%
HH Income \$10,000 to \$34,999	676 24.0%	1,150 23.5%	2,349 27.7%
HH Income \$35,000 to \$49,999	333 11.8%	613 12.5%	1,112 13.1%
HH Income \$50,000 to \$74,999	622 22.1%	1,029 21.1%	1,580 18.7%
HH Income \$75,000 to \$99,999	324 11.5%	578 11.8%	916 10.8%
HH Income \$100,000 to \$149,999	385 13.7%	708 14.5%	1,167 13.8%
HH Income \$150,000 or More	208 7.4%	421 8.6%	648 7.7%

Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Population							
Estimated Population (2025)		7,518		13,117		22,418	
Projected Population (2030)		7,389		12,967		21,893	
Census Population (2020)		7,661		12,744		22,325	
Census Population (2010)		7,805		13,196		23,468	
Projected Annual Growth (2025-2030)		-129	-0.3%	-150	-0.2%	-525	-0.5%
Historical Annual Growth (2020-2025)		-143	-	373	0.6%	93	-
Historical Annual Growth (2010-2020)		-143	-0.2%	-452	-0.3%	-1,143	-0.5%
Estimated Population Density (2025)		96	psm	42	psm	32	psm
Trade Area Size		78.5	sq mi	314.0	sq mi	706.8	sq mi
Households							
Estimated Households (2025)		2,811		4,888		8,466	
Projected Households (2030)		2,705		4,734		8,100	
Census Households (2020)		2,943		4,857		8,611	
Census Households (2010)		3,033		5,086		9,127	
Projected Annual Growth (2025-2030)		-105	-0.7%	-154	-0.6%	-366	-0.9%
Historical Annual Change (2010-2025)		-223	-0.5%	-198	-0.3%	-662	-0.5%
Average Household Income							
Estimated Average Household Income (2025)		\$76,665		\$78,068		\$71,870	
Projected Average Household Income (2030)		\$75,503		\$76,923		\$70,908	
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)		-\$1,163	-0.3%	-\$1,145	-0.3%	-\$962	-0.3%
Historical Annual Change (2000-2025)		\$46,133	6.0%	\$45,879	5.7%	\$38,525	4.6%
Median Household Income							
Estimated Median Household Income (2025)		\$53,814		\$55,363		\$50,524	
Projected Median Household Income (2030)		\$53,315		\$54,735		\$49,955	
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)		-\$499	-0.2%	-\$628	-0.2%	-\$569	-0.2%
Historical Annual Change (2000-2025)		\$30,990	5.4%	\$31,019	5.1%	\$25,973	4.2%
Per Capita Income							
Estimated Per Capita Income (2025)		\$28,703		\$29,114		\$27,174	
Projected Per Capita Income (2030)		\$27,684		\$28,105		\$26,267	
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)		-\$1,018	-0.7%	-\$1,009	-0.7%	-\$907	-0.7%
Historical Annual Change (2000-2025)		\$16,915	5.7%	\$16,729	5.4%	\$14,327	4.5%
Estimated Average Household Net Worth (2025)		\$599,287		\$716,392		\$682,218	

Broken Bow, Oklahoma							
Radius	5 mi radius			10 mi radius		15 mi radius	
Race and Ethnicity							
Total Population (2025)	7,518		13,117		22,418		
White (2025)	4,605	61.3%	8,150	62.1%	13,624	60.8%	
Black or African American (2025)	509	6.8%	875	6.7%	2,010	9.0%	
American Indian or Alaska Native (2025)	667	8.9%	1,187	9.1%	1,936	8.6%	
Asian (2025)	108	1.4%	167	1.3%	258	1.2%	
Hawaiian or Pacific Islander (2025)	156	2.1%	187	1.4%	241	1.1%	
Other Race (2025)	299	4.0%	477	3.6%	878	3.9%	
Two or More Races (2025)	1,174	15.6%	2,075	15.8%	3,471	15.5%	
Population < 18 (2025)	1,998	26.6%	3,511	26.8%	6,016	26.8%	
White Not Hispanic	839	42.0%	1,527	43.5%	2,532	42.1%	
Black or African American	127	6.4%	231	6.6%	585	9.7%	
Asian	11	0.6%	30	0.8%	68	1.1%	
Other Race Not Hispanic	719	36.0%	1,250	35.6%	2,056	34.2%	
Hispanic	301	15.1%	473	13.5%	774	12.9%	
Not Hispanic or Latino Population (2025)	6,840	91.0%	12,068	92.0%	20,669	92.2%	
Not Hispanic White	4,347	63.6%	7,760	64.3%	13,007	62.9%	
Not Hispanic Black or African American	504	7.4%	865	7.2%	1,978	9.6%	
Not Hispanic American Indian or Alaska Native	630	9.2%	1,138	9.4%	1,852	9.0%	
Not Hispanic Asian	100	1.5%	158	1.3%	249	1.2%	
Not Hispanic Hawaiian or Pacific Islander	156	2.3%	187	1.5%	241	1.2%	
Not Hispanic Other Race	67	1.0%	106	0.9%	241	1.2%	
Not Hispanic Two or More Races	1,035	15.1%	1,855	15.4%	3,100	15.0%	
Hispanic or Latino Population (2025)	679	9.0%	1,049	8.0%	1,749	7.8%	
Hispanic White	258	38.0%	390	37.2%	617	35.3%	
Hispanic Black or African American	6	0.8%	9	0.9%	32	1.8%	
Hispanic American Indian or Alaska Native	36	5.4%	50	4.8%	83	4.8%	
Hispanic Asian	8	1.1%	9	0.9%	9	0.5%	
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-	
Hispanic Other Race	232	34.2%	371	35.4%	637	36.4%	
Hispanic Two or More Races	139	20.5%	220	21.0%	371	21.2%	
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)	6,761	91.5%	11,936	92.0%	20,215	92.3%	
Hispanic or Latino Population (2030)	628	8.5%	1,031	8.0%	1,678	7.7%	
Projected Annual Growth (2025-2030)	-50	-1.5%	-18	-0.3%	-71	-0.8%	
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		7,518		13,117		22,418	
Age Under 5 Years		494	6.6%	889	6.8%	1,538	6.9%
Age 5 to 9 Years		551	7.3%	974	7.4%	1,710	7.6%
Age 10 to 14 Years		611	8.1%	1,049	8.0%	1,767	7.9%
Age 15 to 19 Years		583	7.8%	967	7.4%	1,598	7.1%
Age 20 to 24 Years		512	6.8%	840	6.4%	1,382	6.2%
Age 25 to 29 Years		454	6.0%	783	6.0%	1,391	6.2%
Age 30 to 34 Years		538	7.2%	916	7.0%	1,580	7.0%
Age 35 to 39 Years		466	6.2%	793	6.0%	1,333	5.9%
Age 40 to 44 Years		447	5.9%	785	6.0%	1,343	6.0%
Age 45 to 49 Years		406	5.4%	737	5.6%	1,222	5.5%
Age 50 to 54 Years		471	6.3%	784	6.0%	1,255	5.6%
Age 55 to 59 Years		424	5.6%	765	5.8%	1,328	5.9%
Age 60 to 64 Years		394	5.2%	741	5.7%	1,320	5.9%
Age 65 to 69 Years		360	4.8%	693	5.3%	1,196	5.3%
Age 70 to 74 Years		276	3.7%	523	4.0%	894	4.0%
Age 75 to 79 Years		227	3.0%	389	3.0%	701	3.1%
Age 80 to 84 Years		179	2.4%	286	2.2%	490	2.2%
Age 85 Years or Over		127	1.7%	202	1.5%	369	1.6%
Median Age		34.7		35.4		35.3	
Age 19 Years or Less		2,238	29.8%	3,879	29.6%	6,614	29.5%
Age 20 to 64 Years		4,112	54.7%	7,145	54.5%	12,155	54.2%
Age 65 Years or Over		1,168	15.5%	2,093	16.0%	3,649	16.3%
Female Age Distribution (2025)							
Female Population		3,753	49.9%	6,566	50.1%	11,232	50.1%
Age Under 5 Years		227	6.1%	414	6.3%	707	6.3%
Age 5 to 9 Years		248	6.6%	454	6.9%	788	7.0%
Age 10 to 14 Years		314	8.4%	525	8.0%	898	8.0%
Age 15 to 19 Years		266	7.1%	453	6.9%	751	6.7%
Age 20 to 24 Years		272	7.2%	442	6.7%	724	6.4%
Age 25 to 29 Years		217	5.8%	385	5.9%	688	6.1%
Age 30 to 34 Years		292	7.8%	477	7.3%	803	7.2%
Age 35 to 39 Years		230	6.1%	395	6.0%	686	6.1%
Age 40 to 44 Years		227	6.0%	396	6.0%	656	5.8%
Age 45 to 49 Years		201	5.4%	368	5.6%	629	5.6%
Age 50 to 54 Years		257	6.8%	408	6.2%	648	5.8%
Age 55 to 59 Years		195	5.2%	369	5.6%	669	6.0%
Age 60 to 64 Years		193	5.2%	378	5.8%	657	5.8%
Age 65 to 69 Years		194	5.2%	367	5.6%	652	5.8%
Age 70 to 74 Years		159	4.2%	286	4.4%	479	4.3%
Age 75 to 79 Years		130	3.5%	223	3.4%	389	3.5%
Age 80 to 84 Years		75	2.0%	129	2.0%	230	2.0%
Age 85 Years or Over		56	1.5%	98	1.5%	178	1.6%
Female Median Age		35.2		36.0		36.2	
Age 19 Years or Less		1,056	28.1%	1,846	28.1%	3,144	28.0%
Age 20 to 64 Years		2,084	55.5%	3,618	55.1%	6,159	54.8%
Age 65 Years or Over		613	16.3%	1,102	16.8%	1,928	17.2%

Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Male Age Distribution (2025)							
Male Population		3,765	50.1%	6,551	49.9%	11,186	49.9%
Age Under 5 Years		266	7.1%	475	7.3%	830	7.4%
Age 5 to 9 Years		303	8.1%	521	7.9%	923	8.2%
Age 10 to 14 Years		296	7.9%	524	8.0%	870	7.8%
Age 15 to 19 Years		316	8.4%	514	7.8%	847	7.6%
Age 20 to 24 Years		240	6.4%	398	6.1%	658	5.9%
Age 25 to 29 Years		237	6.3%	398	6.1%	703	6.3%
Age 30 to 34 Years		246	6.5%	439	6.7%	777	6.9%
Age 35 to 39 Years		236	6.3%	398	6.1%	647	5.8%
Age 40 to 44 Years		220	5.8%	389	5.9%	687	6.1%
Age 45 to 49 Years		206	5.5%	369	5.6%	593	5.3%
Age 50 to 54 Years		214	5.7%	376	5.7%	607	5.4%
Age 55 to 59 Years		229	6.1%	396	6.0%	660	5.9%
Age 60 to 64 Years		201	5.3%	363	5.5%	664	5.9%
Age 65 to 69 Years		165	4.4%	326	5.0%	544	4.9%
Age 70 to 74 Years		117	3.1%	237	3.6%	414	3.7%
Age 75 to 79 Years		97	2.6%	167	2.5%	311	2.8%
Age 80 to 84 Years		104	2.8%	157	2.4%	260	2.3%
Age 85 Years or Over		71	1.9%	105	1.6%	191	1.7%
Male Median Age		33.8		34.5		34.5	
Age 19 Years or Less		1,182	31.4%	2,033	31.0%	3,470	31.0%
Age 20 to 64 Years		2,028	53.9%	3,527	53.8%	5,996	53.6%
Age 65 Years or Over		555	14.7%	991	15.1%	1,721	15.4%
Males per 100 Females (2025)							
Overall Comparison		100		100		100	
Age Under 5 Years		117	53.9%	115	53.4%	117	54.0%
Age 5 to 9 Years		122	55.0%	115	53.4%	117	53.9%
Age 10 to 14 Years		94	48.5%	100	49.9%	97	49.2%
Age 15 to 19 Years		119	54.3%	114	53.2%	113	53.0%
Age 20 to 24 Years		88	46.9%	90	47.4%	91	47.6%
Age 25 to 29 Years		109	52.3%	104	50.9%	102	50.5%
Age 30 to 34 Years		84	45.7%	92	47.9%	97	49.2%
Age 35 to 39 Years		103	50.7%	101	50.2%	94	48.6%
Age 40 to 44 Years		97	49.2%	98	49.6%	105	51.2%
Age 45 to 49 Years		102	50.6%	100	50.0%	94	48.5%
Age 50 to 54 Years		83	45.4%	92	48.0%	94	48.4%
Age 55 to 59 Years		117	53.9%	107	51.8%	99	49.6%
Age 60 to 64 Years		104	50.9%	96	49.0%	101	50.3%
Age 65 to 69 Years		85	46.0%	89	47.0%	83	45.5%
Age 70 to 74 Years		74	42.5%	83	45.3%	86	46.4%
Age 75 to 79 Years		75	42.7%	75	42.8%	80	44.4%
Age 80 to 84 Years		140	58.3%	122	54.9%	113	53.1%
Age 85 Years or Over		128	56.1%	107	51.7%	108	51.8%
Age 19 Years or Less		112	52.8%	110	52.4%	110	52.5%
Age 20 to 39 Years		95	48.7%	96	49.0%	96	49.0%
Age 40 to 64 Years		100	49.9%	99	49.7%	99	49.6%
Age 65 Years or Over		90	47.5%	90	47.3%	89	47.2%

Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Household Type (2025)							
Total Households		2,811		4,888		8,466	
Households with Children		1,046	37.2%	1,754	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		6,206	82.6%	10,699	81.6%	18,120	80.8%
Population Non-Family		1,255	16.7%	2,356	18.0%	4,067	18.1%
Population Group Quarters		57	0.8%	63	0.5%	231	1.0%
Family Households		1,917	68.2%	3,288	67.3%	5,559	65.7%
Married Couple Households		1,287	67.2%	2,340	71.2%	3,788	68.1%
Other Family Households with Children		629	32.8%	948	28.8%	1,771	31.9%
Family Households with Children		1,045	54.5%	1,752	53.3%	2,955	53.2%
Married Couple with Children		617	59.1%	1,093	62.4%	1,777	60.1%
Other Family Households with Children		428	40.9%	658	37.6%	1,178	39.9%
Family Households No Children		872	45.5%	1,537	46.7%	2,604	46.8%
Married Couple No Children		670	76.8%	1,247	81.1%	2,011	77.2%
Other Family Households No Children		202	23.2%	290	18.9%	593	22.8%
Non-Family Households		894	31.8%	1,600	32.7%	2,907	34.3%
Non-Family Households with Children		1	0.2%	2	0.1%	5	0.2%
Non-Family Households No Children		893	99.8%	1,598	99.9%	2,902	99.8%
Average Family Household Size		3.2		3.3		3.3	
Average Family Income		\$92,620		\$95,081		\$88,593	
Median Family Income		\$69,428		\$72,506		\$66,388	
Average Non-Family Household Size		1.4		1.5		1.4	
Marital Status (2025)							
Population Age 15 Years or Over		5,863		10,204		17,403	
Never Married		1,550	26.4%	2,599	25.5%	4,884	28.1%
Currently Married		2,633	44.9%	4,848	47.5%	7,703	44.3%
Previously Married		1,679	28.6%	2,758	27.0%	4,816	27.7%
Separated		207	12.3%	412	14.9%	828	17.2%
Widowed		433	25.8%	789	28.6%	1,424	29.6%
Divorced		1,039	61.9%	1,557	56.4%	2,564	53.2%
Educational Attainment (2025)							
Adult Population Age 25 Years or Over		4,768		8,398		14,422	
Elementary (Grade Level 0 to 8)		224	4.7%	358	4.3%	639	4.4%
Some High School (Grade Level 9 to 11)		422	8.9%	708	8.4%	1,242	8.6%
High School Graduate		2,022	42.4%	3,570	42.5%	5,994	41.6%
Some College		1,177	24.7%	1,889	22.5%	3,174	22.0%
Associate Degree Only		180	3.8%	437	5.2%	879	6.1%
Bachelor Degree Only		500	10.5%	1,027	12.2%	1,756	12.2%
Graduate Degree		243	5.1%	408	4.9%	738	5.1%
Any College (Some College or Higher)		2,100	44.0%	3,762	44.8%	6,548	45.4%
College Degree + (Bachelor Degree or Higher)		743	15.6%	1,435	17.1%	2,495	17.3%

Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Housing							
Total Housing Units (2025)		3,289		5,810		10,111	
Total Housing Units (2020)		3,338		5,563		9,884	
Historical Annual Growth (2020-2025)		-50 -		247 -		228 -	
Housing Units Occupied (2025)		2,811 85.5%		4,888 84.1%		8,466 83.7%	
Housing Units Owner-Occupied		1,708 60.7%		3,242 66.3%		5,429 64.1%	
Housing Units Renter-Occupied		1,103 39.3%		1,646 33.7%		3,037 35.9%	
Housing Units Vacant (2025)		478 14.5%		922 15.9%		1,645 16.3%	
Household Size (2025)							
Total Households		2,811		4,888		8,466	
1 Person Households		704 25.0%		1,219 24.9%		2,298 27.1%	
2 Person Households		980 34.9%		1,704 34.9%		2,777 32.8%	
3 Person Households		460 16.4%		793 16.2%		1,392 16.4%	
4 Person Households		333 11.8%		604 12.4%		1,062 12.5%	
5 Person Households		193 6.9%		324 6.6%		545 6.4%	
6 Person Households		95 3.4%		164 3.4%		265 3.1%	
7 or More Person Households		47 1.7%		80 1.6%		127 1.5%	
Household Income Distribution (2025)							
HH Income \$200,000 or More		57 2.0%		140 2.9%		219 2.6%	
HH Income \$150,000 to \$199,999		151 5.4%		281 5.7%		428 5.1%	
HH Income \$125,000 to \$149,999		96 3.4%		193 4.0%		332 3.9%	
HH Income \$100,000 to \$124,999		289 10.3%		515 10.5%		835 9.9%	
HH Income \$75,000 to \$99,999		324 11.5%		578 11.8%		916 10.8%	
HH Income \$50,000 to \$74,999		622 22.1%		1,029 21.1%		1,580 18.7%	
HH Income \$35,000 to \$49,999		333 11.8%		613 12.5%		1,112 13.1%	
HH Income \$25,000 to \$34,999		246 8.7%		390 8.0%		835 9.9%	
HH Income \$15,000 to \$24,999		285 10.2%		503 10.3%		965 11.4%	
HH Income \$10,000 to \$14,999		145 5.1%		256 5.2%		549 6.5%	
HH Income Under \$10,000		263 9.3%		389 8.0%		694 8.2%	
Household Vehicles (2025)							
Households 0 Vehicles Available		247 8.8%		397 8.1%		871 10.3%	
Households 1 Vehicle Available		1,094 38.9%		1,698 34.7%		2,908 34.4%	
Households 2 Vehicles Available		722 25.7%		1,352 27.7%		2,414 28.5%	
Households 3 or More Vehicles Available		748 26.6%		1,441 29.5%		2,273 26.9%	
Total Vehicles Available		5,137		9,413		15,635	
Average Vehicles per Household		1.8		1.9		1.8	
Owner-Occupied Household Vehicles		3,852 75.0%		7,398 78.6%		11,998 76.7%	
Average Vehicles per Owner-Occupied Household		2.3		2.3		2.2	
Renter-Occupied Household Vehicles		1,285 25.0%		2,015 21.4%		3,637 23.3%	
Average Vehicles per Renter-Occupied Household		1.2		1.2		1.2	
Travel Time (2025)							
Worker Base Age 16 years or Over		2,680		4,749		7,935	
Travel to Work in 14 Minutes or Less		1,219 45.5%		1,929 40.6%		3,444 43.4%	
Travel to Work in 15 to 29 Minutes		851 31.7%		1,614 34.0%		2,442 30.8%	
Travel to Work in 30 to 59 Minutes		352 13.1%		717 15.1%		1,262 15.9%	
Travel to Work in 60 Minutes or More		215 8.0%		387 8.1%		537 6.8%	
Work at Home		43 1.6%		103 2.2%		250 3.2%	
Average Minutes Travel to Work		14.9		16.2		15.6	

Broken Bow, Oklahoma							
Radius	5 mi radius			10 mi radius		15 mi radius	
Transportation To Work (2025)							
Worker Base Age 16 years or Over	2,680		4,749		7,935		
Drive to Work Alone	2,362	88.1%	4,126	86.9%	6,753	85.1%	
Drive to Work in Carpool	232	8.6%	426	9.0%	692	8.7%	
Travel to Work by Public Transportation	-	-	3	-	3	-	
Drive to Work on Motorcycle	4	0.1%	4	-	4	-	
Bicycle to Work	-	-	1	-	2	-	
Walk to Work	28	1.1%	56	1.2%	129	1.6%	
Other Means	11	0.4%	30	0.6%	102	1.3%	
Work at Home	43	1.6%	103	2.2%	250	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	34.3	to 1	35.2	to 1	
Adj. Daytime Demographics Age 16 Years or Over	5,372		8,098		15,006		
Labor Force							
Labor Population Age 16 Years or Over (2025)	5,741		10,001		17,081		
Labor Force Total Males (2025)	2,831	49.3%	4,917	49.2%	8,388	49.1%	
Male Civilian Employed	1,493	52.8%	2,561	52.1%	4,249	50.7%	
Male Civilian Unemployed	13	0.5%	71	1.4%	169	2.0%	
Males in Armed Forces	-	-	-	-	1	-	
Males Not in Labor Force	1,324	46.8%	2,285	46.5%	3,969	47.3%	
Labor Force Total Females (2025)	2,911	50.7%	5,084	50.8%	8,693	50.9%	
Female Civilian Employed	1,187	40.8%	2,189	43.1%	3,688	42.4%	
Female Civilian Unemployed	2	-	21	0.4%	99	1.1%	
Females in Armed Forces	-	-	-	-	-	-	
Females Not in Labor Force	1,722	59.2%	2,874	56.5%	4,906	56.4%	
Unemployment Rate	14	0.3%	93	0.9%	267	1.6%	
Occupation (2025)							
Occupation Population Age 16 Years or Over	2,680		4,749		7,935		
Occupation Total Males	1,493	55.7%	2,560	53.9%	4,247	53.5%	
Occupation Total Females	1,187	44.3%	2,189	46.1%	3,688	46.5%	
Management, Business, Financial Operations	169	6.3%	376	7.9%	765	9.6%	
Professional, Related	352	13.1%	729	15.3%	1,292	16.3%	
Service	511	19.1%	908	19.1%	1,581	19.9%	
Sales, Office	502	18.7%	883	18.6%	1,365	17.2%	
Farming, Fishing, Forestry	46	1.7%	76	1.6%	103	1.3%	
Construction, Extraction, Maintenance	319	11.9%	593	12.5%	911	11.5%	
Production, Transport, Material Moving	782	29.2%	1,185	25.0%	1,918	24.2%	
White Collar Workers	1,022	38.1%	1,987	41.8%	3,422	43.1%	
Blue Collar Workers	1,658	61.9%	2,762	58.2%	4,513	56.9%	



Broken Bow, Oklahoma										
Radius		5 mi radius		10 mi radius		15 mi radius				
Units In Structure (2025)										
Total Units		2,811		4,888		8,466				
1 Detached Unit		2,194	78.1%	3,736	76.4%	6,443	76.1%			
1 Attached Unit		10	0.4%	41	0.8%	64	0.8%			
2 Units		101	3.6%	144	3.0%	360	4.2%			
3 to 4 Units		111	4.0%	147	3.0%	234	2.8%			
5 to 9 Units		2	-	8	0.2%	35	0.4%			
10 to 19 Units		22	0.8%	24	0.5%	67	0.8%			
20 to 49 Units		39	1.4%	47	1.0%	96	1.1%			
50 or More Units		37	1.3%	39	0.8%	42	0.5%			
Mobile Home or Trailer		291	10.4%	686	14.0%	1,100	13.0%			
Other Structure		2	-	16	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		237	7.2%	397	6.8%	628	6.2%			
Homes Built 2000 to 2009		230	7.0%	568	9.8%	923	9.1%			
Homes Built 1990 to 1999		408	12.4%	794	13.7%	1,250	12.4%			
Homes Built 1980 to 1989		572	17.4%	844	14.5%	1,380	13.6%			
Homes Built 1970 to 1979		793	24.1%	1,324	22.8%	2,335	23.1%			
Homes Built 1960 to 1969		280	8.5%	475	8.2%	932	9.2%			
Homes Built 1950 to 1959		117	3.6%	200	3.4%	399	3.9%			
Homes Built 1940 to 1949		74	2.3%	113	1.9%	281	2.8%			
Homes Built Before 1939		82	2.5%	124	2.1%	274	2.7%			
Median Age of Homes		42.7	yrs	41.3	yrs	43.1	yrs			
Home Values (2025)										
Owner Specified Housing Units		1,708		3,242		5,429				
Home Values \$1,000,000 or More		28	1.6%	79	2.4%	105	1.9%			
Home Values \$750,000 to \$999,999		13	0.7%	38	1.2%	75	1.4%			
Home Values \$500,000 to \$749,999		90	5.3%	181	5.6%	322	5.9%			
Home Values \$400,000 to \$499,999		43	2.5%	89	2.7%	149	2.8%			
Home Values \$300,000 to \$399,999		129	7.6%	242	7.5%	407	7.5%			
Home Values \$250,000 to \$299,999		248	14.5%	344	10.6%	444	8.2%			
Home Values \$200,000 to \$249,999		117	6.9%	276	8.5%	435	8.0%			
Home Values \$175,000 to \$199,999		139	8.2%	210	6.5%	339	6.2%			
Home Values \$150,000 to \$174,999		124	7.2%	206	6.4%	316	5.8%			
Home Values \$125,000 to \$149,999		120	7.0%	203	6.3%	377	6.9%			
Home Values \$100,000 to \$124,999		182	10.6%	325	10.0%	526	9.7%			
Home Values \$90,000 to \$99,999		53	3.1%	99	3.1%	183	3.4%			
Home Values \$80,000 to \$89,999		90	5.3%	202	6.2%	355	6.5%			
Home Values \$70,000 to \$79,999		92	5.4%	140	4.3%	209	3.9%			
Home Values \$60,000 to \$69,999		4	0.2%	54	1.7%	110	2.0%			
Home Values \$50,000 to \$59,999		99	5.8%	179	5.5%	316	5.8%			
Home Values \$35,000 to \$49,999		45	2.6%	132	4.1%	223	4.1%			
Home Values \$25,000 to \$34,999		10	0.6%	59	1.8%	149	2.7%			
Home Values \$10,000 to \$24,999		52	3.0%	126	3.9%	283	5.2%			
Home Values Under \$10,000		31	1.8%	58	1.8%	104	1.9%			
Owner-Occupied Median Home Value		\$164,185		\$157,305		\$147,164				
Renter-Occupied Median Rent		\$501		\$502		\$498				

Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Total Annual Consumer Expenditure (2025)							
Total Household Expenditure		\$224 M		\$401.92 M		\$670.11 M	
Total Non-Retail Expenditure		\$103.47 M		\$185.53 M		\$308.02 M	
Total Retail Expenditure		\$120.53 M		\$216.39 M		\$362.09 M	
Alcoholic Beverages		\$1.35 M		\$2.43 M		\$4.04 M	
Apparel		\$4.25 M		\$7.6 M		\$12.68 M	
Contributions		\$6.45 M		\$11.73 M		\$19.29 M	
Education		\$4.77 M		\$8.63 M		\$14.25 M	
Entertainment		\$13.27 M		\$23.67 M		\$39.53 M	
Food Away From Home		\$10.01 M		\$17.9 M		\$29.83 M	
Grocery		\$17.7 M		\$31.02 M		\$52.56 M	
Health Care		\$18.24 M		\$32.01 M		\$55.38 M	
Household Furnishings and Equipment		\$5.97 M		\$10.69 M		\$17.79 M	
Household Operations		\$4.39 M		\$7.82 M		\$13.09 M	
Miscellaneous Expenses		\$3.87 M		\$6.93 M		\$11.54 M	
Personal Care		\$3.34 M		\$5.88 M		\$9.93 M	
Shelter		\$39.13 M		\$68.12 M		\$114.85 M	
Tax and Retirement		\$38.97 M		\$73.09 M		\$118.05 M	
Tobacco and Related		\$1.67 M		\$2.86 M		\$4.95 M	
Transportation		\$37.81 M		\$69.13 M		\$114.33 M	
Utilities		\$12.81 M		\$22.4 M		\$38.01 M	
Monthly Household Consumer Expenditure (2025)							
Total Household Expenditure		\$6,641		\$6,852		\$6,596	
Total Non-Retail Expenditure		\$3,068 46.2%		\$3,163 46.2%		\$3,032 46.0%	
Total Retail Expenditures		\$3,573 53.8%		\$3,689 53.8%		\$3,564 54.0%	
Alcoholic Beverages		\$40 0.6%		\$41 0.6%		\$40 0.6%	
Apparel		\$126 1.9%		\$130 1.9%		\$125 1.9%	
Contributions		\$191 2.9%		\$200 2.9%		\$190 2.9%	
Education		\$141 2.1%		\$147 2.1%		\$140 2.1%	
Entertainment		\$393 5.9%		\$404 5.9%		\$389 5.9%	
Food Away From Home		\$297 4.5%		\$305 4.5%		\$294 4.5%	
Grocery		\$525 7.9%		\$529 7.7%		\$517 7.8%	
Health Care		\$541 8.1%		\$546 8.0%		\$545 8.3%	
Household Furnishings and Equipment		\$177 2.7%		\$182 2.7%		\$175 2.7%	
Household Operations		\$130 2.0%		\$133 1.9%		\$129 2.0%	
Miscellaneous Expenses		\$115 1.7%		\$118 1.7%		\$114 1.7%	
Personal Care		\$99 1.5%		\$100 1.5%		\$98 1.5%	
Shelter		\$1,160 17.5%		\$1,161 16.9%		\$1,131 17.1%	
Tax and Retirement		\$1,155 17.4%		\$1,246 18.2%		\$1,162 18.2%	
Tobacco and Related		\$50 0.7%		\$49 0.7%		\$49 0.7%	
Transportation		\$1,121 16.9%		\$1,179 17.2%		\$1,125 17.1%	
Utilities		\$380 5.7%		\$382 5.6%		\$374 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	\$7.57 M / \$3.74 M	51	\$13.47 M / \$6.9 M	49	\$22.64 M / \$10.93 M	52
Men's Clothing Stores	\$328 K / -	100	\$576.34 K / -	100	\$975.62 K / -	100
Women's Clothing Stores	\$626.2 K / \$224.1 K	64	\$1.12 M / \$880.55 K	21	\$1.87 M / \$1.23 M	34
Children's, Infants' Clothing Stores	\$562.23 K / -	100	\$1.01 M / -	100	\$1.68 M / -	100
Family Clothing Stores	\$3.66 M / \$-1	100	\$6.52 M / \$-1	100	\$10.9 M / \$-1	100
Clothing Accessory Stores	\$178.82 K / -	100	\$316.27 K / -	100	\$534.17 K / \$-1	100
Other Apparel Stores	\$221.02 K / -	100	\$393.54 K / \$213.56 K	46	\$659.24 K / \$328.07 K	50
Shoe Stores	\$1.61 M / \$3.52 M	-54	\$2.84 M / \$5.8 M	-51	\$4.84 M / \$9.37 M	-48
Jewelry Stores	\$346.24 K / -	100	\$612.84 K / -	100	\$1.05 M / -	100
Luggage Stores	\$45.14 K / -	100	\$79.13 K / -	100	\$136.17 K / \$-1	100
Furniture, Home Furnishings Stores	\$6.72 M / \$1.04 M	84	\$11.92 M / \$1.04 M	91	\$19.95 M / \$1.04 M	95
Furniture Stores	\$3.28 M / \$1.04 M	68	\$5.75 M / \$1.04 M	82	\$9.73 M / \$1.04 M	89
Floor Covering Stores	\$458.78 K / -	100	\$807.95 K / -	100	\$1.36 M / -	100
Other Home Furnishing Stores	\$2.99 M / -	100	\$5.36 M / -	100	\$8.86 M / -	100
Electronics, Appliance Stores	\$6.4 M / \$1.56 M	76	\$11.55 M / \$1.56 M	86	\$19.29 M / \$4.68 M	76
Building Material, Garden Equipment, Supplies Dealers	\$6.39 M / \$7.05 M	-9	\$11.35 M / \$7.59 M	33	\$19.02 M / \$10.08 M	47
Home Centers	\$3.59 M / \$3.74 M	-4	\$6.37 M / \$4.14 M	35	\$10.68 M / \$4.36 M	59
Paint, Wallpaper Stores	\$713.15 K / -	100	\$1.28 M / -	100	\$2.13 M / \$-2	100
Hardware Stores	\$398.35 K / \$415.95 K	-4	\$708.25 K / \$415.95 K	41	\$1.19 M / \$415.95 K	65
Other Building Materials Stores	\$1.16 M / \$2.89 M	-60	\$2.05 M / \$3.03 M	-32	\$3.45 M / \$5.3 M	-35
Outdoor Power Equipment Stores	\$69.66 K / -	100	\$123.48 K / -	100	\$207.76 K / \$-1	100
Nursery, Garden Stores	\$458.58 K / -	100	\$813.41 K / -	100	\$1.37 M / \$-1	100
Food, Beverage Stores	\$9.51 M / \$10.71 M	-11	\$17.16 M / \$11.61 M	32	\$28.6 M / \$15.23 M	47
Grocery Stores	\$7.44 M / -	100	\$13.39 M / \$323.76 K	98	\$22.38 M / \$2.37 M	89
Convenience Stores	\$654.44 K / \$6.55 M	-90	\$1.19 M / \$7.12 M	-83	\$1.98 M / \$8.14 M	-76
Meat Markets	\$43.68 K / -	100	\$78.14 K / \$9.08 K	88	\$130.37 K / \$93.59 K	28
Fish, Seafood Markets	\$14.95 K / -	100	\$26.75 K / -	100	\$44.58 K / -	100
Fruit, Vegetable Markets	\$28.54 K / -	100	\$51.07 K / -	100	\$85.16 K / -	100
Other Specialty Food Markets	\$57.95 K / -	100	\$103.81 K / -	100	\$172.59 K / \$-1	100
Liquor Stores	\$1.27 M / \$4.16 M	-70	\$2.32 M / \$4.16 M	-44	\$3.81 M / \$4.62 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	\$6.07 M / \$9.53 M	-36	\$11.38 M / \$10.53 M	7	\$18.82 M / \$14.04 M	25
Pharmacy, Drug Stores	\$5.34 M / \$9.53 M	-44	\$9.99 M / \$10.34 M	-3	\$16.52 M / \$13.74 M	17
Cosmetics, Beauty Stores	\$304.68 K / -	100	\$576.27 K / \$197.59 K	66	\$950.19 K / \$303.54 K	68
Optical Goods Stores	\$104.21 K / -	100	\$195.58 K / -	100	\$326.61 K / \$-1	100
Other Health, Personal Care Stores	\$327.75 K / -	100	\$617.6 K / -	100	\$1.02 M / -	100
Sporting Goods, Hobby, Book, Music Stores	\$7.74 M / \$14.37 M	-46	\$13.76 M / \$14.37 M	-4	\$23.18 M / \$16.28 M	30
Sporting Goods Stores	\$2.98 M / \$1.71 M	43	\$5.29 M / \$1.71 M	68	\$8.87 M / \$1.71 M	81
Hobby, Toy, Game Stores	\$2.19 M / \$5.03 M	-57	\$3.86 M / \$5.03 M	-23	\$6.52 M / \$5.03 M	23
Sewing, Needlecraft Stores	\$1.55 M / \$7.63 M	-80	\$2.76 M / \$7.63 M	-64	\$4.71 M / \$9.53 M	-51
Musical Instrument Stores	\$459.3 K / -	100	\$846.74 K / -	100	\$1.38 M / -	100
Book Stores	\$561.4 K / -	100	\$1.02 M / -	100	\$1.69 M / -	100
General Merchandise Stores	\$24.37 M / \$47.08 M	-48	\$43.6 M / \$89.07 M	-51	\$73.09 M / \$113.21 M	-35
Department Stores	\$8.47 M / \$40.19 M	-79	\$15.14 M / \$79.54 M	-81	\$25.34 M / \$100.64 M	-75
Warehouse Superstores	\$13.51 M / -	100	\$24.21 M / -	100	\$40.61 M / -	100
Other General Merchandise Stores	\$2.39 M / \$6.89 M	-65	\$4.25 M / \$9.53 M	-55	\$7.14 M / \$12.57 M	-43
Miscellaneous Store Retailers	\$3.19 M / \$2.44 M	24	\$5.68 M / \$2.7 M	52	\$9.58 M / \$3.61 M	62
Florists	\$73.63 K / \$368.96 K	-80	\$131.25 K / \$368.96 K	-64	\$219.36 K / \$368.96 K	-41
Office, Stationary Stores	\$332.83 K / -	100	\$586.56 K / -	100	\$1 M / \$-2	100
Gift, Souvenir Stores	\$627.45 K / \$377.7 K	40	\$1.12 M / \$377.7 K	66	\$1.88 M / \$629.5 K	66
Used Merchandise Stores	\$237.19 K / \$197.62 K	17	\$417.03 K / \$197.62 K	53	\$716.44 K / \$444.64 K	38
Pet, Pet Supply Stores	\$618.58 K / -	100	\$1.08 M / -	100	\$1.84 M / -	100
Art Dealers	\$99.3 K / -	100	\$173.56 K / -	100	\$300.85 K / -	100
Mobile Home Dealers	\$65.39 K / -	100	\$115.63 K / -	100	\$194.63 K / -	100
Other Miscellaneous Retail Stores	\$1.14 M / \$1.49 M	-24	\$2.05 M / \$1.76 M	14	\$3.43 M / \$2.17 M	37
Non-Store Retailers	\$14.24 M / \$630.24 K	96	\$25.67 M / \$630.24 K	98	\$42.85 M / \$2.11 M	95
Mail Order, Catalog Stores	\$13.35 M / -	100	\$24.07 M / -	100	\$40.18 M / \$777.23 K	98
Vending Machines	\$59.78 K / -	100	\$107.34 K / -	100	\$178.47 K / \$-1	100
Fuel Dealers	\$77.62 K / \$630.24 K	-88	\$138.24 K / \$630.24 K	-78	\$233.09 K / \$630.24 K	-63
Other Direct Selling Establishments	\$752.5 K / -	100	\$1.35 M / -	100	\$2.25 M / \$701.7 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	\$11.46 M / \$16.08 M	-29	\$20.78 M / \$18.15 M	13	\$34.24 M / \$23.14 M	32
Hotels, Other Travel Accommodations	\$731.88 K / \$2.43 M	-70	\$1.33 M / \$2.73 M	-51	\$2.19 M / \$3.23 M	-32
RV Parks	\$7.77 K / -	100	\$13.9 K / -	100	\$23.26 K / \$10.4 K	55
Rooming, Boarding Houses	\$4.17 K / -	100	\$7.54 K / -	100	\$12.46 K / -	100
Full Service Restaurants	\$6.69 M / \$4.87 M	27	\$12.14 M / \$6.67 M	45	\$20 M / \$9.09 M	55
Limited Service Restaurants	\$3.1 M / \$8.81 M	-65	\$5.63 M / \$9.28 M	-39	\$9.28 M / \$11.75 M	-21
Special Food Services, Catering	\$916.07 K / -	100	\$1.66 M / -	100	\$2.74 M / -	100
Drinking Places	\$601.58 K / \$574.48 K	5	\$1.1 M / \$574.48 K	48	\$1.8 M / \$861.73 K	52
Gasoline Stations	\$4.86 M / \$23.43 M	-79	\$8.84 M / \$27.59 M	-68	\$14.71 M / \$55.37 M	-73
Motor Vehicle, Parts Dealers	\$11.41 M / \$12.46 M	-8	\$20.11 M / \$12.71 M	37	\$34.33 M / \$16.5 M	52
New Car Dealers	\$6.71 M / \$8.11 M	-17	\$11.77 M / \$8.11 M	31	\$20.26 M / \$9.27 M	54
Used Car Dealers	\$625.87 K / \$882.15 K	-29	\$1.1 M / \$949.58 K	13	\$1.89 M / \$1.06 M	44
Recreational Vehicle Dealers	\$1.15 M / \$-1	100	\$2.04 M / \$-1	100	\$3.42 M / \$-2	100
Motorcycle, Boat Dealers	\$1.53 M / \$1.42 M	7	\$2.71 M / \$1.42 M	48	\$4.55 M / \$1.42 M	69
Auto Parts, Accessories	\$898.63 K / \$2.05 M	-56	\$1.6 M / \$2.05 M	-22	\$2.7 M / \$4.29 M	-37
Tire Dealers	\$499.2 K / -	100	\$892.54 K / \$183.92 K	79	\$1.5 M / \$475.52 K	68
2025 Population	7,518		13,117		22,418	
2030 Population	7,389		12,967		21,893	
% Population Change 2025-2030	-1.7%		-1.1%		-2.3%	
2025 Adult Population Age 18+	5,520		9,606		16,403	
2025 Population Male	3,765		6,551		11,186	
2025 Population Female	3,753		6,566		11,232	
2025 Households	2,811		4,888		8,466	
2025 Median Household Income	53,814		55,363		50,524	
2025 Average Household Income	76,665		78,068		71,870	

Retail Potential

Retail Potential Profile



Broken Bow, Oklahoma			
Radius	5 mi radius	10 mi radius	15 mi radius
2025 Population	7,518	13,117	22,418
2030 Population	7,389	12,967	21,893
% Population Change 2020-2025	-1.9%	2.9%	0.4%
2025 Adult Population Age 18+	\$5,520	\$9,606	\$16,403
2025 Population Male	\$3,765	\$6,551	\$11,186
2025 Population Female	\$3,753	\$6,566	\$11,232
2025 Households	\$2,811	\$4,888	\$8,466
2025 Median Household Income	\$53,814	\$55,363	\$50,524
2025 Average Household Income	\$76,665	\$78,068	\$71,870
Clothing, Clothing Accessories Stores	\$7.57 M	\$13.47 M	\$22.64 M
Men's Clothing Stores	\$328 K	\$576.34 K	\$975.62 K
Women's Clothing Stores	\$626.2 K	\$1.12 M	\$1.87 M
Children's, Infants' Clothing Stores	\$562.23 K	\$1.01 M	\$1.68 M
Family Clothing Stores	\$3.66 M	\$6.52 M	\$10.9 M
Clothing Accessory Stores	\$178.82 K	\$316.27 K	\$534.17 K
Other Apparel Stores	\$221.02 K	\$393.54 K	\$659.24 K
Shoe Stores	\$1.61 M	\$2.84 M	\$4.84 M
Jewelry Stores	\$346.24 K	\$612.84 K	\$1.05 M
Luggage Stores	\$45.14 K	\$79.13 K	\$136.17 K
Furniture, Home Furnishings Stores	\$6.72 M	\$11.92 M	\$19.95 M
Furniture Stores	\$3.28 M	\$5.75 M	\$9.73 M
Floor Covering Stores	\$458.78 K	\$807.95 K	\$1.36 M
Other Home Furnishing Stores	\$2.99 M	\$5.36 M	\$8.86 M
Electronics, Appliance Stores	\$6.4 M	\$11.55 M	\$19.29 M
Gasoline Stations	\$4.86 M	\$8.84 M	\$14.71 M
Building Material, Garden Equipment, Supplies Dealers	\$6.39 M	\$11.35 M	\$19.02 M
Home Centers	\$3.59 M	\$6.37 M	\$10.68 M
Paint, Wallpaper Stores	\$713.15 K	\$1.28 M	\$2.13 M
Hardware Stores	\$398.35 K	\$708.25 K	\$1.19 M
Other Building Materials Stores	\$1.16 M	\$2.05 M	\$3.45 M
Outdoor Power Equipment Stores	\$69.66 K	\$123.48 K	\$207.76 K
Nursery, Garden Stores	\$458.58 K	\$813.41 K	\$1.37 M
Food, Beverage Stores	\$9.51 M	\$17.16 M	\$28.6 M
Grocery Stores	\$7.44 M	\$13.39 M	\$22.38 M
Convenience Stores	\$654.44 K	\$1.19 M	\$1.98 M
Meat Markets	\$43.68 K	\$78.14 K	\$130.37 K
Fish, Seafood Markets	\$14.95 K	\$26.75 K	\$44.58 K
Fruit, Vegetable Markets	\$28.54 K	\$51.07 K	\$85.16 K
Other Specialty Food Markets	\$57.95 K	\$103.81 K	\$172.59 K
Liquor Stores	\$1.27 M	\$2.32 M	\$3.81 M

Retail Potential Profile



Broken Bow, Oklahoma				
Radius		5 mi radius	10 mi radius	15 mi radius
Health, Personal Care Stores		\$6.07 M	\$11.38 M	\$18.82 M
Pharmacy, Drug Stores		\$5.34 M	\$9.99 M	\$16.52 M
Cosmetics, Beauty Stores		\$304.68 K	\$576.27 K	\$950.19 K
Optical Goods Stores		\$104.21 K	\$195.58 K	\$326.61 K
Other Health, Personal Care Stores		\$327.75 K	\$617.6 K	\$1.02 M
Sporting Goods, Hobby, Book, Music Stores		\$7.74 M	\$13.76 M	\$23.18 M
Sporting Goods Stores		\$2.98 M	\$5.29 M	\$8.87 M
Hobby, Toy, Game Stores		\$2.19 M	\$3.86 M	\$6.52 M
Sewing, Needlecraft Stores		\$1.55 M	\$2.76 M	\$4.71 M
Musical Instrument Stores		\$459.3 K	\$846.74 K	\$1.38 M
Book Stores		\$561.4 K	\$1.02 M	\$1.69 M
General Merchandise Stores		\$24.37 M	\$43.6 M	\$73.09 M
Department Stores		\$8.47 M	\$15.14 M	\$25.34 M
Warehouse Superstores		\$13.51 M	\$24.21 M	\$40.61 M
Other General Merchandise Stores		\$2.39 M	\$4.25 M	\$7.14 M
Miscellaneous Store Retailers		\$3.19 M	\$5.68 M	\$9.58 M
Florists		\$73.63 K	\$131.25 K	\$219.36 K
Office, Stationary Stores		\$332.83 K	\$586.56 K	\$1 M
Gift, Souvenir Stores		\$627.45 K	\$1.12 M	\$1.88 M
Used Merchandise Stores		\$237.19 K	\$417.03 K	\$716.44 K
Pet, Pet Supply Stores		\$618.58 K	\$1.08 M	\$1.84 M
Art Dealers		\$99.3 K	\$173.56 K	\$300.85 K
Mobile Home Dealers		\$65.39 K	\$115.63 K	\$194.63 K
Other Miscellaneous Retail Stores		\$1.14 M	\$2.05 M	\$3.43 M
Non-Store Retailers		\$14.24 M	\$25.67 M	\$42.85 M
Mail Order, Catalog Stores		\$13.35 M	\$24.07 M	\$40.18 M
Vending Machines		\$59.78 K	\$107.34 K	\$178.47 K
Fuel Dealers		\$77.62 K	\$138.24 K	\$233.09 K
Other Direct Selling Establishments		\$752.5 K	\$1.35 M	\$2.25 M
Accommodation, Food Services		\$12.06 M	\$21.89 M	\$36.04 M
Hotels, Other Travel Accommodations		\$731.88 K	\$1.33 M	\$2.19 M
RV Parks		\$7.77 K	\$13.9 K	\$23.26 K
Rooming, Boarding Houses		\$4.17 K	\$7.54 K	\$12.46 K
Full Service Restaurants		\$6.69 M	\$12.14 M	\$20 M
Limited Service Restaurants		\$3.1 M	\$5.63 M	\$9.28 M
Special Food Services, Catering		\$916.07 K	\$1.66 M	\$2.74 M
Drinking Places		\$601.58 K	\$1.1 M	\$1.8 M
Motor Vehicle, Parts Dealers		\$11.41 M	\$20.11 M	\$34.33 M
New Car Dealers		\$6.71 M	\$11.77 M	\$20.26 M
Used Car Dealers		\$625.87 K	\$1.1 M	\$1.89 M
Recreational Vehicle Dealers		\$1.15 M	\$2.04 M	\$3.42 M
Motorcycle, Boat Dealers		\$1.53 M	\$2.71 M	\$4.55 M
Auto Parts, Accessories		\$898.63 K	\$1.6 M	\$2.7 M
Tire Dealers		\$499.2 K	\$892.54 K	\$1.5 M

Income Summary

Income Summary Report



Broken Bow, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2025)	7,518		13,117		22,418	
Projected Population (2030)	7,389		12,967		21,893	
Census Population (2020)	7,661		12,744		22,325	
Census Population (2010)	7,805		13,196		23,468	
Projected Annual Growth (2025 to 2030)	-129	-0.3%	-150	-0.2%	-525	-0.5%
Historical Annual Growth (2020 to 2025)	-143	-0.4%	373	0.6%	93	-
Historical Annual Growth (2010 to 2020)	-143	-0.2%	-452	-0.3%	-1,143	-0.5%
Households						
Estimated Households (2025)	2,811		4,888		8,466	
Projected Households (2030)	2,705		4,734		8,100	
Census Households (2020)	2,943		4,857		8,611	
Census Households (2010)	3,033		5,086		9,127	
Projected Annual Growth (2025 to 2030)	-105	-0.7%	-154	-0.6%	-366	-0.9%
Historical Annual Growth (2020 to 2025)	-132	-0.9%	31	0.1%	-145	-0.3%
Historical Annual Growth (2010 to 2020)	-91	-0.3%	-229	-0.4%	-516	-0.6%
Average Household Income						
Estimated Average Household Income (2025)	\$76,665		\$78,068		\$71,870	
Projected Average Household Income (2030)	\$75,503		\$76,923		\$70,908	
Census Average Household Income (2020)	\$40,198		\$40,890		\$41,050	
Census Average Household Income (2010)	\$30,532		\$32,188		\$33,345	
Projected Annual Growth (2025 to 2030)	-\$1,163	-0.3%	-\$1,145	-0.3%	-\$962	-0.3%
Historical Annual Growth (2020 to 2025)	\$36,467	6.0%	\$37,177	6.1%	\$30,820	5.0%
Historical Annual Growth (2010 to 2020)	\$9,666	3.2%	\$8,702	2.7%	\$7,705	2.3%
Median Household Income						
Estimated Median Household Income (2025)	\$53,814		\$55,363		\$50,524	
Projected Median Household Income (2030)	\$53,315		\$54,735		\$49,955	
Census Median Household Income (2020)	\$28,891		\$31,036		\$31,482	
Census Median Household Income (2010)	\$22,824		\$24,343		\$24,551	
Projected Annual Growth (2025 to 2030)	-\$499	-0.2%	-\$628	-0.2%	-\$569	-0.2%
Historical Annual Growth (2020 to 2025)	\$24,922	5.8%	\$24,326	5.2%	\$19,042	4.0%
Historical Annual Growth (2010 to 2020)	\$6,067	2.7%	\$6,693	2.7%	\$6,930	2.8%
Per Capita Income						
Estimated Per Capita Income (2025)	\$28,703		\$29,114		\$27,174	
Projected Per Capita Income (2030)	\$27,684		\$28,105		\$26,267	
Census Per Capita Income (2020)	\$15,621		\$15,759		\$15,967	
Census Per Capita Income (2010)	\$11,788		\$12,385		\$12,847	
Projected Annual Growth (2025 to 2030)	-\$1,018	-0.7%	-\$1,009	-0.7%	-\$907	-0.7%
Historical Annual Growth (2020 to 2025)	\$13,082	5.6%	\$13,356	5.7%	\$11,207	4.7%
Historical Annual Growth (2010 to 2020)	\$3,832	3.3%	\$3,373	2.7%	\$3,120	2.4%
Other Income						
Estimated Families (2025)	1,917		3,288		5,559	
Estimated Average Family Income (2025)	\$92,620		\$95,081		\$88,593	
Estimated Median Family Income (2025)	\$69,428		\$72,506		\$66,388	
Estimated Average Household Net Worth (2025)	\$599,287		\$716,392		\$682,218	

Consumer Expenditure Summary

Consumer Expenditure Summary



Broken Bow, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population	7,518		13,117		22,418	
Estimated Households	2,811		4,888		8,466	
Household Expenditure	\$224 M		\$401.92 M		\$670.11 M	
Per Household ~ Per Capita	\$79,694	\$29,795	\$82,226	\$30,641	\$79,154	\$29,892
Non-Retail Expenditures	\$103.47 M	46.2%	\$185.53 M	46.2%	\$308.02 M	46.0%
Per Household ~ Per Capita	\$36,813	\$13,763	\$37,957	\$14,144	\$36,383	\$13,740
Retail Expenditures	\$120.53 M	53.8%	\$216.39 M	53.8%	\$362.09 M	54.0%
Per Household ~ Per Capita	\$42,881	\$16,032	\$44,269	\$16,497	\$42,771	\$16,152
Alcoholic Beverages	\$1.35 M	0.6%	\$2.43 M	0.6%	\$4.04 M	0.6%
Per Household ~ Per Capita	\$481	\$180	\$497	\$185	\$477	\$180
Apparel	\$4.25 M	1.9%	\$7.6 M	1.9%	\$12.68 M	1.9%
Per Household ~ Per Capita	\$1,513	\$566	\$1,555	\$579	\$1,497	\$565
Contributions	\$6.45 M	2.9%	\$11.73 M	2.9%	\$19.29 M	2.9%
Per Household ~ Per Capita	\$2,294	\$858	\$2,399	\$894	\$2,279	\$861
Education	\$4.77 M	2.1%	\$8.63 M	2.1%	\$14.25 M	2.1%
Per Household ~ Per Capita	\$1,697	\$634	\$1,765	\$658	\$1,683	\$636
Entertainment	\$13.27 M	5.9%	\$23.67 M	5.9%	\$39.53 M	5.9%
Per Household ~ Per Capita	\$4,720	\$1,765	\$4,842	\$1,804	\$4,669	\$1,763
Food Away From Home	\$10.01 M	4.5%	\$17.9 M	4.5%	\$29.83 M	4.5%
Per Household ~ Per Capita	\$3,560	\$1,331	\$3,663	\$1,365	\$3,524	\$1,331
Grocery	\$17.7 M	7.9%	\$31.02 M	7.7%	\$52.56 M	7.8%
Per Household ~ Per Capita	\$6,299	\$2,355	\$6,346	\$2,365	\$6,209	\$2,345
Health Care	\$18.24 M	8.1%	\$32.01 M	8.0%	\$55.38 M	8.3%
Per Household ~ Per Capita	\$6,490	\$2,427	\$6,548	\$2,440	\$6,542	\$2,471
Household Furnishings and Equipment	\$5.97 M	2.7%	\$10.69 M	2.7%	\$17.79 M	2.7%
Per Household ~ Per Capita	\$2,123	\$794	\$2,188	\$815	\$2,102	\$794
Household Operations	\$4.39 M	2.0%	\$7.82 M	1.9%	\$13.09 M	2.0%
Per Household ~ Per Capita	\$1,563	\$584	\$1,600	\$596	\$1,547	\$584
Miscellaneous Expenses	\$3.87 M	1.7%	\$6.93 M	1.7%	\$11.54 M	1.7%
Per Household ~ Per Capita	\$1,378	\$515	\$1,418	\$529	\$1,363	\$515
Personal Care	\$3.34 M	1.5%	\$5.88 M	1.5%	\$9.93 M	1.5%
Per Household ~ Per Capita	\$1,188	\$444	\$1,203	\$448	\$1,173	\$443
Shelter	\$39.13 M	17.5%	\$68.12 M	16.9%	\$114.85 M	17.1%
Per Household ~ Per Capita	\$13,921	\$5,205	\$13,937	\$5,193	\$13,566	\$5,123
Tax and Retirement	\$38.97 M	17.4%	\$73.09 M	18.2%	\$118.05 M	17.6%
Per Household ~ Per Capita	\$13,864	\$5,183	\$14,953	\$5,572	\$13,944	\$5,266
Tobacco and Related	\$1.67 M	0.7%	\$2.86 M	0.7%	\$4.95 M	0.7%
Per Household ~ Per Capita	\$595	\$223	\$586	\$218	\$585	\$221
Transportation	\$37.81 M	16.9%	\$69.13 M	17.2%	\$114.33 M	17.1%
Per Household ~ Per Capita	\$13,451	\$5,029	\$14,143	\$5,270	\$13,505	\$5,100
Utilities	\$12.81 M	5.7%	\$22.4 M	5.6%	\$38.01 M	5.7%
Per Household ~ Per Capita	\$4,556	\$1,703	\$4,583	\$1,708	\$4,490	\$1,695

Consumer Expenditure Trend



Broken Bow, Oklahoma		5 mi radius		10 mi radius		15 mi radius							
Radius													
Population / Households (2025)													
Estimated Population		7,518		13,117		22,418							
Estimated Households		2,811		4,888		8,466							
Total Annual Consumer Expenditure (2025)													
Total Household Expenditure		\$224 M		\$401.92 M		\$670.11 M							
Total Non-Retail Expenditure		\$103.47 M		\$185.53 M		\$308.02 M							
Total Retail Expenditure		\$120.53 M		\$216.39 M		\$362.09 M							
Alcoholic Beverages		\$1.35 M		\$2.43 M		\$4.04 M							
Apparel		\$4.25 M		\$7.6 M		\$12.68 M							
Contributions		\$6.45 M		\$11.73 M		\$19.29 M							
Education		\$4.77 M		\$8.63 M		\$14.25 M							
Entertainment		\$13.27 M		\$23.67 M		\$39.53 M							
Food Away From Home		\$10.01 M		\$17.9 M		\$29.83 M							
Grocery		\$17.7 M		\$31.02 M		\$52.56 M							
Health Care		\$18.24 M		\$32.01 M		\$55.38 M							
Household Furnishings and Equipment		\$5.97 M		\$10.69 M		\$17.79 M							
Household Operations		\$4.39 M		\$7.82 M		\$13.09 M							
Miscellaneous Expenses		\$3.87 M		\$6.93 M		\$11.54 M							
Personal Care		\$3.34 M		\$5.88 M		\$9.93 M							
Shelter		\$39.13 M		\$68.12 M		\$114.85 M							
Tax and Retirement		\$38.97 M		\$73.09 M		\$118.05 M							
Tobacco and Related		\$1.67 M		\$2.86 M		\$4.95 M							
Transportation		\$37.81 M		\$69.13 M		\$114.33 M							
Utilities		\$12.81 M		\$22.4 M		\$38.01 M							
Monthly Household Consumer Expenditure (2025)													
Total Household Expenditure		\$6,641		\$6,852		\$6,596							
Total Non-Retail Expenditure		\$3,068		46.2%		\$3,032		46.0%					
Total Retail Expenditure		\$3,573		53.8%		\$3,689		53.8%		\$3,564		54.0%	
Alcoholic Beverages		\$40		0.6%		\$41		0.6%		\$40		0.6%	
Apparel		\$126		1.9%		\$130		1.9%		\$125		1.9%	
Contributions		\$191		2.9%		\$200		2.9%		\$190		2.9%	
Education		\$141		2.1%		\$147		2.1%		\$140		2.1%	
Entertainment		\$393		5.9%		\$404		5.9%		\$389		5.9%	
Food Away From Home		\$297		4.5%		\$305		4.5%		\$294		4.5%	
Grocery		\$525		7.9%		\$529		7.7%		\$517		7.8%	
Health Care		\$541		8.1%		\$546		8.0%		\$545		8.3%	
Household Furnishings and Equipment		\$177		2.7%		\$182		2.7%		\$175		2.7%	
Household Operations		\$130		2.0%		\$133		1.9%		\$129		2.0%	
Miscellaneous Expenses		\$115		1.7%		\$118		1.7%		\$114		1.7%	
Personal Care		\$99		1.5%		\$100		1.5%		\$98		1.5%	
Shelter		\$1,160		17.5%		\$1,161		16.9%		\$1,131		17.1%	
Tax and Retirement		\$1,155		17.4%		\$1,246		18.2%		\$1,162		17.6%	
Tobacco and Related		\$50		0.7%		\$49		0.7%		\$49		0.7%	
Transportation		\$1,121		16.9%		\$1,179		17.2%		\$1,125		17.1%	
Utilities		\$380		5.7%		\$382		5.6%		\$374		5.7%	

Consumer Expenditure Trend



Broken Bow, Oklahoma			
Radius	5 mi radius	10 mi radius	15 mi radius
Population / Households (2030)			
Projected Population	7,389	12,967	21,893
Projected Households	-	-	-
Total Annual Consumer Expenditure (2030)			
Total Household Expenditure	\$216.27 M	\$388.79 M	\$641.67 M
Total Non-Retail Expenditure	\$99.94 M	\$179.61 M	\$295.91 M
Total Retail Expenditure	\$116.33 M	\$209.18 M	\$345.76 M
Alcoholic Beverages	\$1.3 M	\$2.35 M	\$3.87 M
Apparel	\$4.1 M	\$7.35 M	\$12.14 M
Contributions	\$6.19 M	\$11.3 M	\$18.47 M
Education	\$4.59 M	\$8.32 M	\$13.64 M
Entertainment	\$12.8 M	\$22.9 M	\$37.87 M
Food Away From Home	\$9.65 M	\$17.31 M	\$28.57 M
Grocery	\$17.14 M	\$30.13 M	\$50.38 M
Health Care	\$17.87 M	\$31.13 M	\$52.96 M
Household Furnishings and Equipment	\$5.75 M	\$10.33 M	\$17.04 M
Household Operations	\$4.24 M	\$7.58 M	\$12.55 M
Miscellaneous Expenses	\$3.73 M	\$6.7 M	\$11.05 M
Personal Care	\$3.23 M	\$5.7 M	\$9.51 M
Shelter	\$37.84 M	\$66.13 M	\$110.52 M
Tax and Retirement	\$37.49 M	\$70.41 M	\$113.52 M
Tobacco and Related	\$1.63 M	\$2.8 M	\$4.76 M
Transportation	\$36.3 M	\$66.6 M	\$108.38 M
Utilities	\$12.41 M	\$21.77 M	\$36.43 M
Consumer Expenditure Growth (2025 to 2030)			
Total Household Expenditure	\$-7.73 M	\$-13.12 M	\$-28.44 M
Total Non-Retail Expenditure	\$-3.53 M	\$-5.92 M	\$-12.11 M
Total Retail Expenditure	\$-4.19 M	\$-7.2 M	\$-16.33 M
Alcoholic Beverages	\$-49.71 K	\$-82.96 K	\$-171 K
Apparel	\$-151.61 K	\$-250.77 K	\$-534.3 K
Contributions	\$-253.9 K	\$-431.73 K	\$-825.31 K
Education	\$-182.47 K	\$-307.92 K	\$-607.15 K
Entertainment	\$-469.2 K	\$-766.69 K	\$-1.66 M
Food Away From Home	\$-359.61 K	\$-596.36 K	\$-1.26 M
Grocery	\$-559.63 K	\$-891.1 K	\$-2.18 M
Health Care	\$-376.76 K	\$-878.4 K	\$-2.43 M
Household Furnishings and Equipment	\$-216.95 K	\$-360.62 K	\$-753.04 K
Household Operations	\$-149.39 K	\$-245.54 K	\$-541.99 K
Miscellaneous Expenses	\$-142.44 K	\$-232.98 K	\$-489.96 K
Personal Care	\$-108.79 K	\$-175.08 K	\$-413.94 K
Shelter	\$-1.29 M	\$-1.99 M	\$-4.34 M
Tax and Retirement	\$-1.47 M	\$-2.68 M	\$-4.52 M
Tobacco and Related	\$-40.41 K	\$-61.52 K	\$-196.82 K
Transportation	\$-1.51 M	\$-2.53 M	\$-5.94 M
Utilities	\$-400.44 K	\$-635.44 K	\$-1.58 M

Crime Risk

Broken Bow, Oklahoma				
Radius	5 mi radius	10 mi radius	15 mi radius	
Demographics				
Population	7,518	13,117	22,418	
Census Population	7,661	12,744	22,325	
Households	2,811	4,888	8,466	
Average Household Income	\$76,665	\$78,068	\$71,870	
Median Household Income	\$53,814	\$55,363	\$50,524	
Per Capita Income	\$28,703	\$29,114	\$27,174	
Total Crime				
Crime Index	192	150	146	
Crime Level	Very High	Above Average	Above Average	
Personal Crime				
Crime Index	148	121	108	
Crime Level	Above Average	Above Average	Average	
Murder				
Crime Index	271	219	211	
Crime Level	Very High	Very High	Very High	
Rape				
Crime Index	181	157	155	
Crime Level	Very High	High Risk	High Risk	
Robbery				
Crime Index	71	54	43	
Crime Level	Below Average	Low Risk	Low Risk	
Assault				
Crime Index	162	133	117	
Crime Level	High Risk	Above Average	Average	
Property Crime				
Crime Index	201	155	154	
Crime Level	Very High	High Risk	High Risk	
Burglary				
Crime Index	367	287	273	
Crime Level	Very High	Very High	Very High	
Larceny				
Crime Index	168	132	139	
Crime Level	High Risk	Above Average	Above Average	
Motor Vehicle Theft				
Crime Index	195	135	99	
Crime Level	Very High	Above Average	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 / 4		
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		
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	1 / 0		
Jeep	1 / 1		
Lincoln	1 / 0		
RAM	1 / 1		
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		

Broken Bow, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
PK - 8	14 / 3		
Trade Schools	1 / 0		
EV Charging Stations			
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			

Broken Bow, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Comfort Suites	1 / 0	14,700	
Microtel Inn & Suites	1 / 1	11,500	
Motel 6	1 / 0	24,300	
Rodeway	1 / 1	11,400	
Super 8	1 / 0	12,300	
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 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		