



RETAIL ATTRACTIONS, LLC

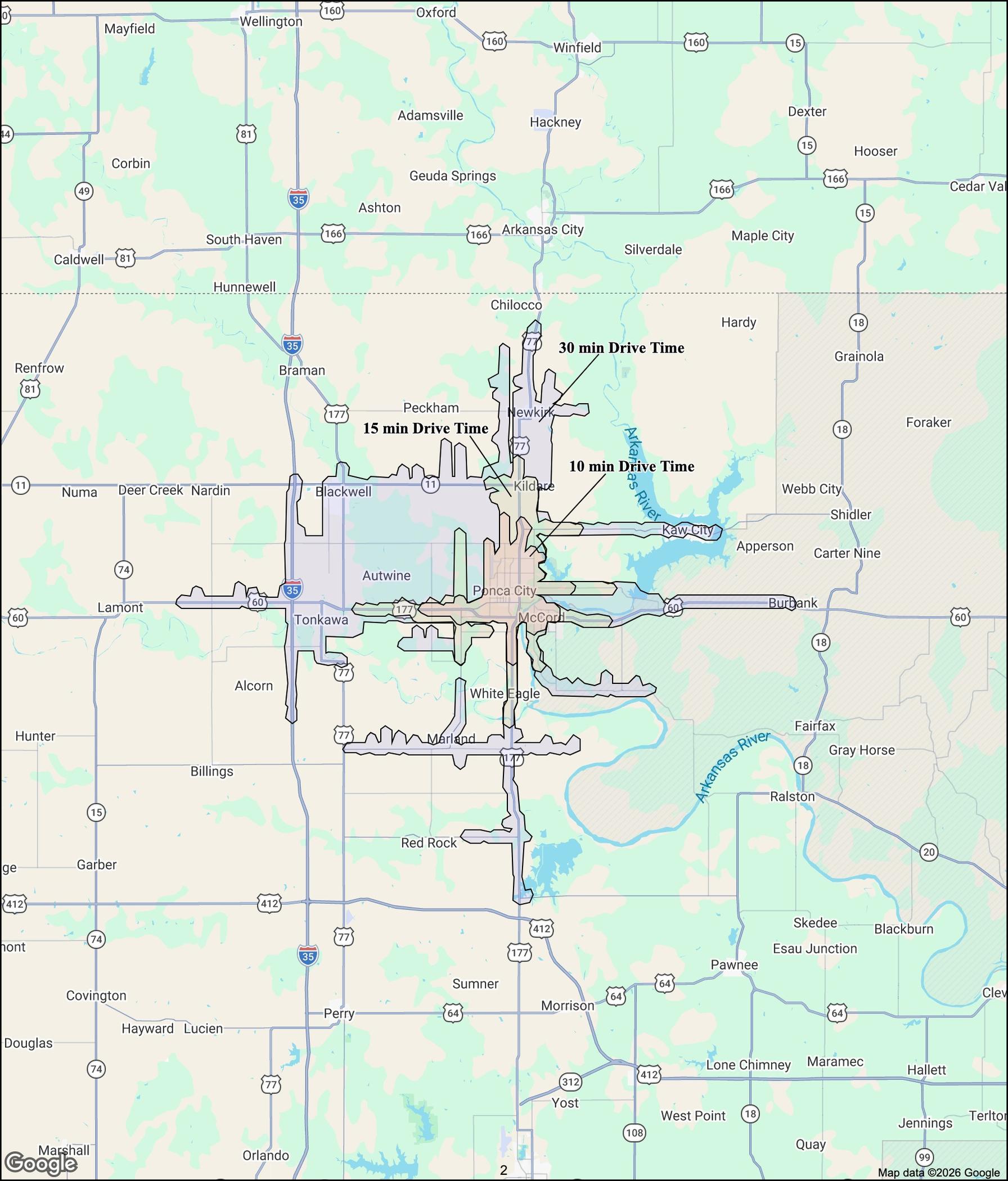
Economic Development Consulting

**Ponca City, Oklahoma
Drive Time
1st Quarter 2026**

Table Of Contents

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

Demographics



30 min Drive Time

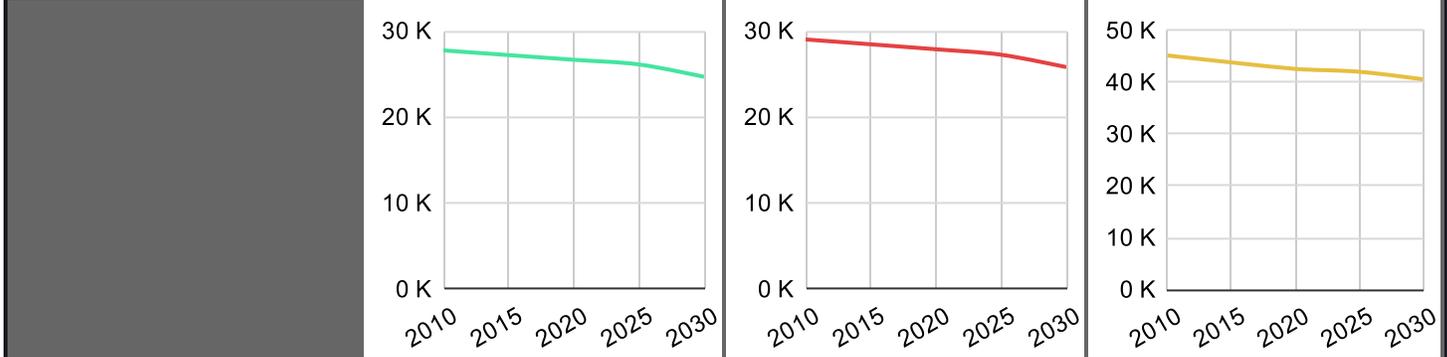
15 min Drive Time

10 min Drive Time

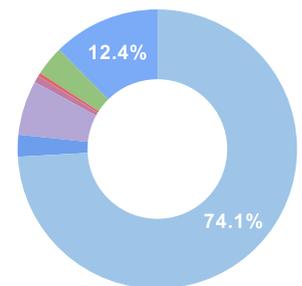
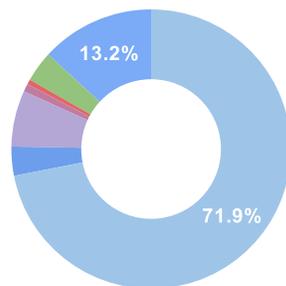
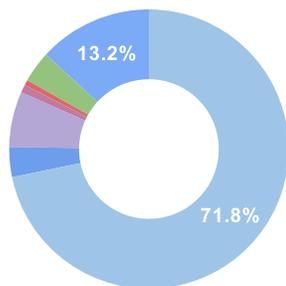


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Ponca City, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
Population			
Estimated Population (2025)	26,107	27,234	42,064
Projected Population (2030)	24,669	25,797	40,605
Census Population (2020)	26,650	27,872	42,609
Census Population (2010)	27,739	29,012	45,200
Projected Annual Growth (2025-2030)	-1,438 -1.1%	-1,437 -1.1%	-1,459 -0.7%
Historical Annual Growth (2020-2025)	-543 -0.4%	-638 -0.5%	-545 -0.3%
Historical Annual Growth (2010-2020)	-1,088 -0.4%	-1,140 -0.4%	-2,591 -0.6%
Estimated Population Density (2025)	731 <i>psm</i>	368 <i>psm</i>	130 <i>psm</i>
Trade Area Size	35.7 <i>sq mi</i>	74.0 <i>sq mi</i>	323.0 <i>sq mi</i>

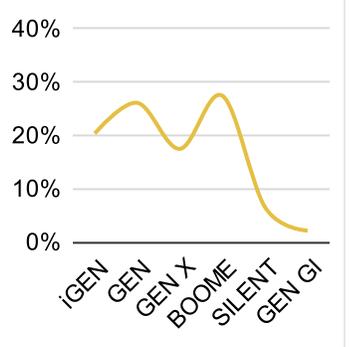
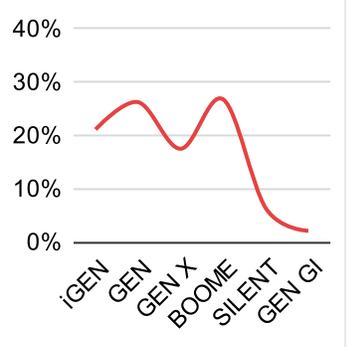
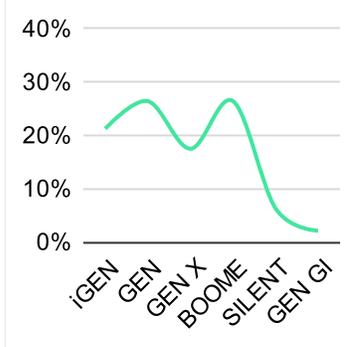


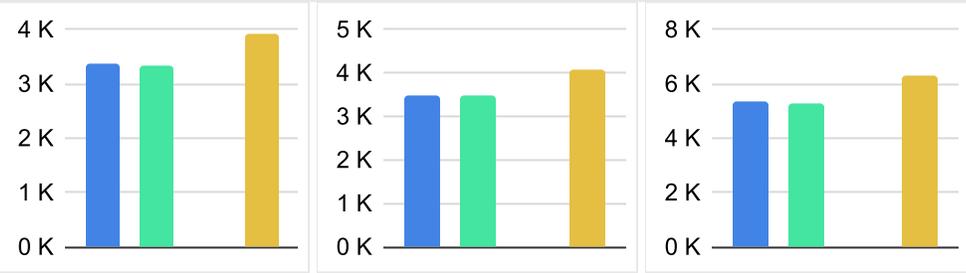
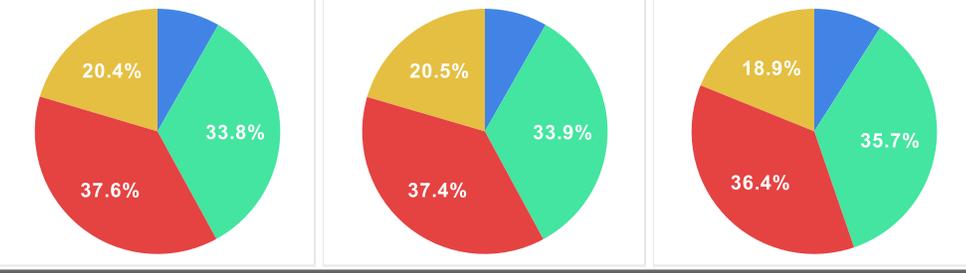
Race and Ethnicity (2025)			
Not Hispanic or Latino Population			
White	23,384	89.6%	38,201 90.8%
Black or African American	887	3.8%	1,041 2.7%
American Indian or Alaska Native	1,569	6.7%	2,514 6.6%
Asian	244	1.0%	336 0.9%
Hawaiian or Pacific Islander	154	0.7%	165 0.4%
Other Race	132	0.6%	257 0.7%
Two or More Races	2,786	11.9%	4,309 11.3%
Hispanic or Latino Population			
White	2,723	10.4%	3,863 9.2%
Black or African American	17	0.6%	21 0.5%
American Indian or Alaska Native	109	4.0%	145 3.8%
Asian	-	-	- -
Hispanic Hawaiian or Pacific Islander	2	-	2 -
Other Race	813	29.9%	1,186 30.7%
Two or More Races	657	24.1%	913 23.6%



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

Ponca City, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Drive Time						
Age Distribution (2025)						
Age Under 5 Years	1,713	6.6%	1,761	6.5%	2,582	6.1%
Age 5 to 9 Years	1,851	7.1%	1,927	7.1%	2,923	6.9%
Age 10 to 14 Years	1,983	7.6%	2,062	7.6%	3,058	7.3%
Age 15 to 19 Years	1,797	6.9%	1,876	6.9%	3,010	7.2%
Age 20 to 24 Years	1,637	6.3%	1,688	6.2%	2,662	6.3%
Age 25 to 29 Years	1,634	6.3%	1,689	6.2%	2,530	6.0%
Age 30 to 34 Years	1,827	7.0%	1,891	6.9%	2,776	6.6%
Age 35 to 39 Years	1,524	5.8%	1,591	5.8%	2,406	5.7%
Age 40 to 44 Years	1,616	6.2%	1,678	6.2%	2,584	6.1%
Age 45 to 49 Years	1,427	5.5%	1,492	5.5%	2,360	5.6%
Age 50 to 54 Years	1,311	5.0%	1,384	5.1%	2,178	5.2%
Age 55 to 59 Years	1,281	4.9%	1,365	5.0%	2,224	5.3%
Age 60 to 64 Years	1,503	5.8%	1,588	5.8%	2,574	6.1%
Age 65 to 69 Years	1,467	5.6%	1,543	5.7%	2,442	5.8%
Age 70 to 74 Years	1,337	5.1%	1,402	5.1%	2,115	5.0%
Age 75 to 79 Years	1,011	3.9%	1,059	3.9%	1,683	4.0%
Age 80 to 84 Years	637	2.4%	665	2.4%	1,059	2.5%
Age 85 Years or Over	552	2.1%	570	2.1%	897	2.1%
Median Age	36.7		36.9		37.5	
Generation (2025)						
iGeneration (Age Under 15 Years)	5,547	21.2%	5,750	21.1%	8,563	20.4%
Generation 9/11 Millennials (Age 15 to 34 Years)	6,895	26.4%	7,144	26.2%	10,979	26.1%
Gen Xers (Age 35 to 49 Years)	4,567	17.5%	4,762	17.5%	7,350	17.5%
Baby Boomers (Age 50 to 74 Years)	6,898	26.4%	7,283	26.7%	11,533	27.4%
Silent Generation (Age 75 to 84 Years)	1,648	6.3%	1,725	6.3%	2,742	6.5%
G.I. Generation (Age 85 Years or Over)	552	2.1%	570	2.1%	897	2.1%



Ponca City, Oklahoma		10 min drive time	15 min drive time	30 min drive time
Drive Time				
Household Type (2025)				
Total Households		10,656	11,090	16,952
Family Households		6,717 63.0%	7,010 63.2%	10,647 62.8%
Family Households with Children		3,375 50.3%	3,505 50.0%	5,360 50.3%
Family Households No Children		3,341 49.7%	3,505 50.0%	5,286 49.7%
Non-Family Households		3,939 37.0%	4,080 36.8%	6,306 37.2%
Non-Family Households with Children		4 0.1%	5 0.1%	11 0.2%
Non-Family Households No Children		3,935 99.9%	4,076 99.9%	6,295 99.8%
				
Education Attainment (2025)				
Elementary or Some High School		1,414 8.3%	1,478 8.2%	2,510 9.0%
High School Graduate		5,784 33.8%	6,067 33.9%	9,940 35.7%
Some College or Associate Degree		6,432 37.6%	6,707 37.4%	10,126 36.4%
Bachelor or Graduate Degree		3,496 20.4%	3,669 20.5%	5,252 18.9%
				
Household Income (2025)				
Estimated Average Household Income		\$84,564	\$85,337	\$83,269
Estimated Median Household Income		\$63,545	\$64,107	\$62,852
HH Income Under \$10,000		618 5.8%	648 5.8%	937 5.5%
HH Income \$10,000 to \$34,999		2,488 23.3%	2,550 23.0%	3,843 22.7%
HH Income \$35,000 to \$49,999		1,625 15.3%	1,691 15.2%	2,599 15.3%
HH Income \$50,000 to \$74,999		1,744 16.4%	1,804 16.3%	3,155 18.6%
HH Income \$75,000 to \$99,999		1,455 13.7%	1,516 13.7%	2,184 12.9%
HH Income \$100,000 to \$149,999		1,467 13.8%	1,550 14.0%	2,375 14.0%
HH Income \$150,000 or More		1,258 11.8%	1,332 12.0%	1,859 11.0%



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Historical Annual Growth (2020-2025)	-543 -	-638 -0.5%	-545 -0.3%
Historical Annual Growth (2010-2020)	-1,088 -0.4%	-1,140 -0.4%	-2,591 -0.6%
Estimated Population Density (2025)	731 <i>psm</i>	368 <i>psm</i>	130 <i>psm</i>
Trade Area Size	35.7 <i>sq mi</i>	74.0 <i>sq mi</i>	323.0 <i>sq mi</i>
Households			
Estimated Households (2025)	10,656	11,090	16,952
Projected Households (2030)	10,017	10,454	16,291
Census Households (2020)	10,852	11,308	17,096
Census Households (2010)	11,301	11,760	18,007
Projected Annual Growth (2025-2030)	-639 -1.2%	-636 -1.1%	-662 -0.8%
Historical Annual Change (2010-2025)	-645 -0.4%	-670 -0.4%	-1,055 -0.4%
Average Household Income			
Estimated Average Household Income (2025)	\$84,564	\$85,337	\$83,269
Projected Average Household Income (2030)	\$84,445	\$85,257	\$83,036
Census Average Household Income (2010)	\$52,773	\$52,989	\$50,238
Census Average Household Income (2000)	\$42,477	\$42,670	\$40,767
Projected Annual Change (2025-2030)	-\$119 -	-\$80 -	-\$234 -
Historical Annual Change (2000-2025)	\$42,086 4.0%	\$42,666 4.0%	\$42,503 4.2%
Median Household Income			
Estimated Median Household Income (2025)	\$63,545	\$64,107	\$62,852
Projected Median Household Income (2030)	\$63,301	\$63,897	\$62,571
Census Median Household Income (2010)	\$42,487	\$42,757	\$41,367
Census Median Household Income (2000)	\$34,761	\$34,910	\$32,961
Projected Annual Change (2025-2030)	-\$244 -	-\$210 -	-\$281 -
Historical Annual Change (2000-2025)	\$28,784 3.3%	\$29,197 3.3%	\$29,891 3.6%
Per Capita Income			
Estimated Per Capita Income (2025)	\$34,642	\$34,872	\$33,692
Projected Per Capita Income (2030)	\$34,424	\$34,678	\$33,452
Census Per Capita Income (2010)	\$21,502	\$21,481	\$20,015
Census Per Capita Income (2000)	\$17,295	\$17,288	\$16,225
Projected Annual Change (2025-2030)	-\$218 -0.1%	-\$194 -0.1%	-\$240 -0.1%
Historical Annual Change (2000-2025)	\$17,347 4.0%	\$17,584 4.1%	\$17,466 4.3%
Estimated Average Household Net Worth (2025)	\$822,099	\$837,865	\$850,053



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Ponca City, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Race and Ethnicity						
Total Population (2025)	26,107		27,234		42,064	
White (2025)	18,736	71.8%	19,586	71.9%	31,175	74.1%
Black or African American (2025)	904	3.5%	916	3.4%	1,062	2.5%
American Indian or Alaska Native (2025)	1,678	6.4%	1,772	6.5%	2,659	6.3%
Asian (2025)	244	0.9%	247	0.9%	337	0.8%
Hawaiian or Pacific Islander (2025)	156	0.6%	157	0.6%	167	0.4%
Other Race (2025)	945	3.6%	969	3.6%	1,443	3.4%
Two or More Races (2025)	3,443	13.2%	3,587	13.2%	5,222	12.4%
Population < 18 (2025)	6,715 25.7%		6,970 25.6%		10,395 24.7%	
White Not Hispanic	3,511	52.3%	3,667	52.6%	5,801	55.8%
Black or African American	230	3.4%	231	3.3%	264	2.5%
Asian	75	1.1%	75	1.1%	95	0.9%
Other Race Not Hispanic	1,777	26.5%	1,857	26.6%	2,721	26.2%
Hispanic	1,121	16.7%	1,140	16.4%	1,515	14.6%
Not Hispanic or Latino Population (2025)	23,384 89.6%		24,454 89.8%		38,201 90.8%	
Not Hispanic White	17,611	75.3%	18,438	75.4%	29,580	77.4%
Not Hispanic Black or African American	887	3.8%	899	3.7%	1,041	2.7%
Not Hispanic American Indian or Alaska Native	1,569	6.7%	1,662	6.8%	2,514	6.6%
Not Hispanic Asian	244	1.0%	247	1.0%	336	0.9%
Not Hispanic Hawaiian or Pacific Islander	154	0.7%	155	0.6%	165	0.4%
Not Hispanic Other Race	132	0.6%	136	0.6%	257	0.7%
Not Hispanic Two or More Races	2,786	11.9%	2,918	11.9%	4,309	11.3%
Hispanic or Latino Population (2025)	2,723 10.4%		2,780 10.2%		3,863 9.2%	
Hispanic White	1,124	41.3%	1,148	41.3%	1,595	41.3%
Hispanic Black or African American	17	0.6%	17	0.6%	21	0.5%
Hispanic American Indian or Alaska Native	109	4.0%	111	4.0%	145	3.8%
Hispanic Asian	-	-	-	-	-	-
Hispanic Hawaiian or Pacific Islander	2	-	2	-	2	-
Hispanic Other Race	813	29.9%	833	30.0%	1,186	30.7%
Hispanic Two or More Races	657	24.1%	669	24.1%	913	23.6%
Not Hispanic or Latino Population (2020)	24,249 91.0%		25,417 91.2%		38,991 91.5%	
Hispanic or Latino Population (2020)	2,401 9.0%		2,455 8.8%		3,619 8.5%	
Not Hispanic or Latino Population (2010)	25,845 93.2%		27,079 93.3%		42,245 93.5%	
Hispanic or Latino Population (2010)	1,894 6.8%		1,933 6.7%		2,956 6.5%	
Not Hispanic or Latino Population (2030)	21,923 88.9%		22,974 89.1%		36,630 90.2%	
Hispanic or Latino Population (2030)	2,747 11.1%		2,823 10.9%		3,975 9.8%	
Projected Annual Growth (2025-2030)	24 0.2%		43 0.3%		112 0.6%	
Historical Annual Growth (2010-2020)	508 2.7%		522 2.7%		663 2.2%	



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Ponca City, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Total Age Distribution (2025)							
Total Population		26,107		27,234		42,064	
Age Under 5 Years		1,713	6.6%	1,761	6.5%	2,582	6.1%
Age 5 to 9 Years		1,851	7.1%	1,927	7.1%	2,923	6.9%
Age 10 to 14 Years		1,983	7.6%	2,062	7.6%	3,058	7.3%
Age 15 to 19 Years		1,797	6.9%	1,876	6.9%	3,010	7.2%
Age 20 to 24 Years		1,637	6.3%	1,688	6.2%	2,662	6.3%
Age 25 to 29 Years		1,634	6.3%	1,689	6.2%	2,530	6.0%
Age 30 to 34 Years		1,827	7.0%	1,891	6.9%	2,776	6.6%
Age 35 to 39 Years		1,524	5.8%	1,591	5.8%	2,406	5.7%
Age 40 to 44 Years		1,616	6.2%	1,678	6.2%	2,584	6.1%
Age 45 to 49 Years		1,427	5.5%	1,492	5.5%	2,360	5.6%
Age 50 to 54 Years		1,311	5.0%	1,384	5.1%	2,178	5.2%
Age 55 to 59 Years		1,281	4.9%	1,365	5.0%	2,224	5.3%
Age 60 to 64 Years		1,503	5.8%	1,588	5.8%	2,574	6.1%
Age 65 to 69 Years		1,467	5.6%	1,543	5.7%	2,442	5.8%
Age 70 to 74 Years		1,337	5.1%	1,402	5.1%	2,115	5.0%
Age 75 to 79 Years		1,011	3.9%	1,059	3.9%	1,683	4.0%
Age 80 to 84 Years		637	2.4%	665	2.4%	1,059	2.5%
Age 85 Years or Over		552	2.1%	570	2.1%	897	2.1%
Median Age		36.7		36.9		37.5	
Age 19 Years or Less		7,344	28.1%	7,626	28.0%	11,573	27.5%
Age 20 to 64 Years		13,760	52.7%	14,367	52.8%	22,295	53.0%
Age 65 Years or Over		5,004	19.2%	5,241	19.2%	8,196	19.5%
Female Age Distribution (2025)							
Female Population		13,089	50.1%	13,622	50.0%	20,587	48.9%
Age Under 5 Years		847	6.5%	870	6.4%	1,235	6.0%
Age 5 to 9 Years		944	7.2%	979	7.2%	1,449	7.0%
Age 10 to 14 Years		964	7.4%	1,004	7.4%	1,466	7.1%
Age 15 to 19 Years		904	6.9%	942	6.9%	1,392	6.8%
Age 20 to 24 Years		784	6.0%	806	5.9%	1,224	5.9%
Age 25 to 29 Years		798	6.1%	821	6.0%	1,200	5.8%
Age 30 to 34 Years		905	6.9%	933	6.8%	1,348	6.5%
Age 35 to 39 Years		761	5.8%	791	5.8%	1,178	5.7%
Age 40 to 44 Years		753	5.8%	786	5.8%	1,215	5.9%
Age 45 to 49 Years		695	5.3%	723	5.3%	1,154	5.6%
Age 50 to 54 Years		647	4.9%	680	5.0%	1,057	5.1%
Age 55 to 59 Years		625	4.8%	668	4.9%	1,072	5.2%
Age 60 to 64 Years		780	6.0%	824	6.0%	1,311	6.4%
Age 65 to 69 Years		774	5.9%	811	6.0%	1,226	6.0%
Age 70 to 74 Years		742	5.7%	772	5.7%	1,138	5.5%
Age 75 to 79 Years		520	4.0%	542	4.0%	873	4.2%
Age 80 to 84 Years		345	2.6%	360	2.6%	570	2.8%
Age 85 Years or Over		300	2.3%	311	2.3%	479	2.3%
Female Median Age		37.4		37.6		38.6	
Age 19 Years or Less		3,660	28.0%	3,795	27.9%	5,542	26.9%
Age 20 to 64 Years		6,747	51.6%	7,031	51.6%	10,759	52.3%
Age 65 Years or Over		2,682	20.5%	2,796	20.5%	4,286	20.8%



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Ponca City, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Male Age Distribution (2025)							
Male Population		13,018	49.9%	13,612	50.0%	21,477	51.1%
Age Under 5 Years		866	6.6%	891	6.5%	1,348	6.3%
Age 5 to 9 Years		907	7.0%	948	7.0%	1,474	6.9%
Age 10 to 14 Years		1,019	7.8%	1,059	7.8%	1,592	7.4%
Age 15 to 19 Years		893	6.9%	934	6.9%	1,618	7.5%
Age 20 to 24 Years		853	6.6%	882	6.5%	1,438	6.7%
Age 25 to 29 Years		836	6.4%	868	6.4%	1,330	6.2%
Age 30 to 34 Years		922	7.1%	958	7.0%	1,428	6.7%
Age 35 to 39 Years		763	5.9%	800	5.9%	1,228	5.7%
Age 40 to 44 Years		862	6.6%	893	6.6%	1,369	6.4%
Age 45 to 49 Years		732	5.6%	769	5.6%	1,206	5.6%
Age 50 to 54 Years		665	5.1%	705	5.2%	1,121	5.2%
Age 55 to 59 Years		656	5.0%	697	5.1%	1,152	5.4%
Age 60 to 64 Years		723	5.6%	764	5.6%	1,263	5.9%
Age 65 to 69 Years		692	5.3%	732	5.4%	1,216	5.7%
Age 70 to 74 Years		595	4.6%	630	4.6%	977	4.5%
Age 75 to 79 Years		491	3.8%	517	3.8%	811	3.8%
Age 80 to 84 Years		292	2.2%	305	2.2%	489	2.3%
Age 85 Years or Over		252	1.9%	259	1.9%	418	1.9%
Male Median Age		36.0		36.3		36.5	
Age 19 Years or Less		3,684	28.3%	3,832	28.1%	6,031	28.1%
Age 20 to 64 Years		7,012	53.9%	7,336	53.9%	11,535	53.7%
Age 65 Years or Over		2,322	17.8%	2,444	18.0%	3,910	18.2%
Males per 100 Females (2025)							
Overall Comparison		99		100		104	
Age Under 5 Years		102	50.5%	102	50.6%	109	52.2%
Age 5 to 9 Years		96	49.0%	97	49.2%	102	50.4%
Age 10 to 14 Years		106	51.4%	105	51.3%	109	52.0%
Age 15 to 19 Years		99	49.7%	99	49.8%	116	53.8%
Age 20 to 24 Years		109	52.1%	109	52.2%	118	54.0%
Age 25 to 29 Years		105	51.2%	106	51.4%	111	52.6%
Age 30 to 34 Years		102	50.5%	103	50.7%	106	51.4%
Age 35 to 39 Years		100	50.1%	101	50.3%	104	51.0%
Age 40 to 44 Years		114	53.4%	114	53.2%	113	53.0%
Age 45 to 49 Years		105	51.3%	106	51.5%	105	51.1%
Age 50 to 54 Years		103	50.7%	104	50.9%	106	51.5%
Age 55 to 59 Years		105	51.2%	104	51.1%	107	51.8%
Age 60 to 64 Years		93	48.1%	93	48.1%	96	49.1%
Age 65 to 69 Years		89	47.2%	90	47.4%	99	49.8%
Age 70 to 74 Years		80	44.5%	82	44.9%	86	46.2%
Age 75 to 79 Years		94	48.5%	95	48.8%	93	48.2%
Age 80 to 84 Years		84	45.8%	85	45.9%	86	46.2%
Age 85 Years or Over		84	45.7%	83	45.4%	87	46.6%
Age 19 Years or Less		101	50.2%	101	50.2%	109	52.1%
Age 20 to 39 Years		104	51.0%	105	51.1%	110	52.3%
Age 40 to 64 Years		104	51.0%	104	51.0%	105	51.3%
Age 65 Years or Over		87	46.4%	87	46.6%	91	47.7%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Ponca City, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Household Type (2025)								
Total Households			10,656		11,090		16,952	
Households with Children	3,380	31.7%	3,509	31.6%	5,371	31.7%		
Average Household Size	2.4		2.4		2.4			
Household Density per Square Mile	298		150		52			
Population Family	20,554	78.7%	21,439	78.7%	32,476	77.2%		
Population Non-Family	5,117	19.6%	5,332	19.6%	8,533	20.3%		
Population Group Quarters	436	1.7%	463	1.7%	1,055	2.5%		
Family Households	6,717	63.0%	7,010	63.2%	10,647	62.8%		
Married Couple Households	4,523	67.3%	4,769	68.0%	7,478	70.2%		
Other Family Households with Children	2,194	32.7%	2,241	32.0%	3,169	29.8%		
Family Households with Children	3,375	50.3%	3,505	50.0%	5,360	50.3%		
Married Couple with Children	1,979	58.6%	2,075	59.2%	3,265	60.9%		
Other Family Households with Children	1,397	41.4%	1,430	40.8%	2,095	39.1%		
Family Households No Children	3,341	49.7%	3,505	50.0%	5,286	49.7%		
Married Couple No Children	2,544	76.1%	2,694	76.9%	4,212	79.7%		
Other Family Households No Children	797	23.9%	811	23.1%	1,074	20.3%		
Non-Family Households	3,939	37.0%	4,080	36.8%	6,306	37.2%		
Non-Family Households with Children	4	0.1%	5	0.1%	11	0.2%		
Non-Family Households No Children	3,935	99.9%	4,076	99.9%	6,295	99.8%		
Average Family Household Size	3.1		3.1		3.1			
Average Family Income	\$103,289		\$104,188		\$101,243			
Median Family Income	\$80,785		\$81,105		\$78,311			
Average Non-Family Household Size	1.3		1.3		1.4			
Marital Status (2025)								
Population Age 15 Years or Over	20,560		21,484		33,501			
Never Married	6,178	30.0%	6,420	29.9%	9,745	29.1%		
Currently Married	8,577	41.7%	9,041	42.1%	14,453	43.1%		
Previously Married	5,806	28.2%	6,023	28.0%	9,303	27.8%		
Separated	670	11.5%	699	11.6%	1,193	12.8%		
Widowed	1,604	27.6%	1,679	27.9%	2,803	30.1%		
Divorced	3,531	60.8%	3,646	60.5%	5,307	57.0%		
Educational Attainment (2025)								
Adult Population Age 25 Years or Over	17,126		17,920		27,828			
Elementary (Grade Level 0 to 8)	367	2.1%	377	2.1%	583	2.1%		
Some High School (Grade Level 9 to 11)	1,047	6.1%	1,101	6.1%	1,927	6.9%		
High School Graduate	5,784	33.8%	6,067	33.9%	9,940	35.7%		
Some College	4,384	25.6%	4,564	25.5%	6,834	24.6%		
Associate Degree Only	2,048	12.0%	2,143	12.0%	3,292	11.8%		
Bachelor Degree Only	2,442	14.3%	2,568	14.3%	3,630	13.0%		
Graduate Degree	1,055	6.2%	1,101	6.1%	1,622	5.8%		
Any College (Some College or Higher)	9,928	58.0%	10,375	57.9%	15,378	55.3%		
College Degree + (Bachelor Degree or Higher)	3,496	20.4%	3,669	20.5%	5,252	18.9%		



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Ponca City, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Housing						
Total Housing Units (2025)	12,496		12,986		20,115	
Total Housing Units (2020)	12,698		13,200		20,249	
Historical Annual Growth (2020-2025)	-203	-	-214	-	-133	-
Housing Units Occupied (2025)	10,656 85.3%		11,090 85.4%		16,952 84.3%	
Housing Units Owner-Occupied	6,648	62.4%	7,009	63.2%	11,174	65.9%
Housing Units Renter-Occupied	4,008	37.6%	4,081	36.8%	5,778	34.1%
Housing Units Vacant (2025)	1,840	14.7%	1,896	14.6%	3,163	15.7%
Household Size (2025)						
Total Households	10,656		11,090		16,952	
1 Person Households	3,336	31.3%	3,442	31.0%	5,161	30.4%
2 Person Households	3,693	34.7%	3,864	34.8%	6,016	35.5%
3 Person Households	1,455	13.6%	1,511	13.6%	2,270	13.4%
4 Person Households	1,175	11.0%	1,228	11.1%	1,853	10.9%
5 Person Households	601	5.6%	629	5.7%	967	5.7%
6 Person Households	243	2.3%	256	2.3%	413	2.4%
7 or More Person Households	153	1.4%	160	1.4%	273	1.6%
Household Income Distribution (2025)						
HH Income \$200,000 or More	480	4.5%	519	4.7%	767	4.5%
HH Income \$150,000 to \$199,999	778	7.3%	812	7.3%	1,092	6.4%
HH Income \$125,000 to \$149,999	436	4.1%	453	4.1%	719	4.2%
HH Income \$100,000 to \$124,999	1,031	9.7%	1,097	9.9%	1,656	9.8%
HH Income \$75,000 to \$99,999	1,455	13.7%	1,516	13.7%	2,184	12.9%
HH Income \$50,000 to \$74,999	1,744	16.4%	1,804	16.3%	3,155	18.6%
HH Income \$35,000 to \$49,999	1,625	15.3%	1,691	15.2%	2,599	15.3%
HH Income \$25,000 to \$34,999	954	9.0%	975	8.8%	1,551	9.2%
HH Income \$15,000 to \$24,999	1,079	10.1%	1,107	10.0%	1,619	9.6%
HH Income \$10,000 to \$14,999	454	4.3%	468	4.2%	672	4.0%
HH Income Under \$10,000	618	5.8%	648	5.8%	937	5.5%
Household Vehicles (2025)						
Households 0 Vehicles Available	1,006	9.4%	1,036	9.3%	1,382	8.1%
Households 1 Vehicle Available	3,684	34.6%	3,764	33.9%	5,719	33.7%
Households 2 Vehicles Available	3,876	36.4%	4,024	36.3%	5,987	35.3%
Households 3 or More Vehicles Available	2,090	19.6%	2,266	20.4%	3,864	22.8%
Total Vehicles Available	18,461		19,481		30,946	
Average Vehicles per Household	1.7		1.8		1.8	
Owner-Occupied Household Vehicles	13,343	72.3%	14,248	73.1%	23,291	75.3%
Average Vehicles per Owner-Occupied Household	2.0		2.0		2.1	
Renter-Occupied Household Vehicles	5,119	27.7%	5,233	26.9%	7,655	24.7%
Average Vehicles per Renter-Occupied Household	1.3		1.3		1.3	
Travel Time (2025)						
Worker Base Age 16 years or Over	11,668		12,176		18,660	
Travel to Work in 14 Minutes or Less	7,144	61.2%	7,325	60.2%	10,172	54.5%
Travel to Work in 15 to 29 Minutes	2,607	22.3%	2,822	23.2%	4,772	25.6%
Travel to Work in 30 to 59 Minutes	1,118	9.6%	1,186	9.7%	2,133	11.4%
Travel to Work in 60 Minutes or More	377	3.2%	406	3.3%	921	4.9%
Work at Home	422	3.6%	437	3.6%	663	3.6%
Average Minutes Travel to Work	11.3		11.5		13.0	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Ponca City, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Transportation To Work (2025)						
Worker Base Age 16 years or Over	11,668		12,176		18,660	
Drive to Work Alone	9,119	78.2%	9,541	78.4%	14,936	80.0%
Drive to Work in Carpool	1,624	13.9%	1,682	13.8%	2,337	12.5%
Travel to Work by Public Transportation	156	1.3%	157	1.3%	164	0.9%
Drive to Work on Motorcycle	77	0.7%	78	0.6%	83	0.4%
Bicycle to Work	-	-	-	-	14	-
Walk to Work	195	1.7%	199	1.6%	336	1.8%
Other Means	76	0.6%	81	0.7%	126	0.7%
Work at Home	422	3.6%	437	3.6%	663	3.6%
Daytime Demographics (2025)						
Total Businesses	1,072		1,084		1,500	
Total Employees	9,393		9,493		12,826	
Company Headquarter Businesses	34	3.2%	35	3.2%	56	3.7%
Company Headquarter Employees	976	10.4%	1,005	10.6%	1,672	13.0%
Employee Population per Business	8.8 to 1		8.8 to 1		8.5 to 1	
Residential Population per Business	24.3 to 1		25.1 to 1		28.0 to 1	
Adj. Daytime Demographics Age 16 Years or Over	17,883		18,377		27,010	
Labor Force						
Labor Population Age 16 Years or Over (2025)	20,175		21,081		32,874	
Labor Force Total Males (2025)	10,042	49.8%	10,523	49.9%	16,753	51.0%
Male Civilian Employed	6,286	62.6%	6,572	62.5%	10,114	60.4%
Male Civilian Unemployed	282	2.8%	289	2.8%	425	2.5%
Males in Armed Forces	-	-	-	-	5	-
Males Not in Labor Force	3,474	34.6%	3,661	34.8%	6,208	37.1%
Labor Force Total Females (2025)	10,133	50.2%	10,558	50.1%	16,121	49.0%
Female Civilian Employed	5,385	53.1%	5,606	53.1%	8,547	53.0%
Female Civilian Unemployed	183	1.8%	189	1.8%	284	1.8%
Females in Armed Forces	14	0.1%	18	0.2%	24	0.1%
Females Not in Labor Force	4,550	44.9%	4,745	44.9%	7,266	45.1%
Unemployment Rate	466	2.3%	479	2.3%	709	2.2%
Occupation (2025)						
Occupation Population Age 16 Years or Over	11,668		12,176		18,660	
Occupation Total Males	6,284	53.9%	6,570	54.0%	10,112	54.2%
Occupation Total Females	5,385	46.1%	5,606	46.0%	8,547	45.8%
Management, Business, Financial Operations	1,196	10.3%	1,271	10.4%	2,018	10.8%
Professional, Related	2,110	18.1%	2,192	18.0%	3,202	17.2%
Service	2,220	19.0%	2,300	18.9%	3,636	19.5%
Sales, Office	2,242	19.2%	2,349	19.3%	3,613	19.4%
Farming, Fishing, Forestry	74	0.6%	76	0.6%	205	1.1%
Construction, Extraction, Maintenance	1,624	13.9%	1,694	13.9%	2,432	13.0%
Production, Transport, Material Moving	2,203	18.9%	2,294	18.8%	3,554	19.0%
White Collar Workers	5,548	47.5%	5,812	47.7%	8,832	47.3%
Blue Collar Workers	6,120	52.5%	6,365	52.3%	9,827	52.7%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Ponca City, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Units In Structure (2025)							
Total Units		10,656		11,090		16,952	
1 Detached Unit		8,565	80.4%	8,930	80.5%	13,905	82.0%
1 Attached Unit		271	2.5%	273	2.5%	316	1.9%
2 Units		198	1.9%	202	1.8%	303	1.8%
3 to 4 Units		393	3.7%	395	3.6%	476	2.8%
5 to 9 Units		328	3.1%	329	3.0%	363	2.1%
10 to 19 Units		138	1.3%	138	1.2%	178	1.0%
20 to 49 Units		202	1.9%	203	1.8%	246	1.4%
50 or More Units		186	1.7%	186	1.7%	212	1.3%
Mobile Home or Trailer		348	3.3%	404	3.6%	919	5.4%
Other Structure		27	0.3%	30	0.3%	35	0.2%
Homes Built By Year (2025)							
Homes Built 2020 or later		38	0.3%	41	0.3%	58	0.3%
Homes Built 2010 to 2019		282	2.3%	308	2.4%	524	2.6%
Homes Built 2000 to 2009		346	2.8%	397	3.1%	806	4.0%
Homes Built 1990 to 1999		645	5.2%	703	5.4%	1,091	5.4%
Homes Built 1980 to 1989		1,354	10.8%	1,429	11.0%	1,941	9.7%
Homes Built 1970 to 1979		2,075	16.6%	2,153	16.6%	2,939	14.6%
Homes Built 1960 to 1969		1,725	13.8%	1,758	13.5%	2,243	11.1%
Homes Built 1950 to 1959		2,110	16.9%	2,152	16.6%	3,151	15.7%
Homes Built 1940 to 1949		878	7.0%	901	6.9%	1,505	7.5%
Homes Built Before 1939		1,203	9.6%	1,249	9.6%	2,694	13.4%
Median Age of Homes		57.9 yrs		57.5 yrs		58.8 yrs	
Home Values (2025)							
Owner Specified Housing Units		6,648		7,009		11,174	
Home Values \$1,000,000 or More		60	0.9%	63	0.9%	100	0.9%
Home Values \$750,000 to \$999,999		21	0.3%	25	0.4%	42	0.4%
Home Values \$500,000 to \$749,999		110	1.7%	116	1.7%	186	1.7%
Home Values \$400,000 to \$499,999		205	3.1%	245	3.5%	331	3.0%
Home Values \$300,000 to \$399,999		450	6.8%	510	7.3%	824	7.4%
Home Values \$250,000 to \$299,999		350	5.3%	375	5.3%	543	4.9%
Home Values \$200,000 to \$249,999		510	7.7%	544	7.8%	851	7.6%
Home Values \$175,000 to \$199,999		413	6.2%	437	6.2%	609	5.4%
Home Values \$150,000 to \$174,999		928	14.0%	952	13.6%	1,160	10.4%
Home Values \$125,000 to \$149,999		590	8.9%	604	8.6%	829	7.4%
Home Values \$100,000 to \$124,999		823	12.4%	849	12.1%	1,234	11.0%
Home Values \$90,000 to \$99,999		212	3.2%	220	3.1%	393	3.5%
Home Values \$80,000 to \$89,999		262	3.9%	271	3.9%	578	5.2%
Home Values \$70,000 to \$79,999		283	4.3%	295	4.2%	531	4.8%
Home Values \$60,000 to \$69,999		255	3.8%	269	3.8%	395	3.5%
Home Values \$50,000 to \$59,999		261	3.9%	275	3.9%	561	5.0%
Home Values \$35,000 to \$49,999		295	4.4%	309	4.4%	658	5.9%
Home Values \$25,000 to \$34,999		177	2.7%	185	2.6%	448	4.0%
Home Values \$10,000 to \$24,999		309	4.6%	323	4.6%	636	5.7%
Home Values Under \$10,000		134	2.0%	143	2.0%	263	2.4%
Owner-Occupied Median Home Value		\$135,686		\$138,591		\$125,533	
Renter-Occupied Median Rent		\$583		\$588		\$557	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Ponca City, Oklahoma			
Drive Time		10 min drive time	15 min drive time
			30 min drive time
Total Annual Consumer Expenditure (2025)			
Total Household Expenditure		\$907.87 M	\$950.64 M
Total Non-Retail Expenditure		\$430.2 M	\$450.46 M
Total Retail Expenditure		\$477.68 M	\$500.18 M
Alcoholic Beverages		\$5.52 M	\$5.78 M
Apparel		\$17.02 M	\$17.81 M
Contributions		\$27.52 M	\$28.85 M
Education		\$19.98 M	\$20.93 M
Entertainment		\$52.89 M	\$55.33 M
Food Away From Home		\$40.26 M	\$42.13 M
Grocery		\$65.8 M	\$68.66 M
Health Care		\$70.01 M	\$73 M
Household Furnishings and Equipment		\$24.17 M	\$25.3 M
Household Operations		\$17.36 M	\$18.15 M
Miscellaneous Expenses		\$15.65 M	\$16.37 M
Personal Care		\$12.63 M	\$13.19 M
Shelter		\$152.46 M	\$158.93 M
Tax and Retirement		\$183.05 M	\$192.68 M
Tobacco and Related		\$5.66 M	\$5.89 M
Transportation		\$150.58 M	\$158.29 M
Utilities		\$47.3 M	\$49.34 M
Monthly Household Consumer Expenditure (2025)			
Total Household Expenditure		\$7,100	\$7,144
Total Non-Retail Expenditure		\$3,364 47.4%	\$3,385 47.4%
Total Retail Expenditures		\$3,736 52.6%	\$3,759 52.6%
Alcoholic Beverages		\$43 0.6%	\$43 0.6%
Apparel		\$133 1.9%	\$134 1.9%
Contributions		\$215 3.0%	\$217 3.0%
Education		\$156 2.2%	\$157 2.2%
Entertainment		\$414 5.8%	\$416 5.8%
Food Away From Home		\$315 4.4%	\$317 4.4%
Grocery		\$515 7.2%	\$516 7.2%
Health Care		\$547 7.7%	\$549 7.7%
Household Furnishings and Equipment		\$189 2.7%	\$190 2.7%
Household Operations		\$136 1.9%	\$136 1.9%
Miscellaneous Expenses		\$122 1.7%	\$123 1.7%
Personal Care		\$99 1.4%	\$99 1.4%
Shelter		\$1,192 16.8%	\$1,194 16.7%
Tax and Retirement		\$1,432 20.2%	\$1,448 20.3%
Tobacco and Related		\$44 0.6%	\$44 0.6%
Transportation		\$1,178 16.6%	\$1,189 16.7%
Utilities		\$370 5.2%	\$371 5.2%

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

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

Furniture and Home Furnishings Stores

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

Electronics and Appliance Stores

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

Building Materials and Garden Supply Stores

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

Food and Beverage Stores

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

Health and Personal Care Stores

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

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

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

Sporting Goods and Hobby Stores

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

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

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

Foodservice and Drinking Places

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

Ponca City, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$29.98 M / \$8.62 M	71	\$31.34 M / \$9.27 M	70	\$47.64 M / \$10.18 M	79
Men's Clothing Stores	\$1.23 M / -	100	\$1.29 M / -	100	\$1.95 M / -	100
Women's Clothing Stores	\$2.49 M / \$2.28 M	9	\$2.61 M / \$2.47 M	5	\$3.96 M / \$3.04 M	23
Children's, Infants' Clothing Stores	\$2.32 M / -	100	\$2.43 M / -	100	\$3.67 M / \$-1	100
Family Clothing Stores	\$14.53 M / \$-1	100	\$15.2 M / \$-1	100	\$23.05 M / \$-2	100
Clothing Accessory Stores	\$691.09 K / \$307.23 K	56	\$721.97 K / \$307.23 K	57	\$1.1 M / \$307.23 K	72
Other Apparel Stores	\$873.27 K / \$-1	100	\$913.21 K / \$-1	100	\$1.38 M / \$-3	100
Shoe Stores	\$6.3 M / \$5.3 M	16	\$6.58 M / \$5.3 M	19	\$10.05 M / \$5.3 M	47
Jewelry Stores	\$1.37 M / \$731.85 K	47	\$1.43 M / \$1.19 M	17	\$2.2 M / \$1.53 M	30
Luggage Stores	\$171.26 K / -	100	\$178.59 K / -	100	\$274.28 K / \$-1	100
Furniture, Home Furnishings Stores	\$26.25 M / \$16.8 M	36	\$27.44 M / \$16.8 M	39	\$41.6 M / \$16.8 M	60
Furniture Stores	\$12.28 M / \$3.67 M	70	\$12.81 M / \$3.67 M	71	\$19.45 M / \$3.67 M	81
Floor Covering Stores	\$1.74 M / \$3.72 M	-53	\$1.82 M / \$3.72 M	-51	\$2.76 M / \$3.72 M	-26
Other Home Furnishing Stores	\$12.23 M / \$9.41 M	23	\$12.8 M / \$9.41 M	26	\$19.38 M / \$9.41 M	51
Electronics, Appliance Stores	\$25.11 M / \$13.17 M	48	\$26.34 M / \$13.42 M	49	\$40.49 M / \$13.67 M	66
Building Material, Garden Equipment, Supplies Dealers	\$25.12 M / \$22.89 M	9	\$26.26 M / \$22.99 M	12	\$39.79 M / \$25.62 M	36
Home Centers	\$14.11 M / \$10.9 M	23	\$14.75 M / \$11 M	25	\$22.35 M / \$12.55 M	44
Paint, Wallpaper Stores	\$2.91 M / \$3.22 M	-10	\$3.04 M / \$3.22 M	-6	\$4.6 M / \$3.22 M	30
Hardware Stores	\$1.58 M / \$2.37 M	-34	\$1.65 M / \$2.37 M	-31	\$2.5 M / \$3.45 M	-27
Other Building Materials Stores	\$4.46 M / \$3.88 M	13	\$4.67 M / \$3.88 M	17	\$7.07 M / \$3.88 M	45
Outdoor Power Equipment Stores	\$272.05 K / -	100	\$284.3 K / -	100	\$431.4 K / -	100
Nursery, Garden Stores	\$1.79 M / \$2.52 M	-29	\$1.88 M / \$2.52 M	-26	\$2.84 M / \$2.52 M	11
Food, Beverage Stores	\$38.28 M / \$27.28 M	29	\$40.11 M / \$27.68 M	31	\$61.15 M / \$32.57 M	47
Grocery Stores	\$29.67 M / \$21.23 M	28	\$31.07 M / \$21.61 M	30	\$47.4 M / \$24.27 M	49
Convenience Stores	\$2.62 M / \$1.83 M	30	\$2.75 M / \$1.86 M	32	\$4.23 M / \$2.68 M	37
Meat Markets	\$175.29 K / -	100	\$183.41 K / -	100	\$277.96 K / -	100
Fish, Seafood Markets	\$60.17 K / -	100	\$62.96 K / -	100	\$95.29 K / -	100
Fruit, Vegetable Markets	\$114.65 K / -	100	\$119.96 K / -	100	\$181.8 K / -	100
Other Specialty Food Markets	\$234.56 K / \$22.61 K	90	\$245.45 K / \$22.61 K	91	\$371.68 K / \$22.61 K	94
Liquor Stores	\$5.41 M / \$4.2 M	22	\$5.68 M / \$4.2 M	26	\$8.59 M / \$5.6 M	35

Ponca City, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$23.89 M / \$25.2 M	-5	\$25.19 M / \$25.2 M	0	\$39.31 M / \$29.45 M	25
Pharmacy, Drug Stores	\$21.03 M / \$21.2 M	-1	\$22.17 M / \$21.2 M	4	\$34.57 M / \$25.45 M	26
Cosmetics, Beauty Stores	\$1.2 M / \$1.45 M	-17	\$1.27 M / \$1.45 M	-12	\$1.98 M / \$1.45 M	27
Optical Goods Stores	\$375.11 K / \$178.06 K	53	\$395.04 K / \$178.06 K	55	\$632.19 K / \$178.11 K	72
Other Health, Personal Care Stores	\$1.29 M / \$2.38 M	-46	\$1.36 M / \$2.38 M	-43	\$2.13 M / \$2.38 M	-10
Sporting Goods, Hobby, Book, Music Stores	\$30.47 M / \$51.88 M	-41	\$31.86 M / \$51.88 M	-39	\$48.51 M / \$57.71 M	-16
Sporting Goods Stores	\$11.62 M / \$7.76 M	33	\$12.14 M / \$7.76 M	36	\$18.41 M / \$13.59 M	26
Hobby, Toy, Game Stores	\$8.4 M / \$31.34 M	-73	\$8.77 M / \$31.34 M	-72	\$13.34 M / \$31.34 M	-57
Sewing, Needlecraft Stores	\$6.23 M / \$9.59 M	-35	\$6.51 M / \$9.59 M	-32	\$9.99 M / \$9.59 M	4
Musical Instrument Stores	\$2.03 M / \$2.91 M	-30	\$2.14 M / \$2.91 M	-27	\$3.22 M / \$2.91 M	10
Book Stores	\$2.19 M / \$273.99 K	87	\$2.3 M / \$273.99 K	88	\$3.55 M / \$273.99 K	92
General Merchandise Stores	\$95.55 M / \$48.77 M	49	\$100.01 M / \$48.78 M	51	\$152.68 M / \$89.16 M	42
Department Stores	\$33.39 M / \$16.17 M	52	\$34.94 M / \$16.17 M	54	\$53.2 M / \$47.8 M	10
Warehouse Superstores	\$52.78 M / -	100	\$55.27 M / -	100	\$84.56 M / -	100
Other General Merchandise Stores	\$9.37 M / \$32.6 M	-71	\$9.8 M / \$32.62 M	-70	\$14.92 M / \$41.37 M	-64
Miscellaneous Store Retailers	\$12.35 M / \$12.6 M	-2	\$12.92 M / \$12.65 M	2	\$19.81 M / \$13.41 M	32
Florists	\$294.5 K / \$106.1 K	64	\$307.96 K / \$106.1 K	66	\$467.19 K / \$212.2 K	55
Office, Stationary Stores	\$1.26 M / \$1.9 M	-34	\$1.31 M / \$1.9 M	-31	\$2.02 M / \$1.9 M	6
Gift, Souvenir Stores	\$2.5 M / \$760.12 K	70	\$2.62 M / \$760.12 K	71	\$3.99 M / \$868.04 K	78
Used Merchandise Stores	\$908.54 K / \$1.24 M	-27	\$947.81 K / \$1.26 M	-25	\$1.46 M / \$1.54 M	-5
Pet, Pet Supply Stores	\$2.29 M / \$314.24 K	86	\$2.39 M / \$314.25 K	87	\$3.63 M / \$314.25 K	91
Art Dealers	\$375 K / -	100	\$390.77 K / -	100	\$603.15 K / -	100
Mobile Home Dealers	\$251.33 K / \$362.83 K	-31	\$262.61 K / \$362.83 K	-28	\$398.04 K / \$387.82 K	3
Other Miscellaneous Retail Stores	\$4.48 M / \$7.92 M	-44	\$4.7 M / \$7.94 M	-41	\$7.25 M / \$8.19 M	-12
Non-Store Retailers	\$56.22 M / \$3.54 M	94	\$58.92 M / \$3.58 M	94	\$90.13 M / \$3.79 M	96
Mail Order, Catalog Stores	\$52.66 M / \$1.56 M	97	\$55.18 M / \$1.56 M	97	\$84.44 M / \$1.56 M	98
Vending Machines	\$243.19 K / -	100	\$254.57 K / -	100	\$385.57 K / \$-1	100
Fuel Dealers	\$311.26 K / -	100	\$325.41 K / -	100	\$495.74 K / \$174.58 K	65
Other Direct Selling Establishments	\$3.01 M / \$1.98 M	34	\$3.15 M / \$2.01 M	36	\$4.8 M / \$2.05 M	57

Retail Gap Report



Ponca City, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$48.55 M / \$63.17 M	-23	\$50.88 M / \$63.56 M	-20	\$76.89 M / \$75.42 M	2
Hotels, Other Travel Accommodations	\$3.12 M / \$1.71 M	45	\$3.27 M / \$1.71 M	48	\$4.94 M / \$2.27 M	54
RV Parks	\$31.25 K / \$11.08 K	65	\$32.7 K / \$12.74 K	61	\$49.73 K / \$16.82 K	66
Rooming, Boarding Houses	\$17.5 K / -	100	\$18.34 K / -	100	\$27.74 K / -	100
Full Service Restaurants	\$28.36 M / \$43.5 M	-35	\$29.73 M / \$43.83 M	-32	\$44.92 M / \$50.18 M	-10
Limited Service Restaurants	\$13.16 M / \$17.61 M	-25	\$13.79 M / \$17.79 M	-22	\$20.84 M / \$24.09 M	-13
Special Food Services, Catering	\$3.86 M / -	100	\$4.04 M / -	100	\$6.11 M / -	100
Drinking Places	\$2.65 M / \$3 M	-12	\$2.78 M / \$3 M	-7	\$4.2 M / \$3.07 M	27
Gasoline Stations	\$19.24 M / \$165.62 M	-88	\$20.21 M / \$235.56 M	-91	\$31.2 M / \$308.92 M	-90
Motor Vehicle, Parts Dealers	\$43.99 M / \$77.16 M	-43	\$45.92 M / \$77.53 M	-41	\$70.17 M / \$86.95 M	-19
New Car Dealers	\$25.56 M / \$42.14 M	-39	\$26.66 M / \$42.37 M	-37	\$40.89 M / \$45.37 M	-10
Used Car Dealers	\$2.37 M / \$24.22 M	-90	\$2.48 M / \$24.3 M	-90	\$3.8 M / \$24.37 M	-84
Recreational Vehicle Dealers	\$4.48 M / \$1.82 M	59	\$4.68 M / \$1.82 M	61	\$7.1 M / \$5.47 M	23
Motorcycle, Boat Dealers	\$5.93 M / -	100	\$6.2 M / -	100	\$9.41 M / -	100
Auto Parts, Accessories	\$3.62 M / \$8.25 M	-56	\$3.79 M / \$8.31 M	-54	\$5.76 M / \$10.36 M	-44
Tire Dealers	\$2.02 M / \$726.45 K	64	\$2.11 M / \$726.45 K	66	\$3.21 M / \$1.38 M	57
2025 Population	26,107		27,234		42,064	
2030 Population	24,669		25,797		40,605	
% Population Change 2025-2030	-5.5%		-5.3%		-3.5%	
2025 Adult Population Age 18+	19,393		20,264		31,669	
2025 Population Male	13,018		13,612		21,477	
2025 Population Female	13,089		13,622		20,587	
2025 Households	10,656		11,090		16,952	
2025 Median Household Income	63,545		64,107		62,852	
2025 Average Household Income	84,564		85,337		83,269	

Retail Potential

Retail Potential Profile



Ponca City, Oklahoma	10 min	15 min	30 min
Drive Time	drive time	drive time	drive time
2025 Population	26,107	27,234	42,064
2030 Population	24,669	25,797	40,605
% Population Change 2020-2025	-2.0%	-2.3%	-1.3%
2025 Adult Population Age 18+	\$19,393	\$20,264	\$31,669
2025 Population Male	\$13,018	\$13,612	\$21,477
2025 Population Female	\$13,089	\$13,622	\$20,587
2025 Households	\$10,656	\$11,090	\$16,952
2025 Median Household Income	\$63,545	\$64,107	\$62,852
2025 Average Household Income	\$84,564	\$85,337	\$83,269
Clothing, Clothing Accessories Stores	\$29.98 M	\$31.34 M	\$47.64 M
Men's Clothing Stores	\$1.23 M	\$1.29 M	\$1.95 M
Women's Clothing Stores	\$2.49 M	\$2.61 M	\$3.96 M
Children's, Infants' Clothing Stores	\$2.32 M	\$2.43 M	\$3.67 M
Family Clothing Stores	\$14.53 M	\$15.2 M	\$23.05 M
Clothing Accessory Stores	\$691.09 K	\$721.97 K	\$1.1 M
Other Apparel Stores	\$873.27 K	\$913.21 K	\$1.38 M
Shoe Stores	\$6.3 M	\$6.58 M	\$10.05 M
Jewelry Stores	\$1.37 M	\$1.43 M	\$2.2 M
Luggage Stores	\$171.26 K	\$178.59 K	\$274.28 K
Furniture, Home Furnishings Stores	\$26.25 M	\$27.44 M	\$41.6 M
Furniture Stores	\$12.28 M	\$12.81 M	\$19.45 M
Floor Covering Stores	\$1.74 M	\$1.82 M	\$2.76 M
Other Home Furnishing Stores	\$12.23 M	\$12.8 M	\$19.38 M
Electronics, Appliance Stores	\$25.11 M	\$26.34 M	\$40.49 M
Gasoline Stations	\$19.24 M	\$20.21 M	\$31.2 M
Building Material, Garden Equipment, Supplies Dealers	\$25.12 M	\$26.26 M	\$39.79 M
Home Centers	\$14.11 M	\$14.75 M	\$22.35 M
Paint, Wallpaper Stores	\$2.91 M	\$3.04 M	\$4.6 M
Hardware Stores	\$1.58 M	\$1.65 M	\$2.5 M
Other Building Materials Stores	\$4.46 M	\$4.67 M	\$7.07 M
Outdoor Power Equipment Stores	\$272.05 K	\$284.3 K	\$431.4 K
Nursery, Garden Stores	\$1.79 M	\$1.88 M	\$2.84 M
Food, Beverage Stores	\$38.28 M	\$40.11 M	\$61.15 M
Grocery Stores	\$29.67 M	\$31.07 M	\$47.4 M
Convenience Stores	\$2.62 M	\$2.75 M	\$4.23 M
Meat Markets	\$175.29 K	\$183.41 K	\$277.96 K
Fish, Seafood Markets	\$60.17 K	\$62.96 K	\$95.29 K
Fruit, Vegetable Markets	\$114.65 K	\$119.96 K	\$181.8 K
Other Specialty Food Markets	\$234.56 K	\$245.45 K	\$371.68 K
Liquor Stores	\$5.41 M	\$5.68 M	\$8.59 M

Retail Potential Profile



Ponca City, Oklahoma	10 min	15 min	30 min
Drive Time	drive time	drive time	drive time
Health, Personal Care Stores	\$23.89 M	\$25.19 M	\$39.31 M
Pharmacy, Drug Stores	\$21.03 M	\$22.17 M	\$34.57 M
Cosmetics, Beauty Stores	\$1.2 M	\$1.27 M	\$1.98 M
Optical Goods Stores	\$375.11 K	\$395.04 K	\$632.19 K
Other Health, Personal Care Stores	\$1.29 M	\$1.36 M	\$2.13 M
Sporting Goods, Hobby, Book, Music Stores	\$30.47 M	\$31.86 M	\$48.51 M
Sporting Goods Stores	\$11.62 M	\$12.14 M	\$18.41 M
Hobby, Toy, Game Stores	\$8.4 M	\$8.77 M	\$13.34 M
Sewing, Needlecraft Stores	\$6.23 M	\$6.51 M	\$9.99 M
Musical Instrument Stores	\$2.03 M	\$2.14 M	\$3.22 M
Book Stores	\$2.19 M	\$2.3 M	\$3.55 M
General Merchandise Stores	\$95.55 M	\$100.01 M	\$152.68 M
Department Stores	\$33.39 M	\$34.94 M	\$53.2 M
Warehouse Superstores	\$52.78 M	\$55.27 M	\$84.56 M
Other General Merchandise Stores	\$9.37 M	\$9.8 M	\$14.92 M
Miscellaneous Store Retailers	\$12.35 M	\$12.92 M	\$19.81 M
Florists	\$294.5 K	\$307.96 K	\$467.19 K
Office, Stationary Stores	\$1.26 M	\$1.31 M	\$2.02 M
Gift, Souvenir Stores	\$2.5 M	\$2.62 M	\$3.99 M
Used Merchandise Stores	\$908.54 K	\$947.81 K	\$1.46 M
Pet, Pet Supply Stores	\$2.29 M	\$2.39 M	\$3.63 M
Art Dealers	\$375 K	\$390.77 K	\$603.15 K
Mobile Home Dealers	\$251.33 K	\$262.61 K	\$398.04 K
Other Miscellaneous Retail Stores	\$4.48 M	\$4.7 M	\$7.25 M
Non-Store Retailers	\$56.22 M	\$58.92 M	\$90.13 M
Mail Order, Catalog Stores	\$52.66 M	\$55.18 M	\$84.44 M
Vending Machines	\$243.19 K	\$254.57 K	\$385.57 K
Fuel Dealers	\$311.26 K	\$325.41 K	\$495.74 K
Other Direct Selling Establishments	\$3.01 M	\$3.15 M	\$4.8 M
Accommodation, Food Services	\$51.2 M	\$53.66 M	\$81.09 M
Hotels, Other Travel Accommodations	\$3.12 M	\$3.27 M	\$4.94 M
RV Parks	\$31.25 K	\$32.7 K	\$49.73 K
Rooming, Boarding Houses	\$17.5 K	\$18.34 K	\$27.74 K
Full Service Restaurants	\$28.36 M	\$29.73 M	\$44.92 M
Limited Service Restaurants	\$13.16 M	\$13.79 M	\$20.84 M
Special Food Services, Catering	\$3.86 M	\$4.04 M	\$6.11 M
Drinking Places	\$2.65 M	\$2.78 M	\$4.2 M
Motor Vehicle, Parts Dealers	\$43.99 M	\$45.92 M	\$70.17 M
New Car Dealers	\$25.56 M	\$26.66 M	\$40.89 M
Used Car Dealers	\$2.37 M	\$2.48 M	\$3.8 M
Recreational Vehicle Dealers	\$4.48 M	\$4.68 M	\$7.1 M
Motorcycle, Boat Dealers	\$5.93 M	\$6.2 M	\$9.41 M
Auto Parts, Accessories	\$3.62 M	\$3.79 M	\$5.76 M
Tire Dealers	\$2.02 M	\$2.11 M	\$3.21 M

Income Summary

Income Summary Report



Ponca City, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
Population			
Estimated Population (2025)	26,107	27,234	42,064
Projected Population (2030)	24,669	25,797	40,605
Census Population (2020)	26,650	27,872	42,609
Census Population (2010)	27,739	29,012	45,200
<i>Projected Annual Growth (2025 to 2030)</i>	-1,438 -1.1%	-1,437 -1.1%	-1,459 -0.7%
<i>Historical Annual Growth (2020 to 2025)</i>	-543 -0.4%	-638 -0.5%	-545 -0.3%
<i>Historical Annual Growth (2010 to 2020)</i>	-1,088 -0.4%	-1,140 -0.4%	-2,591 -0.6%
Households			
Estimated Households (2025)	10,656	11,090	16,952
Projected Households (2030)	10,017	10,454	16,291
Census Households (2020)	10,852	11,308	17,096
Census Households (2010)	11,301	11,760	18,007
<i>Projected Annual Growth (2025 to 2030)</i>	-639 -1.2%	-636 -1.1%	-662 -0.8%
<i>Historical Annual Growth (2020 to 2025)</i>	-196 -0.4%	-218 -0.4%	-144 -0.2%
<i>Historical Annual Growth (2010 to 2020)</i>	-449 -0.4%	-453 -0.4%	-911 -0.5%
Average Household Income			
Estimated Average Household Income (2025)	\$84,564	\$85,337	\$83,269
Projected Average Household Income (2030)	\$84,445	\$85,257	\$83,036
Census Average Household Income (2020)	\$52,773	\$52,989	\$50,238
Census Average Household Income (2010)	\$42,477	\$42,670	\$40,767
<i>Projected Annual Growth (2025 to 2030)</i>	-\$119 -	-\$80 -	-\$234 -
<i>Historical Annual Growth (2020 to 2025)</i>	\$31,790 4.0%	\$32,348 4.1%	\$33,031 4.4%
<i>Historical Annual Growth (2010 to 2020)</i>	\$10,296 2.4%	\$10,319 2.4%	\$9,471 2.3%
Median Household Income			
Estimated Median Household Income (2025)	\$63,545	\$64,107	\$62,852
Projected Median Household Income (2030)	\$63,301	\$63,897	\$62,571
Census Median Household Income (2020)	\$42,487	\$42,757	\$41,367
Census Median Household Income (2010)	\$34,761	\$34,910	\$32,961
<i>Projected Annual Growth (2025 to 2030)</i>	-\$244 -	-\$210 -	-\$281 -
<i>Historical Annual Growth (2020 to 2025)</i>	\$21,058 3.3%	\$21,350 3.3%	\$21,485 3.5%
<i>Historical Annual Growth (2010 to 2020)</i>	\$7,726 2.2%	\$7,847 2.2%	\$8,406 2.6%
Per Capita Income			
Estimated Per Capita Income (2025)	\$34,642	\$34,872	\$33,692
Projected Per Capita Income (2030)	\$34,424	\$34,678	\$33,452
Census Per Capita Income (2020)	\$21,502	\$21,481	\$20,015
Census Per Capita Income (2010)	\$17,295	\$17,288	\$16,225
<i>Projected Annual Growth (2025 to 2030)</i>	-\$218 -0.1%	-\$194 -0.1%	-\$240 -0.1%
<i>Historical Annual Growth (2020 to 2025)</i>	\$13,140 4.1%	\$13,391 4.2%	\$13,676 4.6%
<i>Historical Annual Growth (2010 to 2020)</i>	\$4,208 2.4%	\$4,194 2.4%	\$3,790 2.3%
Other Income			
Estimated Families (2025)	6,717	7,010	10,647
Estimated Average Family Income (2025)	\$103,289	\$104,188	\$101,243
Estimated Median Family Income (2025)	\$80,785	\$81,105	\$78,311
Estimated Average Household Net Worth (2025)	\$822,099	\$837,865	\$850,053

Consumer Expenditure Summary

Consumer Expenditure Summary



Ponca City, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Estimated Population		26,107		27,234		42,064	
Estimated Households		10,656		11,090		16,952	
Household Expenditure		\$907.87 M		\$950.64 M		\$1.44 B	
Per Household ~ Per Capita		\$85,198	\$34,775	\$85,722	\$34,906	\$85,036	\$34,270
Non-Retail Expenditures		\$430.2 M	47.4%	\$450.46 M	47.4%	\$677.98 M	47.0%
Per Household ~ Per Capita		\$40,371	\$16,478	\$40,620	\$16,541	\$39,994	\$16,118
Retail Expenditures		\$477.68 M	52.6%	\$500.18 M	52.6%	\$763.56 M	53.0%
Per Household ~ Per Capita		\$44,827	\$18,297	\$45,102	\$18,366	\$45,042	\$18,152
Alcoholic Beverages		\$5.52 M	0.6%	\$5.78 M	0.6%	\$8.74 M	0.6%
Per Household ~ Per Capita		\$518	\$211	\$521	\$212	\$516	\$208
Apparel		\$17.02 M	1.9%	\$17.81 M	1.9%	\$26.96 M	1.9%
Per Household ~ Per Capita		\$1,597	\$652	\$1,606	\$654	\$1,590	\$641
Contributions		\$27.52 M	3.0%	\$28.85 M	3.0%	\$43.57 M	3.0%
Per Household ~ Per Capita		\$2,583	\$1,054	\$2,602	\$1,059	\$2,570	\$1,036
Education		\$19.98 M	2.2%	\$20.93 M	2.2%	\$31.63 M	2.2%
Per Household ~ Per Capita		\$1,875	\$765	\$1,887	\$768	\$1,866	\$752
Entertainment		\$52.89 M	5.8%	\$55.33 M	5.8%	\$83.73 M	5.8%
Per Household ~ Per Capita		\$4,964	\$2,026	\$4,989	\$2,032	\$4,939	\$1,991
Food Away From Home		\$40.26 M	4.4%	\$42.13 M	4.4%	\$63.76 M	4.4%
Per Household ~ Per Capita		\$3,779	\$1,542	\$3,799	\$1,547	\$3,761	\$1,516
Grocery		\$65.8 M	7.2%	\$68.66 M	7.2%	\$104.21 M	7.2%
Per Household ~ Per Capita		\$6,175	\$2,520	\$6,191	\$2,521	\$6,148	\$2,478
Health Care		\$70.01 M	7.7%	\$73 M	7.7%	\$112.34 M	7.8%
Per Household ~ Per Capita		\$6,570	\$2,682	\$6,583	\$2,681	\$6,627	\$2,671
Household Furnishings and Equipment		\$24.17 M	2.7%	\$25.3 M	2.7%	\$38.28 M	2.7%
Per Household ~ Per Capita		\$2,268	\$926	\$2,281	\$929	\$2,258	\$910
Household Operations		\$17.36 M	1.9%	\$18.15 M	1.9%	\$27.47 M	1.9%
Per Household ~ Per Capita		\$1,629	\$665	\$1,637	\$666	\$1,620	\$653
Miscellaneous Expenses		\$15.65 M	1.7%	\$16.37 M	1.7%	\$24.78 M	1.7%
Per Household ~ Per Capita		\$1,469	\$599	\$1,477	\$601	\$1,462	\$589
Personal Care		\$12.63 M	1.4%	\$13.19 M	1.4%	\$20.01 M	1.4%
Per Household ~ Per Capita		\$1,186	\$484	\$1,190	\$484	\$1,180	\$476
Shelter		\$152.46 M	16.8%	\$158.93 M	16.7%	\$238.6 M	16.6%
Per Household ~ Per Capita		\$14,307	\$5,840	\$14,331	\$5,836	\$14,075	\$5,672
Tax and Retirement		\$183.05 M	20.2%	\$192.68 M	20.3%	\$288.52 M	20.0%
Per Household ~ Per Capita		\$17,178	\$7,012	\$17,374	\$7,075	\$17,019	\$6,859
Tobacco and Related		\$5.66 M	0.6%	\$5.89 M	0.6%	\$8.97 M	0.6%
Per Household ~ Per Capita		\$531	\$217	\$531	\$216	\$529	\$213
Transportation		\$150.58 M	16.6%	\$158.29 M	16.7%	\$245.06 M	17.0%
Per Household ~ Per Capita		\$14,131	\$5,768	\$14,274	\$5,812	\$14,456	\$5,826
Utilities		\$47.3 M	5.2%	\$49.34 M	5.2%	\$74.91 M	5.2%
Per Household ~ Per Capita		\$4,438	\$1,812	\$4,449	\$1,812	\$4,419	\$1,781

Consumer Expenditure Trend



Ponca City, Oklahoma			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Population / Households (2025)								
Estimated Population			26,107		27,234		42,064	
Estimated Households			10,656		11,090		16,952	
Total Annual Consumer Expenditure (2025)								
Total Household Expenditure			\$907.87 M		\$950.64 M		\$1.44 B	
Total Non-Retail Expenditure			\$430.2 M		\$450.46 M		\$677.98 M	
Total Retail Expenditure			\$477.68 M		\$500.18 M		\$763.56 M	
Alcoholic Beverages			\$5.52 M		\$5.78 M		\$8.74 M	
Apparel			\$17.02 M		\$17.81 M		\$26.96 M	
Contributions			\$27.52 M		\$28.85 M		\$43.57 M	
Education			\$19.98 M		\$20.93 M		\$31.63 M	
Entertainment			\$52.89 M		\$55.33 M		\$83.73 M	
Food Away From Home			\$40.26 M		\$42.13 M		\$63.76 M	
Grocery			\$65.8 M		\$68.66 M		\$104.21 M	
Health Care			\$70.01 M		\$73 M		\$112.34 M	
Household Furnishings and Equipment			\$24.17 M		\$25.3 M		\$38.28 M	
Household Operations			\$17.36 M		\$18.15 M		\$27.47 M	
Miscellaneous Expenses			\$15.65 M		\$16.37 M		\$24.78 M	
Personal Care			\$12.63 M		\$13.19 M		\$20.01 M	
Shelter			\$152.46 M		\$158.93 M		\$238.6 M	
Tax and Retirement			\$183.05 M		\$192.68 M		\$288.52 M	
Tobacco and Related			\$5.66 M		\$5.89 M		\$8.97 M	
Transportation			\$150.58 M		\$158.29 M		\$245.06 M	
Utilities			\$47.3 M		\$49.34 M		\$74.91 M	
Monthly Household Consumer Expenditure (2025)								
Total Household Expenditure			\$7,100		\$7,144		\$7,086	
Total Non-Retail Expenditure			\$3,364		47.4%		\$3,385 47.4%	
Total Retail Expenditure			\$3,736		52.6%		\$3,753 53.0%	
Alcoholic Beverages			\$43		0.6%		\$43 0.6%	
Apparel			\$133		1.9%		\$134 1.9%	
Contributions			\$215		3.0%		\$217 3.0%	
Education			\$156		2.2%		\$157 2.2%	
Entertainment			\$414		5.8%		\$416 5.8%	
Food Away From Home			\$315		4.4%		\$317 4.4%	
Grocery			\$515		7.2%		\$516 7.2%	
Health Care			\$547		7.7%		\$549 7.7%	
Household Furnishings and Equipment			\$189		2.7%		\$190 2.7%	
Household Operations			\$136		1.9%		\$136 1.9%	
Miscellaneous Expenses			\$122		1.7%		\$123 1.7%	
Personal Care			\$99		1.4%		\$99 1.4%	
Shelter			\$1,192		16.8%		\$1,194 16.7%	
Tax and Retirement			\$1,432		20.2%		\$1,448 20.3%	
Tobacco and Related			\$44		0.6%		\$44 0.6%	
Transportation			\$1,178		16.6%		\$1,189 16.7%	
Utilities			\$370		5.2%		\$371 5.2%	

Consumer Expenditure Trend



Ponca City, Oklahoma	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
Population / Households (2030)			
Projected Population	24,669	25,797	40,605
Projected Households	-	-	-
Total Annual Consumer Expenditure (2030)			
Total Household Expenditure	\$818.56 M	\$861.28 M	\$1.35 B
Total Non-Retail Expenditure	\$387.75 M	\$408.04 M	\$632.49 M
Total Retail Expenditure	\$430.8 M	\$453.25 M	\$713.13 M
Alcoholic Beverages	\$4.98 M	\$5.23 M	\$8.16 M
Apparel	\$15.34 M	\$16.13 M	\$25.18 M
Contributions	\$24.79 M	\$26.12 M	\$40.62 M
Education	\$18 M	\$18.95 M	\$29.5 M
Entertainment	\$47.68 M	\$50.12 M	\$78.24 M
Food Away From Home	\$36.29 M	\$38.16 M	\$59.55 M
Grocery	\$59.34 M	\$62.2 M	\$97.6 M
Health Care	\$63.72 M	\$66.66 M	\$105.05 M
Household Furnishings and Equipment	\$21.78 M	\$22.91 M	\$35.74 M
Household Operations	\$15.65 M	\$16.44 M	\$25.67 M
Miscellaneous Expenses	\$14.1 M	\$14.83 M	\$23.14 M
Personal Care	\$11.39 M	\$11.95 M	\$18.73 M
Shelter	\$137.43 M	\$143.92 M	\$223.02 M
Tax and Retirement	\$165.16 M	\$174.81 M	\$268.54 M
Tobacco and Related	\$5.11 M	\$5.34 M	\$8.43 M
Transportation	\$135.16 M	\$142.81 M	\$228.28 M
Utilities	\$42.65 M	\$44.7 M	\$70.17 M
Consumer Expenditure Growth (2025 to 2030)			
Total Household Expenditure	\$-89.32 M	\$-89.35 M	\$-95.92 M
Total Non-Retail Expenditure	\$-42.44 M	\$-42.43 M	\$-45.49 M
Total Retail Expenditure	\$-46.87 M	\$-46.93 M	\$-50.43 M
Alcoholic Beverages	\$-546.01 K	\$-545.4 K	\$-580.81 K
Apparel	\$-1.68 M	\$-1.68 M	\$-1.78 M
Contributions	\$-2.73 M	\$-2.73 M	\$-2.95 M
Education	\$-1.98 M	\$-1.98 M	\$-2.13 M
Entertainment	\$-5.22 M	\$-5.21 M	\$-5.5 M
Food Away From Home	\$-3.98 M	\$-3.97 M	\$-4.21 M
Grocery	\$-6.46 M	\$-6.46 M	\$-6.62 M
Health Care	\$-6.29 M	\$-6.35 M	\$-7.29 M
Household Furnishings and Equipment	\$-2.39 M	\$-2.39 M	\$-2.53 M
Household Operations	\$-1.71 M	\$-1.71 M	\$-1.8 M
Miscellaneous Expenses	\$-1.55 M	\$-1.55 M	\$-1.64 M
Personal Care	\$-1.24 M	\$-1.24 M	\$-1.28 M
Shelter	\$-15.03 M	\$-15.02 M	\$-15.58 M
Tax and Retirement	\$-17.89 M	\$-17.87 M	\$-19.97 M
Tobacco and Related	\$-549.7 K	\$-549.19 K	\$-541.18 K
Transportation	\$-15.42 M	\$-15.49 M	\$-16.78 M
Utilities	\$-4.64 M	\$-4.64 M	\$-4.74 M

Crime Risk

Ponca City, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
Demographics			
Population	26,107	27,234	42,064
Census Population	26,650	27,872	42,609
Households	10,656	11,090	16,952
Average Household Income	\$84,564	\$85,337	\$83,269
Median Household Income	\$63,545	\$64,107	\$62,852
Per Capita Income	\$34,642	\$34,872	\$33,692
Total Crime			
Crime Index	155	152	129
Crime Level	High Risk	High Risk	Above Average
Personal Crime			
Crime Index	152	150	128
Crime Level	High Risk	Above Average	Above Average
Murder			
Crime Index	104	107	113
Crime Level	Average	Average	Average
Rape			
Crime Index	243	241	220
Crime Level	Very High	Very High	Very High
Robbery			
Crime Index	78	77	54
Crime Level	Below Average	Below Average	Low Risk
Assault			
Crime Index	159	157	136
Crime Level	High Risk	High Risk	Above Average
Property Crime			
Crime Index	155	153	129
Crime Level	High Risk	High Risk	Above Average
Burglary			
Crime Index	259	253	224
Crime Level	Very High	Very High	Very High
Larceny			
Crime Index	144	141	117
Crime Level	Above Average	Above Average	Average
Motor Vehicle Theft			
Crime Index	111	110	95
Crime Level	Average	Average	Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Ponca City, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Auto Parts Tires			
AutoZone	1 / 1	6,600	
NAPA	3 / 3	6,200	
O'Reilly	3 / 3	8,500	
Banks			
BancFirst	2 / 2	8,500	
JRMB	1 / 1	4,600	
Banks Minor			
Bank	17 / 17		
Car Washes			
Tidal Wave Auto Spa	1 / 1	4,000	
Clothing Apparel			
Buckle	1 / 1	5,100	
Cato	1 / 1	5,000	
maurices	1 / 1	6,000	
Convenience Stores			
Casey's General Store	2 / 2	3,200	
Conoco	7 / 7	2,500	
Love's	1 / 1	7,300	
Murphy USA	1 / 1	2,100	
Phillips 66	9 / 9	2,500	
Pilot Travel Centers	1 / 1	3,200	
Sinclair	1 / 0	2,000	
Sunoco	1 / 1	4,700	
TA	1 / 1	18,900	
Valero	5 / 5	3,200	
Craft Fabric Stores			
Hobby Lobby	1 / 1	68,500	
Dealerships			
Chevrolet	1 / 1		
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	1 / 1		
GMC	1 / 1		
Honda	1 / 1		
Jeep	1 / 1		
Lincoln	1 / 1		

Ponca City, Oklahoma		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
RAM		1 / 1		
Dental				
Affordable Dentures		1 / 1	4,100	
Discount Department Stores				
Marshalls		1 / 1	28,500	
Ollie's Bargain Outlet		1 / 1	30,000	
Walmart		1 / 1	122,800	
Walmart Supercenter		1 / 1	189,700	
Dollar Stores				
Dollar General		10 / 9	9,600	
Dollar Tree		2 / 2	11,800	
Five Below		1 / 1	10,000	
Drug Stores				
Walgreens		1 / 1	14,800	
Education				
Cosmetology and Barber		2 / 2		
Day Care		16 / 14		
High School		4 / 4		
Junior College		1 / 1		
PK - 8		18 / 18		
PK - 8 (Private)		2 / 2		
Entertainment				
AMC		1 / 1	39,300	
Theatres		2 / 2		
EV Charging Stations				
Electrify America		1 / 1		
Independent		3 / 3		
Fitness				
Planet Fitness		1 / 1	24,600	
Furniture Household				
Aaron's		1 / 1	9,000	
La-Z-Boy		1 / 1	19,700	
Rent A Center		1 / 1	5,700	
Grocery Stores				
ALDI		1 / 1	16,600	
Harps Food Store		1 / 1		
Health Beauty				

Ponca City, Oklahoma		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Bath & Body Works	1 / 1	3,800	
	Sally Beauty Supply	1 / 1	2,300	
	Supercuts	1 / 1	1,800	
Health Care				
	Anesthesiology	1 / 1		
	Audiologist	1 / 1		
	Cardiac Electrophysiology	1 / 1		
	Cardiovascular Disease	2 / 2		
	Certified Registered Nurse Anesthetist	1 / 1		
	Chiropractic	5 / 5		
	Clinical Social Worker	2 / 2		
	Dermatology	1 / 1		
	Diagnostic Radiology	1 / 1		
	Dialysis Centers	1 / 1		
	Emergency Medicine	5 / 5		
	Family Practice	12 / 13		
	Gastroenterology	1 / 1		
	General Surgery	4 / 4		
	Gynecological Oncology	1 / 1		
	Hematology and Oncology	2 / 2		
	Hospitalist	1 / 1		
	Internal Medicine	5 / 5		
	Medical Oncology	1 / 1		
	Nephrology	2 / 2		
	Neurosurgery	2 / 2		
	Nurse Practitioner	15 / 15		
	Obstetrics and Gynecology	2 / 2		
	Ophthalmology	2 / 2		
	Optometry	5 / 6		
	Orthopedic Surgery	2 / 2		
	Otolaryngology	1 / 1		
	Pathology	1 / 1		
	Physical Therapy	3 / 3		
	Physician Assistant	10 / 10		
	Podiatry	2 / 2		
	Psychiatry	1 / 1		
	Radiation Oncology	1 / 1		

Ponca City, Oklahoma		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Registered Dietitian or Nutrition Professional	1 / 1		
	Urgent Care	3 / 3		
	Urology	1 / 1		
Home Improvement				
	Ace Hardware	1 / 1	16,200	
	Harbor Freight Tools	1 / 1	17,100	
	Lowe's	1 / 1	141,200	
	Sherwin-Williams	1 / 1	7,300	
	Tractor Supply Company	1 / 1	26,300	
Hotels				
	Americas Best Value Inn	1 / 1	15,000	
	Baymont Inn & Suites	1 / 1	21,100	
	Best Western Hotels	1 / 1	20,400	
	Comfort	1 / 1	14,500	
	Fairfield Inn and Suites	1 / 1	18,200	
	Hampton Inn	1 / 1	18,300	
	Holiday Inn Express	2 / 2	16,400	
	La Quinta Inn & Suites	1 / 1	24,600	
	Motel 6	1 / 1	24,300	
	Sleep	1 / 1	13,100	
	Super 8	1 / 1	12,300	
Office Supply				
	Staples	1 / 1	22,400	
Pet Stores				
	Petsense	1 / 1	5,500	
Restaurants Casual				
	Chili's	1 / 1	5,800	
	Perkins	1 / 1	6,500	
Restaurants Coffee Donuts				
	Dunkin' Donuts	1 / 1	2,300	
	HTeaO	1 / 1		
	Starbucks	1 / 1	1,800	
Restaurants Fast Food Major				
	Arby's	1 / 1	3,300	
	Burger King	1 / 1	4,000	
	Dairy Queen	1 / 1	1,700	
	KFC	1 / 1	3,100	

Ponca City, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
McDonald's	2 / 2	4,600	
Sonic	6 / 6	2,800	
Taco Bell	2 / 2	2,500	
Restaurants Fast Food Minor			
A&W	1 / 1	2,800	
Freddy's	1 / 1	3,600	
Golden Chick	1 / 1	4,500	
Popeyes	1 / 1	2,700	
Whataburger	1 / 1	3,000	
Restaurants Ice Cream Smoothie			
Baskin-Robbins	1 / 1	2,200	
Braum's	2 / 2	5,100	
Restaurants Pizza			
Domino's Pizza	1 / 1	2,100	
Little Caesars	1 / 1	1,800	
Marco's Pizza	1 / 1	2,000	
Papa John's	1 / 1	1,500	
Pizza Hut	2 / 2	2,800	
Pizza Inn	1 / 1	3,600	
Simple Simon's Pizza	1 / 1	2,000	
Restaurants Sandwich			
Subway	4 / 4	1,700	
Shoes Footwear			
Shoe Dept Encore	1 / 1	16,000	
Specialty			
Cannabis	2 / 2		
GameStop	1 / 1	1,700	
Goodwill	1 / 1	24,100	
Hallmark	1 / 1	5,600	
ReStore	1 / 1	19,700	
Sporting Goods			
Hibbett Sports	1 / 1	7,600	
Wireless Stores			
AT&T	1 / 1	3,500	
Cricket	1 / 1	1,600	
MetroPCS	1 / 1	1,900	
T-Mobile	1 / 1	1,800	

Ponca City, Oklahoma		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Worship			
	Baptist	9 / 9		
	Judaic	1 / 1		
	Methodist Episcopal	1 / 1		