



**RETAIL ATTRACTIONS, LLC**  

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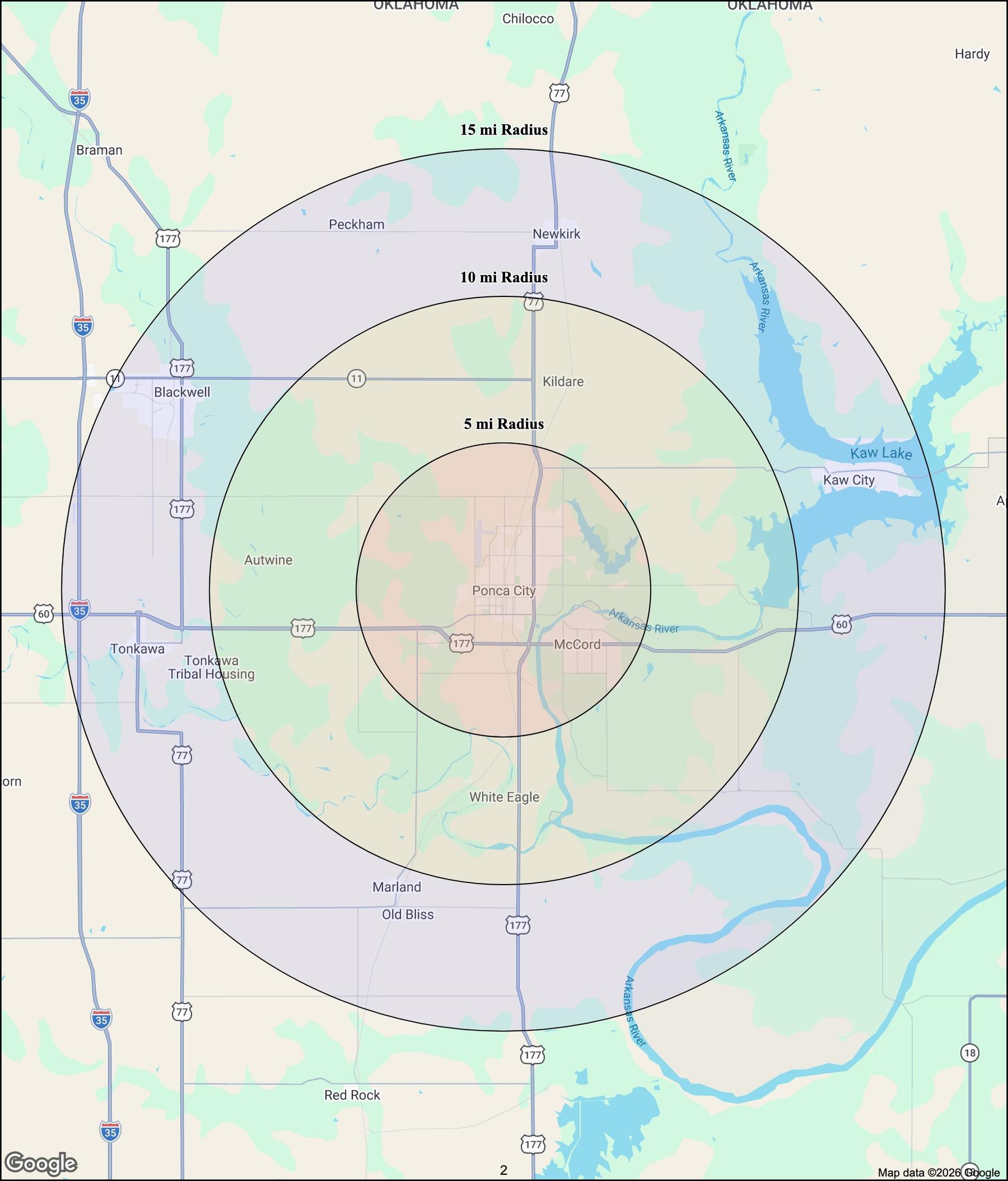
**Economic Development Consulting**

**Ponca City, Oklahoma  
Radius  
1st Quarter 2026**

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# Demographics



15 mi Radius

10 mi Radius

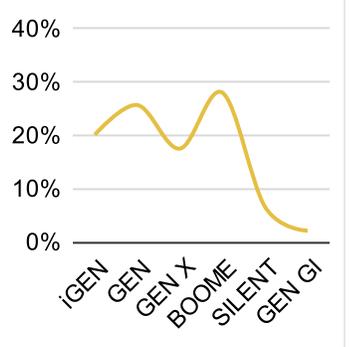
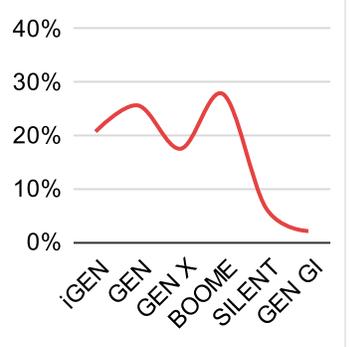
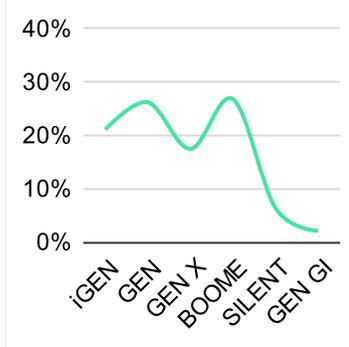
5 mi Radius

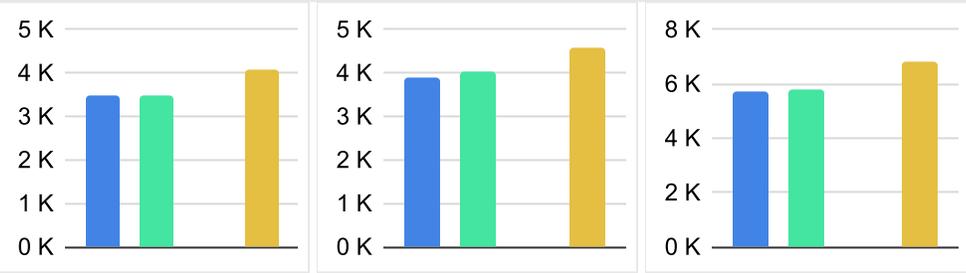
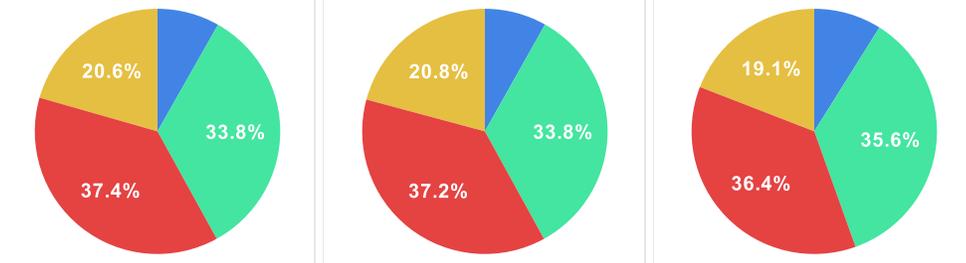


**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Ponca City, Oklahoma		5 mi radius		10 mi radius		15 mi radius		
Radius								
<b>Population</b>								
Estimated Population (2025)		27,130		30,749		45,509		
Projected Population (2030)		25,700		29,349		44,091		
Census Population (2020)		27,693		31,372		45,873		
Census Population (2010)		28,803		32,649		48,622		
Projected Annual Growth (2025-2030)		-1,430	-1.1%	-1,401	-0.9%	-1,418	-0.6%	
Historical Annual Growth (2020-2025)		-563	-0.4%	-623	-0.4%	-364	-0.2%	
Historical Annual Growth (2010-2020)		-1,110	-0.4%	-1,276	-0.4%	-2,749	-0.6%	
Estimated Population Density (2025)		346 <i>psm</i>		98 <i>psm</i>		64 <i>psm</i>		
Trade Area Size		78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>		
<b>Race and Ethnicity (2025)</b>								
<b>Not Hispanic or Latino Population</b>		24,353	89.8%	27,796	90.4%	41,474	91.1%	
White		18,339	75.3%	21,027	75.6%	32,143	77.5%	
Black or African American		914	3.8%	954	3.4%	1,090	2.6%	
American Indian or Alaska Native		1,640	6.7%	1,899	6.8%	2,734	6.6%	
Asian		251	1.0%	260	0.9%	348	0.8%	
Hawaiian or Pacific Islander		155	0.6%	155	0.6%	165	0.4%	
Other Race		137	0.6%	151	0.5%	274	0.7%	
Two or More Races		2,917	12.0%	3,349	12.0%	4,719	11.4%	
<b>Hispanic or Latino Population</b>		2,777	10.2%	2,953	9.6%	4,035	8.9%	
White		1,148	41.4%	1,225	41.5%	1,670	41.4%	
Black or African American		17	0.6%	17	0.6%	21	0.5%	
American Indian or Alaska Native		110	4.0%	113	3.8%	149	3.7%	
Asian		-	-	-	-	1	-	
Hispanic Hawaiian or Pacific Islander		2	-	2	-	2	-	
Other Race		829	29.9%	887	30.0%	1,240	30.7%	
Two or More Races		670	24.1%	710	24.0%	952	23.6%	
		White	Black or African American	American Indian or Alaskan Native	Asian	Hawaiian or Pacific Islander	Other Race	2+ Races

Ponca City, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Age Distribution (2025)</b>							
Age Under 5 Years		1,757	6.5%	1,912	6.2%	2,730	6.0%
Age 5 to 9 Years		1,915	7.1%	2,138	7.0%	3,117	6.8%
Age 10 to 14 Years		2,057	7.6%	2,317	7.5%	3,309	7.3%
Age 15 to 19 Years		1,870	6.9%	2,119	6.9%	3,243	7.1%
Age 20 to 24 Years		1,680	6.2%	1,839	6.0%	2,812	6.2%
Age 25 to 29 Years		1,678	6.2%	1,841	6.0%	2,685	5.9%
Age 30 to 34 Years		1,877	6.9%	2,075	6.7%	2,948	6.5%
Age 35 to 39 Years		1,578	5.8%	1,789	5.8%	2,599	5.7%
Age 40 to 44 Years		1,669	6.2%	1,879	6.1%	2,789	6.1%
Age 45 to 49 Years		1,489	5.5%	1,711	5.6%	2,582	5.7%
Age 50 to 54 Years		1,376	5.1%	1,595	5.2%	2,374	5.2%
Age 55 to 59 Years		1,360	5.0%	1,627	5.3%	2,475	5.4%
Age 60 to 64 Years		1,581	5.8%	1,862	6.1%	2,848	6.3%
Age 65 to 69 Years		1,547	5.7%	1,813	5.9%	2,699	5.9%
Age 70 to 74 Years		1,405	5.2%	1,630	5.3%	2,345	5.2%
Age 75 to 79 Years		1,060	3.9%	1,224	4.0%	1,851	4.1%
Age 80 to 84 Years		664	2.4%	750	2.4%	1,144	2.5%
Age 85 Years or Over		568	2.1%	630	2.0%	958	2.1%
Median Age		37.0		37.7		38.0	
<b>Generation (2025)</b>							
iGeneration (Age Under 15 Years)		5,728	21.1%	6,367	20.7%	9,155	20.1%
Generation 9/11 Millennials (Age 15 to 34 Years)		7,105	26.2%	7,874	25.6%	11,689	25.7%
Gen Xers (Age 35 to 49 Years)		4,736	17.5%	5,379	17.5%	7,970	17.5%
Baby Boomers (Age 50 to 74 Years)		7,269	26.8%	8,526	27.7%	12,741	28.0%
Silent Generation (Age 75 to 84 Years)		1,724	6.4%	1,974	6.4%	2,995	6.6%
G.I. Generation (Age 85 Years or Over)		568	2.1%	630	2.0%	958	2.1%



Ponca City, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Household Type (2025)</b>				
Total Households		11,074	12,497	18,333
Family Households		6,987 63.1%	7,923 63.4%	11,522 62.9%
Family Households with Children		3,491 50.0%	3,908 49.3%	5,754 49.9%
Family Households No Children		3,496 50.0%	4,015 50.7%	5,768 50.1%
Non-Family Households		4,087 36.9%	4,575 36.6%	6,811 37.1%
Non-Family Households with Children		5 0.1%	6 0.1%	12 0.2%
Non-Family Households No Children		4,082 99.9%	4,569 99.9%	6,799 99.8%
				
<b>Education Attainment (2025)</b>				
Elementary or Some High School		1,466 8.2%	1,666 8.2%	2,699 8.9%
High School Graduate		6,029 33.8%	6,913 33.8%	10,794 35.6%
Some College or Associate Degree		6,684 37.4%	7,594 37.2%	11,015 36.4%
Bachelor or Graduate Degree		3,672 20.6%	4,252 20.8%	5,790 19.1%
				
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$85,756	\$88,408	\$85,461
Estimated Median Household Income		\$64,276	\$66,147	\$64,237
HH Income Under \$10,000		643 5.8%	728 5.8%	998 5.4%
HH Income \$10,000 to \$34,999		2,547 23.0%	2,745 22.0%	4,053 22.1%
HH Income \$35,000 to \$49,999		1,687 15.2%	1,890 15.1%	2,784 15.2%
HH Income \$50,000 to \$74,999		1,791 16.2%	1,992 15.9%	3,348 18.3%
HH Income \$75,000 to \$99,999		1,511 13.6%	1,704 13.6%	2,375 13.0%
HH Income \$100,000 to \$149,999		1,554 14.0%	1,844 14.8%	2,671 14.6%
HH Income \$150,000 or More		1,341 12.1%	1,595 12.8%	2,102 11.5%



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Ponca City, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Population</b>							
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Projected Population (2030)		25,700		29,349		44,091	
Census Population (2020)		27,693		31,372		45,873	
Census Population (2010)		28,803		32,649		48,622	
Projected Annual Growth (2025-2030)		-1,430	-1.1%	-1,401	-0.9%	-1,418	-0.6%
Historical Annual Growth (2020-2025)		-563	-	-623	-0.4%	-364	-0.2%
Historical Annual Growth (2010-2020)		-1,110	-0.4%	-1,276	-0.4%	-2,749	-0.6%
Estimated Population Density (2025)		346	psm	98	psm	64	psm
Trade Area Size		78.5	sq mi	314.0	sq mi	706.8	sq mi
<b>Households</b>							
Estimated Households (2025)		11,074		12,497		18,333	
Projected Households (2030)		10,442		11,883		17,693	
Census Households (2020)		11,264		12,677		18,386	
Census Households (2010)		11,715		13,155		19,338	
Projected Annual Growth (2025-2030)		-632	-1.1%	-614	-1.0%	-640	-0.7%
Historical Annual Change (2010-2025)		-642	-0.4%	-658	-0.3%	-1,005	-0.3%
<b>Average Household Income</b>							
Estimated Average Household Income (2025)		\$85,756		\$88,408		\$85,461	
Projected Average Household Income (2030)		\$85,704		\$88,464		\$85,305	
Census Average Household Income (2010)		\$53,123		\$53,680		\$50,666	
Census Average Household Income (2000)		\$42,875		\$43,489		\$41,299	
Projected Annual Change (2025-2030)		-\$52	-	\$55	-	-\$156	-
Historical Annual Change (2000-2025)		\$42,881	4.0%	\$44,919	4.1%	\$44,162	4.3%
<b>Median Household Income</b>							
Estimated Median Household Income (2025)		\$64,276		\$66,147		\$64,237	
Projected Median Household Income (2030)		\$64,064		\$66,027		\$63,995	
Census Median Household Income (2010)		\$42,912		\$43,595		\$41,835	
Census Median Household Income (2000)		\$35,131		\$35,662		\$33,475	
Projected Annual Change (2025-2030)		-\$211	-	-\$120	-	-\$242	-
Historical Annual Change (2000-2025)		\$29,145	3.3%	\$30,485	3.4%	\$30,762	3.7%
<b>Per Capita Income</b>							
Estimated Per Capita Income (2025)		\$35,126		\$36,043		\$34,552	
Projected Per Capita Income (2030)		\$34,950		\$35,935		\$34,360	
Census Per Capita Income (2010)		\$21,609		\$21,633		\$20,153	
Census Per Capita Income (2000)		\$17,406		\$17,484		\$16,385	
Projected Annual Change (2025-2030)		-\$176	-0.1%	-\$108	-	-\$192	-0.1%
Historical Annual Change (2000-2025)		\$17,720	4.1%	\$18,559	4.2%	\$18,167	4.4%
Estimated Average Household Net Worth (2025)		\$840,358		\$889,726		\$881,585	

Ponca City, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Race and Ethnicity</b>						
Total Population (2025)	27,130		30,749		45,509	
White (2025)	19,488	71.8%	22,251	72.4%	33,814	74.3%
Black or African American (2025)	931	3.4%	971	3.2%	1,111	2.4%
American Indian or Alaska Native (2025)	1,750	6.5%	2,013	6.5%	2,883	6.3%
Asian (2025)	251	0.9%	260	0.8%	349	0.8%
Hawaiian or Pacific Islander (2025)	157	0.6%	157	0.5%	167	0.4%
Other Race (2025)	966	3.6%	1,037	3.4%	1,514	3.3%
Two or More Races (2025)	3,587	13.2%	4,059	13.2%	5,671	12.5%
Population < 18 (2025)	6,947 25.6%		7,752 25.2%		11,150 24.5%	
White Not Hispanic	3,649	52.5%	4,147	53.5%	6,271	56.2%
Black or African American	232	3.3%	236	3.0%	268	2.4%
Asian	76	1.1%	77	1.0%	95	0.9%
Other Race Not Hispanic	1,847	26.6%	2,086	26.9%	2,938	26.3%
Hispanic	1,144	16.5%	1,207	15.6%	1,578	14.1%
Not Hispanic or Latino Population (2025)	24,353 89.8%		27,796 90.4%		41,474 91.1%	
Not Hispanic White	18,339	75.3%	21,027	75.6%	32,143	77.5%
Not Hispanic Black or African American	914	3.8%	954	3.4%	1,090	2.6%
Not Hispanic American Indian or Alaska Native	1,640	6.7%	1,899	6.8%	2,734	6.6%
Not Hispanic Asian	251	1.0%	260	0.9%	348	0.8%
Not Hispanic Hawaiian or Pacific Islander	155	0.6%	155	0.6%	165	0.4%
Not Hispanic Other Race	137	0.6%	151	0.5%	274	0.7%
Not Hispanic Two or More Races	2,917	12.0%	3,349	12.0%	4,719	11.4%
Hispanic or Latino Population (2025)	2,777 10.2%		2,953 9.6%		4,035 8.9%	
Hispanic White	1,148	41.4%	1,225	41.5%	1,670	41.4%
Hispanic Black or African American	17	0.6%	17	0.6%	21	0.5%
Hispanic American Indian or Alaska Native	110	4.0%	113	3.8%	149	3.7%
Hispanic Asian	-	-	-	-	1	-
Hispanic Hawaiian or Pacific Islander	2	-	2	-	2	-
Hispanic Other Race	829	29.9%	887	30.0%	1,240	30.7%
Hispanic Two or More Races	670	24.1%	710	24.0%	952	23.6%
Not Hispanic or Latino Population (2020)	25,248 91.2%		28,777 91.7%		42,117 91.8%	
Hispanic or Latino Population (2020)	2,445	8.8%	2,595	8.3%	3,756	8.2%
Not Hispanic or Latino Population (2010)	26,877 93.3%		30,612 93.8%		45,567 93.7%	
Hispanic or Latino Population (2010)	1,927	6.7%	2,036	6.2%	3,055	6.3%
Not Hispanic or Latino Population (2030)	22,879 89.0%		26,284 89.6%		39,881 90.5%	
Hispanic or Latino Population (2030)	2,821	11.0%	3,064	10.4%	4,210	9.5%
Projected Annual Growth (2025-2030)	44	0.3%	111	0.8%	175	0.9%
Historical Annual Growth (2010-2020)	519	2.7%	559	2.7%	701	2.3%



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**Economic Development Consulting**

Ponca City, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Total Age Distribution (2025)</b>						
Total Population	27,130		30,749		45,509	
Age Under 5 Years	1,757	6.5%	1,912	6.2%	2,730	6.0%
Age 5 to 9 Years	1,915	7.1%	2,138	7.0%	3,117	6.8%
Age 10 to 14 Years	2,057	7.6%	2,317	7.5%	3,309	7.3%
Age 15 to 19 Years	1,870	6.9%	2,119	6.9%	3,243	7.1%
Age 20 to 24 Years	1,680	6.2%	1,839	6.0%	2,812	6.2%
Age 25 to 29 Years	1,678	6.2%	1,841	6.0%	2,685	5.9%
Age 30 to 34 Years	1,877	6.9%	2,075	6.7%	2,948	6.5%
Age 35 to 39 Years	1,578	5.8%	1,789	5.8%	2,599	5.7%
Age 40 to 44 Years	1,669	6.2%	1,879	6.1%	2,789	6.1%
Age 45 to 49 Years	1,489	5.5%	1,711	5.6%	2,582	5.7%
Age 50 to 54 Years	1,376	5.1%	1,595	5.2%	2,374	5.2%
Age 55 to 59 Years	1,360	5.0%	1,627	5.3%	2,475	5.4%
Age 60 to 64 Years	1,581	5.8%	1,862	6.1%	2,848	6.3%
Age 65 to 69 Years	1,547	5.7%	1,813	5.9%	2,699	5.9%
Age 70 to 74 Years	1,405	5.2%	1,630	5.3%	2,345	5.2%
Age 75 to 79 Years	1,060	3.9%	1,224	4.0%	1,851	4.1%
Age 80 to 84 Years	664	2.4%	750	2.4%	1,144	2.5%
Age 85 Years or Over	568	2.1%	630	2.0%	958	2.1%
Median Age	37.0		37.7		38.0	
Age 19 Years or Less	7,599	28.0%	8,486	27.6%	12,399	27.2%
Age 20 to 64 Years	14,287	52.7%	16,217	52.7%	24,112	53.0%
Age 65 Years or Over	5,244	19.3%	6,047	19.7%	8,997	19.8%
<b>Female Age Distribution (2025)</b>						
Female Population	13,601	50.1%	15,333	49.9%	22,253	48.9%
Age Under 5 Years	868	6.4%	940	6.1%	1,303	5.9%
Age 5 to 9 Years	975	7.2%	1,076	7.0%	1,538	6.9%
Age 10 to 14 Years	1,003	7.4%	1,130	7.4%	1,590	7.1%
Age 15 to 19 Years	937	6.9%	1,055	6.9%	1,498	6.7%
Age 20 to 24 Years	806	5.9%	879	5.7%	1,298	5.8%
Age 25 to 29 Years	819	6.0%	888	5.8%	1,266	5.7%
Age 30 to 34 Years	930	6.8%	1,021	6.7%	1,430	6.4%
Age 35 to 39 Years	787	5.8%	887	5.8%	1,268	5.7%
Age 40 to 44 Years	781	5.7%	887	5.8%	1,314	5.9%
Age 45 to 49 Years	726	5.3%	828	5.4%	1,260	5.7%
Age 50 to 54 Years	676	5.0%	776	5.1%	1,148	5.2%
Age 55 to 59 Years	667	4.9%	804	5.2%	1,201	5.4%
Age 60 to 64 Years	821	6.0%	965	6.3%	1,449	6.5%
Age 65 to 69 Years	815	6.0%	940	6.1%	1,349	6.1%
Age 70 to 74 Years	776	5.7%	883	5.8%	1,253	5.6%
Age 75 to 79 Years	544	4.0%	620	4.0%	955	4.3%
Age 80 to 84 Years	361	2.7%	405	2.6%	615	2.8%
Age 85 Years or Over	309	2.3%	348	2.3%	516	2.3%
Female Median Age	37.7		38.4		39.1	
Age 19 Years or Less	3,783	27.8%	4,201	27.4%	5,929	26.6%
Age 20 to 64 Years	7,013	51.6%	7,935	51.8%	11,636	52.3%
Age 65 Years or Over	2,805	20.6%	3,197	20.9%	4,688	21.1%



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Ponca City, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Male Age Distribution (2025)</b>						
Male Population	13,528	49.9%	15,416	50.1%	23,256	51.1%
Age Under 5 Years	889	6.6%	972	6.3%	1,427	6.1%
Age 5 to 9 Years	940	6.9%	1,062	6.9%	1,579	6.8%
Age 10 to 14 Years	1,054	7.8%	1,186	7.7%	1,719	7.4%
Age 15 to 19 Years	933	6.9%	1,064	6.9%	1,745	7.5%
Age 20 to 24 Years	874	6.5%	960	6.2%	1,513	6.5%
Age 25 to 29 Years	859	6.3%	954	6.2%	1,419	6.1%
Age 30 to 34 Years	948	7.0%	1,053	6.8%	1,519	6.5%
Age 35 to 39 Years	790	5.8%	902	5.9%	1,331	5.7%
Age 40 to 44 Years	888	6.6%	992	6.4%	1,475	6.3%
Age 45 to 49 Years	763	5.6%	883	5.7%	1,322	5.7%
Age 50 to 54 Years	699	5.2%	818	5.3%	1,225	5.3%
Age 55 to 59 Years	693	5.1%	823	5.3%	1,274	5.5%
Age 60 to 64 Years	759	5.6%	897	5.8%	1,398	6.0%
Age 65 to 69 Years	732	5.4%	872	5.7%	1,351	5.8%
Age 70 to 74 Years	629	4.7%	747	4.8%	1,092	4.7%
Age 75 to 79 Years	516	3.8%	604	3.9%	896	3.9%
Age 80 to 84 Years	303	2.2%	345	2.2%	529	2.3%
Age 85 Years or Over	259	1.9%	282	1.8%	442	1.9%
Male Median Age	36.3		37.1		37.0	
Age 19 Years or Less	3,816	28.2%	4,285	27.8%	6,470	27.8%
Age 20 to 64 Years	7,274	53.8%	8,281	53.7%	12,476	53.6%
Age 65 Years or Over	2,439	18.0%	2,850	18.5%	4,310	18.5%
<b>Males per 100 Females (2025)</b>						
Overall Comparison	99		101		105	
Age Under 5 Years	102	50.6%	103	50.9%	110	52.3%
Age 5 to 9 Years	96	49.1%	99	49.7%	103	50.7%
Age 10 to 14 Years	105	51.2%	105	51.2%	108	51.9%
Age 15 to 19 Years	100	49.9%	101	50.2%	116	53.8%
Age 20 to 24 Years	109	52.0%	109	52.2%	117	53.8%
Age 25 to 29 Years	105	51.2%	107	51.8%	112	52.9%
Age 30 to 34 Years	102	50.5%	103	50.8%	106	51.5%
Age 35 to 39 Years	100	50.1%	102	50.4%	105	51.2%
Age 40 to 44 Years	114	53.2%	112	52.8%	112	52.9%
Age 45 to 49 Years	105	51.2%	107	51.6%	105	51.2%
Age 50 to 54 Years	103	50.8%	105	51.3%	107	51.6%
Age 55 to 59 Years	104	51.0%	102	50.6%	106	51.5%
Age 60 to 64 Years	92	48.0%	93	48.2%	96	49.1%
Age 65 to 69 Years	90	47.3%	93	48.1%	100	50.0%
Age 70 to 74 Years	81	44.8%	85	45.8%	87	46.6%
Age 75 to 79 Years	95	48.7%	97	49.4%	94	48.4%
Age 80 to 84 Years	84	45.6%	85	45.9%	86	46.3%
Age 85 Years or Over	84	45.5%	81	44.8%	86	46.1%
Age 19 Years or Less	101	50.2%	102	50.5%	109	52.2%
Age 20 to 39 Years	104	51.0%	105	51.3%	110	52.4%
Age 40 to 64 Years	104	50.9%	104	50.9%	105	51.2%
Age 65 Years or Over	87	46.5%	89	47.1%	92	47.9%

Ponca City, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Household Type (2025)</b>						
Total Households	11,074		12,497		18,333	
Households with Children	3,496	31.6%	3,913	31.3%	5,766	31.5%
Average Household Size	2.4		2.4		2.4	
Household Density per Square Mile	141		40		26	
Population Family	21,368	78.8%	24,203	78.7%	35,125	77.2%
Population Non-Family	5,324	19.6%	6,049	19.7%	9,273	20.4%
Population Group Quarters	438	1.6%	497	1.6%	1,110	2.4%
Family Households	6,987	63.1%	7,923	63.4%	11,522	62.9%
Married Couple Households	4,749	68.0%	5,537	69.9%	8,212	71.3%
Other Family Households with Children	2,238	32.0%	2,386	30.1%	3,311	28.7%
Family Households with Children	3,491	50.0%	3,908	49.3%	5,754	49.9%
Married Couple with Children	2,068	59.2%	2,380	60.9%	3,558	61.8%
Other Family Households with Children	1,423	40.8%	1,528	39.1%	2,196	38.2%
Family Households No Children	3,496	50.0%	4,015	50.7%	5,768	50.1%
Married Couple No Children	2,681	76.7%	3,157	78.6%	4,654	80.7%
Other Family Households No Children	815	23.3%	858	21.4%	1,114	19.3%
Non-Family Households	4,087	36.9%	4,575	36.6%	6,811	37.1%
Non-Family Households with Children	5	0.1%	6	0.1%	12	0.2%
Non-Family Households No Children	4,082	99.9%	4,569	99.9%	6,799	99.8%
Average Family Household Size	3.1		3.1		3.0	
Average Family Income	\$105,011		\$107,931		\$103,718	
Median Family Income	\$81,606		\$82,787		\$79,647	
Average Non-Family Household Size	1.3		1.3		1.4	
<b>Marital Status (2025)</b>						
Population Age 15 Years or Over	21,401		24,383		36,353	
Never Married	6,357	29.7%	7,089	29.1%	10,371	28.5%
Currently Married	9,039	42.2%	10,605	43.5%	16,011	44.0%
Previously Married	6,005	28.1%	6,689	27.4%	9,971	27.4%
Separated	691	11.5%	779	11.6%	1,281	12.8%
Widowed	1,691	28.2%	1,930	28.9%	3,060	30.7%
Divorced	3,623	60.3%	3,980	59.5%	5,630	56.5%
<b>Educational Attainment (2025)</b>						
Adult Population Age 25 Years or Over	17,851		20,425		30,298	
Elementary (Grade Level 0 to 8)	379	2.1%	412	2.0%	617	2.0%
Some High School (Grade Level 9 to 11)	1,088	6.1%	1,254	6.1%	2,082	6.9%
High School Graduate	6,029	33.8%	6,913	33.8%	10,794	35.6%
Some College	4,548	25.5%	5,138	25.2%	7,417	24.5%
Associate Degree Only	2,136	12.0%	2,455	12.0%	3,598	11.9%
Bachelor Degree Only	2,567	14.4%	2,975	14.6%	3,993	13.2%
Graduate Degree	1,105	6.2%	1,277	6.3%	1,796	5.9%
Any College (Some College or Higher)	10,356	58.0%	11,846	58.0%	16,805	55.5%
College Degree + (Bachelor Degree or Higher)	3,672	20.6%	4,252	20.8%	5,790	19.1%

Ponca City, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Housing</b>						
Total Housing Units (2025)	12,956		14,580		21,716	
Total Housing Units (2020)	13,152		14,752		21,766	
Historical Annual Growth (2020-2025)	-195	-	-172	-	-49	-
Housing Units Occupied (2025)	11,074 85.5%		12,497 85.7%		18,333 84.4%	
Housing Units Owner-Occupied	6,998 63.2%		8,191 65.5%		12,326 67.2%	
Housing Units Renter-Occupied	4,075 36.8%		4,306 34.5%		6,007 32.8%	
Housing Units Vacant (2025)	1,883 14.5%		2,082 14.3%		3,383 15.6%	
<b>Household Size (2025)</b>						
Total Households	11,074		12,497		18,333	
1 Person Households	3,451 31.2%		3,819 30.6%		5,548 30.3%	
2 Person Households	3,858 34.8%		4,411 35.3%		6,541 35.7%	
3 Person Households	1,506 13.6%		1,684 13.5%		2,445 13.3%	
4 Person Households	1,220 11.0%		1,393 11.1%		2,005 10.9%	
5 Person Households	625 5.6%		712 5.7%		1,045 5.7%	
6 Person Households	256 2.3%		296 2.4%		451 2.5%	
7 or More Person Households	158 1.4%		183 1.5%		299 1.6%	
<b>Household Income Distribution (2025)</b>						
HH Income \$200,000 or More	525 4.7%		668 5.3%		912 5.0%	
HH Income \$150,000 to \$199,999	816 7.4%		927 7.4%		1,191 6.5%	
HH Income \$125,000 to \$149,999	458 4.1%		523 4.2%		802 4.4%	
HH Income \$100,000 to \$124,999	1,096 9.9%		1,320 10.6%		1,870 10.2%	
HH Income \$75,000 to \$99,999	1,511 13.6%		1,704 13.6%		2,375 13.0%	
HH Income \$50,000 to \$74,999	1,791 16.2%		1,992 15.9%		3,348 18.3%	
HH Income \$35,000 to \$49,999	1,687 15.2%		1,890 15.1%		2,784 15.2%	
HH Income \$25,000 to \$34,999	976 8.8%		1,047 8.4%		1,637 8.9%	
HH Income \$15,000 to \$24,999	1,104 10.0%		1,186 9.5%		1,699 9.3%	
HH Income \$10,000 to \$14,999	467 4.2%		512 4.1%		717 3.9%	
HH Income Under \$10,000	643 5.8%		728 5.8%		998 5.4%	
<b>Household Vehicles (2025)</b>						
Households 0 Vehicles Available	1,031 9.3%		1,111 8.9%		1,444 7.9%	
Households 1 Vehicle Available	3,761 34.0%		4,021 32.2%		5,989 32.7%	
Households 2 Vehicles Available	4,026 36.4%		4,526 36.2%		6,482 35.4%	
Households 3 or More Vehicles Available	2,256 20.4%		2,840 22.7%		4,418 24.1%	
Total Vehicles Available	19,444		22,863		34,234	
Average Vehicles per Household	1.8		1.8		1.9	
Owner-Occupied Household Vehicles	14,230 73.2%		17,286 75.6%		26,219 76.6%	
Average Vehicles per Owner-Occupied Household	2.0		2.1		2.1	
Renter-Occupied Household Vehicles	5,214 26.8%		5,577 24.4%		8,015 23.4%	
Average Vehicles per Renter-Occupied Household	1.3		1.3		1.3	
<b>Travel Time (2025)</b>						
Worker Base Age 16 years or Over	12,109		13,734		20,181	
Travel to Work in 14 Minutes or Less	7,306 60.3%		7,846 57.1%		10,633 52.7%	
Travel to Work in 15 to 29 Minutes	2,782 23.0%		3,449 25.1%		5,379 26.7%	
Travel to Work in 30 to 59 Minutes	1,181 9.8%		1,448 10.5%		2,430 12.0%	
Travel to Work in 60 Minutes or More	401 3.3%		502 3.7%		1,027 5.1%	
Work at Home	439 3.6%		489 3.6%		712 3.5%	
Average Minutes Travel to Work	11.4		12.2		13.4	

Ponca City, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Transportation To Work (2025)</b>							
Worker Base Age 16 years or Over		12,109		13,734		20,181	
Drive to Work Alone		9,494	78.4%	10,861	79.1%	16,235	80.4%
Drive to Work in Carpool		1,666	13.8%	1,838	13.4%	2,482	12.3%
Travel to Work by Public Transportation		156	1.3%	161	1.2%	168	0.8%
Drive to Work on Motorcycle		77	0.6%	80	0.6%	85	0.4%
Bicycle to Work		-	-	1	-	15	-
Walk to Work		196	1.6%	208	1.5%	347	1.7%
Other Means		80	0.7%	95	0.7%	137	0.7%
Work at Home		439	3.6%	489	3.6%	712	3.5%
<b>Daytime Demographics (2025)</b>							
Total Businesses		1,088		1,124		1,557	
Total Employees		9,499		9,678		13,173	
Company Headquarter Businesses		35	3.2%	35	3.1%	57	3.7%
Company Headquarter Employees		1,000	10.5%	1,020	10.5%	1,705	12.9%
Employee Population per Business		8.7	to 1	8.6	to 1	8.5	to 1
Residential Population per Business		24.9	to 1	27.4	to 1	29.2	to 1
Adj. Daytime Demographics Age 16 Years or Over		18,371		19,838		28,625	
<b>Labor Force</b>							
Labor Population Age 16 Years or Over (2025)		20,999		23,922		35,669	
Labor Force Total Males (2025)		10,452	49.8%	11,976	50.1%	18,192	51.0%
Male Civilian Employed		6,522	62.4%	7,422	62.0%	10,942	60.1%
Male Civilian Unemployed		293	2.8%	318	2.7%	454	2.5%
Males in Armed Forces		-	-	1	-	7	-
Males Not in Labor Force		3,637	34.8%	4,235	35.4%	6,789	37.3%
Labor Force Total Females (2025)		10,547	50.2%	11,946	49.9%	17,477	49.0%
Female Civilian Employed		5,589	53.0%	6,314	52.9%	9,241	52.9%
Female Civilian Unemployed		189	1.8%	206	1.7%	300	1.7%
Females in Armed Forces		16	0.2%	24	0.2%	28	0.2%
Females Not in Labor Force		4,753	45.1%	5,401	45.2%	7,908	45.2%
Unemployment Rate		482	2.3%	524	2.2%	754	2.1%
<b>Occupation (2025)</b>							
Occupation Population Age 16 Years or Over		12,109		13,734		20,181	
Occupation Total Males		6,520	53.8%	7,420	54.0%	10,940	54.2%
Occupation Total Females		5,589	46.2%	6,314	46.0%	9,241	45.8%
Management, Business, Financial Operations		1,272	10.5%	1,532	11.2%	2,267	11.2%
Professional, Related		2,184	18.0%	2,458	17.9%	3,466	17.2%
Service		2,282	18.8%	2,537	18.5%	3,884	19.2%
Sales, Office		2,335	19.3%	2,660	19.4%	3,907	19.4%
Farming, Fishing, Forestry		76	0.6%	89	0.6%	223	1.1%
Construction, Extraction, Maintenance		1,685	13.9%	1,895	13.8%	2,615	13.0%
Production, Transport, Material Moving		2,275	18.8%	2,564	18.7%	3,819	18.9%
White Collar Workers		5,791	47.8%	6,649	48.4%	9,639	47.8%
Blue Collar Workers		6,318	52.2%	7,085	51.6%	10,541	52.2%



Ponca City, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Units In Structure (2025)</b>							
Total Units		11,074		12,497		18,333	
1 Detached Unit		8,919	80.5%	10,118	81.0%	15,062	82.2%
1 Attached Unit		274	2.5%	284	2.3%	326	1.8%
2 Units		199	1.8%	209	1.7%	311	1.7%
3 to 4 Units		395	3.6%	401	3.2%	484	2.6%
5 to 9 Units		328	3.0%	330	2.6%	365	2.0%
10 to 19 Units		138	1.2%	139	1.1%	179	1.0%
20 to 49 Units		202	1.8%	204	1.6%	247	1.3%
50 or More Units		187	1.7%	188	1.5%	215	1.2%
Mobile Home or Trailer		400	3.6%	586	4.7%	1,105	6.0%
Other Structure		30	0.3%	37	0.3%	39	0.2%
<b>Homes Built By Year (2025)</b>							
Homes Built 2020 or later		40	0.3%	50	0.3%	65	0.3%
Homes Built 2010 to 2019		317	2.4%	425	2.9%	636	2.9%
Homes Built 2000 to 2009		393	3.0%	559	3.8%	961	4.4%
Homes Built 1990 to 1999		705	5.4%	895	6.1%	1,270	5.8%
Homes Built 1980 to 1989		1,433	11.1%	1,681	11.5%	2,169	10.0%
Homes Built 1970 to 1979		2,162	16.7%	2,419	16.6%	3,220	14.8%
Homes Built 1960 to 1969		1,760	13.6%	1,855	12.7%	2,339	10.8%
Homes Built 1950 to 1959		2,138	16.5%	2,265	15.5%	3,251	15.0%
Homes Built 1940 to 1949		898	6.9%	980	6.7%	1,585	7.3%
Homes Built Before 1939		1,228	9.5%	1,368	9.4%	2,836	13.1%
Median Age of Homes		57.4 yrs		56.2 yrs		57.9 yrs	
<b>Home Values (2025)</b>							
Owner Specified Housing Units		6,998		8,191		12,326	
Home Values \$1,000,000 or More		68	1.0%	82	1.0%	120	1.0%
Home Values \$750,000 to \$999,999		26	0.4%	39	0.5%	55	0.4%
Home Values \$500,000 to \$749,999		114	1.6%	135	1.6%	208	1.7%
Home Values \$400,000 to \$499,999		243	3.5%	361	4.4%	415	3.4%
Home Values \$300,000 to \$399,999		509	7.3%	696	8.5%	984	8.0%
Home Values \$250,000 to \$299,999		385	5.5%	473	5.8%	643	5.2%
Home Values \$200,000 to \$249,999		546	7.8%	667	8.1%	972	7.9%
Home Values \$175,000 to \$199,999		441	6.3%	527	6.4%	705	5.7%
Home Values \$150,000 to \$174,999		960	13.7%	1,041	12.7%	1,250	10.1%
Home Values \$125,000 to \$149,999		605	8.6%	651	7.9%	873	7.1%
Home Values \$100,000 to \$124,999		840	12.0%	920	11.2%	1,313	10.7%
Home Values \$90,000 to \$99,999		217	3.1%	244	3.0%	423	3.4%
Home Values \$80,000 to \$89,999		266	3.8%	304	3.7%	621	5.0%
Home Values \$70,000 to \$79,999		293	4.2%	326	4.0%	562	4.6%
Home Values \$60,000 to \$69,999		270	3.9%	312	3.8%	434	3.5%
Home Values \$50,000 to \$59,999		272	3.9%	318	3.9%	604	4.9%
Home Values \$35,000 to \$49,999		304	4.3%	348	4.2%	693	5.6%
Home Values \$25,000 to \$34,999		180	2.6%	206	2.5%	472	3.8%
Home Values \$10,000 to \$24,999		322	4.6%	378	4.6%	695	5.6%
Home Values Under \$10,000		140	2.0%	165	2.0%	283	2.3%
Owner-Occupied Median Home Value		\$139,518		\$147,083		\$131,138	
Renter-Occupied Median Rent		\$587		\$597		\$561	

Ponca City, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Total Annual Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$950.68 M		\$1.09 B		\$1.58 B	
Total Non-Retail Expenditure	\$450.77 M		\$519.03 M		\$744.86 M	
Total Retail Expenditure	\$499.91 M		\$574.76 M		\$836.3 M	
Alcoholic Beverages	\$5.78 M		\$6.65 M		\$9.59 M	
Apparel	\$17.8 M		\$20.42 M		\$29.5 M	
Contributions	\$28.88 M		\$33.38 M		\$48 M	
Education	\$20.94 M		\$24.15 M		\$34.78 M	
Entertainment	\$55.32 M		\$63.43 M		\$91.61 M	
Food Away From Home	\$42.13 M		\$48.35 M		\$69.82 M	
Grocery	\$68.54 M		\$77.87 M		\$113.13 M	
Health Care	\$72.91 M		\$82.77 M		\$121.94 M	
Household Furnishings and Equipment	\$25.3 M		\$29.06 M		\$41.94 M	
Household Operations	\$18.14 M		\$20.79 M		\$30.03 M	
Miscellaneous Expenses	\$16.37 M		\$18.8 M		\$27.14 M	
Personal Care	\$13.17 M		\$15 M		\$21.76 M	
Shelter	\$158.83 M		\$180.23 M		\$259.33 M	
Tax and Retirement	\$193.26 M		\$226.42 M		\$321.47 M	
Tobacco and Related	\$5.87 M		\$6.57 M		\$9.63 M	
Transportation	\$158.18 M		\$184.01 M		\$270.24 M	
Utilities	\$49.25 M		\$55.91 M		\$81.26 M	
<b>Monthly Household Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$7,154		\$7,293		\$7,187	
Total Non-Retail Expenditure	\$3,392	47.4%	\$3,461	47.5%	\$3,386	47.1%
Total Retail Expenditures	\$3,762	52.6%	\$3,833	52.5%	\$3,801	52.9%
Alcoholic Beverages	\$44	0.6%	\$44	0.6%	\$44	0.6%
Apparel	\$134	1.9%	\$136	1.9%	\$134	1.9%
Contributions	\$217	3.0%	\$223	3.1%	\$218	3.0%
Education	\$158	2.2%	\$161	2.2%	\$158	2.2%
Entertainment	\$416	5.8%	\$423	5.8%	\$416	5.8%
Food Away From Home	\$317	4.4%	\$322	4.4%	\$317	4.4%
Grocery	\$516	7.2%	\$519	7.1%	\$514	7.2%
Health Care	\$549	7.7%	\$552	7.6%	\$554	7.7%
Household Furnishings and Equipment	\$190	2.7%	\$194	2.7%	\$191	2.7%
Household Operations	\$137	1.9%	\$139	1.9%	\$137	1.9%
Miscellaneous Expenses	\$123	1.7%	\$125	1.7%	\$123	1.7%
Personal Care	\$99	1.4%	\$100	1.4%	\$99	1.4%
Shelter	\$1,195	16.7%	\$1,202	16.5%	\$1,179	16.4%
Tax and Retirement	\$1,454	20.3%	\$1,510	20.7%	\$1,461	20.7%
Tobacco and Related	\$44	0.6%	\$44	0.6%	\$44	0.6%
Transportation	\$1,190	16.6%	\$1,227	16.8%	\$1,228	17.1%
Utilities	\$371	5.2%	\$373	5.1%	\$369	5.1%

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# OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

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## **Vehicle and Parts Dealers**

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

## **Furniture and Home Furnishings Stores**

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

## **Electronics and Appliance Stores**

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

## **Building Materials and Garden Supply Stores**

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

## **Food and Beverage Stores**

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

## **Health and Personal Care Stores**

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

## **Gasoline Stations**

Gasoline stations and gasoline stations with convenience stores

## **Clothing and Clothing Accessories Stores**

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

## **Sporting Goods and Hobby Stores**

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

## **General Merchandise Stores**

Department stores and other general merchandise stores

## **Miscellaneous Store Retailers**

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

## **Foodservice and Drinking Places**

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

Ponca City, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$31.33 M / \$9.14 M	71	\$35.85 M / \$10.86 M	70	\$52.04 M / \$11.36 M	78
Men's Clothing Stores	\$1.29 M / -	100	\$1.46 M / -	100	\$2.12 M / -	100
Women's Clothing Stores	\$2.61 M / \$2.61 M	0	\$2.99 M / \$3.4 M	-12	\$4.33 M / \$3.9 M	10
Children's, Infants' Clothing Stores	\$2.43 M / -	100	\$2.8 M / -	100	\$4.03 M / \$-1	100
Family Clothing Stores	\$15.19 M / \$-1	100	\$17.4 M / \$-2	100	\$25.2 M / \$-2	100
Clothing Accessory Stores	\$721.28 K / \$307.23 K	57	\$823.14 K / \$307.23 K	63	\$1.2 M / \$307.23 K	74
Other Apparel Stores	\$912.78 K / \$-1	100	\$1.05 M / \$-1	100	\$1.51 M / \$-3	100
Shoe Stores	\$6.57 M / \$5.3 M	19	\$7.5 M / \$5.3 M	29	\$10.95 M / \$5.3 M	52
Jewelry Stores	\$1.43 M / \$921.39 K	36	\$1.63 M / \$1.85 M	-12	\$2.4 M / \$1.85 M	23
Luggage Stores	\$178.31 K / -	100	\$202.34 K / -	100	\$297.56 K / \$-1	100
<b>Furniture, Home Furnishings Stores</b>	\$27.42 M / \$16.8 M	39	\$31.33 M / \$16.8 M	46	\$45.39 M / \$16.8 M	63
Furniture Stores	\$12.79 M / \$3.67 M	71	\$14.55 M / \$3.67 M	75	\$21.13 M / \$3.67 M	83
Floor Covering Stores	\$1.82 M / \$3.72 M	-51	\$2.07 M / \$3.72 M	-44	\$3.01 M / \$3.72 M	-19
Other Home Furnishing Stores	\$12.8 M / \$9.41 M	27	\$14.71 M / \$9.41 M	36	\$21.25 M / \$9.41 M	56
<b>Electronics, Appliance Stores</b>	\$26.32 M / \$13.38 M	49	\$30.39 M / \$14.12 M	54	\$44.45 M / \$14.12 M	68
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$26.25 M / \$22.98 M	12	\$30.03 M / \$23.34 M	22	\$43.46 M / \$25.91 M	40
Home Centers	\$14.74 M / \$10.98 M	25	\$16.86 M / \$11.34 M	33	\$24.41 M / \$12.83 M	47
Paint, Wallpaper Stores	\$3.04 M / \$3.22 M	-6	\$3.5 M / \$3.22 M	8	\$5.04 M / \$3.22 M	36
Hardware Stores	\$1.65 M / \$2.37 M	-31	\$1.88 M / \$2.37 M	-21	\$2.73 M / \$3.46 M	-21
Other Building Materials Stores	\$4.66 M / \$3.88 M	17	\$5.32 M / \$3.88 M	27	\$7.71 M / \$3.88 M	50
Outdoor Power Equipment Stores	\$284.11 K / -	100	\$324.68 K / -	100	\$470.7 K / -	100
Nursery, Garden Stores	\$1.87 M / \$2.52 M	-26	\$2.14 M / \$2.52 M	-15	\$3.1 M / \$2.52 M	19
<b>Food, Beverage Stores</b>	\$40.1 M / \$27.45 M	32	\$46.22 M / \$28.29 M	39	\$67.11 M / \$32.88 M	51
Grocery Stores	\$31.06 M / \$21.38 M	31	\$35.75 M / \$22.15 M	38	\$51.96 M / \$24.53 M	53
Convenience Stores	\$2.75 M / \$1.85 M	33	\$3.18 M / \$1.93 M	39	\$4.65 M / \$2.73 M	41
Meat Markets	\$183.38 K / -	100	\$210.44 K / -	100	\$304.3 K / -	100
Fish, Seafood Markets	\$62.95 K / -	100	\$72.25 K / -	100	\$104.34 K / -	100
Fruit, Vegetable Markets	\$119.94 K / -	100	\$137.66 K / -	100	\$199.04 K / -	100
Other Specialty Food Markets	\$245.44 K / \$22.61 K	91	\$281.84 K / \$22.61 K	92	\$407.16 K / \$22.61 K	94
Liquor Stores	\$5.69 M / \$4.2 M	26	\$6.59 M / \$4.2 M	36	\$9.48 M / \$5.6 M	41

Ponca City, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$25.17 M / \$25.24 M	0	\$29.49 M / \$25.24 M	14	\$43.48 M / \$29.49 M	32
Pharmacy, Drug Stores	\$22.15 M / \$21.24 M	4	\$25.95 M / \$21.24 M	18	\$38.23 M / \$25.49 M	33
Cosmetics, Beauty Stores	\$1.27 M / \$1.45 M	-12	\$1.49 M / \$1.45 M	3	\$2.2 M / \$1.45 M	34
Optical Goods Stores	\$393.82 K / \$178.11 K	55	\$458.47 K / \$178.11 K	61	\$693.52 K / \$178.11 K	74
Other Health, Personal Care Stores	\$1.36 M / \$2.38 M	-43	\$1.6 M / \$2.38 M	-33	\$2.36 M / \$2.38 M	-1
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$31.84 M / \$51.88 M	-39	\$36.44 M / \$52.25 M	-30	\$52.98 M / \$58.94 M	-10
Sporting Goods Stores	\$12.13 M / \$7.76 M	36	\$13.86 M / \$8.14 M	41	\$20.09 M / \$14.82 M	26
Hobby, Toy, Game Stores	\$8.76 M / \$31.34 M	-72	\$9.99 M / \$31.34 M	-68	\$14.52 M / \$31.34 M	-54
Sewing, Needlecraft Stores	\$6.51 M / \$9.59 M	-32	\$7.45 M / \$9.59 M	-22	\$10.91 M / \$9.59 M	12
Musical Instrument Stores	\$2.14 M / \$2.91 M	-26	\$2.49 M / \$2.91 M	-14	\$3.57 M / \$2.91 M	18
Book Stores	\$2.3 M / \$273.99 K	88	\$2.66 M / \$273.99 K	90	\$3.9 M / \$273.99 K	93
<b>General Merchandise Stores</b>	\$99.93 M / \$48.79 M	51	\$114.73 M / \$48.83 M	57	\$167.02 M / \$89.26 M	47
Department Stores	\$34.92 M / \$16.17 M	54	\$40.07 M / \$16.17 M	60	\$58.2 M / \$47.8 M	18
Warehouse Superstores	\$55.22 M / -	100	\$63.45 M / -	100	\$92.53 M / -	100
Other General Merchandise Stores	\$9.79 M / \$32.62 M	-70	\$11.21 M / \$32.67 M	-66	\$16.29 M / \$41.47 M	-61
<b>Miscellaneous Store Retailers</b>	\$12.91 M / \$12.69 M	2	\$14.8 M / \$12.81 M	13	\$21.64 M / \$13.52 M	38
Florists	\$307.87 K / \$106.1 K	66	\$352.73 K / \$106.1 K	70	\$510.86 K / \$212.2 K	58
Office, Stationary Stores	\$1.31 M / \$1.9 M	-31	\$1.49 M / \$1.9 M	-21	\$2.2 M / \$1.9 M	14
Gift, Souvenir Stores	\$2.62 M / \$760.12 K	71	\$3 M / \$760.12 K	75	\$4.36 M / \$874.62 K	80
Used Merchandise Stores	\$946.49 K / \$1.24 M	-24	\$1.08 M / \$1.29 M	-17	\$1.58 M / \$1.59 M	0
Pet, Pet Supply Stores	\$2.38 M / \$314.25 K	87	\$2.71 M / \$314.25 K	88	\$3.93 M / \$314.25 K	92
Art Dealers	\$390.08 K / -	100	\$441.77 K / -	100	\$653.32 K / -	100
Mobile Home Dealers	\$262.34 K / \$387.82 K	-32	\$299.48 K / \$387.82 K	-23	\$433.81 K / \$387.82 K	11
Other Miscellaneous Retail Stores	\$4.69 M / \$7.98 M	-41	\$5.42 M / \$8.05 M	-33	\$7.96 M / \$8.25 M	-3
<b>Non-Store Retailers</b>	\$58.88 M / \$3.57 M	94	\$67.83 M / \$3.7 M	95	\$98.81 M / \$3.98 M	96
Mail Order, Catalog Stores	\$55.15 M / \$1.56 M	97	\$63.54 M / \$1.56 M	98	\$92.58 M / \$1.56 M	98
Vending Machines	\$254.6 K / -	100	\$292.68 K / -	100	\$422.73 K / \$-1	100
Fuel Dealers	\$325.31 K / -	100	\$372.48 K / \$21.7 K	94	\$541.83 K / \$301.02 K	44
Other Direct Selling Establishments	\$3.15 M / \$2.01 M	36	\$3.62 M / \$2.12 M	42	\$5.26 M / \$2.12 M	60

# Retail Gap Report



Ponca City, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$50.93 M / \$63.29 M	-20	\$58.8 M / \$64.59 M	-9	\$84.63 M / \$76.77 M	9
Hotels, Other Travel Accommodations	\$3.27 M / \$1.71 M	48	\$3.78 M / \$1.76 M	53	\$5.44 M / \$2.34 M	57
RV Parks	\$32.69 K / \$12.47 K	62	\$37.52 K / \$17.75 K	53	\$54.45 K / \$20.69 K	62
Rooming, Boarding Houses	\$18.35 K / \$-1	100	\$21.17 K / \$-1	100	\$30.5 K / \$-1	100
Full Service Restaurants	\$29.75 M / \$43.66 M	-32	\$34.35 M / \$44.78 M	-23	\$49.44 M / \$51.42 M	-4
Limited Service Restaurants	\$13.81 M / \$17.7 M	-22	\$15.94 M / \$18.22 M	-13	\$22.94 M / \$24.53 M	-6
Special Food Services, Catering	\$4.04 M / -	100	\$4.67 M / -	100	\$6.72 M / -	100
Drinking Places	\$2.78 M / \$3 M	-7	\$3.23 M / \$3.03 M	6	\$4.64 M / \$3.09 M	33
<b>Gasoline Stations</b>	\$20.19 M / \$194.38 M	-90	\$23.41 M / \$335.06 M	-93	\$34.33 M / \$361.77 M	-91
<b>Motor Vehicle, Parts Dealers</b>	\$45.87 M / \$77.2 M	-41	\$52.22 M / \$77.99 M	-33	\$76.33 M / \$87.7 M	-13
New Car Dealers	\$26.62 M / \$42.14 M	-37	\$30.23 M / \$42.63 M	-29	\$44.39 M / \$45.89 M	-3
Used Car Dealers	\$2.47 M / \$24.25 M	-90	\$2.8 M / \$24.43 M	-89	\$4.12 M / \$24.43 M	-83
Recreational Vehicle Dealers	\$4.68 M / \$1.82 M	61	\$5.35 M / \$1.82 M	66	\$7.74 M / \$5.47 M	29
Motorcycle, Boat Dealers	\$6.19 M / -	100	\$7.07 M / -	100	\$10.26 M / -	100
Auto Parts, Accessories	\$3.79 M / \$8.25 M	-54	\$4.34 M / \$8.37 M	-48	\$6.3 M / \$10.5 M	-40
Tire Dealers	\$2.11 M / \$726.7 K	66	\$2.43 M / \$726.7 K	70	\$3.52 M / \$1.41 M	60
2025 Population	27,130		30,749		45,509	
2030 Population	25,700		29,349		44,091	
% Population Change 2025-2030	-5.3%		-4.6%		-3.1%	
2025 Adult Population Age 18+	20,183		22,997		34,358	
2025 Population Male	13,528		15,416		23,256	
2025 Population Female	13,601		15,333		22,253	
2025 Households	11,074		12,497		18,333	
2025 Median Household Income	64,276		66,147		64,237	
2025 Average Household Income	85,756		88,408		85,461	

# **Retail Potential**

# Retail Potential Profile



<b>Ponca City, Oklahoma</b>		<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Radius</b>				
2025 Population		27,130	30,749	45,509
2030 Population		25,700	29,349	44,091
% Population Change 2020-2025		-2.0%	-2.0%	-0.8%
2025 Adult Population Age 18+		\$20,183	\$22,997	\$34,358
2025 Population Male		\$13,528	\$15,416	\$23,256
2025 Population Female		\$13,601	\$15,333	\$22,253
2025 Households		\$11,074	\$12,497	\$18,333
2025 Median Household Income		\$64,276	\$66,147	\$64,237
2025 Average Household Income		\$85,756	\$88,408	\$85,461
<b>Clothing, Clothing Accessories Stores</b>		<b>\$31.33 M</b>	<b>\$35.85 M</b>	<b>\$52.04 M</b>
Men's Clothing Stores		\$1.29 M	\$1.46 M	\$2.12 M
Women's Clothing Stores		\$2.61 M	\$2.99 M	\$4.33 M
Children's, Infants' Clothing Stores		\$2.43 M	\$2.8 M	\$4.03 M
Family Clothing Stores		\$15.19 M	\$17.4 M	\$25.2 M
Clothing Accessory Stores		\$721.28 K	\$823.14 K	\$1.2 M
Other Apparel Stores		\$912.78 K	\$1.05 M	\$1.51 M
Shoe Stores		\$6.57 M	\$7.5 M	\$10.95 M
Jewelry Stores		\$1.43 M	\$1.63 M	\$2.4 M
Luggage Stores		\$178.31 K	\$202.34 K	\$297.56 K
<b>Furniture, Home Furnishings Stores</b>		<b>\$27.42 M</b>	<b>\$31.33 M</b>	<b>\$45.39 M</b>
Furniture Stores		\$12.79 M	\$14.55 M	\$21.13 M
Floor Covering Stores		\$1.82 M	\$2.07 M	\$3.01 M
Other Home Furnishing Stores		\$12.8 M	\$14.71 M	\$21.25 M
<b>Electronics, Appliance Stores</b>		<b>\$26.32 M</b>	<b>\$30.39 M</b>	<b>\$44.45 M</b>
<b>Gasoline Stations</b>		<b>\$20.19 M</b>	<b>\$23.41 M</b>	<b>\$34.33 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>		<b>\$26.25 M</b>	<b>\$30.03 M</b>	<b>\$43.46 M</b>
Home Centers		\$14.74 M	\$16.86 M	\$24.41 M
Paint, Wallpaper Stores		\$3.04 M	\$3.5 M	\$5.04 M
Hardware Stores		\$1.65 M	\$1.88 M	\$2.73 M
Other Building Materials Stores		\$4.66 M	\$5.32 M	\$7.71 M
Outdoor Power Equipment Stores		\$284.11 K	\$324.68 K	\$470.7 K
Nursery, Garden Stores		\$1.87 M	\$2.14 M	\$3.1 M
<b>Food, Beverage Stores</b>		<b>\$40.1 M</b>	<b>\$46.22 M</b>	<b>\$67.11 M</b>
Grocery Stores		\$31.06 M	\$35.75 M	\$51.96 M
Convenience Stores		\$2.75 M	\$3.18 M	\$4.65 M
Meat Markets		\$183.38 K	\$210.44 K	\$304.3 K
Fish, Seafood Markets		\$62.95 K	\$72.25 K	\$104.34 K
Fruit, Vegetable Markets		\$119.94 K	\$137.66 K	\$199.04 K
Other Specialty Food Markets		\$245.44 K	\$281.84 K	\$407.16 K
Liquor Stores		\$5.69 M	\$6.59 M	\$9.48 M

# Retail Potential Profile



<b>Ponca City, Oklahoma</b>		<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Radius</b>				
<b>Health, Personal Care Stores</b>		\$25.17 M	\$29.49 M	\$43.48 M
Pharmacy, Drug Stores		\$22.15 M	\$25.95 M	\$38.23 M
Cosmetics, Beauty Stores		\$1.27 M	\$1.49 M	\$2.2 M
Optical Goods Stores		\$393.82 K	\$458.47 K	\$693.52 K
Other Health, Personal Care Stores		\$1.36 M	\$1.6 M	\$2.36 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>		\$31.84 M	\$36.44 M	\$52.98 M
Sporting Goods Stores		\$12.13 M	\$13.86 M	\$20.09 M
Hobby, Toy, Game Stores		\$8.76 M	\$9.99 M	\$14.52 M
Sewing, Needlecraft Stores		\$6.51 M	\$7.45 M	\$10.91 M
Musical Instrument Stores		\$2.14 M	\$2.49 M	\$3.57 M
Book Stores		\$2.3 M	\$2.66 M	\$3.9 M
<b>General Merchandise Stores</b>		\$99.93 M	\$114.73 M	\$167.02 M
Department Stores		\$34.92 M	\$40.07 M	\$58.2 M
Warehouse Superstores		\$55.22 M	\$63.45 M	\$92.53 M
Other General Merchandise Stores		\$9.79 M	\$11.21 M	\$16.29 M
<b>Miscellaneous Store Retailers</b>		\$12.91 M	\$14.8 M	\$21.64 M
Florists		\$307.87 K	\$352.73 K	\$510.86 K
Office, Stationary Stores		\$1.31 M	\$1.49 M	\$2.2 M
Gift, Souvenir Stores		\$2.62 M	\$3 M	\$4.36 M
Used Merchandise Stores		\$946.49 K	\$1.08 M	\$1.58 M
Pet, Pet Supply Stores		\$2.38 M	\$2.71 M	\$3.93 M
Art Dealers		\$390.08 K	\$441.77 K	\$653.32 K
Mobile Home Dealers		\$262.34 K	\$299.48 K	\$433.81 K
Other Miscellaneous Retail Stores		\$4.69 M	\$5.42 M	\$7.96 M
<b>Non-Store Retailers</b>		\$58.88 M	\$67.83 M	\$98.81 M
Mail Order, Catalog Stores		\$55.15 M	\$63.54 M	\$92.58 M
Vending Machines		\$254.6 K	\$292.68 K	\$422.73 K
Fuel Dealers		\$325.31 K	\$372.48 K	\$541.83 K
Other Direct Selling Establishments		\$3.15 M	\$3.62 M	\$5.26 M
<b>Accommodation, Food Services</b>		\$53.71 M	\$62.03 M	\$89.27 M
Hotels, Other Travel Accommodations		\$3.27 M	\$3.78 M	\$5.44 M
RV Parks		\$32.69 K	\$37.52 K	\$54.45 K
Rooming, Boarding Houses		\$18.35 K	\$21.17 K	\$30.5 K
Full Service Restaurants		\$29.75 M	\$34.35 M	\$49.44 M
Limited Service Restaurants		\$13.81 M	\$15.94 M	\$22.94 M
Special Food Services, Catering		\$4.04 M	\$4.67 M	\$6.72 M
Drinking Places		\$2.78 M	\$3.23 M	\$4.64 M
<b>Motor Vehicle, Parts Dealers</b>		\$45.87 M	\$52.22 M	\$76.33 M
New Car Dealers		\$26.62 M	\$30.23 M	\$44.39 M
Used Car Dealers		\$2.47 M	\$2.8 M	\$4.12 M
Recreational Vehicle Dealers		\$4.68 M	\$5.35 M	\$7.74 M
Motorcycle, Boat Dealers		\$6.19 M	\$7.07 M	\$10.26 M
Auto Parts, Accessories		\$3.79 M	\$4.34 M	\$6.3 M
Tire Dealers		\$2.11 M	\$2.43 M	\$3.52 M

# **Income Summary**

# Income Summary Report



Ponca City, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Population</b>							
Estimated Population (2025)		27,130		30,749		45,509	
Projected Population (2030)		25,700		29,349		44,091	
Census Population (2020)		27,693		31,372		45,873	
Census Population (2010)		28,803		32,649		48,622	
Projected Annual Growth (2025 to 2030)		-1,430	-1.1%	-1,401	-0.9%	-1,418	-0.6%
Historical Annual Growth (2020 to 2025)		-563	-0.4%	-623	-0.4%	-364	-0.2%
Historical Annual Growth (2010 to 2020)		-1,110	-0.4%	-1,276	-0.4%	-2,749	-0.6%
<b>Households</b>							
Estimated Households (2025)		11,074		12,497		18,333	
Projected Households (2030)		10,442		11,883		17,693	
Census Households (2020)		11,264		12,677		18,386	
Census Households (2010)		11,715		13,155		19,338	
Projected Annual Growth (2025 to 2030)		-632	-1.1%	-614	-1.0%	-640	-0.7%
Historical Annual Growth (2020 to 2025)		-190	-0.3%	-180	-0.3%	-53	-
Historical Annual Growth (2010 to 2020)		-452	-0.4%	-478	-0.4%	-952	-0.5%
<b>Average Household Income</b>							
Estimated Average Household Income (2025)		\$85,756		\$88,408		\$85,461	
Projected Average Household Income (2030)		\$85,704		\$88,464		\$85,305	
Census Average Household Income (2020)		\$53,123		\$53,680		\$50,666	
Census Average Household Income (2010)		\$42,875		\$43,489		\$41,299	
Projected Annual Growth (2025 to 2030)		-\$52	-	\$55	-	-\$156	-
Historical Annual Growth (2020 to 2025)		\$32,633	4.1%	\$34,728	4.3%	\$34,796	4.6%
Historical Annual Growth (2010 to 2020)		\$10,248	2.4%	\$10,191	2.3%	\$9,366	2.3%
<b>Median Household Income</b>							
Estimated Median Household Income (2025)		\$64,276		\$66,147		\$64,237	
Projected Median Household Income (2030)		\$64,064		\$66,027		\$63,995	
Census Median Household Income (2020)		\$42,912		\$43,595		\$41,835	
Census Median Household Income (2010)		\$35,131		\$35,662		\$33,475	
Projected Annual Growth (2025 to 2030)		-\$211	-	-\$120	-	-\$242	-
Historical Annual Growth (2020 to 2025)		\$21,363	3.3%	\$22,551	3.4%	\$22,402	3.6%
Historical Annual Growth (2010 to 2020)		\$7,782	2.2%	\$7,933	2.2%	\$8,360	2.5%
<b>Per Capita Income</b>							
Estimated Per Capita Income (2025)		\$35,126		\$36,043		\$34,552	
Projected Per Capita Income (2030)		\$34,950		\$35,935		\$34,360	
Census Per Capita Income (2020)		\$21,609		\$21,633		\$20,153	
Census Per Capita Income (2010)		\$17,406		\$17,484		\$16,385	
Projected Annual Growth (2025 to 2030)		-\$176	-0.1%	-\$108	-	-\$192	-0.1%
Historical Annual Growth (2020 to 2025)		\$13,517	4.2%	\$14,410	4.4%	\$14,399	4.8%
Historical Annual Growth (2010 to 2020)		\$4,203	2.4%	\$4,149	2.4%	\$3,768	2.3%
<b>Other Income</b>							
Estimated Families (2025)		6,987		7,923		11,522	
Estimated Average Family Income (2025)		\$105,011		\$107,931		\$103,718	
Estimated Median Family Income (2025)		\$81,606		\$82,787		\$79,647	
Estimated Average Household Net Worth (2025)		\$840,358		\$889,726		\$881,585	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Ponca City, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population	27,130		30,749		45,509	
Estimated Households	11,074		12,497		18,333	
<b>Household Expenditure</b>	\$950.68 M		\$1.09 B		\$1.58 B	
Per Household ~ Per Capita	\$85,848	\$35,042	\$87,521	\$35,571	\$86,247	\$34,744
Non-Retail Expenditures	\$450.77 M	47.4%	\$519.03 M	47.5%	\$744.86 M	47.1%
Per Household ~ Per Capita	\$40,706	\$16,615	\$41,531	\$16,879	\$40,630	\$16,367
Retail Expenditures	\$499.91 M	52.6%	\$574.76 M	52.5%	\$836.3 M	52.9%
Per Household ~ Per Capita	\$45,143	\$18,427	\$45,991	\$18,692	\$45,617	\$18,377
Alcoholic Beverages	\$5.78 M	0.6%	\$6.65 M	0.6%	\$9.59 M	0.6%
Per Household ~ Per Capita	\$522	\$213	\$532	\$216	\$523	\$211
Apparel	\$17.8 M	1.9%	\$20.42 M	1.9%	\$29.5 M	1.9%
Per Household ~ Per Capita	\$1,608	\$656	\$1,634	\$664	\$1,609	\$648
Contributions	\$28.88 M	3.0%	\$33.38 M	3.1%	\$48 M	3.0%
Per Household ~ Per Capita	\$2,608	\$1,064	\$2,671	\$1,085	\$2,618	\$1,055
Education	\$20.94 M	2.2%	\$24.15 M	2.2%	\$34.78 M	2.2%
Per Household ~ Per Capita	\$1,891	\$772	\$1,932	\$785	\$1,897	\$764
Entertainment	\$55.32 M	5.8%	\$63.43 M	5.8%	\$91.61 M	5.8%
Per Household ~ Per Capita	\$4,995	\$2,039	\$5,075	\$2,063	\$4,997	\$2,013
Food Away From Home	\$42.13 M	4.4%	\$48.35 M	4.4%	\$69.82 M	4.4%
Per Household ~ Per Capita	\$3,804	\$1,553	\$3,869	\$1,572	\$3,808	\$1,534
Grocery	\$68.54 M	7.2%	\$77.87 M	7.1%	\$113.13 M	7.2%
Per Household ~ Per Capita	\$6,190	\$2,527	\$6,231	\$2,533	\$6,171	\$2,486
Health Care	\$72.91 M	7.7%	\$82.77 M	7.6%	\$121.94 M	7.7%
Per Household ~ Per Capita	\$6,584	\$2,687	\$6,623	\$2,692	\$6,651	\$2,679
Household Furnishings and Equipment	\$25.3 M	2.7%	\$29.06 M	2.7%	\$41.94 M	2.7%
Per Household ~ Per Capita	\$2,285	\$933	\$2,325	\$945	\$2,288	\$922
Household Operations	\$18.14 M	1.9%	\$20.79 M	1.9%	\$30.03 M	1.9%
Per Household ~ Per Capita	\$1,638	\$669	\$1,663	\$676	\$1,638	\$660
Miscellaneous Expenses	\$16.37 M	1.7%	\$18.8 M	1.7%	\$27.14 M	1.7%
Per Household ~ Per Capita	\$1,479	\$604	\$1,504	\$611	\$1,480	\$596
Personal Care	\$13.17 M	1.4%	\$15 M	1.4%	\$21.76 M	1.4%
Per Household ~ Per Capita	\$1,190	\$486	\$1,200	\$488	\$1,187	\$478
Shelter	\$158.83 M	16.7%	\$180.23 M	16.5%	\$259.33 M	16.4%
Per Household ~ Per Capita	\$14,343	\$5,855	\$14,421	\$5,861	\$14,146	\$5,698
Tax and Retirement	\$193.26 M	20.3%	\$226.42 M	20.7%	\$321.47 M	20.3%
Per Household ~ Per Capita	\$17,451	\$7,123	\$18,117	\$7,363	\$17,535	\$7,064
Tobacco and Related	\$5.87 M	0.6%	\$6.57 M	0.6%	\$9.63 M	0.6%
Per Household ~ Per Capita	\$530	\$216	\$526	\$214	\$525	\$212
Transportation	\$158.18 M	16.6%	\$184.01 M	16.8%	\$270.24 M	17.1%
Per Household ~ Per Capita	\$14,284	\$5,831	\$14,724	\$5,984	\$14,741	\$5,938
Utilities	\$49.25 M	5.2%	\$55.91 M	5.1%	\$81.26 M	5.1%
Per Household ~ Per Capita	\$4,448	\$1,815	\$4,474	\$1,818	\$4,432	\$1,786

# Consumer Expenditure Trend



Ponca City, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Population / Households (2025)</b>						
Estimated Population	27,130		30,749		45,509	
Estimated Households	11,074		12,497		18,333	
<b>Total Annual Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$950.68 M		\$1.09 B		\$1.58 B	
Total Non-Retail Expenditure	\$450.77 M		\$519.03 M		\$744.86 M	
Total Retail Expenditure	\$499.91 M		\$574.76 M		\$836.3 M	
Alcoholic Beverages	\$5.78 M		\$6.65 M		\$9.59 M	
Apparel	\$17.8 M		\$20.42 M		\$29.5 M	
Contributions	\$28.88 M		\$33.38 M		\$48 M	
Education	\$20.94 M		\$24.15 M		\$34.78 M	
Entertainment	\$55.32 M		\$63.43 M		\$91.61 M	
Food Away From Home	\$42.13 M		\$48.35 M		\$69.82 M	
Grocery	\$68.54 M		\$77.87 M		\$113.13 M	
Health Care	\$72.91 M		\$82.77 M		\$121.94 M	
Household Furnishings and Equipment	\$25.3 M		\$29.06 M		\$41.94 M	
Household Operations	\$18.14 M		\$20.79 M		\$30.03 M	
Miscellaneous Expenses	\$16.37 M		\$18.8 M		\$27.14 M	
Personal Care	\$13.17 M		\$15 M		\$21.76 M	
Shelter	\$158.83 M		\$180.23 M		\$259.33 M	
Tax and Retirement	\$193.26 M		\$226.42 M		\$321.47 M	
Tobacco and Related	\$5.87 M		\$6.57 M		\$9.63 M	
Transportation	\$158.18 M		\$184.01 M		\$270.24 M	
Utilities	\$49.25 M		\$55.91 M		\$81.26 M	
<b>Monthly Household Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$7,154		\$7,293		\$7,187	
Total Non-Retail Expenditure	\$3,392	47.4%	\$3,461	47.5%	\$3,386	47.1%
Total Retail Expenditure	\$3,762	52.6%	\$3,833	52.5%	\$3,801	52.9%
Alcoholic Beverages	\$44	0.6%	\$44	0.6%	\$44	0.6%
Apparel	\$134	1.9%	\$136	1.9%	\$134	1.9%
Contributions	\$217	3.0%	\$223	3.1%	\$218	3.0%
Education	\$158	2.2%	\$161	2.2%	\$158	2.2%
Entertainment	\$416	5.8%	\$423	5.8%	\$416	5.8%
Food Away From Home	\$317	4.4%	\$322	4.4%	\$317	4.4%
Grocery	\$516	7.2%	\$519	7.1%	\$514	7.2%
Health Care	\$549	7.7%	\$552	7.6%	\$554	7.7%
Household Furnishings and Equipment	\$190	2.7%	\$194	2.7%	\$191	2.7%
Household Operations	\$137	1.9%	\$139	1.9%	\$137	1.9%
Miscellaneous Expenses	\$123	1.7%	\$125	1.7%	\$123	1.7%
Personal Care	\$99	1.4%	\$100	1.4%	\$99	1.4%
Shelter	\$1,195	16.7%	\$1,202	16.5%	\$1,179	16.4%
Tax and Retirement	\$1,454	20.3%	\$1,510	20.7%	\$1,461	20.3%
Tobacco and Related	\$44	0.6%	\$44	0.6%	\$44	0.6%
Transportation	\$1,190	16.6%	\$1,227	16.8%	\$1,228	17.1%
Utilities	\$371	5.2%	\$373	5.1%	\$369	5.1%

# Consumer Expenditure Trend



<b>Ponca City, Oklahoma</b>			
<b>Radius</b>	<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Population / Households (2030)</b>			
Projected Population	25,700	29,349	44,091
Projected Households	-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>			
Total Household Expenditure	\$861.69 M	\$1.01 B	\$1.49 B
Total Non-Retail Expenditure	\$408.5 M	\$477.23 M	\$700.04 M
Total Retail Expenditure	\$453.19 M	\$528.35 M	\$786.47 M
Alcoholic Beverages	\$5.24 M	\$6.11 M	\$9.02 M
Apparel	\$16.13 M	\$18.77 M	\$27.76 M
Contributions	\$26.16 M	\$30.69 M	\$45.08 M
Education	\$18.97 M	\$22.2 M	\$32.68 M
Entertainment	\$50.12 M	\$58.3 M	\$86.22 M
Food Away From Home	\$38.16 M	\$44.44 M	\$65.68 M
Grocery	\$62.12 M	\$71.55 M	\$106.69 M
Health Care	\$66.61 M	\$76.31 M	\$114.51 M
Household Furnishings and Equipment	\$22.92 M	\$26.71 M	\$39.45 M
Household Operations	\$16.44 M	\$19.11 M	\$28.27 M
Miscellaneous Expenses	\$14.83 M	\$17.28 M	\$25.53 M
Personal Care	\$11.94 M	\$13.78 M	\$20.51 M
Shelter	\$143.89 M	\$165.49 M	\$244.11 M
Tax and Retirement	\$175.39 M	\$208.72 M	\$301.57 M
Tobacco and Related	\$5.32 M	\$6.04 M	\$9.11 M
Transportation	\$142.82 M	\$168.72 M	\$253.67 M
Utilities	\$44.63 M	\$51.36 M	\$76.65 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>			
Total Household Expenditure	\$-88.99 M	\$-88.22 M	\$-94.64 M
Total Non-Retail Expenditure	\$-42.27 M	\$-41.8 M	\$-44.82 M
Total Retail Expenditure	\$-46.72 M	\$-46.42 M	\$-49.83 M
Alcoholic Beverages	\$-543.87 K	\$-536.97 K	\$-571.13 K
Apparel	\$-1.67 M	\$-1.65 M	\$-1.75 M
Contributions	\$-2.72 M	\$-2.69 M	\$-2.91 M
Education	\$-1.97 M	\$-1.95 M	\$-2.1 M
Entertainment	\$-5.2 M	\$-5.13 M	\$-5.39 M
Food Away From Home	\$-3.96 M	\$-3.91 M	\$-4.13 M
Grocery	\$-6.43 M	\$-6.33 M	\$-6.44 M
Health Care	\$-6.3 M	\$-6.45 M	\$-7.42 M
Household Furnishings and Equipment	\$-2.38 M	\$-2.35 M	\$-2.49 M
Household Operations	\$-1.7 M	\$-1.68 M	\$-1.76 M
Miscellaneous Expenses	\$-1.54 M	\$-1.52 M	\$-1.61 M
Personal Care	\$-1.24 M	\$-1.22 M	\$-1.25 M
Shelter	\$-14.95 M	\$-14.73 M	\$-15.22 M
Tax and Retirement	\$-17.86 M	\$-17.7 M	\$-19.9 M
Tobacco and Related	\$-545.76 K	\$-535.94 K	\$-519.52 K
Transportation	\$-15.36 M	\$-15.29 M	\$-16.57 M
Utilities	\$-4.62 M	\$-4.55 M	\$-4.61 M

# **Crime Risk**

<b>Ponca City, Oklahoma</b>				
<b>Radius</b>	<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>	
<b>Demographics</b>				
Population	27,130	30,749	45,509	
Census Population	27,693	31,372	45,873	
Households	11,074	12,497	18,333	
Average Household Income	\$85,756	\$88,408	\$85,461	
Median Household Income	\$64,276	\$66,147	\$64,237	
Per Capita Income	\$35,126	\$36,043	\$34,552	
<b>Total Crime</b>				
Crime Index	152	143	124	
Crime Level	High Risk	Above Average	Above Average	
<b>Personal Crime</b>				
Crime Index	150	145	126	
Crime Level	Above Average	Above Average	Above Average	
<b>Murder</b>				
Crime Index	104	108	112	
Crime Level	Average	Average	Average	
<b>Rape</b>				
Crime Index	243	237	217	
Crime Level	Very High	Very High	Very High	
<b>Robbery</b>				
Crime Index	76	71	51	
Crime Level	Below Average	Below Average	Low Risk	
<b>Assault</b>				
Crime Index	157	152	133	
Crime Level	High Risk	High Risk	Above Average	
<b>Property Crime</b>				
Crime Index	152	143	124	
Crime Level	High Risk	Above Average	Above Average	
<b>Burglary</b>				
Crime Index	253	237	215	
Crime Level	Very High	Very High	Very High	
<b>Larceny</b>				
Crime Index	141	131	111	
Crime Level	Above Average	Above Average	Average	
<b>Motor Vehicle Theft</b>				
Crime Index	111	108	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
Radius	Locations	Footage		
<b>Auto Parts Tires</b>				
AutoZone	1 / 1	6,600		
NAPA	3 / 3	6,200		
O'Reilly	3 / 3	8,500		
<b>Banks</b>				
BancFirst	2 / 2	8,500		
JRMB	1 / 1	4,600		
<b>Banks Minor</b>				
Bank	17 / 17			
<b>Car Washes</b>				
Tidal Wave Auto Spa	1 / 1	4,000		
<b>Clothing Apparel</b>				
Buckle	1 / 1	5,100		
Cato	1 / 1	5,000		
maurices	1 / 1	6,000		
<b>Convenience Stores</b>				
Casey's General Store	1 / 2	3,200		
Conoco	7 / 7	2,500		
Love's	1 / 1	7,300		
Murphy USA	1 / 1	2,100		
Phillips 66	8 / 9	2,500		
Pilot Travel Centers	1 / 1	3,200		
Sinclair	1 / 0	2,000		
 Sunoco	0 / 1	4,700	15.70 Mi NW	
TA	1 / 1	18,900		
Valero	5 / 5	3,200		
<b>Craft Fabric Stores</b>				
Hobby Lobby	1 / 1	68,500		
<b>Dealerships</b>				
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
Radius		Locations	Footage	
RAM		1 / 1		
<b>Dental</b>				
Affordable Dentures		1 / 1	4,100	
<b>Discount Department Stores</b>				
Marshalls		1 / 1	28,500	
Ollie's Bargain Outlet		1 / 1	30,000	
Walmart		1 / 1	122,800	
Walmart Supercenter		1 / 1	189,700	
<b>Dollar Stores</b>				
Dollar General		10 / 9	9,600	
Dollar Tree		2 / 2	11,800	
Five Below		1 / 1	10,000	
<b>Drug Stores</b>				
Walgreens		1 / 1	14,800	
<b>Education</b>				
Cosmetology and Barber		2 / 2		
Day Care		15 / 14		
High School		4 / 4		
Junior College		1 / 1		
PK - 8		19 / 18		
PK - 8 (Private)		2 / 2		
<b>Entertainment</b>				
AMC		1 / 1	39,300	
Theatres		2 / 2		
<b>EV Charging Stations</b>				
 Electrify America		0 / 1		15.65 Mi NW
Independent		2 / 3		
<b>Fitness</b>				
Planet Fitness		1 / 1	24,600	
<b>Furniture Household</b>				
Aaron's		1 / 1	9,000	
La-Z-Boy		1 / 1	19,700	
Rent A Center		1 / 1	5,700	
<b>Grocery Stores</b>				
ALDI		1 / 1	16,600	
Harps Food Store		1 / 1		
<b>Health Beauty</b>				

<b>Ponca City, Oklahoma</b>		<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>Radius</b>		<b>Locations</b>	<b>Footage</b>	
Bath & Body Works		1 / 1	3,800	
Sally Beauty Supply		1 / 1	2,300	
Supercuts		1 / 1	1,800	
<b>Health Care</b>				
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		13 / 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		6 / 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
Radius		Locations	Footage	
	Registered Dietitian or Nutrition Professional	1 / 1		
	Urgent Care	3 / 3		
	Urology	1 / 1		
<b>Home Improvement</b>				
	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	
<b>Hotels</b>				
	Americas Best Value Inn	1 / 1	15,000	
<b>VOID</b>	Baymont Inn & Suites	0 / 1	21,100	15.84 Mi NW
<b>VOID</b>	Best Western Hotels	0 / 1	20,400	15.91 Mi NW
	Comfort	1 / 1	14,500	
	Fairfield Inn and Suites	1 / 1	18,200	
	Hampton Inn	1 / 1	18,300	
	Holiday Inn Express	1 / 2	16,400	
	La Quinta Inn & Suites	1 / 1	24,600	
	Motel 6	1 / 1	24,300	
<b>VOID</b>	Sleep	0 / 1	13,100	15.95 Mi NW
	Super 8	1 / 1	12,300	
<b>Office Supply</b>				
	Staples	1 / 1	22,400	
<b>Pet Stores</b>				
	Petsense	1 / 1	5,500	
<b>Restaurants Casual</b>				
	Chili's	1 / 1	5,800	
	Perkins	1 / 1	6,500	
<b>Restaurants Coffee Donuts</b>				
	Dunkin' Donuts	1 / 1	2,300	
	HTeaO	1 / 1		
	Starbucks	1 / 1	1,800	
<b>Restaurants Fast Food Major</b>				
	Arby's	1 / 1	3,300	
	Burger King	1 / 1	4,000	
	Dairy Queen	1 / 1	1,700	
	KFC	1 / 1	3,100	

<b>Ponca City, Oklahoma</b>	<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>Radius</b>	<b>Locations</b>	<b>Footage</b>	
McDonald's	1 / 2	4,600	
Sonic	6 / 6	2,800	
Taco Bell	2 / 2	2,500	
<b>Restaurants Fast Food Minor</b>			
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	
<b>Restaurants Ice Cream Smoothie</b>			
Baskin-Robbins	1 / 1	2,200	
Braum's	1 / 2	5,100	
<b>Restaurants Pizza</b>			
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	
<b>Restaurants Sandwich</b>			
Subway	3 / 4	1,700	
<b>Shoes Footwear</b>			
Shoe Dept Encore	1 / 1	16,000	
<b>Specialty</b>			
Cannabis	2 / 2		
GameStop	1 / 1	1,700	
Goodwill	1 / 1	24,100	
Hallmark	1 / 1	5,600	
ReStore	1 / 1	19,700	
<b>Sporting Goods</b>			
Hibbett Sports	1 / 1	7,600	
<b>Wireless Stores</b>			
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 Locations	Avg Square Footage	Closest Location
Radius			
Worship			
Baptist	9 / 9		
Judaic	1 / 1		
Methodist Episcopal	1 / 1		