



RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Weatherford, Oklahoma
20mi Radius
1st Quarter 2026**

Table Of Contents

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

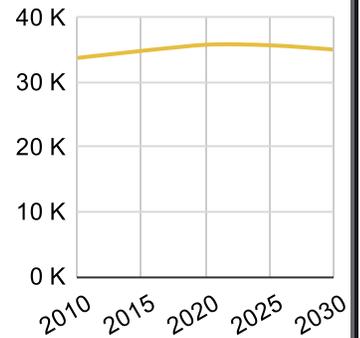
Demographics

Weatherford, Oklahoma

20mi Radius

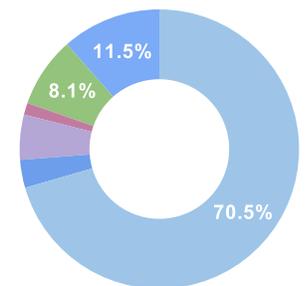
Population

Estimated Population (2025)	35,734
Projected Population (2030)	35,080
Census Population (2020)	35,806
Census Population (2010)	33,773
Projected Annual Growth (2025-2030)	-654 -0.4%
Historical Annual Growth (2020-2025)	-72 -
Historical Annual Growth (2010-2020)	2,032 0.6%
Estimated Population Density (2025)	28 <i>psm</i>
Trade Area Size	1,256.5 <i>sq mi</i>



Race and Ethnicity (2025)

Not Hispanic or Latino Population	28,023	78.4%
White	22,773	81.3%
Black or African American	1,097	3.9%
American Indian or Alaska Native	1,452	5.2%
Asian	458	1.6%
Hawaiian or Pacific Islander	5	-
Other Race	121	0.4%
Two or More Races	2,117	7.6%
Hispanic or Latino Population	7,711	21.6%
White	2,425	31.5%
Black or African American	59	0.8%
American Indian or Alaska Native	414	5.4%
Asian	28	0.4%
Hispanic Hawaiian or Pacific Islander	6	-
Other Race	2,786	36.1%
Two or More Races	1,993	25.8%



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

Weatherford, Oklahoma

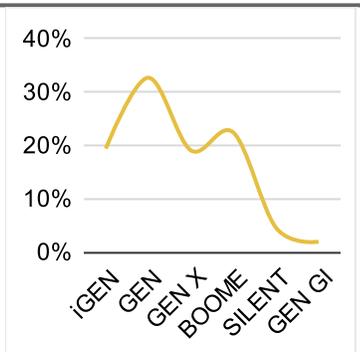
20mi Radius

Age Distribution (2025)

Age Under 5 Years	2,128	6.0%
Age 5 to 9 Years	2,378	6.7%
Age 10 to 14 Years	2,425	6.8%
Age 15 to 19 Years	2,792	7.8%
Age 20 to 24 Years	4,026	11.3%
Age 25 to 29 Years	2,491	7.0%
Age 30 to 34 Years	2,374	6.6%
Age 35 to 39 Years	2,441	6.8%
Age 40 to 44 Years	2,367	6.6%
Age 45 to 49 Years	2,004	5.6%
Age 50 to 54 Years	1,729	4.8%
Age 55 to 59 Years	1,578	4.4%
Age 60 to 64 Years	1,874	5.2%
Age 65 to 69 Years	1,584	4.4%
Age 70 to 74 Years	1,232	3.4%
Age 75 to 79 Years	985	2.8%
Age 80 to 84 Years	640	1.8%
Age 85 Years or Over	687	1.9%
Median Age	33.6	

Generation (2025)

iGeneration (Age Under 15 Years)	6,930	19.4%
Generation 9/11 Millennials (Age 15 to 34 Years)	11,683	32.7%
Gen Xers (Age 35 to 49 Years)	6,811	19.1%
Baby Boomers (Age 50 to 74 Years)	7,998	22.4%
Silent Generation (Age 75 to 84 Years)	1,625	4.5%
G.I. Generation (Age 85 Years or Over)	687	1.9%

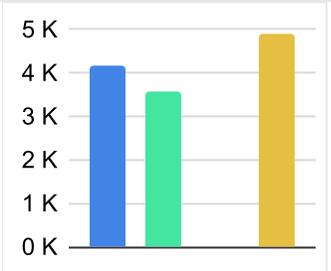


Weatherford, Oklahoma

20mi Radius

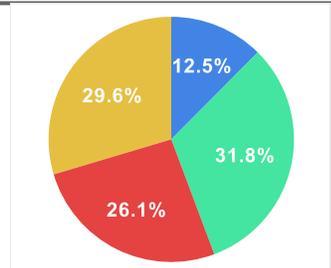
Household Type (2025)

Total Households	12,672
Family Households	7,765 61.3%
Family Households with Children	4,169 53.7%
Family Households No Children	3,596 46.3%
Non-Family Households	4,907 38.7%
Non-Family Households with Children	9 0.2%
Non-Family Households No Children	4,898 99.8%



Education Attainment (2025)

Elementary or Some High School	2,738 12.5%
High School Graduate	7,001 31.8%
Some College or Associate Degree	5,736 26.1%
Bachelor or Graduate Degree	6,511 29.6%



Household Income (2025)

Estimated Average Household Income	\$87,214
Estimated Median Household Income	\$63,008
HH Income Under \$10,000	616 4.9%
HH Income \$10,000 to \$34,999	3,089 24.4%
HH Income \$35,000 to \$49,999	1,655 13.1%
HH Income \$50,000 to \$74,999	2,178 17.2%
HH Income \$75,000 to \$99,999	1,820 14.4%
HH Income \$100,000 to \$149,999	1,510 11.9%
HH Income \$150,000 or More	1,804 14.2%

Weatherford, Oklahoma

20mi Radius

Population

Estimated Population (2025)	35,734	
Projected Population (2030)	35,080	
Census Population (2020)	35,806	
Census Population (2010)	33,773	
Projected Annual Growth (2025-2030)	-654	-0.4%
Historical Annual Growth (2020-2025)	-72	-
Historical Annual Growth (2010-2020)	2,032	0.6%
Estimated Population Density (2025)	28	<i>psm</i>
Trade Area Size	1,256.5	<i>sq mi</i>

Households

Estimated Households (2025)	12,672	
Projected Households (2030)	12,666	
Census Households (2020)	12,669	
Census Households (2010)	12,653	
Projected Annual Growth (2025-2030)	-6	-
Historical Annual Change (2010-2025)	19	-

Average Household Income

Estimated Average Household Income (2025)	\$87,214	
Projected Average Household Income (2030)	\$86,804	
Census Average Household Income (2010)	\$52,837	
Census Average Household Income (2000)	\$38,956	
Projected Annual Change (2025-2030)	-\$411	-
Historical Annual Change (2000-2025)	\$48,259	5.0%

Median Household Income

Estimated Median Household Income (2025)	\$63,008	
Projected Median Household Income (2030)	\$62,393	
Census Median Household Income (2010)	\$43,598	
Census Median Household Income (2000)	\$31,250	
Projected Annual Change (2025-2030)	-\$614	-0.2%
Historical Annual Change (2000-2025)	\$31,758	4.1%

Per Capita Income

Estimated Per Capita Income (2025)	\$31,164	
Projected Per Capita Income (2030)	\$31,582	
Census Per Capita Income (2010)	\$19,795	
Census Per Capita Income (2000)	\$14,819	
Projected Annual Change (2025-2030)	\$418	0.3%
Historical Annual Change (2000-2025)	\$16,345	4.4%
Estimated Average Household Net Worth (2025)	\$817,264	

Weatherford, Oklahoma

20mi Radius

Race and Ethnicity

Total Population (2025)	35,734	
White (2025)	25,199	70.5%
Black or African American (2025)	1,157	3.2%
American Indian or Alaska Native (2025)	1,866	5.2%
Asian (2025)	485	1.4%
Hawaiian or Pacific Islander (2025)	11	-
Other Race (2025)	2,907	8.1%
Two or More Races (2025)	4,109	11.5%
Population < 18 (2025)	8,322	23.3%
White Not Hispanic	4,436	53.3%
Black or African American	268	3.2%
Asian	101	1.2%
Other Race Not Hispanic	1,176	14.1%
Hispanic	2,341	28.1%
Not Hispanic or Latino Population (2025)	28,023	78.4%
Not Hispanic White	22,773	81.3%
Not Hispanic Black or African American	1,097	3.9%
Not Hispanic American Indian or Alaska Native	1,452	5.2%
Not Hispanic Asian	458	1.6%
Not Hispanic Hawaiian or Pacific Islander	5	-
Not Hispanic Other Race	121	0.4%
Not Hispanic Two or More Races	2,117	7.6%
Hispanic or Latino Population (2025)	7,711	21.6%
Hispanic White	2,425	31.5%
Hispanic Black or African American	59	0.8%
Hispanic American Indian or Alaska Native	414	5.4%
Hispanic Asian	28	0.4%
Hispanic Hawaiian or Pacific Islander	6	-
Hispanic Other Race	2,786	36.1%
Hispanic Two or More Races	1,993	25.8%
Not Hispanic or Latino Population (2020)	28,363	79.2%
Hispanic or Latino Population (2020)	7,442	20.8%
Not Hispanic or Latino Population (2010)	28,992	85.8%
Hispanic or Latino Population (2010)	4,782	14.2%
Not Hispanic or Latino Population (2030)	27,280	77.8%
Hispanic or Latino Population (2030)	7,799	22.2%
Projected Annual Growth (2025-2030)	88	0.2%
Historical Annual Growth (2010-2020)	2,660	5.6%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma

20mi Radius

Total Age Distribution (2025)

Total Population	35,734	
Age Under 5 Years	2,128	6.0%
Age 5 to 9 Years	2,378	6.7%
Age 10 to 14 Years	2,425	6.8%
Age 15 to 19 Years	2,792	7.8%
Age 20 to 24 Years	4,026	11.3%
Age 25 to 29 Years	2,491	7.0%
Age 30 to 34 Years	2,374	6.6%
Age 35 to 39 Years	2,441	6.8%
Age 40 to 44 Years	2,367	6.6%
Age 45 to 49 Years	2,004	5.6%
Age 50 to 54 Years	1,729	4.8%
Age 55 to 59 Years	1,578	4.4%
Age 60 to 64 Years	1,874	5.2%
Age 65 to 69 Years	1,584	4.4%
Age 70 to 74 Years	1,232	3.4%
Age 75 to 79 Years	985	2.8%
Age 80 to 84 Years	640	1.8%
Age 85 Years or Over	687	1.9%
Median Age	33.6	
Age 19 Years or Less	9,721	27.2%
Age 20 to 64 Years	20,884	58.4%
Age 65 Years or Over	5,128	14.4%

Female Age Distribution (2025)

Female Population	15,553	43.5%
Age Under 5 Years	1,025	6.6%
Age 5 to 9 Years	1,103	7.1%
Age 10 to 14 Years	1,175	7.6%
Age 15 to 19 Years	1,081	6.9%
Age 20 to 24 Years	1,605	10.3%
Age 25 to 29 Years	1,002	6.4%
Age 30 to 34 Years	960	6.2%
Age 35 to 39 Years	932	6.0%
Age 40 to 44 Years	983	6.3%
Age 45 to 49 Years	828	5.3%
Age 50 to 54 Years	718	4.6%
Age 55 to 59 Years	687	4.4%
Age 60 to 64 Years	874	5.6%
Age 65 to 69 Years	818	5.3%
Age 70 to 74 Years	642	4.1%
Age 75 to 79 Years	506	3.3%
Age 80 to 84 Years	322	2.1%
Age 85 Years or Over	292	1.9%
Female Median Age	33.9	
Age 19 Years or Less	4,383	28.2%
Age 20 to 64 Years	8,590	55.2%
Age 65 Years or Over	2,580	16.6%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma

20mi Radius

Male Age Distribution (2025)

Male Population	20,181	56.5%
Age Under 5 Years	1,103	5.5%
Age 5 to 9 Years	1,275	6.3%
Age 10 to 14 Years	1,250	6.2%
Age 15 to 19 Years	1,711	8.5%
Age 20 to 24 Years	2,421	12.0%
Age 25 to 29 Years	1,489	7.4%
Age 30 to 34 Years	1,413	7.0%
Age 35 to 39 Years	1,509	7.5%
Age 40 to 44 Years	1,384	6.9%
Age 45 to 49 Years	1,176	5.8%
Age 50 to 54 Years	1,011	5.0%
Age 55 to 59 Years	892	4.4%
Age 60 to 64 Years	1,000	5.0%
Age 65 to 69 Years	767	3.8%
Age 70 to 74 Years	590	2.9%
Age 75 to 79 Years	478	2.4%
Age 80 to 84 Years	318	1.6%
Age 85 Years or Over	395	2.0%
Male Median Age	33.4	
Age 19 Years or Less	5,338	26.5%
Age 20 to 64 Years	12,294	60.9%
Age 65 Years or Over	2,548	12.6%

Males per 100 Females (2025)

Overall Comparison	130	
Age Under 5 Years	108	51.8%
Age 5 to 9 Years	116	53.6%
Age 10 to 14 Years	106	51.6%
Age 15 to 19 Years	158	61.3%
Age 20 to 24 Years	151	60.1%
Age 25 to 29 Years	149	59.8%
Age 30 to 34 Years	147	59.5%
Age 35 to 39 Years	162	61.8%
Age 40 to 44 Years	141	58.5%
Age 45 to 49 Years	142	58.7%
Age 50 to 54 Years	141	58.5%
Age 55 to 59 Years	130	56.5%
Age 60 to 64 Years	114	53.4%
Age 65 to 69 Years	94	48.4%
Age 70 to 74 Years	92	47.9%
Age 75 to 79 Years	95	48.6%
Age 80 to 84 Years	99	49.7%
Age 85 Years or Over	136	57.5%
Age 19 Years or Less	122	54.9%
Age 20 to 39 Years	152	60.3%
Age 40 to 64 Years	134	57.2%
Age 65 Years or Over	99	49.7%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma

20mi Radius

Household Type (2025)

Total Households	12,672	
Households with Children	4,178	33.0%
Average Household Size	2.5	
Household Density per Square Mile	10	
Population Family	24,563	68.7%
Population Non-Family	7,041	19.7%
Population Group Quarters	4,129	11.6%
Family Households	7,765	61.3%
Married Couple Households	5,996	77.2%
Other Family Households with Children	1,769	22.8%
Family Households with Children	4,169	53.7%
Married Couple with Children	2,948	70.7%
Other Family Households with Children	1,221	29.3%
Family Households No Children	3,596	46.3%
Married Couple No Children	3,048	84.7%
Other Family Households No Children	548	15.3%
Non-Family Households	4,907	38.7%
Non-Family Households with Children	9	0.2%
Non-Family Households No Children	4,898	99.8%
Average Family Household Size	3.2	
Average Family Income	\$111,919	
Median Family Income	\$85,197	
Average Non-Family Household Size	1.4	

Marital Status (2025)

Population Age 15 Years or Over	28,804	
Never Married	10,608	36.8%
Currently Married	12,745	44.2%
Previously Married	5,451	18.9%
Separated	1,124	20.6%
Widowed	1,524	28.0%
Divorced	2,803	51.4%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	21,986	
Elementary (Grade Level 0 to 8)	1,224	5.6%
Some High School (Grade Level 9 to 11)	1,514	6.9%
High School Graduate	7,001	31.8%
Some College	4,401	20.0%
Associate Degree Only	1,335	6.1%
Bachelor Degree Only	4,281	19.5%
Graduate Degree	2,231	10.1%
Any College (Some College or Higher)	12,247	55.7%
College Degree + (Bachelor Degree or Higher)	6,511	29.6%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma

20mi Radius

Housing

Total Housing Units (2025)	15,170	
Total Housing Units (2020)	15,004	
Historical Annual Growth (2020-2025)	165	-
Housing Units Occupied (2025)	12,672	83.5%
Housing Units Owner-Occupied	7,709	60.8%
Housing Units Renter-Occupied	4,963	39.2%
Housing Units Vacant (2025)	2,497	16.5%

Household Size (2025)

Total Households	12,672	
1 Person Households	3,624	28.6%
2 Person Households	4,425	34.9%
3 Person Households	1,724	13.6%
4 Person Households	1,540	12.2%
5 Person Households	813	6.4%
6 Person Households	330	2.6%
7 or More Person Households	217	1.7%

Household Income Distribution (2025)

HH Income \$200,000 or More	862	6.8%
HH Income \$150,000 to \$199,999	941	7.4%
HH Income \$125,000 to \$149,999	498	3.9%
HH Income \$100,000 to \$124,999	1,013	8.0%
HH Income \$75,000 to \$99,999	1,820	14.4%
HH Income \$50,000 to \$74,999	2,178	17.2%
HH Income \$35,000 to \$49,999	1,655	13.1%
HH Income \$25,000 to \$34,999	1,146	9.0%
HH Income \$15,000 to \$24,999	1,202	9.5%
HH Income \$10,000 to \$14,999	741	5.8%
HH Income Under \$10,000	616	4.9%

Household Vehicles (2025)

Households 0 Vehicles Available	736	5.8%
Households 1 Vehicle Available	4,180	33.0%
Households 2 Vehicles Available	4,480	35.4%
Households 3 or More Vehicles Available	3,276	25.9%
Total Vehicles Available	24,205	
Average Vehicles per Household	1.9	
Owner-Occupied Household Vehicles	17,173	70.9%
Average Vehicles per Owner-Occupied Household	2.2	
Renter-Occupied Household Vehicles	7,032	29.1%
Average Vehicles per Renter-Occupied Household	1.4	

Travel Time (2025)

Worker Base Age 16 years or Over	17,784	
Travel to Work in 14 Minutes or Less	9,841	55.3%
Travel to Work in 15 to 29 Minutes	3,657	20.6%
Travel to Work in 30 to 59 Minutes	2,249	12.6%
Travel to Work in 60 Minutes or More	1,346	7.6%
Work at Home	690	3.9%
Average Minutes Travel to Work	12.4	

Weatherford, Oklahoma

20mi Radius

Transportation To Work (2025)

Worker Base Age 16 years or Over	17,784	
Drive to Work Alone	14,442	81.2%
Drive to Work in Carpool	2,055	11.6%
Travel to Work by Public Transportation	7	-
Drive to Work on Motorcycle	3	-
Bicycle to Work	5	-
Walk to Work	470	2.6%
Other Means	111	0.6%
Work at Home	690	3.9%

Daytime Demographics (2025)

Total Businesses	1,005	
Total Employees	8,464	
Company Headquarter Businesses	27	2.7%
Company Headquarter Employees	643	7.6%
Employee Population per Business	8.4	to 1
Residential Population per Business	35.6	to 1
Adj. Daytime Demographics Age 16 Years or Over	19,024	

Labor Force

Labor Population Age 16 Years or Over (2025)	28,360	
Labor Force Total Males (2025)	16,300	57.5%
Male Civilian Employed	10,567	64.8%
Male Civilian Unemployed	395	2.4%
Males in Armed Forces	-	-
Males Not in Labor Force	5,338	32.8%
Labor Force Total Females (2025)	12,061	42.5%
Female Civilian Employed	7,221	59.9%
Female Civilian Unemployed	86	0.7%
Females in Armed Forces	13	0.1%
Females Not in Labor Force	4,741	39.3%
Unemployment Rate	480	1.7%

Occupation (2025)

Occupation Population Age 16 Years or Over	17,784	
Occupation Total Males	10,563	59.4%
Occupation Total Females	7,221	40.6%
Management, Business, Financial Operations	2,298	12.9%
Professional, Related	3,731	21.0%
Service	3,009	16.9%
Sales, Office	3,722	20.9%
Farming, Fishing, Forestry	466	2.6%
Construction, Extraction, Maintenance	2,004	11.3%
Production, Transport, Material Moving	2,555	14.4%
White Collar Workers	9,750	54.8%
Blue Collar Workers	8,033	45.2%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma

20mi Radius

Units In Structure (2025)

Total Units	12,672	
1 Detached Unit	9,108	71.9%
1 Attached Unit	170	1.3%
2 Units	297	2.3%
3 to 4 Units	469	3.7%
5 to 9 Units	541	4.3%
10 to 19 Units	592	4.7%
20 to 49 Units	261	2.1%
50 or More Units	128	1.0%
Mobile Home or Trailer	1,079	8.5%
Other Structure	28	0.2%

Homes Built By Year (2025)

Homes Built 2020 or later	49	0.3%
Homes Built 2010 to 2019	1,428	9.4%
Homes Built 2000 to 2009	1,131	7.5%
Homes Built 1990 to 1999	676	4.5%
Homes Built 1980 to 1989	2,255	14.9%
Homes Built 1970 to 1979	2,774	18.3%
Homes Built 1960 to 1969	1,468	9.7%
Homes Built 1950 to 1959	1,011	6.7%
Homes Built 1940 to 1949	538	3.5%
Homes Built Before 1939	1,341	8.8%
Median Age of Homes	48.0	yrs

Home Values (2025)

Owner Specified Housing Units	7,709	
Home Values \$1,000,000 or More	2	-
Home Values \$750,000 to \$999,999	200	2.6%
Home Values \$500,000 to \$749,999	267	3.5%
Home Values \$400,000 to \$499,999	231	3.0%
Home Values \$300,000 to \$399,999	651	8.4%
Home Values \$250,000 to \$299,999	906	11.7%
Home Values \$200,000 to \$249,999	915	11.9%
Home Values \$175,000 to \$199,999	742	9.6%
Home Values \$150,000 to \$174,999	612	7.9%
Home Values \$125,000 to \$149,999	383	5.0%
Home Values \$100,000 to \$124,999	755	9.8%
Home Values \$90,000 to \$99,999	159	2.1%
Home Values \$80,000 to \$89,999	406	5.3%
Home Values \$70,000 to \$79,999	251	3.3%
Home Values \$60,000 to \$69,999	187	2.4%
Home Values \$50,000 to \$59,999	240	3.1%
Home Values \$35,000 to \$49,999	203	2.6%
Home Values \$25,000 to \$34,999	170	2.2%
Home Values \$10,000 to \$24,999	264	3.4%
Home Values Under \$10,000	166	2.1%
Owner-Occupied Median Home Value	\$178,414	
Renter-Occupied Median Rent	\$582	

Weatherford, Oklahoma

20mi Radius

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$1.13 B
Total Non-Retail Expenditure	\$544.31 M
Total Retail Expenditure	\$583.99 M
Alcoholic Beverages	\$6.85 M
Apparel	\$21.06 M
Contributions	\$34.4 M
Education	\$24.89 M
Entertainment	\$65.37 M
Food Away From Home	\$49.85 M
Grocery	\$80.34 M
Health Care	\$78.73 M
Household Furnishings and Equipment	\$29.96 M
Household Operations	\$21.47 M
Miscellaneous Expenses	\$19.34 M
Personal Care	\$15.48 M
Shelter	\$188.33 M
Tax and Retirement	\$236.22 M
Tobacco and Related	\$6.82 M
Transportation	\$191.53 M
Utilities	\$57.68 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$7,420	
Total Non-Retail Expenditure	\$3,579	48.2%
Total Retail Expenditures	\$3,840	51.8%
Alcoholic Beverages	\$45	0.6%
Apparel	\$138	1.9%
Contributions	\$226	3.0%
Education	\$164	2.2%
Entertainment	\$430	5.8%
Food Away From Home	\$328	4.4%
Grocery	\$528	7.1%
Health Care	\$518	7.0%
Household Furnishings and Equipment	\$197	2.7%
Household Operations	\$141	1.9%
Miscellaneous Expenses	\$127	1.7%
Personal Care	\$102	1.4%
Shelter	\$1,238	16.7%
Tax and Retirement	\$1,553	-
Tobacco and Related	\$45	0.6%
Transportation	\$1,260	17.0%
Utilities	\$379	5.1%

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

Weatherford, Oklahoma

20mi Radius

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$36.24 M / \$4.55 M	87
Men's Clothing Stores	\$1.5 M / \$939.53 K	37
Women's Clothing Stores	\$3.05 M / \$3.61 M	-16
Children's, Infants' Clothing Stores	\$2.88 M / -	100
Family Clothing Stores	\$17.75 M / -	100
Clothing Accessory Stores	\$835.73 K / \$-2	100
Other Apparel Stores	\$1.07 M / \$-1	100
Shoe Stores	\$7.4 M / -	100
Jewelry Stores	\$1.56 M / \$-1	100
Luggage Stores	\$196.97 K / -	100
Furniture, Home Furnishings Stores	\$32.06 M / \$5.96 M	81
Furniture Stores	\$14.97 M / -	100
Floor Covering Stores	\$2.12 M / \$5.96 M	-64
Other Home Furnishing Stores	\$14.97 M / -	100
Electronics, Appliance Stores	\$31.3 M / \$11.78 M	62
Building Material, Garden Equipment, Supplies Dealers	\$30.79 M / \$34.66 M	-11
Home Centers	\$17.26 M / \$14.22 M	18
Paint, Wallpaper Stores	\$3.61 M / \$3.22 M	11
Hardware Stores	\$1.92 M / \$4.05 M	-53
Other Building Materials Stores	\$5.48 M / \$1.94 M	65
Outdoor Power Equipment Stores	\$331.87 K / \$286.96 K	14
Nursery, Garden Stores	\$2.19 M / \$10.95 M	-80
Food, Beverage Stores	\$47.16 M / \$35.59 M	25
Grocery Stores	\$36.33 M / \$22.84 M	37
Convenience Stores	\$3.29 M / \$5.56 M	-41
Meat Markets	\$216.32 K / \$356	100
Fish, Seafood Markets	\$74.43 K / -	100
Fruit, Vegetable Markets	\$141.37 K / -	100
Other Specialty Food Markets	\$289.2 K / \$56.52 K	80
Liquor Stores	\$6.83 M / \$7.14 M	-4

Weatherford, Oklahoma

20mi Radius

	Potential / Sales	Index
Health, Personal Care Stores	\$29.45 M / \$26.87 M	9
Pharmacy, Drug Stores	\$25.94 M / \$24.44 M	6
Cosmetics, Beauty Stores	\$1.48 M / \$456.64 K	69
Optical Goods Stores	\$440.96 K / \$76.33 K	83
Other Health, Personal Care Stores	\$1.58 M / \$1.9 M	-17
Sporting Goods, Hobby, Book, Music Stores	\$36.76 M / \$12.31 M	67
Sporting Goods Stores	\$14.26 M / \$8.2 M	42
Hobby, Toy, Game Stores	\$10.1 M / \$-1	100
Sewing, Needlecraft Stores	\$7.11 M / -	100
Musical Instrument Stores	\$2.55 M / -	100
Book Stores	\$2.74 M / \$4.11 M	-33
General Merchandise Stores	\$116.61 M / \$16.31 M	86
Department Stores	\$40.83 M / -	100
Warehouse Superstores	\$64.45 M / -	100
Other General Merchandise Stores	\$11.33 M / \$16.31 M	-31
Miscellaneous Store Retailers	\$14.97 M / \$6.42 M	57
Florists	\$358.25 K / \$265.25 K	26
Office, Stationary Stores	\$1.48 M / -	100
Gift, Souvenir Stores	\$3.03 M / \$633.43 K	79
Used Merchandise Stores	\$1.04 M / \$1.29 M	-19
Pet, Pet Supply Stores	\$2.79 M / -	100
Art Dealers	\$421.21 K / -	100
Mobile Home Dealers	\$308.49 K / -	100
Other Miscellaneous Retail Stores	\$5.55 M / \$4.23 M	24
Non-Store Retailers	\$68.94 M / \$470.73 K	99
Mail Order, Catalog Stores	\$64.6 M / -	100
Vending Machines	\$301.23 K / -	100
Fuel Dealers	\$371.26 K / -	100
Other Direct Selling Establishments	\$3.67 M / \$470.73 K	87

Weatherford, Oklahoma

20mi Radius

	Potential / Sales	Index
Accommodation, Food Services	\$60.52 M / \$45.98 M	24
Hotels, Other Travel Accommodations	\$3.88 M / \$1.61 M	59
RV Parks	\$38.24 K / \$6.97 K	82
Rooming, Boarding Houses	\$21.77 K / -	100
Full Service Restaurants	\$35.36 M / \$20.68 M	42
Limited Service Restaurants	\$16.41 M / \$23.68 M	-31
Special Food Services, Catering	\$4.8 M / \$1.39 M	71
Drinking Places	\$3.32 M / \$1.94 M	42
Gasoline Stations	\$24.2 M / \$36.35 M	-33
Motor Vehicle, Parts Dealers	\$51.67 M / \$20.85 M	60
New Car Dealers	\$29.37 M / \$6.77 M	77
Used Car Dealers	\$2.72 M / \$1.17 M	57
Recreational Vehicle Dealers	\$5.52 M / -	100
Motorcycle, Boat Dealers	\$7.25 M / \$1.44 M	80
Auto Parts, Accessories	\$4.36 M / \$10.61 M	-59
Tire Dealers	\$2.44 M / \$847.81 K	65
2025 Population	35,734	
2030 Population	35,080	
% Population Change 2025-2030	-1.8%	
2025 Adult Population Age 18+	27,412	
2025 Population Male	20,181	
2025 Population Female	15,553	
2025 Households	12,672	
2025 Median Household Income	63,008	
2025 Average Household Income	87,214	

Retail Potential

Weatherford, Oklahoma	
20mi Radius	
2025 Population	35,734
2030 Population	35,080
% Population Change 2020-2025	-0.2%
2025 Adult Population Age 18+	\$27,412
2025 Population Male	\$20,181
2025 Population Female	\$15,553
2025 Households	\$12,672
2025 Median Household Income	\$63,008
2025 Average Household Income	\$87,214
Clothing, Clothing Accessories Stores	\$36.24 M
Men's Clothing Stores	\$1.5 M
Women's Clothing Stores	\$3.05 M
Children's, Infants' Clothing Stores	\$2.88 M
Family Clothing Stores	\$17.75 M
Clothing Accessory Stores	\$835.73 K
Other Apparel Stores	\$1.07 M
Shoe Stores	\$7.4 M
Jewelry Stores	\$1.56 M
Luggage Stores	\$196.97 K
Furniture, Home Furnishings Stores	\$32.06 M
Furniture Stores	\$14.97 M
Floor Covering Stores	\$2.12 M
Other Home Furnishing Stores	\$14.97 M
Electronics, Appliance Stores	\$31.3 M
Gasoline Stations	\$24.2 M
Building Material, Garden Equipment, Supplies Dealers	\$30.79 M
Home Centers	\$17.26 M
Paint, Wallpaper Stores	\$3.61 M
Hardware Stores	\$1.92 M
Other Building Materials Stores	\$5.48 M
Outdoor Power Equipment Stores	\$331.87 K
Nursery, Garden Stores	\$2.19 M
Food, Beverage Stores	\$47.16 M
Grocery Stores	\$36.33 M
Convenience Stores	\$3.29 M
Meat Markets	\$216.32 K
Fish, Seafood Markets	\$74.43 K
Fruit, Vegetable Markets	\$141.37 K
Other Specialty Food Markets	\$289.2 K
Liquor Stores	\$6.83 M

Weatherford, Oklahoma	
20mi Radius	
Health, Personal Care Stores	\$29.45 M
Pharmacy, Drug Stores	\$25.94 M
Cosmetics, Beauty Stores	\$1.48 M
Optical Goods Stores	\$440.96 K
Other Health, Personal Care Stores	\$1.58 M
Sporting Goods, Hobby, Book, Music Stores	\$36.76 M
Sporting Goods Stores	\$14.26 M
Hobby, Toy, Game Stores	\$10.1 M
Sewing, Needlecraft Stores	\$7.11 M
Musical Instrument Stores	\$2.55 M
Book Stores	\$2.74 M
General Merchandise Stores	\$116.61 M
Department Stores	\$40.83 M
Warehouse Superstores	\$64.45 M
Other General Merchandise Stores	\$11.33 M
Miscellaneous Store Retailers	\$14.97 M
Florists	\$358.25 K
Office, Stationary Stores	\$1.48 M
Gift, Souvenir Stores	\$3.03 M
Used Merchandise Stores	\$1.04 M
Pet, Pet Supply Stores	\$2.79 M
Art Dealers	\$421.21 K
Mobile Home Dealers	\$308.49 K
Other Miscellaneous Retail Stores	\$5.55 M
Non-Store Retailers	\$68.94 M
Mail Order, Catalog Stores	\$64.6 M
Vending Machines	\$301.23 K
Fuel Dealers	\$371.26 K
Other Direct Selling Establishments	\$3.67 M
Accommodation, Food Services	\$63.84 M
Hotels, Other Travel Accommodations	\$3.88 M
RV Parks	\$38.24 K
Rooming, Boarding Houses	\$21.77 K
Full Service Restaurants	\$35.36 M
Limited Service Restaurants	\$16.41 M
Special Food Services, Catering	\$4.8 M
Drinking Places	\$3.32 M
Motor Vehicle, Parts Dealers	\$51.67 M
New Car Dealers	\$29.37 M
Used Car Dealers	\$2.72 M
Recreational Vehicle Dealers	\$5.52 M
Motorcycle, Boat Dealers	\$7.25 M
Auto Parts, Accessories	\$4.36 M
Tire Dealers	\$2.44 M

Income Summary

Weatherford, Oklahoma			
20mi Radius			
Population			
Estimated Population (2025)		35,734	
Projected Population (2030)		35,080	
Census Population (2020)		35,806	
Census Population (2010)		33,773	
<i>Projected Annual Growth (2025 to 2030)</i>		-654	-0.4%
<i>Historical Annual Growth (2020 to 2025)</i>		-72	-
<i>Historical Annual Growth (2010 to 2020)</i>		2,032	0.6%
Households			
Estimated Households (2025)		12,672	
Projected Households (2030)		12,666	
Census Households (2020)		12,669	
Census Households (2010)		12,653	
<i>Projected Annual Growth (2025 to 2030)</i>		-6	-
<i>Historical Annual Growth (2020 to 2025)</i>		4	-
<i>Historical Annual Growth (2010 to 2020)</i>		16	-
Average Household Income			
Estimated Average Household Income (2025)		\$87,214	
Projected Average Household Income (2030)		\$86,804	
Census Average Household Income (2020)		\$52,837	
Census Average Household Income (2010)		\$38,956	
<i>Projected Annual Growth (2025 to 2030)</i>		-\$411	-
<i>Historical Annual Growth (2020 to 2025)</i>		\$34,378	4.3%
<i>Historical Annual Growth (2010 to 2020)</i>		\$13,881	3.6%
Median Household Income			
Estimated Median Household Income (2025)		\$63,008	
Projected Median Household Income (2030)		\$62,393	
Census Median Household Income (2020)		\$43,598	
Census Median Household Income (2010)		\$31,250	
<i>Projected Annual Growth (2025 to 2030)</i>		-\$614	-0.2%
<i>Historical Annual Growth (2020 to 2025)</i>		\$19,410	3.0%
<i>Historical Annual Growth (2010 to 2020)</i>		\$12,348	4.0%
Per Capita Income			
Estimated Per Capita Income (2025)		\$31,164	
Projected Per Capita Income (2030)		\$31,582	
Census Per Capita Income (2020)		\$19,795	
Census Per Capita Income (2010)		\$14,819	
<i>Projected Annual Growth (2025 to 2030)</i>		\$418	0.3%
<i>Historical Annual Growth (2020 to 2025)</i>		\$11,369	3.8%
<i>Historical Annual Growth (2010 to 2020)</i>		\$4,977	3.4%
Other Income			
Estimated Families (2025)		7,765	
Estimated Average Family Income (2025)		\$111,919	
Estimated Median Family Income (2025)		\$85,197	
Estimated Average Household Net Worth (2025)		\$817,264	

Consumer Expenditure Summary

Weatherford, Oklahoma		
20mi Radius		
Estimated Population		35,734
Estimated Households		12,672
Household Expenditure		\$1.13 B
Per Household ~ Per Capita	\$89,037	\$31,575
Non-Retail Expenditures	\$544.31 M	48.2%
Per Household ~ Per Capita	\$42,953	\$15,232
Retail Expenditures	\$583.99 M	51.8%
Per Household ~ Per Capita	\$46,084	\$16,343
Alcoholic Beverages	\$6.85 M	0.6%
Per Household ~ Per Capita	\$541	\$192
Apparel	\$21.06 M	1.9%
Per Household ~ Per Capita	\$1,662	\$589
Contributions	\$34.4 M	3.0%
Per Household ~ Per Capita	\$2,714	\$963
Education	\$24.89 M	2.2%
Per Household ~ Per Capita	\$1,964	\$697
Entertainment	\$65.37 M	5.8%
Per Household ~ Per Capita	\$5,159	\$1,829
Food Away From Home	\$49.85 M	4.4%
Per Household ~ Per Capita	\$3,934	\$1,395
Grocery	\$80.34 M	7.1%
Per Household ~ Per Capita	\$6,340	\$2,248
Health Care	\$78.73 M	7.0%
Per Household ~ Per Capita	\$6,213	\$2,203
Household Furnishings and Equipment	\$29.96 M	2.7%
Per Household ~ Per Capita	\$2,364	\$838
Household Operations	\$21.47 M	1.9%
Per Household ~ Per Capita	\$1,694	\$601
Miscellaneous Expenses	\$19.34 M	1.7%
Per Household ~ Per Capita	\$1,526	\$541
Personal Care	\$15.48 M	1.4%
Per Household ~ Per Capita	\$1,221	\$433
Shelter	\$188.33 M	16.7%
Per Household ~ Per Capita	\$14,861	\$5,270
Tax and Retirement	\$236.22 M	20.9%
Per Household ~ Per Capita	\$18,641	\$6,610
Tobacco and Related	\$6.82 M	0.6%
Per Household ~ Per Capita	\$538	\$191
Transportation	\$191.53 M	17.0%
Per Household ~ Per Capita	\$15,114	\$5,360
Utilities	\$57.68 M	5.1%
Per Household ~ Per Capita	\$4,552	\$1,614

Weatherford, Oklahoma		
20mi Radius		
Population / Households (2025)		
Estimated Population		35,734
Estimated Households		12,672
Total Annual Consumer Expenditure (2025)		
Total Household Expenditure		\$1.13 B
Total Non-Retail Expenditure		\$544.31 M
Total Retail Expenditure		\$583.99 M
Alcoholic Beverages		\$6.85 M
Apparel		\$21.06 M
Contributions		\$34.4 M
Education		\$24.89 M
Entertainment		\$65.37 M
Food Away From Home		\$49.85 M
Grocery		\$80.34 M
Health Care		\$78.73 M
Household Furnishings and Equipment		\$29.96 M
Household Operations		\$21.47 M
Miscellaneous Expenses		\$19.34 M
Personal Care		\$15.48 M
Shelter		\$188.33 M
Tax and Retirement		\$236.22 M
Tobacco and Related		\$6.82 M
Transportation		\$191.53 M
Utilities		\$57.68 M
Monthly Household Consumer Expenditure (2025)		
Total Household Expenditure		\$7,420
Total Non-Retail Expenditure		\$3,579 48.2%
Total Retail Expenditure		\$3,840 51.8%
Alcoholic Beverages		\$45 0.6%
Apparel		\$138 1.9%
Contributions		\$226 3.0%
Education		\$164 2.2%
Entertainment		\$430 5.8%
Food Away From Home		\$328 4.4%
Grocery		\$528 7.1%
Health Care		\$518 7.0%
Household Furnishings and Equipment		\$197 2.7%
Household Operations		\$141 1.9%
Miscellaneous Expenses		\$127 1.7%
Personal Care		\$102 1.4%
Shelter		\$1,238 16.7%
Tax and Retirement		\$1,553 20.9%
Tobacco and Related		\$45 0.6%
Transportation		\$1,260 17.0%
Utilities		\$379 5.1%

Weatherford, Oklahoma	
20mi Radius	
Population / Households (2030)	
Projected Population	35,080
Projected Households	-
Total Annual Consumer Expenditure (2030)	
Total Household Expenditure	\$1.11 B
Total Non-Retail Expenditure	\$535.92 M
Total Retail Expenditure	\$574.16 M
Alcoholic Beverages	\$6.73 M
Apparel	\$20.66 M
Contributions	\$33.9 M
Education	\$24.5 M
Entertainment	\$64.13 M
Food Away From Home	\$48.92 M
Grocery	\$78.36 M
Health Care	\$78.24 M
Household Furnishings and Equipment	\$29.42 M
Household Operations	\$21.05 M
Miscellaneous Expenses	\$19 M
Personal Care	\$15.11 M
Shelter	\$184.58 M
Tax and Retirement	\$233.81 M
Tobacco and Related	\$6.59 M
Transportation	\$188.84 M
Utilities	\$56.23 M
Consumer Expenditure Growth (2025 to 2030)	
Total Household Expenditure	\$-18.22 M
Total Non-Retail Expenditure	\$-8.39 M
Total Retail Expenditure	\$-9.83 M
Alcoholic Beverages	\$-119.99 K
Apparel	\$-393.43 K
Contributions	\$-496.33 K
Education	\$-390.75 K
Entertainment	\$-1.24 M
Food Away From Home	\$-923.85 K
Grocery	\$-1.98 M
Health Care	\$-487.81 K
Household Furnishings and Equipment	\$-539.44 K
Household Operations	\$-423.91 K
Miscellaneous Expenses	\$-344.38 K
Personal Care	\$-361.1 K
Shelter	\$-3.75 M
Tax and Retirement	\$-2.41 M
Tobacco and Related	\$-226.85 K
Transportation	\$-2.69 M
Utilities	\$-1.45 M

Crime Risk

Weatherford, Oklahoma	
20mi Radius	
Demographics	
Population	35,734
Census Population	35,806
Households	12,672
Average Household Income	\$87,214
Median Household Income	\$63,008
Per Capita Income	\$31,164
Total Crime	
Crime Index	58
Crime Level	Low Risk
Personal Crime	
Crime Index	67
Crime Level	Below Average
Murder	
Crime Index	72
Crime Level	Below Average
Rape	
Crime Index	124
Crime Level	Above Average
Robbery	
Crime Index	24
Crime Level	Very Low
Assault	
Crime Index	71
Crime Level	Below Average
Property Crime	
Crime Index	56
Crime Level	Low Risk
Burglary	
Crime Index	99
Crime Level	Average
Larceny	
Crime Index	50
Crime Level	Low Risk
Motor Vehicle Theft	
Crime Index	46
Crime Level	Low Risk

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



Weatherford, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
NAPA	3 / 3	6,200	
O'Reilly	2 / 2	8,500	
Banks			
BancFirst	1 / 1	8,500	
Banks Minor			
Bank	21 / 20		
Clothing Apparel			
maurices	1 / 1	6,000	
Convenience Stores			
Alon	1 / 1	3,500	
Conoco	6 / 5	2,500	
Love's	1 / 1	7,300	
Phillips 66	8 / 8	2,500	
Shell	3 / 3	1,800	
Sinclair	1 / 1	2,000	
Valero	1 / 1	3,200	
Dealerships			
Cadillac	1 / 1		
Chevrolet	1 / 1		
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	2 / 3		
GMC	1 / 1		
Jeep	1 / 1		
Lincoln	1 / 1		
RAM	1 / 1		
Discount Department Stores			
Walmart Supercenter	1 / 1	189,700	
Dollar Stores			
Dollar General	3 / 3	9,600	
Dollar Tree	1 / 1	11,800	
Family Dollar	2 / 2	9,400	
VOID Family Dollar Dollar Tree	0 / 2	12,100	20.19 Mi SE
Drug Stores			
Walgreens	1 / 1	14,800	
Education			

Weatherford, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
College	1 / 1		
Day Care	14 / 14		
High School	6 / 4		
PK - 8	14 / 11		
Entertainment			
Theatres	1 / 1		
EV Charging Stations			
ChargePoint	1 / 1		
Electrify America	1 / 1		
Independent	1 / 1		
Tesla	1 / 1		
Fitness			
Anytime Fitness	1 / 1	5,100	
Hotworx	1 / 1	2,000	
YMCA	1 / 1	41,600	
Furniture Household			
Aaron's	1 / 1	9,000	
Rent A Center	1 / 1	5,700	
Health Beauty			
Sally Beauty Supply	1 / 1	2,300	
Supercuts	1 / 1	1,800	
Health Care			
Anesthesiology	2 / 2		
Audiologist	1 / 1		
Certified Nurse Midwife	1 / 1		
Certified Registered Nurse Anesthetist	1 / 1		
Chiropractic	3 / 3		
Diagnostic Radiology	1 / 1		
Dialysis Centers	1 / 1		
Emergency Medicine	4 / 4		
Family Practice	11 / 10		
General Practice	1 / 1		
General Surgery	4 / 4		
Hospitalist	1 / 1		
Internal Medicine	1 / 1		
Interventional Pain Management	1 / 1		
Medical Oncology	1 / 1		

Weatherford, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Nurse Practitioner	9 / 8		
Obstetrics and Gynecology	2 / 2		
Ophthalmology	2 / 2		
Optometry	6 / 6		
Orthopedic Surgery	1 / 1		
Physical Medicine and Rehabilitation	1 / 1		
Physical Therapy	7 / 7		
Physician Assistant	5 / 5		
Podiatry	2 / 2		
Rheumatology	1 / 1		
Home Improvement			
Ace Hardware	2 / 2	16,200	
Do It Best	2 / 2	16,200	
Harbor Freight Tools	1 / 1	17,100	
Sherwin-Williams	1 / 1	7,300	
Sutherlands	1 / 1	71,400	
Tractor Supply Company	1 / 1	26,300	
True Value	1 / 0	12,800	
Hotels			
Americas Best Value Inn	1 / 1	15,000	
Best Western Plus	1 / 1	19,200	
Days Inn	1 / 1	12,900	
Econo Lodge	1 / 1	17,400	
Fairfield Inn and Suites	1 / 1	18,200	
Hampton Inn	1 / 1	18,300	
Holiday Inn Express	2 / 2	16,400	
Home2	1 / 1	15,900	
La Quinta Inn & Suites	2 / 2	24,600	
Super 8	1 / 1	12,300	
Restaurants Coffee Donuts			
Starbucks	1 / 1	1,800	
Restaurants Fast Food Major			
Arby's	1 / 1	3,300	
Burger King	1 / 1	4,000	
McDonald's	2 / 2	4,600	
Sonic	2 / 2	2,800	
Taco Bell	1 / 1	2,500	

Weatherford, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Wendy's	1 / 1	3,300	
Restaurants Fast Food Minor			
Qdoba	1 / 1	2,900	
Whataburger	1 / 1	3,000	
Restaurants Ice Cream Smoothie			
Braum's	2 / 2	5,100	
Restaurants Pizza			
Domino's Pizza	2 / 2	2,100	
Little Caesars	1 / 1	1,800	
Pizza Hut	2 / 2	2,800	
Restaurants Sandwich			
Quiznos	1 / 1	1,600	
Subway	2 / 2	1,700	
Specialty			
Cannabis	2 / 4		
Goodwill	1 / 1	24,100	
Hallmark	1 / 1	5,600	
Sporting Goods			
Hibbett Sports	1 / 1	7,600	
Wireless Stores			
AT&T	2 / 2	3,500	
Cricket	1 / 1	1,600	
MetroPCS	1 / 1	1,900	
T-Mobile	1 / 1	1,800	
Worship			
Baptist	5 / 5		