



**RETAIL ATTRACTIONS, LLC**  

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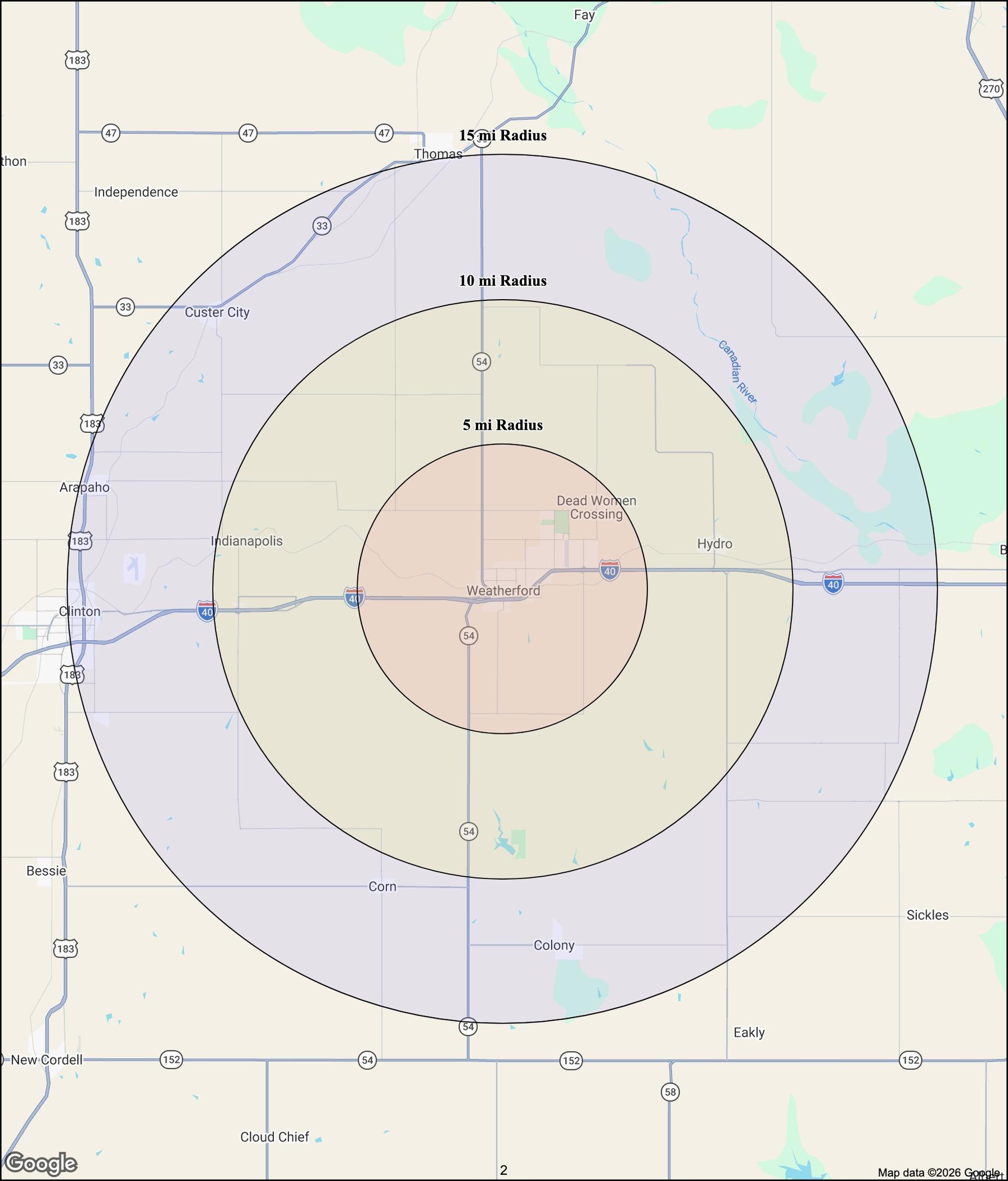
**Economic Development Consulting**

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

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# Demographics



15 mi Radius

10 mi Radius

5 mi Radius

Thomas

Independence

Custer City

Arapaho

Indianapolis

Dead Women Crossing

Hydro

Weatherford

Clinton

Bessie

Corn

Colony

Sickles

Eakly

New Cordell

Cloud Chief

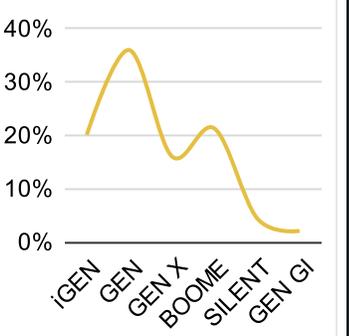
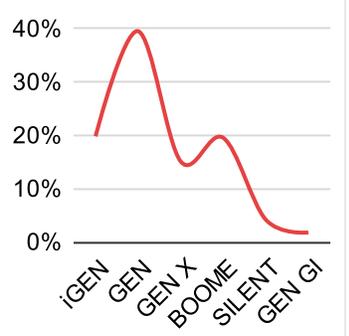
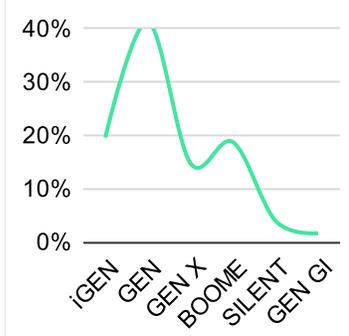


**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Weatherford, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius		5 mi radius		10 mi radius		15 mi radius	
<b>Population</b>							
Estimated Population (2025)		13,810		15,912		21,468	
Projected Population (2030)		13,208		15,298		20,885	
Census Population (2020)		14,226		16,266		21,920	
Census Population (2010)		12,704		14,763		20,683	
Projected Annual Growth (2025-2030)		-602	-0.9%	-614	-0.8%	-582	-0.5%
Historical Annual Growth (2020-2025)		-417	-0.6%	-354	-0.4%	-452	-0.4%
Historical Annual Growth (2010-2020)		1,523	1.2%	1,503	1.0%	1,237	0.6%
Estimated Population Density (2025)		176	psm	51	psm	30	psm
Trade Area Size		78.5 sq mi		314.0 sq mi		706.8 sq mi	
<b>Race and Ethnicity (2025)</b>							
<b>Not Hispanic or Latino Population</b>		11,559	83.7%	13,390	84.1%	17,699	82.4%
White		9,547	82.6%	11,077	82.7%	14,579	82.4%
Black or African American		389	3.4%	438	3.3%	640	3.6%
American Indian or Alaska Native		503	4.3%	558	4.2%	775	4.4%
Asian		276	2.4%	285	2.1%	318	1.8%
Hawaiian or Pacific Islander		3	-	4	-	4	-
Other Race		13	0.1%	47	0.4%	77	0.4%
Two or More Races		828	7.2%	982	7.3%	1,305	7.4%
<b>Hispanic or Latino Population</b>		2,251	16.3%	2,522	15.9%	3,768	17.6%
White		819	36.4%	916	36.3%	1,323	35.1%
Black or African American		10	0.4%	10	0.4%	24	0.6%
American Indian or Alaska Native		104	4.6%	114	4.5%	147	3.9%
Asian		11	0.5%	12	0.5%	18	0.5%
Hispanic Hawaiian or Pacific Islander		2	-	3	0.1%	4	0.1%
Other Race		670	29.8%	766	30.4%	1,159	30.8%
Two or More Races		635	28.2%	702	27.8%	1,093	29.0%
	<div style="display: flex; justify-content: space-around; text-align: center;"> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">White</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">Black or African American</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">American Indian or Alaskan Native</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">Asian</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">Hawaiian or Pacific Islander</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">Other Race</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">2+ Races</div> </div>						



Weatherford, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Age Distribution (2025)</b>							
Age Under 5 Years		868	6.3%	1,001	6.3%	1,358	6.3%
Age 5 to 9 Years		913	6.6%	1,067	6.7%	1,472	6.9%
Age 10 to 14 Years		924	6.7%	1,086	6.8%	1,486	6.9%
Age 15 to 19 Years		1,335	9.7%	1,499	9.4%	1,916	8.9%
Age 20 to 24 Years		2,579	18.7%	2,728	17.1%	3,088	14.4%
Age 25 to 29 Years		969	7.0%	1,109	7.0%	1,450	6.8%
Age 30 to 34 Years		821	5.9%	956	6.0%	1,275	5.9%
Age 35 to 39 Years		735	5.3%	856	5.4%	1,187	5.5%
Age 40 to 44 Years		773	5.6%	898	5.6%	1,262	5.9%
Age 45 to 49 Years		532	3.8%	652	4.1%	998	4.7%
Age 50 to 54 Years		499	3.6%	593	3.7%	906	4.2%
Age 55 to 59 Years		492	3.6%	589	3.7%	859	4.0%
Age 60 to 64 Years		649	4.7%	788	5.0%	1,138	5.3%
Age 65 to 69 Years		528	3.8%	625	3.9%	920	4.3%
Age 70 to 74 Years		419	3.0%	514	3.2%	746	3.5%
Age 75 to 79 Years		320	2.3%	398	2.5%	579	2.7%
Age 80 to 84 Years		226	1.6%	268	1.7%	381	1.8%
Age 85 Years or Over		228	1.7%	284	1.8%	447	2.1%
Median Age		28.9		29.8		31.7	
<b>Generation (2025)</b>							
iGeneration (Age Under 15 Years)		2,705	19.6%	3,154	19.8%	4,316	20.1%
Generation 9/11 Millennials (Age 15 to 34 Years)		5,704	41.3%	6,293	39.5%	7,728	36.0%
Gen Xers (Age 35 to 49 Years)		2,040	14.8%	2,406	15.1%	3,447	16.1%
Baby Boomers (Age 50 to 74 Years)		2,586	18.7%	3,109	19.5%	4,569	21.3%
Silent Generation (Age 75 to 84 Years)		546	4.0%	666	4.2%	960	4.5%
G.I. Generation (Age 85 Years or Over)		228	1.7%	284	1.8%	447	2.1%





Weatherford, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Household Type (2025)</b>				
Total Households		5,380	6,192	8,223
Family Households		3,061 56.9%	3,533 57.1%	4,862 59.1%
Family Households with Children		1,560 51.0%	1,819 51.5%	2,566 52.8%
Family Households No Children		1,501 49.0%	1,714 48.5%	2,297 47.2%
Non-Family Households		2,319 43.1%	2,659 42.9%	3,361 40.9%
Non-Family Households with Children		7 0.3%	7 0.3%	8 0.2%
Non-Family Households No Children		2,312 99.7%	2,652 99.7%	3,353 99.8%
<b>Education Attainment (2025)</b>				
Elementary or Some High School		493 6.9%	635 7.4%	1,266 10.4%
High School Graduate		1,704 23.7%	2,127 24.9%	3,375 27.8%
Some College or Associate Degree		1,798 25.0%	2,216 26.0%	3,251 26.8%
Bachelor or Graduate Degree		3,195 44.4%	3,553 41.7%	4,256 35.0%
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$89,568	\$89,136	\$84,335
Estimated Median Household Income		\$60,937	\$61,677	\$60,212
HH Income Under \$10,000		352 6.5%	379 6.1%	448 5.4%
HH Income \$10,000 to \$34,999		1,357 25.2%	1,586 25.6%	2,153 26.2%
HH Income \$35,000 to \$49,999		689 12.8%	771 12.5%	1,134 13.8%
HH Income \$50,000 to \$74,999		685 12.7%	833 13.4%	1,260 15.3%
HH Income \$75,000 to \$99,999		794 14.7%	882 14.2%	1,131 13.8%
HH Income \$100,000 to \$149,999		548 10.2%	665 10.7%	870 10.6%
HH Income \$150,000 or More		955 17.7%	1,076 17.4%	1,226 14.9%



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**Economic Development Consulting**

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Census Population (2010)	12,704		14,763		20,683	
Projected Annual Growth (2025-2030)	-602	-0.9%	-614	-0.8%	-582	-0.5%
Historical Annual Growth (2020-2025)	-417	-	-354	-0.4%	-452	-0.4%
Historical Annual Growth (2010-2020)	1,523	1.2%	1,503	1.0%	1,237	0.6%
Estimated Population Density (2025)	176 <i>psm</i>		51 <i>psm</i>		30 <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>Households</b>						
Estimated Households (2025)	5,380		6,192		8,223	
Projected Households (2030)	5,315		6,127		8,198	
Census Households (2020)	5,538		6,343		8,305	
Census Households (2010)	5,151		5,948		8,072	
Projected Annual Growth (2025-2030)	-65	-0.2%	-66	-0.2%	-25	-
Historical Annual Change (2010-2025)	229	0.3%	244	0.3%	151	0.1%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$89,568		\$89,136		\$84,335	
Projected Average Household Income (2030)	\$89,546		\$89,007		\$84,100	
Census Average Household Income (2010)	\$54,953		\$53,895		\$51,709	
Census Average Household Income (2000)	\$40,524		\$39,632		\$38,053	
Projected Annual Change (2025-2030)	-\$22	-	-\$129	-	-\$235	-
Historical Annual Change (2000-2025)	\$49,043	4.8%	\$49,504	5.0%	\$46,282	4.9%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$60,937		\$61,677		\$60,212	
Projected Median Household Income (2030)	\$60,770		\$61,430		\$59,875	
Census Median Household Income (2010)	\$46,584		\$45,995		\$43,858	
Census Median Household Income (2000)	\$33,107		\$32,634		\$31,300	
Projected Annual Change (2025-2030)	-\$167	-	-\$247	-	-\$337	-0.1%
Historical Annual Change (2000-2025)	\$27,830	3.4%	\$29,043	3.6%	\$28,912	3.7%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$35,261		\$35,027		\$32,633	
Projected Per Capita Income (2030)	\$36,417		\$35,998		\$33,350	
Census Per Capita Income (2010)	\$22,283		\$21,714		\$20,180	
Census Per Capita Income (2000)	\$16,003		\$15,585		\$14,684	
Projected Annual Change (2025-2030)	\$1,157	0.7%	\$971	0.6%	\$717	0.4%
Historical Annual Change (2000-2025)	\$19,258	4.8%	\$19,442	5.0%	\$17,950	4.9%
Estimated Average Household Net Worth (2025)	\$851,658		\$860,180		\$812,842	



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Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Race and Ethnicity</b>						
Total Population (2025)	13,810		15,912		21,468	
White (2025)	10,366	75.1%	11,993	75.4%	15,902	74.1%
Black or African American (2025)	399	2.9%	448	2.8%	664	3.1%
American Indian or Alaska Native (2025)	607	4.4%	672	4.2%	923	4.3%
Asian (2025)	287	2.1%	297	1.9%	336	1.6%
Hawaiian or Pacific Islander (2025)	5	-	7	-	8	-
Other Race (2025)	683	4.9%	813	5.1%	1,236	5.8%
Two or More Races (2025)	1,463	10.6%	1,683	10.6%	2,398	11.2%
Population < 18 (2025)	3,182 23.0%		3,724 23.4%		5,146 24.0%	
White Not Hispanic	1,824	57.3%	2,168	58.2%	2,857	55.5%
Black or African American	80	2.5%	99	2.7%	169	3.3%
Asian	44	1.4%	45	1.2%	62	1.2%
Other Race Not Hispanic	455	14.3%	532	14.3%	720	14.0%
Hispanic	779	24.5%	880	23.6%	1,338	26.0%
Not Hispanic or Latino Population (2025)	11,559 83.7%		13,390 84.1%		17,699 82.4%	
Not Hispanic White	9,547	82.6%	11,077	82.7%	14,579	82.4%
Not Hispanic Black or African American	389	3.4%	438	3.3%	640	3.6%
Not Hispanic American Indian or Alaska Native	503	4.3%	558	4.2%	775	4.4%
Not Hispanic Asian	276	2.4%	285	2.1%	318	1.8%
Not Hispanic Hawaiian or Pacific Islander	3	-	4	-	4	-
Not Hispanic Other Race	13	0.1%	47	0.4%	77	0.4%
Not Hispanic Two or More Races	828	7.2%	982	7.3%	1,305	7.4%
Hispanic or Latino Population (2025)	2,251 16.3%		2,522 15.9%		3,768 17.6%	
Hispanic White	819	36.4%	916	36.3%	1,323	35.1%
Hispanic Black or African American	10	0.4%	10	0.4%	24	0.6%
Hispanic American Indian or Alaska Native	104	4.6%	114	4.5%	147	3.9%
Hispanic Asian	11	0.5%	12	0.5%	18	0.5%
Hispanic Hawaiian or Pacific Islander	2	-	3	0.1%	4	0.1%
Hispanic Other Race	670	29.8%	766	30.4%	1,159	30.8%
Hispanic Two or More Races	635	28.2%	702	27.8%	1,093	29.0%
Not Hispanic or Latino Population (2020)	12,457 87.6%		14,272 87.7%		18,329 83.6%	
Hispanic or Latino Population (2020)	1,770 12.4%		1,994 12.3%		3,591 16.4%	
Not Hispanic or Latino Population (2010)	11,751 92.5%		13,620 92.3%		18,150 87.8%	
Hispanic or Latino Population (2010)	953 7.5%		1,143 7.7%		2,533 12.2%	
Not Hispanic or Latino Population (2030)	10,579 80.1%		12,389 81.0%		16,888 80.9%	
Hispanic or Latino Population (2030)	2,629 19.9%		2,909 19.0%		3,997 19.1%	
Projected Annual Growth (2025-2030)	378 3.4%		387 3.1%		229 1.2%	
Historical Annual Growth (2010-2020)	816 8.6%		851 7.4%		1,058 4.2%	



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Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Total Age Distribution (2025)</b>						
Total Population	13,810		15,912		21,468	
Age Under 5 Years	868	6.3%	1,001	6.3%	1,358	6.3%
Age 5 to 9 Years	913	6.6%	1,067	6.7%	1,472	6.9%
Age 10 to 14 Years	924	6.7%	1,086	6.8%	1,486	6.9%
Age 15 to 19 Years	1,335	9.7%	1,499	9.4%	1,916	8.9%
Age 20 to 24 Years	2,579	18.7%	2,728	17.1%	3,088	14.4%
Age 25 to 29 Years	969	7.0%	1,109	7.0%	1,450	6.8%
Age 30 to 34 Years	821	5.9%	956	6.0%	1,275	5.9%
Age 35 to 39 Years	735	5.3%	856	5.4%	1,187	5.5%
Age 40 to 44 Years	773	5.6%	898	5.6%	1,262	5.9%
Age 45 to 49 Years	532	3.8%	652	4.1%	998	4.7%
Age 50 to 54 Years	499	3.6%	593	3.7%	906	4.2%
Age 55 to 59 Years	492	3.6%	589	3.7%	859	4.0%
Age 60 to 64 Years	649	4.7%	788	5.0%	1,138	5.3%
Age 65 to 69 Years	528	3.8%	625	3.9%	920	4.3%
Age 70 to 74 Years	419	3.0%	514	3.2%	746	3.5%
Age 75 to 79 Years	320	2.3%	398	2.5%	579	2.7%
Age 80 to 84 Years	226	1.6%	268	1.7%	381	1.8%
Age 85 Years or Over	228	1.7%	284	1.8%	447	2.1%
Median Age	28.9		29.8		31.7	
Age 19 Years or Less	4,040	29.3%	4,653	29.2%	6,232	29.0%
Age 20 to 64 Years	8,048	58.3%	9,169	57.6%	12,163	56.7%
Age 65 Years or Over	1,721	12.5%	2,090	13.1%	3,073	14.3%
<b>Female Age Distribution (2025)</b>						
Female Population	6,343	45.9%	7,312	46.0%	9,802	45.7%
Age Under 5 Years	428	6.8%	489	6.7%	663	6.8%
Age 5 to 9 Years	415	6.6%	484	6.6%	666	6.8%
Age 10 to 14 Years	438	6.9%	513	7.0%	708	7.2%
Age 15 to 19 Years	448	7.1%	515	7.0%	689	7.0%
Age 20 to 24 Years	1,043	16.4%	1,106	15.1%	1,272	13.0%
Age 25 to 29 Years	437	6.9%	497	6.8%	655	6.7%
Age 30 to 34 Years	411	6.5%	479	6.5%	624	6.4%
Age 35 to 39 Years	349	5.5%	407	5.6%	556	5.7%
Age 40 to 44 Years	371	5.8%	425	5.8%	597	6.1%
Age 45 to 49 Years	272	4.3%	331	4.5%	492	5.0%
Age 50 to 54 Years	241	3.8%	289	4.0%	427	4.4%
Age 55 to 59 Years	245	3.9%	291	4.0%	418	4.3%
Age 60 to 64 Years	316	5.0%	386	5.3%	536	5.5%
Age 65 to 69 Years	301	4.7%	346	4.7%	477	4.9%
Age 70 to 74 Years	237	3.7%	287	3.9%	386	3.9%
Age 75 to 79 Years	168	2.7%	206	2.8%	285	2.9%
Age 80 to 84 Years	116	1.8%	132	1.8%	176	1.8%
Age 85 Years or Over	104	1.6%	131	1.8%	174	1.8%
Female Median Age	30.0		31.0		32.1	
Age 19 Years or Less	1,730	27.3%	2,001	27.4%	2,726	27.8%
Age 20 to 64 Years	3,686	58.1%	4,210	57.6%	5,578	56.9%
Age 65 Years or Over	927	14.6%	1,101	15.1%	1,498	15.3%



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<b>Weatherford, Oklahoma</b>		<b>5 mi radius</b>		<b>10 mi radius</b>		<b>15 mi radius</b>	
<b>Radius</b>							
<b>Male Age Distribution (2025)</b>							
Male Population		7,467	54.1%	8,600	54.0%	11,666	54.3%
Age Under 5 Years		439	5.9%	512	6.0%	695	6.0%
Age 5 to 9 Years		498	6.7%	583	6.8%	806	6.9%
Age 10 to 14 Years		486	6.5%	573	6.7%	778	6.7%
Age 15 to 19 Years		887	11.9%	984	11.4%	1,227	10.5%
Age 20 to 24 Years		1,536	20.6%	1,623	18.9%	1,816	15.6%
Age 25 to 29 Years		532	7.1%	613	7.1%	794	6.8%
Age 30 to 34 Years		410	5.5%	478	5.6%	651	5.6%
Age 35 to 39 Years		386	5.2%	449	5.2%	630	5.4%
Age 40 to 44 Years		402	5.4%	473	5.5%	665	5.7%
Age 45 to 49 Years		259	3.5%	321	3.7%	506	4.3%
Age 50 to 54 Years		257	3.4%	303	3.5%	479	4.1%
Age 55 to 59 Years		248	3.3%	298	3.5%	441	3.8%
Age 60 to 64 Years		333	4.5%	402	4.7%	603	5.2%
Age 65 to 69 Years		227	3.0%	279	3.2%	443	3.8%
Age 70 to 74 Years		182	2.4%	227	2.6%	360	3.1%
Age 75 to 79 Years		152	2.0%	192	2.2%	294	2.5%
Age 80 to 84 Years		110	1.5%	136	1.6%	205	1.8%
Age 85 Years or Over		124	1.7%	154	1.8%	273	2.3%
Male Median Age		28.0		28.9		31.4	
Age 19 Years or Less		2,310	30.9%	2,652	30.8%	3,506	30.1%
Age 20 to 64 Years		4,362	58.4%	4,959	57.7%	6,585	56.4%
Age 65 Years or Over		795	10.6%	989	11.5%	1,574	13.5%
<b>Males per 100 Females (2025)</b>							
Overall Comparison		118		118		119	
Age Under 5 Years		103	50.6%	105	51.1%	105	51.2%
Age 5 to 9 Years		120	54.5%	120	54.6%	121	54.7%
Age 10 to 14 Years		111	52.6%	112	52.8%	110	52.3%
Age 15 to 19 Years		198	66.4%	191	65.6%	178	64.1%
Age 20 to 24 Years		147	59.6%	147	59.5%	143	58.8%
Age 25 to 29 Years		122	54.9%	123	55.2%	121	54.8%
Age 30 to 34 Years		100	49.9%	100	50.0%	104	51.1%
Age 35 to 39 Years		110	52.5%	110	52.5%	113	53.1%
Age 40 to 44 Years		108	52.0%	111	52.7%	111	52.7%
Age 45 to 49 Years		95	48.8%	97	49.2%	103	50.7%
Age 50 to 54 Years		106	51.6%	105	51.2%	112	52.8%
Age 55 to 59 Years		101	50.3%	103	50.7%	105	51.3%
Age 60 to 64 Years		105	51.3%	104	51.0%	113	53.0%
Age 65 to 69 Years		76	43.0%	81	44.7%	93	48.1%
Age 70 to 74 Years		77	43.4%	79	44.2%	93	48.2%
Age 75 to 79 Years		90	47.4%	93	48.3%	103	50.7%
Age 80 to 84 Years		95	48.7%	103	50.8%	117	53.8%
Age 85 Years or Over		119	54.3%	117	54.0%	157	61.1%
Age 19 Years or Less		134	57.2%	133	57.0%	129	56.3%
Age 20 to 39 Years		128	56.1%	127	56.0%	125	55.6%
Age 40 to 64 Years		104	50.9%	104	51.1%	109	52.2%
Age 65 Years or Over		86	46.2%	90	47.3%	105	51.2%



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

Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Household Type (2025)</b>						
Total Households	5,380		6,192		8,223	
Households with Children	1,566	29.1%	1,826	29.5%	2,573	31.3%
Average Household Size	2.4		2.4		2.4	
Household Density per Square Mile	69		20		12	
Population Family	9,468	68.6%	10,994	69.1%	15,233	71.0%
Population Non-Family	3,321	24.0%	3,842	24.1%	4,889	22.8%
Population Group Quarters	1,020	7.4%	1,075	6.8%	1,345	6.3%
Family Households	3,061	56.9%	3,533	57.1%	4,862	59.1%
Married Couple Households	2,270	74.2%	2,675	75.7%	3,728	76.7%
Other Family Households with Children	791	25.8%	858	24.3%	1,134	23.3%
Family Households with Children	1,560	51.0%	1,819	51.5%	2,566	52.8%
Married Couple with Children	1,133	72.6%	1,332	73.2%	1,829	71.3%
Other Family Households with Children	427	27.4%	487	26.8%	737	28.7%
Family Households No Children	1,501	49.0%	1,714	48.5%	2,297	47.2%
Married Couple No Children	1,137	75.8%	1,344	78.4%	1,899	82.7%
Other Family Households No Children	364	24.2%	371	21.6%	397	17.3%
Non-Family Households	2,319	43.1%	2,659	42.9%	3,361	40.9%
Non-Family Households with Children	7	0.3%	7	0.3%	8	0.2%
Non-Family Households No Children	2,312	99.7%	2,652	99.7%	3,353	99.8%
Average Family Household Size	3.1		3.1		3.1	
Average Family Income	\$118,441		\$117,913		\$109,209	
Median Family Income	\$90,335		\$90,262		\$83,433	
Average Non-Family Household Size	1.4		1.4		1.5	
<b>Marital Status (2025)</b>						
Population Age 15 Years or Over	11,105		12,758		17,151	
Never Married	5,035	45.3%	5,575	43.7%	6,906	40.3%
Currently Married	4,410	39.7%	5,156	40.4%	7,249	42.3%
Previously Married	1,660	14.9%	2,028	15.9%	2,996	17.5%
Separated	214	12.9%	261	12.9%	455	15.2%
Widowed	526	31.7%	639	31.5%	887	29.6%
Divorced	919	55.4%	1,128	55.6%	1,654	55.2%
<b>Educational Attainment (2025)</b>						
Adult Population Age 25 Years or Over	7,191		8,531		12,148	
Elementary (Grade Level 0 to 8)	143	2.0%	189	2.2%	585	4.8%
Some High School (Grade Level 9 to 11)	350	4.9%	446	5.2%	681	5.6%
High School Graduate	1,704	23.7%	2,127	24.9%	3,375	27.8%
Some College	1,419	19.7%	1,744	20.4%	2,495	20.5%
Associate Degree Only	379	5.3%	472	5.5%	756	6.2%
Bachelor Degree Only	1,969	27.4%	2,201	25.8%	2,688	22.1%
Graduate Degree	1,227	17.1%	1,352	15.9%	1,568	12.9%
Any College (Some College or Higher)	4,993	69.4%	5,769	67.6%	7,507	61.8%
College Degree + (Bachelor Degree or Higher)	3,195	44.4%	3,553	41.7%	4,256	35.0%



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

Weatherford, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Housing</b>							
Total Housing Units (2025)		6,295		7,298		9,765	
Total Housing Units (2020)		6,372		7,323		9,729	
Historical Annual Growth (2020-2025)		-77	-	-25	-	35	-
Housing Units Occupied (2025)		5,380 85.5%		6,192 84.8%		8,223 84.2%	
Housing Units Owner-Occupied		2,715 50.5%		3,286 53.1%		4,654 56.6%	
Housing Units Renter-Occupied		2,665 49.5%		2,906 46.9%		3,569 43.4%	
Housing Units Vacant (2025)		915 14.5%		1,106 15.2%		1,542 15.8%	
<b>Household Size (2025)</b>							
Total Households		5,380		6,192		8,223	
1 Person Households		1,691	31.4%	1,938	31.3%	2,436	29.6%
2 Person Households		1,871	34.8%	2,146	34.7%	2,880	35.0%
3 Person Households		690	12.8%	795	12.8%	1,084	13.2%
4 Person Households		632	11.7%	730	11.8%	997	12.1%
5 Person Households		313	5.8%	367	5.9%	510	6.2%
6 Person Households		115	2.1%	137	2.2%	197	2.4%
7 or More Person Households		68	1.3%	79	1.3%	119	1.4%
<b>Household Income Distribution (2025)</b>							
HH Income \$200,000 or More		486	9.0%	535	8.6%	596	7.3%
HH Income \$150,000 to \$199,999		469	8.7%	541	8.7%	630	7.7%
HH Income \$125,000 to \$149,999		147	2.7%	200	3.2%	269	3.3%
HH Income \$100,000 to \$124,999		401	7.5%	465	7.5%	601	7.3%
HH Income \$75,000 to \$99,999		794	14.7%	882	14.2%	1,131	13.8%
HH Income \$50,000 to \$74,999		685	12.7%	833	13.4%	1,260	15.3%
HH Income \$35,000 to \$49,999		689	12.8%	771	12.5%	1,134	13.8%
HH Income \$25,000 to \$34,999		408	7.6%	534	8.6%	780	9.5%
HH Income \$15,000 to \$24,999		549	10.2%	616	9.9%	816	9.9%
HH Income \$10,000 to \$14,999		400	7.4%	435	7.0%	557	6.8%
HH Income Under \$10,000		352	6.5%	379	6.1%	448	5.4%
<b>Household Vehicles (2025)</b>							
Households 0 Vehicles Available		213	4.0%	236	3.8%	424	5.2%
Households 1 Vehicle Available		2,005	37.3%	2,295	37.1%	2,974	36.2%
Households 2 Vehicles Available		1,878	34.9%	2,131	34.4%	2,745	33.4%
Households 3 or More Vehicles Available		1,284	23.9%	1,531	24.7%	2,081	25.3%
Total Vehicles Available		10,094		11,739		15,469	
Average Vehicles per Household		1.9		1.9		1.9	
Owner-Occupied Household Vehicles		6,275 62.2%		7,505 63.9%		10,379 67.1%	
Average Vehicles per Owner-Occupied Household		2.3		2.3		2.2	
Renter-Occupied Household Vehicles		3,819 37.8%		4,233 36.1%		5,090 32.9%	
Average Vehicles per Renter-Occupied Household		1.4		1.5		1.4	
<b>Travel Time (2025)</b>							
Worker Base Age 16 years or Over		7,538		8,553		11,164	
Travel to Work in 14 Minutes or Less		4,649	61.7%	5,125	59.9%	6,372	57.1%
Travel to Work in 15 to 29 Minutes		1,496	19.9%	1,755	20.5%	2,331	20.9%
Travel to Work in 30 to 59 Minutes		619	8.2%	785	9.2%	1,233	11.0%
Travel to Work in 60 Minutes or More		508	6.7%	583	6.8%	798	7.1%
Work at Home		265	3.5%	305	3.6%	430	3.9%
Average Minutes Travel to Work		10.6		11.1		11.8	



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

Weatherford, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Transportation To Work (2025)</b>							
Worker Base Age 16 years or Over		7,538		8,553		11,164	
Drive to Work Alone		6,278	83.3%	7,133	83.4%	9,079	81.3%
Drive to Work in Carpool		735	9.7%	829	9.7%	1,252	11.2%
Travel to Work by Public Transportation		4	-	5	-	6	-
Drive to Work on Motorcycle		-	-	-	-	2	-
Bicycle to Work		1	-	1	-	3	-
Walk to Work		253	3.4%	269	3.1%	337	3.0%
Other Means		2	-	11	0.1%	55	0.5%
Work at Home		265	3.5%	305	3.6%	430	3.9%
<b>Daytime Demographics (2025)</b>							
Total Businesses		485		504		698	
Total Employees		4,039		4,173		5,910	
Company Headquarter Businesses		10	2.0%	11	2.1%	18	2.6%
Company Headquarter Employees		227	5.6%	243	5.8%	448	7.6%
Employee Population per Business		8.3	to 1	8.3	to 1	8.5	to 1
Residential Population per Business		28.5	to 1	31.6	to 1	30.8	to 1
Adj. Daytime Demographics Age 16 Years or Over		7,447		8,187		11,623	
<b>Labor Force</b>							
Labor Population Age 16 Years or Over (2025)		10,958		12,580		16,893	
Labor Force Total Males (2025)		5,963	54.4%	6,833	54.3%	9,238	54.7%
Male Civilian Employed		4,305	72.2%	4,930	72.2%	6,501	70.4%
Male Civilian Unemployed		252	4.2%	267	3.9%	305	3.3%
Males in Armed Forces		-	-	-	-	-	-
Males Not in Labor Force		1,405	23.6%	1,635	23.9%	2,433	26.3%
Labor Force Total Females (2025)		4,996	45.6%	5,747	45.7%	7,655	45.3%
Female Civilian Employed		3,233	64.7%	3,622	63.0%	4,667	61.0%
Female Civilian Unemployed		46	0.9%	49	0.9%	54	0.7%
Females in Armed Forces		13	0.3%	13	0.2%	13	0.2%
Females Not in Labor Force		1,704	34.1%	2,063	35.9%	2,921	38.2%
Unemployment Rate		298	2.7%	316	2.5%	359	2.1%
<b>Occupation (2025)</b>							
Occupation Population Age 16 Years or Over		7,538		8,553		11,164	
Occupation Total Males		4,305	57.1%	4,930	57.6%	6,498	58.2%
Occupation Total Females		3,233	42.9%	3,622	42.4%	4,667	41.8%
Management, Business, Financial Operations		897	11.9%	1,090	12.7%	1,410	12.6%
Professional, Related		1,820	24.1%	1,996	23.3%	2,411	21.6%
Service		1,503	19.9%	1,650	19.3%	2,054	18.4%
Sales, Office		1,659	22.0%	1,855	21.7%	2,312	20.7%
Farming, Fishing, Forestry		199	2.6%	243	2.8%	322	2.9%
Construction, Extraction, Maintenance		697	9.2%	811	9.5%	1,145	10.3%
Production, Transport, Material Moving		764	10.1%	908	10.6%	1,510	13.5%
White Collar Workers		4,375	58.0%	4,941	57.8%	6,133	54.9%
Blue Collar Workers		3,163	42.0%	3,612	42.2%	5,031	45.1%



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

Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Units In Structure (2025)</b>						
Total Units	5,380		6,192		8,223	
1 Detached Unit	3,131	58.2%	3,748	60.5%	5,496	66.8%
1 Attached Unit	124	2.3%	128	2.1%	141	1.7%
2 Units	190	3.5%	211	3.4%	235	2.9%
3 to 4 Units	344	6.4%	350	5.6%	358	4.4%
5 to 9 Units	426	7.9%	444	7.2%	456	5.5%
10 to 19 Units	462	8.6%	480	7.7%	510	6.2%
20 to 49 Units	168	3.1%	176	2.8%	197	2.4%
50 or More Units	63	1.2%	68	1.1%	77	0.9%
Mobile Home or Trailer	450	8.4%	564	9.1%	729	8.9%
Other Structure	24	0.4%	24	0.4%	25	0.3%
<b>Homes Built By Year (2025)</b>						
Homes Built 2020 or later	27	0.4%	31	0.4%	42	0.4%
Homes Built 2010 to 2019	968	15.4%	1,057	14.5%	1,188	12.2%
Homes Built 2000 to 2009	553	8.8%	621	8.5%	739	7.6%
Homes Built 1990 to 1999	313	5.0%	371	5.1%	430	4.4%
Homes Built 1980 to 1989	1,099	17.5%	1,252	17.2%	1,496	15.3%
Homes Built 1970 to 1979	1,201	19.1%	1,318	18.1%	1,795	18.4%
Homes Built 1960 to 1969	531	8.4%	620	8.5%	860	8.8%
Homes Built 1950 to 1959	310	4.9%	364	5.0%	570	5.8%
Homes Built 1940 to 1949	169	2.7%	223	3.0%	326	3.3%
Homes Built Before 1939	209	3.3%	335	4.6%	777	8.0%
Median Age of Homes	40.9 yrs		42.1 yrs		45.8 yrs	
<b>Home Values (2025)</b>						
Owner Specified Housing Units	2,715		3,286		4,654	
Home Values \$1,000,000 or More	2	-	2	-	2	-
Home Values \$750,000 to \$999,999	146	5.4%	173	5.3%	188	4.0%
Home Values \$500,000 to \$749,999	145	5.4%	158	4.8%	199	4.3%
Home Values \$400,000 to \$499,999	64	2.3%	85	2.6%	121	2.6%
Home Values \$300,000 to \$399,999	403	14.9%	445	13.5%	512	11.0%
Home Values \$250,000 to \$299,999	510	18.8%	583	17.7%	682	14.7%
Home Values \$200,000 to \$249,999	484	17.8%	534	16.3%	605	13.0%
Home Values \$175,000 to \$199,999	220	8.1%	255	7.8%	374	8.0%
Home Values \$150,000 to \$174,999	105	3.9%	183	5.6%	274	5.9%
Home Values \$125,000 to \$149,999	87	3.2%	127	3.9%	198	4.3%
Home Values \$100,000 to \$124,999	179	6.6%	214	6.5%	366	7.9%
Home Values \$90,000 to \$99,999	1	-	6	0.2%	48	1.0%
Home Values \$80,000 to \$89,999	40	1.5%	53	1.6%	214	4.6%
Home Values \$70,000 to \$79,999	100	3.7%	114	3.5%	185	4.0%
Home Values \$60,000 to \$69,999	38	1.4%	48	1.5%	104	2.2%
Home Values \$50,000 to \$59,999	32	1.2%	45	1.4%	126	2.7%
Home Values \$35,000 to \$49,999	28	1.0%	45	1.4%	123	2.6%
Home Values \$25,000 to \$34,999	24	0.9%	34	1.0%	80	1.7%
Home Values \$10,000 to \$24,999	52	1.9%	111	3.4%	172	3.7%
Home Values Under \$10,000	56	2.1%	71	2.2%	81	1.7%
Owner-Occupied Median Home Value	\$234,561		\$223,167		\$194,446	
Renter-Occupied Median Rent	\$593		\$591		\$581	



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

Weatherford, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Total Annual Consumer Expenditure (2025)</b>				
Total Household Expenditure		\$488.9 M	\$561.8 M	\$724.39 M
Total Non-Retail Expenditure		\$242.74 M	\$277.53 M	\$352.27 M
Total Retail Expenditure		\$246.15 M	\$284.27 M	\$372.11 M
Alcoholic Beverages		\$2.96 M	\$3.4 M	\$4.39 M
Apparel		\$9.03 M	\$10.38 M	\$13.48 M
Contributions		\$15.01 M	\$17.26 M	\$22 M
Education		\$10.81 M	\$12.43 M	\$15.92 M
Entertainment		\$28.05 M	\$32.24 M	\$41.88 M
Food Away From Home		\$21.42 M	\$24.62 M	\$31.92 M
Grocery		\$33.71 M	\$38.75 M	\$51.54 M
Health Care		\$31.81 M	\$37.03 M	\$50 M
Household Furnishings and Equipment		\$12.89 M	\$14.82 M	\$19.18 M
Household Operations		\$9.21 M	\$10.58 M	\$13.77 M
Miscellaneous Expenses		\$8.31 M	\$9.56 M	\$12.38 M
Personal Care		\$6.53 M	\$7.51 M	\$9.92 M
Shelter		\$82.56 M	\$94.22 M	\$122.1 M
Tax and Retirement		\$107.65 M	\$123.34 M	\$152.04 M
Tobacco and Related		\$2.78 M	\$3.19 M	\$4.39 M
Transportation		\$82.01 M	\$94.71 M	\$122.45 M
Utilities		\$24.16 M	\$27.76 M	\$37.01 M
<b>Monthly Household Consumer Expenditure (2025)</b>				
Total Household Expenditure		\$7,573	\$7,561	\$7,341
Total Non-Retail Expenditure		\$3,760 49.7%	\$3,735 49.4%	\$3,570 48.6%
Total Retail Expenditures		\$3,813 50.3%	\$3,826 50.6%	\$3,771 51.4%
Alcoholic Beverages		\$46 0.6%	\$46 0.6%	\$44 0.6%
Apparel		\$140 1.8%	\$140 1.8%	\$137 1.9%
Contributions		\$232 3.1%	\$232 3.1%	\$223 3.0%
Education		\$167 2.2%	\$167 2.2%	\$161 2.2%
Entertainment		\$435 5.7%	\$434 5.7%	\$424 5.8%
Food Away From Home		\$332 4.4%	\$331 4.4%	\$323 4.4%
Grocery		\$522 6.9%	\$521 6.9%	\$522 7.1%
Health Care		\$493 6.5%	\$498 6.6%	\$507 6.9%
Household Furnishings and Equipment		\$200 2.6%	\$199 2.6%	\$194 2.6%
Household Operations		\$143 1.9%	\$142 1.9%	\$140 1.9%
Miscellaneous Expenses		\$129 1.7%	\$129 1.7%	\$125 1.7%
Personal Care		\$101 1.3%	\$101 1.3%	\$101 1.4%
Shelter		\$1,279 16.9%	\$1,268 16.8%	\$1,237 16.9%
Tax and Retirement		\$1,667 22.0%	\$1,660 22.0%	\$1,541 22.0%
Tobacco and Related		\$43 0.6%	\$43 0.6%	\$45 0.6%
Transportation		\$1,270 16.8%	\$1,275 16.9%	\$1,241 16.9%
Utilities		\$374 4.9%	\$374 4.9%	\$375 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

Weatherford, 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>	\$15.3 M / \$2.73 M	82	\$17.65 M / \$2.74 M	84	\$23.13 M / \$4.16 M	82
Men's Clothing Stores	\$630.93 K / \$930.39 K	-32	\$725.67 K / \$939.53 K	-23	\$962.68 K / \$939.53 K	2
Women's Clothing Stores	\$1.29 M / \$1.8 M	-28	\$1.49 M / \$1.8 M	-17	\$1.95 M / \$3.22 M	-39
Children's, Infants' Clothing Stores	\$1.24 M / -	100	\$1.43 M / -	100	\$1.84 M / -	100
Family Clothing Stores	\$7.53 M / -	100	\$8.68 M / -	100	\$11.33 M / -	100
Clothing Accessory Stores	\$351.66 K / -	100	\$405.2 K / -	100	\$534.48 K / -	100
Other Apparel Stores	\$458.74 K / \$-1	100	\$527.57 K / \$-1	100	\$688.24 K / \$-1	100
Shoe Stores	\$3.08 M / -	100	\$3.56 M / -	100	\$4.72 M / -	100
Jewelry Stores	\$637.57 K / -	100	\$741.66 K / \$-1	100	\$988.7 K / \$-1	100
Luggage Stores	\$80.32 K / -	100	\$93.19 K / -	100	\$125.42 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$13.56 M / \$5.94 M	56	\$15.62 M / \$5.96 M	62	\$20.47 M / \$5.96 M	71
Furniture Stores	\$6.28 M / -	100	\$7.23 M / -	100	\$9.59 M / -	100
Floor Covering Stores	\$894.85 K / \$5.94 M	-85	\$1.03 M / \$5.96 M	-83	\$1.36 M / \$5.96 M	-77
Other Home Furnishing Stores	\$6.39 M / -	100	\$7.36 M / -	100	\$9.52 M / -	100
<b>Electronics, Appliance Stores</b>	\$13.28 M / -	100	\$15.33 M / \$520.18 K	97	\$20 M / \$9.46 M	53
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$13.11 M / \$5.73 M	56	\$15.08 M / \$6.94 M	54	\$19.7 M / \$17.1 M	13
Home Centers	\$7.34 M / -	100	\$8.44 M / \$1.21 M	86	\$11.04 M / \$10.03 M	9
Paint, Wallpaper Stores	\$1.56 M / \$3.22 M	-52	\$1.79 M / \$3.22 M	-44	\$2.31 M / \$3.22 M	-28
Hardware Stores	\$815.04 K / \$279.01 K	66	\$938.62 K / \$279.01 K	70	\$1.23 M / \$322.49 K	74
Other Building Materials Stores	\$2.32 M / \$1.94 M	17	\$2.67 M / \$1.94 M	27	\$3.51 M / \$1.94 M	45
Outdoor Power Equipment Stores	\$140.97 K / \$286.96 K	-51	\$162.21 K / \$286.96 K	-43	\$212.56 K / \$286.96 K	-26
Nursery, Garden Stores	\$931.15 K / \$-1	100	\$1.07 M / \$-1	100	\$1.4 M / \$1.3 M	8
<b>Food, Beverage Stores</b>	\$20.03 M / \$8.16 M	59	\$23.11 M / \$8.4 M	64	\$30.07 M / \$27.21 M	10
Grocery Stores	\$15.32 M / \$1.52 M	90	\$17.69 M / \$1.66 M	91	\$23.13 M / \$19.22 M	17
Convenience Stores	\$1.4 M / \$3.84 M	-63	\$1.62 M / \$3.93 M	-59	\$2.1 M / \$4.2 M	-50
Meat Markets	\$92.67 K / -	100	\$106.6 K / -	100	\$138.44 K / -	100
Fish, Seafood Markets	\$31.96 K / -	100	\$36.75 K / -	100	\$47.65 K / -	100
Fruit, Vegetable Markets	\$60.51 K / -	100	\$69.62 K / -	100	\$90.41 K / -	100
Other Specialty Food Markets	\$123.92 K / -	100	\$142.61 K / -	100	\$184.77 K / \$16.69 K	91
Liquor Stores	\$3 M / \$2.8 M	7	\$3.45 M / \$2.8 M	19	\$4.38 M / \$3.77 M	14

Weatherford, 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>	\$11.66 M / \$13.08 M	-11	\$13.69 M / \$16.55 M	-17	\$18.31 M / \$23.24 M	-21
Pharmacy, Drug Stores	\$10.32 M / \$11.36 M	-9	\$12.1 M / \$14.83 M	-18	\$16.15 M / \$21.52 M	-25
Cosmetics, Beauty Stores	\$577.28 K / \$454.79 K	21	\$680.4 K / \$456.64 K	33	\$914.36 K / \$456.64 K	50
Optical Goods Stores	\$149.74 K / \$76.33 K	49	\$181.13 K / \$76.33 K	58	\$264.04 K / \$76.33 K	71
Other Health, Personal Care Stores	\$620.23 K / \$1.19 M	-48	\$730.35 K / \$1.19 M	-39	\$981.11 K / \$1.19 M	-17
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$15.51 M / \$9.05 M	42	\$17.89 M / \$9.05 M	49	\$23.48 M / \$10.03 M	57
Sporting Goods Stores	\$6.07 M / \$6.03 M	1	\$6.98 M / \$6.03 M	14	\$9.14 M / \$6.03 M	34
Hobby, Toy, Game Stores	\$4.23 M / \$-1	100	\$4.88 M / \$-1	100	\$6.45 M / \$-1	100
Sewing, Needlecraft Stores	\$2.92 M / -	100	\$3.4 M / -	100	\$4.51 M / -	100
Musical Instrument Stores	\$1.13 M / -	100	\$1.3 M / -	100	\$1.63 M / -	100
Book Stores	\$1.16 M / \$3.01 M	-62	\$1.34 M / \$3.01 M	-56	\$1.75 M / \$3.99 M	-56
<b>General Merchandise Stores</b>	\$49 M / \$6.12 M	88	\$56.58 M / \$6.12 M	89	\$74.31 M / \$9.29 M	88
Department Stores	\$17.22 M / -	100	\$19.87 M / -	100	\$26.03 M / -	100
Warehouse Superstores	\$27.02 M / -	100	\$31.22 M / -	100	\$41.06 M / -	100
Other General Merchandise Stores	\$4.76 M / \$6.12 M	-22	\$5.49 M / \$6.12 M	-10	\$7.22 M / \$9.29 M	-22
<b>Miscellaneous Store Retailers</b>	\$6.27 M / \$5.04 M	20	\$7.25 M / \$5.37 M	26	\$9.55 M / \$5.67 M	41
Florists	\$152.23 K / \$79.58 K	48	\$175.41 K / \$79.58 K	55	\$228.59 K / \$223.55 K	2
Office, Stationary Stores	\$608.39 K / -	100	\$704.83 K / -	100	\$943.59 K / -	100
Gift, Souvenir Stores	\$1.28 M / \$500.58 K	61	\$1.47 M / \$506.75 K	66	\$1.93 M / \$620.03 K	68
Used Merchandise Stores	\$425.95 K / \$1.19 M	-64	\$494.62 K / \$1.24 M	-60	\$663.79 K / \$1.28 M	-48
Pet, Pet Supply Stores	\$1.17 M / -	100	\$1.34 M / -	100	\$1.79 M / -	100
Art Dealers	\$169.14 K / -	100	\$196.98 K / -	100	\$267.42 K / -	100
Mobile Home Dealers	\$130.86 K / -	100	\$150.42 K / -	100	\$197.75 K / -	100
Other Miscellaneous Retail Stores	\$2.35 M / \$3.27 M	-28	\$2.71 M / \$3.54 M	-23	\$3.54 M / \$3.55 M	0
<b>Non-Store Retailers</b>	\$28.88 M / \$470.73 K	98	\$33.4 M / \$470.73 K	99	\$43.81 M / \$470.73 K	99
Mail Order, Catalog Stores	\$27.05 M / -	100	\$31.28 M / -	100	\$41.05 M / -	100
Vending Machines	\$129.61 K / -	100	\$149.08 K / -	100	\$192.74 K / -	100
Fuel Dealers	\$156.62 K / -	100	\$180.89 K / -	100	\$236.7 K / -	100
Other Direct Selling Establishments	\$1.54 M / \$470.73 K	70	\$1.78 M / \$470.73 K	74	\$2.33 M / \$470.73 K	80

Weatherford, 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>	\$26.33 M / \$28.8 M	-9	\$30.28 M / \$28.79 M	5	\$38.69 M / \$33.59 M	13
Hotels, Other Travel Accommodations	\$1.69 M / \$913.83 K	46	\$1.94 M / \$916.79 K	53	\$2.48 M / \$1.2 M	52
RV Parks	\$16.32 K / \$6.22 K	62	\$18.81 K / \$6.97 K	63	\$24.45 K / \$6.97 K	72
Rooming, Boarding Houses	\$9.44 K / -	100	\$10.86 K / -	100	\$13.92 K / -	100
Full Service Restaurants	\$15.38 M / \$9.85 M	36	\$17.69 M / \$10.04 M	43	\$22.6 M / \$14.52 M	36
Limited Service Restaurants	\$7.14 M / \$16.76 M	-57	\$8.21 M / \$16.76 M	-51	\$10.49 M / \$16.99 M	-38
Special Food Services, Catering	\$2.09 M / \$1.39 M	33	\$2.4 M / \$1.39 M	42	\$3.07 M / \$1.39 M	55
Drinking Places	\$1.46 M / \$1.34 M	8	\$1.68 M / \$1.35 M	19	\$2.12 M / \$1.61 M	24
<b>Gasoline Stations</b>	\$10.31 M / \$23.54 M	-56	\$11.91 M / \$23.94 M	-50	\$15.47 M / \$27.78 M	-44
<b>Motor Vehicle, Parts Dealers</b>	\$21.44 M / \$7.71 M	64	\$24.8 M / \$8 M	68	\$32.98 M / \$12.76 M	61
New Car Dealers	\$12 M / \$2.48 M	79	\$13.92 M / \$2.7 M	81	\$18.71 M / \$3.26 M	83
Used Car Dealers	\$1.11 M / \$354.07 K	68	\$1.29 M / \$354.07 K	73	\$1.73 M / \$830.7 K	52
Recreational Vehicle Dealers	\$2.36 M / -	100	\$2.71 M / -	100	\$3.54 M / -	100
Motorcycle, Boat Dealers	\$3.08 M / -	100	\$3.54 M / -	100	\$4.64 M / -	100
Auto Parts, Accessories	\$1.86 M / \$4.88 M	-62	\$2.14 M / \$4.95 M	-57	\$2.79 M / \$8.01 M	-65
Tire Dealers	\$1.04 M / -	100	\$1.2 M / -	100	\$1.56 M / \$661.61 K	58
2025 Population		13,810		15,912		21,468
2030 Population		13,208		15,298		20,885
% Population Change 2025-2030		-4.4%		-3.9%		-2.7%
2025 Adult Population Age 18+		10,628		12,188		16,322
2025 Population Male		7,467		8,600		11,666
2025 Population Female		6,343		7,312		9,802
2025 Households		5,380		6,192		8,223
2025 Median Household Income		60,937		61,677		60,212
2025 Average Household Income		89,568		89,136		84,335

# **Retail Potential**

# Retail Potential Profile



<b>Weatherford, Oklahoma</b>		<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Radius</b>				
2025 Population		13,810	15,912	21,468
2030 Population		13,208	15,298	20,885
% Population Change 2020-2025		-2.9%	-2.2%	-2.1%
2025 Adult Population Age 18+		\$10,628	\$12,188	\$16,322
2025 Population Male		\$7,467	\$8,600	\$11,666
2025 Population Female		\$6,343	\$7,312	\$9,802
2025 Households		\$5,380	\$6,192	\$8,223
2025 Median Household Income		\$60,937	\$61,677	\$60,212
2025 Average Household Income		\$89,568	\$89,136	\$84,335
<b>Clothing, Clothing Accessories Stores</b>		\$15.3 M	\$17.65 M	\$23.13 M
Men's Clothing Stores		\$630.93 K	\$725.67 K	\$962.68 K
Women's Clothing Stores		\$1.29 M	\$1.49 M	\$1.95 M
Children's, Infants' Clothing Stores		\$1.24 M	\$1.43 M	\$1.84 M
Family Clothing Stores		\$7.53 M	\$8.68 M	\$11.33 M
Clothing Accessory Stores		\$351.66 K	\$405.2 K	\$534.48 K
Other Apparel Stores		\$458.74 K	\$527.57 K	\$688.24 K
Shoe Stores		\$3.08 M	\$3.56 M	\$4.72 M
Jewelry Stores		\$637.57 K	\$741.66 K	\$988.7 K
Luggage Stores		\$80.32 K	\$93.19 K	\$125.42 K
<b>Furniture, Home Furnishings Stores</b>		\$13.56 M	\$15.62 M	\$20.47 M
Furniture Stores		\$6.28 M	\$7.23 M	\$9.59 M
Floor Covering Stores		\$894.85 K	\$1.03 M	\$1.36 M
Other Home Furnishing Stores		\$6.39 M	\$7.36 M	\$9.52 M
<b>Electronics, Appliance Stores</b>		\$13.28 M	\$15.33 M	\$20 M
<b>Gasoline Stations</b>		\$10.31 M	\$11.91 M	\$15.47 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>		\$13.11 M	\$15.08 M	\$19.7 M
Home Centers		\$7.34 M	\$8.44 M	\$11.04 M
Paint, Wallpaper Stores		\$1.56 M	\$1.79 M	\$2.31 M
Hardware Stores		\$815.04 K	\$938.62 K	\$1.23 M
Other Building Materials Stores		\$2.32 M	\$2.67 M	\$3.51 M
Outdoor Power Equipment Stores		\$140.97 K	\$162.21 K	\$212.56 K
Nursery, Garden Stores		\$931.15 K	\$1.07 M	\$1.4 M
<b>Food, Beverage Stores</b>		\$20.03 M	\$23.11 M	\$30.07 M
Grocery Stores		\$15.32 M	\$17.69 M	\$23.13 M
Convenience Stores		\$1.4 M	\$1.62 M	\$2.1 M
Meat Markets		\$92.67 K	\$106.6 K	\$138.44 K
Fish, Seafood Markets		\$31.96 K	\$36.75 K	\$47.65 K
Fruit, Vegetable Markets		\$60.51 K	\$69.62 K	\$90.41 K
Other Specialty Food Markets		\$123.92 K	\$142.61 K	\$184.77 K
Liquor Stores		\$3 M	\$3.45 M	\$4.38 M

# Retail Potential Profile



<b>Weatherford, 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>		\$11.66 M	\$13.69 M	\$18.31 M
Pharmacy, Drug Stores		\$10.32 M	\$12.1 M	\$16.15 M
Cosmetics, Beauty Stores		\$577.28 K	\$680.4 K	\$914.36 K
Optical Goods Stores		\$149.74 K	\$181.13 K	\$264.04 K
Other Health, Personal Care Stores		\$620.23 K	\$730.35 K	\$981.11 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>		\$15.51 M	\$17.89 M	\$23.48 M
Sporting Goods Stores		\$6.07 M	\$6.98 M	\$9.14 M
Hobby, Toy, Game Stores		\$4.23 M	\$4.88 M	\$6.45 M
Sewing, Needlecraft Stores		\$2.92 M	\$3.4 M	\$4.51 M
Musical Instrument Stores		\$1.13 M	\$1.3 M	\$1.63 M
Book Stores		\$1.16 M	\$1.34 M	\$1.75 M
<b>General Merchandise Stores</b>		\$49 M	\$56.58 M	\$74.31 M
Department Stores		\$17.22 M	\$19.87 M	\$26.03 M
Warehouse Superstores		\$27.02 M	\$31.22 M	\$41.06 M
Other General Merchandise Stores		\$4.76 M	\$5.49 M	\$7.22 M
<b>Miscellaneous Store Retailers</b>		\$6.27 M	\$7.25 M	\$9.55 M
Florists		\$152.23 K	\$175.41 K	\$228.59 K
Office, Stationary Stores		\$608.39 K	\$704.83 K	\$943.59 K
Gift, Souvenir Stores		\$1.28 M	\$1.47 M	\$1.93 M
Used Merchandise Stores		\$425.95 K	\$494.62 K	\$663.79 K
Pet, Pet Supply Stores		\$1.17 M	\$1.34 M	\$1.79 M
Art Dealers		\$169.14 K	\$196.98 K	\$267.42 K
Mobile Home Dealers		\$130.86 K	\$150.42 K	\$197.75 K
Other Miscellaneous Retail Stores		\$2.35 M	\$2.71 M	\$3.54 M
<b>Non-Store Retailers</b>		\$28.88 M	\$33.4 M	\$43.81 M
Mail Order, Catalog Stores		\$27.05 M	\$31.28 M	\$41.05 M
Vending Machines		\$129.61 K	\$149.08 K	\$192.74 K
Fuel Dealers		\$156.62 K	\$180.89 K	\$236.7 K
Other Direct Selling Establishments		\$1.54 M	\$1.78 M	\$2.33 M
<b>Accommodation, Food Services</b>		\$27.79 M	\$31.96 M	\$40.81 M
Hotels, Other Travel Accommodations		\$1.69 M	\$1.94 M	\$2.48 M
RV Parks		\$16.32 K	\$18.81 K	\$24.45 K
Rooming, Boarding Houses		\$9.44 K	\$10.86 K	\$13.92 K
Full Service Restaurants		\$15.38 M	\$17.69 M	\$22.6 M
Limited Service Restaurants		\$7.14 M	\$8.21 M	\$10.49 M
Special Food Services, Catering		\$2.09 M	\$2.4 M	\$3.07 M
Drinking Places		\$1.46 M	\$1.68 M	\$2.12 M
<b>Motor Vehicle, Parts Dealers</b>		\$21.44 M	\$24.8 M	\$32.98 M
New Car Dealers		\$12 M	\$13.92 M	\$18.71 M
Used Car Dealers		\$1.11 M	\$1.29 M	\$1.73 M
Recreational Vehicle Dealers		\$2.36 M	\$2.71 M	\$3.54 M
Motorcycle, Boat Dealers		\$3.08 M	\$3.54 M	\$4.64 M
Auto Parts, Accessories		\$1.86 M	\$2.14 M	\$2.79 M
Tire Dealers		\$1.04 M	\$1.2 M	\$1.56 M

# **Income Summary**

# Income Summary Report



Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Population</b>						
Estimated Population (2025)	13,810		15,912		21,468	
Projected Population (2030)	13,208		15,298		20,885	
Census Population (2020)	14,226		16,266		21,920	
Census Population (2010)	12,704		14,763		20,683	
<i>Projected Annual Growth (2025 to 2030)</i>	-602	-0.9%	-614	-0.8%	-582	-0.5%
<i>Historical Annual Growth (2020 to 2025)</i>	-417	-0.6%	-354	-0.4%	-452	-0.4%
<i>Historical Annual Growth (2010 to 2020)</i>	1,523	1.2%	1,503	1.0%	1,237	0.6%
<b>Households</b>						
Estimated Households (2025)	5,380		6,192		8,223	
Projected Households (2030)	5,315		6,127		8,198	
Census Households (2020)	5,538		6,343		8,305	
Census Households (2010)	5,151		5,948		8,072	
<i>Projected Annual Growth (2025 to 2030)</i>	-65	-0.2%	-66	-0.2%	-25	-
<i>Historical Annual Growth (2020 to 2025)</i>	-158	-0.6%	-151	-0.5%	-82	-0.2%
<i>Historical Annual Growth (2010 to 2020)</i>	387	0.8%	395	0.7%	233	0.3%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$89,568		\$89,136		\$84,335	
Projected Average Household Income (2030)	\$89,546		\$89,007		\$84,100	
Census Average Household Income (2020)	\$54,953		\$53,895		\$51,709	
Census Average Household Income (2010)	\$40,524		\$39,632		\$38,053	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$22	-	-\$129	-	-\$235	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$34,615	4.2%	\$35,241	4.4%	\$32,626	4.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$14,429	3.6%	\$14,263	3.6%	\$13,656	3.6%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$60,937		\$61,677		\$60,212	
Projected Median Household Income (2030)	\$60,770		\$61,430		\$59,875	
Census Median Household Income (2020)	\$46,584		\$45,995		\$43,858	
Census Median Household Income (2010)	\$33,107		\$32,634		\$31,300	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$167	-	-\$247	-	-\$337	-0.1%
<i>Historical Annual Growth (2020 to 2025)</i>	\$14,353	2.1%	\$15,682	2.3%	\$16,355	2.5%
<i>Historical Annual Growth (2010 to 2020)</i>	\$13,477	4.1%	\$13,361	4.1%	\$12,557	4.0%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$35,261		\$35,027		\$32,633	
Projected Per Capita Income (2030)	\$36,417		\$35,998		\$33,350	
Census Per Capita Income (2020)	\$22,283		\$21,714		\$20,180	
Census Per Capita Income (2010)	\$16,003		\$15,585		\$14,684	
<i>Projected Annual Growth (2025 to 2030)</i>	\$1,157	0.7%	\$971	0.6%	\$717	0.4%
<i>Historical Annual Growth (2020 to 2025)</i>	\$12,977	3.9%	\$13,312	4.1%	\$12,453	4.1%
<i>Historical Annual Growth (2010 to 2020)</i>	\$6,280	3.9%	\$6,129	3.9%	\$5,496	3.7%
<b>Other Income</b>						
Estimated Families (2025)	3,061		3,533		4,862	
Estimated Average Family Income (2025)	\$118,441		\$117,913		\$109,209	
Estimated Median Family Income (2025)	\$90,335		\$90,262		\$83,433	
Estimated Average Household Net Worth (2025)	\$851,658		\$860,180		\$812,842	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population		13,810		15,912		21,468
Estimated Households		5,380		6,192		8,223
<b>Household Expenditure</b>		\$488.9 M		\$561.8 M		\$724.39 M
Per Household ~ Per Capita	\$90,873	\$35,402	\$90,728	\$35,307	\$88,092	\$33,743
Non-Retail Expenditures	\$242.74 M	49.7%	\$277.53 M	49.4%	\$352.27 M	48.6%
Per Household ~ Per Capita	\$45,120	\$17,578	\$44,821	\$17,442	\$42,840	\$16,410
Retail Expenditures	\$246.15 M	50.3%	\$284.27 M	50.6%	\$372.11 M	51.4%
Per Household ~ Per Capita	\$45,753	\$17,825	\$45,908	\$17,865	\$45,252	\$17,334
Alcoholic Beverages	\$2.96 M	0.6%	\$3.4 M	0.6%	\$4.39 M	0.6%
Per Household ~ Per Capita	\$549	\$214	\$549	\$214	\$533	\$204
Apparel	\$9.03 M	1.8%	\$10.38 M	1.8%	\$13.48 M	1.9%
Per Household ~ Per Capita	\$1,679	\$654	\$1,677	\$653	\$1,640	\$628
Contributions	\$15.01 M	3.1%	\$17.26 M	3.1%	\$22 M	3.0%
Per Household ~ Per Capita	\$2,790	\$1,087	\$2,787	\$1,085	\$2,675	\$1,025
Education	\$10.81 M	2.2%	\$12.43 M	2.2%	\$15.92 M	2.2%
Per Household ~ Per Capita	\$2,009	\$783	\$2,007	\$781	\$1,937	\$742
Entertainment	\$28.05 M	5.7%	\$32.24 M	5.7%	\$41.88 M	5.8%
Per Household ~ Per Capita	\$5,214	\$2,031	\$5,207	\$2,026	\$5,093	\$1,951
Food Away From Home	\$21.42 M	4.4%	\$24.62 M	4.4%	\$31.92 M	4.4%
Per Household ~ Per Capita	\$3,981	\$1,551	\$3,976	\$1,547	\$3,882	\$1,487
Grocery	\$33.71 M	6.9%	\$38.75 M	6.9%	\$51.54 M	7.1%
Per Household ~ Per Capita	\$6,266	\$2,441	\$6,258	\$2,435	\$6,268	\$2,401
Health Care	\$31.81 M	6.5%	\$37.03 M	6.6%	\$50 M	6.9%
Per Household ~ Per Capita	\$5,913	\$2,304	\$5,980	\$2,327	\$6,081	\$2,329
Household Furnishings and Equipment	\$12.89 M	2.6%	\$14.82 M	2.6%	\$19.18 M	2.6%
Per Household ~ Per Capita	\$2,396	\$934	\$2,394	\$932	\$2,332	\$893
Household Operations	\$9.21 M	1.9%	\$10.58 M	1.9%	\$13.77 M	1.9%
Per Household ~ Per Capita	\$1,712	\$667	\$1,709	\$665	\$1,675	\$642
Miscellaneous Expenses	\$8.31 M	1.7%	\$9.56 M	1.7%	\$12.38 M	1.7%
Per Household ~ Per Capita	\$1,545	\$602	\$1,543	\$601	\$1,505	\$577
Personal Care	\$6.53 M	1.3%	\$7.51 M	1.3%	\$9.92 M	1.4%
Per Household ~ Per Capita	\$1,214	\$473	\$1,212	\$472	\$1,207	\$462
Shelter	\$82.56 M	16.9%	\$94.22 M	16.8%	\$122.1 M	16.9%
Per Household ~ Per Capita	\$15,346	\$5,978	\$15,217	\$5,922	\$14,849	\$5,688
Tax and Retirement	\$107.65 M	22.0%	\$123.34 M	22.0%	\$152.04 M	21.0%
Per Household ~ Per Capita	\$20,009	\$7,795	\$19,919	\$7,752	\$18,489	\$7,082
Tobacco and Related	\$2.78 M	0.6%	\$3.19 M	0.6%	\$4.39 M	0.6%
Per Household ~ Per Capita	\$517	\$201	\$515	\$201	\$534	\$205
Transportation	\$82.01 M	16.8%	\$94.71 M	16.9%	\$122.45 M	16.9%
Per Household ~ Per Capita	\$15,243	\$5,938	\$15,295	\$5,952	\$14,891	\$5,704
Utilities	\$24.16 M	4.9%	\$27.76 M	4.9%	\$37.01 M	5.1%
Per Household ~ Per Capita	\$4,490	\$1,749	\$4,484	\$1,745	\$4,501	\$1,724

# Consumer Expenditure Trend



Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Population / Households (2025)</b>						
Estimated Population	13,810		15,912		21,468	
Estimated Households	5,380		6,192		8,223	
<b>Total Annual Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$488.9 M		\$561.8 M		\$724.39 M	
Total Non-Retail Expenditure	\$242.74 M		\$277.53 M		\$352.27 M	
Total Retail Expenditure	\$246.15 M		\$284.27 M		\$372.11 M	
Alcoholic Beverages	\$2.96 M		\$3.4 M		\$4.39 M	
Apparel	\$9.03 M		\$10.38 M		\$13.48 M	
Contributions	\$15.01 M		\$17.26 M		\$22 M	
Education	\$10.81 M		\$12.43 M		\$15.92 M	
Entertainment	\$28.05 M		\$32.24 M		\$41.88 M	
Food Away From Home	\$21.42 M		\$24.62 M		\$31.92 M	
Grocery	\$33.71 M		\$38.75 M		\$51.54 M	
Health Care	\$31.81 M		\$37.03 M		\$50 M	
Household Furnishings and Equipment	\$12.89 M		\$14.82 M		\$19.18 M	
Household Operations	\$9.21 M		\$10.58 M		\$13.77 M	
Miscellaneous Expenses	\$8.31 M		\$9.56 M		\$12.38 M	
Personal Care	\$6.53 M		\$7.51 M		\$9.92 M	
Shelter	\$82.56 M		\$94.22 M		\$122.1 M	
Tax and Retirement	\$107.65 M		\$123.34 M		\$152.04 M	
Tobacco and Related	\$2.78 M		\$3.19 M		\$4.39 M	
Transportation	\$82.01 M		\$94.71 M		\$122.45 M	
Utilities	\$24.16 M		\$27.76 M		\$37.01 M	
<b>Monthly Household Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$7,573		\$7,561		\$7,341	
Total Non-Retail Expenditure	\$3,760	49.7%	\$3,735	49.4%	\$3,570	48.6%
Total Retail Expenditure	\$3,813	50.3%	\$3,826	50.6%	\$3,771	51.4%
Alcoholic Beverages	\$46	0.6%	\$46	0.6%	\$44	0.6%
Apparel	\$140	1.8%	\$140	1.8%	\$137	1.9%
Contributions	\$232	3.1%	\$232	3.1%	\$223	3.0%
Education	\$167	2.2%	\$167	2.2%	\$161	2.2%
Entertainment	\$435	5.7%	\$434	5.7%	\$424	5.8%
Food Away From Home	\$332	4.4%	\$331	4.4%	\$323	4.4%
Grocery	\$522	6.9%	\$521	6.9%	\$522	7.1%
Health Care	\$493	6.5%	\$498	6.6%	\$507	6.9%
Household Furnishings and Equipment	\$200	2.6%	\$199	2.6%	\$194	2.6%
Household Operations	\$143	1.9%	\$142	1.9%	\$140	1.9%
Miscellaneous Expenses	\$129	1.7%	\$129	1.7%	\$125	1.7%
Personal Care	\$101	1.3%	\$101	1.3%	\$101	1.4%
Shelter	\$1,279	16.9%	\$1,268	16.8%	\$1,237	16.9%
Tax and Retirement	\$1,667	22.0%	\$1,660	22.0%	\$1,541	21.0%
Tobacco and Related	\$43	0.6%	\$43	0.6%	\$45	0.6%
Transportation	\$1,270	16.8%	\$1,275	16.9%	\$1,241	16.9%
Utilities	\$374	4.9%	\$374	4.9%	\$375	5.1%

# Consumer Expenditure Trend



<b>Weatherford, 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	13,208	15,298	20,885
Projected Households	-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>			
Total Household Expenditure	\$477.89 M	\$549.74 M	\$714.41 M
Total Non-Retail Expenditure	\$237.8 M	\$271.98 M	\$347.83 M
Total Retail Expenditure	\$240.08 M	\$277.76 M	\$366.58 M
Alcoholic Beverages	\$2.87 M	\$3.31 M	\$4.31 M
Apparel	\$8.76 M	\$10.09 M	\$13.23 M
Contributions	\$14.71 M	\$16.91 M	\$21.73 M
Education	\$10.56 M	\$12.15 M	\$15.7 M
Entertainment	\$27.18 M	\$31.32 M	\$41.08 M
Food Away From Home	\$20.78 M	\$23.94 M	\$31.33 M
Grocery	\$32.22 M	\$37.22 M	\$50.11 M
Health Care	\$32.15 M	\$37.37 M	\$50.42 M
Household Furnishings and Equipment	\$12.52 M	\$14.42 M	\$18.84 M
Household Operations	\$8.91 M	\$10.26 M	\$13.49 M
Miscellaneous Expenses	\$8.07 M	\$9.3 M	\$12.16 M
Personal Care	\$6.26 M	\$7.23 M	\$9.67 M
Shelter	\$79.91 M	\$91.48 M	\$119.61 M
Tax and Retirement	\$106.87 M	\$122.08 M	\$151.48 M
Tobacco and Related	\$2.61 M	\$3.02 M	\$4.22 M
Transportation	\$80.45 M	\$92.99 M	\$121.1 M
Utilities	\$23.05 M	\$26.64 M	\$35.95 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>			
Total Household Expenditure	\$-11.01 M	\$-12.06 M	\$-9.97 M
Total Non-Retail Expenditure	\$-4.94 M	\$-5.55 M	\$-4.45 M
Total Retail Expenditure	\$-6.07 M	\$-6.51 M	\$-5.53 M
Alcoholic Beverages	\$-80.68 K	\$-87.84 K	\$-74.31 K
Apparel	\$-273.15 K	\$-292.65 K	\$-253.6 K
Contributions	\$-302.69 K	\$-348.1 K	\$-267.83 K
Education	\$-249.54 K	\$-279.59 K	\$-225.16 K
Entertainment	\$-868.19 K	\$-923.08 K	\$-807.96 K
Food Away From Home	\$-636.26 K	\$-683.81 K	\$-591.27 K
Grocery	\$-1.5 M	\$-1.53 M	\$-1.44 M
Health Care	\$340.25 K	\$342.61 K	\$416.4 K
Household Furnishings and Equipment	\$-367.52 K	\$-397.32 K	\$-340 K
Household Operations	\$-297.01 K	\$-315.22 K	\$-277.95 K
Miscellaneous Expenses	\$-238.24 K	\$-255.19 K	\$-218.96 K
Personal Care	\$-268.92 K	\$-277.22 K	\$-257.06 K
Shelter	\$-2.65 M	\$-2.74 M	\$-2.49 M
Tax and Retirement	\$-783.12 K	\$-1.27 M	\$-558.58 K
Tobacco and Related	\$-171.05 K	\$-170.33 K	\$-169.48 K
Transportation	\$-1.56 M	\$-1.71 M	\$-1.35 M
Utilities	\$-1.1 M	\$-1.12 M	\$-1.06 M

# Crime Risk

<b>Weatherford, Oklahoma</b>			
<b>Radius</b>	<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Demographics</b>			
Population	13,810	15,912	21,468
Census Population	14,226	16,266	21,920
Households	5,380	6,192	8,223
Average Household Income	\$89,568	\$89,136	\$84,335
Median Household Income	\$60,937	\$61,677	\$60,212
Per Capita Income	\$35,261	\$35,027	\$32,633
<b>Total Crime</b>			
Crime Index	48	47	54
Crime Level	Low Risk	Low Risk	Low Risk
<b>Personal Crime</b>			
Crime Index	28	34	56
Crime Level	Very Low	Low Risk	Low Risk
<b>Murder</b>			
Crime Index	32	35	69
Crime Level	Low Risk	Low Risk	Below Average
<b>Rape</b>			
Crime Index	52	65	92
Crime Level	Low Risk	Below Average	Average
<b>Robbery</b>			
Crime Index	12	12	26
Crime Level	Very Low	Very Low	Very Low
<b>Assault</b>			
Crime Index	29	36	58
Crime Level	Very Low	Low Risk	Low Risk
<b>Property Crime</b>			
Crime Index	52	49	54
Crime Level	Low Risk	Low Risk	Low Risk
<b>Burglary</b>			
Crime Index	65	66	83
Crime Level	Below Average	Below Average	Below Average
<b>Larceny</b>			
Crime Index	54	50	51
Crime Level	Low Risk	Low Risk	Low Risk
<b>Motor Vehicle Theft</b>			
Crime Index	28	28	39
Crime Level	Very Low	Very Low	Low Risk

\* Crime Index: 100 = National Average Adjusted for Population

# Void Analysis

# Void Analysis



Weatherford, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
<b>Auto Parts Tires</b>			
NAPA	1 / 3	6,200	
O'Reilly	2 / 2	8,500	
<b>Banks</b>			
BancFirst	1 / 1	8,500	
<b>Banks Minor</b>			
Bank	18 / 20		
<b>Clothing Apparel</b>			
maurices	1 / 1	6,000	
<b>Convenience Stores</b>			
Alon	1 / 1	3,500	
Conoco	6 / 5	2,500	
Love's	1 / 1	7,300	
Phillips 66	4 / 8	2,500	
Shell	2 / 3	1,800	
Sinclair	1 / 1	2,000	
Valero	1 / 1	3,200	
<b>Dealerships</b>			
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		
<b>Discount Department Stores</b>			
Walmart Supercenter	1 / 1	189,700	
<b>Dollar Stores</b>			
Dollar General	1 / 3	9,600	
<b>VOID</b> Dollar Tree	0 / 1	11,800	15.89 Mi SW
Family Dollar	1 / 2	9,400	
<b>VOID</b> Family Dollar   Dollar Tree	0 / 2	12,100	20.19 Mi SE
<b>Drug Stores</b>			
Walgreens	1 / 1	14,800	
<b>Education</b>			

Weatherford, Oklahoma		Site / Market	Avg Square	Closest Location
Radius		Locations	Footage	
College		1 / 1		
Day Care		13 / 14		
High School		3 / 4		
PK - 8		8 / 11		
<b>Entertainment</b>				
Theatres		1 / 1		
<b>EV Charging Stations</b>				
ChargePoint		1 / 1		
Electrify America		1 / 1		
Independent		1 / 1		
Tesla		1 / 1		
<b>Fitness</b>				
<b>VOID</b> Anytime Fitness		0 / 1	5,100	15.71 Mi SW
Hotworx		1 / 1	2,000	
YMCA		1 / 1	41,600	
<b>Furniture Household</b>				
Aaron's		1 / 1	9,000	
<b>VOID</b> Rent A Center		0 / 1	5,700	15.26 Mi SW
<b>Health Beauty</b>				
Sally Beauty Supply		1 / 1	2,300	
Supercuts		1 / 1	1,800	
<b>Health Care</b>				
Anesthesiology		1 / 2		
Audiologist		1 / 1		
<b>VOID</b> Certified Nurse Midwife		0 / 1		16.33 Mi SW
Certified Registered Nurse Anesthetist		1 / 1		
Chiropractic		2 / 3		
Diagnostic Radiology		1 / 1		
<b>VOID</b> Dialysis Centers		0 / 1		16.48 Mi SW
Emergency Medicine		2 / 4		
Family Practice		7 / 10		
General Practice		1 / 1		
General Surgery		2 / 4		
<b>VOID</b> Hospitalist		0 / 1		16.30 Mi SW
Internal Medicine		1 / 1		
Interventional Pain Management		1 / 1		
<b>VOID</b> Medical Oncology		0 / 1		16.30 Mi SW

Weatherford, Oklahoma		Site / Market	Avg Square	Closest Location
Radius		Locations	Footage	
	Nurse Practitioner	7 / 8		
	Obstetrics and Gynecology	1 / 2		
	Ophthalmology	1 / 2		
	Optometry	4 / 6		
	Orthopedic Surgery	1 / 1		
<b>VOID</b>	Physical Medicine and Rehabilitation	0 / 1		16.33 Mi SW
	Physical Therapy	5 / 7		
	Physician Assistant	4 / 5		
	Podiatry	1 / 2		
	Rheumatology	1 / 1		
<b>Home Improvement</b>				
	Ace Hardware	1 / 2	16,200	
	Do It Best	1 / 2	16,200	
	Harbor Freight Tools	1 / 1	17,100	
	Sherwin-Williams	1 / 1	7,300	
<b>VOID</b>	Sutherlands	0 / 1	71,400	16.01 Mi SW
	Tractor Supply Company	1 / 1	26,300	
	True Value	1 / 0	12,800	
<b>Hotels</b>				
	Americas Best Value Inn	1 / 1	15,000	
	Best Western Plus	1 / 1	19,200	
<b>VOID</b>	Days Inn	0 / 1	12,900	15.20 Mi SW
<b>VOID</b>	Econo Lodge	0 / 1	17,400	15.36 Mi SW
	Fairfield Inn and Suites	1 / 1	18,200	
<b>VOID</b>	Hampton Inn	0 / 1	18,300	15.71 Mi SW
	Holiday Inn Express	1 / 2	16,400	
	Home2	1 / 1	15,900	
	La Quinta Inn & Suites	1 / 2	24,600	
<b>VOID</b>	Super 8	0 / 1	12,300	15.14 Mi SW
<b>Restaurants Coffee Donuts</b>				
	Starbucks	1 / 1	1,800	
<b>Restaurants Fast Food Major</b>				
	Arby's	1 / 1	3,300	
	Burger King	1 / 1	4,000	
	McDonald's	1 / 2	4,600	
	Sonic	1 / 2	2,800	
	Taco Bell	1 / 1	2,500	

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