

RETAIL ATTRACTIONS, LLC

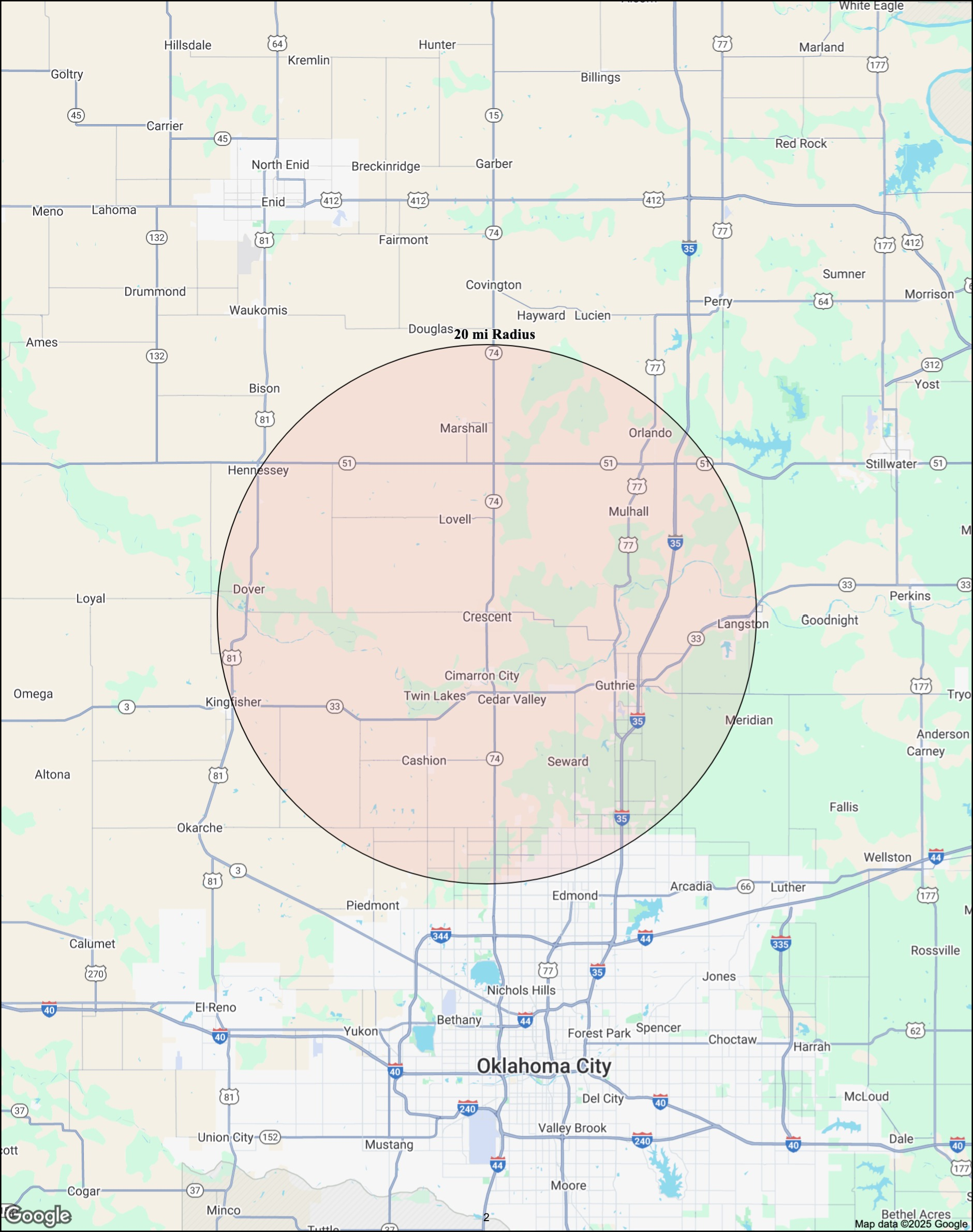
Economic Development Consulting

**Crescent, Oklahoma
20mi Radius
3rd Quarter 2025**

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Demographics



20 mi Radius

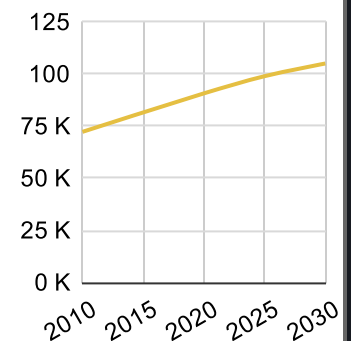
Oklahoma City

Crescent, Oklahoma

20mi Radius

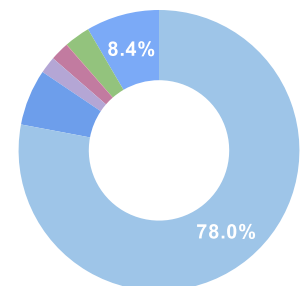
Population

Estimated Population (2025)	99,045	
Projected Population (2030)	105,130	
Census Population (2020)	90,794	
Census Population (2010)	72,325	
Projected Annual Growth (2025-2030)	6,085	1.2%
Historical Annual Growth (2020-2025)	8,251	1.7%
Historical Annual Growth (2010-2020)	18,469	2.6%
Estimated Population Density (2025)	79	psm
Trade Area Size	1,256.5	sq mi



Race and Ethnicity (2025)

Not Hispanic or Latino Population	89,867	90.7%
White	73,940	82.3%
Black or African American	6,239	6.9%
American Indian or Alaska Native	1,621	1.8%
Asian	2,123	2.4%
Hawaiian or Pacific Islander	33	-
Other Race	141	0.2%
Two or More Races	5,770	6.4%
Hispanic or Latino Population	9,178	9.3%
White	3,274	35.7%
Black or African American	168	1.8%
American Indian or Alaska Native	314	3.4%
Asian	21	0.2%
Hispanic Hawaiian or Pacific Islander	2	-
Other Race	2,812	30.6%
Two or More Races	2,587	28.2%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

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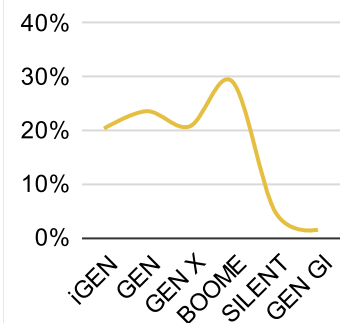
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Age Distribution (2025)

Age Under 5 Years	5,732	5.8%
Age 5 to 9 Years	7,022	7.1%
Age 10 to 14 Years	7,380	7.5%
Age 15 to 19 Years	7,741	7.8%
Age 20 to 24 Years	5,324	5.4%
Age 25 to 29 Years	4,543	4.6%
Age 30 to 34 Years	5,734	5.8%
Age 35 to 39 Years	6,883	6.9%
Age 40 to 44 Years	7,260	7.3%
Age 45 to 49 Years	6,390	6.5%
Age 50 to 54 Years	6,324	6.4%
Age 55 to 59 Years	5,698	5.8%
Age 60 to 64 Years	6,342	6.4%
Age 65 to 69 Years	5,846	5.9%
Age 70 to 74 Years	4,598	4.6%
Age 75 to 79 Years	3,065	3.1%
Age 80 to 84 Years	1,704	1.7%
Age 85 Years or Over	1,458	1.5%
Median Age	39.0	

Generation (2025)

iGeneration (Age Under 15 Years)	20,134	20.3%
Generation 9/11 Millennials (Age 15 to 34 Years)	23,342	23.6%
Gen Xers (Age 35 to 49 Years)	20,533	20.7%
Baby Boomers (Age 50 to 74 Years)	28,808	29.1%
Silent Generation (Age 75 to 84 Years)	4,769	4.8%
G.I. Generation (Age 85 Years or Over)	1,458	1.5%



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Household Type (2025)

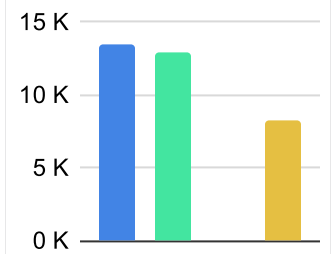
Total Households	34,738
Family Households	26,450 76.1%
Family Households with Children	13,493 51.0%
Family Households No Children	12,957 49.0%
Non-Family Households	8,288 23.9%
Non-Family Households with Children	17 0.2%
Non-Family Households No Children	8,270 99.8%

Family Households
w/ Children

Family Households
No Children

Non-Family Households
w/ Children

Non-Family Households
No Children



Education Attainment (2025)

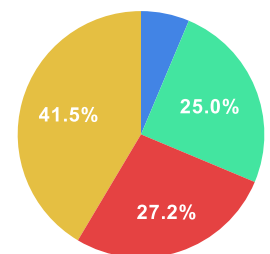
Elementary or Some High School	4,177 6.3%
High School Graduate	16,440 25.0%
Some College or Associate Degree	17,935 27.2%
Bachelor or Graduate Degree	27,293 41.5%

Elementary or
Some High School

High School
Graduate

Some College or
Associate Degree

Bachelor or
Graduate Degree



Household Income (2025)

Estimated Average Household Income	\$147,046
Estimated Median Household Income	\$110,574
HH Income Under \$10,000	1,365 3.9%
HH Income \$10,000 to \$34,999	4,296 12.4%
HH Income \$35,000 to \$49,999	2,986 8.6%
HH Income \$50,000 to \$74,999	4,221 12.2%
HH Income \$75,000 to \$99,999	4,521 13.0%
HH Income \$100,000 to \$149,999	6,345 18.3%
HH Income \$150,000 or More	11,005 31.7%

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Population

Estimated Population (2025)	99,045	
Projected Population (2030)	105,130	
Census Population (2020)	90,794	
Census Population (2010)	72,325	
Projected Annual Growth (2025-2030)	6,085	1.2%
Historical Annual Growth (2020-2025)	8,251	1.8%
Historical Annual Growth (2010-2020)	18,469	2.6%
Estimated Population Density (2025)	79	psm
Trade Area Size	1,256.5	sq mi

Households

Estimated Households (2025)	34,738	
Projected Households (2030)	38,640	
Census Households (2020)	31,860	
Census Households (2010)	25,828	
Projected Annual Growth (2025-2030)	3,902	2.2%
Historical Annual Change (2010-2025)	8,910	2.3%

Average Household Income

Estimated Average Household Income (2025)	\$147,046	
Projected Average Household Income (2030)	\$142,908	
Census Average Household Income (2010)	\$89,907	
Census Average Household Income (2000)	\$60,305	
Projected Annual Change (2025-2030)	-\$4,138	-0.6%
Historical Annual Change (2000-2025)	\$86,741	5.8%

Median Household Income

Estimated Median Household Income (2025)	\$110,574	
Projected Median Household Income (2030)	\$108,715	
Census Median Household Income (2010)	\$67,290	
Census Median Household Income (2000)	\$48,097	
Projected Annual Change (2025-2030)	-\$1,859	-0.3%
Historical Annual Change (2000-2025)	\$62,477	5.2%

Per Capita Income

Estimated Per Capita Income (2025)	\$51,733	
Projected Per Capita Income (2030)	\$52,675	
Census Per Capita Income (2010)	\$32,091	
Census Per Capita Income (2000)	\$21,767	
Projected Annual Change (2025-2030)	\$943	0.4%
Historical Annual Change (2000-2025)	\$29,965	5.5%
Estimated Average Household Net Worth (2025)	\$1.59 M	

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Race and Ethnicity

Total Population (2025)	99,045	
White (2025)	77,213	78.0%
Black or African American (2025)	6,408	6.5%
American Indian or Alaska Native (2025)	1,935	2.0%
Asian (2025)	2,144	2.2%
Hawaiian or Pacific Islander (2025)	35	-
Other Race (2025)	2,953	3.0%
Two or More Races (2025)	8,357	8.4%
Population < 18 (2025)	25,090	25.3%
White Not Hispanic	16,781	66.9%
Black or African American	1,689	6.7%
Asian	629	2.5%
Other Race Not Hispanic	2,768	11.0%
Hispanic	3,223	12.8%
Not Hispanic or Latino Population (2025)	89,867	90.7%
Not Hispanic White	73,940	82.3%
Not Hispanic Black or African American	6,239	6.9%
Not Hispanic American Indian or Alaska Native	1,621	1.8%
Not Hispanic Asian	2,123	2.4%
Not Hispanic Hawaiian or Pacific Islander	33	-
Not Hispanic Other Race	141	0.2%
Not Hispanic Two or More Races	5,770	6.4%
Hispanic or Latino Population (2025)	9,178	9.3%
Hispanic White	3,274	35.7%
Hispanic Black or African American	168	1.8%
Hispanic American Indian or Alaska Native	314	3.4%
Hispanic Asian	21	0.2%
Hispanic Hawaiian or Pacific Islander	2	-
Hispanic Other Race	2,812	30.6%
Hispanic Two or More Races	2,587	28.2%
Not Hispanic or Latino Population (2020)	83,614	92.1%
Hispanic or Latino Population (2020)	7,180	7.9%
Not Hispanic or Latino Population (2010)	68,413	94.6%
Hispanic or Latino Population (2010)	3,912	5.4%
Not Hispanic or Latino Population (2030)	93,221	88.7%
Hispanic or Latino Population (2030)	11,909	11.3%
Projected Annual Growth (2025-2030)	2,731	6.0%
Historical Annual Growth (2010-2020)	3,268	8.4%

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Total Age Distribution (2025)

Total Population	99,045	
Age Under 5 Years	5,732	5.8%
Age 5 to 9 Years	7,022	7.1%
Age 10 to 14 Years	7,380	7.5%
Age 15 to 19 Years	7,741	7.8%
Age 20 to 24 Years	5,324	5.4%
Age 25 to 29 Years	4,543	4.6%
Age 30 to 34 Years	5,734	5.8%
Age 35 to 39 Years	6,883	6.9%
Age 40 to 44 Years	7,260	7.3%
Age 45 to 49 Years	6,390	6.5%
Age 50 to 54 Years	6,324	6.4%
Age 55 to 59 Years	5,698	5.8%
Age 60 to 64 Years	6,342	6.4%
Age 65 to 69 Years	5,846	5.9%
Age 70 to 74 Years	4,598	4.6%
Age 75 to 79 Years	3,065	3.1%
Age 80 to 84 Years	1,704	1.7%
Age 85 Years or Over	1,458	1.5%
Median Age	39.0	
Age 19 Years or Less	27,875	28.1%
Age 20 to 64 Years	54,498	55.0%
Age 65 Years or Over	16,671	16.8%

Female Age Distribution (2025)

Female Population	48,699	49.2%
Age Under 5 Years	2,785	5.7%
Age 5 to 9 Years	3,365	6.9%
Age 10 to 14 Years	3,602	7.4%
Age 15 to 19 Years	3,423	7.0%
Age 20 to 24 Years	2,206	4.5%
Age 25 to 29 Years	2,341	4.8%
Age 30 to 34 Years	2,992	6.1%
Age 35 to 39 Years	3,495	7.2%
Age 40 to 44 Years	3,638	7.5%
Age 45 to 49 Years	3,127	6.4%
Age 50 to 54 Years	3,192	6.6%
Age 55 to 59 Years	2,892	5.9%
Age 60 to 64 Years	3,252	6.7%
Age 65 to 69 Years	3,022	6.2%
Age 70 to 74 Years	2,332	4.8%
Age 75 to 79 Years	1,498	3.1%
Age 80 to 84 Years	839	1.7%
Age 85 Years or Over	698	1.4%
Female Median Age	39.8	
Age 19 Years or Less	13,175	27.1%
Age 20 to 64 Years	27,136	55.7%
Age 65 Years or Over	8,389	17.2%

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Male Age Distribution (2025)

Male Population	50,345	50.8%
Age Under 5 Years	2,947	5.9%
Age 5 to 9 Years	3,658	7.3%
Age 10 to 14 Years	3,778	7.5%
Age 15 to 19 Years	4,318	8.6%
Age 20 to 24 Years	3,117	6.2%
Age 25 to 29 Years	2,202	4.4%
Age 30 to 34 Years	2,742	5.4%
Age 35 to 39 Years	3,387	6.7%
Age 40 to 44 Years	3,622	7.2%
Age 45 to 49 Years	3,263	6.5%
Age 50 to 54 Years	3,133	6.2%
Age 55 to 59 Years	2,806	5.6%
Age 60 to 64 Years	3,090	6.1%
Age 65 to 69 Years	2,824	5.6%
Age 70 to 74 Years	2,266	4.5%
Age 75 to 79 Years	1,567	3.1%
Age 80 to 84 Years	865	1.7%
Age 85 Years or Over	760	1.5%
Male Median Age	38.4	
Age 19 Years or Less	14,700	29.2%
Age 20 to 64 Years	27,363	54.4%
Age 65 Years or Over	8,282	16.5%

Males per 100 Females (2025)

Overall Comparison	103	
Age Under 5 Years	106	51.4%
Age 5 to 9 Years	109	52.1%
Age 10 to 14 Years	105	51.2%
Age 15 to 19 Years	126	55.8%
Age 20 to 24 Years	141	58.6%
Age 25 to 29 Years	94	48.5%
Age 30 to 34 Years	92	47.8%
Age 35 to 39 Years	97	49.2%
Age 40 to 44 Years	100	49.9%
Age 45 to 49 Years	104	51.1%
Age 50 to 54 Years	98	49.5%
Age 55 to 59 Years	97	49.2%
Age 60 to 64 Years	95	48.7%
Age 65 to 69 Years	93	48.3%
Age 70 to 74 Years	97	49.3%
Age 75 to 79 Years	105	51.1%
Age 80 to 84 Years	103	50.7%
Age 85 Years or Over	109	52.1%
Age 19 Years or Less	112	52.7%
Age 20 to 39 Years	104	50.9%
Age 40 to 64 Years	99	49.7%
Age 65 Years or Over	99	49.7%

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Household Type (2025)

Total Households	34,738	
Households with Children	13,510	38.9%
Average Household Size	2.8	
Household Density per Square Mile	28	
Population Family	85,429	86.3%
Population Non-Family	11,406	11.5%
Population Group Quarters	2,210	2.2%
Family Households	26,450	76.1%
Married Couple Households	22,088	83.5%
Other Family Households with Children	4,362	16.5%
Family Households with Children	13,493	51.0%
Married Couple with Children	10,659	79.0%
Other Family Households with Children	2,834	21.0%
Family Households No Children	12,957	49.0%
Married Couple No Children	11,429	88.2%
Other Family Households No Children	1,529	11.8%
Non-Family Households	8,288	23.9%
Non-Family Households with Children	17	0.2%
Non-Family Households No Children	8,270	99.8%
Average Family Household Size	3.2	
Average Family Income	\$172,780	
Median Family Income	\$130,455	
Average Non-Family Household Size	1.4	

Marital Status (2025)

Population Age 15 Years or Over	78,911	
Never Married	19,056	24.1%
Currently Married	46,750	59.2%
Previously Married	13,105	16.6%
Separated	2,614	19.9%
Widowed	3,757	28.7%
Divorced	6,733	51.4%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	65,846	
Elementary (Grade Level 0 to 8)	1,481	2.2%
Some High School (Grade Level 9 to 11)	2,696	4.1%
High School Graduate	16,440	25.0%
Some College	13,167	20.0%
Associate Degree Only	4,769	7.2%
Bachelor Degree Only	17,592	26.7%
Graduate Degree	9,701	14.7%
Any College (Some College or Higher)	45,229	68.7%
College Degree + (Bachelor Degree or Higher)	27,293	41.5%

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Housing

Total Housing Units (2025)	36,569	
Total Housing Units (2020)	34,733	
Historical Annual Growth (2020-2025)	1,835	-
Housing Units Occupied (2025)	34,738	95.0%
Housing Units Owner-Occupied	28,162	81.1%
Housing Units Renter-Occupied	6,576	18.9%
Housing Units Vacant (2025)	1,831	5.0%

Household Size (2025)

Total Households	34,738	
1 Person Households	6,491	18.7%
2 Person Households	12,467	35.9%
3 Person Households	5,998	17.3%
4 Person Households	5,031	14.5%
5 Person Households	2,722	7.8%
6 Person Households	1,303	3.8%
7 or More Person Households	726	2.1%

Household Income Distribution (2025)

HH Income \$200,000 or More	6,594	19.0%
HH Income \$150,000 to \$199,999	4,411	12.7%
HH Income \$125,000 to \$149,999	3,030	8.7%
HH Income \$100,000 to \$124,999	3,314	9.5%
HH Income \$75,000 to \$99,999	4,521	13.0%
HH Income \$50,000 to \$74,999	4,221	12.2%
HH Income \$35,000 to \$49,999	2,986	8.6%
HH Income \$25,000 to \$34,999	2,032	5.8%
HH Income \$15,000 to \$24,999	1,777	5.1%
HH Income \$10,000 to \$14,999	487	1.4%
HH Income Under \$10,000	1,365	3.9%

Household Vehicles (2025)

Households 0 Vehicles Available	1,367	3.9%
Households 1 Vehicle Available	6,752	19.4%
Households 2 Vehicles Available	15,297	44.0%
Households 3 or More Vehicles Available	11,322	32.6%
Total Vehicles Available	76,294	
Average Vehicles per Household	2.2	
Owner-Occupied Household Vehicles	65,963	86.5%
Average Vehicles per Owner-Occupied Household	2.3	
Renter-Occupied Household Vehicles	10,330	13.5%
Average Vehicles per Renter-Occupied Household	1.6	

Travel Time (2025)

Worker Base Age 16 years or Over	47,890	
Travel to Work in 14 Minutes or Less	8,294	17.3%
Travel to Work in 15 to 29 Minutes	15,255	31.9%
Travel to Work in 30 to 59 Minutes	16,033	33.5%
Travel to Work in 60 Minutes or More	2,635	5.5%
Work at Home	5,674	11.8%
Average Minutes Travel to Work	26.0	

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Transportation To Work (2025)

Worker Base Age 16 years or Over	47,890	
Drive to Work Alone	37,170	77.6%
Drive to Work in Carpool	3,979	8.3%
Travel to Work by Public Transportation	117	0.2%
Drive to Work on Motorcycle	28	-
Bicycle to Work	63	0.1%
Walk to Work	546	1.1%
Other Means	313	0.7%
Work at Home	5,674	11.8%

Daytime Demographics (2025)

Total Businesses	2,576	
Total Employees	15,222	
Company Headquarter Businesses	56	2.2%
Company Headquarter Employees	1,068	7.0%
Employee Population per Business	5.9	to 1
Residential Population per Business	38.5	to 1
Adj. Daytime Demographics Age 16 Years or Over	44,290	

Labor Force

Labor Population Age 16 Years or Over (2025)	77,194	
Labor Force Total Males (2025)	39,082	50.6%
Male Civilian Employed	26,225	67.1%
Male Civilian Unemployed	857	2.2%
Males in Armed Forces	223	0.6%
Males Not in Labor Force	11,776	30.1%
Labor Force Total Females (2025)	38,112	49.4%
Female Civilian Employed	21,670	56.9%
Female Civilian Unemployed	557	1.5%
Females in Armed Forces	8	-
Females Not in Labor Force	15,877	41.7%
Unemployment Rate	1,414	1.8%

Occupation (2025)

Occupation Population Age 16 Years or Over	47,890	
Occupation Total Males	26,220	54.8%
Occupation Total Females	21,670	45.2%
Management, Business, Financial Operations	8,895	18.6%
Professional, Related	12,563	26.2%
Service	7,621	15.9%
Sales, Office	10,215	21.3%
Farming, Fishing, Forestry	221	0.5%
Construction, Extraction, Maintenance	4,113	8.6%
Production, Transport, Material Moving	4,262	8.9%
White Collar Workers	31,674	66.1%
Blue Collar Workers	16,216	33.9%

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Units In Structure (2025)

Total Units	34,738	
1 Detached Unit	28,352	81.6%
1 Attached Unit	533	1.5%
2 Units	401	1.2%
3 to 4 Units	285	0.8%
5 to 9 Units	374	1.1%
10 to 19 Units	413	1.2%
20 to 49 Units	118	0.3%
50 or More Units	502	1.4%
Mobile Home or Trailer	3,689	10.6%
Other Structure	71	0.2%

Homes Built By Year (2025)

Homes Built 2020 or later	1,878	5.1%
Homes Built 2010 to 2019	8,083	22.1%
Homes Built 2000 to 2009	7,569	20.7%
Homes Built 1990 to 1999	4,068	11.1%
Homes Built 1980 to 1989	2,920	8.0%
Homes Built 1970 to 1979	4,769	13.0%
Homes Built 1960 to 1969	1,488	4.1%
Homes Built 1950 to 1959	1,300	3.6%
Homes Built 1940 to 1949	854	2.3%
Homes Built Before 1939	1,807	4.9%
Median Age of Homes	32.4	yrs

Home Values (2025)

Owner Specified Housing Units	28,162	
Home Values \$1,000,000 or More	799	2.8%
Home Values \$750,000 to \$999,999	863	3.1%
Home Values \$500,000 to \$749,999	3,813	13.5%
Home Values \$400,000 to \$499,999	3,638	12.9%
Home Values \$300,000 to \$399,999	5,420	19.2%
Home Values \$250,000 to \$299,999	2,984	10.6%
Home Values \$200,000 to \$249,999	2,710	9.6%
Home Values \$175,000 to \$199,999	1,190	4.2%
Home Values \$150,000 to \$174,999	1,629	5.8%
Home Values \$125,000 to \$149,999	908	3.2%
Home Values \$100,000 to \$124,999	859	3.1%
Home Values \$90,000 to \$99,999	423	1.5%
Home Values \$80,000 to \$89,999	336	1.2%
Home Values \$70,000 to \$79,999	364	1.3%
Home Values \$60,000 to \$69,999	340	1.2%
Home Values \$50,000 to \$59,999	310	1.1%
Home Values \$35,000 to \$49,999	425	1.5%
Home Values \$25,000 to \$34,999	294	1.0%
Home Values \$10,000 to \$24,999	600	2.1%
Home Values Under \$10,000	257	0.9%
Owner-Occupied Median Home Value	\$321,104	
Renter-Occupied Median Rent	\$893	

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Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$4.22 B
Total Non-Retail Expenditure	\$2.11 B
Total Retail Expenditure	\$2.1 B
Alcoholic Beverages	\$25.98 M
Apparel	\$77.65 M
Contributions	\$138.38 M
Education	\$97.77 M
Entertainment	\$239.77 M
Food Away From Home	\$185.13 M
Grocery	\$261.54 M
Health Care	\$235.42 M
Household Furnishings and Equipment	\$112.29 M
Household Operations	\$78.33 M
Miscellaneous Expenses	\$71.74 M
Personal Care	\$52.07 M
Shelter	\$629.94 M
Tax and Retirement	\$1.12 B
Tobacco and Related	\$17.95 M
Transportation	\$688.98 M
Utilities	\$185.55 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$10,115	
Total Non-Retail Expenditure	\$5,072	50.1%
Total Retail Expenditures	\$5,044	49.9%
Alcoholic Beverages	\$62	0.6%
Apparel	\$186	1.8%
Contributions	\$332	3.3%
Education	\$235	2.3%
Entertainment	\$575	5.7%
Food Away From Home	\$444	4.4%
Grocery	\$627	6.2%
Health Care	\$565	5.6%
Household Furnishings and Equipment	\$269	2.7%
Household Operations	\$188	1.9%
Miscellaneous Expenses	\$172	1.7%
Personal Care	\$125	1.2%
Shelter	\$1,511	14.9%
Tax and Retirement	\$2,682	-
Tobacco and Related	\$43	0.4%
Transportation	\$1,653	16.3%
Utilities	\$445	4.4%

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

Crescent, Oklahoma

20mi Radius

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$127.75 M / \$8.5 M	93
Men's Clothing Stores	\$4.97 M / -	100
Women's Clothing Stores	\$11.02 M / \$2.35 M	79
Children's, Infants' Clothing Stores	\$11.11 M / \$368.83 K	97
Family Clothing Stores	\$63.71 M / \$3.45 M	95
Clothing Accessory Stores	\$2.85 M / \$152.83 K	95
Other Apparel Stores	\$3.88 M / \$246.05 K	94
Shoe Stores	\$24.59 M / \$1.94 M	92
Jewelry Stores	\$5.03 M / \$-2	100
Luggage Stores	\$589.58 K / \$-3	100
Furniture, Home Furnishings Stores	\$111.62 M / \$3.58 M	97
Furniture Stores	\$49.14 M / \$2.74 M	94
Floor Covering Stores	\$7.11 M / \$836.94 K	88
Other Home Furnishing Stores	\$55.36 M / -	100
Electronics, Appliance Stores	\$110.22 M / \$9.14 M	92
Building Material, Garden Equipment, Supplies Dealers	\$109.42 M / \$35.54 M	68
Home Centers	\$61.04 M / \$18.66 M	69
Paint, Wallpaper Stores	\$13.64 M / \$4 M	71
Hardware Stores	\$6.79 M / \$2.61 M	62
Other Building Materials Stores	\$19.1 M / \$8.12 M	57
Outdoor Power Equipment Stores	\$1.16 M / \$1.43 M	-19
Nursery, Garden Stores	\$7.69 M / \$716.9 K	91
Food, Beverage Stores	\$176.18 M / \$40.03 M	77
Grocery Stores	\$133.44 M / \$32 M	76
Convenience Stores	\$11.99 M / \$5.77 M	52
Meat Markets	\$795.8 K / \$18.91 K	98
Fish, Seafood Markets	\$276.02 K / \$-1	100
Fruit, Vegetable Markets	\$520.61 K / \$19.71 K	96
Other Specialty Food Markets	\$1.07 M / \$257.63 K	76
Liquor Stores	\$28.09 M / \$1.97 M	93

Crescent, Oklahoma

20mi Radius

	Potential / Sales	Index
Health, Personal Care Stores	\$118.64 M / \$54.84 M	54
Pharmacy, Drug Stores	\$104.44 M / \$54.14 M	48
Cosmetics, Beauty Stores	\$6.17 M / \$146.35 K	98
Optical Goods Stores	\$1.51 M / \$147.07 K	90
Other Health, Personal Care Stores	\$6.52 M / \$397.8 K	94
Sporting Goods, Hobby, Book, Music Stores	\$128.35 M / \$20.52 M	84
Sporting Goods Stores	\$50.18 M / \$5.66 M	89
Hobby, Toy, Game Stores	\$33.78 M / \$2.51 M	93
Sewing, Needlecraft Stores	\$24.04 M / \$9.89 M	59
Musical Instrument Stores	\$10.94 M / \$1.92 M	82
Book Stores	\$9.42 M / \$545.53 K	94
General Merchandise Stores	\$412.13 M / \$133.71 M	68
Department Stores	\$145.88 M / \$86.72 M	41
Warehouse Superstores	\$226.75 M / -	100
Other General Merchandise Stores	\$39.5 M / \$46.99 M	-16
Miscellaneous Store Retailers	\$50.02 M / \$15.59 M	69
Florists	\$1.28 M / \$636.08 K	50
Office, Stationary Stores	\$4.52 M / \$-1	100
Gift, Souvenir Stores	\$10.63 M / \$5.13 M	52
Used Merchandise Stores	\$3.15 M / \$1.21 M	62
Pet, Pet Supply Stores	\$8.97 M / \$313.17 K	97
Art Dealers	\$1.18 M / \$-1	100
Mobile Home Dealers	\$1.07 M / \$640.96 K	40
Other Miscellaneous Retail Stores	\$19.23 M / \$7.66 M	60
Non-Store Retailers	\$250.59 M / \$4.78 M	98
Mail Order, Catalog Stores	\$234.76 M / \$2.33 M	99
Vending Machines	\$1.13 M / \$105.07 K	91
Fuel Dealers	\$1.29 M / \$242.22 K	81
Other Direct Selling Establishments	\$13.4 M / \$2.11 M	84

Crescent, Oklahoma

20mi Radius

	Potential / Sales	Index
Accommodation, Food Services	\$240.12 M / \$69.88 M	71
Hotels, Other Travel Accommodations	\$15.47 M / \$3.76 M	76
RV Parks	\$138.55 K / \$59.29 K	57
Rooming, Boarding Houses	\$85.2 K / -	100
Full Service Restaurants	\$140.32 M / \$40.26 M	71
Limited Service Restaurants	\$65.21 M / \$33.3 M	49
Special Food Services, Catering	\$18.9 M / \$3.04 M	84
Drinking Places	\$13.84 M / \$3.29 M	76
Gasoline Stations	\$86.26 M / \$40.4 M	53
Motor Vehicle, Parts Dealers	\$167.28 M / \$82.93 M	50
New Car Dealers	\$89.7 M / \$54.79 M	39
Used Car Dealers	\$8.25 M / \$5.2 M	37
Recreational Vehicle Dealers	\$19.5 M / -	100
Motorcycle, Boat Dealers	\$25.16 M / \$14.91 M	41
Auto Parts, Accessories	\$15.76 M / \$6.42 M	59
Tire Dealers	\$8.92 M / \$1.61 M	82
2025 Population	99,045	
2030 Population	105,130	
% Population Change 2025-2030	6.1%	
2025 Adult Population Age 18+	73,955	
2025 Population Male	50,345	
2025 Population Female	48,699	
2025 Households	34,738	
2025 Median Household Income	110,574	
2025 Average Household Income	147,046	

Retail Potential

Crescent, Oklahoma	
20mi Radius	
2025 Population	99,045
2030 Population	105,130
% Population Change 2020-2025	9.1%
2025 Adult Population Age 18+	\$73,955
2025 Population Male	\$50,345
2025 Population Female	\$48,699
2025 Households	\$34,738
2025 Median Household Income	\$110,574
2025 Average Household Income	\$147,046
Clothing, Clothing Accessories Stores	\$127.75 M
Men's Clothing Stores	\$4.97 M
Women's Clothing Stores	\$11.02 M
Children's, Infants' Clothing Stores	\$11.11 M
Family Clothing Stores	\$63.71 M
Clothing Accessory Stores	\$2.85 M
Other Apparel Stores	\$3.88 M
Shoe Stores	\$24.59 M
Jewelry Stores	\$5.03 M
Luggage Stores	\$589.58 K
Furniture, Home Furnishings Stores	\$111.62 M
Furniture Stores	\$49.14 M
Floor Covering Stores	\$7.11 M
Other Home Furnishing Stores	\$55.36 M
Electronics, Appliance Stores	\$110.22 M
Gasoline Stations	\$86.26 M
Building Material, Garden Equipment, Supplies Dealers	\$109.42 M
Home Centers	\$61.04 M
Paint, Wallpaper Stores	\$13.64 M
Hardware Stores	\$6.79 M
Other Building Materials Stores	\$19.1 M
Outdoor Power Equipment Stores	\$1.16 M
Nursery, Garden Stores	\$7.69 M
Food, Beverage Stores	\$176.18 M
Grocery Stores	\$133.44 M
Convenience Stores	\$11.99 M
Meat Markets	\$795.8 K
Fish, Seafood Markets	\$276.02 K
Fruit, Vegetable Markets	\$520.61 K
Other Specialty Food Markets	\$1.07 M
Liquor Stores	\$28.09 M

Crescent, Oklahoma

20mi Radius

Health, Personal Care Stores	\$118.64 M
Pharmacy, Drug Stores	\$104.44 M
Cosmetics, Beauty Stores	\$6.17 M
Optical Goods Stores	\$1.51 M
Other Health, Personal Care Stores	\$6.52 M
Sporting Goods, Hobby, Book, Music Stores	\$128.35 M
Sporting Goods Stores	\$50.18 M
Hobby, Toy, Game Stores	\$33.78 M
Sewing, Needlecraft Stores	\$24.04 M
Musical Instrument Stores	\$10.94 M
Book Stores	\$9.42 M
General Merchandise Stores	\$412.13 M
Department Stores	\$145.88 M
Warehouse Superstores	\$226.75 M
Other General Merchandise Stores	\$39.5 M
Miscellaneous Store Retailers	\$50.02 M
Florists	\$1.28 M
Office, Stationary Stores	\$4.52 M
Gift, Souvenir Stores	\$10.63 M
Used Merchandise Stores	\$3.15 M
Pet, Pet Supply Stores	\$8.97 M
Art Dealers	\$1.18 M
Mobile Home Dealers	\$1.07 M
Other Miscellaneous Retail Stores	\$19.23 M
Non-Store Retailers	\$250.59 M
Mail Order, Catalog Stores	\$234.76 M
Vending Machines	\$1.13 M
Fuel Dealers	\$1.29 M
Other Direct Selling Establishments	\$13.4 M
Accommodation, Food Services	\$253.95 M
Hotels, Other Travel Accommodations	\$15.47 M
RV Parks	\$138.55 K
Rooming, Boarding Houses	\$85.2 K
Full Service Restaurants	\$140.32 M
Limited Service Restaurants	\$65.21 M
Special Food Services, Catering	\$18.9 M
Drinking Places	\$13.84 M
Motor Vehicle, Parts Dealers	\$167.28 M
New Car Dealers	\$89.7 M
Used Car Dealers	\$8.25 M
Recreational Vehicle Dealers	\$19.5 M
Motorcycle, Boat Dealers	\$25.16 M
Auto Parts, Accessories	\$15.76 M
Tire Dealers	\$8.92 M

Income Summary

Crescent, Oklahoma

20mi Radius

Population

Estimated Population (2025)	99,045	
Projected Population (2030)	105,130	
Census Population (2020)	90,794	
Census Population (2010)	72,325	
Projected Annual Growth (2025 to 2030)	6,085	1.2%
Historical Annual Growth (2020 to 2025)	8,251	1.7%
Historical Annual Growth (2010 to 2020)	18,469	2.6%

Households

Estimated Households (2025)	34,738	
Projected Households (2030)	38,640	
Census Households (2020)	31,860	
Census Households (2010)	25,828	
Projected Annual Growth (2025 to 2030)	3,902	2.2%
Historical Annual Growth (2020 to 2025)	2,878	1.8%
Historical Annual Growth (2010 to 2020)	6,032	2.3%

Average Household Income

Estimated Average Household Income (2025)	\$147,046	
Projected Average Household Income (2030)	\$142,908	
Census Average Household Income (2020)	\$89,907	
Census Average Household Income (2010)	\$60,305	
Projected Annual Growth (2025 to 2030)	-\$4,138	-0.6%
Historical Annual Growth (2020 to 2025)	\$57,139	4.2%
Historical Annual Growth (2010 to 2020)	\$29,602	4.9%

Median Household Income

Estimated Median Household Income (2025)	\$110,574	
Projected Median Household Income (2030)	\$108,715	
Census Median Household Income (2020)	\$67,290	
Census Median Household Income (2010)	\$48,097	
Projected Annual Growth (2025 to 2030)	-\$1,859	-0.3%
Historical Annual Growth (2020 to 2025)	\$43,283	4.3%
Historical Annual Growth (2010 to 2020)	\$19,194	4.0%

Per Capita Income

Estimated Per Capita Income (2025)	\$51,733	
Projected Per Capita Income (2030)	\$52,675	
Census Per Capita Income (2020)	\$32,091	
Census Per Capita Income (2010)	\$21,767	
Projected Annual Growth (2025 to 2030)	\$943	0.4%
Historical Annual Growth (2020 to 2025)	\$19,641	4.1%
Historical Annual Growth (2010 to 2020)	\$10,324	4.7%

Other Income

Estimated Families (2025)	26,450	
Estimated Average Family Income (2025)	\$172,780	
Estimated Median Family Income (2025)	\$130,455	
Estimated Average Household Net Worth (2025)	\$1,594,769	

Consumer Expenditure Summary

Crescent, Oklahoma

20mi Radius

Estimated Population		99,045
Estimated Households		34,738
Household Expenditure		\$4.22 B
Per Household ~ Per Capita	\$121,381	\$42,572
Non-Retail Expenditures	\$2.11 B	50.1%
Per Household ~ Per Capita	\$60,859	\$21,345
Retail Expenditures	\$2.1 B	49.9%
Per Household ~ Per Capita	\$60,522	\$21,227
Alcoholic Beverages	\$25.98 M	0.6%
Per Household ~ Per Capita	\$748	\$262
Apparel	\$77.65 M	1.8%
Per Household ~ Per Capita	\$2,235	\$784
Contributions	\$138.38 M	3.3%
Per Household ~ Per Capita	\$3,983	\$1,397
Education	\$97.77 M	2.3%
Per Household ~ Per Capita	\$2,814	\$987
Entertainment	\$239.77 M	5.7%
Per Household ~ Per Capita	\$6,902	\$2,421
Food Away From Home	\$185.13 M	4.4%
Per Household ~ Per Capita	\$5,329	\$1,869
Grocery	\$261.54 M	6.2%
Per Household ~ Per Capita	\$7,529	\$2,641
Health Care	\$235.42 M	5.6%
Per Household ~ Per Capita	\$6,777	\$2,377
Household Furnishings and Equipment	\$112.29 M	2.7%
Per Household ~ Per Capita	\$3,233	\$1,134
Household Operations	\$78.33 M	1.9%
Per Household ~ Per Capita	\$2,255	\$791
Miscellaneous Expenses	\$71.74 M	1.7%
Per Household ~ Per Capita	\$2,065	\$724
Personal Care	\$52.07 M	1.2%
Per Household ~ Per Capita	\$1,499	\$526
Shelter	\$629.94 M	14.9%
Per Household ~ Per Capita	\$18,134	\$6,360
Tax and Retirement	\$1.12 B	26.5%
Per Household ~ Per Capita	\$32,185	\$11,288
Tobacco and Related	\$17.95 M	0.4%
Per Household ~ Per Capita	\$517	\$181
Transportation	\$688.98 M	16.3%
Per Household ~ Per Capita	\$19,834	\$6,956
Utilities	\$185.55 M	4.4%
Per Household ~ Per Capita	\$5,341	\$1,873

Crescent, Oklahoma

20mi Radius

Population / Households (2025)

Estimated Population	99,045
Estimated Households	34,738

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$4.22 B
Total Non-Retail Expenditure	\$2.11 B
Total Retail Expenditure	\$2.1 B
Alcoholic Beverages	\$25.98 M
Apparel	\$77.65 M
Contributions	\$138.38 M
Education	\$97.77 M
Entertainment	\$239.77 M
Food Away From Home	\$185.13 M
Grocery	\$261.54 M
Health Care	\$235.42 M
Household Furnishings and Equipment	\$112.29 M
Household Operations	\$78.33 M
Miscellaneous Expenses	\$71.74 M
Personal Care	\$52.07 M
Shelter	\$629.94 M
Tax and Retirement	\$1.12 B
Tobacco and Related	\$17.95 M
Transportation	\$688.98 M
Utilities	\$185.55 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$10,115	
Total Non-Retail Expenditure	\$5,072	50.1%
Total Retail Expenditure	\$5,044	49.9%
Alcoholic Beverages	\$62	0.6%
Apparel	\$186	1.8%
Contributions	\$332	3.3%
Education	\$235	2.3%
Entertainment	\$575	5.7%
Food Away From Home	\$444	4.4%
Grocery	\$627	6.2%
Health Care	\$565	5.6%
Household Furnishings and Equipment	\$269	2.7%
Household Operations	\$188	1.9%
Miscellaneous Expenses	\$172	1.7%
Personal Care	\$125	1.2%
Shelter	\$1,511	14.9%
Tax and Retirement	\$2,682	26.5%
Tobacco and Related	\$43	0.4%
Transportation	\$1,653	16.3%
Utilities	\$445	4.4%

Crescent, Oklahoma

20mi Radius

Population / Households (2030)

Projected Population	105,130
Projected Households	-

Total Annual Consumer Expenditure (2030)

Total Household Expenditure	\$4.5 B
Total Non-Retail Expenditure	\$2.25 B
Total Retail Expenditure	\$2.24 B
Alcoholic Beverages	\$27.67 M
Apparel	\$82.61 M
Contributions	\$147.73 M
Education	\$104.28 M
Entertainment	\$255.15 M
Food Away From Home	\$197.05 M
Grocery	\$276.88 M
Health Care	\$255.35 M
Household Furnishings and Equipment	\$119.58 M
Household Operations	\$83.21 M
Miscellaneous Expenses	\$76.48 M
Personal Care	\$55.19 M
Shelter	\$670.67 M
Tax and Retirement	\$1.19 B
Tobacco and Related	\$18.84 M
Transportation	\$738.24 M
Utilities	\$196.33 M

Consumer Expenditure Growth (2025 to 2030)

Total Household Expenditure	\$279.17 M
Total Non-Retail Expenditure	\$137.03 M
Total Retail Expenditure	\$142.14 M
Alcoholic Beverages	\$1.69 M
Apparel	\$4.97 M
Contributions	\$9.35 M
Education	\$6.51 M
Entertainment	\$15.38 M
Food Away From Home	\$11.92 M
Grocery	\$15.34 M
Health Care	\$19.93 M
Household Furnishings and Equipment	\$7.29 M
Household Operations	\$4.89 M
Miscellaneous Expenses	\$4.74 M
Personal Care	\$3.12 M
Shelter	\$40.73 M
Tax and Retirement	\$72.39 M
Tobacco and Related	\$885.09 K
Transportation	\$49.26 M
Utilities	\$10.78 M

Crime Risk

Crescent, Oklahoma

20mi Radius

Demographics

Population	99,045
Census Population	90,794
Households	34,738
Average Household Income	\$147,046
Median Household Income	\$110,574
Per Capita Income	\$51,733

Total Crime

Crime Index	72
Crime Level	Below Average

Personal Crime

Crime Index	48
Crime Level	Low Risk

Murder

Crime Index	61
Crime Level	Below Average

Rape

Crime Index	63
Crime Level	Below Average

Robbery

Crime Index	28
Crime Level	Very Low

Assault

Crime Index	51
Crime Level	Low Risk

Property Crime

Crime Index	76
Crime Level	Below Average

Burglary

Crime Index	93
Crime Level	Average

Larceny

Crime Index	69
Crime Level	Below Average

Motor Vehicle Theft

Crime Index	94
Crime Level	Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Crescent, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
AutoZone	2 / 0	6,600	
NAPA	3 / 1	6,200	
O'Reilly	2 / 0	8,500	
Valvoline Instant Oil Change	1 / 0	3,400	
Banks			
BancFirst	3 / 0	8,500	
International Bank of Commerce	1 / 0	5,100	
Banks Minor			
Bank	13 / 1		
Car Washes			
Club Car Wash	1 / 0	5,500	
Convenience Stores			
Alon	1 / 0	3,500	
Casey's General Store	2 / 0	3,200	
Conoco	2 / 1	2,500	
Love's	6 / 1	7,300	
Murphy USA	1 / 0	2,100	
Phillips 66	10 / 0	2,500	
Shell	1 / 0	1,800	
Valero	7 / 2	3,200	
Dealerships			
Chevrolet	1 / 0		
Chrysler	1 / 0		
Dodge	1 / 0		
Ford	1 / 0		
GMC	1 / 0		
Jeep	1 / 0		
RAM	1 / 0		
Discount Department Stores			
Walmart Supercenter	1 / 0	189,700	
Dollar Stores			
Dollar General	9 / 1	9,600	
Dollar Tree	1 / 0	11,800	
Family Dollar Dollar Tree	1 / 1	12,100	
Drug Stores			
Walgreens	2 / 0	14,800	

Crescent, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Education			
College	1 / 0		
Day Care	24 / 0		
High School	8 / 1		
PK - 8	27 / 2		
PK - 8 (Private)	2 / 0		
Entertainment			
Theatres	3 / 0		
EV Charging Stations			
ChargePoint	2 / 0		
Fitness			
Anytime Fitness	1 / 0	5,100	
Pure Barre	1 / 0	1,700	
YMCA	2 / 0	41,600	
Health Beauty			
Blo Blow Dry Bar	1 / 0	900	
Supercuts	1 / 0	1,800	
Health Care			
Cardiovascular Disease	1 / 0		
Chiropractic	5 / 0		
Clinical Nurse Specialist	1 / 0		
Diagnostic Radiology	5 / 0		
Emergency Medicine	1 / 0		
Endocrinology	1 / 0		
Family Practice	8 / 1		
General Practice	1 / 0		
General Surgery	1 / 0		
Geriatric Medicine	1 / 0		
Internal Medicine	8 / 0		
Interventional Cardiology	1 / 0		
Interventional Pain Management	1 / 0		
Medical Oncology	1 / 0		
Nurse Practitioner	10 / 0		
Optometry	5 / 0		
Pediatric Medicine	1 / 0		
Physical Medicine and Rehabilitation	1 / 0		
Physical Therapy	4 / 0		

Crescent, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Physician Assistant	10 / 1		
Podiatry	1 / 0		
Pulmonary Disease	1 / 0		
Urgent Care	1 / 0		
Home Improvement			
Ace Hardware	2 / 0	16,200	
Lowe's	1 / 0	141,200	
Tractor Supply Company	1 / 0	26,300	
Hotels			
Hampton Inn	1 / 0	18,300	
Holiday Inn Express	1 / 0	16,400	
La Quinta Inn & Suites	1 / 0	24,600	
Sleep	1 / 0	13,100	
Pet Stores			
Hollywood Feed	1 / 0		
Restaurants Coffee Donuts			
Scooter's Coffee	1 / 0	700	
Starbucks	2 / 0	1,800	
Restaurants Fast Food Major			
Arby's	1 / 0	3,300	
Burger King	2 / 0	4,000	
McDonald's	1 / 0	4,600	
Sonic	4 / 0	2,800	
Taco Bell	3 / 0	2,500	
Wendy's	1 / 0	3,300	
Restaurants Fast Food Minor			
Carl's Jr.	1 / 0	3,400	
Golden Chick	1 / 0	4,500	
Qdoba	1 / 0	2,900	
Salad and Go	1 / 0	700	
Restaurants Ice Cream Smoothie			
Braum's	1 / 0	5,100	
Restaurants Pizza			
Domino's Pizza	2 / 0	2,100	
Godfather's Pizza	4 / 1	2,700	
Papa John's	1 / 0	1,500	
Pie Five Pizza	1 / 0	2,600	

Crescent, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Pizza Hut	2 / 0	2,800	
Sbarro	1 / 0	1,000	
Simple Simon's Pizza	2 / 0	2,000	
Restaurants Sandwich			
Subway	5 / 1	1,700	
Self Storage			
Extra Space Storage	1 / 0	44,900	
Public Storage	1 / 0	33,500	
SecurCare Self Storage	1 / 0	55,900	
Specialty			
Cannabis	4 / 0		
Goodwill	2 / 0	24,100	
Hallmark	1 / 0	5,600	
Wireless Stores			
AT&T	1 / 0	3,500	
T-Mobile	1 / 0	1,800	
Worship			
Baptist	5 / 0		
Christian	1 / 0		
Methodist Episcopal	3 / 0		