

RETAIL ATTRACTIONS, LLC

Economic Development Consulting

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

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Demographics

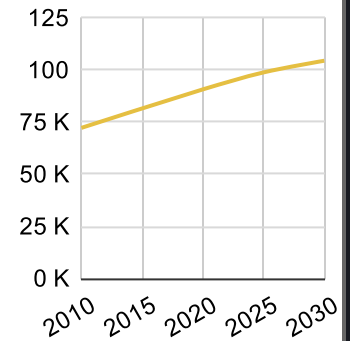


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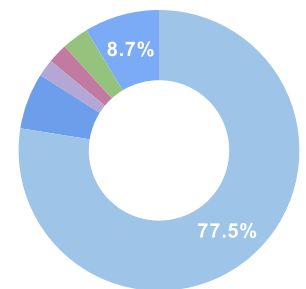
Population

Estimated Population (2025)	98,940
Projected Population (2030)	104,541
Census Population (2020)	90,794
Census Population (2010)	72,325
Projected Annual Growth (2025-2030)	5,601 1.1%
Historical Annual Growth (2020-2025)	8,146 1.6%
Historical Annual Growth (2010-2020)	18,469 2.6%
Estimated Population Density (2025)	79 <i>psm</i>
Trade Area Size	1,256.5 <i>sq mi</i>



Race and Ethnicity (2025)

Not Hispanic or Latino Population		
White	73,277	82.0%
Black or African American	6,226	7.0%
American Indian or Alaska Native	1,641	1.8%
Asian	2,220	2.5%
Hawaiian or Pacific Islander	38	-
Other Race	134	0.1%
Two or More Races	5,825	6.5%
Hispanic or Latino Population		
White	3,419	35.7%
Black or African American	170	1.8%
American Indian or Alaska Native	343	3.6%
Asian	21	0.2%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	2,890	30.2%
Two or More Races	2,735	28.5%



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

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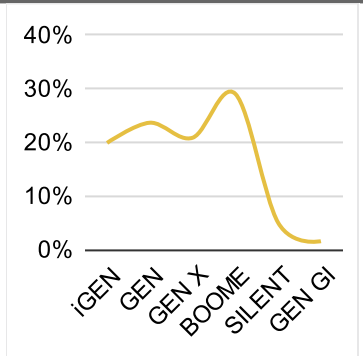
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Age Distribution (2025)

Age Under 5 Years	5,613	5.7%
Age 5 to 9 Years	6,870	6.9%
Age 10 to 14 Years	7,191	7.3%
Age 15 to 19 Years	7,724	7.8%
Age 20 to 24 Years	5,387	5.4%
Age 25 to 29 Years	4,592	4.6%
Age 30 to 34 Years	5,704	5.8%
Age 35 to 39 Years	6,759	6.8%
Age 40 to 44 Years	7,397	7.5%
Age 45 to 49 Years	6,478	6.5%
Age 50 to 54 Years	6,341	6.4%
Age 55 to 59 Years	5,505	5.6%
Age 60 to 64 Years	6,269	6.3%
Age 65 to 69 Years	5,852	5.9%
Age 70 to 74 Years	4,758	4.8%
Age 75 to 79 Years	3,191	3.2%
Age 80 to 84 Years	1,759	1.8%
Age 85 Years or Over	1,549	1.6%
Median Age	39.3	

Generation (2025)

iGeneration (Age Under 15 Years)	19,674	19.9%
Generation 9/11 Millennials (Age 15 to 34 Years)	23,407	23.7%
Gen Xers (Age 35 to 49 Years)	20,634	20.9%
Baby Boomers (Age 50 to 74 Years)	28,725	29.0%
Silent Generation (Age 75 to 84 Years)	4,950	5.0%
G.I. Generation (Age 85 Years or Over)	1,549	1.6%

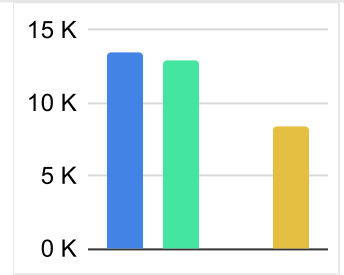


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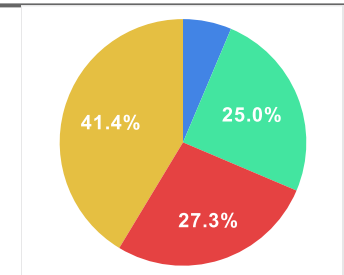
Household Type (2025)

Total Households	34,748
Family Households	26,322 75.8%
Family Households with Children	13,428 51.0%
Family Households No Children	12,894 49.0%
Non-Family Households	8,426 24.2%
Non-Family Households with Children	17 0.2%
Non-Family Households No Children	8,409 99.8%



Education Attainment (2025)

Elementary or Some High School	4,211 6.4%
High School Graduate	16,554 25.0%
Some College or Associate Degree	18,029 27.3%
Bachelor or Graduate Degree	27,361 41.4%



Household Income (2025)

Estimated Average Household Income	\$147,929
Estimated Median Household Income	\$111,960
HH Income Under \$10,000	1,360 3.9%
HH Income \$10,000 to \$34,999	4,242 12.2%
HH Income \$35,000 to \$49,999	2,952 8.5%
HH Income \$50,000 to \$74,999	3,986 11.5%
HH Income \$75,000 to \$99,999	4,711 13.6%
HH Income \$100,000 to \$149,999	6,219 17.9%
HH Income \$150,000 or More	11,278 32.5%

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Population

Estimated Population (2025)	98,940	
Projected Population (2030)	104,541	
Census Population (2020)	90,794	
Census Population (2010)	72,325	
Projected Annual Growth (2025-2030)	5,601	1.1%
Historical Annual Growth (2020-2025)	8,146	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)	34,748	
Projected Households (2030)	38,646	
Census Households (2020)	31,860	
Census Households (2010)	25,828	
Projected Annual Growth (2025-2030)	3,898	2.2%
Historical Annual Change (2010-2025)	8,920	2.3%

Average Household Income

Estimated Average Household Income (2025)	\$147,929	
Projected Average Household Income (2030)	\$145,759	
Census Average Household Income (2010)	\$89,907	
Census Average Household Income (2000)	\$60,305	
Projected Annual Change (2025-2030)	-\$2,170	-0.3%
Historical Annual Change (2000-2025)	\$87,624	5.8%

Median Household Income

Estimated Median Household Income (2025)	\$111,960	
Projected Median Household Income (2030)	\$109,817	
Census Median Household Income (2010)	\$67,290	
Census Median Household Income (2000)	\$48,097	
Projected Annual Change (2025-2030)	-\$2,143	-0.4%
Historical Annual Change (2000-2025)	\$63,863	5.3%

Per Capita Income

Estimated Per Capita Income (2025)	\$52,114	
Projected Per Capita Income (2030)	\$54,035	
Census Per Capita Income (2010)	\$32,091	
Census Per Capita Income (2000)	\$21,767	
Projected Annual Change (2025-2030)	\$1,921	0.7%
Historical Annual Change (2000-2025)	\$30,346	5.6%
Estimated Average Household Net Worth (2025)	\$1.59 M	

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Race and Ethnicity

Total Population (2025)	98,940	
White (2025)	76,697	77.5%
Black or African American (2025)	6,396	6.5%
American Indian or Alaska Native (2025)	1,984	2.0%
Asian (2025)	2,241	2.3%
Hawaiian or Pacific Islander (2025)	39	-
Other Race (2025)	3,024	3.1%
Two or More Races (2025)	8,560	8.7%
Population < 18 (2025)	24,597	24.9%
White Not Hispanic	16,276	66.2%
Black or African American	1,648	6.7%
Asian	656	2.7%
Other Race Not Hispanic	2,739	11.1%
Hispanic	3,278	13.3%
Not Hispanic or Latino Population (2025)	89,361	90.3%
Not Hispanic White	73,277	82.0%
Not Hispanic Black or African American	6,226	7.0%
Not Hispanic American Indian or Alaska Native	1,641	1.8%
Not Hispanic Asian	2,220	2.5%
Not Hispanic Hawaiian or Pacific Islander	38	-
Not Hispanic Other Race	134	0.1%
Not Hispanic Two or More Races	5,825	6.5%
Hispanic or Latino Population (2025)	9,579	9.7%
Hispanic White	3,419	35.7%
Hispanic Black or African American	170	1.8%
Hispanic American Indian or Alaska Native	343	3.6%
Hispanic Asian	21	0.2%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	2,890	30.2%
Hispanic Two or More Races	2,735	28.5%
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)	92,200	88.2%
Hispanic or Latino Population (2030)	12,341	11.8%
Projected Annual Growth (2025-2030)	2,762	5.8%
Historical Annual Growth (2010-2020)	3,268	8.4%

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Total Age Distribution (2025)

Total Population	98,940	
Age Under 5 Years	5,613	5.7%
Age 5 to 9 Years	6,870	6.9%
Age 10 to 14 Years	7,191	7.3%
Age 15 to 19 Years	7,724	7.8%
Age 20 to 24 Years	5,387	5.4%
Age 25 to 29 Years	4,592	4.6%
Age 30 to 34 Years	5,704	5.8%
Age 35 to 39 Years	6,759	6.8%
Age 40 to 44 Years	7,397	7.5%
Age 45 to 49 Years	6,478	6.5%
Age 50 to 54 Years	6,341	6.4%
Age 55 to 59 Years	5,505	5.6%
Age 60 to 64 Years	6,269	6.3%
Age 65 to 69 Years	5,852	5.9%
Age 70 to 74 Years	4,758	4.8%
Age 75 to 79 Years	3,191	3.2%
Age 80 to 84 Years	1,759	1.8%
Age 85 Years or Over	1,549	1.6%
Median Age	39.3	
Age 19 Years or Less	27,398	27.7%
Age 20 to 64 Years	54,433	55.0%
Age 65 Years or Over	17,109	17.3%

Female Age Distribution (2025)

Female Population	48,635	49.2%
Age Under 5 Years	2,687	5.5%
Age 5 to 9 Years	3,339	6.9%
Age 10 to 14 Years	3,507	7.2%
Age 15 to 19 Years	3,405	7.0%
Age 20 to 24 Years	2,246	4.6%
Age 25 to 29 Years	2,333	4.8%
Age 30 to 34 Years	2,972	6.1%
Age 35 to 39 Years	3,436	7.1%
Age 40 to 44 Years	3,731	7.7%
Age 45 to 49 Years	3,185	6.5%
Age 50 to 54 Years	3,184	6.5%
Age 55 to 59 Years	2,761	5.7%
Age 60 to 64 Years	3,255	6.7%
Age 65 to 69 Years	3,000	6.2%
Age 70 to 74 Years	2,428	5.0%
Age 75 to 79 Years	1,567	3.2%
Age 80 to 84 Years	871	1.8%
Age 85 Years or Over	728	1.5%
Female Median Age	40.1	
Age 19 Years or Less	12,938	26.6%
Age 20 to 64 Years	27,103	55.7%
Age 65 Years or Over	8,594	17.7%



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Male Age Distribution (2025)

Male Population	50,305	50.8%
Age Under 5 Years	2,926	5.8%
Age 5 to 9 Years	3,531	7.0%
Age 10 to 14 Years	3,684	7.3%
Age 15 to 19 Years	4,318	8.6%
Age 20 to 24 Years	3,141	6.2%
Age 25 to 29 Years	2,259	4.5%
Age 30 to 34 Years	2,733	5.4%
Age 35 to 39 Years	3,323	6.6%
Age 40 to 44 Years	3,666	7.3%
Age 45 to 49 Years	3,294	6.5%
Age 50 to 54 Years	3,158	6.3%
Age 55 to 59 Years	2,743	5.5%
Age 60 to 64 Years	3,013	6.0%
Age 65 to 69 Years	2,852	5.7%
Age 70 to 74 Years	2,330	4.6%
Age 75 to 79 Years	1,625	3.2%
Age 80 to 84 Years	887	1.8%
Age 85 Years or Over	822	1.6%
Male Median Age	38.6	
Age 19 Years or Less	14,460	28.7%
Age 20 to 64 Years	27,330	54.3%
Age 65 Years or Over	8,515	16.9%

Males per 100 Females (2025)

Overall Comparison	103	
Age Under 5 Years	109	52.1%
Age 5 to 9 Years	106	51.4%
Age 10 to 14 Years	105	51.2%
Age 15 to 19 Years	127	55.9%
Age 20 to 24 Years	140	58.3%
Age 25 to 29 Years	97	49.2%
Age 30 to 34 Years	92	47.9%
Age 35 to 39 Years	97	49.2%
Age 40 to 44 Years	98	49.6%
Age 45 to 49 Years	103	50.8%
Age 50 to 54 Years	99	49.8%
Age 55 to 59 Years	99	49.8%
Age 60 to 64 Years	93	48.1%
Age 65 to 69 Years	95	48.7%
Age 70 to 74 Years	96	49.0%
Age 75 to 79 Years	104	50.9%
Age 80 to 84 Years	102	50.4%
Age 85 Years or Over	113	53.0%
Age 19 Years or Less	112	52.8%
Age 20 to 39 Years	104	51.0%
Age 40 to 64 Years	99	49.6%
Age 65 Years or Over	99	49.8%

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Household Type (2025)		
Total Households	34,748	
Households with Children	13,445	38.7%
Average Household Size	2.8	
Household Density per Square Mile	28	
Population Family	85,087	86.0%
Population Non-Family	11,643	11.8%
Population Group Quarters	2,210	2.2%
Family Households	26,322	75.8%
Married Couple Households	21,992	83.6%
Other Family Households with Children	4,330	16.4%
Family Households with Children	13,428	51.0%
Married Couple with Children	10,611	79.0%
Other Family Households with Children	2,818	21.0%
Family Households No Children	12,894	49.0%
Married Couple No Children	11,382	88.3%
Other Family Households No Children	1,512	11.7%
Non-Family Households	8,426	24.2%
Non-Family Households with Children	17	0.2%
Non-Family Households No Children	8,409	99.8%
Average Family Household Size	3.2	
Average Family Income	\$174,408	
Median Family Income	\$131,894	
Average Non-Family Household Size	1.4	
Marital Status (2025)		
Population Age 15 Years or Over	79,265	
Never Married	19,430	24.5%
Currently Married	46,350	58.5%
Previously Married	13,485	17.0%
Separated	2,499	18.5%
Widowed	4,154	30.8%
Divorced	6,832	50.7%
Educational Attainment (2025)		
Adult Population Age 25 Years or Over	66,155	
Elementary (Grade Level 0 to 8)	1,493	2.3%
Some High School (Grade Level 9 to 11)	2,718	4.1%
High School Graduate	16,554	25.0%
Some College	13,228	20.0%
Associate Degree Only	4,800	7.3%
Bachelor Degree Only	17,635	26.7%
Graduate Degree	9,726	14.7%
Any College (Some College or Higher)	45,390	68.6%
College Degree + (Bachelor Degree or Higher)	27,361	41.4%

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Housing

Total Housing Units (2025)	36,716	
Total Housing Units (2020)	34,733	
Historical Annual Growth (2020-2025)	1,983	-
Housing Units Occupied (2025)	34,748	94.6%
Housing Units Owner-Occupied	28,098	80.9%
Housing Units Renter-Occupied	6,650	19.1%
Housing Units Vacant (2025)	1,968	5.4%

Household Size (2025)

Total Households	34,748	
1 Person Households	6,592	19.0%
2 Person Households	12,590	36.2%
3 Person Households	5,914	17.0%
4 Person Households	4,956	14.3%
5 Person Households	2,691	7.7%
6 Person Households	1,289	3.7%
7 or More Person Households	716	2.1%

Household Income Distribution (2025)

HH Income \$200,000 or More	6,667	19.2%
HH Income \$150,000 to \$199,999	4,611	13.3%
HH Income \$125,000 to \$149,999	2,923	8.4%
HH Income \$100,000 to \$124,999	3,296	9.5%
HH Income \$75,000 to \$99,999	4,711	13.6%
HH Income \$50,000 to \$74,999	3,986	11.5%
HH Income \$35,000 to \$49,999	2,952	8.5%
HH Income \$25,000 to \$34,999	2,003	5.8%
HH Income \$15,000 to \$24,999	1,782	5.1%
HH Income \$10,000 to \$14,999	457	1.3%
HH Income Under \$10,000	1,360	3.9%

Household Vehicles (2025)

Households 0 Vehicles Available	1,381	4.0%
Households 1 Vehicle Available	6,803	19.6%
Households 2 Vehicles Available	15,266	43.9%
Households 3 or More Vehicles Available	11,298	32.5%
Total Vehicles Available	76,190	
Average Vehicles per Household	2.2	
Owner-Occupied Household Vehicles	65,785	86.3%
Average Vehicles per Owner-Occupied Household	2.3	
Renter-Occupied Household Vehicles	10,405	13.7%
Average Vehicles per Renter-Occupied Household	1.6	

Travel Time (2025)

Worker Base Age 16 years or Over	48,380	
Travel to Work in 14 Minutes or Less	8,406	17.4%
Travel to Work in 15 to 29 Minutes	15,432	31.9%
Travel to Work in 30 to 59 Minutes	16,161	33.4%
Travel to Work in 60 Minutes or More	2,635	5.4%
Work at Home	5,745	11.9%
Average Minutes Travel to Work	25.9	

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Transportation To Work (2025)

Worker Base Age 16 years or Over	48,380	
Drive to Work Alone	37,496	77.5%
Drive to Work in Carpool	4,047	8.4%
Travel to Work by Public Transportation	123	0.3%
Drive to Work on Motorcycle	31	-
Bicycle to Work	67	0.1%
Walk to Work	553	1.1%
Other Means	317	0.7%
Work at Home	5,745	11.9%

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	38.4	to 1
Adj. Daytime Demographics Age 16 Years or Over	44,157	

Labor Force

Labor Population Age 16 Years or Over (2025)	77,550	
Labor Force Total Males (2025)	39,272	50.6%
Male Civilian Employed	26,456	67.4%
Male Civilian Unemployed	781	2.0%
Males in Armed Forces	223	0.6%
Males Not in Labor Force	11,813	30.1%
Labor Force Total Females (2025)	38,277	49.4%
Female Civilian Employed	21,928	57.3%
Female Civilian Unemployed	519	1.4%
Females in Armed Forces	8	-
Females Not in Labor Force	15,822	41.3%
Unemployment Rate	1,300	1.7%

Occupation (2025)

Occupation Population Age 16 Years or Over	48,380	
Occupation Total Males	26,452	54.7%
Occupation Total Females	21,928	45.3%
Management, Business, Financial Operations	8,963	18.5%
Professional, Related	12,699	26.2%
Service	7,676	15.9%
Sales, Office	10,329	21.3%
Farming, Fishing, Forestry	220	0.5%
Construction, Extraction, Maintenance	4,171	8.6%
Production, Transport, Material Moving	4,322	8.9%
White Collar Workers	31,991	66.1%
Blue Collar Workers	16,389	33.9%

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Units In Structure (2025)

Total Units	34,748	
1 Detached Unit	28,305	81.5%
1 Attached Unit	534	1.5%
2 Units	412	1.2%
3 to 4 Units	290	0.8%
5 to 9 Units	384	1.1%
10 to 19 Units	426	1.2%
20 to 49 Units	123	0.4%
50 or More Units	508	1.5%
Mobile Home or Trailer	3,692	10.6%
Other Structure	73	0.2%

Homes Built By Year (2025)

Homes Built 2020 or later	1,889	5.1%
Homes Built 2010 to 2019	8,026	21.9%
Homes Built 2000 to 2009	7,523	20.5%
Homes Built 1990 to 1999	4,063	11.1%
Homes Built 1980 to 1989	2,937	8.0%
Homes Built 1970 to 1979	4,793	13.1%
Homes Built 1960 to 1969	1,514	4.1%
Homes Built 1950 to 1959	1,318	3.6%
Homes Built 1940 to 1949	865	2.4%
Homes Built Before 1939	1,818	5.0%
Median Age of Homes	32.5	yrs

Home Values (2025)

Owner Specified Housing Units	28,098	
Home Values \$1,000,000 or More	793	2.8%
Home Values \$750,000 to \$999,999	860	3.1%
Home Values \$500,000 to \$749,999	3,799	13.5%
Home Values \$400,000 to \$499,999	3,629	12.9%
Home Values \$300,000 to \$399,999	5,416	19.3%
Home Values \$250,000 to \$299,999	2,962	10.5%
Home Values \$200,000 to \$249,999	2,703	9.6%
Home Values \$175,000 to \$199,999	1,192	4.2%
Home Values \$150,000 to \$174,999	1,631	5.8%
Home Values \$125,000 to \$149,999	909	3.2%
Home Values \$100,000 to \$124,999	854	3.0%
Home Values \$90,000 to \$99,999	426	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	336	1.2%
Home Values \$50,000 to \$59,999	310	1.1%
Home Values \$35,000 to \$49,999	426	1.5%
Home Values \$25,000 to \$34,999	294	1.0%
Home Values \$10,000 to \$24,999	601	2.1%
Home Values Under \$10,000	258	0.9%
Owner-Occupied Median Home Value	\$320,930	
Renter-Occupied Median Rent	\$897	

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Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$4.23 B
Total Non-Retail Expenditure	\$2.12 B
Total Retail Expenditure	\$2.11 B
Alcoholic Beverages	\$26.09 M
Apparel	\$77.95 M
Contributions	\$139.16 M
Education	\$98.28 M
Entertainment	\$240.73 M
Food Away From Home	\$185.91 M
Grocery	\$261.96 M
Health Care	\$236.03 M
Household Furnishings and Equipment	\$112.79 M
Household Operations	\$78.59 M
Miscellaneous Expenses	\$72.07 M
Personal Care	\$52.19 M
Shelter	\$632.43 M
Tax and Retirement	\$1.12 B
Tobacco and Related	\$17.86 M
Transportation	\$689.98 M
Utilities	\$185.79 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$10,151	
Total Non-Retail Expenditure	\$5,092	50.2%
Total Retail Expenditures	\$5,059	49.8%
Alcoholic Beverages	\$63	0.6%
Apparel	\$187	1.8%
Contributions	\$334	3.3%
Education	\$236	2.3%
Entertainment	\$577	5.7%
Food Away From Home	\$446	4.4%
Grocery	\$628	6.2%
Health Care	\$566	5.6%
Household Furnishings and Equipment	\$270	2.7%
Household Operations	\$188	1.9%
Miscellaneous Expenses	\$173	1.7%
Personal Care	\$125	1.2%
Shelter	\$1,517	14.9%
Tax and Retirement	\$2,698	-
Tobacco and Related	\$43	0.4%
Transportation	\$1,655	16.3%
Utilities	\$446	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	\$128.29 M / \$8.55 M	93
Men's Clothing Stores	\$4.98 M / -	100
Women's Clothing Stores	\$11.07 M / \$2.36 M	79
Children's, Infants' Clothing Stores	\$11.16 M / \$371.63 K	97
Family Clothing Stores	\$64 M / \$3.47 M	95
Clothing Accessory Stores	\$2.86 M / \$153.61 K	95
Other Apparel Stores	\$3.9 M / \$247.55 K	94
Shoe Stores	\$24.68 M / \$1.95 M	92
Jewelry Stores	\$5.05 M / \$-3	100
Luggage Stores	\$590.67 K / -	100
Furniture, Home Furnishings Stores	\$112.11 M / \$3.59 M	97
Furniture Stores	\$49.25 M / \$2.75 M	94
Floor Covering Stores	\$7.13 M / \$840.75 K	88
Other Home Furnishing Stores	\$55.73 M / -	100
Electronics, Appliance Stores	\$110.42 M / \$9.19 M	92
Building Material, Garden Equipment, Supplies Dealers	\$109.84 M / \$35.75 M	67
Home Centers	\$61.28 M / \$18.77 M	69
Paint, Wallpaper Stores	\$13.7 M / \$4.03 M	71
Hardware Stores	\$6.82 M / \$2.63 M	61
Other Building Materials Stores	\$19.16 M / \$8.17 M	57
Outdoor Power Equipment Stores	\$1.16 M / \$1.43 M	-19
Nursery, Garden Stores	\$7.72 M / \$721.02 K	91
Food, Beverage Stores	\$176.81 M / \$40.27 M	77
Grocery Stores	\$133.9 M / \$32.19 M	76
Convenience Stores	\$12.01 M / \$5.8 M	52
Meat Markets	\$799.01 K / \$19.03 K	98
Fish, Seafood Markets	\$277.17 K / -	100
Fruit, Vegetable Markets	\$522.77 K / \$19.85 K	96
Other Specialty Food Markets	\$1.08 M / \$259.43 K	76
Liquor Stores	\$28.22 M / \$1.98 M	93

Crescent, Oklahoma

20mi Radius

	Potential / Sales	Index
Health, Personal Care Stores	\$118.77 M / \$55.02 M	54
Pharmacy, Drug Stores	\$104.56 M / \$54.33 M	48
Cosmetics, Beauty Stores	\$6.18 M / \$146.78 K	98
Optical Goods Stores	\$1.51 M / \$146.66 K	90
Other Health, Personal Care Stores	\$6.53 M / \$398.98 K	94
Sporting Goods, Hobby, Book, Music Stores	\$128.84 M / \$20.65 M	84
Sporting Goods Stores	\$50.35 M / \$5.69 M	89
Hobby, Toy, Game Stores	\$33.9 M / \$2.52 M	93
Sewing, Needlecraft Stores	\$24.16 M / \$9.95 M	59
Musical Instrument Stores	\$11 M / \$1.94 M	82
Book Stores	\$9.43 M / \$547.98 K	94
General Merchandise Stores	\$413.45 M / \$134.48 M	67
Department Stores	\$146.43 M / \$87.22 M	40
Warehouse Superstores	\$227.37 M / -	100
Other General Merchandise Stores	\$39.65 M / \$47.26 M	-16
Miscellaneous Store Retailers	\$50.14 M / \$15.67 M	69
Florists	\$1.29 M / \$640.21 K	50
Office, Stationary Stores	\$4.52 M / \$-1	100
Gift, Souvenir Stores	\$10.67 M / \$5.16 M	52
Used Merchandise Stores	\$3.16 M / \$1.22 M	61
Pet, Pet Supply Stores	\$8.98 M / \$314.24 K	97
Art Dealers	\$1.18 M / -	100
Mobile Home Dealers	\$1.08 M / \$644.22 K	40
Other Miscellaneous Retail Stores	\$19.26 M / \$7.7 M	60
Non-Store Retailers	\$251.39 M / \$4.81 M	98
Mail Order, Catalog Stores	\$235.49 M / \$2.34 M	99
Vending Machines	\$1.14 M / \$105.82 K	91
Fuel Dealers	\$1.3 M / \$243.77 K	81
Other Direct Selling Establishments	\$13.46 M / \$2.12 M	84

Crescent, Oklahoma

20mi Radius

	Potential / Sales	Index
Accommodation, Food Services	\$241.47 M / \$70.5 M	71
Hotels, Other Travel Accommodations	\$15.55 M / \$3.79 M	76
RV Parks	\$139.11 K / \$59.61 K	57
Rooming, Boarding Houses	\$85.66 K / -	100
Full Service Restaurants	\$141.11 M / \$40.6 M	71
Limited Service Restaurants	\$65.58 M / \$33.58 M	49
Special Food Services, Catering	\$19 M / \$3.06 M	84
Drinking Places	\$13.92 M / \$3.32 M	76
Gasoline Stations	\$86.39 M / \$40.6 M	53
Motor Vehicle, Parts Dealers	\$167.73 M / \$83.28 M	50
New Car Dealers	\$89.89 M / \$54.99 M	39
Used Car Dealers	\$8.26 M / \$5.22 M	37
Recreational Vehicle Dealers	\$19.56 M / -	100
Motorcycle, Boat Dealers	\$25.24 M / \$14.99 M	41
Auto Parts, Accessories	\$15.82 M / \$6.46 M	59
Tire Dealers	\$8.95 M / \$1.62 M	82
2025 Population	98,940	
2030 Population	104,541	
% Population Change 2025-2030	5.7%	
2025 Adult Population Age 18+	74,343	
2025 Population Male	50,305	
2025 Population Female	48,635	
2025 Households	34,748	
2025 Median Household Income	111,960	
2025 Average Household Income	147,929	

Retail Potential

Crescent, Oklahoma	
20mi Radius	
2025 Population	98,940
2030 Population	104,541
% Population Change 2020-2025	9.0%
2025 Adult Population Age 18+	\$74,343
2025 Population Male	\$50,305
2025 Population Female	\$48,635
2025 Households	\$34,748
2025 Median Household Income	\$111,960
2025 Average Household Income	\$147,929
Clothing, Clothing Accessories Stores	\$128.29 M
Men's Clothing Stores	\$4.98 M
Women's Clothing Stores	\$11.07 M
Children's, Infants' Clothing Stores	\$11.16 M
Family Clothing Stores	\$64 M
Clothing Accessory Stores	\$2.86 M
Other Apparel Stores	\$3.9 M
Shoe Stores	\$24.68 M
Jewelry Stores	\$5.05 M
Luggage Stores	\$590.67 K
Furniture, Home Furnishings Stores	\$112.11 M
Furniture Stores	\$49.25 M
Floor Covering Stores	\$7.13 M
Other Home Furnishing Stores	\$55.73 M
Electronics, Appliance Stores	\$110.42 M
Gasoline Stations	\$86.39 M
Building Material, Garden Equipment, Supplies Dealers	\$109.84 M
Home Centers	\$61.28 M
Paint, Wallpaper Stores	\$13.7 M
Hardware Stores	\$6.82 M
Other Building Materials Stores	\$19.16 M
Outdoor Power Equipment Stores	\$1.16 M
Nursery, Garden Stores	\$7.72 M
Food, Beverage Stores	\$176.81 M
Grocery Stores	\$133.9 M
Convenience Stores	\$12.01 M
Meat Markets	\$799.01 K
Fish, Seafood Markets	\$277.17 K
Fruit, Vegetable Markets	\$522.77 K
Other Specialty Food Markets	\$1.08 M
Liquor Stores	\$28.22 M

Crescent, Oklahoma	
20mi Radius	
Health, Personal Care Stores	\$118.77 M
Pharmacy, Drug Stores	\$104.56 M
Cosmetics, Beauty Stores	\$6.18 M
Optical Goods Stores	\$1.51 M
Other Health, Personal Care Stores	\$6.53 M
Sporting Goods, Hobby, Book, Music Stores	\$128.84 M
Sporting Goods Stores	\$50.35 M
Hobby, Toy, Game Stores	\$33.9 M
Sewing, Needlecraft Stores	\$24.16 M
Musical Instrument Stores	\$11 M
Book Stores	\$9.43 M
General Merchandise Stores	\$413.45 M
Department Stores	\$146.43 M
Warehouse Superstores	\$227.37 M
Other General Merchandise Stores	\$39.65 M
Miscellaneous Store Retailers	\$50.14 M
Florists	\$1.29 M
Office, Stationary Stores	\$4.52 M
Gift, Souvenir Stores	\$10.67 M
Used Merchandise Stores	\$3.16 M
Pet, Pet Supply Stores	\$8.98 M
Art Dealers	\$1.18 M
Mobile Home Dealers	\$1.08 M
Other Miscellaneous Retail Stores	\$19.26 M
Non-Store Retailers	\$251.39 M
Mail Order, Catalog Stores	\$235.49 M
Vending Machines	\$1.14 M
Fuel Dealers	\$1.3 M
Other Direct Selling Establishments	\$13.46 M
Accommodation, Food Services	\$255.39 M
Hotels, Other Travel Accommodations	\$15.55 M
RV Parks	\$139.11 K
Rooming, Boarding Houses	\$85.66 K
Full Service Restaurants	\$141.11 M
Limited Service Restaurants	\$65.58 M
Special Food Services, Catering	\$19 M
Drinking Places	\$13.92 M
Motor Vehicle, Parts Dealers	\$167.73 M
New Car Dealers	\$89.89 M
Used Car Dealers	\$8.26 M
Recreational Vehicle Dealers	\$19.56 M
Motorcycle, Boat Dealers	\$25.24 M
Auto Parts, Accessories	\$15.82 M
Tire Dealers	\$8.95 M

Income Summary

Crescent, Oklahoma		
20mi Radius		
Population		
Estimated Population (2025)	98,940	
Projected Population (2030)	104,541	
Census Population (2020)	90,794	
Census Population (2010)	72,325	
<i>Projected Annual Growth (2025 to 2030)</i>	5,601	1.1%
<i>Historical Annual Growth (2020 to 2025)</i>	8,146	1.6%
<i>Historical Annual Growth (2010 to 2020)</i>	18,469	2.6%
Households		
Estimated Households (2025)	34,748	
Projected Households (2030)	38,646	
Census Households (2020)	31,860	
Census Households (2010)	25,828	
<i>Projected Annual Growth (2025 to 2030)</i>	3,898	2.2%
<i>Historical Annual Growth (2020 to 2025)</i>	2,888	1.8%
<i>Historical Annual Growth (2010 to 2020)</i>	6,032	2.3%
Average Household Income		
Estimated Average Household Income (2025)	\$147,929	
Projected Average Household Income (2030)	\$145,759	
Census Average Household Income (2020)	\$89,907	
Census Average Household Income (2010)	\$60,305	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$2,170	-0.3%
<i>Historical Annual Growth (2020 to 2025)</i>	\$58,021	4.3%
<i>Historical Annual Growth (2010 to 2020)</i>	\$29,602	4.9%
Median Household Income		
Estimated Median Household Income (2025)	\$111,960	
Projected Median Household Income (2030)	\$109,817	
Census Median Household Income (2020)	\$67,290	
Census Median Household Income (2010)	\$48,097	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$2,143	-0.4%
<i>Historical Annual Growth (2020 to 2025)</i>	\$44,669	4.4%
<i>Historical Annual Growth (2010 to 2020)</i>	\$19,194	4.0%
Per Capita Income		
Estimated Per Capita Income (2025)	\$52,114	
Projected Per Capita Income (2030)	\$54,035	
Census Per Capita Income (2020)	\$32,091	
Census Per Capita Income (2010)	\$21,767	
<i>Projected Annual Growth (2025 to 2030)</i>	\$1,921	0.7%
<i>Historical Annual Growth (2020 to 2025)</i>	\$20,023	4.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$10,324	4.7%
Other Income		
Estimated Families (2025)	26,322	
Estimated Average Family Income (2025)	\$174,408	
Estimated Median Family Income (2025)	\$131,894	
Estimated Average Household Net Worth (2025)	\$1,592,015	

Consumer Expenditure Summary

Consumer Expenditure Summary



Crescent, Oklahoma		
20mi Radius		
Estimated Population		98,940
Estimated Households		34,748
Household Expenditure		\$4.23 B
Per Household ~ Per Capita	\$121,811	\$42,780
Non-Retail Expenditures	\$2.12 B	50.2%
Per Household ~ Per Capita	\$61,100	\$21,458
Retail Expenditures	\$2.11 B	49.8%
Per Household ~ Per Capita	\$60,711	\$21,322
Alcoholic Beverages	\$26.09 M	0.6%
Per Household ~ Per Capita	\$751	\$264
Apparel	\$77.95 M	1.8%
Per Household ~ Per Capita	\$2,243	\$788
Contributions	\$139.16 M	3.3%
Per Household ~ Per Capita	\$4,005	\$1,407
Education	\$98.28 M	2.3%
Per Household ~ Per Capita	\$2,828	\$993
Entertainment	\$240.73 M	5.7%
Per Household ~ Per Capita	\$6,928	\$2,433
Food Away From Home	\$185.91 M	4.4%
Per Household ~ Per Capita	\$5,350	\$1,879
Grocery	\$261.96 M	6.2%
Per Household ~ Per Capita	\$7,539	\$2,648
Health Care	\$236.03 M	5.6%
Per Household ~ Per Capita	\$6,793	\$2,386
Household Furnishings and Equipment	\$112.79 M	2.7%
Per Household ~ Per Capita	\$3,246	\$1,140
Household Operations	\$78.59 M	1.9%
Per Household ~ Per Capita	\$2,262	\$794
Miscellaneous Expenses	\$72.07 M	1.7%
Per Household ~ Per Capita	\$2,074	\$728
Personal Care	\$52.19 M	1.2%
Per Household ~ Per Capita	\$1,502	\$527
Shelter	\$632.43 M	14.9%
Per Household ~ Per Capita	\$18,201	\$6,392
Tax and Retirement	\$1.12 B	26.6%
Per Household ~ Per Capita	\$32,372	\$11,369
Tobacco and Related	\$17.86 M	0.4%
Per Household ~ Per Capita	\$514	\$180
Transportation	\$689.98 M	16.3%
Per Household ~ Per Capita	\$19,857	\$6,974
Utilities	\$185.79 M	4.4%
Per Household ~ Per Capita	\$5,347	\$1,878

Crescent, Oklahoma		
20mi Radius		
Population / Households (2025)		
Estimated Population		98,940
Estimated Households		34,748
Total Annual Consumer Expenditure (2025)		
Total Household Expenditure		\$4.23 B
Total Non-Retail Expenditure		\$2.12 B
Total Retail Expenditure		\$2.11 B
Alcoholic Beverages		\$26.09 M
Apparel		\$77.95 M
Contributions		\$139.16 M
Education		\$98.28 M
Entertainment		\$240.73 M
Food Away From Home		\$185.91 M
Grocery		\$261.96 M
Health Care		\$236.03 M
Household Furnishings and Equipment		\$112.79 M
Household Operations		\$78.59 M
Miscellaneous Expenses		\$72.07 M
Personal Care		\$52.19 M
Shelter		\$632.43 M
Tax and Retirement		\$1.12 B
Tobacco and Related		\$17.86 M
Transportation		\$689.98 M
Utilities		\$185.79 M
Monthly Household Consumer Expenditure (2025)		
Total Household Expenditure		\$10,151
Total Non-Retail Expenditure		\$5,092 50.2%
Total Retail Expenditure		\$5,059 49.8%
Alcoholic Beverages		\$63 0.6%
Apparel		\$187 1.8%
Contributions		\$334 3.3%
Education		\$236 2.3%
Entertainment		\$577 5.7%
Food Away From Home		\$446 4.4%
Grocery		\$628 6.2%
Health Care		\$566 5.6%
Household Furnishings and Equipment		\$270 2.7%
Household Operations		\$188 1.9%
Miscellaneous Expenses		\$173 1.7%
Personal Care		\$125 1.2%
Shelter		\$1,517 14.9%
Tax and Retirement		\$2,698 26.6%
Tobacco and Related		\$43 0.4%
Transportation		\$1,655 16.3%
Utilities		\$446 4.4%

Crescent, Oklahoma	
20mi Radius	
Population / Households (2030)	
Projected Population	104,541
Projected Households	-
Total Annual Consumer Expenditure (2030)	
Total Household Expenditure	\$4.53 B
Total Non-Retail Expenditure	\$2.27 B
Total Retail Expenditure	\$2.26 B
Alcoholic Beverages	\$27.85 M
Apparel	\$83.01 M
Contributions	\$149.2 M
Education	\$105.19 M
Entertainment	\$256.38 M
Food Away From Home	\$198.14 M
Grocery	\$276.11 M
Health Care	\$255.81 M
Household Furnishings and Equipment	\$120.31 M
Household Operations	\$83.5 M
Miscellaneous Expenses	\$76.96 M
Personal Care	\$55.15 M
Shelter	\$673.34 M
Tax and Retirement	\$1.21 B
Tobacco and Related	\$18.48 M
Transportation	\$744.16 M
Utilities	\$195.62 M
Consumer Expenditure Growth (2025 to 2030)	
Total Household Expenditure	\$292.44 M
Total Non-Retail Expenditure	\$146.86 M
Total Retail Expenditure	\$145.58 M
Alcoholic Beverages	\$1.76 M
Apparel	\$5.06 M
Contributions	\$10.04 M
Education	\$6.91 M
Entertainment	\$15.65 M
Food Away From Home	\$12.23 M
Grocery	\$14.16 M
Health Care	\$19.78 M
Household Furnishings and Equipment	\$7.53 M
Household Operations	\$4.91 M
Miscellaneous Expenses	\$4.88 M
Personal Care	\$2.96 M
Shelter	\$40.91 M
Tax and Retirement	\$81.04 M
Tobacco and Related	\$624.21 K
Transportation	\$54.17 M
Utilities	\$9.83 M

Crime Risk

Crescent, Oklahoma	
20mi Radius	
Demographics	
Population	98,940
Census Population	90,794
Households	34,748
Average Household Income	\$147,929
Median Household Income	\$111,960
Per Capita Income	\$52,114
Total Crime	
Crime Index	67
Crime Level	Below Average
Personal Crime	
Crime Index	39
Crime Level	Low Risk
Murder	
Crime Index	59
Crime Level	Low Risk
Rape	
Crime Index	66
Crime Level	Below Average
Robbery	
Crime Index	28
Crime Level	Very Low
Assault	
Crime Index	38
Crime Level	Low Risk
Property Crime	
Crime Index	73
Crime Level	Below Average
Burglary	
Crime Index	83
Crime Level	Below Average
Larceny	
Crime Index	68
Crime Level	Below Average
Motor Vehicle Theft	
Crime Index	89
Crime Level	Below 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	12 / 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	
Krispy Krunchy Chicken	4 / 0		
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	

Crescent, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Pie Five Pizza	1 / 0	2,600	
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		