

RETAIL ATTRACTIONS, LLC

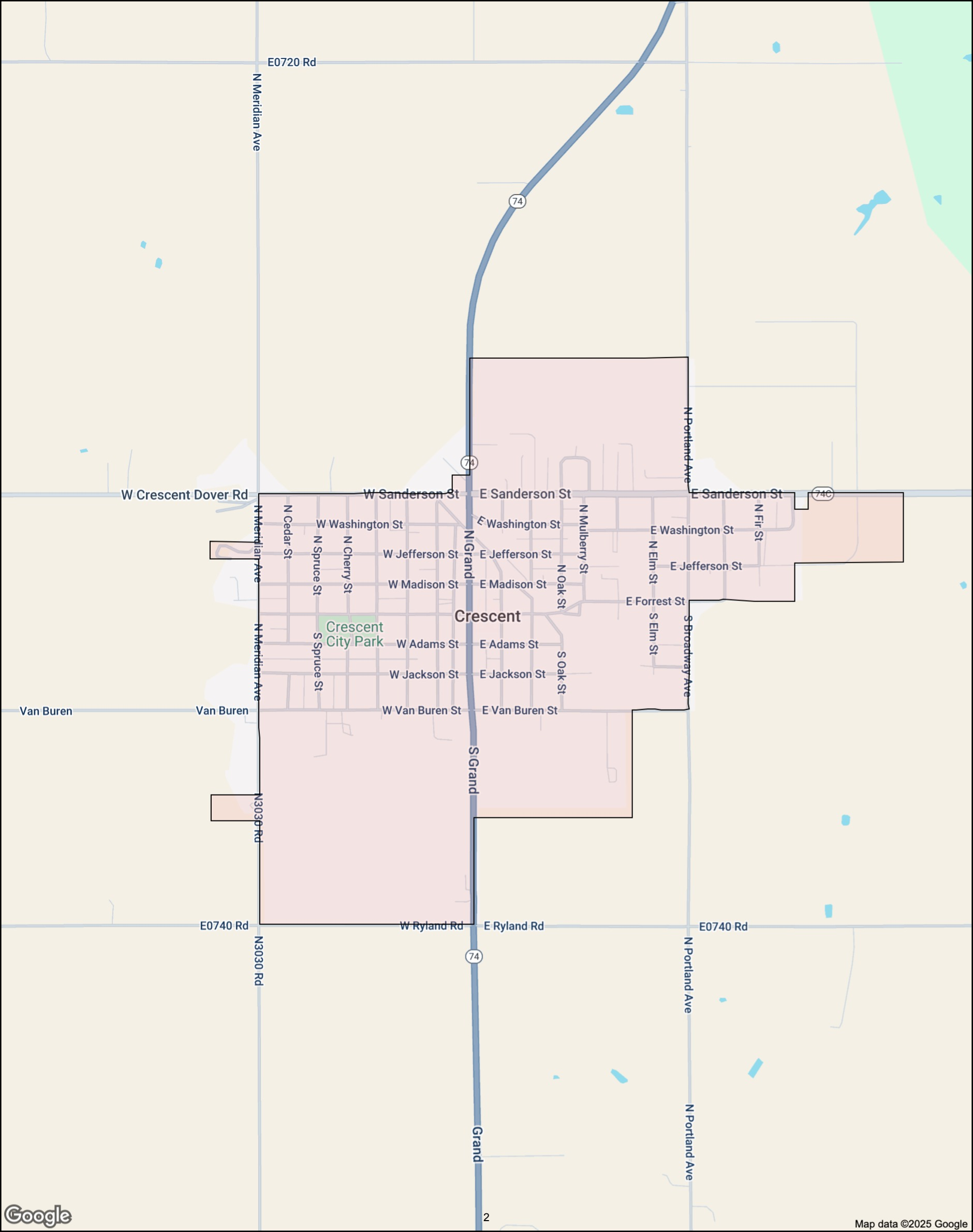
Economic Development Consulting

**Crescent, Oklahoma
City Limits
3rd Quarter 2025**

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Demographics

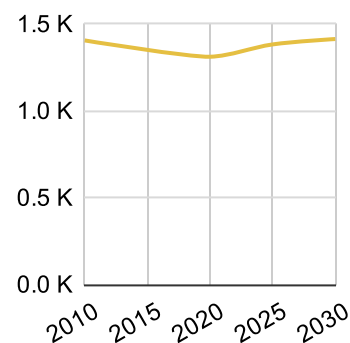


Crescent, Oklahoma

City Limits

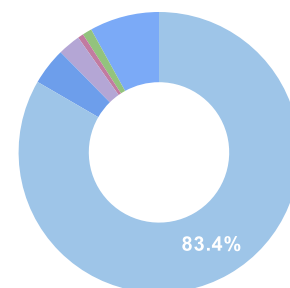
Population

Estimated Population (2025)	1,383
Projected Population (2030)	1,414
Census Population (2020)	1,312
Census Population (2010)	1,406
Projected Annual Growth (2025-2030)	31 0.4%
Historical Annual Growth (2020-2025)	71 1.0%
Historical Annual Growth (2010-2020)	-94 -0.7%
Estimated Population Density (2025)	1,242 psm
Trade Area Size	1.1 sq mi



Race and Ethnicity (2025)

Not Hispanic or Latino Population	1,306	94.4%
White	1,123	86.0%
Black or African American	55	4.2%
American Indian or Alaska Native	33	2.5%
Asian	9	0.7%
Hawaiian or Pacific Islander	-	-
Other Race	-	-
Two or More Races	86	6.6%
Hispanic or Latino Population	77	5.6%
White	30	39.0%
Black or African American	4	5.2%
American Indian or Alaska Native	3	3.9%
Asian	-	-
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	15	19.5%
Two or More Races	25	32.5%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

Crescent, Oklahoma

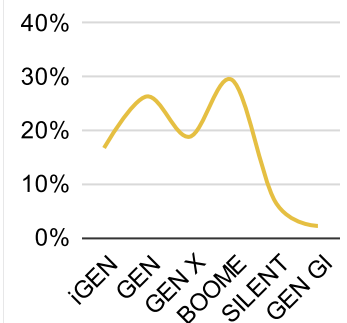
City Limits

Age Distribution (2025)

Age Under 5 Years	87	6.3%
Age 5 to 9 Years	76	5.5%
Age 10 to 14 Years	68	4.9%
Age 15 to 19 Years	111	8.0%
Age 20 to 24 Years	97	7.0%
Age 25 to 29 Years	92	6.7%
Age 30 to 34 Years	64	4.6%
Age 35 to 39 Years	75	5.4%
Age 40 to 44 Years	104	7.5%
Age 45 to 49 Years	81	5.9%
Age 50 to 54 Years	73	5.3%
Age 55 to 59 Years	89	6.4%
Age 60 to 64 Years	91	6.6%
Age 65 to 69 Years	91	6.6%
Age 70 to 74 Years	62	4.5%
Age 75 to 79 Years	57	4.1%
Age 80 to 84 Years	36	2.6%
Age 85 Years or Over	30	2.2%
Median Age	40.1	

Generation (2025)

iGeneration (Age Under 15 Years)	231	16.7%
Generation 9/11 Millennials (Age 15 to 34 Years)	364	26.3%
Gen Xers (Age 35 to 49 Years)	260	18.8%
Baby Boomers (Age 50 to 74 Years)	406	29.4%
Silent Generation (Age 75 to 84 Years)	93	6.7%
G.I. Generation (Age 85 Years or Over)	30	2.2%



Crescent, Oklahoma

City Limits

Household Type (2025)

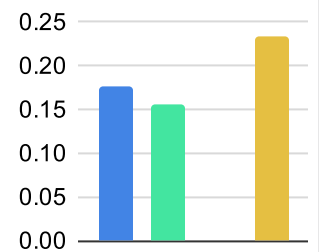
Total Households	568	
Family Households	334	58.8%
Family Households with Children	177	53.0%
Family Households No Children	157	47.0%
Non-Family Households	234	41.2%
Non-Family Households with Children	1	0.4%
Non-Family Households No Children	233	99.6%

Family Households
w/ Children

Family Households
No Children

Non-Family Households
w/ Children

Non-Family Households
No Children



Education Attainment (2025)

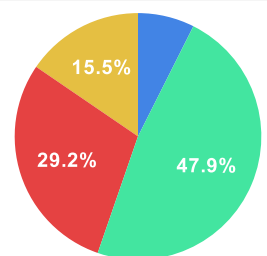
Elementary or Some High School	70	7.4%
High School Graduate	452	47.9%
Some College or Associate Degree	276	29.2%
Bachelor or Graduate Degree	146	15.5%

Elementary or
Some High School

High School
Graduate

Some College or
Associate Degree

Bachelor or
Graduate Degree



Household Income (2025)

Estimated Average Household Income	\$92,724	
Estimated Median Household Income	\$61,556	
HH Income Under \$10,000	26	4.6%
HH Income \$10,000 to \$34,999	104	18.3%
HH Income \$35,000 to \$49,999	89	15.7%
HH Income \$50,000 to \$74,999	111	19.5%
HH Income \$75,000 to \$99,999	82	14.4%
HH Income \$100,000 to \$149,999	86	15.1%
HH Income \$150,000 or More	67	11.8%

Crescent, Oklahoma

City Limits

Population

Estimated Population (2025)	1,383	
Projected Population (2030)	1,414	
Census Population (2020)	1,312	
Census Population (2010)	1,406	
Projected Annual Growth (2025-2030)	31	0.4%
Historical Annual Growth (2020-2025)	71	1.1%
Historical Annual Growth (2010-2020)	-94	-0.7%
Estimated Population Density (2025)	1,242	psm
Trade Area Size	1.1	sq mi

Households

Estimated Households (2025)	568	
Projected Households (2030)	621	
Census Households (2020)	521	
Census Households (2010)	556	
Projected Annual Growth (2025-2030)	53	1.9%
Historical Annual Change (2010-2025)	12	0.1%

Average Household Income

Estimated Average Household Income (2025)	\$92,724	
Projected Average Household Income (2030)	\$91,234	
Census Average Household Income (2010)	\$38,342	
Census Average Household Income (2000)	\$37,933	
Projected Annual Change (2025-2030)	-\$1,490	-0.3%
Historical Annual Change (2000-2025)	\$54,791	5.8%

Median Household Income

Estimated Median Household Income (2025)	\$61,556	
Projected Median Household Income (2030)	\$60,262	
Census Median Household Income (2010)	\$30,448	
Census Median Household Income (2000)	\$27,603	
Projected Annual Change (2025-2030)	-\$1,294	-0.4%
Historical Annual Change (2000-2025)	\$33,953	4.9%

Per Capita Income

Estimated Per Capita Income (2025)	\$38,082	
Projected Per Capita Income (2030)	\$40,068	
Census Per Capita Income (2010)	\$15,162	
Census Per Capita Income (2000)	\$16,095	
Projected Annual Change (2025-2030)	\$1,986	1.0%
Historical Annual Change (2000-2025)	\$21,987	5.5%
Estimated Average Household Net Worth (2025)	\$1.03 M	

Crescent, Oklahoma

City Limits

Race and Ethnicity

Total Population (2025)	1,383	
White (2025)	1,153	83.4%
Black or African American (2025)	59	4.3%
American Indian or Alaska Native (2025)	36	2.6%
Asian (2025)	9	0.7%
Hawaiian or Pacific Islander (2025)	-	-
Other Race (2025)	15	1.1%
Two or More Races (2025)	111	8.0%
Population < 18 (2025)	302	21.8%
White Not Hispanic	212	70.2%
Black or African American	20	6.6%
Asian	5	1.7%
Other Race Not Hispanic	44	14.6%
Hispanic	21	7.0%
Not Hispanic or Latino Population (2025)	1,306	94.4%
Not Hispanic White	1,123	86.0%
Not Hispanic Black or African American	55	4.2%
Not Hispanic American Indian or Alaska Native	33	2.5%
Not Hispanic Asian	9	0.7%
Not Hispanic Hawaiian or Pacific Islander	-	-
Not Hispanic Other Race	-	-
Not Hispanic Two or More Races	86	6.6%
Hispanic or Latino Population (2025)	77	5.6%
Hispanic White	30	39.0%
Hispanic Black or African American	4	5.2%
Hispanic American Indian or Alaska Native	3	3.9%
Hispanic Asian	-	-
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	15	19.5%
Hispanic Two or More Races	25	32.5%
Not Hispanic or Latino Population (2020)	1,240	94.5%
Hispanic or Latino Population (2020)	72	5.5%
Not Hispanic or Latino Population (2010)	1,342	95.4%
Hispanic or Latino Population (2010)	64	4.6%
Not Hispanic or Latino Population (2030)	1,295	91.6%
Hispanic or Latino Population (2030)	119	8.4%
Projected Annual Growth (2025-2030)	42	10.9%
Historical Annual Growth (2010-2020)	8	1.3%

Crescent, Oklahoma

City Limits

Total Age Distribution (2025)

Total Population	1,383	
Age Under 5 Years	87	6.3%
Age 5 to 9 Years	76	5.5%
Age 10 to 14 Years	68	4.9%
Age 15 to 19 Years	111	8.0%
Age 20 to 24 Years	97	7.0%
Age 25 to 29 Years	92	6.7%
Age 30 to 34 Years	64	4.6%
Age 35 to 39 Years	75	5.4%
Age 40 to 44 Years	104	7.5%
Age 45 to 49 Years	81	5.9%
Age 50 to 54 Years	73	5.3%
Age 55 to 59 Years	89	6.4%
Age 60 to 64 Years	91	6.6%
Age 65 to 69 Years	91	6.6%
Age 70 to 74 Years	62	4.5%
Age 75 to 79 Years	57	4.1%
Age 80 to 84 Years	36	2.6%
Age 85 Years or Over	30	2.2%
Median Age	40.1	
Age 19 Years or Less	342	24.7%
Age 20 to 64 Years	766	55.4%
Age 65 Years or Over	276	20.0%

Female Age Distribution (2025)

Female Population	701	50.7%
Age Under 5 Years	39	5.6%
Age 5 to 9 Years	34	4.9%
Age 10 to 14 Years	32	4.6%
Age 15 to 19 Years	47	6.7%
Age 20 to 24 Years	51	7.3%
Age 25 to 29 Years	43	6.1%
Age 30 to 34 Years	30	4.3%
Age 35 to 39 Years	48	6.8%
Age 40 to 44 Years	50	7.1%
Age 45 to 49 Years	45	6.4%
Age 50 to 54 Years	38	5.4%
Age 55 to 59 Years	47	6.7%
Age 60 to 64 Years	45	6.4%
Age 65 to 69 Years	56	8.0%
Age 70 to 74 Years	25	3.6%
Age 75 to 79 Years	29	4.1%
Age 80 to 84 Years	23	3.3%
Age 85 Years or Over	20	2.9%
Female Median Age	41.7	
Age 19 Years or Less	152	21.7%
Age 20 to 64 Years	397	56.6%
Age 65 Years or Over	153	21.8%

Crescent, Oklahoma

City Limits

Male Age Distribution (2025)

Male Population	682	49.3%
Age Under 5 Years	48	7.0%
Age 5 to 9 Years	42	6.2%
Age 10 to 14 Years	36	5.3%
Age 15 to 19 Years	64	9.4%
Age 20 to 24 Years	46	6.7%
Age 25 to 29 Years	49	7.2%
Age 30 to 34 Years	34	5.0%
Age 35 to 39 Years	27	4.0%
Age 40 to 44 Years	54	7.9%
Age 45 to 49 Years	36	5.3%
Age 50 to 54 Years	35	5.1%
Age 55 to 59 Years	42	6.2%
Age 60 to 64 Years	46	6.7%
Age 65 to 69 Years	35	5.1%
Age 70 to 74 Years	37	5.4%
Age 75 to 79 Years	28	4.1%
Age 80 to 84 Years	13	1.9%
Age 85 Years or Over	10	1.5%
Male Median Age	38.1	
Age 19 Years or Less	190	27.9%
Age 20 to 64 Years	369	54.1%
Age 65 Years or Over	123	18.0%

Males per 100 Females (2025)

Overall Comparison	97	
Age Under 5 Years	123	55.2%
Age 5 to 9 Years	124	55.3%
Age 10 to 14 Years	113	52.9%
Age 15 to 19 Years	136	57.7%
Age 20 to 24 Years	90	47.4%
Age 25 to 29 Years	114	53.3%
Age 30 to 34 Years	113	53.1%
Age 35 to 39 Years	56	36.0%
Age 40 to 44 Years	108	51.9%
Age 45 to 49 Years	80	44.4%
Age 50 to 54 Years	92	47.9%
Age 55 to 59 Years	89	47.2%
Age 60 to 64 Years	102	50.5%
Age 65 to 69 Years	63	38.5%
Age 70 to 74 Years	148	59.7%
Age 75 to 79 Years	97	49.1%
Age 80 to 84 Years	57	36.1%
Age 85 Years or Over	50	33.3%
Age 19 Years or Less	125	55.6%
Age 20 to 39 Years	91	47.6%
Age 40 to 64 Years	95	48.6%
Age 65 Years or Over	80	44.6%

Crescent, Oklahoma

City Limits

Household Type (2025)

Total Households	568	
Households with Children	178	31.3%
Average Household Size	2.4	
Household Density per Square Mile	510	
Population Family	1,086	78.5%
Population Non-Family	297	21.5%
Population Group Quarters	-	-
Family Households	334	58.8%
Married Couple Households	213	63.8%
Other Family Households with Children	121	36.2%
Family Households with Children	177	53.0%
Married Couple with Children	108	61.0%
Other Family Households with Children	69	39.0%
Family Households No Children	157	47.0%
Married Couple No Children	105	66.9%
Other Family Households No Children	52	33.1%
Non-Family Households	234	41.2%
Non-Family Households with Children	1	0.4%
Non-Family Households No Children	233	99.6%
Average Family Household Size	3.3	
Average Family Income	\$123,525	
Median Family Income	\$82,175	
Average Non-Family Household Size	1.3	

Marital Status (2025)

Population Age 15 Years or Over	1,151	
Never Married	351	30.5%
Currently Married	405	35.2%
Previously Married	395	34.3%
Separated	74	18.7%
Widowed	107	27.1%
Divorced	214	54.2%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	944	
Elementary (Grade Level 0 to 8)	23	2.4%
Some High School (Grade Level 9 to 11)	47	5.0%
High School Graduate	452	47.9%
Some College	213	22.6%
Associate Degree Only	63	6.7%
Bachelor Degree Only	82	8.7%
Graduate Degree	64	6.8%
Any College (Some College or Higher)	422	44.7%
College Degree + (Bachelor Degree or Higher)	146	15.5%

Crescent, Oklahoma

City Limits

Housing

Total Housing Units (2025)	577	
Total Housing Units (2020)	613	
Historical Annual Growth (2020-2025)	-36	-
Housing Units Occupied (2025)	567	98.3%
Housing Units Owner-Occupied	386	68.1%
Housing Units Renter-Occupied	181	31.9%
Housing Units Vacant (2025)	10	1.7%

Household Size (2025)

Total Households	568	
1 Person Households	191	33.6%
2 Person Households	173	30.5%
3 Person Households	73	12.9%
4 Person Households	57	10.0%
5 Person Households	43	7.6%
6 Person Households	20	3.5%
7 or More Person Households	11	1.9%

Household Income Distribution (2025)

HH Income \$200,000 or More	51	9.0%
HH Income \$150,000 to \$199,999	16	2.8%
HH Income \$125,000 to \$149,999	29	5.1%
HH Income \$100,000 to \$124,999	57	10.0%
HH Income \$75,000 to \$99,999	82	14.4%
HH Income \$50,000 to \$74,999	111	19.5%
HH Income \$35,000 to \$49,999	89	15.7%
HH Income \$25,000 to \$34,999	46	8.1%
HH Income \$15,000 to \$24,999	51	9.0%
HH Income \$10,000 to \$14,999	7	1.2%
HH Income Under \$10,000	26	4.6%

Household Vehicles (2025)

Households 0 Vehicles Available	57	10.0%
Households 1 Vehicle Available	138	24.3%
Households 2 Vehicles Available	214	37.7%
Households 3 or More Vehicles Available	159	28.0%
Total Vehicles Available	1,137	
Average Vehicles per Household	2.0	
Owner-Occupied Household Vehicles	919	80.8%
Average Vehicles per Owner-Occupied Household	2.4	
Renter-Occupied Household Vehicles	218	19.2%
Average Vehicles per Renter-Occupied Household	1.2	

Travel Time (2025)

Worker Base Age 16 years or Over	671	
Travel to Work in 14 Minutes or Less	194	28.9%
Travel to Work in 15 to 29 Minutes	84	12.5%
Travel to Work in 30 to 59 Minutes	298	44.4%
Travel to Work in 60 Minutes or More	57	8.5%
Work at Home	38	5.7%
Average Minutes Travel to Work	31.1	

Crescent, Oklahoma

City Limits

Transportation To Work (2025)

Worker Base Age 16 years or Over	671	
Drive to Work Alone	545	81.2%
Drive to Work in Carpool	77	11.5%
Travel to Work by Public Transportation	-	-
Drive to Work on Motorcycle	-	-
Bicycle to Work	-	-
Walk to Work	2	0.3%
Other Means	9	1.3%
Work at Home	38	5.7%

Daytime Demographics (2025)

Total Businesses	43	
Total Employees	381	
Company Headquarter Businesses	2	4.7%
Company Headquarter Employees	41	10.8%
Employee Population per Business	8.9	to 1
Residential Population per Business	32.2	to 1
Adj. Daytime Demographics Age 16 Years or Over	831	

Labor Force

Labor Population Age 16 Years or Over (2025)	1,120	
Labor Force Total Males (2025)	537	47.9%
Male Civilian Employed	348	64.8%
Male Civilian Unemployed	17	3.2%
Males in Armed Forces	-	-
Males Not in Labor Force	172	32.0%
Labor Force Total Females (2025)	583	52.1%
Female Civilian Employed	322	55.2%
Female Civilian Unemployed	21	3.6%
Females in Armed Forces	-	-
Females Not in Labor Force	240	41.2%
Unemployment Rate	38	3.4%

Occupation (2025)

Occupation Population Age 16 Years or Over	672	
Occupation Total Males	349	51.9%
Occupation Total Females	323	48.1%
Management, Business, Financial Operations	73	10.9%
Professional, Related	125	18.6%
Service	110	16.4%
Sales, Office	170	25.3%
Farming, Fishing, Forestry	2	0.3%
Construction, Extraction, Maintenance	82	12.2%
Production, Transport, Material Moving	110	16.4%
White Collar Workers	368	54.8%
Blue Collar Workers	304	45.2%

Crescent, Oklahoma

City Limits

Units In Structure (2025)

Total Units	568	
1 Detached Unit	428	75.4%
1 Attached Unit	2	0.4%
2 Units	17	3.0%
3 to 4 Units	16	2.8%
5 to 9 Units	8	1.4%
10 to 19 Units	2	0.4%
20 to 49 Units	1	0.2%
50 or More Units	7	1.2%
Mobile Home or Trailer	86	15.1%
Other Structure	-	-

Homes Built By Year (2025)

Homes Built 2020 or later	2	0.3%
Homes Built 2010 to 2019	84	14.6%
Homes Built 2000 to 2009	27	4.7%
Homes Built 1990 to 1999	45	7.8%
Homes Built 1980 to 1989	25	4.3%
Homes Built 1970 to 1979	166	28.8%
Homes Built 1960 to 1969	49	8.5%
Homes Built 1950 to 1959	51	8.8%
Homes Built 1940 to 1949	65	11.3%
Homes Built Before 1939	55	9.5%
Median Age of Homes	50.4	yrs

Home Values (2025)

Owner Specified Housing Units	386	
Home Values \$1,000,000 or More	29	7.5%
Home Values \$750,000 to \$999,999	1	0.3%
Home Values \$500,000 to \$749,999	2	0.5%
Home Values \$400,000 to \$499,999	2	0.5%
Home Values \$300,000 to \$399,999	11	2.8%
Home Values \$250,000 to \$299,999	14	3.6%
Home Values \$200,000 to \$249,999	31	8.0%
Home Values \$175,000 to \$199,999	47	12.2%
Home Values \$150,000 to \$174,999	77	19.9%
Home Values \$125,000 to \$149,999	40	10.4%
Home Values \$100,000 to \$124,999	43	11.1%
Home Values \$90,000 to \$99,999	31	8.0%
Home Values \$80,000 to \$89,999	11	2.8%
Home Values \$70,000 to \$79,999	2	0.5%
Home Values \$60,000 to \$69,999	10	2.6%
Home Values \$50,000 to \$59,999	20	5.2%
Home Values \$35,000 to \$49,999	2	0.5%
Home Values \$25,000 to \$34,999	5	1.3%
Home Values \$10,000 to \$24,999	9	2.3%
Home Values Under \$10,000	1	0.3%
Owner-Occupied Median Home Value	\$156,493	
Renter-Occupied Median Rent	\$582	

Crescent, Oklahoma

City Limits

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$51.14 M
Total Non-Retail Expenditure	\$24.53 M
Total Retail Expenditure	\$26.6 M
Alcoholic Beverages	\$309.83 K
Apparel	\$943.27 K
Contributions	\$1.59 M
Education	\$1.14 M
Entertainment	\$2.92 M
Food Away From Home	\$2.24 M
Grocery	\$3.46 M
Health Care	\$3.8 M
Household Furnishings and Equipment	\$1.35 M
Household Operations	\$954.58 K
Miscellaneous Expenses	\$870.93 K
Personal Care	\$673.24 K
Shelter	\$8.17 M
Tax and Retirement	\$11.21 M
Tobacco and Related	\$276.78 K
Transportation	\$8.76 M
Utilities	\$2.48 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$7,502	
Total Non-Retail Expenditure	\$3,599	48.0%
Total Retail Expenditures	\$3,903	52.0%
Alcoholic Beverages	\$45	0.6%
Apparel	\$138	1.8%
Contributions	\$233	3.1%
Education	\$167	2.2%
Entertainment	\$429	5.7%
Food Away From Home	\$328	4.4%
Grocery	\$508	6.8%
Health Care	\$557	7.4%
Household Furnishings and Equipment	\$198	2.6%
Household Operations	\$140	1.9%
Miscellaneous Expenses	\$128	1.7%
Personal Care	\$99	1.3%
Shelter	\$1,199	16.0%
Tax and Retirement	\$1,644	-
Tobacco and Related	\$41	0.5%
Transportation	\$1,284	17.1%
Utilities	\$363	4.8%

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

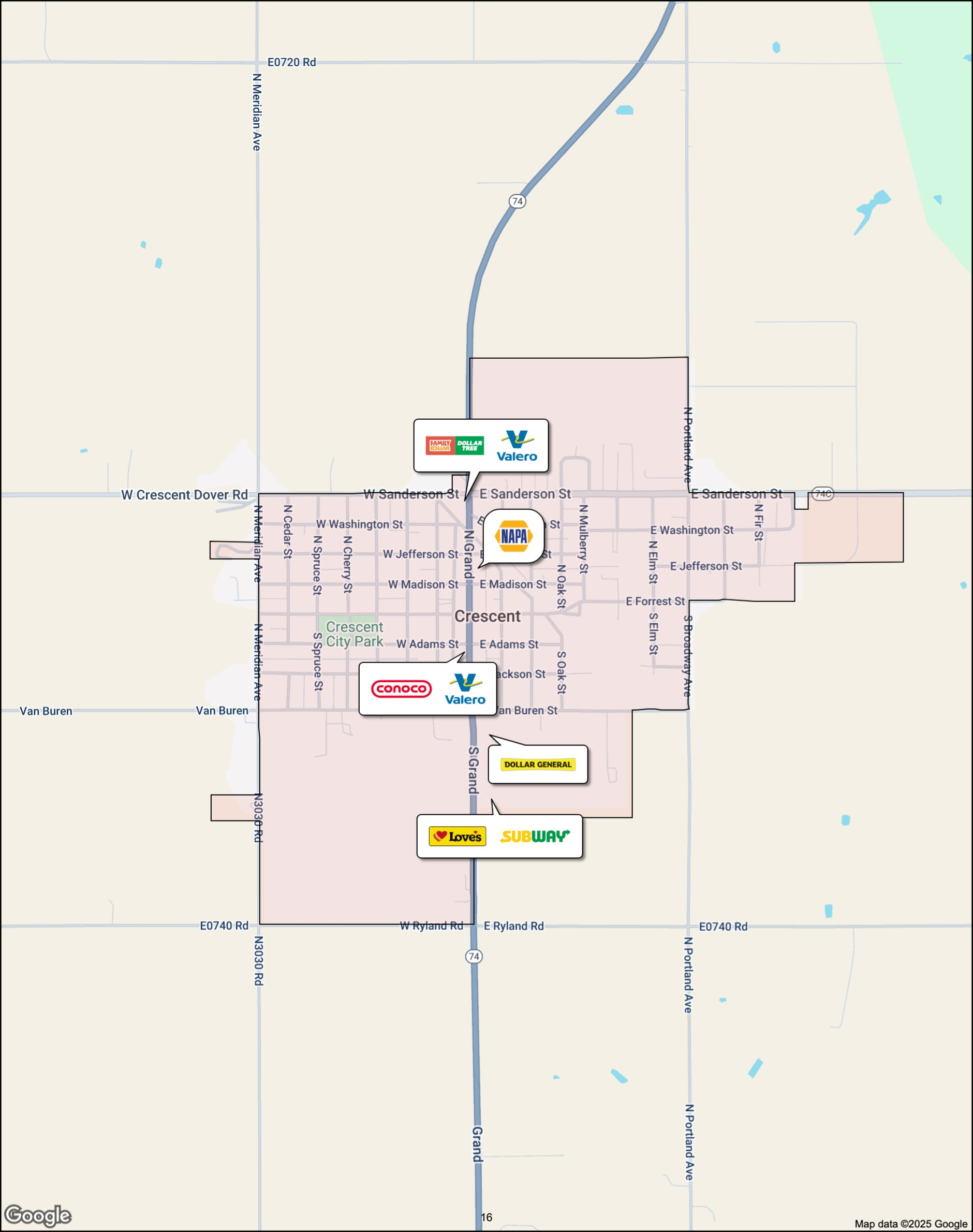
Department stores and other general merchandise stores

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

City Limits

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$1.65 M / \$-330701	120
Men's Clothing Stores	\$65.48 K / \$-13126	120
Women's Clothing Stores	\$137.83 K / \$-27635	120
Children's, Infants' Clothing Stores	\$131.13 K / \$-26275	120
Family Clothing Stores	\$798.22 K / \$-160164	120
Clothing Accessory Stores	\$37.44 K / \$-7507	120
Other Apparel Stores	\$48.01 K / \$-9621	120
Shoe Stores	\$345.37 K / \$-69300	120
Jewelry Stores	\$75.83 K / \$-15229	120
Luggage Stores	\$9.19 K / \$-1844	120
Furniture, Home Furnishings Stores	\$1.42 M / \$-284893	120
Furniture Stores	\$648.47 K / \$-130030	120
Floor Covering Stores	\$93.12 K / \$-18670	120
Other Home Furnishing Stores	\$677.47 K / \$-136193	120
Electronics, Appliance Stores	\$1.42 M / \$-285618	120
Building Material, Garden Equipment, Supplies Dealers	\$1.37 M / \$-275108	120
Home Centers	\$769.18 K / \$-154269	120
Paint, Wallpaper Stores	\$162.9 K / \$-32636	120
Hardware Stores	\$86.36 K / \$-17325	120
Other Building Materials Stores	\$241.09 K / \$-48320	120
Outdoor Power Equipment Stores	\$14.81 K / \$-2970	120
Nursery, Garden Stores	\$97.69 K / \$-19588	120
Food, Beverage Stores	\$2.16 M / \$3.13 M	-31
Grocery Stores	\$1.66 M / \$3.23 M	-49
Convenience Stores	\$150.82 K / \$-30271	120
Meat Markets	\$9.74 K / \$-1954	120
Fish, Seafood Markets	\$3.35 K / \$-670	120
Fruit, Vegetable Markets	\$6.37 K / \$-1277	120
Other Specialty Food Markets	\$13.04 K / \$-2616	120
Liquor Stores	\$315.47 K / \$-63159	120

Crescent, Oklahoma

City Limits

	Potential / Sales	Index
Health, Personal Care Stores	\$1.39 M / \$1.78 M	-22
Pharmacy, Drug Stores	\$1.22 M / \$1.81 M	-33
Cosmetics, Beauty Stores	\$70.08 K / \$-14056	120
Optical Goods Stores	\$20.72 K / \$-4169	120
Other Health, Personal Care Stores	\$75 K / \$-15045	120
Sporting Goods, Hobby, Book, Music Stores	\$1.67 M / \$-335599	120
Sporting Goods Stores	\$626.39 K / \$-125607	120
Hobby, Toy, Game Stores	\$451.32 K / \$-90571	120
Sewing, Needlecraft Stores	\$349.81 K / \$-70206	120
Musical Instrument Stores	\$120.16 K / \$-24060	120
Book Stores	\$125.2 K / \$-25155	120
General Merchandise Stores	\$5.28 M / \$7.59 M	-31
Department Stores	\$1.84 M / \$-369218	120
Warehouse Superstores	\$2.92 M / \$-586905	120
Other General Merchandise Stores	\$511.86 K / \$8.55 M	-94
Miscellaneous Store Retailers	\$680.74 K / \$-136686	120
Florists	\$16.2 K / \$-3250	120
Office, Stationary Stores	\$68.06 K / \$-13664	120
Gift, Souvenir Stores	\$138.33 K / \$-27788	120
Used Merchandise Stores	\$49.06 K / \$-9853	120
Pet, Pet Supply Stores	\$120.01 K / \$-24054	120
Art Dealers	\$20.05 K / \$-4026	120
Mobile Home Dealers	\$13.55 K / \$-2715	120
Other Miscellaneous Retail Stores	\$255.48 K / \$-51336	120
Non-Store Retailers	\$3.14 M / \$-629105	120
Mail Order, Catalog Stores	\$2.94 M / \$-589386	120
Vending Machines	\$13.64 K / \$-2733	120
Fuel Dealers	\$17.28 K / \$-3470	120
Other Direct Selling Establishments	\$166.94 K / \$-33516	120

Crescent, Oklahoma

City Limits

	Potential / Sales	Index
Accommodation, Food Services	\$2.79 M / \$1.44 M	48
Hotels, Other Travel Accommodations	\$179.64 K / \$472.82 K	-62
RV Parks	\$1.74 K / \$-346	120
Rooming, Boarding Houses	\$1 K / \$-199	120
Full Service Restaurants	\$1.63 M / \$769.87 K	53
Limited Service Restaurants	\$755.74 K / \$432.38 K	43
Special Food Services, Catering	\$220.53 K / \$-44210	120
Drinking Places	\$155.63 K / \$-31195	120
Gasoline Stations	\$1.11 M / \$4.94 M	-78
Motor Vehicle, Parts Dealers	\$2.38 M / \$407.39 K	83
New Car Dealers	\$1.38 M / \$-276054	120
Used Car Dealers	\$127.36 K / \$316.71 K	-60
Recreational Vehicle Dealers	\$240.88 K / \$-48300	120
Motorcycle, Boat Dealers	\$319.05 K / \$-63980	120
Auto Parts, Accessories	\$202.33 K / \$501.71 K	-60
Tire Dealers	\$113.25 K / \$-22690	120
2025 Population	1,383	
2030 Population	1,414	
% Population Change 2025-2030	2.2%	
2025 Adult Population Age 18+	1,083	
2025 Population Male	682	
2025 Population Female	701	
2025 Households	568	
2025 Median Household Income	61,556	
2025 Average Household Income	92,724	

Retail Potential

Crescent, Oklahoma	
City Limits	
2025 Population	1,383
2030 Population	1,414
% Population Change 2020-2025	5.4%
2025 Adult Population Age 18+	\$1,083
2025 Population Male	\$682
2025 Population Female	\$701
2025 Households	\$568
2025 Median Household Income	\$61,556
2025 Average Household Income	\$92,724
Clothing, Clothing Accessories Stores	\$1.65 M
Men's Clothing Stores	\$65.48 K
Women's Clothing Stores	\$137.83 K
Children's, Infants' Clothing Stores	\$131.13 K
Family Clothing Stores	\$798.22 K
Clothing Accessory Stores	\$37.44 K
Other Apparel Stores	\$48.01 K
Shoe Stores	\$345.37 K
Jewelry Stores	\$75.83 K
Luggage Stores	\$9.19 K
Furniture, Home Furnishings Stores	\$1.42 M
Furniture Stores	\$648.47 K
Floor Covering Stores	\$93.12 K
Other Home Furnishing Stores	\$677.47 K
Electronics, Appliance Stores	\$1.42 M
Gasoline Stations	\$1.11 M
Building Material, Garden Equipment, Supplies Dealers	\$1.37 M
Home Centers	\$769.18 K
Paint, Wallpaper Stores	\$162.9 K
Hardware Stores	\$86.36 K
Other Building Materials Stores	\$241.09 K
Outdoor Power Equipment Stores	\$14.81 K
Nursery, Garden Stores	\$97.69 K
Food, Beverage Stores	\$2.16 M
Grocery Stores	\$1.66 M
Convenience Stores	\$150.82 K
Meat Markets	\$9.74 K
Fish, Seafood Markets	\$3.35 K
Fruit, Vegetable Markets	\$6.37 K
Other Specialty Food Markets	\$13.04 K
Liquor Stores	\$315.47 K

Crescent, Oklahoma

City Limits

Health, Personal Care Stores	\$1.39 M
Pharmacy, Drug Stores	\$1.22 M
Cosmetics, Beauty Stores	\$70.08 K
Optical Goods Stores	\$20.72 K
Other Health, Personal Care Stores	\$75 K
Sporting Goods, Hobby, Book, Music Stores	\$1.67 M
Sporting Goods Stores	\$626.39 K
Hobby, Toy, Game Stores	\$451.32 K
Sewing, Needlecraft Stores	\$349.81 K
Musical Instrument Stores	\$120.16 K
Book Stores	\$125.2 K
General Merchandise Stores	\$5.28 M
Department Stores	\$1.84 M
Warehouse Superstores	\$2.92 M
Other General Merchandise Stores	\$511.86 K
Miscellaneous Store Retailers	\$680.74 K
Florists	\$16.2 K
Office, Stationary Stores	\$68.06 K
Gift, Souvenir Stores	\$138.33 K
Used Merchandise Stores	\$49.06 K
Pet, Pet Supply Stores	\$120.01 K
Art Dealers	\$20.05 K
Mobile Home Dealers	\$13.55 K
Other Miscellaneous Retail Stores	\$255.48 K
Non-Store Retailers	\$3.14 M
Mail Order, Catalog Stores	\$2.94 M
Vending Machines	\$13.64 K
Fuel Dealers	\$17.28 K
Other Direct Selling Establishments	\$166.94 K
Accommodation, Food Services	\$2.94 M
Hotels, Other Travel Accommodations	\$179.64 K
RV Parks	\$1.74 K
Rooming, Boarding Houses	\$1 K
Full Service Restaurants	\$1.63 M
Limited Service Restaurants	\$755.74 K
Special Food Services, Catering	\$220.53 K
Drinking Places	\$155.63 K
Motor Vehicle, Parts Dealers	\$2.38 M
New Car Dealers	\$1.38 M
Used Car Dealers	\$127.36 K
Recreational Vehicle Dealers	\$240.88 K
Motorcycle, Boat Dealers	\$319.05 K
Auto Parts, Accessories	\$202.33 K
Tire Dealers	\$113.25 K

Income Summary

Crescent, Oklahoma

City Limits

Population

Estimated Population (2025)	1,383	
Projected Population (2030)	1,414	
Census Population (2020)	1,312	
Census Population (2010)	1,406	
Projected Annual Growth (2025 to 2030)	31	0.4%
Historical Annual Growth (2020 to 2025)	71	1.0%
Historical Annual Growth (2010 to 2020)	-94	-0.7%

Households

Estimated Households (2025)	568	
Projected Households (2030)	621	
Census Households (2020)	521	
Census Households (2010)	556	
Projected Annual Growth (2025 to 2030)	53	1.9%
Historical Annual Growth (2020 to 2025)	47	1.8%
Historical Annual Growth (2010 to 2020)	-35	-0.6%

Average Household Income

Estimated Average Household Income (2025)	\$92,724	
Projected Average Household Income (2030)	\$91,234	
Census Average Household Income (2020)	\$38,342	
Census Average Household Income (2010)	\$37,933	
Projected Annual Growth (2025 to 2030)	-\$1,490	-0.3%
Historical Annual Growth (2020 to 2025)	\$54,382	9.5%
Historical Annual Growth (2010 to 2020)	\$409	0.1%

Median Household Income

Estimated Median Household Income (2025)	\$61,556	
Projected Median Household Income (2030)	\$60,262	
Census Median Household Income (2020)	\$30,448	
Census Median Household Income (2010)	\$27,603	
Projected Annual Growth (2025 to 2030)	-\$1,294	-0.4%
Historical Annual Growth (2020 to 2025)	\$31,108	6.8%
Historical Annual Growth (2010 to 2020)	\$2,845	1.0%

Per Capita Income

Estimated Per Capita Income (2025)	\$38,082	
Projected Per Capita Income (2030)	\$40,068	
Census Per Capita Income (2020)	\$15,162	
Census Per Capita Income (2010)	\$16,095	
Projected Annual Growth (2025 to 2030)	\$1,986	1.0%
Historical Annual Growth (2020 to 2025)	\$22,920	10.1%
Historical Annual Growth (2010 to 2020)	-\$933	-0.6%

Other Income

Estimated Families (2025)	334	
Estimated Average Family Income (2025)	\$123,525	
Estimated Median Family Income (2025)	\$82,175	
Estimated Average Household Net Worth (2025)	\$1,027,552	

Consumer Expenditure Summary

Crescent, Oklahoma

City Limits

Estimated Population	1,383
Estimated Households	568
Household Expenditure	\$51,135,544
Per Household ~ Per Capita	\$90,027 \$36,974
Non-Retail Expenditures	\$24.53 M 48.0%
Per Household ~ Per Capita	\$43,190 \$17,738
Retail Expenditures	\$26.6 M 52.0%
Per Household ~ Per Capita	\$46,837 \$19,236
Alcoholic Beverages	\$309.83 K 0.6%
Per Household ~ Per Capita	\$545 \$224
Apparel	\$943.27 K 1.8%
Per Household ~ Per Capita	\$1,661 \$682
Contributions	\$1.59 M 3.1%
Per Household ~ Per Capita	\$2,794 \$1,148
Education	\$1.14 M 2.2%
Per Household ~ Per Capita	\$2,005 \$824
Entertainment	\$2.92 M 5.7%
Per Household ~ Per Capita	\$5,146 \$2,114
Food Away From Home	\$2.24 M 4.4%
Per Household ~ Per Capita	\$3,941 \$1,619
Grocery	\$3.46 M 6.8%
Per Household ~ Per Capita	\$6,095 \$2,503
Health Care	\$3.8 M 7.4%
Per Household ~ Per Capita	\$6,683 \$2,745
Household Furnishings and Equipment	\$1.35 M 2.6%
Per Household ~ Per Capita	\$2,377 \$976
Household Operations	\$954.58 K 1.9%
Per Household ~ Per Capita	\$1,681 \$690
Miscellaneous Expenses	\$870.93 K 1.7%
Per Household ~ Per Capita	\$1,533 \$630
Personal Care	\$673.24 K 1.3%
Per Household ~ Per Capita	\$1,185 \$487
Shelter	\$8.17 M 16.0%
Per Household ~ Per Capita	\$14,386 \$5,908
Tax and Retirement	\$11.21 M 21.9%
Per Household ~ Per Capita	\$19,732 \$8,104
Tobacco and Related	\$276.78 K 0.5%
Per Household ~ Per Capita	\$487 \$200
Transportation	\$8.76 M 17.1%
Per Household ~ Per Capita	\$15,414 \$6,331
Utilities	\$2.48 M 4.8%
Per Household ~ Per Capita	\$4,361 \$1,791

Crescent, Oklahoma

City Limits

Population / Households (2025)

Estimated Population	1,383
Estimated Households	568

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$51.14 M
Total Non-Retail Expenditure	\$24.53 M
Total Retail Expenditure	\$26.6 M
Alcoholic Beverages	\$309.83 K
Apparel	\$943.27 K
Contributions	\$1.59 M
Education	\$1.14 M
Entertainment	\$2.92 M
Food Away From Home	\$2.24 M
Grocery	\$3.46 M
Health Care	\$3.8 M
Household Furnishings and Equipment	\$1.35 M
Household Operations	\$954.58 K
Miscellaneous Expenses	\$870.93 K
Personal Care	\$673.24 K
Shelter	\$8.17 M
Tax and Retirement	\$11.21 M
Tobacco and Related	\$276.78 K
Transportation	\$8.76 M
Utilities	\$2.48 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$7,502	
Total Non-Retail Expenditure	\$3,599	48.0%
Total Retail Expenditure	\$3,903	52.0%
Alcoholic Beverages	\$45	0.6%
Apparel	\$138	1.8%
Contributions	\$233	3.1%
Education	\$167	2.2%
Entertainment	\$429	5.7%
Food Away From Home	\$328	4.4%
Grocery	\$508	6.8%
Health Care	\$557	7.4%
Household Furnishings and Equipment	\$198	2.6%
Household Operations	\$140	1.9%
Miscellaneous Expenses	\$128	1.7%
Personal Care	\$99	1.3%
Shelter	\$1,199	16.0%
Tax and Retirement	\$1,644	21.9%
Tobacco and Related	\$41	0.5%
Transportation	\$1,284	17.1%
Utilities	\$363	4.8%

Crescent, Oklahoma

City Limits

Population / Households (2030)

Projected Population	1,414
Projected Households	-

Total Annual Consumer Expenditure (2030)

Total Household Expenditure	\$54.05 M
Total Non-Retail Expenditure	\$25.85 M
Total Retail Expenditure	\$28.2 M
Alcoholic Beverages	\$328.41 K
Apparel	\$1 M
Contributions	\$1.68 M
Education	\$1.21 M
Entertainment	\$3.1 M
Food Away From Home	\$2.37 M
Grocery	\$3.69 M
Health Care	\$3.98 M
Household Furnishings and Equipment	\$1.43 M
Household Operations	\$1.01 M
Miscellaneous Expenses	\$924.17 K
Personal Care	\$716.79 K
Shelter	\$8.66 M
Tax and Retirement	\$11.74 M
Tobacco and Related	\$297.55 K
Transportation	\$9.27 M
Utilities	\$2.64 M

Consumer Expenditure Growth (2025 to 2030)

Total Household Expenditure	\$2.91 M
Total Non-Retail Expenditure	\$1.32 M
Total Retail Expenditure	\$1.59 M
Alcoholic Beverages	\$18.57 K
Apparel	\$57.33 K
Contributions	\$91.47 K
Education	\$66.73 K
Entertainment	\$178.68 K
Food Away From Home	\$136.01 K
Grocery	\$227.47 K
Health Care	\$183.93 K
Household Furnishings and Equipment	\$81.51 K
Household Operations	\$57.78 K
Miscellaneous Expenses	\$53.24 K
Personal Care	\$43.55 K
Shelter	\$485.86 K
Tax and Retirement	\$533.69 K
Tobacco and Related	\$20.77 K
Transportation	\$509.92 K
Utilities	\$163.85 K

Crime Risk

Crescent, Oklahoma	
City Limits	
Demographics	
Population	1,383
Census Population	1,312
Households	568
Average Household Income	\$92,724
Median Household Income	\$61,556
Per Capita Income	\$38,082
Total Crime	
Crime Index	31
Crime Level	Low Risk
Personal Crime	
Crime Index	33
Crime Level	Low Risk
Murder	
Crime Index	32
Crime Level	Low Risk
Rape	
Crime Index	54
Crime Level	Low Risk
Robbery	
Crime Index	5
Crime Level	Very Low
Assault	
Crime Index	38
Crime Level	Low Risk
Property Crime	
Crime Index	31
Crime Level	Low Risk
Burglary	
Crime Index	70
Crime Level	Below Average
Larceny	
Crime Index	22
Crime Level	Very Low
Motor Vehicle Theft	
Crime Index	30
Crime Level	Low Risk
* Crime Index: 100 = National Average Adjusted for Population	

Void Analysis

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