

**RETAIL ATTRACTIONS, LLC**  

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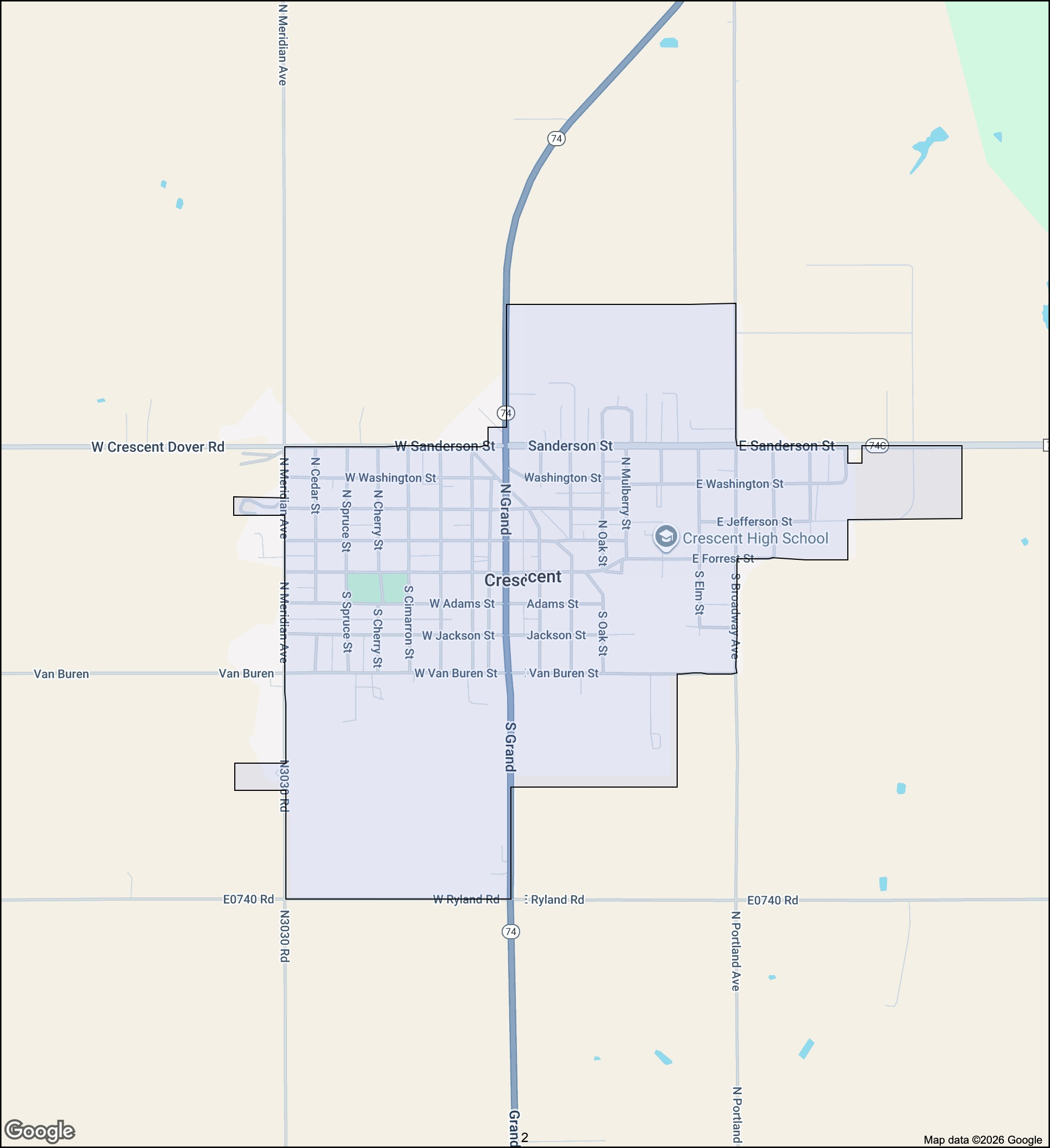
**Economic Development Consulting**

**Crescent, Oklahoma  
City Limits  
1st Quarter 2026**

# Table Of Contents

- 1. Demographics**
- 15. Opportunity Gap**
- 20. Retail Potential**
- 23. Income Summary**
- 25. Consumer Expenditure Summary**
- 29. Crime Risk**
- 31. Void Analysis**

# Demographics

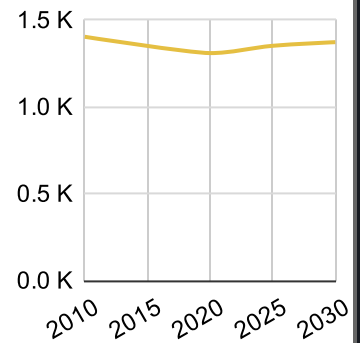


**Crescent, Oklahoma**

**City Limits**

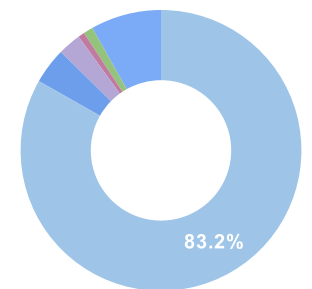
**Population**

|                                      |                  |
|--------------------------------------|------------------|
| Estimated Population (2025)          | 1,352            |
| Projected Population (2030)          | 1,373            |
| Census Population (2020)             | 1,310            |
| Census Population (2010)             | 1,404            |
| Projected Annual Growth (2025-2030)  | 21 0.3%          |
| Historical Annual Growth (2020-2025) | 42 0.6%          |
| Historical Annual Growth (2010-2020) | -94 -0.7%        |
| Estimated Population Density (2025)  | 1,214 <i>psm</i> |
| Trade Area Size                      | 1.1 <i>sq mi</i> |



**Race and Ethnicity (2025)**

| Not Hispanic or Latino Population     |  | Count | Percentage |
|---------------------------------------|--|-------|------------|
| White                                 |  | 1,094 | 85.9%      |
| Black or African American             |  | 52    | 4.1%       |
| American Indian or Alaska Native      |  | 32    | 2.5%       |
| Asian                                 |  | 10    | 0.8%       |
| Hawaiian or Pacific Islander          |  | -     | -          |
| Other Race                            |  | -     | -          |
| Two or More Races                     |  | 86    | 6.8%       |
| Hispanic or Latino Population         |  | Count | Percentage |
| White                                 |  | 31    | 39.7%      |
| Black or African American             |  | 4     | 5.1%       |
| American Indian or Alaska Native      |  | 4     | 5.1%       |
| Asian                                 |  | -     | -          |
| Hispanic Hawaiian or Pacific Islander |  | -     | -          |
| Other Race                            |  | 15    | 19.2%      |
| Two or More Races                     |  | 24    | 30.8%      |



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

**Crescent, Oklahoma**

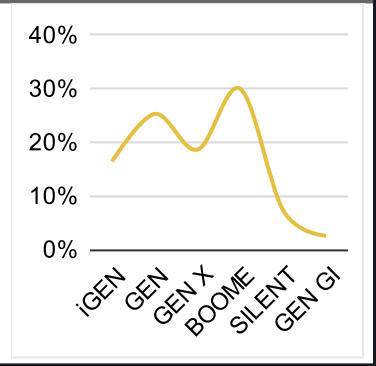
**City Limits**

**Age Distribution (2025)**

|                      |      |      |
|----------------------|------|------|
| Age Under 5 Years    | 82   | 6.1% |
| Age 5 to 9 Years     | 68   | 5.0% |
| Age 10 to 14 Years   | 72   | 5.3% |
| Age 15 to 19 Years   | 107  | 7.9% |
| Age 20 to 24 Years   | 93   | 6.9% |
| Age 25 to 29 Years   | 79   | 5.8% |
| Age 30 to 34 Years   | 63   | 4.7% |
| Age 35 to 39 Years   | 71   | 5.3% |
| Age 40 to 44 Years   | 99   | 7.3% |
| Age 45 to 49 Years   | 82   | 6.1% |
| Age 50 to 54 Years   | 78   | 5.8% |
| Age 55 to 59 Years   | 84   | 6.2% |
| Age 60 to 64 Years   | 95   | 7.0% |
| Age 65 to 69 Years   | 90   | 6.7% |
| Age 70 to 74 Years   | 58   | 4.3% |
| Age 75 to 79 Years   | 63   | 4.7% |
| Age 80 to 84 Years   | 36   | 2.7% |
| Age 85 Years or Over | 35   | 2.6% |
| Median Age           | 41.2 |      |

**Generation (2025)**

|  |     |       |
|--|-----|-------|
| iGeneration (Age Under 15 Years)                 | 222 | 16.4% |
| Generation 9/11 Millennials (Age 15 to 34 Years) | 342 | 25.3% |
| Gen Xers (Age 35 to 49 Years)                    | 252 | 18.6% |
| Baby Boomers (Age 50 to 74 Years)                | 405 | 30.0% |
| Silent Generation (Age 75 to 84 Years)           | 99  | 7.3%  |
| G.I. Generation (Age 85 Years or Over)           | 35  | 2.6%  |

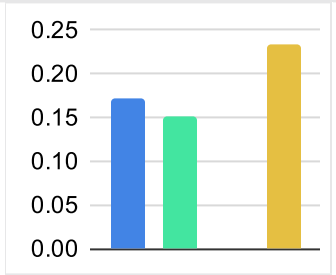


**Crescent, Oklahoma**

**City Limits**

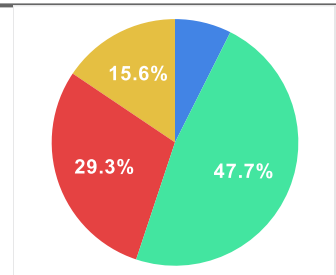
**Household Type (2025)**

|                                     |           |
|-------------------------------------|-----------|
| Total Households                    | 558       |
| Family Households                   | 324 58.1% |
| Family Households with Children     | 173 53.4% |
| Family Households No Children       | 151 46.6% |
| Non-Family Households               | 234 41.9% |
| Non-Family Households with Children | 1 0.4%    |
| Non-Family Households No Children   | 233 99.6% |



**Education Attainment (2025)**

|                                  |           |
|----------------------------------|-----------|
| Elementary or Some High School   | 69 7.4%   |
| High School Graduate             | 444 47.7% |
| Some College or Associate Degree | 273 29.3% |
| Bachelor or Graduate Degree      | 145 15.6% |



**Household Income (2025)**

|                                    |           |
|------------------------------------|-----------|
| Estimated Average Household Income | \$93,310  |
| Estimated Median Household Income  | \$63,599  |
| HH Income Under \$10,000           | 25 4.5%   |
| HH Income \$10,000 to \$34,999     | 104 18.6% |
| HH Income \$35,000 to \$49,999     | 84 15.1%  |
| HH Income \$50,000 to \$74,999     | 104 18.6% |
| HH Income \$75,000 to \$99,999     | 87 15.6%  |
| HH Income \$100,000 to \$149,999   | 86 15.4%  |
| HH Income \$150,000 or More        | 68 12.2%  |



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**Crescent, Oklahoma**

**City Limits**

**Population**

|                                      |       |       |
|--------------------------------------|-------|-------|
| Estimated Population (2025)          | 1,352 |       |
| Projected Population (2030)          | 1,373 |       |
| Census Population (2020)             | 1,310 |       |
| Census Population (2010)             | 1,404 |       |
| Projected Annual Growth (2025-2030)  | 21    | 0.3%  |
| Historical Annual Growth (2020-2025) | 42    | 0.6%  |
| Historical Annual Growth (2010-2020) | -94   | -0.7% |
| Estimated Population Density (2025)  | 1,214 | psm   |
| Trade Area Size                      | 1.1   | sq mi |

**Households**

|                                      |     |      |
|--------------------------------------|-----|------|
| Estimated Households (2025)          | 558 |      |
| Projected Households (2030)          | 610 |      |
| Census Households (2020)             | 520 |      |
| Census Households (2010)             | 555 |      |
| Projected Annual Growth (2025-2030)  | 52  | 1.9% |
| Historical Annual Change (2010-2025) | 3   | -    |

**Average Household Income**

|   |          |       |
|---|----------|-------|
| Estimated Average Household Income (2025) | \$93,310 |       |
| Projected Average Household Income (2030) | \$92,379 |       |
| Census Average Household Income (2010)    | \$38,295 |       |
| Census Average Household Income (2000)    | \$37,953 |       |
| Projected Annual Change (2025-2030)       | -\$931   | -0.2% |
| Historical Annual Change (2000-2025)      | \$55,357 | 5.8%  |

**Median Household Income**

|  |          |       |
|--|----------|-------|
| Estimated Median Household Income (2025) | \$63,599 |       |
| Projected Median Household Income (2030) | \$61,666 |       |
| Census Median Household Income (2010)    | \$30,448 |       |
| Census Median Household Income (2000)    | \$27,551 |       |
| Projected Annual Change (2025-2030)      | -\$1,933 | -0.6% |
| Historical Annual Change (2000-2025)     | \$36,048 | 5.2%  |

**Per Capita Income**

|  |          |      |
|--|----------|------|
| Estimated Per Capita Income (2025)           | \$38,511 |      |
| Projected Per Capita Income (2030)           | \$41,042 |      |
| Census Per Capita Income (2010)              | \$15,165 |      |
| Census Per Capita Income (2000)              | \$16,099 |      |
| Projected Annual Change (2025-2030)          | \$2,531  | 1.3% |
| Historical Annual Change (2000-2025)         | \$22,412 | 5.6% |
| Estimated Average Household Net Worth (2025) | \$1.04 M |      |

## Crescent, Oklahoma

### City Limits

#### Race and Ethnicity

|   |       |       |
|---|-------|-------|
| Total Population (2025)                       | 1,352 |       |
| White (2025)                                  | 1,125 | 83.2% |
| Black or African American (2025)              | 56    | 4.1%  |
| American Indian or Alaska Native (2025)       | 36    | 2.7%  |
| Asian (2025)                                  | 10    | 0.7%  |
| Hawaiian or Pacific Islander (2025)           | -     | -     |
| Other Race (2025)                             | 15    | 1.1%  |
| Two or More Races (2025)                      | 110   | 8.1%  |
| Population < 18 (2025)                        | 290   | 21.4% |
| White Not Hispanic                            | 205   | 70.7% |
| Black or African American                     | 18    | 6.2%  |
| Asian   | 6     | 2.1%  |
| Other Race Not Hispanic                       | 41    | 14.1% |
| Hispanic                                      | 20    | 6.9%  |
| Not Hispanic or Latino Population (2025)      | 1,274 | 94.2% |
| Not Hispanic White                            | 1,094 | 85.9% |
| Not Hispanic Black or African American        | 52    | 4.1%  |
| Not Hispanic American Indian or Alaska Native | 32    | 2.5%  |
| Not Hispanic Asian                            | 10    | 0.8%  |
| Not Hispanic Hawaiian or Pacific Islander     | -     | -     |
| Not Hispanic Other Race                       | -     | -     |
| Not Hispanic Two or More Races                | 86    | 6.8%  |
| Hispanic or Latino Population (2025)          | 78    | 5.8%  |
| Hispanic White                                | 31    | 39.7% |
| Hispanic Black or African American            | 4     | 5.1%  |
| Hispanic American Indian or Alaska Native     | 4     | 5.1%  |
| Hispanic Asian                                | -     | -     |
| Hispanic Hawaiian or Pacific Islander         | -     | -     |
| Hispanic Other Race                           | 15    | 19.2% |
| Hispanic Two or More Races                    | 24    | 30.8% |
| Not Hispanic or Latino Population (2020)      | 1,238 | 94.5% |
| Hispanic or Latino Population (2020)          | 72    | 5.5%  |
| Not Hispanic or Latino Population (2010)      | 1,340 | 95.4% |
| Hispanic or Latino Population (2010)          | 64    | 4.6%  |
| Not Hispanic or Latino Population (2030)      | 1,254 | 91.3% |
| Hispanic or Latino Population (2030)          | 119   | 8.7%  |
| Projected Annual Growth (2025-2030)           | 41    | 10.5% |
| Historical Annual Growth (2010-2020)          | 8     | 1.3%  |

**Crescent, Oklahoma**

**City Limits**

**Total Age Distribution (2025)**

|                      |       |       |
|----------------------|-------|-------|
| Total Population     | 1,352 |       |
| Age Under 5 Years    | 82    | 6.1%  |
| Age 5 to 9 Years     | 68    | 5.0%  |
| Age 10 to 14 Years   | 72    | 5.3%  |
| Age 15 to 19 Years   | 107   | 7.9%  |
| Age 20 to 24 Years   | 93    | 6.9%  |
| Age 25 to 29 Years   | 79    | 5.8%  |
| Age 30 to 34 Years   | 63    | 4.7%  |
| Age 35 to 39 Years   | 71    | 5.3%  |
| Age 40 to 44 Years   | 99    | 7.3%  |
| Age 45 to 49 Years   | 82    | 6.1%  |
| Age 50 to 54 Years   | 78    | 5.8%  |
| Age 55 to 59 Years   | 84    | 6.2%  |
| Age 60 to 64 Years   | 95    | 7.0%  |
| Age 65 to 69 Years   | 90    | 6.7%  |
| Age 70 to 74 Years   | 58    | 4.3%  |
| Age 75 to 79 Years   | 63    | 4.7%  |
| Age 80 to 84 Years   | 36    | 2.7%  |
| Age 85 Years or Over | 35    | 2.6%  |
| Median Age           | 41.2  |       |
| Age 19 Years or Less | 329   | 24.3% |
| Age 20 to 64 Years   | 744   | 55.0% |
| Age 65 Years or Over | 282   | 20.9% |

**Female Age Distribution (2025)**

|                      |      |       |
|----------------------|------|-------|
| Female Population    | 691  | 51.1% |
| Age Under 5 Years    | 35   | 5.1%  |
| Age 5 to 9 Years     | 34   | 4.9%  |
| Age 10 to 14 Years   | 30   | 4.3%  |
| Age 15 to 19 Years   | 45   | 6.5%  |
| Age 20 to 24 Years   | 52   | 7.5%  |
| Age 25 to 29 Years   | 42   | 6.1%  |
| Age 30 to 34 Years   | 30   | 4.3%  |
| Age 35 to 39 Years   | 43   | 6.2%  |
| Age 40 to 44 Years   | 50   | 7.2%  |
| Age 45 to 49 Years   | 48   | 6.9%  |
| Age 50 to 54 Years   | 39   | 5.6%  |
| Age 55 to 59 Years   | 49   | 7.1%  |
| Age 60 to 64 Years   | 43   | 6.2%  |
| Age 65 to 69 Years   | 52   | 7.5%  |
| Age 70 to 74 Years   | 24   | 3.5%  |
| Age 75 to 79 Years   | 33   | 4.8%  |
| Age 80 to 84 Years   | 23   | 3.3%  |
| Age 85 Years or Over | 22   | 3.2%  |
| Female Median Age    | 42.6 |       |
| Age 19 Years or Less | 144  | 20.8% |
| Age 20 to 64 Years   | 396  | 57.3% |
| Age 65 Years or Over | 154  | 22.3% |

**Crescent, Oklahoma**

**City Limits**

**Male Age Distribution (2025)**

|                      |      |       |
|----------------------|------|-------|
| Male Population      | 661  | 48.9% |
| Age Under 5 Years    | 47   | 7.1%  |
| Age 5 to 9 Years     | 34   | 5.1%  |
| Age 10 to 14 Years   | 42   | 6.4%  |
| Age 15 to 19 Years   | 62   | 9.4%  |
| Age 20 to 24 Years   | 41   | 6.2%  |
| Age 25 to 29 Years   | 37   | 5.6%  |
| Age 30 to 34 Years   | 33   | 5.0%  |
| Age 35 to 39 Years   | 28   | 4.2%  |
| Age 40 to 44 Years   | 49   | 7.4%  |
| Age 45 to 49 Years   | 34   | 5.1%  |
| Age 50 to 54 Years   | 39   | 5.9%  |
| Age 55 to 59 Years   | 35   | 5.3%  |
| Age 60 to 64 Years   | 52   | 7.9%  |
| Age 65 to 69 Years   | 38   | 5.7%  |
| Age 70 to 74 Years   | 34   | 5.1%  |
| Age 75 to 79 Years   | 30   | 4.5%  |
| Age 80 to 84 Years   | 13   | 2.0%  |
| Age 85 Years or Over | 13   | 2.0%  |
| Male Median Age      | 39.7 |       |
| Age 19 Years or Less | 185  | 28.0% |
| Age 20 to 64 Years   | 348  | 52.6% |
| Age 65 Years or Over | 128  | 19.4% |

**Males per 100 Females (2025)**

|                      |     |       |
|----------------------|-----|-------|
| Overall Comparison   | 96  |       |
| Age Under 5 Years    | 134 | 57.3% |
| Age 5 to 9 Years     | 100 | 50.0% |
| Age 10 to 14 Years   | 140 | 58.3% |
| Age 15 to 19 Years   | 138 | 57.9% |
| Age 20 to 24 Years   | 79  | 44.1% |
| Age 25 to 29 Years   | 88  | 46.8% |
| Age 30 to 34 Years   | 110 | 52.4% |
| Age 35 to 39 Years   | 65  | 39.4% |
| Age 40 to 44 Years   | 98  | 49.5% |
| Age 45 to 49 Years   | 71  | 41.5% |
| Age 50 to 54 Years   | 100 | 50.0% |
| Age 55 to 59 Years   | 71  | 41.7% |
| Age 60 to 64 Years   | 121 | 54.7% |
| Age 65 to 69 Years   | 73  | 42.2% |
| Age 70 to 74 Years   | 142 | 58.6% |
| Age 75 to 79 Years   | 91  | 47.6% |
| Age 80 to 84 Years   | 57  | 36.1% |
| Age 85 Years or Over | 59  | 37.1% |
| Age 19 Years or Less | 128 | 56.2% |
| Age 20 to 39 Years   | 83  | 45.4% |
| Age 40 to 64 Years   | 91  | 47.7% |
| Age 65 Years or Over | 83  | 45.4% |

## Crescent, Oklahoma

### City Limits

#### Household Type (2025)

|                                       |           |       |
|---------------------------------------|-----------|-------|
| Total Households                      | 558       |       |
| Households with Children              | 174       | 31.2% |
| Average Household Size                | 2.4       |       |
| Household Density per Square Mile     | 501       |       |
| Population Family                     | 1,049     | 77.6% |
| Population Non-Family                 | 303       | 22.4% |
| Population Group Quarters             | -         | -     |
| Family Households                     | 324       | 58.1% |
| Married Couple Households             | 218       | 67.3% |
| Other Family Households with Children | 106       | 32.7% |
| Family Households with Children       | 173       | 53.4% |
| Married Couple with Children          | 110       | 63.6% |
| Other Family Households with Children | 63        | 36.4% |
| Family Households No Children         | 151       | 46.6% |
| Married Couple No Children            | 108       | 71.5% |
| Other Family Households No Children   | 43        | 28.5% |
| Non-Family Households                 | 234       | 41.9% |
| Non-Family Households with Children   | 1         | 0.4%  |
| Non-Family Households No Children     | 233       | 99.6% |
| Average Family Household Size         | 3.2       |       |
| Average Family Income                 | \$125,123 |       |
| Median Family Income                  | \$84,090  |       |
| Average Non-Family Household Size     | 1.3       |       |

#### Marital Status (2025)

|                                 |       |       |
|---------------------------------|-------|-------|
| Population Age 15 Years or Over | 1,131 |       |
| Never Married                   | 377   | 33.3% |
| Currently Married               | 478   | 42.3% |
| Previously Married              | 276   | 24.4% |
| Separated                       | 37    | 13.4% |
| Widowed                         | 89    | 32.2% |
| Divorced                        | 150   | 54.3% |

#### Educational Attainment (2025)

|  |     |       |
|--|-----|-------|
| Adult Population Age 25 Years or Over        | 931 |       |
| Elementary (Grade Level 0 to 8)              | 19  | 2.0%  |
| Some High School (Grade Level 9 to 11)       | 50  | 5.4%  |
| High School Graduate                         | 444 | 47.7% |
| Some College                                 | 210 | 22.6% |
| Associate Degree Only                        | 63  | 6.8%  |
| Bachelor Degree Only                         | 82  | 8.8%  |
| Graduate Degree                              | 63  | 6.8%  |
| Any College (Some College or Higher)         | 418 | 44.9% |
| College Degree + (Bachelor Degree or Higher) | 145 | 15.6% |

## Crescent, Oklahoma

### City Limits

#### Housing

|                                      |     |       |
|--------------------------------------|-----|-------|
| Total Housing Units (2025)           | 568 |       |
| Total Housing Units (2020)           | 612 |       |
| Historical Annual Growth (2020-2025) | -44 | -     |
| Housing Units Occupied (2025)        | 558 | 98.2% |
| Housing Units Owner-Occupied         | 377 | 67.6% |
| Housing Units Renter-Occupied        | 181 | 32.4% |
| Housing Units Vacant (2025)          | 10  | 1.8%  |

#### Household Size (2025)

|                             |     |       |
|-----------------------------|-----|-------|
| Total Households            | 558 |       |
| 1 Person Households         | 192 | 34.4% |
| 2 Person Households         | 171 | 30.6% |
| 3 Person Households         | 70  | 12.5% |
| 4 Person Households         | 55  | 9.9%  |
| 5 Person Households         | 37  | 6.6%  |
| 6 Person Households         | 26  | 4.7%  |
| 7 or More Person Households | 7   | 1.3%  |

#### Household Income Distribution (2025)

|                                  |     |       |
|----------------------------------|-----|-------|
| HH Income \$200,000 or More      | 52  | 9.3%  |
| HH Income \$150,000 to \$199,999 | 16  | 2.9%  |
| HH Income \$125,000 to \$149,999 | 29  | 5.2%  |
| HH Income \$100,000 to \$124,999 | 57  | 10.2% |
| HH Income \$75,000 to \$99,999   | 87  | 15.6% |
| HH Income \$50,000 to \$74,999   | 104 | 18.6% |
| HH Income \$35,000 to \$49,999   | 84  | 15.1% |
| HH Income \$25,000 to \$34,999   | 46  | 8.2%  |
| HH Income \$15,000 to \$24,999   | 51  | 9.1%  |
| HH Income \$10,000 to \$14,999   | 7   | 1.3%  |
| HH Income Under \$10,000         | 25  | 4.5%  |

#### Household Vehicles (2025)

|  |       |       |
|--|-------|-------|
| Households 0 Vehicles Available                | 57    | 10.2% |
| Households 1 Vehicle Available                 | 136   | 24.4% |
| Households 2 Vehicles Available                | 210   | 37.6% |
| Households 3 or More Vehicles Available        | 155   | 27.8% |
| Total Vehicles Available                       | 1,113 |       |
| Average Vehicles per Household                 | 2.0   |       |
| Owner-Occupied Household Vehicles              | 896   | 80.5% |
| Average Vehicles per Owner-Occupied Household  | 2.4   |       |
| Renter-Occupied Household Vehicles             | 217   | 19.5% |
| Average Vehicles per Renter-Occupied Household | 1.2   |       |

#### Travel Time (2025)

|                                      |      |       |
|--------------------------------------|------|-------|
| Worker Base Age 16 years or Over     | 645  |       |
| Travel to Work in 14 Minutes or Less | 184  | 28.5% |
| Travel to Work in 15 to 29 Minutes   | 82   | 12.7% |
| Travel to Work in 30 to 59 Minutes   | 286  | 44.3% |
| Travel to Work in 60 Minutes or More | 54   | 8.4%  |
| Work at Home                         | 37   | 5.7%  |
| Average Minutes Travel to Work       | 31.2 |       |

## Crescent, Oklahoma

### City Limits

#### Transportation To Work (2025)

|   |     |       |
|---|-----|-------|
| Worker Base Age 16 years or Over        | 645 |       |
| Drive to Work Alone                     | 524 | 81.2% |
| Drive to Work in Carpool                | 73  | 11.3% |
| Travel to Work by Public Transportation | -   | -     |
| Drive to Work on Motorcycle             | -   | -     |
| Bicycle to Work                         | -   | -     |
| Walk to Work                            | 2   | 0.3%  |
| Other Means                             | 9   | 1.4%  |
| Work at Home                            | 37  | 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            | 31.4 | to 1  |
| Adj. Daytime Demographics Age 16 Years or Over | 838  |       |

#### Labor Force

|  |       |       |
|--|-------|-------|
| Labor Population Age 16 Years or Over (2025) | 1,101 |       |
| Labor Force Total Males (2025)               | 520   | 47.2% |
| Male Civilian Employed                       | 331   | 63.7% |
| Male Civilian Unemployed                     | 16    | 3.1%  |
| Males in Armed Forces                        | -     | -     |
| Males Not in Labor Force                     | 173   | 33.3% |
| Labor Force Total Females (2025)             | 581   | 52.8% |
| Female Civilian Employed                     | 313   | 53.9% |
| Female Civilian Unemployed                   | 17    | 2.9%  |
| Females in Armed Forces                      | -     | -     |
| Females Not in Labor Force                   | 251   | 43.2% |
| Unemployment Rate                            | 33    | 3.0%  |

#### Occupation (2025)

|  |     |       |
|--|-----|-------|
| Occupation Population Age 16 Years or Over | 645 |       |
| Occupation Total Males                     | 331 | 51.3% |
| Occupation Total Females                   | 314 | 48.7% |
| Management, Business, Financial Operations | 72  | 11.2% |
| Professional, Related                      | 121 | 18.8% |
| Service                                    | 106 | 16.4% |
| Sales, Office                              | 163 | 25.3% |
| Farming, Fishing, Forestry                 | 2   | 0.3%  |
| Construction, Extraction, Maintenance      | 77  | 11.9% |
| Production, Transport, Material Moving     | 104 | 16.1% |
| White Collar Workers                       | 356 | 55.2% |
| Blue Collar Workers                        | 289 | 44.8% |

**Crescent, Oklahoma**

**City Limits**

**Units In Structure (2025)**

|                        |     |       |
|------------------------|-----|-------|
| Total Units            | 558 |       |
| 1 Detached Unit        | 422 | 75.6% |
| 1 Attached Unit        | 2   | 0.4%  |
| 2 Units                | 17  | 3.0%  |
| 3 to 4 Units           | 16  | 2.9%  |
| 5 to 9 Units           | 8   | 1.4%  |
| 10 to 19 Units         | 3   | 0.5%  |
| 20 to 49 Units         | 1   | 0.2%  |
| 50 or More Units       | 7   | 1.3%  |
| Mobile Home or Trailer | 82  | 14.7% |
| Other Structure        | -   | -     |

**Homes Built By Year (2025)**

|                           |      |       |
|---------------------------|------|-------|
| Homes Built 2020 or later | 1    | 0.2%  |
| Homes Built 2010 to 2019  | 82   | 14.4% |
| Homes Built 2000 to 2009  | 28   | 4.9%  |
| Homes Built 1990 to 1999  | 44   | 7.7%  |
| Homes Built 1980 to 1989  | 24   | 4.2%  |
| Homes Built 1970 to 1979  | 163  | 28.7% |
| Homes Built 1960 to 1969  | 49   | 8.6%  |
| Homes Built 1950 to 1959  | 50   | 8.8%  |
| Homes Built 1940 to 1949  | 65   | 11.4% |
| Homes Built Before 1939   | 54   | 9.5%  |
| Median Age of Homes       | 50.6 | yrs   |

**Home Values (2025)**

|                                    |           |       |
|------------------------------------|-----------|-------|
| Owner Specified Housing Units      | 377       |       |
| Home Values \$1,000,000 or More    | 28        | 7.4%  |
| 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 | 10        | 2.7%  |
| Home Values \$250,000 to \$299,999 | 14        | 3.7%  |
| Home Values \$200,000 to \$249,999 | 31        | 8.2%  |
| Home Values \$175,000 to \$199,999 | 46        | 12.2% |
| Home Values \$150,000 to \$174,999 | 75        | 19.9% |
| Home Values \$125,000 to \$149,999 | 40        | 10.6% |
| Home Values \$100,000 to \$124,999 | 41        | 10.9% |
| Home Values \$90,000 to \$99,999   | 30        | 8.0%  |
| Home Values \$80,000 to \$89,999   | 11        | 2.9%  |
| Home Values \$70,000 to \$79,999   | 3         | 0.8%  |
| Home Values \$60,000 to \$69,999   | 10        | 2.7%  |
| Home Values \$50,000 to \$59,999   | 19        | 5.0%  |
| Home Values \$35,000 to \$49,999   | 3         | 0.8%  |
| Home Values \$25,000 to \$34,999   | 5         | 1.3%  |
| Home Values \$10,000 to \$24,999   | 7         | 1.9%  |
| Home Values Under \$10,000         | -         | -     |
| Owner-Occupied Median Home Value   | \$156,666 |       |
| Renter-Occupied Median Rent        | \$579     |       |

**Crescent, Oklahoma**

**City Limits**

**Total Annual Consumer Expenditure (2025)**

|                                     |            |
|-------------------------------------|------------|
| Total Household Expenditure         | \$51.25 M  |
| Total Non-Retail Expenditure        | \$24.75 M  |
| Total Retail Expenditure            | \$26.5 M   |
| Alcoholic Beverages                 | \$311.47 K |
| Apparel                             | \$947.62 K |
| Contributions                       | \$1.6 M    |
| Education                           | \$1.15 M   |
| Entertainment                       | \$2.93 M   |
| Food Away From Home                 | \$2.25 M   |
| Grocery                             | \$3.46 M   |
| Health Care                         | \$3.77 M   |
| Household Furnishings and Equipment | \$1.36 M   |
| Household Operations                | \$959.12 K |
| Miscellaneous Expenses              | \$874.22 K |
| Personal Care                       | \$674.28 K |
| Shelter                             | \$8.23 M   |
| Tax and Retirement                  | \$11.42 M  |
| Tobacco and Related                 | \$273.14 K |
| Transportation                      | \$8.58 M   |
| Utilities                           | \$2.48 M   |

**Monthly Household Consumer Expenditure (2025)**

|                                     |         |       |
|-------------------------------------|---------|-------|
| Total Household Expenditure         | \$7,653 |       |
| Total Non-Retail Expenditure        | \$3,696 | 48.3% |
| Total Retail Expenditures           | \$3,958 | 51.7% |
| Alcoholic Beverages                 | \$47    | 0.6%  |
| Apparel                             | \$142   | 1.8%  |
| Contributions                       | \$239   | 3.1%  |
| Education                           | \$171   | 2.2%  |
| Entertainment                       | \$438   | 5.7%  |
| Food Away From Home                 | \$336   | 4.4%  |
| Grocery                             | \$517   | 6.8%  |
| Health Care                         | \$562   | 7.3%  |
| Household Furnishings and Equipment | \$203   | 2.6%  |
| Household Operations                | \$143   | 1.9%  |
| Miscellaneous Expenses              | \$131   | 1.7%  |
| Personal Care                       | \$101   | 1.3%  |
| Shelter                             | \$1,229 | 16.1% |
| Tax and Retirement                  | \$1,705 | -     |
| Tobacco and Related                 | \$41    | 0.5%  |
| Transportation                      | \$1,281 | 16.7% |
| Utilities                           | \$370   | 4.8%  |

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# OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

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## **Vehicle and Parts Dealers**

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

## **Furniture and Home Furnishings Stores**

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

## **Electronics and Appliance Stores**

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

## **Building Materials and Garden Supply Stores**

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

## **Food and Beverage Stores**

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

## **Health and Personal Care Stores**

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

## **Gasoline Stations**

Gasoline stations and gasoline stations with convenience stores

## **Clothing and Clothing Accessories Stores**

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

## **Sporting Goods and Hobby Stores**

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

## **General Merchandise Stores**

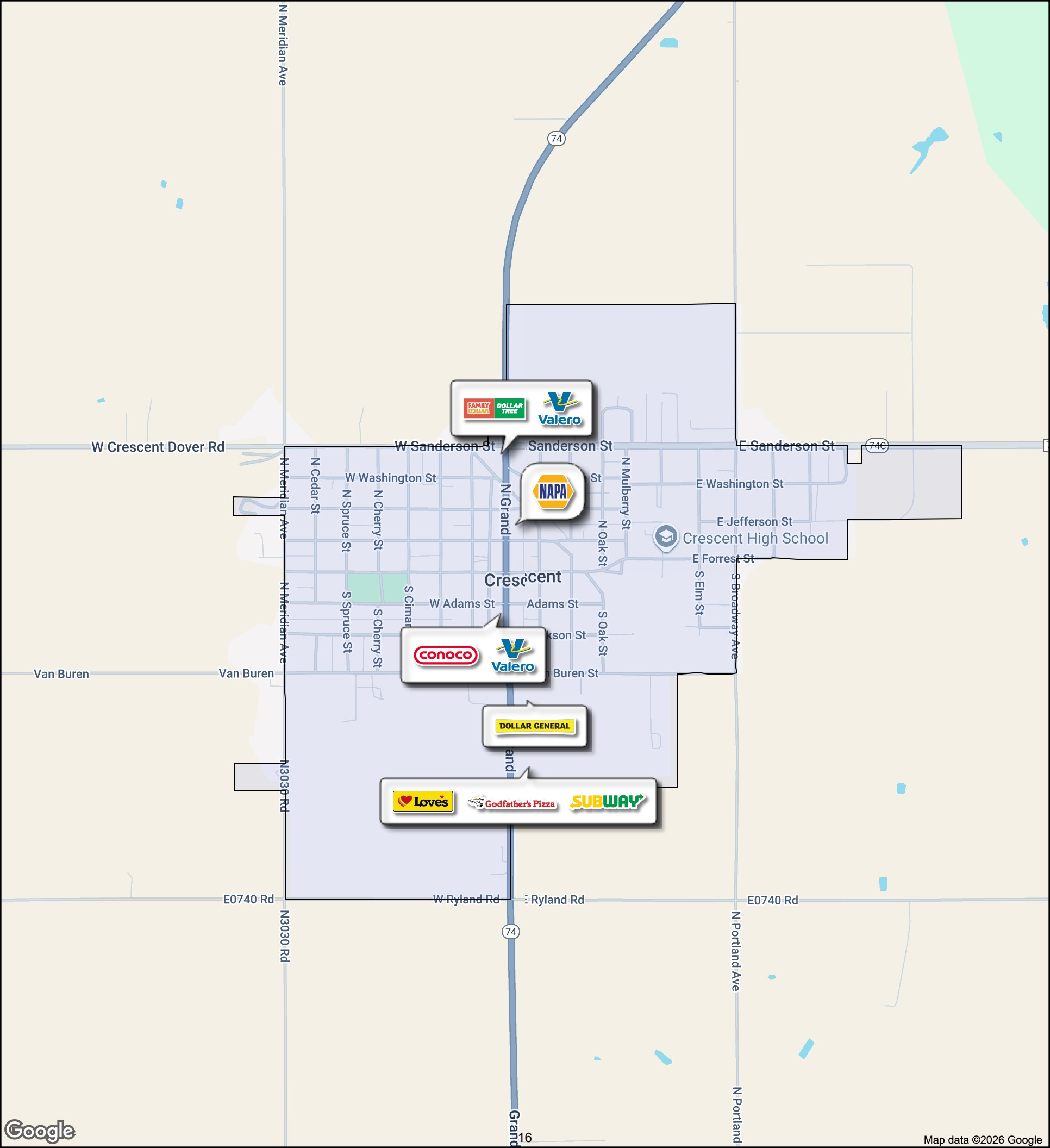
Department stores and other general merchandise stores

## **Miscellaneous Store Retailers**

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

## **Foodservice and Drinking Places**

Full-service restaurants, limited service eating places, special foodservices, taverns and bars



FAMILY DOLLAR DOLLAR TREE Valero

NAPA

CONOCO Valero

DOLLAR GENERAL

Loves Godfather's Pizza SUBWAY

Crescent High School

## Crescent, Oklahoma

## City Limits

|  | Potential / Sales   | Index |
|--|---------------------|-------|
| <b>Clothing, Clothing Accessories Stores</b>                 | \$1.65 M / \$1      | 100   |
| Men's Clothing Stores  | \$65.53 K / -       | 100   |
| Women's Clothing Stores                                      | \$138.1 K / \$1     | 100   |
| Children's, Infants' Clothing Stores                         | \$131.97 K / -      | 100   |
| Family Clothing Stores                                       | \$798.63 K / \$-2   | 100   |
| Clothing Accessory Stores                                    | \$37.45 K / \$2     | 100   |
| Other Apparel Stores   | \$48.2 K / \$1      | 100   |
| Shoe Stores  | \$344.02 K / \$-2   | 100   |
| Jewelry Stores   | \$75.3 K / \$1      | 100   |
| Luggage Stores   | \$9.11 K / -        | 100   |
| <b>Furniture, Home Furnishings Stores</b>                    | \$1.42 M / -        | 100   |
| Furniture Stores   | \$648.16 K / \$2    | 100   |
| Floor Covering Stores  | \$93.14 K / \$-2    | 100   |
| Other Home Furnishing Stores                                 | \$676.29 K / -      | 100   |
| <b>Electronics, Appliance Stores</b>                         | \$1.4 M / \$-2      | 100   |
| <b>Building Material, Garden Equipment, Supplies Dealers</b> | \$1.37 M / \$-1     | 100   |
| Home Centers   | \$769.98 K / \$-2   | 100   |
| Paint, Wallpaper Stores                                      | \$163.54 K / \$1    | 100   |
| Hardware Stores  | \$86.4 K / -        | 100   |
| Other Building Materials Stores                              | \$241.9 K / \$2     | 100   |
| Outdoor Power Equipment Stores                               | \$14.82 K / \$-3    | 100   |
| Nursery, Garden Stores                                       | \$97.77 K / \$1     | 100   |
| <b>Food, Beverage Stores</b>                                 | \$2.16 M / \$2.91 M | -26   |
| Grocery Stores   | \$1.66 M / \$2.91 M | -43   |
| Convenience Stores   | \$149.01 K / \$-3   | 100   |
| Meat Markets   | \$9.77 K / -        | 100   |
| Fish, Seafood Markets  | \$3.36 K / \$1      | 100   |
| Fruit, Vegetable Markets                                     | \$6.39 K / \$1      | 100   |
| Other Specialty Food Markets                                 | \$13.07 K / \$2     | 100   |
| Liquor Stores  | \$317.89 K / \$-2   | 100   |

**Crescent, Oklahoma**

**City Limits**

|  | Potential / Sales     | Index |
|--|-----------------------|-------|
| <b>Health, Personal Care Stores</b>              | \$1.37 M / \$1.67 M   | -18   |
| Pharmacy, Drug Stores                            | \$1.2 M / \$1.67 M    | -28   |
| Cosmetics, Beauty Stores                         | \$69.02 K / -         | 100   |
| Optical Goods Stores                             | \$19.99 K / -         | 100   |
| Other Health, Personal Care Stores               | \$73.89 K / \$-3      | 100   |
| <b>Sporting Goods, Hobby, Book, Music Stores</b> | \$1.67 M / -          | 100   |
| Sporting Goods Stores                            | \$627.59 K / \$-1     | 100   |
| Hobby, Toy, Game Stores                          | \$450.32 K / \$3      | 100   |
| Sewing, Needlecraft Stores                       | \$348.15 K / \$1      | 100   |
| Musical Instrument Stores                        | \$121.11 K / \$-1     | 100   |
| Book Stores                                      | \$122.86 K / \$-2     | 100   |
| <b>General Merchandise Stores</b>                | \$5.25 M / \$7.07 M   | -26   |
| Department Stores                                | \$1.84 M / \$-1       | 100   |
| Warehouse Superstores                            | \$2.91 M / \$2        | 100   |
| Other General Merchandise Stores                 | \$510.32 K / \$7.07 M | -93   |
| <b>Miscellaneous Store Retailers</b>             | \$674.09 K / \$-1     | 100   |
| Florists   | \$16.18 K / \$-1      | 100   |
| Office, Stationary Stores                        | \$67.28 K / \$-1      | 100   |
| Gift, Souvenir Stores                            | \$137.67 K / \$2      | 100   |
| Used Merchandise Stores                          | \$48.59 K / \$-3      | 100   |
| Pet, Pet Supply Stores                           | \$119.91 K / \$3      | 100   |
| Art Dealers                                      | \$19.8 K / \$-3       | 100   |
| Mobile Home Dealers                              | \$13.6 K / \$-1       | 100   |
| Other Miscellaneous Retail Stores                | \$251.05 K / \$3      | 100   |
| <b>Non-Store Retailers</b>                       | \$3.12 M / \$-3       | 100   |
| Mail Order, Catalog Stores                       | \$2.92 M / \$-1       | 100   |
| Vending Machines                                 | \$13.69 K / \$-2      | 100   |
| Fuel Dealers                                     | \$17.25 K / \$-1      | 100   |
| Other Direct Selling Establishments              | \$166.47 K / \$1      | 100   |

**Crescent, Oklahoma**

**City Limits**

|                                     | Potential / Sales       | Index  |
|-------------------------------------|-------------------------|--------|
| <b>Accommodation, Food Services</b> | \$2.8 M / \$1.66 M      | 41     |
| Hotels, Other Travel Accommodations | \$180.65 K / \$416.96 K | -57    |
| RV Parks                            | \$1.74 K / \$-1         | 100    |
| Rooming, Boarding Houses            | \$1 K / \$-3            | 100    |
| Full Service Restaurants            | \$1.64 M / \$909.51 K   | 44     |
| Limited Service Restaurants         | \$760.43 K / \$490.3 K  | 36     |
| Special Food Services, Catering     | \$221.84 K / \$-4       | 100    |
| Drinking Places                     | \$156.74 K / \$-1       | 100    |
| <b>Gasoline Stations</b>            | \$1.09 M / \$4.22 M     | -74    |
| <b>Motor Vehicle, Parts Dealers</b> | \$2.37 M / \$722.52 K   | 70     |
| New Car Dealers                     | \$1.37 M / \$3          | 100    |
| Used Car Dealers                    | \$126.54 K / \$279.05 K | -55    |
| Recreational Vehicle Dealers        | \$241.49 K / \$2        | 100    |
| Motorcycle, Boat Dealers            | \$319.48 K / \$1        | 100    |
| Auto Parts, Accessories             | \$202.74 K / \$443.47 K | -54    |
| Tire Dealers                        | \$113.54 K / \$2        | 100    |
| 2025 Population                     |                         | 1,352  |
| 2030 Population                     |                         | 1,373  |
| % Population Change 2025-2030       |                         | 1.6%   |
| 2025 Adult Population Age 18+       |                         | 1,064  |
| 2025 Population Male                |                         | 661    |
| 2025 Population Female              |                         | 691    |
| 2025 Households                     |                         | 558    |
| 2025 Median Household Income        |                         | 63,599 |
| 2025 Average Household Income       |                         | 93,310 |

# **Retail Potential**

| <b>Crescent, Oklahoma</b>                                    |                 |
|--|-----------------|
| <b>City Limits</b>   |                 |
| 2025 Population  | 1,352           |
| 2030 Population  | 1,373           |
| % Population Change 2020-2025                                | 3.2%            |
| 2025 Adult Population Age 18+                                | \$1,064         |
| 2025 Population Male   | \$661           |
| 2025 Population Female                                       | \$691           |
| 2025 Households  | \$558           |
| 2025 Median Household Income                                 | \$63,599        |
| 2025 Average Household Income                                | \$93,310        |
| <b>Clothing, Clothing Accessories Stores</b>                 | <b>\$1.65 M</b> |
| Men's Clothing Stores  | \$65.53 K       |
| Women's Clothing Stores                                      | \$138.1 K       |
| Children's, Infants' Clothing Stores                         | \$131.97 K      |
| Family Clothing Stores                                       | \$798.63 K      |
| Clothing Accessory Stores                                    | \$37.45 K       |
| Other Apparel Stores   | \$48.2 K        |
| Shoe Stores  | \$344.02 K      |
| Jewelry Stores   | \$75.3 K        |
| Luggage Stores   | \$9.11 K        |
| <b>Furniture, Home Furnishings Stores</b>                    | <b>\$1.42 M</b> |
| Furniture Stores   | \$648.16 K      |
| Floor Covering Stores  | \$93.14 K       |
| Other Home Furnishing Stores                                 | \$676.29 K      |
| <b>Electronics, Appliance Stores</b>                         | <b>\$1.4 M</b>  |
| <b>Gasoline Stations</b>                                     | <b>\$1.09 M</b> |
| <b>Building Material, Garden Equipment, Supplies Dealers</b> | <b>\$1.37 M</b> |
| Home Centers   | \$769.98 K      |
| Paint, Wallpaper Stores                                      | \$163.54 K      |
| Hardware Stores  | \$86.4 K        |
| Other Building Materials Stores                              | \$241.9 K       |
| Outdoor Power Equipment Stores                               | \$14.82 K       |
| Nursery, Garden Stores                                       | \$97.77 K       |
| <b>Food, Beverage Stores</b>                                 | <b>\$2.16 M</b> |
| Grocery Stores   | \$1.66 M        |
| Convenience Stores   | \$149.01 K      |
| Meat Markets   | \$9.77 K        |
| Fish, Seafood Markets  | \$3.36 K        |
| Fruit, Vegetable Markets                                     | \$6.39 K        |
| Other Specialty Food Markets                                 | \$13.07 K       |
| Liquor Stores  | \$317.89 K      |

| <b>Crescent, Oklahoma</b>                        |            |
|--|------------|
| <b>City Limits</b>                               |            |
| <b>Health, Personal Care Stores</b>              | \$1.37 M   |
| Pharmacy, Drug Stores                            | \$1.2 M    |
| Cosmetics, Beauty Stores                         | \$69.02 K  |
| Optical Goods Stores                             | \$19.99 K  |
| Other Health, Personal Care Stores               | \$73.89 K  |
| <b>Sporting Goods, Hobby, Book, Music Stores</b> | \$1.67 M   |
| Sporting Goods Stores                            | \$627.59 K |
| Hobby, Toy, Game Stores                          | \$450.32 K |
| Sewing, Needlecraft Stores                       | \$348.15 K |
| Musical Instrument Stores                        | \$121.11 K |
| Book Stores                                      | \$122.86 K |
| <b>General Merchandise Stores</b>                | \$5.25 M   |
| Department Stores                                | \$1.84 M   |
| Warehouse Superstores                            | \$2.91 M   |
| Other General Merchandise Stores                 | \$510.32 K |
| <b>Miscellaneous Store Retailers</b>             | \$674.09 K |
| Florists   | \$16.18 K  |
| Office, Stationary Stores                        | \$67.28 K  |
| Gift, Souvenir Stores                            | \$137.67 K |
| Used Merchandise Stores                          | \$48.59 K  |
| Pet, Pet Supply Stores                           | \$119.91 K |
| Art Dealers                                      | \$19.8 K   |
| Mobile Home Dealers                              | \$13.6 K   |
| Other Miscellaneous Retail Stores                | \$251.05 K |
| <b>Non-Store Retailers</b>                       | \$3.12 M   |
| Mail Order, Catalog Stores                       | \$2.92 M   |
| Vending Machines                                 | \$13.69 K  |
| Fuel Dealers                                     | \$17.25 K  |
| Other Direct Selling Establishments              | \$166.47 K |
| <b>Accommodation, Food Services</b>              | \$2.96 M   |
| Hotels, Other Travel Accommodations              | \$180.65 K |
| RV Parks   | \$1.74 K   |
| Rooming, Boarding Houses                         | \$1 K      |
| Full Service Restaurants                         | \$1.64 M   |
| Limited Service Restaurants                      | \$760.43 K |
| Special Food Services, Catering                  | \$221.84 K |
| Drinking Places                                  | \$156.74 K |
| <b>Motor Vehicle, Parts Dealers</b>              | \$2.37 M   |
| New Car Dealers                                  | \$1.37 M   |
| Used Car Dealers                                 | \$126.54 K |
| Recreational Vehicle Dealers                     | \$241.49 K |
| Motorcycle, Boat Dealers                         | \$319.48 K |
| Auto Parts, Accessories                          | \$202.74 K |
| Tire Dealers                                     | \$113.54 K |

# **Income Summary**

| <b>Crescent, Oklahoma</b>                      |             |       |
|--|-------------|-------|
| <b>City Limits</b>                             |             |       |
| <b>Population</b>                              |             |       |
| Estimated Population (2025)                    | 1,352       |       |
| Projected Population (2030)                    | 1,373       |       |
| Census Population (2020)                       | 1,310       |       |
| Census Population (2010)                       | 1,404       |       |
| <i>Projected Annual Growth (2025 to 2030)</i>  | 21          | 0.3%  |
| <i>Historical Annual Growth (2020 to 2025)</i> | 42          | 0.6%  |
| <i>Historical Annual Growth (2010 to 2020)</i> | -94         | -0.7% |
| <b>Households</b>                              |             |       |
| Estimated Households (2025)                    | 558         |       |
| Projected Households (2030)                    | 610         |       |
| Census Households (2020)                       | 520         |       |
| Census Households (2010)                       | 555         |       |
| <i>Projected Annual Growth (2025 to 2030)</i>  | 52          | 1.9%  |
| <i>Historical Annual Growth (2020 to 2025)</i> | 38          | 1.5%  |
| <i>Historical Annual Growth (2010 to 2020)</i> | -35         | -0.6% |
| <b>Average Household Income</b>                |             |       |
| Estimated Average Household Income (2025)      | \$93,310    |       |
| Projected Average Household Income (2030)      | \$92,379    |       |
| Census Average Household Income (2020)         | \$38,295    |       |
| Census Average Household Income (2010)         | \$37,953    |       |
| <i>Projected Annual Growth (2025 to 2030)</i>  | -\$931      | -0.2% |
| <i>Historical Annual Growth (2020 to 2025)</i> | \$55,015    | 9.6%  |
| <i>Historical Annual Growth (2010 to 2020)</i> | \$342       | -     |
| <b>Median Household Income</b>                 |             |       |
| Estimated Median Household Income (2025)       | \$63,599    |       |
| Projected Median Household Income (2030)       | \$61,666    |       |
| Census Median Household Income (2020)          | \$30,448    |       |
| Census Median Household Income (2010)          | \$27,551    |       |
| <i>Projected Annual Growth (2025 to 2030)</i>  | -\$1,933    | -0.6% |
| <i>Historical Annual Growth (2020 to 2025)</i> | \$33,151    | 7.3%  |
| <i>Historical Annual Growth (2010 to 2020)</i> | \$2,897     | 1.1%  |
| <b>Per Capita Income</b>                       |             |       |
| Estimated Per Capita Income (2025)             | \$38,511    |       |
| Projected Per Capita Income (2030)             | \$41,042    |       |
| Census Per Capita Income (2020)                | \$15,165    |       |
| Census Per Capita Income (2010)                | \$16,099    |       |
| <i>Projected Annual Growth (2025 to 2030)</i>  | \$2,531     | 1.3%  |
| <i>Historical Annual Growth (2020 to 2025)</i> | \$23,346    | 10.3% |
| <i>Historical Annual Growth (2010 to 2020)</i> | -\$934      | -0.6% |
| <b>Other Income</b>                            |             |       |
| Estimated Families (2025)                      | 324         |       |
| Estimated Average Family Income (2025)         | \$125,123   |       |
| Estimated Median Family Income (2025)          | \$84,090    |       |
| Estimated Average Household Net Worth (2025)   | \$1,044,998 |       |

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



| <b>Crescent, Oklahoma</b>           |            |                     |
|-------------------------------------|------------|---------------------|
| <b>City Limits</b>                  |            |                     |
| Estimated Population                |            | 1,352               |
| Estimated Households                |            | 558                 |
| <b>Household Expenditure</b>        |            | <b>\$51,247,616</b> |
| Per Household ~ Per Capita          | \$91,842   | \$37,905            |
| Non-Retail Expenditures             | \$24.75 M  | 48.3%               |
| Per Household ~ Per Capita          | \$44,349   | \$18,304            |
| Retail Expenditures                 | \$26.5 M   | 51.7%               |
| Per Household ~ Per Capita          | \$47,493   | \$19,601            |
| Alcoholic Beverages                 | \$311.47 K | 0.6%                |
| Per Household ~ Per Capita          | \$558      | \$230               |
| Apparel                             | \$947.62 K | 1.8%                |
| Per Household ~ Per Capita          | \$1,698    | \$701               |
| Contributions                       | \$1.6 M    | 3.1%                |
| Per Household ~ Per Capita          | \$2,865    | \$1,182             |
| Education                           | \$1.15 M   | 2.2%                |
| Per Household ~ Per Capita          | \$2,055    | \$848               |
| Entertainment                       | \$2.93 M   | 5.7%                |
| Per Household ~ Per Capita          | \$5,259    | \$2,171             |
| Food Away From Home                 | \$2.25 M   | 4.4%                |
| Per Household ~ Per Capita          | \$4,031    | \$1,663             |
| Grocery                             | \$3.46 M   | 6.8%                |
| Per Household ~ Per Capita          | \$6,206    | \$2,561             |
| Health Care                         | \$3.77 M   | 7.3%                |
| Per Household ~ Per Capita          | \$6,748    | \$2,785             |
| Household Furnishings and Equipment | \$1.36 M   | 2.6%                |
| Per Household ~ Per Capita          | \$2,431    | \$1,003             |
| Household Operations                | \$959.12 K | 1.9%                |
| Per Household ~ Per Capita          | \$1,719    | \$709               |
| Miscellaneous Expenses              | \$874.22 K | 1.7%                |
| Per Household ~ Per Capita          | \$1,567    | \$647               |
| Personal Care                       | \$674.28 K | 1.3%                |
| Per Household ~ Per Capita          | \$1,208    | \$499               |
| Shelter                             | \$8.23 M   | 16.1%               |
| Per Household ~ Per Capita          | \$14,742   | \$6,084             |
| Tax and Retirement                  | \$11.42 M  | 22.3%               |
| Per Household ~ Per Capita          | \$20,461   | \$8,445             |
| Tobacco and Related                 | \$273.14 K | 0.5%                |
| Per Household ~ Per Capita          | \$489      | \$202               |
| Transportation                      | \$8.58 M   | 16.7%               |
| Per Household ~ Per Capita          | \$15,367   | \$6,342             |
| Utilities                           | \$2.48 M   | 4.8%                |
| Per Household ~ Per Capita          | \$4,438    | \$1,832             |

| <b>Crescent, Oklahoma</b>                            |  |               |
|--|--|---------------|
| <b>City Limits</b>                                   |  |               |
| <b>Population / Households (2025)</b>                |  |               |
| Estimated Population                                 |  | 1,352         |
| Estimated Households                                 |  | 558           |
| <b>Total Annual Consumer Expenditure (2025)</b>      |  |               |
| Total Household Expenditure                          |  | \$51.25 M     |
| Total Non-Retail Expenditure                         |  | \$24.75 M     |
| Total Retail Expenditure                             |  | \$26.5 M      |
| Alcoholic Beverages                                  |  | \$311.47 K    |
| Apparel  |  | \$947.62 K    |
| Contributions  |  | \$1.6 M       |
| Education  |  | \$1.15 M      |
| Entertainment  |  | \$2.93 M      |
| Food Away From Home                                  |  | \$2.25 M      |
| Grocery  |  | \$3.46 M      |
| Health Care  |  | \$3.77 M      |
| Household Furnishings and Equipment                  |  | \$1.36 M      |
| Household Operations                                 |  | \$959.12 K    |
| Miscellaneous Expenses                               |  | \$874.22 K    |
| Personal Care  |  | \$674.28 K    |
| Shelter  |  | \$8.23 M      |
| Tax and Retirement                                   |  | \$11.42 M     |
| Tobacco and Related                                  |  | \$273.14 K    |
| Transportation                                       |  | \$8.58 M      |
| Utilities  |  | \$2.48 M      |
| <b>Monthly Household Consumer Expenditure (2025)</b> |  |               |
| Total Household Expenditure                          |  | \$7,653       |
| Total Non-Retail Expenditure                         |  | \$3,696 48.3% |
| Total Retail Expenditure                             |  | \$3,958 51.7% |
| Alcoholic Beverages                                  |  | \$47 0.6%     |
| Apparel  |  | \$142 1.8%    |
| Contributions  |  | \$239 3.1%    |
| Education  |  | \$171 2.2%    |
| Entertainment  |  | \$438 5.7%    |
| Food Away From Home                                  |  | \$336 4.4%    |
| Grocery  |  | \$517 6.8%    |
| Health Care  |  | \$562 7.3%    |
| Household Furnishings and Equipment                  |  | \$203 2.6%    |
| Household Operations                                 |  | \$143 1.9%    |
| Miscellaneous Expenses                               |  | \$131 1.7%    |
| Personal Care  |  | \$101 1.3%    |
| Shelter  |  | \$1,229 16.1% |
| Tax and Retirement                                   |  | \$1,705 22.3% |
| Tobacco and Related                                  |  | \$41 0.5%     |
| Transportation                                       |  | \$1,281 16.7% |
| Utilities  |  | \$370 4.8%    |

| <b>Crescent, Oklahoma</b>                         |            |
|---|------------|
| <b>City Limits</b>                                |            |
| <b>Population / Households (2030)</b>             |            |
| Projected Population                              | 1,373      |
| Projected Households                              | -          |
| <b>Total Annual Consumer Expenditure (2030)</b>   |            |
| Total Household Expenditure                       | \$54.29 M  |
| Total Non-Retail Expenditure                      | \$26.25 M  |
| Total Retail Expenditure                          | \$28.05 M  |
| Alcoholic Beverages                               | \$329.74 K |
| Apparel   | \$1 M      |
| Contributions                                     | \$1.7 M    |
| Education   | \$1.22 M   |
| Entertainment                                     | \$3.1 M    |
| Food Away From Home                               | \$2.38 M   |
| Grocery   | \$3.63 M   |
| Health Care                                       | \$3.97 M   |
| Household Furnishings and Equipment               | \$1.44 M   |
| Household Operations                              | \$1.01 M   |
| Miscellaneous Expenses                            | \$926.87 K |
| Personal Care                                     | \$708.43 K |
| Shelter   | \$8.72 M   |
| Tax and Retirement                                | \$12.08 M  |
| Tobacco and Related                               | \$287.15 K |
| Transportation                                    | \$9.2 M    |
| Utilities   | \$2.6 M    |
| <b>Consumer Expenditure Growth (2025 to 2030)</b> |            |
| Total Household Expenditure                       | \$3.04 M   |
| Total Non-Retail Expenditure                      | \$1.5 M    |
| Total Retail Expenditure                          | \$1.54 M   |
| Alcoholic Beverages                               | \$18.27 K  |
| Apparel   | \$53.12 K  |
| Contributions                                     | \$99.89 K  |
| Education   | \$69.84 K  |
| Entertainment                                     | \$167.94 K |
| Food Away From Home                               | \$128.99 K |
| Grocery   | \$170.28 K |
| Health Care                                       | \$201.15 K |
| Household Furnishings and Equipment               | \$78.93 K  |
| Household Operations                              | \$51.9 K   |
| Miscellaneous Expenses                            | \$52.65 K  |
| Personal Care                                     | \$34.15 K  |
| Shelter   | \$495.89 K |
| Tax and Retirement                                | \$661.06 K |
| Tobacco and Related                               | \$14.02 K  |
| Transportation                                    | \$625.84 K |
| Utilities   | \$120.15 K |

# **Crime Risk**

| <b>Crescent, Oklahoma</b>  |               |
|----------------------------|---------------|
| <b>City Limits</b>         |               |
| <b>Demographics</b>        |               |
| Population                 | 1,352         |
| Census Population          | 1,310         |
| Households                 | 558           |
| Average Household Income   | \$93,310      |
| Median Household Income    | \$63,599      |
| Per Capita Income          | \$38,511      |
| <b>Total Crime</b>         |               |
| Crime Index                | 31            |
| Crime Level                | Low Risk      |
| <b>Personal Crime</b>      |               |
| Crime Index                | 42            |
| Crime Level                | Low Risk      |
| <b>Murder</b>              |               |
| Crime Index                | 33            |
| Crime Level                | Low Risk      |
| <b>Rape</b>                |               |
| Crime Index                | 55            |
| Crime Level                | Low Risk      |
| <b>Robbery</b>             |               |
| Crime Index                | 4             |
| Crime Level                | Very Low      |
| <b>Assault</b>             |               |
| Crime Index                | 50            |
| Crime Level                | Low Risk      |
| <b>Property Crime</b>      |               |
| Crime Index                | 29            |
| Crime Level                | Very Low      |
| <b>Burglary</b>            |               |
| Crime Index                | 76            |
| Crime Level                | Below Average |
| <b>Larceny</b>             |               |
| Crime Index                | 20            |
| Crime Level                | Very Low      |
| <b>Motor Vehicle Theft</b> |               |
| Crime Index                | 23            |
| Crime Level                | Very Low      |

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

# Void Analysis

| <b>Crescent, Oklahoma<br/>City Limits</b> | <b>Site / Market<br/>Locations</b> | <b>Avg Square<br/>Footage</b> | <b>Closest Location</b> |
|---|------------------------------------|-------------------------------|-------------------------|
| <b>Auto Parts Tires</b>                   |                                    |                               |                         |
| NAPA                                      | 1 / 1                              | 6,200                         |                         |
| <b>Banks Minor</b>                        |                                    |                               |                         |
| Bank                                      | 1 / 1                              |                               |                         |
| <b>Convenience Stores</b>                 |                                    |                               |                         |
| Conoco                                    | 1 / 1                              | 2,500                         |                         |
| Love's                                    | 1 / 1                              | 7,300                         |                         |
| Valero                                    | 2 / 2                              | 3,200                         |                         |
| <b>Dollar Stores</b>                      |                                    |                               |                         |
| Dollar General                            | 1 / 1                              | 9,600                         |                         |
| Family Dollar   Dollar Tree               | 1 / 1                              | 12,100                        |                         |
| <b>Education</b>                          |                                    |                               |                         |
| High School                               | 1 / 1                              |                               |                         |
| PK - 8                                    | 2 / 2                              |                               |                         |
| <b>Health Care</b>                        |                                    |                               |                         |
| Family Practice                           | 1 / 1                              |                               |                         |
| Physician Assistant                       | 1 / 1                              |                               |                         |
| <b>Restaurants Pizza</b>                  |                                    |                               |                         |
| Godfather's Pizza                         | 1 / 1                              | 2,700                         |                         |
| <b>Restaurants Sandwich</b>               |                                    |                               |                         |
| Subway                                    | 1 / 1                              | 1,700                         |                         |