

**RETAIL ATTRACTIONS, LLC**  

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**Economic Development Consulting**

**Crescent, Oklahoma  
Drive Time  
1st Quarter 2026**

# Table Of Contents

- 1. Demographics**
- 15. Opportunity Gap**
- 19. Retail Potential**
- 22. Income Summary**
- 24. Consumer Expenditure Summary**
- 28. Crime Risk**
- 30. Void Analysis**

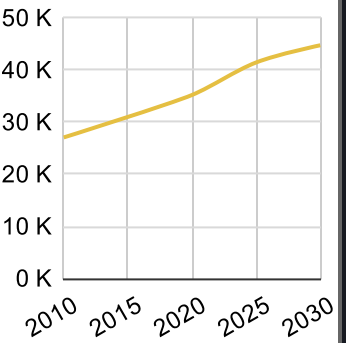
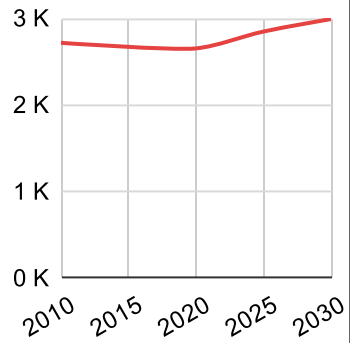
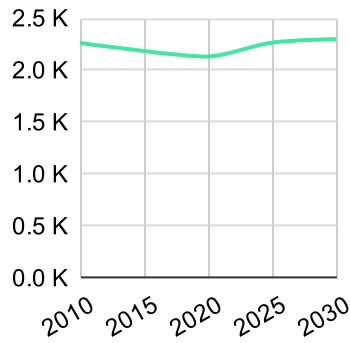
# Demographics



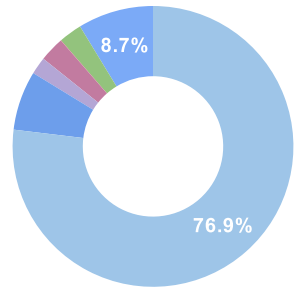
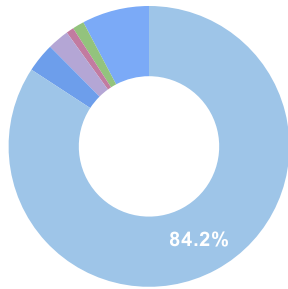
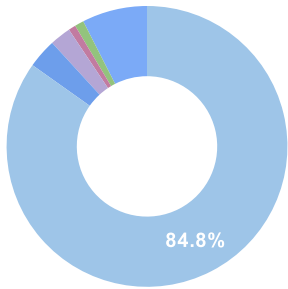


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Crescent, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time		time		time		time	
<b>Population</b>							
Estimated Population (2025)		2,266		2,848		41,485	
Projected Population (2030)		2,300		2,992		44,785	
Census Population (2020)		2,133		2,654		35,241	
Census Population (2010)		2,264		2,718		27,089	
Projected Annual Growth (2025-2030)		34	0.3%	144	1.0%	3,300	1.6%
Historical Annual Growth (2020-2025)		133	1.2%	195	1.4%	6,244	3.0%
Historical Annual Growth (2010-2020)		-131	-0.6%	-65	-0.2%	8,152	3.0%
Estimated Population Density (2025)		87	psm	52	psm	143	psm
Trade Area Size		26.2	sq mi	55.1	sq mi	291.0	sq mi

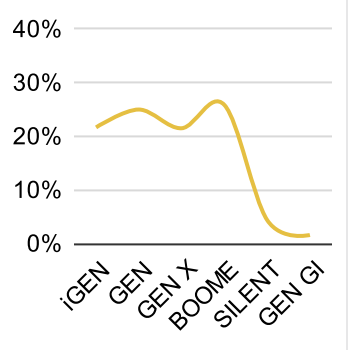
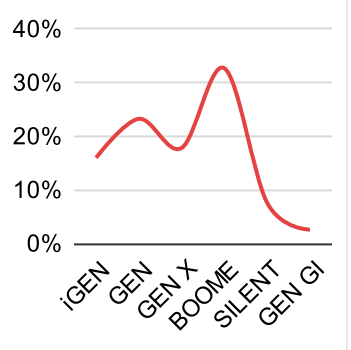
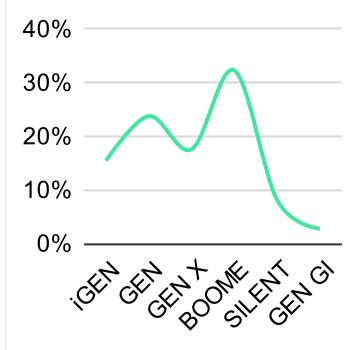


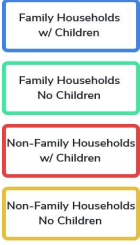
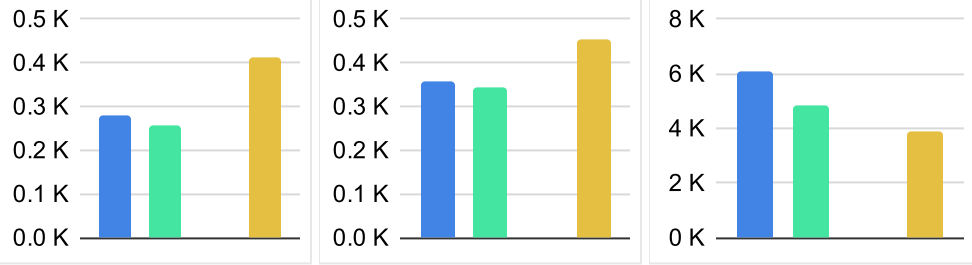

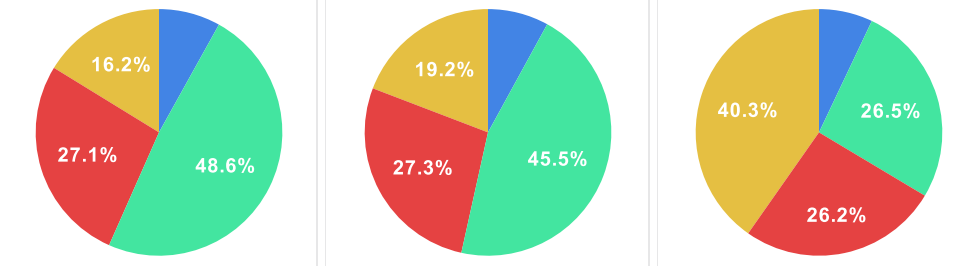
<b>Race and Ethnicity (2025)</b>							
<b>Not Hispanic or Latino Population</b>							
White	2,139	94.4%	2,673	93.8%	37,585	90.6%	
Black or African American	72	3.4%	90	3.4%	2,758	7.3%	
American Indian or Alaska Native	48	2.2%	62	2.3%	665	1.8%	
Asian	19	0.9%	25	0.9%	1,179	3.1%	
Hawaiian or Pacific Islander	-	-	-	-	10	-	
Other Race	-	-	-	-	35	-	
Two or More Races	130	6.1%	167	6.2%	2,475	6.6%	
<b>Hispanic or Latino Population</b>							
White	128	5.6%	175	6.2%	3,899	9.4%	
Black or African American	52	41.1%	69	39.2%	1,440	36.9%	
Black or African American	5	3.6%	6	3.2%	77	2.0%	
American Indian or Alaska Native	7	5.5%	9	5.1%	161	4.1%	
Asian	-	-	-	-	12	0.3%	
Hispanic Hawaiian or Pacific Islander	-	-	-	-	2	-	
Other Race	24	18.5%	38	21.8%	1,073	27.5%	
Two or More Races	40	31.2%	54	30.7%	1,135	29.1%	



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

Crescent, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Age Distribution (2025)</b>							
Age Under 5 Years		126	5.6%	151	5.3%	2,751	6.6%
Age 5 to 9 Years		111	4.9%	148	5.2%	3,103	7.5%
Age 10 to 14 Years		114	5.0%	156	5.5%	3,132	7.5%
Age 15 to 19 Years		174	7.7%	220	7.7%	2,935	7.1%
Age 20 to 24 Years		134	5.9%	160	5.6%	2,160	5.2%
Age 25 to 29 Years		123	5.4%	150	5.3%	2,380	5.7%
Age 30 to 34 Years		109	4.8%	133	4.7%	2,895	7.0%
Age 35 to 39 Years		110	4.9%	143	5.0%	3,195	7.7%
Age 40 to 44 Years		156	6.9%	200	7.0%	3,108	7.5%
Age 45 to 49 Years		132	5.8%	165	5.8%	2,618	6.3%
Age 50 to 54 Years		132	5.8%	170	6.0%	2,401	5.8%
Age 55 to 59 Years		142	6.3%	177	6.2%	2,004	4.8%
Age 60 to 64 Years		182	8.0%	222	7.8%	2,349	5.7%
Age 65 to 69 Years		160	7.0%	208	7.3%	2,218	5.3%
Age 70 to 74 Years		116	5.1%	155	5.4%	1,752	4.2%
Age 75 to 79 Years		119	5.2%	141	4.9%	1,126	2.7%
Age 80 to 84 Years		65	2.9%	76	2.7%	693	1.7%
Age 85 Years or Over		63	2.8%	74	2.6%	664	1.6%
Median Age		43.7		43.4		37.3	
<b>Generation (2025)</b>							
iGeneration (Age Under 15 Years)		350	15.5%	456	16.0%	8,986	21.7%
Generation 9/11 Millennials (Age 15 to 34 Years)		539	23.8%	663	23.3%	10,370	25.0%
Gen Xers (Age 35 to 49 Years)		399	17.6%	508	17.8%	8,922	21.5%
Baby Boomers (Age 50 to 74 Years)		732	32.3%	931	32.7%	10,723	25.8%
Silent Generation (Age 75 to 84 Years)		184	8.1%	217	7.6%	1,820	4.4%
G.I. Generation (Age 85 Years or Over)		63	2.8%	74	2.6%	664	1.6%



Crescent, Oklahoma		10 min drive time	15 min drive time	30 min drive time
Drive Time				
<b>Household Type (2025)</b>				
Total Households		947	1,154	14,805
Family Households		535 56.5%	699 60.6%	10,936 73.9%
Family Households with Children		278 51.9%	356 51.0%	6,074 55.5%
Family Households No Children		257 48.1%	343 49.0%	4,862 44.5%
Non-Family Households		412 43.5%	455 39.4%	3,869 26.1%
Non-Family Households with Children		1 0.3%	1 0.3%	9 0.2%
Non-Family Households No Children		411 99.7%	454 99.7%	3,860 99.8%
				
<b>Education Attainment (2025)</b>				
Elementary or Some High School		130 8.1%	161 8.0%	1,932 7.0%
High School Graduate		781 48.6%	916 45.5%	7,269 26.5%
Some College or Associate Degree		436 27.1%	550 27.3%	7,168 26.2%
Bachelor or Graduate Degree		261 16.2%	386 19.2%	11,035 40.3%
				
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$87,857	\$90,537	\$130,506
Estimated Median Household Income		\$62,199	\$63,337	\$101,395
HH Income Under \$10,000		37 3.9%	53 4.6%	770 5.2%
HH Income \$10,000 to \$34,999		214 22.6%	236 20.5%	2,177 14.7%
HH Income \$35,000 to \$49,999		153 16.2%	188 16.3%	1,436 9.7%
HH Income \$50,000 to \$74,999		151 16.0%	192 16.7%	1,941 13.1%
HH Income \$75,000 to \$99,999		131 13.8%	156 13.5%	1,796 12.1%
HH Income \$100,000 to \$149,999		143 15.0%	178 15.4%	2,595 17.5%
HH Income \$150,000 or More		118 12.5%	150 13.0%	4,089 27.6%



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<b>Crescent, Oklahoma</b>	<b>10 min drive time</b>		<b>15 min drive time</b>		<b>30 min drive time</b>	
<b>Drive Time</b>						
<b>Population</b>						
Estimated Population (2025)	2,266		2,848		41,485	
Projected Population (2030)	2,300		2,992		44,785	
Census Population (2020)	2,133		2,654		35,241	
Census Population (2010)	2,264		2,718		27,089	
Projected Annual Growth (2025-2030)	34	0.3%	144	1.0%	3,300	1.6%
Historical Annual Growth (2020-2025)	133	-	195	1.5%	6,244	3.5%
Historical Annual Growth (2010-2020)	-131	-0.6%	-65	-0.2%	8,152	3.0%
Estimated Population Density (2025)	87 <i>psm</i>		52 <i>psm</i>		143 <i>psm</i>	
Trade Area Size	26.2 <i>sq mi</i>		55.1 <i>sq mi</i>		291.0 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2025)	947		1,154		14,805	
Projected Households (2030)	1,042		1,308		16,721	
Census Households (2020)	862		1,053		12,818	
Census Households (2010)	921		1,091		9,992	
Projected Annual Growth (2025-2030)	95	2.0%	155	2.7%	1,917	2.6%
Historical Annual Change (2010-2025)	26	0.2%	63	0.4%	4,813	3.2%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$87,857		\$90,537		\$130,506	
Projected Average Household Income (2030)	\$87,033		\$90,145		\$130,293	
Census Average Household Income (2010)	\$48,678		\$51,448		\$69,521	
Census Average Household Income (2000)	\$38,672		\$39,979		\$48,260	
Projected Annual Change (2025-2030)	-\$823	-0.2%	-\$392	-	-\$213	-
Historical Annual Change (2000-2025)	\$49,185	5.1%	\$50,559	5.1%	\$82,246	6.8%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$62,199		\$63,337		\$101,395	
Projected Median Household Income (2030)	\$60,945		\$62,340		\$100,787	
Census Median Household Income (2010)	\$34,522		\$37,565		\$54,348	
Census Median Household Income (2000)	\$29,490		\$31,313		\$38,111	
Projected Annual Change (2025-2030)	-\$1,254	-0.4%	-\$996	-0.3%	-\$608	-0.1%
Historical Annual Change (2000-2025)	\$32,709	4.4%	\$32,024	4.1%	\$63,284	6.6%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$36,725		\$36,687		\$46,771	
Projected Per Capita Income (2030)	\$39,429		\$39,432		\$48,830	
Census Per Capita Income (2010)	\$19,801		\$20,627		\$25,621	
Census Per Capita Income (2000)	\$16,130		\$16,444		\$18,298	
Projected Annual Change (2025-2030)	\$2,704	1.5%	\$2,744	1.5%	\$2,059	0.9%
Historical Annual Change (2000-2025)	\$20,595	5.1%	\$20,243	4.9%	\$28,473	6.2%
Estimated Average Household Net Worth (2025)	\$1.03 M		\$1.06 M		\$1.28 M	

<b>Crescent, Oklahoma</b>	<b>10 min drive time</b>		<b>15 min drive time</b>		<b>30 min drive time</b>	
<b>Drive Time</b>						
<b>Race and Ethnicity</b>						
Total Population (2025)	2,266		2,848		41,485	
White (2025)	1,922	84.8%	2,397	84.2%	31,904	76.9%
Black or African American (2025)	76	3.4%	96	3.4%	2,835	6.8%
American Indian or Alaska Native (2025)	55	2.4%	71	2.5%	826	2.0%
Asian (2025)	19	0.8%	25	0.9%	1,190	2.9%
Hawaiian or Pacific Islander (2025)	-	-	-	-	12	-
Other Race (2025)	24	1.0%	39	1.4%	1,107	2.7%
Two or More Races (2025)	170	7.5%	221	7.7%	3,610	8.7%
Population < 18 (2025)	467	20.6%	600	21.1%	10,975	26.5%
White Not Hispanic	342	73.3%	437	72.8%	7,129	65.0%
Black or African American	25	5.4%	31	5.1%	918	8.4%
Asian	9	2.0%	12	1.9%	360	3.3%
Other Race Not Hispanic	56	12.1%	73	12.1%	1,194	10.9%
Hispanic	34	7.3%	48	8.0%	1,373	12.5%
Not Hispanic or Latino Population (2025)	2,139	94.4%	2,673	93.8%	37,585	90.6%
Not Hispanic White	1,870	87.4%	2,328	87.1%	30,464	81.1%
Not Hispanic Black or African American	72	3.4%	90	3.4%	2,758	7.3%
Not Hispanic American Indian or Alaska Native	48	2.2%	62	2.3%	665	1.8%
Not Hispanic Asian	19	0.9%	25	0.9%	1,179	3.1%
Not Hispanic Hawaiian or Pacific Islander	-	-	-	-	10	-
Not Hispanic Other Race	-	-	-	-	35	-
Not Hispanic Two or More Races	130	6.1%	167	6.2%	2,475	6.6%
Hispanic or Latino Population (2025)	128	5.6%	175	6.2%	3,899	9.4%
Hispanic White	52	41.1%	69	39.2%	1,440	36.9%
Hispanic Black or African American	5	3.6%	6	3.2%	77	2.0%
Hispanic American Indian or Alaska Native	7	5.5%	9	5.1%	161	4.1%
Hispanic Asian	-	-	-	-	12	0.3%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	2	-
Hispanic Other Race	24	18.5%	38	21.8%	1,073	27.5%
Hispanic Two or More Races	40	31.2%	54	30.7%	1,135	29.1%
Not Hispanic or Latino Population (2020)	2,031	95.2%	2,516	94.8%	32,837	93.2%
Hispanic or Latino Population (2020)	102	4.8%	137	5.2%	2,404	6.8%
Not Hispanic or Latino Population (2010)	2,180	96.3%	2,616	96.2%	25,862	95.5%
Hispanic or Latino Population (2010)	84	3.7%	102	3.8%	1,227	4.5%
Not Hispanic or Latino Population (2030)	2,098	91.2%	2,716	90.8%	39,418	88.0%
Hispanic or Latino Population (2030)	202	8.8%	276	9.2%	5,367	12.0%
Projected Annual Growth (2025-2030)	75	11.7%	101	11.5%	1,467	7.5%
Historical Annual Growth (2010-2020)	18	2.2%	35	3.4%	1,176	9.6%

Crescent, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Total Age Distribution (2025)</b>							
Total Population		2,266		2,848		41,485	
Age Under 5 Years		126	5.6%	151	5.3%	2,751	6.6%
Age 5 to 9 Years		111	4.9%	148	5.2%	3,103	7.5%
Age 10 to 14 Years		114	5.0%	156	5.5%	3,132	7.5%
Age 15 to 19 Years		174	7.7%	220	7.7%	2,935	7.1%
Age 20 to 24 Years		134	5.9%	160	5.6%	2,160	5.2%
Age 25 to 29 Years		123	5.4%	150	5.3%	2,380	5.7%
Age 30 to 34 Years		109	4.8%	133	4.7%	2,895	7.0%
Age 35 to 39 Years		110	4.9%	143	5.0%	3,195	7.7%
Age 40 to 44 Years		156	6.9%	200	7.0%	3,108	7.5%
Age 45 to 49 Years		132	5.8%	165	5.8%	2,618	6.3%
Age 50 to 54 Years		132	5.8%	170	6.0%	2,401	5.8%
Age 55 to 59 Years		142	6.3%	177	6.2%	2,004	4.8%
Age 60 to 64 Years		182	8.0%	222	7.8%	2,349	5.7%
Age 65 to 69 Years		160	7.0%	208	7.3%	2,218	5.3%
Age 70 to 74 Years		116	5.1%	155	5.4%	1,752	4.2%
Age 75 to 79 Years		119	5.2%	141	4.9%	1,126	2.7%
Age 80 to 84 Years		65	2.9%	76	2.7%	693	1.7%
Age 85 Years or Over		63	2.8%	74	2.6%	664	1.6%
Median Age		43.7		43.4		37.3	
Age 19 Years or Less		524	23.1%	675	23.7%	11,921	28.7%
Age 20 to 64 Years		1,220	53.8%	1,519	53.3%	23,111	55.7%
Age 65 Years or Over		522	23.0%	654	23.0%	6,453	15.6%
<b>Female Age Distribution (2025)</b>							
Female Population		1,131	49.9%	1,414	49.7%	20,746	50.0%
Age Under 5 Years		59	5.2%	71	5.0%	1,321	6.4%
Age 5 to 9 Years		52	4.6%	72	5.1%	1,487	7.2%
Age 10 to 14 Years		50	4.4%	72	5.1%	1,525	7.4%
Age 15 to 19 Years		72	6.4%	92	6.5%	1,363	6.6%
Age 20 to 24 Years		71	6.2%	82	5.8%	994	4.8%
Age 25 to 29 Years		62	5.5%	74	5.2%	1,260	6.1%
Age 30 to 34 Years		50	4.4%	63	4.4%	1,525	7.4%
Age 35 to 39 Years		64	5.7%	80	5.7%	1,625	7.8%
Age 40 to 44 Years		77	6.8%	99	7.0%	1,576	7.6%
Age 45 to 49 Years		69	6.1%	83	5.8%	1,271	6.1%
Age 50 to 54 Years		64	5.7%	84	6.0%	1,205	5.8%
Age 55 to 59 Years		77	6.8%	94	6.7%	1,015	4.9%
Age 60 to 64 Years		91	8.0%	114	8.1%	1,214	5.9%
Age 65 to 69 Years		88	7.8%	111	7.9%	1,189	5.7%
Age 70 to 74 Years		48	4.3%	68	4.8%	911	4.4%
Age 75 to 79 Years		59	5.2%	70	4.9%	566	2.7%
Age 80 to 84 Years		41	3.7%	46	3.2%	362	1.7%
Age 85 Years or Over		36	3.1%	41	2.9%	338	1.6%
Female Median Age		45.1		44.7		38.0	
Age 19 Years or Less		233	20.6%	307	21.7%	5,696	27.5%
Age 20 to 64 Years		626	55.3%	772	54.6%	11,684	56.3%
Age 65 Years or Over		272	24.0%	335	23.7%	3,365	16.2%

Crescent, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Male Age Distribution (2025)</b>							
Male Population		1,135	50.1%	1,434	50.3%	20,739	50.0%
Age Under 5 Years		67	5.9%	80	5.5%	1,430	6.9%
Age 5 to 9 Years		59	5.2%	76	5.3%	1,616	7.8%
Age 10 to 14 Years		63	5.6%	85	5.9%	1,607	7.7%
Age 15 to 19 Years		102	9.0%	128	8.9%	1,571	7.6%
Age 20 to 24 Years		63	5.6%	78	5.4%	1,166	5.6%
Age 25 to 29 Years		60	5.3%	76	5.3%	1,120	5.4%
Age 30 to 34 Years		59	5.2%	71	4.9%	1,370	6.6%
Age 35 to 39 Years		46	4.0%	63	4.4%	1,571	7.6%
Age 40 to 44 Years		80	7.0%	101	7.1%	1,532	7.4%
Age 45 to 49 Years		63	5.6%	82	5.8%	1,347	6.5%
Age 50 to 54 Years		68	6.0%	85	5.9%	1,196	5.8%
Age 55 to 59 Years		64	5.7%	83	5.8%	989	4.8%
Age 60 to 64 Years		91	8.0%	108	7.5%	1,135	5.5%
Age 65 to 69 Years		72	6.3%	97	6.8%	1,029	5.0%
Age 70 to 74 Years		68	6.0%	87	6.1%	841	4.1%
Age 75 to 79 Years		59	5.2%	71	5.0%	561	2.7%
Age 80 to 84 Years		24	2.1%	30	2.1%	332	1.6%
Age 85 Years or Over		27	2.4%	33	2.3%	326	1.6%
Male Median Age		41.9		41.9		36.6	
Age 19 Years or Less		291	25.6%	368	25.7%	6,225	30.0%
Age 20 to 64 Years		594	52.3%	747	52.1%	11,426	55.1%
Age 65 Years or Over		250	22.0%	319	22.2%	3,088	14.9%
<b>Males per 100 Females (2025)</b>							
Overall Comparison		100		101		100	
Age Under 5 Years		114	53.2%	111	52.7%	108	52.0%
Age 5 to 9 Years		112	52.9%	105	51.3%	109	52.1%
Age 10 to 14 Years		126	55.8%	118	54.1%	105	51.3%
Age 15 to 19 Years		142	58.6%	140	58.3%	115	53.5%
Age 20 to 24 Years		90	47.3%	96	48.9%	117	54.0%
Age 25 to 29 Years		96	49.1%	103	50.8%	89	47.1%
Age 30 to 34 Years		117	54.0%	113	53.1%	90	47.3%
Age 35 to 39 Years		71	41.4%	78	43.9%	97	49.2%
Age 40 to 44 Years		104	51.0%	103	50.6%	97	49.3%
Age 45 to 49 Years		91	47.7%	100	49.9%	106	51.4%
Age 50 to 54 Years		106	51.5%	101	50.3%	99	49.8%
Age 55 to 59 Years		83	45.4%	88	46.7%	97	49.3%
Age 60 to 64 Years		101	50.1%	94	48.5%	93	48.3%
Age 65 to 69 Years		82	45.0%	87	46.6%	87	46.4%
Age 70 to 74 Years		141	58.5%	129	56.4%	92	48.0%
Age 75 to 79 Years		101	50.1%	102	50.5%	99	49.8%
Age 80 to 84 Years		58	36.6%	65	39.5%	92	47.9%
Age 85 Years or Over		77	43.4%	82	45.1%	96	49.1%
Age 19 Years or Less		125	55.5%	120	54.5%	109	52.2%
Age 20 to 39 Years		92	47.9%	97	49.1%	97	49.2%
Age 40 to 64 Years		97	49.2%	97	49.2%	99	49.7%
Age 65 Years or Over		92	47.9%	95	48.8%	92	47.9%

<b>Crescent, Oklahoma</b>	<b>10 min drive time</b>		<b>15 min drive time</b>		<b>30 min drive time</b>	
<b>Drive Time</b>						
<b>Household Type (2025)</b>						
Total Households	947		1,154		14,805	
Households with Children	279	29.4%	357	31.0%	6,082	41.1%
Average Household Size	2.4		2.5		2.8	
Household Density per Square Mile	36		21		51	
Population Family	1,735	76.6%	2,246	78.9%	35,412	85.4%
Population Non-Family	531	23.4%	599	21.0%	5,396	13.0%
Population Group Quarters	-	-	3	0.1%	676	1.6%
Family Households	535	56.5%	699	60.6%	10,936	73.9%
Married Couple Households	383	71.6%	532	76.2%	8,658	79.2%
Other Family Households with Children	152	28.4%	166	23.8%	2,278	20.8%
Family Households with Children	278	51.9%	356	51.0%	6,074	55.5%
Married Couple with Children	181	65.3%	245	68.9%	4,523	74.5%
Other Family Households with Children	96	34.7%	111	31.1%	1,551	25.5%
Family Households No Children	257	48.1%	343	49.0%	4,862	44.5%
Married Couple No Children	202	78.3%	287	83.9%	4,135	85.1%
Other Family Households No Children	56	21.7%	55	16.1%	727	14.9%
Non-Family Households	412	43.5%	455	39.4%	3,869	26.1%
Non-Family Households with Children	1	0.3%	1	0.3%	9	0.2%
Non-Family Households No Children	411	99.7%	454	99.7%	3,860	99.8%
Average Family Household Size	3.2		3.2		3.2	
Average Family Income	\$120,758		\$120,045		\$156,550	
Median Family Income	\$84,067		\$81,978		\$120,764	
Average Non-Family Household Size	1.3		1.3		1.4	
<b>Marital Status (2025)</b>						
Population Age 15 Years or Over	1,916		2,393		32,499	
Never Married	568	29.7%	669	28.0%	8,610	26.5%
Currently Married	856	44.7%	1,164	48.6%	17,510	53.9%
Previously Married	492	25.7%	560	23.4%	6,379	19.6%
Separated	66	13.4%	72	12.8%	1,130	17.7%
Widowed	145	29.4%	167	29.8%	1,769	27.7%
Divorced	281	57.2%	321	57.4%	3,479	54.5%
<b>Educational Attainment (2025)</b>						
Adult Population Age 25 Years or Over	1,608		2,013		27,404	
Elementary (Grade Level 0 to 8)	42	2.6%	49	2.4%	635	2.3%
Some High School (Grade Level 9 to 11)	88	5.4%	111	5.5%	1,297	4.7%
High School Graduate	781	48.6%	916	45.5%	7,269	26.5%
Some College	348	21.6%	431	21.4%	5,308	19.4%
Associate Degree Only	89	5.5%	120	5.9%	1,860	6.8%
Bachelor Degree Only	146	9.1%	231	11.5%	7,419	27.1%
Graduate Degree	115	7.1%	155	7.7%	3,616	13.2%
Any College (Some College or Higher)	698	43.4%	937	46.5%	18,203	66.4%
College Degree + (Bachelor Degree or Higher)	261	16.2%	386	19.2%	11,035	40.3%

Crescent, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Housing</b>						
Total Housing Units (2025)	986		1,197		15,598	
Total Housing Units (2020)	1,035		1,242		14,400	
Historical Annual Growth (2020-2025)	-49	-	-45	-	1,197	-
Housing Units Occupied (2025)	947	96.1%	1,154	96.4%	14,805	94.9%
Housing Units Owner-Occupied	692	73.0%	873	75.7%	11,046	74.6%
Housing Units Renter-Occupied	256	27.0%	281	24.3%	3,759	25.4%
Housing Units Vacant (2025)	38	3.9%	43	3.6%	793	5.1%
<b>Household Size (2025)</b>						
Total Households	947		1,154		14,805	
1 Person Households	337	35.5%	362	31.4%	3,011	20.3%
2 Person Households	290	30.6%	381	33.0%	5,273	35.6%
3 Person Households	117	12.4%	148	12.8%	2,572	17.4%
4 Person Households	90	9.5%	122	10.6%	1,975	13.3%
5 Person Households	60	6.4%	74	6.4%	1,115	7.5%
6 Person Households	39	4.2%	48	4.1%	545	3.7%
7 or More Person Households	15	1.5%	19	1.6%	313	2.1%
<b>Household Income Distribution (2025)</b>						
HH Income \$200,000 or More	74	7.9%	93	8.1%	2,352	15.9%
HH Income \$150,000 to \$199,999	44	4.6%	57	4.9%	1,737	11.7%
HH Income \$125,000 to \$149,999	49	5.2%	66	5.7%	1,228	8.3%
HH Income \$100,000 to \$124,999	94	9.9%	112	9.7%	1,367	9.2%
HH Income \$75,000 to \$99,999	131	13.8%	156	13.5%	1,796	12.1%
HH Income \$50,000 to \$74,999	151	16.0%	192	16.7%	1,941	13.1%
HH Income \$35,000 to \$49,999	153	16.2%	188	16.3%	1,436	9.7%
HH Income \$25,000 to \$34,999	92	9.7%	95	8.2%	1,036	7.0%
HH Income \$15,000 to \$24,999	86	9.1%	103	9.0%	839	5.7%
HH Income \$10,000 to \$14,999	36	3.7%	38	3.3%	302	2.0%
HH Income Under \$10,000	37	3.9%	53	4.6%	770	5.2%
<b>Household Vehicles (2025)</b>						
Households 0 Vehicles Available	84	8.8%	89	7.7%	696	4.7%
Households 1 Vehicle Available	243	25.7%	277	24.1%	3,461	23.4%
Households 2 Vehicles Available	366	38.7%	451	39.1%	6,325	42.7%
Households 3 or More Vehicles Available	254	26.8%	336	29.1%	4,322	29.2%
Total Vehicles Available	1,884		2,370		30,943	
Average Vehicles per Household	2.0		2.1		2.1	
Owner-Occupied Household Vehicles	1,567	83.2%	2,011	84.8%	25,435	82.2%
Average Vehicles per Owner-Occupied Household	2.3		2.3		2.3	
Renter-Occupied Household Vehicles	317	16.8%	359	15.2%	5,508	17.8%
Average Vehicles per Renter-Occupied Household	1.2		1.3		1.5	
<b>Travel Time (2025)</b>						
Worker Base Age 16 years or Over	974		1,243		20,594	
Travel to Work in 14 Minutes or Less	274	28.1%	318	25.6%	4,176	20.3%
Travel to Work in 15 to 29 Minutes	130	13.3%	193	15.5%	6,569	31.9%
Travel to Work in 30 to 59 Minutes	415	42.6%	539	43.3%	6,775	32.9%
Travel to Work in 60 Minutes or More	94	9.7%	119	9.6%	885	4.3%
Work at Home	61	6.3%	74	6.0%	2,189	10.6%
Average Minutes Travel to Work	31.1		31.1		24.8	

Crescent, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Drive Time						
<b>Transportation To Work (2025)</b>						
Worker Base Age 16 years or Over	974		1,243		20,594	
Drive to Work Alone	788	80.9%	1,012	81.5%	16,377	79.5%
Drive to Work in Carpool	110	11.3%	129	10.4%	1,493	7.2%
Travel to Work by Public Transportation	-	-	3	0.3%	46	0.2%
Drive to Work on Motorcycle	-	-	-	-	21	0.1%
Bicycle to Work	-	-	-	-	17	-
Walk to Work	3	0.3%	6	0.5%	244	1.2%
Other Means	11	1.2%	18	1.4%	207	1.0%
Work at Home	61	6.3%	74	6.0%	2,189	10.6%
<b>Daytime Demographics (2025)</b>						
Total Businesses	62		77		1,189	
Total Employees	485		540		7,699	
Company Headquarter Businesses	2	4.0%	2	3.2%	26	2.2%
Company Headquarter Employees	51	10.6%	51	9.5%	625	8.1%
Employee Population per Business	7.9 to 1		7.0 to 1		6.5 to 1	
Residential Population per Business	36.7 to 1		37.1 to 1		34.9 to 1	
Adj. Daytime Demographics Age 16 Years or Over	1,376		1,629		18,823	
<b>Labor Force</b>						
Labor Population Age 16 Years or Over (2025)	1,866		2,333		31,813	
Labor Force Total Males (2025)	920	49.3%	1,161	49.8%	15,728	49.4%
Male Civilian Employed	520	56.5%	670	57.7%	11,134	70.8%
Male Civilian Unemployed	24	2.6%	27	2.3%	265	1.7%
Males in Armed Forces	-	-	1	-	93	0.6%
Males Not in Labor Force	376	40.9%	463	39.9%	4,237	26.9%
Labor Force Total Females (2025)	946	50.7%	1,172	50.2%	16,085	50.6%
Female Civilian Employed	455	48.1%	573	48.9%	9,463	58.8%
Female Civilian Unemployed	24	2.6%	27	2.3%	330	2.0%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	467	49.3%	573	48.8%	6,293	39.1%
Unemployment Rate	48	2.6%	54	2.3%	594	1.9%
<b>Occupation (2025)</b>						
Occupation Population Age 16 Years or Over	974		1,243		20,594	
Occupation Total Males	520	53.3%	670	53.9%	11,132	54.1%
Occupation Total Females	455	46.7%	573	46.1%	9,463	45.9%
Management, Business, Financial Operations	112	11.4%	141	11.3%	3,592	17.4%
Professional, Related	193	19.9%	262	21.1%	5,515	26.8%
Service	145	14.9%	184	14.8%	3,337	16.2%
Sales, Office	228	23.4%	270	21.7%	4,124	20.0%
Farming, Fishing, Forestry	5	0.5%	8	0.7%	121	0.6%
Construction, Extraction, Maintenance	133	13.6%	184	14.8%	2,015	9.8%
Production, Transport, Material Moving	159	16.3%	194	15.6%	1,890	9.2%
White Collar Workers	533	54.7%	673	54.1%	13,231	64.2%
Blue Collar Workers	442	45.3%	570	45.9%	7,363	35.8%



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

Crescent, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Units In Structure (2025)</b>						
Total Units	947		1,154		14,805	
1 Detached Unit	699	73.8%	875	75.9%	11,976	80.9%
1 Attached Unit	17	1.8%	17	1.5%	285	1.9%
2 Units	21	2.2%	23	2.0%	296	2.0%
3 to 4 Units	23	2.4%	23	2.0%	224	1.5%
5 to 9 Units	10	1.0%	10	0.9%	218	1.5%
10 to 19 Units	4	0.5%	5	0.4%	196	1.3%
20 to 49 Units	1	0.2%	2	0.1%	93	0.6%
50 or More Units	9	0.9%	9	0.8%	233	1.6%
Mobile Home or Trailer	164	17.3%	190	16.4%	1,256	8.5%
Other Structure	-	-	-	-	28	0.2%
<b>Homes Built By Year (2025)</b>						
Homes Built 2020 or later	2	0.2%	7	0.6%	744	4.8%
Homes Built 2010 to 2019	120	12.2%	149	12.5%	4,089	26.2%
Homes Built 2000 to 2009	68	6.9%	113	9.5%	2,722	17.5%
Homes Built 1990 to 1999	96	9.8%	121	10.1%	1,219	7.8%
Homes Built 1980 to 1989	50	5.1%	74	6.2%	974	6.2%
Homes Built 1970 to 1979	251	25.5%	273	22.8%	1,801	11.5%
Homes Built 1960 to 1969	86	8.7%	92	7.7%	789	5.1%
Homes Built 1950 to 1959	97	9.8%	106	8.9%	672	4.3%
Homes Built 1940 to 1949	82	8.4%	84	7.1%	690	4.4%
Homes Built Before 1939	95	9.6%	133	11.1%	1,106	7.1%
Median Age of Homes	49.7 yrs		48.3 yrs		34.5 yrs	
<b>Home Values (2025)</b>						
Owner Specified Housing Units	692		873		11,046	
Home Values \$1,000,000 or More	47	6.8%	47	5.4%	317	2.9%
Home Values \$750,000 to \$999,999	3	0.5%	4	0.5%	291	2.6%
Home Values \$500,000 to \$749,999	12	1.7%	23	2.6%	1,005	9.1%
Home Values \$400,000 to \$499,999	26	3.8%	53	6.1%	1,166	10.6%
Home Values \$300,000 to \$399,999	43	6.2%	73	8.4%	2,099	19.0%
Home Values \$250,000 to \$299,999	25	3.6%	51	5.8%	1,357	12.3%
Home Values \$200,000 to \$249,999	52	7.5%	67	7.6%	1,270	11.5%
Home Values \$175,000 to \$199,999	65	9.4%	70	8.1%	576	5.2%
Home Values \$150,000 to \$174,999	101	14.7%	109	12.5%	616	5.6%
Home Values \$125,000 to \$149,999	76	11.0%	81	9.3%	443	4.0%
Home Values \$100,000 to \$124,999	68	9.9%	75	8.6%	408	3.7%
Home Values \$90,000 to \$99,999	38	5.5%	41	4.7%	296	2.7%
Home Values \$80,000 to \$89,999	13	1.9%	14	1.7%	124	1.1%
Home Values \$70,000 to \$79,999	8	1.2%	12	1.4%	98	0.9%
Home Values \$60,000 to \$69,999	20	2.9%	34	3.9%	163	1.5%
Home Values \$50,000 to \$59,999	27	3.9%	30	3.4%	136	1.2%
Home Values \$35,000 to \$49,999	19	2.7%	23	2.7%	118	1.1%
Home Values \$25,000 to \$34,999	35	5.0%	46	5.3%	153	1.4%
Home Values \$10,000 to \$24,999	10	1.5%	14	1.7%	355	3.2%
Home Values Under \$10,000	2	0.3%	4	0.5%	54	0.5%
Owner-Occupied Median Home Value	\$153,501		\$172,291		\$289,775	
Renter-Occupied Median Rent	\$599		\$617		\$888	

Crescent, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Total Annual Consumer Expenditure (2025)</b>			
Total Household Expenditure	\$84.45 M	\$105.09 M	\$1.68 B
Total Non-Retail Expenditure	\$40.13 M	\$49.78 M	\$838.5 M
Total Retail Expenditure	\$44.33 M	\$55.32 M	\$844.61 M
Alcoholic Beverages	\$511.26 K	\$636.32 K	\$10.36 M
Apparel	\$1.56 M	\$1.94 M	\$31.17 M
Contributions	\$2.61 M	\$3.24 M	\$54.45 M
Education	\$1.88 M	\$2.33 M	\$38.67 M
Entertainment	\$4.83 M	\$6.02 M	\$96.39 M
Food Away From Home	\$3.7 M	\$4.61 M	\$74.19 M
Grocery	\$5.74 M	\$7.2 M	\$108.29 M
Health Care	\$6.44 M	\$7.86 M	\$97.97 M
Household Furnishings and Equipment	\$2.23 M	\$2.77 M	\$44.9 M
Household Operations	\$1.58 M	\$1.97 M	\$31.54 M
Miscellaneous Expenses	\$1.44 M	\$1.79 M	\$28.75 M
Personal Care	\$1.12 M	\$1.4 M	\$21.38 M
Shelter	\$13.32 M	\$16.46 M	\$259.21 M
Tax and Retirement	\$18.38 M	\$22.84 M	\$427.22 M
Tobacco and Related	\$458.2 K	\$579.51 K	\$7.82 M
Transportation	\$14.57 M	\$18.31 M	\$273.73 M
Utilities	\$4.11 M	\$5.15 M	\$77.06 M
<b>Monthly Household Consumer Expenditure (2025)</b>			
Total Household Expenditure	\$7,429	\$7,591	\$9,474
Total Non-Retail Expenditure	\$3,530 47.5%	\$3,596 47.4%	\$4,720 49.8%
Total Retail Expenditures	\$3,899 52.5%	\$3,996 52.6%	\$4,754 50.2%
Alcoholic Beverages	\$45 0.6%	\$46 0.6%	\$58 0.6%
Apparel	\$137 1.8%	\$140 1.8%	\$175 1.9%
Contributions	\$230 3.1%	\$234 3.1%	\$306 3.2%
Education	\$165 2.2%	\$168 2.2%	\$218 2.3%
Entertainment	\$425 5.7%	\$435 5.7%	\$543 5.7%
Food Away From Home	\$325 4.4%	\$333 4.4%	\$418 4.4%
Grocery	\$505 6.8%	\$520 6.8%	\$610 6.4%
Health Care	\$566 7.6%	\$568 7.5%	\$551 5.8%
Household Furnishings and Equipment	\$196 2.6%	\$200 2.6%	\$253 2.7%
Household Operations	\$139 1.9%	\$142 1.9%	\$178 1.9%
Miscellaneous Expenses	\$126 1.7%	\$129 1.7%	\$162 1.7%
Personal Care	\$98 1.3%	\$101 1.3%	\$120 1.3%
Shelter	\$1,172 15.8%	\$1,189 15.7%	\$1,459 15.4%
Tax and Retirement	\$1,617 21.8%	\$1,649 21.7%	\$2,405 21.7%
Tobacco and Related	\$40 0.5%	\$42 0.6%	\$44 0.5%
Transportation	\$1,281 17.2%	\$1,322 17.4%	\$1,541 16.3%
Utilities	\$361 4.9%	\$372 4.9%	\$434 4.6%

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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

Crescent, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$2.74 M / -	100	\$3.4 M / -	100	\$51.64 M / \$5.18 M	90
Men's Clothing Stores	\$108.7 K / -	100	\$135.95 K / -	100	\$2.05 M / -	100
Women's Clothing Stores	\$228.65 K / -	100	\$284.55 K / -	100	\$4.44 M / \$1.76 M	60
Children's, Infants' Clothing Stores	\$216.53 K / -	100	\$269.28 K / -	100	\$4.41 M / \$40.34 K	99
Family Clothing Stores	\$1.32 M / -	100	\$1.65 M / -	100	\$25.71 M / \$3.25 M	87
Clothing Accessory Stores	\$62.26 K / -	100	\$77.49 K / -	100	\$1.16 M / \$127.46 K	89
Other Apparel Stores	\$79.47 K / -	100	\$99.08 K / -	100	\$1.57 M / -	100
Shoe Stores	\$577.74 K / -	100	\$712.16 K / -	100	\$10.01 M / \$-1	100
Jewelry Stores	\$127.99 K / -	100	\$156.39 K / -	100	\$2.05 M / -	100
Luggage Stores	\$15.5 K / -	100	\$19.04 K / -	100	\$246.92 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$2.35 M / -	100	\$2.93 M / -	100	\$45.44 M / \$564.06 K	99
Furniture Stores	\$1.08 M / -	100	\$1.35 M / -	100	\$20.3 M / \$553.85 K	97
Floor Covering Stores	\$154.45 K / -	100	\$192.94 K / -	100	\$2.92 M / \$10.21 K	100
Other Home Furnishing Stores	\$1.12 M / -	100	\$1.39 M / -	100	\$22.22 M / -	100
<b>Electronics, Appliance Stores</b>	\$2.37 M / -	100	\$2.96 M / -	100	\$44.23 M / \$1.1 M	98
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$2.27 M / -	100	\$2.83 M / \$533	100	\$44.31 M / \$16.48 M	63
Home Centers	\$1.27 M / -	100	\$1.59 M / -	100	\$24.74 M / \$8.46 M	66
Paint, Wallpaper Stores	\$268.53 K / -	100	\$334.19 K / -	100	\$5.44 M / \$4.03 M	26
Hardware Stores	\$143.24 K / -	100	\$178.1 K / -	100	\$2.75 M / \$502.41 K	82
Other Building Materials Stores	\$399.54 K / -	100	\$499.41 K / -	100	\$7.78 M / \$1.42 M	82
Outdoor Power Equipment Stores	\$24.57 K / -	100	\$30.59 K / -	100	\$470.82 K / \$1.42 M	-67
Nursery, Garden Stores	\$161.86 K / -	100	\$201.69 K / \$534	100	\$3.12 M / \$650.4 K	79
<b>Food, Beverage Stores</b>	\$3.59 M / \$3.61 M	-1	\$4.48 M / \$3.61 M	19	\$70.27 M / \$31.32 M	55
Grocery Stores	\$2.77 M / \$3.61 M	-23	\$3.45 M / \$3.61 M	-4	\$53.44 M / \$26.44 M	51
Convenience Stores	\$250.52 K / -	100	\$313.58 K / -	100	\$4.77 M / \$3.28 M	31
Meat Markets	\$16.1 K / -	100	\$20.05 K / -	100	\$319.37 K / -	100
Fish, Seafood Markets	\$5.52 K / -	100	\$6.88 K / -	100	\$110.63 K / -	100
Fruit, Vegetable Markets	\$10.53 K / -	100	\$13.11 K / -	100	\$208.91 K / \$2.15 K	99
Other Specialty Food Markets	\$21.54 K / -	100	\$26.81 K / -	100	\$429.5 K / \$131.03 K	69
Liquor Stores	\$519.96 K / -	100	\$647.39 K / -	100	\$11 M / \$1.46 M	87

Crescent, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$2.37 M / \$2.12 M	11	\$3.03 M / \$2.55 M	16	\$46.3 M / \$22.96 M	50
Pharmacy, Drug Stores	\$2.09 M / \$2.12 M	-2	\$2.66 M / \$2.55 M	4	\$40.77 M / \$22.79 M	44
Cosmetics, Beauty Stores	\$120.65 K / -	100	\$155.01 K / -	100	\$2.39 M / \$60.94 K	97
Optical Goods Stores	\$36.43 K / -	100	\$47.38 K / -	100	\$602.73 K / \$76.33 K	87
Other Health, Personal Care Stores	\$128.98 K / -	100	\$165.38 K / -	100	\$2.54 M / \$26.99 K	99
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$2.79 M / -	100	\$3.46 M / \$22.03 K	99	\$51.89 M / \$9.78 M	81
Sporting Goods Stores	\$1.04 M / -	100	\$1.3 M / -	100	\$20.37 M / \$1.76 M	91
Hobby, Toy, Game Stores	\$750.72 K / -	100	\$934.34 K / -	100	\$13.84 M / -	100
Sewing, Needlecraft Stores	\$588.99 K / -	100	\$720.09 K / -	100	\$9.64 M / \$7.54 M	22
Musical Instrument Stores	\$198.11 K / -	100	\$246.06 K / -	100	\$4.25 M / \$108.94 K	97
Book Stores	\$208.26 K / -	100	\$260.94 K / \$22.03 K	92	\$3.79 M / \$370.47 K	90
<b>General Merchandise Stores</b>	\$8.79 M / \$8.77 M	0	\$10.98 M / \$8.77 M	20	\$166.33 M / \$79.57 M	52
Department Stores	\$3.06 M / -	100	\$3.82 M / -	100	\$58.83 M / \$59.94 M	-2
Warehouse Superstores	\$4.88 M / -	100	\$6.1 M / -	100	\$91.46 M / -	100
Other General Merchandise Stores	\$852.58 K / \$8.77 M	-90	\$1.06 M / \$8.77 M	-88	\$16.03 M / \$19.63 M	-18
<b>Miscellaneous Store Retailers</b>	\$1.14 M / \$5.42 K	100	\$1.41 M / \$60.86 K	96	\$20.4 M / \$4.97 M	76
Florists	\$26.85 K / -	100	\$33.36 K / -	100	\$516.79 K / \$253.22 K	51
Office, Stationary Stores	\$114.54 K / -	100	\$141.59 K / -	100	\$1.88 M / \$-1	100
Gift, Souvenir Stores	\$230.2 K / -	100	\$285.73 K / -	100	\$4.3 M / \$478.8 K	89
Used Merchandise Stores	\$82.92 K / -	100	\$101.73 K / -	100	\$1.32 M / \$823.21 K	37
Pet, Pet Supply Stores	\$199.07 K / -	100	\$249.53 K / -	100	\$3.72 M / -	100
Art Dealers	\$34.09 K / -	100	\$41.62 K / -	100	\$501.56 K / -	100
Mobile Home Dealers	\$22.47 K / -	100	\$28.1 K / -	100	\$437.93 K / \$152.98 K	65
Other Miscellaneous Retail Stores	\$425.97 K / \$5.42 K	99	\$532.2 K / \$60.86 K	89	\$7.72 M / \$3.26 M	58
<b>Non-Store Retailers</b>	\$5.24 M / -	100	\$6.56 M / \$871	100	\$100.44 M / \$2.96 M	97
Mail Order, Catalog Stores	\$4.91 M / -	100	\$6.15 M / -	100	\$94.09 M / \$1.56 M	98
Vending Machines	\$22.52 K / -	100	\$28.03 K / -	100	\$451.77 K / \$100.42 K	78
Fuel Dealers	\$28.84 K / -	100	\$35.58 K / -	100	\$523.42 K / \$40.21 K	92
Other Direct Selling Establishments	\$278.03 K / -	100	\$346.99 K / \$870	100	\$5.38 M / \$1.26 M	77

Crescent, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$4.59 M / \$1.84 M	60	\$5.7 M / \$1.83 M	68	\$94.73 M / \$35.29 M	63
Hotels, Other Travel Accommodations	\$296.09 K / \$517.22 K	-43	\$367.17 K / \$517.22 K	-29	\$6.09 M / \$3.11 M	49
RV Parks	\$2.89 K / \$208	93	\$3.59 K / \$2.33 K	35	\$55.67 K / \$12.88 K	77
Rooming, Boarding Houses	\$1.65 K / -	100	\$2.05 K / -	100	\$33.72 K / -	100
Full Service Restaurants	\$2.68 M / \$1.05 M	61	\$3.33 M / \$1.06 M	68	\$55.36 M / \$20.24 M	63
Limited Service Restaurants	\$1.24 M / \$524.22 K	58	\$1.54 M / \$524.22 K	66	\$25.72 M / \$16.02 M	38
Special Food Services, Catering	\$363.43 K / -	100	\$451.17 K / -	100	\$7.47 M / \$196.78 K	97
Drinking Places	\$255.91 K / \$3.84 K	98	\$316.93 K / \$43.13 K	86	\$5.4 M / \$1.11 M	79
<b>Gasoline Stations</b>	\$1.85 M / \$5.23 M	-65	\$2.31 M / \$5.23 M	-56	\$34.41 M / \$9.85 M	71
<b>Motor Vehicle, Parts Dealers</b>	\$3.99 M / \$896.25 K	78	\$4.93 M / \$897.11 K	82	\$68.83 M / \$36.86 M	46
New Car Dealers	\$2.32 M / -	100	\$2.85 M / \$860	100	\$37.32 M / \$30.21 M	19
Used Car Dealers	\$214.92 K / \$346.14 K	-38	\$264.11 K / \$346.14 K	-24	\$3.44 M / \$2.34 M	32
Recreational Vehicle Dealers	\$400.03 K / -	100	\$500.62 K / -	100	\$7.92 M / -	100
Motorcycle, Boat Dealers	\$530.96 K / -	100	\$662.82 K / -	100	\$10.24 M / \$86.22 K	99
Auto Parts, Accessories	\$336.82 K / \$550.1 K	-39	\$416.41 K / \$550.1 K	-24	\$6.33 M / \$2.77 M	56
Tire Dealers	\$188.41 K / -	100	\$232.97 K / -	100	\$3.58 M / \$1.45 M	59
2025 Population		2,266		2,848		41,485
2030 Population		2,300		2,992		44,785
% Population Change 2025-2030		1.5%		5.1%		8.0%
2025 Adult Population Age 18+		1,799		2,248		30,510
2025 Population Male		1,135		1,434		20,739
2025 Population Female		1,131		1,414		20,746
2025 Households		947		1,154		14,805
2025 Median Household Income		62,199		63,337		101,395
2025 Average Household Income		87,857		90,537		130,506

# **Retail Potential**

# Retail Potential Profile



<b>Crescent, Oklahoma</b>	<b>10 min</b>	<b>15 min</b>	<b>30 min</b>
<b>Drive Time</b>	<b>drive time</b>	<b>drive time</b>	<b>drive time</b>
2025 Population	2,266	2,848	41,485
2030 Population	2,300	2,992	44,785
% Population Change 2020-2025	6.2%	7.3%	17.7%
2025 Adult Population Age 18+	\$1,799	\$2,248	\$30,510
2025 Population Male	\$1,135	\$1,434	\$20,739
2025 Population Female	\$1,131	\$1,414	\$20,746
2025 Households	\$947	\$1,154	\$14,805
2025 Median Household Income	\$62,199	\$63,337	\$101,395
2025 Average Household Income	\$87,857	\$90,537	\$130,506
<b>Clothing, Clothing Accessories Stores</b>	\$2.74 M	\$3.4 M	\$51.64 M
Men's Clothing Stores	\$108.7 K	\$135.95 K	\$2.05 M
Women's Clothing Stores	\$228.65 K	\$284.55 K	\$4.44 M
Children's, Infants' Clothing Stores	\$216.53 K	\$269.28 K	\$4.41 M
Family Clothing Stores	\$1.32 M	\$1.65 M	\$25.71 M
Clothing Accessory Stores	\$62.26 K	\$77.49 K	\$1.16 M
Other Apparel Stores	\$79.47 K	\$99.08 K	\$1.57 M
Shoe Stores	\$577.74 K	\$712.16 K	\$10.01 M
Jewelry Stores	\$127.99 K	\$156.39 K	\$2.05 M
Luggage Stores	\$15.5 K	\$19.04 K	\$246.92 K
<b>Furniture, Home Furnishings Stores</b>	\$2.35 M	\$2.93 M	\$45.44 M
Furniture Stores	\$1.08 M	\$1.35 M	\$20.3 M
Floor Covering Stores	\$154.45 K	\$192.94 K	\$2.92 M
Other Home Furnishing Stores	\$1.12 M	\$1.39 M	\$22.22 M
<b>Electronics, Appliance Stores</b>	\$2.37 M	\$2.96 M	\$44.23 M
<b>Gasoline Stations</b>	\$1.85 M	\$2.31 M	\$34.41 M
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$2.27 M	\$2.83 M	\$44.31 M
Home Centers	\$1.27 M	\$1.59 M	\$24.74 M
Paint, Wallpaper Stores	\$268.53 K	\$334.19 K	\$5.44 M
Hardware Stores	\$143.24 K	\$178.1 K	\$2.75 M
Other Building Materials Stores	\$399.54 K	\$499.41 K	\$7.78 M
Outdoor Power Equipment Stores	\$24.57 K	\$30.59 K	\$470.82 K
Nursery, Garden Stores	\$161.86 K	\$201.69 K	\$3.12 M
<b>Food, Beverage Stores</b>	\$3.59 M	\$4.48 M	\$70.27 M
Grocery Stores	\$2.77 M	\$3.45 M	\$53.44 M
Convenience Stores	\$250.52 K	\$313.58 K	\$4.77 M
Meat Markets	\$16.1 K	\$20.05 K	\$319.37 K
Fish, Seafood Markets	\$5.52 K	\$6.88 K	\$110.63 K
Fruit, Vegetable Markets	\$10.53 K	\$13.11 K	\$208.91 K
Other Specialty Food Markets	\$21.54 K	\$26.81 K	\$429.5 K
Liquor Stores	\$519.96 K	\$647.39 K	\$11 M

# Retail Potential Profile



<b>Crescent, Oklahoma</b>	<b>10 min</b>	<b>15 min</b>	<b>30 min</b>
<b>Drive Time</b>	<b>drive time</b>	<b>drive time</b>	<b>drive time</b>
<b>Health, Personal Care Stores</b>	\$2.37 M	\$3.03 M	\$46.3 M
Pharmacy, Drug Stores	\$2.09 M	\$2.66 M	\$40.77 M
Cosmetics, Beauty Stores	\$120.65 K	\$155.01 K	\$2.39 M
Optical Goods Stores	\$36.43 K	\$47.38 K	\$602.73 K
Other Health, Personal Care Stores	\$128.98 K	\$165.38 K	\$2.54 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$2.79 M	\$3.46 M	\$51.89 M
Sporting Goods Stores	\$1.04 M	\$1.3 M	\$20.37 M
Hobby, Toy, Game Stores	\$750.72 K	\$934.34 K	\$13.84 M
Sewing, Needlecraft Stores	\$588.99 K	\$720.09 K	\$9.64 M
Musical Instrument Stores	\$198.11 K	\$246.06 K	\$4.25 M
Book Stores	\$208.26 K	\$260.94 K	\$3.79 M
<b>General Merchandise Stores</b>	\$8.79 M	\$10.98 M	\$166.33 M
Department Stores	\$3.06 M	\$3.82 M	\$58.83 M
Warehouse Superstores	\$4.88 M	\$6.1 M	\$91.46 M
Other General Merchandise Stores	\$852.58 K	\$1.06 M	\$16.03 M
<b>Miscellaneous Store Retailers</b>	\$1.14 M	\$1.41 M	\$20.4 M
Florists	\$26.85 K	\$33.36 K	\$516.79 K
Office, Stationary Stores	\$114.54 K	\$141.59 K	\$1.88 M
Gift, Souvenir Stores	\$230.2 K	\$285.73 K	\$4.3 M
Used Merchandise Stores	\$82.92 K	\$101.73 K	\$1.32 M
Pet, Pet Supply Stores	\$199.07 K	\$249.53 K	\$3.72 M
Art Dealers	\$34.09 K	\$41.62 K	\$501.56 K
Mobile Home Dealers	\$22.47 K	\$28.1 K	\$437.93 K
Other Miscellaneous Retail Stores	\$425.97 K	\$532.2 K	\$7.72 M
<b>Non-Store Retailers</b>	\$5.24 M	\$6.56 M	\$100.44 M
Mail Order, Catalog Stores	\$4.91 M	\$6.15 M	\$94.09 M
Vending Machines	\$22.52 K	\$28.03 K	\$451.77 K
Fuel Dealers	\$28.84 K	\$35.58 K	\$523.42 K
Other Direct Selling Establishments	\$278.03 K	\$346.99 K	\$5.38 M
<b>Accommodation, Food Services</b>	\$4.85 M	\$6.01 M	\$100.13 M
Hotels, Other Travel Accommodations	\$296.09 K	\$367.17 K	\$6.09 M
RV Parks	\$2.89 K	\$3.59 K	\$55.67 K
Rooming, Boarding Houses	\$1.65 K	\$2.05 K	\$33.72 K
Full Service Restaurants	\$2.68 M	\$3.33 M	\$55.36 M
Limited Service Restaurants	\$1.24 M	\$1.54 M	\$25.72 M
Special Food Services, Catering	\$363.43 K	\$451.17 K	\$7.47 M
Drinking Places	\$255.91 K	\$316.93 K	\$5.4 M
<b>Motor Vehicle, Parts Dealers</b>	\$3.99 M	\$4.93 M	\$68.83 M
New Car Dealers	\$2.32 M	\$2.85 M	\$37.32 M
Used Car Dealers	\$214.92 K	\$264.11 K	\$3.44 M
Recreational Vehicle Dealers	\$400.03 K	\$500.62 K	\$7.92 M
Motorcycle, Boat Dealers	\$530.96 K	\$662.82 K	\$10.24 M
Auto Parts, Accessories	\$336.82 K	\$416.41 K	\$6.33 M
Tire Dealers	\$188.41 K	\$232.97 K	\$3.58 M

# **Income Summary**

# Income Summary Report



Crescent, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
<b>Population</b>							
Estimated Population (2025)		2,266		2,848		41,485	
Projected Population (2030)		2,300		2,992		44,785	
Census Population (2020)		2,133		2,654		35,241	
Census Population (2010)		2,264		2,718		27,089	
<i>Projected Annual Growth (2025 to 2030)</i>		34	0.3%	144	1.0%	3,300	1.6%
<i>Historical Annual Growth (2020 to 2025)</i>		133	1.2%	195	1.4%	6,244	3.0%
<i>Historical Annual Growth (2010 to 2020)</i>		-131	-0.6%	-65	-0.2%	8,152	3.0%
<b>Households</b>							
Estimated Households (2025)		947		1,154		14,805	
Projected Households (2030)		1,042		1,308		16,721	
Census Households (2020)		862		1,053		12,818	
Census Households (2010)		921		1,091		9,992	
<i>Projected Annual Growth (2025 to 2030)</i>		95	2.0%	155	2.7%	1,917	2.6%
<i>Historical Annual Growth (2020 to 2025)</i>		85	2.0%	100	1.9%	1,987	3.1%
<i>Historical Annual Growth (2010 to 2020)</i>		-59	-0.6%	-37	-0.3%	2,826	2.8%
<b>Average Household Income</b>							
Estimated Average Household Income (2025)		\$87,857		\$90,537		\$130,506	
Projected Average Household Income (2030)		\$87,033		\$90,145		\$130,293	
Census Average Household Income (2020)		\$48,678		\$51,448		\$69,521	
Census Average Household Income (2010)		\$38,672		\$39,979		\$48,260	
<i>Projected Annual Growth (2025 to 2030)</i>		-\$823	-0.2%	-\$392	-	-\$213	-
<i>Historical Annual Growth (2020 to 2025)</i>		\$39,179	5.4%	\$39,089	5.1%	\$60,985	5.8%
<i>Historical Annual Growth (2010 to 2020)</i>		\$10,006	2.6%	\$11,469	2.9%	\$21,261	4.4%
<b>Median Household Income</b>							
Estimated Median Household Income (2025)		\$62,199		\$63,337		\$101,395	
Projected Median Household Income (2030)		\$60,945		\$62,340		\$100,787	
Census Median Household Income (2020)		\$34,522		\$37,565		\$54,348	
Census Median Household Income (2010)		\$29,490		\$31,313		\$38,111	
<i>Projected Annual Growth (2025 to 2030)</i>		-\$1,254	-0.4%	-\$996	-0.3%	-\$608	-0.1%
<i>Historical Annual Growth (2020 to 2025)</i>		\$27,677	5.3%	\$25,772	4.6%	\$47,047	5.8%
<i>Historical Annual Growth (2010 to 2020)</i>		\$5,031	1.7%	\$6,252	2.0%	\$16,237	4.3%
<b>Per Capita Income</b>							
Estimated Per Capita Income (2025)		\$36,725		\$36,687		\$46,771	
Projected Per Capita Income (2030)		\$39,429		\$39,432		\$48,830	
Census Per Capita Income (2020)		\$19,801		\$20,627		\$25,621	
Census Per Capita Income (2010)		\$16,130		\$16,444		\$18,298	
<i>Projected Annual Growth (2025 to 2030)</i>		\$2,704	1.5%	\$2,744	1.5%	\$2,059	0.9%
<i>Historical Annual Growth (2020 to 2025)</i>		\$16,924	5.7%	\$16,060	5.2%	\$21,150	5.5%
<i>Historical Annual Growth (2010 to 2020)</i>		\$3,671	2.3%	\$4,183	2.5%	\$7,323	4.0%
<b>Other Income</b>							
Estimated Families (2025)		535		699		10,936	
Estimated Average Family Income (2025)		\$120,758		\$120,045		\$156,550	
Estimated Median Family Income (2025)		\$84,067		\$81,978		\$120,764	
Estimated Average Household Net Worth (2025)		\$1,033,389		\$1,060,043		\$1,284,562	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Crescent, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Estimated Population		2,266		2,848		41,485	
Estimated Households		947		1,154		14,805	
<b>Household Expenditure</b>		\$84,453,560		\$105.09 M		\$1.68 B	
Per Household ~ Per Capita		\$89,144	\$37,262	\$91,097	\$36,899	\$113,688	\$40,572
Non-Retail Expenditures		\$40.13 M	47.5%	\$49.78 M	47.4%	\$838.5 M	49.8%
Per Household ~ Per Capita		\$42,356	\$17,705	\$43,148	\$17,477	\$56,638	\$20,212
Retail Expenditures		\$44.33 M	52.5%	\$55.32 M	52.6%	\$844.61 M	50.2%
Per Household ~ Per Capita		\$46,787	\$19,557	\$47,950	\$19,422	\$57,050	\$20,359
Alcoholic Beverages		\$511.26 K	0.6%	\$636.32 K	0.6%	\$10.36 M	0.6%
Per Household ~ Per Capita		\$540	\$226	\$552	\$223	\$700	\$250
Apparel		\$1.56 M	1.8%	\$1.94 M	1.8%	\$31.17 M	1.9%
Per Household ~ Per Capita		\$1,644	\$687	\$1,683	\$682	\$2,105	\$751
Contributions		\$2.61 M	3.1%	\$3.24 M	3.1%	\$54.45 M	3.2%
Per Household ~ Per Capita		\$2,759	\$1,153	\$2,812	\$1,139	\$3,678	\$1,312
Education		\$1.88 M	2.2%	\$2.33 M	2.2%	\$38.67 M	2.3%
Per Household ~ Per Capita		\$1,982	\$828	\$2,022	\$819	\$2,612	\$932
Entertainment		\$4.83 M	5.7%	\$6.02 M	5.7%	\$96.39 M	5.7%
Per Household ~ Per Capita		\$5,096	\$2,130	\$5,218	\$2,113	\$6,511	\$2,324
Food Away From Home		\$3.7 M	4.4%	\$4.61 M	4.4%	\$74.19 M	4.4%
Per Household ~ Per Capita		\$3,902	\$1,631	\$3,992	\$1,617	\$5,011	\$1,788
Grocery		\$5.74 M	6.8%	\$7.2 M	6.8%	\$108.29 M	6.4%
Per Household ~ Per Capita		\$6,060	\$2,533	\$6,237	\$2,526	\$7,315	\$2,610
Health Care		\$6.44 M	7.6%	\$7.86 M	7.5%	\$97.97 M	5.8%
Per Household ~ Per Capita		\$6,793	\$2,839	\$6,812	\$2,759	\$6,617	\$2,361
Household Furnishings and Equipment		\$2.23 M	2.6%	\$2.77 M	2.6%	\$44.9 M	2.7%
Per Household ~ Per Capita		\$2,352	\$983	\$2,405	\$974	\$3,033	\$1,082
Household Operations		\$1.58 M	1.9%	\$1.97 M	1.9%	\$31.54 M	1.9%
Per Household ~ Per Capita		\$1,665	\$696	\$1,707	\$691	\$2,130	\$760
Miscellaneous Expenses		\$1.44 M	1.7%	\$1.79 M	1.7%	\$28.75 M	1.7%
Per Household ~ Per Capita		\$1,518	\$634	\$1,552	\$628	\$1,942	\$693
Personal Care		\$1.12 M	1.3%	\$1.4 M	1.3%	\$21.38 M	1.3%
Per Household ~ Per Capita		\$1,177	\$492	\$1,210	\$490	\$1,444	\$515
Shelter		\$13.32 M	15.8%	\$16.46 M	15.7%	\$259.21 M	15.4%
Per Household ~ Per Capita		\$14,060	\$5,877	\$14,266	\$5,778	\$17,509	\$6,248
Tax and Retirement		\$18.38 M	21.8%	\$22.84 M	21.7%	\$427.22 M	25.4%
Per Household ~ Per Capita		\$19,400	\$8,109	\$19,794	\$8,017	\$28,857	\$10,298
Tobacco and Related		\$458.2 K	0.5%	\$579.51 K	0.6%	\$7.82 M	0.5%
Per Household ~ Per Capita		\$484	\$202	\$502	\$203	\$529	\$189
Transportation		\$14.57 M	17.2%	\$18.31 M	17.4%	\$273.73 M	16.3%
Per Household ~ Per Capita		\$15,375	\$6,427	\$15,869	\$6,427	\$18,490	\$6,598
Utilities		\$4.11 M	4.9%	\$5.15 M	4.9%	\$77.06 M	4.6%
Per Household ~ Per Capita		\$4,337	\$1,813	\$4,466	\$1,809	\$5,205	\$1,858

# Consumer Expenditure Trend



Crescent, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
<b>Population / Households (2025)</b>							
Estimated Population		2,266		2,848		41,485	
Estimated Households		947		1,154		14,805	
<b>Total Annual Consumer Expenditure (2025)</b>							
Total Household Expenditure		\$84.45 M		\$105.09 M		\$1.68 B	
Total Non-Retail Expenditure		\$40.13 M		\$49.78 M		\$838.5 M	
Total Retail Expenditure		\$44.33 M		\$55.32 M		\$844.61 M	
Alcoholic Beverages		\$511.26 K		\$636.32 K		\$10.36 M	
Apparel		\$1.56 M		\$1.94 M		\$31.17 M	
Contributions		\$2.61 M		\$3.24 M		\$54.45 M	
Education		\$1.88 M		\$2.33 M		\$38.67 M	
Entertainment		\$4.83 M		\$6.02 M		\$96.39 M	
Food Away From Home		\$3.7 M		\$4.61 M		\$74.19 M	
Grocery		\$5.74 M		\$7.2 M		\$108.29 M	
Health Care		\$6.44 M		\$7.86 M		\$97.97 M	
Household Furnishings and Equipment		\$2.23 M		\$2.77 M		\$44.9 M	
Household Operations		\$1.58 M		\$1.97 M		\$31.54 M	
Miscellaneous Expenses		\$1.44 M		\$1.79 M		\$28.75 M	
Personal Care		\$1.12 M		\$1.4 M		\$21.38 M	
Shelter		\$13.32 M		\$16.46 M		\$259.21 M	
Tax and Retirement		\$18.38 M		\$22.84 M		\$427.22 M	
Tobacco and Related		\$458.2 K		\$579.51 K		\$7.82 M	
Transportation		\$14.57 M		\$18.31 M		\$273.73 M	
Utilities		\$4.11 M		\$5.15 M		\$77.06 M	
<b>Monthly Household Consumer Expenditure (2025)</b>							
Total Household Expenditure		\$7,429		\$7,591		\$9,474	
Total Non-Retail Expenditure		\$3,530		47.5%		\$4,720	
Total Retail Expenditure		\$3,899		52.5%		\$4,754	
Alcoholic Beverages		\$45		0.6%		\$58	
Apparel		\$137		1.8%		\$175	
Contributions		\$230		3.1%		\$306	
Education		\$165		2.2%		\$218	
Entertainment		\$425		5.7%		\$543	
Food Away From Home		\$325		4.4%		\$418	
Grocery		\$505		6.8%		\$610	
Health Care		\$566		7.6%		\$551	
Household Furnishings and Equipment		\$196		2.6%		\$253	
Household Operations		\$139		1.9%		\$178	
Miscellaneous Expenses		\$126		1.7%		\$162	
Personal Care		\$98		1.3%		\$120	
Shelter		\$1,172		15.8%		\$1,459	
Tax and Retirement		\$1,617		21.8%		\$2,405	
Tobacco and Related		\$40		0.5%		\$44	
Transportation		\$1,281		17.2%		\$1,541	
Utilities		\$361		4.9%		\$434	

# Consumer Expenditure Trend



<b>Crescent, Oklahoma</b>	<b>10 min drive</b>	<b>15 min drive</b>	<b>30 min drive</b>
<b>Drive Time</b>	<b>time</b>	<b>time</b>	<b>time</b>
<b>Population / Households (2030)</b>			
Projected Population	2,300	2,992	44,785
Projected Households	-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>			
Total Household Expenditure	\$89.82 M	\$115.65 M	\$1.85 B
Total Non-Retail Expenditure	\$42.72 M	\$54.81 M	\$922.9 M
Total Retail Expenditure	\$47.1 M	\$60.84 M	\$929.38 M
Alcoholic Beverages	\$542.74 K	\$698.32 K	\$11.38 M
Apparel	\$1.65 M	\$2.13 M	\$34.14 M
Contributions	\$2.79 M	\$3.57 M	\$60.13 M
Education	\$2 M	\$2.57 M	\$42.62 M
Entertainment	\$5.12 M	\$6.6 M	\$105.59 M
Food Away From Home	\$3.92 M	\$5.05 M	\$81.34 M
Grocery	\$6.04 M	\$7.81 M	\$117.23 M
Health Care	\$6.82 M	\$8.64 M	\$110.39 M
Household Furnishings and Equipment	\$2.36 M	\$3.04 M	\$49.28 M
Household Operations	\$1.67 M	\$2.15 M	\$34.47 M
Miscellaneous Expenses	\$1.53 M	\$1.97 M	\$31.57 M
Personal Care	\$1.17 M	\$1.52 M	\$23.22 M
Shelter	\$14.15 M	\$18.04 M	\$283.46 M
Tax and Retirement	\$19.54 M	\$25.14 M	\$473.23 M
Tobacco and Related	\$482.24 K	\$627.24 K	\$8.3 M
Transportation	\$15.73 M	\$20.5 M	\$302.62 M
Utilities	\$4.32 M	\$5.59 M	\$83.32 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>			
Total Household Expenditure	\$5.37 M	\$10.56 M	\$169.18 M
Total Non-Retail Expenditure	\$2.6 M	\$5.03 M	\$84.4 M
Total Retail Expenditure	\$2.77 M	\$5.53 M	\$84.78 M
Alcoholic Beverages	\$31.48 K	\$62 K	\$1.02 M
Apparel	\$92.49 K	\$184.48 K	\$2.97 M
Contributions	\$171.65 K	\$331.44 K	\$5.69 M
Education	\$120.16 K	\$233.84 K	\$3.95 M
Entertainment	\$289.94 K	\$576.14 K	\$9.19 M
Food Away From Home	\$222.48 K	\$441.36 K	\$7.15 M
Grocery	\$295.79 K	\$618.23 K	\$8.94 M
Health Care	\$388.92 K	\$785.63 K	\$12.42 M
Household Furnishings and Equipment	\$136.05 K	\$268.6 K	\$4.38 M
Household Operations	\$90.49 K	\$182.81 K	\$2.93 M
Miscellaneous Expenses	\$90.57 K	\$176.83 K	\$2.82 M
Personal Care	\$59.23 K	\$122.57 K	\$1.83 M
Shelter	\$828.98 K	\$1.59 M	\$24.25 M
Tax and Retirement	\$1.16 M	\$2.3 M	\$46.01 M
Tobacco and Related	\$24.04 K	\$47.73 K	\$475.66 K
Transportation	\$1.16 M	\$2.19 M	\$28.89 M
Utilities	\$208.78 K	\$438.43 K	\$6.26 M

# **Crime Risk**

Crescent, Oklahoma		10 min drive	15 min drive	30 min drive
Drive Time		time	time	time
<b>Demographics</b>				
Population		2,266	2,848	41,485
Census Population		2,133	2,654	35,241
Households		947	1,154	14,805
Average Household Income		\$87,857	\$90,537	\$130,506
Median Household Income		\$62,199	\$63,337	\$101,395
Per Capita Income		\$36,725	\$36,687	\$46,771
<b>Total Crime</b>				
Crime Index		31	33	85
Crime Level		Low Risk	Low Risk	Below Average
<b>Personal Crime</b>				
Crime Index		46	49	59
Crime Level		Low Risk	Low Risk	Low Risk
<b>Murder</b>				
Crime Index		42	47	84
Crime Level		Low Risk	Low Risk	Below Average
<b>Rape</b>				
Crime Index		56	68	60
Crime Level		Low Risk	Below Average	Below Average
<b>Robbery</b>				
Crime Index		5	7	54
Crime Level		Very Low	Very Low	Low Risk
<b>Assault</b>				
Crime Index		55	57	59
Crime Level		Low Risk	Low Risk	Low Risk
<b>Property Crime</b>				
Crime Index		28	30	90
Crime Level		Very Low	Very Low	Below Average
<b>Burglary</b>				
Crime Index		83	80	102
Crime Level		Below Average	Below Average	Average
<b>Larceny</b>				
Crime Index		18	20	80
Crime Level		Very Low	Very Low	Below Average
<b>Motor Vehicle Theft</b>				
Crime Index		24	32	127
Crime Level		Very Low	Low Risk	Above Average

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

# **Void Analysis**

Crescent, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
<b>Auto Parts Tires</b>			
AutoZone	1 / 0	6,600	
Gerber Collision & Glass	1 / 0	10,500	
NAPA	2 / 1	6,200	
O'Reilly	1 / 0	8,500	
Valvoline Instant Oil Change	1 / 0	3,400	
<b>Banks</b>			
BancFirst	2 / 0	8,500	
International Bank of Commerce	1 / 0	5,100	
<b>Banks Minor</b>			
Bank	9 / 1		
<b>Convenience Stores</b>			
Alon	1 / 0	3,500	
Casey's General Store	2 / 0	3,200	
Conoco	2 / 1	2,500	
Love's	4 / 1	7,300	
Murphy USA	1 / 0	2,100	
Phillips 66	3 / 0	2,500	
Shell	1 / 0	1,800	
Valero	6 / 2	3,200	
<b>Dealerships</b>			
Chevrolet	1 / 0		
Chrysler	1 / 0		
Dodge	1 / 0		
Ford	1 / 0		
GMC	1 / 0		
Jeep	1 / 0		
RAM	1 / 0		
<b>Dental</b>			
Dental Depot	1 / 0	4,800	
<b>Discount Department Stores</b>			
Walmart Supercenter	1 / 0	189,700	
<b>Dollar Stores</b>			
Dollar General	6 / 1	9,600	
Dollar Tree	1 / 0	11,800	
Family Dollar   Dollar Tree	1 / 1	12,100	
<b>Drug Stores</b>			

<b>Crescent, Oklahoma</b>	<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>Drive Time</b>	<b>Locations</b>	<b>Footage</b>	
Walgreens	1 / 0	14,800	
<b>Education</b>			
Day Care	14 / 0		
High School	7 / 1		
PK - 8	21 / 2		
PK - 8 (Private)	1 / 0		
<b>Entertainment</b>			
Theatres	2 / 0		
<b>Fitness</b>			
Anytime Fitness	1 / 0	5,100	
YMCA	1 / 0	41,600	
<b>Health Beauty</b>			
Great Clips	1 / 0	1,900	
Supercuts	1 / 0	1,800	
<b>Health Care</b>			
Cardiovascular Disease	1 / 0		
Chiropractic	3 / 0		
Diagnostic Radiology	1 / 0		
Family Practice	5 / 1		
General Practice	1 / 0		
Internal Medicine	3 / 0		
Interventional Cardiology	1 / 0		
Neurology	1 / 0		
Nurse Practitioner	6 / 0		
Optometry	2 / 0		
Pediatric Medicine	1 / 0		
Physical Therapy	2 / 0		
Physician Assistant	6 / 1		
Pulmonary Disease	1 / 0		
<b>Home Improvement</b>			
Ace Hardware	1 / 0	16,200	
Tractor Supply Company	1 / 0	26,300	
<b>Hotels</b>			
Hampton Inn	1 / 0	18,300	
Holiday Inn Express	1 / 0	16,400	
La Quinta Inn & Suites	1 / 0	24,600	
Sleep	1 / 0	13,100	

<b>Crescent, Oklahoma</b>	<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>Drive Time</b>	<b>Locations</b>	<b>Footage</b>	
<b>Restaurants Coffee Donuts</b>			
Scooter's Coffee	1 / 0	700	
Starbucks	2 / 0	1,800	
<b>Restaurants Fast Food Major</b>			
Arby's	1 / 0	3,300	
Burger King	1 / 0	4,000	
Chick-fil-A	1 / 0	4,300	
McDonald's	2 / 0	4,600	
Sonic	3 / 0	2,800	
Taco Bell	2 / 0	2,500	
<b>Restaurants Fast Food Minor</b>			
Carl's Jr.	1 / 0	3,400	
Golden Chick	1 / 0	4,500	
Krispy Krunchy Chicken	3 / 0		
Qdoba	1 / 0	2,900	
<b>Restaurants Ice Cream Smoothie</b>			
Braum's	1 / 0	5,100	
<b>Restaurants Pizza</b>			
Domino's Pizza	1 / 0	2,100	
Donatos	1 / 0	2,600	
Godfather's Pizza	3 / 1	2,700	
Papa John's	1 / 0	1,500	
Pizza Hut	1 / 0	2,800	
Simple Simon's Pizza	1 / 0	2,000	
<b>Restaurants Sandwich</b>			
Subway	2 / 1	1,700	
<b>Self Storage</b>			
Extra Space Storage	1 / 0	44,900	
Public Storage	3 / 0	33,500	
SecurCare Self Storage	1 / 0	55,900	
<b>Specialty</b>			
Cannabis	2 / 0		
Goodwill	1 / 0	24,100	
<b>Wireless Stores</b>			
AT&T	2 / 0	3,500	
T-Mobile	1 / 0	1,800	
<b>Worship</b>			

Crescent, Oklahoma		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Baptist	5 / 0		
	Methodist Episcopal	2 / 0		