

**RETAIL ATTRACTIONS, LLC**  

---

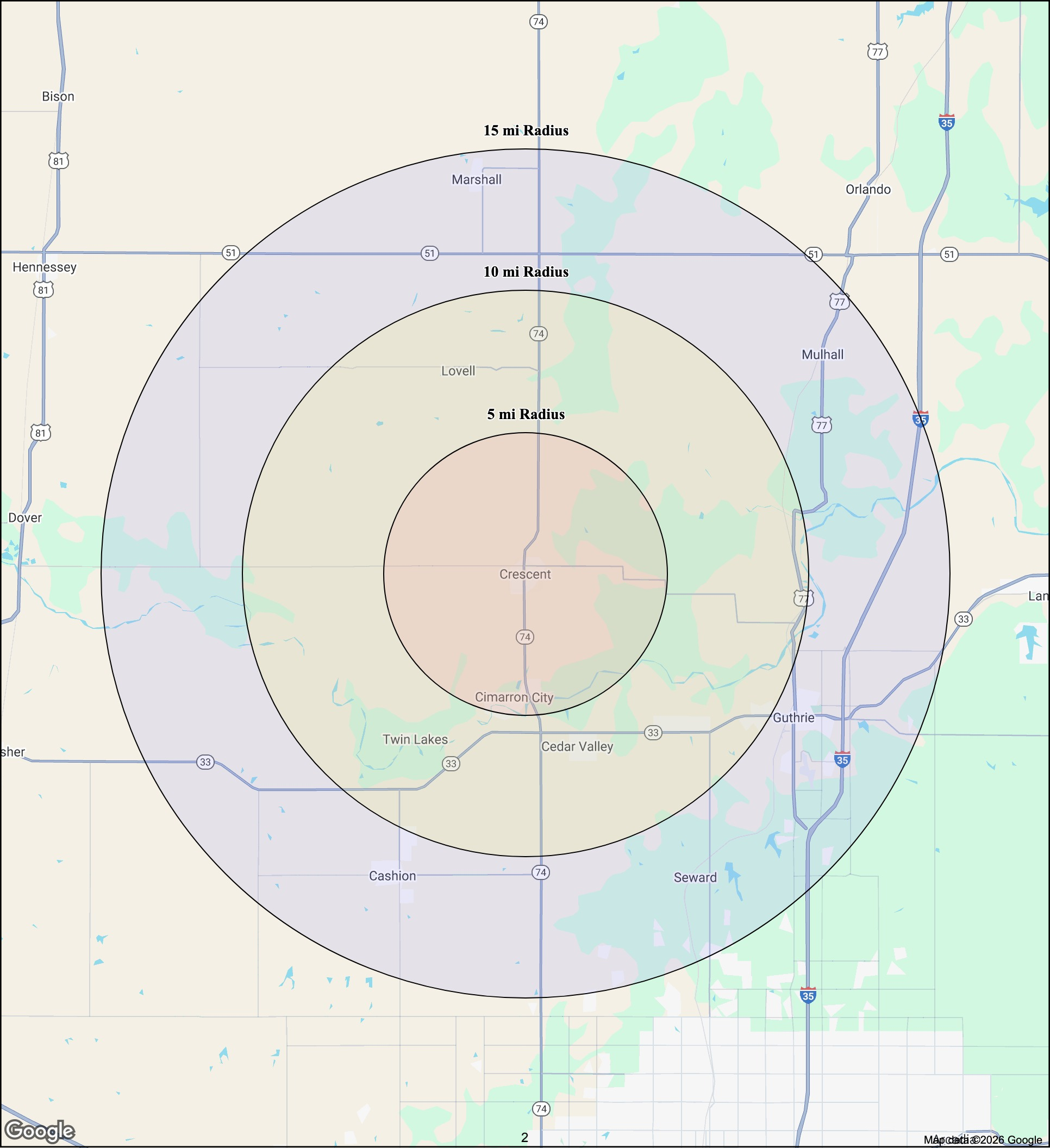
**Economic Development Consulting**

**Crescent, Oklahoma  
Radius  
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



15 mi Radius

10 mi Radius

5 mi Radius

Marshall

Orlando

Hennessey

Lovell

Mulhall

Dover

Crescent

Lan

Cimarron City

Twin Lakes

Cedar Valley

Guthrie

sher

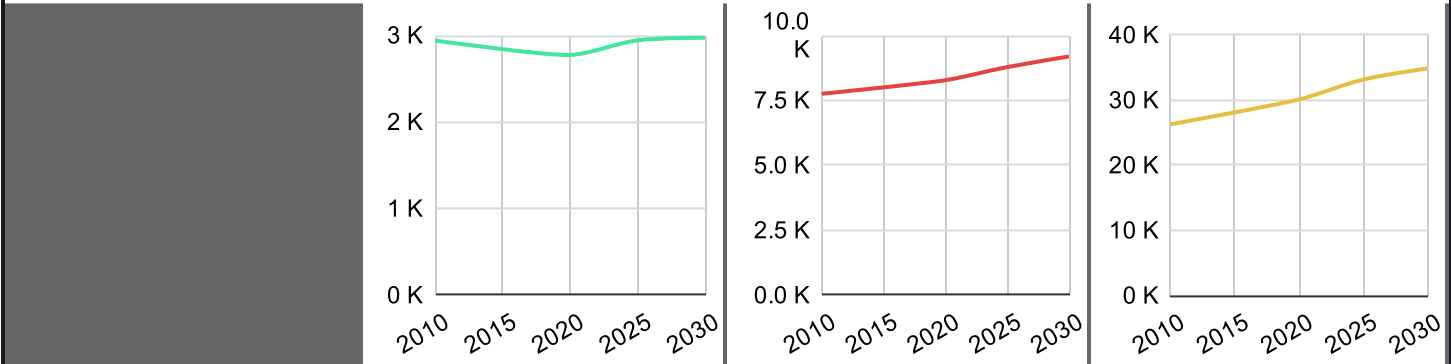
Cashion

Seward

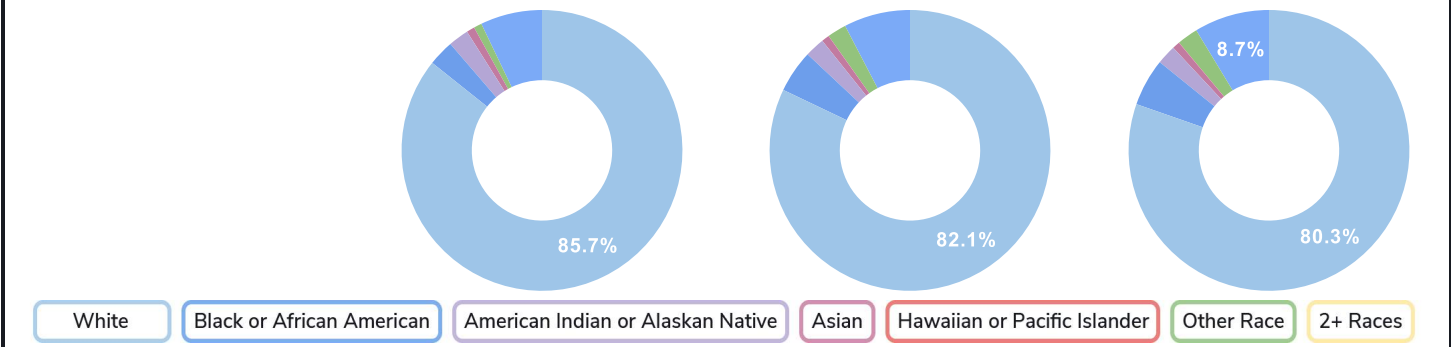
**Crescent, Oklahoma**

Radius	5 mi radius	10 mi radius	15 mi radius
--------	-------------	--------------	--------------

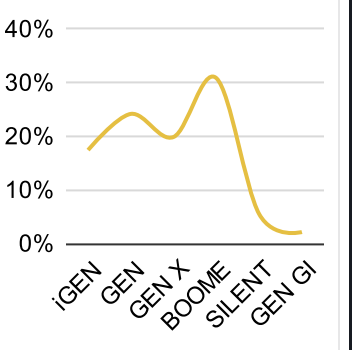
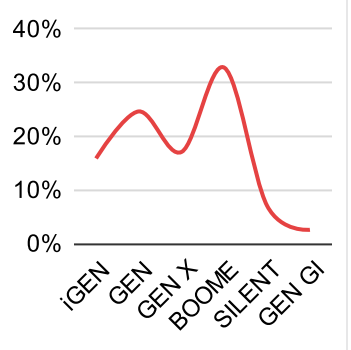
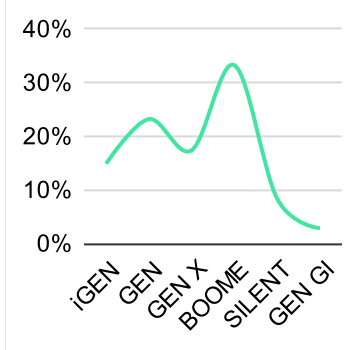
Population						
Estimated Population (2025)	2,943	8,780	33,164			
Projected Population (2030)	2,972	9,189	34,868			
Census Population (2020)	2,774	8,276	30,115			
Census Population (2010)	2,941	7,754	26,307			
Projected Annual Growth (2025-2030)	29	0.2%	409	0.9%	1,704	1.0%
Historical Annual Growth (2020-2025)	169	1.1%	504	1.1%	3,049	1.8%
Historical Annual Growth (2010-2020)	-166	-0.6%	522	0.7%	3,807	1.4%
Estimated Population Density (2025)	37	psm	28	psm	47	psm
Trade Area Size	78.5	sq mi	314.0	sq mi	706.8	sq mi

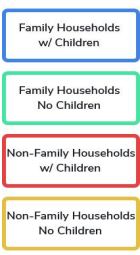
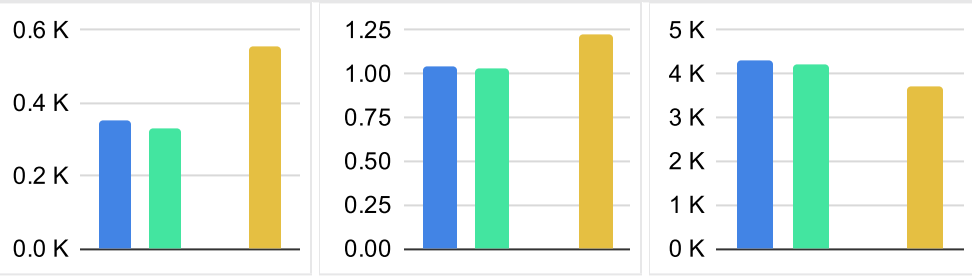

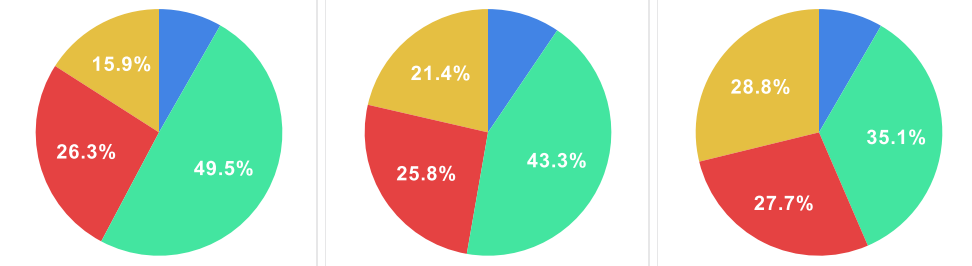


Race and Ethnicity (2025)						
<b>Not Hispanic or Latino Population</b>						
White	2,456	85.2%	6,985	85.7%	25,604	84.8%
Black or African American	82	2.9%	418	5.1%	1,760	5.8%
American Indian or Alaska Native	60	2.2%	171	2.1%	600	2.0%
Asian	27	1.0%	77	0.9%	277	0.9%
Hawaiian or Pacific Islander	-	-	2	-	9	-
Other Race	-	-	6	-	23	-
Two or More Races	160	5.7%	492	6.0%	1,917	6.4%
<b>Hispanic or Latino Population</b>						
White	66	41.8%	223	35.3%	1,040	35.0%
Black or African American	6	3.6%	12	2.0%	55	1.8%
American Indian or Alaska Native	9	5.8%	29	4.6%	142	4.8%
Asian	-	-	1	0.2%	7	0.2%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Other Race	27	17.2%	185	29.4%	770	25.9%
Two or More Races	49	31.5%	180	28.5%	959	32.3%



Crescent, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Age Distribution (2025)</b>							
Age Under 5 Years		156	5.3%	432	4.9%	1,697	5.1%
Age 5 to 9 Years		138	4.7%	470	5.4%	1,990	6.0%
Age 10 to 14 Years		144	4.9%	492	5.6%	2,095	6.3%
Age 15 to 19 Years		224	7.6%	653	7.4%	2,361	7.1%
Age 20 to 24 Years		162	5.5%	547	6.2%	1,876	5.7%
Age 25 to 29 Years		155	5.3%	498	5.7%	1,826	5.5%
Age 30 to 34 Years		142	4.8%	466	5.3%	1,957	5.9%
Age 35 to 39 Years		142	4.8%	460	5.2%	2,166	6.5%
Age 40 to 44 Years		196	6.7%	547	6.2%	2,401	7.2%
Age 45 to 49 Years		174	5.9%	494	5.6%	2,027	6.1%
Age 50 to 54 Years		178	6.0%	547	6.2%	2,111	6.4%
Age 55 to 59 Years		185	6.3%	526	6.0%	1,864	5.6%
Age 60 to 64 Years		248	8.4%	648	7.4%	2,303	6.9%
Age 65 to 69 Years		210	7.1%	641	7.3%	2,206	6.7%
Age 70 to 74 Years		158	5.4%	518	5.9%	1,744	5.3%
Age 75 to 79 Years		159	5.4%	389	4.4%	1,141	3.4%
Age 80 to 84 Years		88	3.0%	228	2.6%	685	2.1%
Age 85 Years or Over		84	2.8%	226	2.6%	714	2.2%
Median Age		44.7		42.4		40.5	
<b>Generation (2025)</b>							
iGeneration (Age Under 15 Years)		438	14.9%	1,394	15.9%	5,781	17.4%
Generation 9/11 Millennials (Age 15 to 34 Years)		683	23.2%	2,164	24.6%	8,020	24.2%
Gen Xers (Age 35 to 49 Years)		512	17.4%	1,501	17.1%	6,594	19.9%
Baby Boomers (Age 50 to 74 Years)		979	33.3%	2,879	32.8%	10,229	30.8%
Silent Generation (Age 75 to 84 Years)		247	8.4%	617	7.0%	1,825	5.5%
G.I. Generation (Age 85 Years or Over)		84	2.8%	226	2.6%	714	2.2%



Crescent, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Household Type (2025)</b>				
Total Households		1,239	3,304	12,270
Family Households		684 55.2%	2,081 63.0%	8,532 69.5%
Family Households with Children		354 51.8%	1,046 50.3%	4,322 50.7%
Family Households No Children		330 48.2%	1,035 49.7%	4,210 49.3%
Non-Family Households		555 44.8%	1,223 37.0%	3,737 30.5%
Non-Family Households with Children		2 0.3%	3 0.2%	8 0.2%
Non-Family Households No Children		553 99.7%	1,220 99.8%	3,729 99.8%
				
<b>Education Attainment (2025)</b>				
Elementary or Some High School		175 8.3%	587 9.5%	1,941 8.4%
High School Graduate		1,048 49.5%	2,677 43.3%	8,131 35.1%
Some College or Associate Degree		557 26.3%	1,599 25.8%	6,404 27.7%
Bachelor or Graduate Degree		338 15.9%	1,324 21.4%	6,669 28.8%
				
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$85,819	\$83,701	\$115,467
Estimated Median Household Income		\$60,320	\$60,539	\$84,644
HH Income Under \$10,000		47 3.8%	166 5.0%	570 4.6%
HH Income \$10,000 to \$34,999		295 23.8%	789 23.9%	2,119 17.3%
HH Income \$35,000 to \$49,999		204 16.5%	478 14.5%	1,419 11.6%
HH Income \$50,000 to \$74,999		196 15.8%	541 16.4%	1,805 14.7%
HH Income \$75,000 to \$99,999		160 12.9%	470 14.2%	1,751 14.3%
HH Income \$100,000 to \$149,999		182 14.7%	424 12.8%	1,950 15.9%
HH Income \$150,000 or More		155 12.5%	437 13.2%	2,655 21.6%

Crescent, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Population</b>						
Estimated Population (2025)	2,943		8,780		33,164	
Projected Population (2030)	2,972		9,189		34,868	
Census Population (2020)	2,774		8,276		30,115	
Census Population (2010)	2,941		7,754		26,307	
Projected Annual Growth (2025-2030)	29	0.2%	409	0.9%	1,704	1.0%
Historical Annual Growth (2020-2025)	169	-	504	1.2%	3,049	2.0%
Historical Annual Growth (2010-2020)	-166	-0.6%	522	0.7%	3,807	1.4%
Estimated Population Density (2025)	37 <i>psm</i>		28 <i>psm</i>		47 <i>psm</i>	
Trade Area Size	78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2025)	1,239		3,304		12,270	
Projected Households (2030)	1,363		3,755		13,916	
Census Households (2020)	1,129		3,041		11,110	
Census Households (2010)	1,206		2,884		9,994	
Projected Annual Growth (2025-2030)	123	2.0%	451	2.7%	1,647	2.7%
Historical Annual Change (2010-2025)	33	0.2%	421	1.0%	2,276	1.5%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$85,819		\$83,701		\$115,467	
Projected Average Household Income (2030)	\$84,969		\$83,902		\$115,606	
Census Average Household Income (2010)	\$52,692		\$52,673		\$59,925	
Census Average Household Income (2000)	\$38,580		\$41,005		\$44,309	
Projected Annual Change (2025-2030)	-\$850	-0.2%	\$201	-	\$140	-
Historical Annual Change (2000-2025)	\$47,239	4.9%	\$42,696	4.2%	\$71,157	6.4%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$60,320		\$60,539		\$84,644	
Projected Median Household Income (2030)	\$59,148		\$59,884		\$84,842	
Census Median Household Income (2010)	\$36,085		\$40,422		\$46,260	
Census Median Household Income (2000)	\$29,980		\$33,146		\$35,425	
Projected Annual Change (2025-2030)	-\$1,172	-0.4%	-\$655	-0.2%	\$197	-
Historical Annual Change (2000-2025)	\$30,340	4.0%	\$27,393	3.3%	\$49,219	5.6%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$36,140		\$32,287		\$42,974	
Projected Per Capita Income (2030)	\$38,957		\$35,038		\$46,383	
Census Per Capita Income (2010)	\$21,611		\$19,574		\$22,753	
Census Per Capita Income (2000)	\$15,966		\$15,232		\$16,917	
Projected Annual Change (2025-2030)	\$2,817	1.6%	\$2,751	1.7%	\$3,409	1.6%
Historical Annual Change (2000-2025)	\$20,174	5.1%	\$17,055	4.5%	\$26,058	6.2%
Estimated Average Household Net Worth (2025)	\$1.02 M		\$927,026		\$1.19 M	

Crescent, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Race and Ethnicity</b>						
Total Population (2025)	2,943		8,780		33,164	
White (2025)	2,522	85.7%	7,207	82.1%	26,645	80.3%
Black or African American (2025)	87	3.0%	430	4.9%	1,815	5.5%
American Indian or Alaska Native (2025)	69	2.4%	200	2.3%	742	2.2%
Asian (2025)	27	0.9%	78	0.9%	284	0.9%
Hawaiian or Pacific Islander (2025)	-	-	2	-	9	-
Other Race (2025)	27	0.9%	192	2.2%	793	2.4%
Two or More Races (2025)	209	7.1%	672	7.7%	2,876	8.7%
Population < 18 (2025)	593 20.1%		1,794 20.4%		7,344 22.1%	
White Not Hispanic	444	74.9%	1,265	70.5%	5,010	68.2%
Black or African American	29	4.9%	133	7.4%	531	7.2%
Asian	12	2.1%	26	1.4%	83	1.1%
Other Race Not Hispanic	65	11.0%	197	11.0%	828	11.3%
Hispanic	42	7.1%	173	9.6%	892	12.1%
Not Hispanic or Latino Population (2025)	2,786 94.7%		8,149 92.8%		30,192 91.0%	
Not Hispanic White	2,456	88.2%	6,985	85.7%	25,604	84.8%
Not Hispanic Black or African American	82	2.9%	418	5.1%	1,760	5.8%
Not Hispanic American Indian or Alaska Native	60	2.2%	171	2.1%	600	2.0%
Not Hispanic Asian	27	1.0%	77	0.9%	277	0.9%
Not Hispanic Hawaiian or Pacific Islander	-	-	2	-	9	-
Not Hispanic Other Race	-	-	6	-	23	-
Not Hispanic Two or More Races	160	5.7%	492	6.0%	1,917	6.4%
Hispanic or Latino Population (2025)	157 5.3%		631 7.2%		2,972 9.0%	
Hispanic White	66	41.8%	223	35.3%	1,040	35.0%
Hispanic Black or African American	6	3.6%	12	2.0%	55	1.8%
Hispanic American Indian or Alaska Native	9	5.8%	29	4.6%	142	4.8%
Hispanic Asian	-	-	1	0.2%	7	0.2%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Hispanic Other Race	27	17.2%	185	29.4%	770	25.9%
Hispanic Two or More Races	49	31.5%	180	28.5%	959	32.3%
Not Hispanic or Latino Population (2020)	2,652 95.6%		7,798 94.2%		28,086 93.3%	
Hispanic or Latino Population (2020)	122 4.4%		478 5.8%		2,028 6.7%	
Not Hispanic or Latino Population (2010)	2,842 96.7%		7,473 96.4%		25,121 95.5%	
Hispanic or Latino Population (2010)	98 3.3%		281 3.6%		1,186 4.5%	
Not Hispanic or Latino Population (2030)	2,718 91.5%		8,275 90.1%		31,041 89.0%	
Hispanic or Latino Population (2030)	254 8.5%		914 9.9%		3,827 11.0%	
Projected Annual Growth (2025-2030)	97 12.3%		283 9.0%		855 5.8%	
Historical Annual Growth (2010-2020)	24 2.4%		198 7.0%		842 7.1%	

<b>Crescent, Oklahoma</b>		<b>5 mi radius</b>		<b>10 mi radius</b>		<b>15 mi radius</b>	
<b>Radius</b>							
<b>Total Age Distribution (2025)</b>							
Total Population		2,943		8,780		33,164	
Age Under 5 Years		156	5.3%	432	4.9%	1,697	5.1%
Age 5 to 9 Years		138	4.7%	470	5.4%	1,990	6.0%
Age 10 to 14 Years		144	4.9%	492	5.6%	2,095	6.3%
Age 15 to 19 Years		224	7.6%	653	7.4%	2,361	7.1%
Age 20 to 24 Years		162	5.5%	547	6.2%	1,876	5.7%
Age 25 to 29 Years		155	5.3%	498	5.7%	1,826	5.5%
Age 30 to 34 Years		142	4.8%	466	5.3%	1,957	5.9%
Age 35 to 39 Years		142	4.8%	460	5.2%	2,166	6.5%
Age 40 to 44 Years		196	6.7%	547	6.2%	2,401	7.2%
Age 45 to 49 Years		174	5.9%	494	5.6%	2,027	6.1%
Age 50 to 54 Years		178	6.0%	547	6.2%	2,111	6.4%
Age 55 to 59 Years		185	6.3%	526	6.0%	1,864	5.6%
Age 60 to 64 Years		248	8.4%	648	7.4%	2,303	6.9%
Age 65 to 69 Years		210	7.1%	641	7.3%	2,206	6.7%
Age 70 to 74 Years		158	5.4%	518	5.9%	1,744	5.3%
Age 75 to 79 Years		159	5.4%	389	4.4%	1,141	3.4%
Age 80 to 84 Years		88	3.0%	228	2.6%	685	2.1%
Age 85 Years or Over		84	2.8%	226	2.6%	714	2.2%
Median Age		44.7		42.4		40.5	
Age 19 Years or Less		662	22.5%	2,047	23.3%	8,142	24.6%
Age 20 to 64 Years		1,582	53.8%	4,731	53.9%	18,531	55.9%
Age 65 Years or Over		698	23.7%	2,002	22.8%	6,490	19.6%
<b>Female Age Distribution (2025)</b>							
Female Population		1,455	49.5%	4,153	47.3%	16,372	49.4%
Age Under 5 Years		75	5.1%	203	4.9%	830	5.1%
Age 5 to 9 Years		63	4.4%	216	5.2%	950	5.8%
Age 10 to 14 Years		63	4.3%	241	5.8%	1,022	6.2%
Age 15 to 19 Years		93	6.4%	285	6.9%	1,059	6.5%
Age 20 to 24 Years		83	5.7%	217	5.2%	822	5.0%
Age 25 to 29 Years		77	5.3%	242	5.8%	923	5.6%
Age 30 to 34 Years		65	4.5%	205	4.9%	983	6.0%
Age 35 to 39 Years		82	5.6%	224	5.4%	1,075	6.6%
Age 40 to 44 Years		95	6.5%	262	6.3%	1,210	7.4%
Age 45 to 49 Years		87	6.0%	232	5.6%	979	6.0%
Age 50 to 54 Years		86	5.9%	249	6.0%	1,081	6.6%
Age 55 to 59 Years		99	6.8%	248	6.0%	947	5.8%
Age 60 to 64 Years		129	8.8%	326	7.8%	1,184	7.2%
Age 65 to 69 Years		114	7.8%	345	8.3%	1,147	7.0%
Age 70 to 74 Years		66	4.5%	244	5.9%	883	5.4%
Age 75 to 79 Years		79	5.4%	192	4.6%	571	3.5%
Age 80 to 84 Years		55	3.8%	117	2.8%	350	2.1%
Age 85 Years or Over		46	3.2%	107	2.6%	356	2.2%
Female Median Age		46.4		44.0		41.6	
Age 19 Years or Less		294	20.2%	944	22.7%	3,862	23.6%
Age 20 to 64 Years		802	55.1%	2,204	53.1%	9,203	56.2%
Age 65 Years or Over		359	24.7%	1,004	24.2%	3,307	20.2%

<b>Crescent, Oklahoma</b>		<b>5 mi radius</b>		<b>10 mi radius</b>		<b>15 mi radius</b>	
<b>Radius</b>							
<b>Male Age Distribution (2025)</b>							
Male Population		1,487	50.5%	4,628	52.7%	16,792	50.6%
Age Under 5 Years		81	5.5%	229	4.9%	867	5.2%
Age 5 to 9 Years		75	5.0%	255	5.5%	1,039	6.2%
Age 10 to 14 Years		81	5.4%	250	5.4%	1,073	6.4%
Age 15 to 19 Years		131	8.8%	369	8.0%	1,302	7.8%
Age 20 to 24 Years		80	5.4%	329	7.1%	1,054	6.3%
Age 25 to 29 Years		78	5.2%	256	5.5%	903	5.4%
Age 30 to 34 Years		77	5.2%	261	5.6%	974	5.8%
Age 35 to 39 Years		60	4.0%	236	5.1%	1,091	6.5%
Age 40 to 44 Years		101	6.8%	286	6.2%	1,191	7.1%
Age 45 to 49 Years		87	5.8%	262	5.7%	1,048	6.2%
Age 50 to 54 Years		92	6.2%	298	6.4%	1,030	6.1%
Age 55 to 59 Years		87	5.8%	278	6.0%	917	5.5%
Age 60 to 64 Years		119	8.0%	322	7.0%	1,119	6.7%
Age 65 to 69 Years		96	6.4%	297	6.4%	1,059	6.3%
Age 70 to 74 Years		92	6.2%	274	5.9%	862	5.1%
Age 75 to 79 Years		80	5.4%	197	4.3%	570	3.4%
Age 80 to 84 Years		33	2.2%	111	2.4%	335	2.0%
Age 85 Years or Over		38	2.5%	119	2.6%	358	2.1%
Male Median Age		42.9		40.9		39.5	
Age 19 Years or Less		369	24.8%	1,103	23.8%	4,280	25.5%
Age 20 to 64 Years		780	52.4%	2,527	54.6%	9,328	55.6%
Age 65 Years or Over		339	22.8%	998	21.6%	3,184	19.0%
<b>Males per 100 Females (2025)</b>							
Overall Comparison		102		111		103	
Age Under 5 Years		109	52.1%	113	53.0%	104	51.1%
Age 5 to 9 Years		118	54.2%	118	54.1%	109	52.2%
Age 10 to 14 Years		129	56.2%	104	50.9%	105	51.2%
Age 15 to 19 Years		142	58.7%	130	56.4%	123	55.1%
Age 20 to 24 Years		97	49.1%	151	60.2%	128	56.2%
Age 25 to 29 Years		100	50.1%	106	51.3%	98	49.5%
Age 30 to 34 Years		118	54.1%	128	56.1%	99	49.8%
Age 35 to 39 Years		73	42.3%	105	51.3%	101	50.4%
Age 40 to 44 Years		106	51.5%	109	52.2%	98	49.6%
Age 45 to 49 Years		100	49.9%	113	53.1%	107	51.7%
Age 50 to 54 Years		107	51.8%	120	54.5%	95	48.8%
Age 55 to 59 Years		88	46.8%	112	52.9%	97	49.2%
Age 60 to 64 Years		93	48.1%	99	49.7%	95	48.6%
Age 65 to 69 Years		84	45.7%	86	46.3%	92	48.0%
Age 70 to 74 Years		139	58.1%	112	52.9%	98	49.4%
Age 75 to 79 Years		102	50.5%	103	50.7%	100	50.0%
Age 80 to 84 Years		61	37.7%	94	48.6%	96	48.9%
Age 85 Years or Over		82	45.0%	112	52.8%	100	50.1%
Age 19 Years or Less		126	55.7%	117	53.9%	111	52.6%
Age 20 to 39 Years		96	48.9%	122	54.9%	106	51.4%
Age 40 to 64 Years		98	49.5%	110	52.3%	98	49.6%
Age 65 Years or Over		94	48.5%	99	49.9%	96	49.1%

Crescent, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Household Type (2025)</b>						
Total Households	1,239		3,304		12,270	
Households with Children	356	28.7%	1,049	31.8%	4,330	35.3%
Average Household Size	2.4		2.5		2.6	
Household Density per Square Mile	16		11		17	
Population Family	2,229	75.8%	6,613	75.3%	27,403	82.6%
Population Non-Family	714	24.2%	1,655	18.8%	5,064	15.3%
Population Group Quarters	-	-	513	5.8%	697	2.1%
Family Households	684	55.2%	2,081	63.0%	8,532	69.5%
Married Couple Households	504	73.6%	1,552	74.6%	6,725	78.8%
Other Family Households with Children	181	26.4%	529	25.4%	1,807	21.2%
Family Households with Children	354	51.8%	1,046	50.3%	4,322	50.7%
Married Couple with Children	235	66.3%	687	65.6%	3,140	72.6%
Other Family Households with Children	119	33.7%	360	34.4%	1,183	27.4%
Family Households No Children	330	48.2%	1,035	49.7%	4,210	49.3%
Married Couple No Children	269	81.4%	866	83.7%	3,585	85.2%
Other Family Households No Children	61	18.6%	169	16.3%	625	14.8%
Non-Family Households	555	44.8%	1,223	37.0%	3,737	30.5%
Non-Family Households with Children	2	0.3%	3	0.2%	8	0.2%
Non-Family Households No Children	553	99.7%	1,220	99.8%	3,729	99.8%
Average Family Household Size	3.3		3.2		3.2	
Average Family Income	\$119,674		\$108,801		\$145,039	
Median Family Income	\$85,190		\$76,335		\$105,662	
Average Non-Family Household Size	1.3		1.4		1.4	
<b>Marital Status (2025)</b>						
Population Age 15 Years or Over	2,504		7,387		27,383	
Never Married	722	28.8%	2,473	33.5%	7,568	27.6%
Currently Married	1,117	44.6%	3,214	43.5%	14,075	51.4%
Previously Married	666	26.6%	1,700	23.0%	5,740	21.0%
Separated	87	13.1%	207	12.2%	1,021	17.8%
Widowed	196	29.5%	515	30.3%	1,919	33.4%
Divorced	382	57.4%	977	57.5%	2,800	48.8%
<b>Educational Attainment (2025)</b>						
Adult Population Age 25 Years or Over	2,118		6,187		23,146	
Elementary (Grade Level 0 to 8)	58	2.7%	191	3.1%	585	2.5%
Some High School (Grade Level 9 to 11)	117	5.5%	396	6.4%	1,356	5.9%
High School Graduate	1,048	49.5%	2,677	43.3%	8,131	35.1%
Some College	446	21.1%	1,227	19.8%	4,767	20.6%
Associate Degree Only	111	5.2%	372	6.0%	1,638	7.1%
Bachelor Degree Only	189	8.9%	841	13.6%	4,730	20.4%
Graduate Degree	149	7.0%	483	7.8%	1,940	8.4%
Any College (Some College or Higher)	895	42.2%	2,923	47.2%	13,074	56.5%
College Degree + (Bachelor Degree or Higher)	338	15.9%	1,324	21.4%	6,669	28.8%

Crescent, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Housing</b>							
Total Housing Units (2025)		1,298		3,406		12,542	
Total Housing Units (2020)		1,363		3,515		12,368	
Historical Annual Growth (2020-2025)		-66	-	-109	-	174	-
Housing Units Occupied (2025)		1,239 95.5%		3,304 97.0%		12,270 97.8%	
Housing Units Owner-Occupied		931 75.1%		2,318 70.2%		9,134 74.4%	
Housing Units Renter-Occupied		308 24.9%		986 29.8%		3,135 25.6%	
Housing Units Vacant (2025)		58	4.5%	102	3.0%	272	2.2%
<b>Household Size (2025)</b>							
Total Households		1,239		3,304		12,270	
1 Person Households		449	36.2%	946	28.6%	2,916	23.8%
2 Person Households		379	30.6%	1,153	34.9%	4,388	35.8%
3 Person Households		150	12.1%	465	14.1%	1,847	15.0%
4 Person Households		115	9.3%	362	10.9%	1,595	13.0%
5 Person Households		76	6.1%	208	6.3%	854	7.0%
6 Person Households		49	4.0%	116	3.5%	432	3.5%
7 or More Person Households		21	1.7%	55	1.7%	239	1.9%
<b>Household Income Distribution (2025)</b>							
HH Income \$200,000 or More		92	7.4%	187	5.6%	1,416	11.5%
HH Income \$150,000 to \$199,999		63	5.1%	250	7.6%	1,239	10.1%
HH Income \$125,000 to \$149,999		61	4.9%	174	5.3%	832	6.8%
HH Income \$100,000 to \$124,999		122	9.8%	250	7.6%	1,118	9.1%
HH Income \$75,000 to \$99,999		160	12.9%	470	14.2%	1,751	14.3%
HH Income \$50,000 to \$74,999		196	15.8%	541	16.4%	1,805	14.7%
HH Income \$35,000 to \$49,999		204	16.5%	478	14.5%	1,419	11.6%
HH Income \$25,000 to \$34,999		132	10.7%	319	9.7%	903	7.4%
HH Income \$15,000 to \$24,999		107	8.6%	332	10.0%	900	7.3%
HH Income \$10,000 to \$14,999		56	4.6%	138	4.2%	316	2.6%
HH Income Under \$10,000		47	3.8%	166	5.0%	570	4.6%
<b>Household Vehicles (2025)</b>							
Households 0 Vehicles Available		111	9.0%	186	5.6%	735	6.0%
Households 1 Vehicle Available		325	26.2%	854	25.9%	2,594	21.1%
Households 2 Vehicles Available		480	38.7%	1,324	40.1%	4,866	39.7%
Households 3 or More Vehicles Available		324	26.1%	940	28.4%	4,074	33.2%
Total Vehicles Available		2,444		6,789		26,439	
Average Vehicles per Household		2.0		2.1		2.2	
Owner-Occupied Household Vehicles		2,054 84.1%		5,444 80.2%		22,110 83.6%	
Average Vehicles per Owner-Occupied Household		2.2		2.3		2.4	
Renter-Occupied Household Vehicles		390 15.9%		1,345 19.8%		4,329 16.4%	
Average Vehicles per Renter-Occupied Household		1.3		1.4		1.4	
<b>Travel Time (2025)</b>							
Worker Base Age 16 years or Over		1,232		3,822		15,608	
Travel to Work in 14 Minutes or Less		341	27.7%	1,080	28.3%	3,655	23.4%
Travel to Work in 15 to 29 Minutes		184	14.9%	620	16.2%	3,609	23.1%
Travel to Work in 30 to 59 Minutes		506	41.1%	1,502	39.3%	5,916	37.9%
Travel to Work in 60 Minutes or More		125	10.2%	305	8.0%	874	5.6%
Work at Home		76	6.1%	315	8.2%	1,554	10.0%
Average Minutes Travel to Work		30.9		28.0		26.5	

<b>Crescent, Oklahoma</b>		<b>5 mi radius</b>		<b>10 mi radius</b>		<b>15 mi radius</b>	
<b>Radius</b>							
<b>Transportation To Work (2025)</b>							
Worker Base Age 16 years or Over		1,232		3,822		15,608	
Drive to Work Alone		1,001	81.2%	3,054	79.9%	12,648	81.0%
Drive to Work in Carpool		139	11.2%	289	7.6%	999	6.4%
Travel to Work by Public Transportation		-	-	11	0.3%	22	0.1%
Drive to Work on Motorcycle		-	-	-	-	14	-
Bicycle to Work		-	-	-	-	3	-
Walk to Work		5	0.4%	76	2.0%	204	1.3%
Other Means		12	1.0%	77	2.0%	164	1.1%
Work at Home		76	6.1%	315	8.2%	1,554	10.0%
<b>Daytime Demographics (2025)</b>							
Total Businesses		67		164		901	
Total Employees		512		1,235		6,463	
Company Headquarter Businesses		3	3.8%	3	1.9%	24	2.7%
Company Headquarter Employees		53	10.4%	66	5.3%	555	8.6%
Employee Population per Business		7.6	to 1	7.5	to 1	7.2	to 1
Residential Population per Business		43.7	to 1	53.5	to 1	36.8	to 1
Adj. Daytime Demographics Age 16 Years or Over		1,717		4,656		17,637	
<b>Labor Force</b>							
Labor Population Age 16 Years or Over (2025)		2,438		7,248		26,836	
Labor Force Total Males (2025)		1,217	49.9%	3,818	52.7%	13,510	50.3%
Male Civilian Employed		665	54.6%	2,188	57.3%	8,426	62.4%
Male Civilian Unemployed		29	2.4%	101	2.6%	355	2.6%
Males in Armed Forces		-	-	3	-	50	0.4%
Males Not in Labor Force		522	42.9%	1,526	40.0%	4,679	34.6%
Labor Force Total Females (2025)		1,222	50.1%	3,430	47.3%	13,326	49.7%
Female Civilian Employed		568	46.5%	1,635	47.7%	7,185	53.9%
Female Civilian Unemployed		29	2.4%	50	1.5%	180	1.3%
Females in Armed Forces		-	-	-	-	-	-
Females Not in Labor Force		624	51.1%	1,745	50.9%	5,961	44.7%
Unemployment Rate		59	2.4%	151	2.1%	535	2.0%
<b>Occupation (2025)</b>							
Occupation Population Age 16 Years or Over		1,232		3,822		15,608	
Occupation Total Males		665	53.9%	2,187	57.2%	8,422	54.0%
Occupation Total Females		568	46.1%	1,635	42.8%	7,185	46.0%
Management, Business, Financial Operations		140	11.4%	439	11.5%	2,115	13.6%
Professional, Related		252	20.4%	674	17.6%	3,330	21.3%
Service		178	14.5%	844	22.1%	2,905	18.6%
Sales, Office		271	22.0%	652	17.1%	3,407	21.8%
Farming, Fishing, Forestry		10	0.8%	47	1.2%	122	0.8%
Construction, Extraction, Maintenance		180	14.6%	642	16.8%	1,957	12.5%
Production, Transport, Material Moving		201	16.3%	524	13.7%	1,771	11.3%
White Collar Workers		663	53.8%	1,765	46.2%	8,852	56.7%
Blue Collar Workers		569	46.2%	2,057	53.8%	6,755	43.3%



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

<b>Crescent, Oklahoma</b>		<b>5 mi radius</b>		<b>10 mi radius</b>		<b>15 mi radius</b>	
<b>Radius</b>							
<b>Units In Structure (2025)</b>							
Total Units		1,239		3,304		12,270	
1 Detached Unit		904	72.9%	2,533	76.6%	9,300	75.8%
1 Attached Unit		27	2.2%	87	2.6%	194	1.6%
2 Units		24	1.9%	60	1.8%	266	2.2%
3 to 4 Units		27	2.2%	31	0.9%	180	1.5%
5 to 9 Units		10	0.8%	18	0.5%	128	1.0%
10 to 19 Units		5	0.4%	18	0.5%	140	1.1%
20 to 49 Units		2	0.2%	20	0.6%	82	0.7%
50 or More Units		9	0.7%	29	0.9%	165	1.3%
Mobile Home or Trailer		231	18.7%	509	15.4%	1,799	14.7%
Other Structure		-	-	-	-	16	0.1%
<b>Homes Built By Year (2025)</b>							
Homes Built 2020 or later		4	0.3%	37	1.1%	372	3.0%
Homes Built 2010 to 2019		150	11.5%	440	12.9%	2,013	16.0%
Homes Built 2000 to 2009		100	7.7%	348	10.2%	2,167	17.3%
Homes Built 1990 to 1999		133	10.2%	401	11.8%	1,407	11.2%
Homes Built 1980 to 1989		70	5.4%	345	10.1%	1,101	8.8%
Homes Built 1970 to 1979		320	24.6%	551	16.2%	1,955	15.6%
Homes Built 1960 to 1969		117	9.0%	232	6.8%	707	5.6%
Homes Built 1950 to 1959		128	9.9%	265	7.8%	669	5.3%
Homes Built 1940 to 1949		94	7.2%	269	7.9%	666	5.3%
Homes Built Before 1939		125	9.6%	416	12.2%	1,212	9.7%
Median Age of Homes		49.2	yrs	47.3	yrs	40.7	yrs
<b>Home Values (2025)</b>							
Owner Specified Housing Units		931		2,318		9,134	
Home Values \$1,000,000 or More		63	6.8%	77	3.3%	184	2.0%
Home Values \$750,000 to \$999,999		7	0.7%	25	1.1%	68	0.7%
Home Values \$500,000 to \$749,999		21	2.3%	76	3.3%	492	5.4%
Home Values \$400,000 to \$499,999		39	4.2%	165	7.1%	1,078	11.8%
Home Values \$300,000 to \$399,999		64	6.9%	219	9.4%	1,266	13.9%
Home Values \$250,000 to \$299,999		29	3.2%	151	6.5%	1,014	11.1%
Home Values \$200,000 to \$249,999		59	6.3%	171	7.4%	1,166	12.8%
Home Values \$175,000 to \$199,999		77	8.3%	200	8.6%	556	6.1%
Home Values \$150,000 to \$174,999		112	12.0%	208	9.0%	752	8.2%
Home Values \$125,000 to \$149,999		110	11.8%	198	8.5%	443	4.9%
Home Values \$100,000 to \$124,999		93	10.0%	187	8.1%	466	5.1%
Home Values \$90,000 to \$99,999		47	5.0%	77	3.3%	258	2.8%
Home Values \$80,000 to \$89,999		20	2.2%	58	2.5%	154	1.7%
Home Values \$70,000 to \$79,999		15	1.6%	33	1.4%	114	1.3%
Home Values \$60,000 to \$69,999		25	2.7%	82	3.5%	159	1.7%
Home Values \$50,000 to \$59,999		33	3.6%	45	1.9%	170	1.9%
Home Values \$35,000 to \$49,999		32	3.4%	64	2.7%	146	1.6%
Home Values \$25,000 to \$34,999		64	6.9%	118	5.1%	213	2.3%
Home Values \$10,000 to \$24,999		16	1.8%	152	6.6%	373	4.1%
Home Values Under \$10,000		3	0.4%	12	0.5%	63	0.7%
Owner-Occupied Median Home Value		\$145,533		\$175,267		\$232,536	
Renter-Occupied Median Rent		\$598		\$730		\$768	

Crescent, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Total Annual Consumer Expenditure (2025)</b>				
Total Household Expenditure		\$109.03 M	\$293.22 M	\$1.28 B
Total Non-Retail Expenditure		\$51.54 M	\$137.95 M	\$621.22 M
Total Retail Expenditure		\$57.49 M	\$155.27 M	\$655.87 M
Alcoholic Beverages		\$659.45 K	\$1.76 M	\$7.79 M
Apparel		\$2.01 M	\$5.42 M	\$23.6 M
Contributions		\$3.37 M	\$8.85 M	\$40.4 M
Education		\$2.42 M	\$6.41 M	\$28.86 M
Entertainment		\$6.23 M	\$16.84 M	\$73.07 M
Food Away From Home		\$4.77 M	\$12.84 M	\$56.09 M
Grocery		\$7.41 M	\$20.73 M	\$84.52 M
Health Care		\$8.44 M	\$22.5 M	\$82.92 M
Household Furnishings and Equipment		\$2.87 M	\$7.71 M	\$33.87 M
Household Operations		\$2.03 M	\$5.52 M	\$23.9 M
Miscellaneous Expenses		\$1.86 M	\$4.99 M	\$21.77 M
Personal Care		\$1.44 M	\$3.99 M	\$16.55 M
Shelter		\$17.07 M	\$47.15 M	\$197.78 M
Tax and Retirement		\$23.63 M	\$60.02 M	\$301.94 M
Tobacco and Related		\$592.18 K	\$1.75 M	\$6.44 M
Transportation		\$18.93 M	\$51.85 M	\$217.28 M
Utilities		\$5.3 M	\$14.89 M	\$60.32 M
<b>Monthly Household Consumer Expenditure (2025)</b>				
Total Household Expenditure		\$7,332	\$7,394	\$8,674
Total Non-Retail Expenditure		\$3,466 47.3%	\$3,479 47.0%	\$4,219 48.6%
Total Retail Expenditures		\$3,866 52.7%	\$3,916 53.0%	\$4,455 51.4%
Alcoholic Beverages		\$44 0.6%	\$44 0.6%	\$53 0.6%
Apparel		\$135 1.8%	\$137 1.8%	\$160 1.8%
Contributions		\$227 3.1%	\$223 3.0%	\$274 3.2%
Education		\$163 2.2%	\$162 2.2%	\$196 2.3%
Entertainment		\$419 5.7%	\$425 5.7%	\$496 5.7%
Food Away From Home		\$321 4.4%	\$324 4.4%	\$381 4.4%
Grocery		\$498 6.8%	\$523 7.1%	\$574 6.6%
Health Care		\$567 7.7%	\$567 7.7%	\$563 6.5%
Household Furnishings and Equipment		\$193 2.6%	\$195 2.6%	\$230 2.7%
Household Operations		\$137 1.9%	\$139 1.9%	\$162 1.9%
Miscellaneous Expenses		\$125 1.7%	\$126 1.7%	\$148 1.7%
Personal Care		\$97 1.3%	\$101 1.4%	\$112 1.3%
Shelter		\$1,148 15.7%	\$1,189 16.1%	\$1,343 15.5%
Tax and Retirement		\$1,589 21.7%	\$1,514 20.5%	\$2,051 20.5%
Tobacco and Related		\$40 0.5%	\$44 0.6%	\$44 0.5%
Transportation		\$1,273 17.4%	\$1,308 17.7%	\$1,476 17.0%
Utilities		\$357 4.9%	\$375 5.1%	\$410 4.7%

---

# OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

---

## **Vehicle and Parts Dealers**

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

## **Furniture and Home Furnishings Stores**

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

## **Electronics and Appliance Stores**

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

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

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

## **Food and Beverage Stores**

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

## **Health and Personal Care Stores**

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

## **Gasoline Stations**

Gasoline stations and gasoline stations with convenience stores

## **Clothing and Clothing Accessories Stores**

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

## **Sporting Goods and Hobby Stores**

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

## **General Merchandise Stores**

Department stores and other general merchandise stores

## **Miscellaneous Store Retailers**

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

## **Foodservice and Drinking Places**

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

Crescent, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$3.55 M / \$-1	100	\$9.58 M / \$-2	100	\$40.11 M / \$-7	100
Men's Clothing Stores	\$140.41 K / -	100	\$389.83 K / -	100	\$1.6 M / -	100
Women's Clothing Stores	\$295.71 K / -	100	\$797.2 K / -	100	\$3.4 M / -	100
Children's, Infants' Clothing Stores	\$279.36 K / -	100	\$743.37 K / -	100	\$3.31 M / -	100
Family Clothing Stores	\$1.71 M / -	100	\$4.63 M / -	100	\$19.76 M / -	100
Clothing Accessory Stores	\$80.59 K / -	100	\$219.9 K / -	100	\$907.95 K / -	100
Other Apparel Stores	\$102.59 K / -	100	\$278.15 K / -	100	\$1.19 M / \$-1	100
Shoe Stores	\$751.81 K / -	100	\$2.02 M / \$-1	100	\$8.04 M / \$-2	100
Jewelry Stores	\$167.5 K / -	100	\$442.59 K / \$-1	100	\$1.7 M / \$-2	100
Luggage Stores	\$20.27 K / -	100	\$54.75 K / -	100	\$205.25 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$3.04 M / -	100	\$8.32 M / \$-1	100	\$35.08 M / \$84.45 K	100
Furniture Stores	\$1.39 M / -	100	\$3.87 M / -	100	\$15.84 M / -	100
Floor Covering Stores	\$199.55 K / -	100	\$551.2 K / \$-1	100	\$2.27 M / \$84.45 K	96
Other Home Furnishing Stores	\$1.45 M / -	100	\$3.9 M / -	100	\$16.97 M / -	100
<b>Electronics, Appliance Stores</b>	\$3.07 M / -	100	\$8.39 M / -	100	\$34.92 M / \$784.36 K	98
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$2.93 M / \$-1	100	\$7.98 M / \$1.2 M	85	\$33.96 M / \$19.36 M	43
Home Centers	\$1.65 M / -	100	\$4.48 M / \$1.04 M	77	\$19.01 M / \$12.11 M	36
Paint, Wallpaper Stores	\$346.5 K / -	100	\$927.27 K / \$-1	100	\$4.09 M / \$4.03 M	1
Hardware Stores	\$185.29 K / -	100	\$501.73 K / \$154.55 K	69	\$2.12 M / \$279.01 K	87
Other Building Materials Stores	\$515.56 K / -	100	\$1.42 M / -	100	\$5.97 M / \$969.37 K	84
Outdoor Power Equipment Stores	\$31.76 K / -	100	\$86.46 K / \$-1	100	\$362.98 K / \$1.43 M	-75
Nursery, Garden Stores	\$209.17 K / -	100	\$570.02 K / -	100	\$2.4 M / \$528.39 K	78
<b>Food, Beverage Stores</b>	\$4.65 M / \$3.69 M	21	\$12.47 M / \$4.71 M	62	\$53.87 M / \$29.7 M	45
Grocery Stores	\$3.59 M / \$3.69 M	-3	\$9.64 M / \$4.09 M	58	\$41.19 M / \$26.71 M	35
Convenience Stores	\$325.05 K / -	100	\$881.43 K / \$622.69 K	29	\$3.74 M / \$1.45 M	61
Meat Markets	\$20.79 K / -	100	\$56 K / -	100	\$242.71 K / -	100
Fish, Seafood Markets	\$7.12 K / -	100	\$19.18 K / -	100	\$83.69 K / -	100
Fruit, Vegetable Markets	\$13.6 K / -	100	\$36.62 K / -	100	\$158.79 K / \$-1	100
Other Specialty Food Markets	\$27.8 K / -	100	\$74.83 K / -	100	\$326.1 K / \$146.95 K	55
Liquor Stores	\$670.48 K / -	100	\$1.76 M / -	100	\$8.13 M / \$1.4 M	83

Crescent, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$3.11 M / \$2.12 M	32	\$8.3 M / \$11.49 M	-28	\$36.16 M / \$22.46 M	38
Pharmacy, Drug Stores	\$2.74 M / \$2.12 M	22	\$7.3 M / \$11.37 M	-36	\$31.81 M / \$22.3 M	30
Cosmetics, Beauty Stores	\$158.74 K / -	100	\$421.03 K / \$42.16 K	90	\$1.86 M / \$76.11 K	96
Optical Goods Stores	\$48.59 K / -	100	\$130.47 K / \$76.33 K	41	\$508.47 K / \$76.33 K	85
Other Health, Personal Care Stores	\$169.63 K / -	100	\$450.31 K / -	100	\$1.98 M / -	100
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$3.61 M / -	100	\$9.78 M / \$77.98 K	99	\$40.55 M / \$12.35 M	70
Sporting Goods Stores	\$1.34 M / -	100	\$3.69 M / -	100	\$15.59 M / \$1.45 M	91
Hobby, Toy, Game Stores	\$972.1 K / -	100	\$2.67 M / -	100	\$10.89 M / -	100
Sewing, Needlecraft Stores	\$769.84 K / -	100	\$2.02 M / -	100	\$7.92 M / \$9.59 M	-17
Musical Instrument Stores	\$255.81 K / -	100	\$660.82 K / -	100	\$3.11 M / \$803.81 K	74
Book Stores	\$270.73 K / -	100	\$742.18 K / \$77.98 K	89	\$3.04 M / \$508.73 K	83
<b>General Merchandise Stores</b>	\$11.4 M / \$8.97 M	21	\$30.98 M / \$60.04 M	-48	\$129.73 M / \$96.88 M	25
Department Stores	\$3.96 M / -	100	\$10.76 M / \$41.47 M	-74	\$45.52 M / \$74.86 M	-39
Warehouse Superstores	\$6.34 M / -	100	\$17.22 M / -	100	\$71.71 M / -	100
Other General Merchandise Stores	\$1.11 M / \$8.97 M	-88	\$3 M / \$18.57 M	-84	\$12.5 M / \$22.02 M	-43
<b>Miscellaneous Store Retailers</b>	\$1.48 M / -	100	\$4.03 M / \$578.88 K	86	\$16.29 M / \$5.03 M	69
Florists	\$34.74 K / -	100	\$93.82 K / -	100	\$398.26 K / \$291.78 K	27
Office, Stationary Stores	\$149.52 K / -	100	\$407.84 K / \$-1	100	\$1.55 M / \$-1	100
Gift, Souvenir Stores	\$298.57 K / -	100	\$805.93 K / \$-1	100	\$3.36 M / \$841.21 K	75
Used Merchandise Stores	\$108.52 K / -	100	\$291.78 K / \$54.94 K	81	\$1.1 M / \$842.98 K	23
Pet, Pet Supply Stores	\$257.02 K / -	100	\$720.53 K / -	100	\$2.92 M / -	100
Art Dealers	\$44.78 K / -	100	\$120.27 K / -	100	\$431.18 K / -	100
Mobile Home Dealers	\$28.99 K / -	100	\$79.76 K / -	100	\$336.11 K / \$517.09 K	-35
Other Miscellaneous Retail Stores	\$554.18 K / -	100	\$1.51 M / \$523.95 K	65	\$6.19 M / \$2.54 M	59
<b>Non-Store Retailers</b>	\$6.8 M / -	100	\$18.4 M / -	100	\$78.03 M / \$1.1 M	99
Mail Order, Catalog Stores	\$6.37 M / -	100	\$17.25 M / -	100	\$73.13 M / -	100
Vending Machines	\$29.07 K / -	100	\$77.85 K / -	100	\$341.5 K / \$100.42 K	71
Fuel Dealers	\$37.47 K / -	100	\$99.84 K / -	100	\$411.2 K / \$135.92 K	67
Other Direct Selling Establishments	\$360.44 K / -	100	\$971.5 K / \$-1	100	\$4.15 M / \$862.43 K	79

Crescent, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$5.92 M / \$1.98 M	67	\$15.59 M / \$7.62 M	51	\$70.59 M / \$28.98 M	59
Hotels, Other Travel Accommodations	\$382.13 K / \$529.06 K	-28	\$1 M / \$543.77 K	46	\$4.54 M / \$3.04 M	33
RV Parks	\$3.75 K / -	100	\$10.05 K / \$7.85 K	22	\$42.79 K / \$29.12 K	32
Rooming, Boarding Houses	\$2.13 K / -	100	\$5.62 K / -	100	\$25.23 K / -	100
Full Service Restaurants	\$3.46 M / \$1.19 M	66	\$9.11 M / \$4.42 M	51	\$41.25 M / \$17.16 M	58
Limited Service Restaurants	\$1.61 M / \$592.6 K	63	\$4.23 M / \$3.35 M	21	\$19.16 M / \$10.84 M	43
Special Food Services, Catering	\$468.82 K / -	100	\$1.24 M / -	100	\$5.58 M / \$551.44 K	90
Drinking Places	\$330.04 K / -	100	\$855.78 K / \$145.28 K	83	\$3.98 M / \$1.35 M	66
<b>Gasoline Stations</b>	\$2.4 M / \$5.35 M	-55	\$6.55 M / \$5.94 M	9	\$27.3 M / \$7.49 M	73
<b>Motor Vehicle, Parts Dealers</b>	\$5.2 M / \$916.76 K	82	\$14.05 M / \$3.64 M	74	\$55.3 M / \$49.88 M	10
New Car Dealers	\$3.03 M / -	100	\$8.18 M / \$1.14 M	86	\$30.89 M / \$41.79 M	-26
Used Car Dealers	\$280.78 K / \$354.07 K	-21	\$758.66 K / \$550.2 K	27	\$2.85 M / \$3.36 M	-15
Recreational Vehicle Dealers	\$516.28 K / -	100	\$1.42 M / -	100	\$6.03 M / -	100
Motorcycle, Boat Dealers	\$686.41 K / -	100	\$1.88 M / -	100	\$7.88 M / \$83.24 K	99
Auto Parts, Accessories	\$436.9 K / \$562.69 K	-22	\$1.16 M / \$1.71 M	-32	\$4.89 M / \$3.19 M	35
Tire Dealers	\$244.32 K / -	100	\$648.82 K / \$242.23 K	63	\$2.75 M / \$1.45 M	47
2025 Population		2,943		8,780		33,164
2030 Population		2,972		9,189		34,868
% Population Change 2025-2030		1.0%		4.7%		5.1%
2025 Adult Population Age 18+		2,350		6,986		25,820
2025 Population Male		1,487		4,628		16,792
2025 Population Female		1,455		4,153		16,372
2025 Households		1,239		3,304		12,270
2025 Median Household Income		60,320		60,539		84,644
2025 Average Household Income		85,819		83,701		115,467

# **Retail Potential**

# Retail Potential Profile



<b>Crescent, Oklahoma</b>		<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Radius</b>				
2025 Population		2,943	8,780	33,164
2030 Population		2,972	9,189	34,868
% Population Change 2020-2025		6.1%	6.1%	10.1%
2025 Adult Population Age 18+		\$2,350	\$6,986	\$25,820
2025 Population Male		\$1,487	\$4,628	\$16,792
2025 Population Female		\$1,455	\$4,153	\$16,372
2025 Households		\$1,239	\$3,304	\$12,270
2025 Median Household Income		\$60,320	\$60,539	\$84,644
2025 Average Household Income		\$85,819	\$83,701	\$115,467
<b>Clothing, Clothing Accessories Stores</b>		<b>\$3.55 M</b>	<b>\$9.58 M</b>	<b>\$40.11 M</b>
Men's Clothing Stores		\$140.41 K	\$389.83 K	\$1.6 M
Women's Clothing Stores		\$295.71 K	\$797.2 K	\$3.4 M
Children's, Infants' Clothing Stores		\$279.36 K	\$743.37 K	\$3.31 M
Family Clothing Stores		\$1.71 M	\$4.63 M	\$19.76 M
Clothing Accessory Stores		\$80.59 K	\$219.9 K	\$907.95 K
Other Apparel Stores		\$102.59 K	\$278.15 K	\$1.19 M
Shoe Stores		\$751.81 K	\$2.02 M	\$8.04 M
Jewelry Stores		\$167.5 K	\$442.59 K	\$1.7 M
Luggage Stores		\$20.27 K	\$54.75 K	\$205.25 K
<b>Furniture, Home Furnishings Stores</b>		<b>\$3.04 M</b>	<b>\$8.32 M</b>	<b>\$35.08 M</b>
Furniture Stores		\$1.39 M	\$3.87 M	\$15.84 M
Floor Covering Stores		\$199.55 K	\$551.2 K	\$2.27 M
Other Home Furnishing Stores		\$1.45 M	\$3.9 M	\$16.97 M
<b>Electronics, Appliance Stores</b>		<b>\$3.07 M</b>	<b>\$8.39 M</b>	<b>\$34.92 M</b>
<b>Gasoline Stations</b>		<b>\$2.4 M</b>	<b>\$6.55 M</b>	<b>\$27.3 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>		<b>\$2.93 M</b>	<b>\$7.98 M</b>	<b>\$33.96 M</b>
Home Centers		\$1.65 M	\$4.48 M	\$19.01 M
Paint, Wallpaper Stores		\$346.5 K	\$927.27 K	\$4.09 M
Hardware Stores		\$185.29 K	\$501.73 K	\$2.12 M
Other Building Materials Stores		\$515.56 K	\$1.42 M	\$5.97 M
Outdoor Power Equipment Stores		\$31.76 K	\$86.46 K	\$362.98 K
Nursery, Garden Stores		\$209.17 K	\$570.02 K	\$2.4 M
<b>Food, Beverage Stores</b>		<b>\$4.65 M</b>	<b>\$12.47 M</b>	<b>\$53.87 M</b>
Grocery Stores		\$3.59 M	\$9.64 M	\$41.19 M
Convenience Stores		\$325.05 K	\$881.43 K	\$3.74 M
Meat Markets		\$20.79 K	\$56 K	\$242.71 K
Fish, Seafood Markets		\$7.12 K	\$19.18 K	\$83.69 K
Fruit, Vegetable Markets		\$13.6 K	\$36.62 K	\$158.79 K
Other Specialty Food Markets		\$27.8 K	\$74.83 K	\$326.1 K
Liquor Stores		\$670.48 K	\$1.76 M	\$8.13 M

# Retail Potential Profile



<b>Crescent, Oklahoma</b>		<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Radius</b>				
<b>Health, Personal Care Stores</b>		\$3.11 M	\$8.3 M	\$36.16 M
Pharmacy, Drug Stores		\$2.74 M	\$7.3 M	\$31.81 M
Cosmetics, Beauty Stores		\$158.74 K	\$421.03 K	\$1.86 M
Optical Goods Stores		\$48.59 K	\$130.47 K	\$508.47 K
Other Health, Personal Care Stores		\$169.63 K	\$450.31 K	\$1.98 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>		\$3.61 M	\$9.78 M	\$40.55 M
Sporting Goods Stores		\$1.34 M	\$3.69 M	\$15.59 M
Hobby, Toy, Game Stores		\$972.1 K	\$2.67 M	\$10.89 M
Sewing, Needlecraft Stores		\$769.84 K	\$2.02 M	\$7.92 M
Musical Instrument Stores		\$255.81 K	\$660.82 K	\$3.11 M
Book Stores		\$270.73 K	\$742.18 K	\$3.04 M
<b>General Merchandise Stores</b>		\$11.4 M	\$30.98 M	\$129.73 M
Department Stores		\$3.96 M	\$10.76 M	\$45.52 M
Warehouse Superstores		\$6.34 M	\$17.22 M	\$71.71 M
Other General Merchandise Stores		\$1.11 M	\$3 M	\$12.5 M
<b>Miscellaneous Store Retailers</b>		\$1.48 M	\$4.03 M	\$16.29 M
Florists		\$34.74 K	\$93.82 K	\$398.26 K
Office, Stationary Stores		\$149.52 K	\$407.84 K	\$1.55 M
Gift, Souvenir Stores		\$298.57 K	\$805.93 K	\$3.36 M
Used Merchandise Stores		\$108.52 K	\$291.78 K	\$1.1 M
Pet, Pet Supply Stores		\$257.02 K	\$720.53 K	\$2.92 M
Art Dealers		\$44.78 K	\$120.27 K	\$431.18 K
Mobile Home Dealers		\$28.99 K	\$79.76 K	\$336.11 K
Other Miscellaneous Retail Stores		\$554.18 K	\$1.51 M	\$6.19 M
<b>Non-Store Retailers</b>		\$6.8 M	\$18.4 M	\$78.03 M
Mail Order, Catalog Stores		\$6.37 M	\$17.25 M	\$73.13 M
Vending Machines		\$29.07 K	\$77.85 K	\$341.5 K
Fuel Dealers		\$37.47 K	\$99.84 K	\$411.2 K
Other Direct Selling Establishments		\$360.44 K	\$971.5 K	\$4.15 M
<b>Accommodation, Food Services</b>		\$6.25 M	\$16.44 M	\$74.58 M
Hotels, Other Travel Accommodations		\$382.13 K	\$1 M	\$4.54 M
RV Parks		\$3.75 K	\$10.05 K	\$42.79 K
Rooming, Boarding Houses		\$2.13 K	\$5.62 K	\$25.23 K
Full Service Restaurants		\$3.46 M	\$9.11 M	\$41.25 M
Limited Service Restaurants		\$1.61 M	\$4.23 M	\$19.16 M
Special Food Services, Catering		\$468.82 K	\$1.24 M	\$5.58 M
Drinking Places		\$330.04 K	\$855.78 K	\$3.98 M
<b>Motor Vehicle, Parts Dealers</b>		\$5.2 M	\$14.05 M	\$55.3 M
New Car Dealers		\$3.03 M	\$8.18 M	\$30.89 M
Used Car Dealers		\$280.78 K	\$758.66 K	\$2.85 M
Recreational Vehicle Dealers		\$516.28 K	\$1.42 M	\$6.03 M
Motorcycle, Boat Dealers		\$686.41 K	\$1.88 M	\$7.88 M
Auto Parts, Accessories		\$436.9 K	\$1.16 M	\$4.89 M
Tire Dealers		\$244.32 K	\$648.82 K	\$2.75 M

# **Income Summary**

# Income Summary Report



Crescent, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Population</b>						
Estimated Population (2025)	2,943		8,780		33,164	
Projected Population (2030)	2,972		9,189		34,868	
Census Population (2020)	2,774		8,276		30,115	
Census Population (2010)	2,941		7,754		26,307	
<i>Projected Annual Growth (2025 to 2030)</i>	29	0.2%	409	0.9%	1,704	1.0%
<i>Historical Annual Growth (2020 to 2025)</i>	169	1.1%	504	1.1%	3,049	1.8%
<i>Historical Annual Growth (2010 to 2020)</i>	-166	-0.6%	522	0.7%	3,807	1.4%
<b>Households</b>						
Estimated Households (2025)	1,239		3,304		12,270	
Projected Households (2030)	1,363		3,755		13,916	
Census Households (2020)	1,129		3,041		11,110	
Census Households (2010)	1,206		2,884		9,994	
<i>Projected Annual Growth (2025 to 2030)</i>	123	2.0%	451	2.7%	1,647	2.7%
<i>Historical Annual Growth (2020 to 2025)</i>	111	2.0%	264	1.7%	1,160	2.1%
<i>Historical Annual Growth (2010 to 2020)</i>	-78	-0.6%	157	0.5%	1,116	1.1%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$85,819		\$83,701		\$115,467	
Projected Average Household Income (2030)	\$84,969		\$83,902		\$115,606	
Census Average Household Income (2020)	\$52,692		\$52,673		\$59,925	
Census Average Household Income (2010)	\$38,580		\$41,005		\$44,309	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$850	-0.2%	\$201	-	\$140	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$33,127	4.2%	\$31,028	3.9%	\$55,541	6.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$14,112	3.7%	\$11,668	2.8%	\$15,616	3.5%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$60,320		\$60,539		\$84,644	
Projected Median Household Income (2030)	\$59,148		\$59,884		\$84,842	
Census Median Household Income (2020)	\$36,085		\$40,422		\$46,260	
Census Median Household Income (2010)	\$29,980		\$33,146		\$35,425	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$1,172	-0.4%	-\$655	-0.2%	\$197	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$24,235	4.5%	\$20,117	3.3%	\$38,384	5.5%
<i>Historical Annual Growth (2010 to 2020)</i>	\$6,105	2.0%	\$7,276	2.2%	\$10,835	3.1%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$36,140		\$32,287		\$42,974	
Projected Per Capita Income (2030)	\$38,957		\$35,038		\$46,383	
Census Per Capita Income (2020)	\$21,611		\$19,574		\$22,753	
Census Per Capita Income (2010)	\$15,966		\$15,232		\$16,917	
<i>Projected Annual Growth (2025 to 2030)</i>	\$2,817	1.6%	\$2,751	1.7%	\$3,409	1.6%
<i>Historical Annual Growth (2020 to 2025)</i>	\$14,529	4.5%	\$12,712	4.3%	\$20,222	5.9%
<i>Historical Annual Growth (2010 to 2020)</i>	\$5,645	3.5%	\$4,342	2.9%	\$5,836	3.4%
<b>Other Income</b>						
Estimated Families (2025)	684		2,081		8,532	
Estimated Average Family Income (2025)	\$119,674		\$108,801		\$145,039	
Estimated Median Family Income (2025)	\$85,190		\$76,335		\$105,662	
Estimated Average Household Net Worth (2025)	\$1,017,051		\$927,026		\$1,188,371	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Crescent, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population	2,943		8,780		33,164	
Estimated Households	1,239		3,304		12,270	
<b>Household Expenditure</b>	\$109.03 M		\$293.22 M		\$1.28 B	
Per Household ~ Per Capita	\$87,984	\$37,052	\$88,733	\$33,395	\$104,086	\$38,508
Non-Retail Expenditures	\$51.54 M	47.3%	\$137.95 M	47.0%	\$621.22 M	48.6%
Per Household ~ Per Capita	\$41,591	\$17,515	\$41,746	\$15,711	\$50,631	\$18,732
Retail Expenditures	\$57.49 M	52.7%	\$155.27 M	53.0%	\$655.87 M	51.4%
Per Household ~ Per Capita	\$46,393	\$19,537	\$46,987	\$17,684	\$53,455	\$19,777
Alcoholic Beverages	\$659.45 K	0.6%	\$1.76 M	0.6%	\$7.79 M	0.6%
Per Household ~ Per Capita	\$532	\$224	\$534	\$201	\$635	\$235
Apparel	\$2.01 M	1.8%	\$5.42 M	1.8%	\$23.6 M	1.8%
Per Household ~ Per Capita	\$1,622	\$683	\$1,641	\$618	\$1,923	\$712
Contributions	\$3.37 M	3.1%	\$8.85 M	3.0%	\$40.4 M	3.2%
Per Household ~ Per Capita	\$2,720	\$1,145	\$2,677	\$1,008	\$3,292	\$1,218
Education	\$2.42 M	2.2%	\$6.41 M	2.2%	\$28.86 M	2.3%
Per Household ~ Per Capita	\$1,954	\$823	\$1,938	\$729	\$2,352	\$870
Entertainment	\$6.23 M	5.7%	\$16.84 M	5.7%	\$73.07 M	5.7%
Per Household ~ Per Capita	\$5,026	\$2,116	\$5,097	\$1,918	\$5,956	\$2,203
Food Away From Home	\$4.77 M	4.4%	\$12.84 M	4.4%	\$56.09 M	4.4%
Per Household ~ Per Capita	\$3,848	\$1,621	\$3,885	\$1,462	\$4,571	\$1,691
Grocery	\$7.41 M	6.8%	\$20.73 M	7.1%	\$84.52 M	6.6%
Per Household ~ Per Capita	\$5,979	\$2,518	\$6,273	\$2,361	\$6,888	\$2,548
Health Care	\$8.44 M	7.7%	\$22.5 M	7.7%	\$82.92 M	6.5%
Per Household ~ Per Capita	\$6,809	\$2,867	\$6,808	\$2,562	\$6,758	\$2,500
Household Furnishings and Equipment	\$2.87 M	2.6%	\$7.71 M	2.6%	\$33.87 M	2.7%
Per Household ~ Per Capita	\$2,319	\$977	\$2,334	\$879	\$2,761	\$1,021
Household Operations	\$2.03 M	1.9%	\$5.52 M	1.9%	\$23.9 M	1.9%
Per Household ~ Per Capita	\$1,642	\$691	\$1,671	\$629	\$1,948	\$721
Miscellaneous Expenses	\$1.86 M	1.7%	\$4.99 M	1.7%	\$21.77 M	1.7%
Per Household ~ Per Capita	\$1,497	\$631	\$1,509	\$568	\$1,774	\$656
Personal Care	\$1.44 M	1.3%	\$3.99 M	1.4%	\$16.55 M	1.3%
Per Household ~ Per Capita	\$1,161	\$489	\$1,208	\$455	\$1,349	\$499
Shelter	\$17.07 M	15.7%	\$47.15 M	16.1%	\$197.78 M	15.5%
Per Household ~ Per Capita	\$13,778	\$5,802	\$14,270	\$5,370	\$16,120	\$5,964
Tax and Retirement	\$23.63 M	21.7%	\$60.02 M	20.5%	\$301.94 M	23.6%
Per Household ~ Per Capita	\$19,067	\$8,029	\$18,163	\$6,836	\$24,609	\$9,105
Tobacco and Related	\$592.18 K	0.5%	\$1.75 M	0.6%	\$6.44 M	0.5%
Per Household ~ Per Capita	\$478	\$201	\$528	\$199	\$525	\$194
Transportation	\$18.93 M	17.4%	\$51.85 M	17.7%	\$217.28 M	17.0%
Per Household ~ Per Capita	\$15,273	\$6,432	\$15,691	\$5,905	\$17,709	\$6,552
Utilities	\$5.3 M	4.9%	\$14.89 M	5.1%	\$60.32 M	4.7%
Per Household ~ Per Capita	\$4,279	\$1,802	\$4,505	\$1,695	\$4,916	\$1,819

# Consumer Expenditure Trend



Crescent, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Population / Households (2025)</b>							
Estimated Population		2,943		8,780		33,164	
Estimated Households		1,239		3,304		12,270	
<b>Total Annual Consumer Expenditure (2025)</b>							
Total Household Expenditure		\$109.03 M		\$293.22 M		\$1.28 B	
Total Non-Retail Expenditure		\$51.54 M		\$137.95 M		\$621.22 M	
Total Retail Expenditure		\$57.49 M		\$155.27 M		\$655.87 M	
Alcoholic Beverages		\$659.45 K		\$1.76 M		\$7.79 M	
Apparel		\$2.01 M		\$5.42 M		\$23.6 M	
Contributions		\$3.37 M		\$8.85 M		\$40.4 M	
Education		\$2.42 M		\$6.41 M		\$28.86 M	
Entertainment		\$6.23 M		\$16.84 M		\$73.07 M	
Food Away From Home		\$4.77 M		\$12.84 M		\$56.09 M	
Grocery		\$7.41 M		\$20.73 M		\$84.52 M	
Health Care		\$8.44 M		\$22.5 M		\$82.92 M	
Household Furnishings and Equipment		\$2.87 M		\$7.71 M		\$33.87 M	
Household Operations		\$2.03 M		\$5.52 M		\$23.9 M	
Miscellaneous Expenses		\$1.86 M		\$4.99 M		\$21.77 M	
Personal Care		\$1.44 M		\$3.99 M		\$16.55 M	
Shelter		\$17.07 M		\$47.15 M		\$197.78 M	
Tax and Retirement		\$23.63 M		\$60.02 M		\$301.94 M	
Tobacco and Related		\$592.18 K		\$1.75 M		\$6.44 M	
Transportation		\$18.93 M		\$51.85 M		\$217.28 M	
Utilities		\$5.3 M		\$14.89 M		\$60.32 M	
<b>Monthly Household Consumer Expenditure (2025)</b>							
Total Household Expenditure		\$7,332		\$7,394		\$8,674	
Total Non-Retail Expenditure		\$3,466 47.3%		\$3,479 47.0%		\$4,219 48.6%	
Total Retail Expenditure		\$3,866 52.7%		\$3,916 53.0%		\$4,455 51.4%	
Alcoholic Beverages		\$44 0.6%		\$44 0.6%		\$53 0.6%	
Apparel		\$135 1.8%		\$137 1.8%		\$160 1.8%	
Contributions		\$227 3.1%		\$223 3.0%		\$274 3.2%	
Education		\$163 2.2%		\$162 2.2%		\$196 2.3%	
Entertainment		\$419 5.7%		\$425 5.7%		\$496 5.7%	
Food Away From Home		\$321 4.4%		\$324 4.4%		\$381 4.4%	
Grocery		\$498 6.8%		\$523 7.1%		\$574 6.6%	
Health Care		\$567 7.7%		\$567 7.7%		\$563 6.5%	
Household Furnishings and Equipment		\$193 2.6%		\$195 2.6%		\$230 2.7%	
Household Operations		\$137 1.9%		\$139 1.9%		\$162 1.9%	
Miscellaneous Expenses		\$125 1.7%		\$126 1.7%		\$148 1.7%	
Personal Care		\$97 1.3%		\$101 1.4%		\$112 1.3%	
Shelter		\$1,148 15.7%		\$1,189 16.1%		\$1,343 15.5%	
Tax and Retirement		\$1,589 21.7%		\$1,514 20.5%		\$2,051 23.6%	
Tobacco and Related		\$40 0.5%		\$44 0.6%		\$44 0.5%	
Transportation		\$1,273 17.4%		\$1,308 17.7%		\$1,476 17.0%	
Utilities		\$357 4.9%		\$375 5.1%		\$410 4.7%	

# Consumer Expenditure Trend



<b>Crescent, Oklahoma</b>				
<b>Radius</b>	<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>	
<b>Population / Households (2030)</b>				
Projected Population	2,972	9,189	34,868	
Projected Households	-	-	-	
<b>Total Annual Consumer Expenditure (2030)</b>				
Total Household Expenditure	\$115.55 M	\$323.64 M	\$1.41 B	
Total Non-Retail Expenditure	\$54.63 M	\$152.42 M	\$690.56 M	
Total Retail Expenditure	\$60.91 M	\$171.22 M	\$722.87 M	
Alcoholic Beverages	\$697.71 K	\$1.94 M	\$8.6 M	
Apparel	\$2.12 M	\$5.94 M	\$25.88 M	
Contributions	\$3.58 M	\$9.81 M	\$45.1 M	
Education	\$2.57 M	\$7.08 M	\$32.06 M	
Entertainment	\$6.58 M	\$18.46 M	\$80.11 M	
Food Away From Home	\$5.04 M	\$14.09 M	\$61.61 M	
Grocery	\$7.77 M	\$22.41 M	\$90.36 M	
Health Care	\$8.92 M	\$25 M	\$92.82 M	
Household Furnishings and Equipment	\$3.04 M	\$8.48 M	\$37.29 M	
Household Operations	\$2.14 M	\$6.04 M	\$26.1 M	
Miscellaneous Expenses	\$1.97 M	\$5.49 M	\$23.98 M	
Personal Care	\$1.51 M	\$4.33 M	\$17.81 M	
Shelter	\$18.07 M	\$51.61 M	\$215.9 M	
Tax and Retirement	\$25 M	\$66.82 M	\$341.73 M	
Tobacco and Related	\$621.51 K	\$1.86 M	\$6.61 M	
Transportation	\$20.37 M	\$58.22 M	\$243.13 M	
Utilities	\$5.56 M	\$16.07 M	\$64.33 M	
<b>Consumer Expenditure Growth (2025 to 2030)</b>				
Total Household Expenditure	\$6.51 M	\$30.43 M	\$136.35 M	
Total Non-Retail Expenditure	\$3.09 M	\$14.48 M	\$69.34 M	
Total Retail Expenditure	\$3.42 M	\$15.95 M	\$67 M	
Alcoholic Beverages	\$38.26 K	\$176.56 K	\$803.96 K	
Apparel	\$112.42 K	\$522.01 K	\$2.28 M	
Contributions	\$208.84 K	\$958.31 K	\$4.7 M	
Education	\$146.13 K	\$672.09 K	\$3.2 M	
Entertainment	\$352.9 K	\$1.62 M	\$7.04 M	
Food Away From Home	\$270.28 K	\$1.25 M	\$5.53 M	
Grocery	\$358.23 K	\$1.68 M	\$5.85 M	
Health Care	\$478.56 K	\$2.51 M	\$9.9 M	
Household Furnishings and Equipment	\$165.38 K	\$762.73 K	\$3.42 M	
Household Operations	\$109.46 K	\$512.77 K	\$2.2 M	
Miscellaneous Expenses	\$110.83 K	\$500.49 K	\$2.21 M	
Personal Care	\$71.74 K	\$337.25 K	\$1.25 M	
Shelter	\$993.48 K	\$4.45 M	\$18.11 M	
Tax and Retirement	\$1.37 M	\$6.8 M	\$39.78 M	
Tobacco and Related	\$29.34 K	\$115.3 K	\$173.6 K	
Transportation	\$1.45 M	\$6.37 M	\$25.86 M	
Utilities	\$252.78 K	\$1.19 M	\$4.01 M	

# **Crime Risk**

<b>Crescent, Oklahoma</b>				
<b>Radius</b>	<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>	
<b>Demographics</b>				
Population	2,943	8,780	33,164	
Census Population	2,774	8,276	30,115	
Households	1,239	3,304	12,270	
Average Household Income	\$85,819	\$83,701	\$115,467	
Median Household Income	\$60,320	\$60,539	\$84,644	
Per Capita Income	\$36,140	\$32,287	\$42,974	
<b>Total Crime</b>				
Crime Index	32	51	66	
Crime Level	Low Risk	Low Risk	Below Average	
<b>Personal Crime</b>				
Crime Index	49	57	46	
Crime Level	Low Risk	Low Risk	Low Risk	
<b>Murder</b>				
Crime Index	53	57	59	
Crime Level	Low Risk	Low Risk	Low Risk	
<b>Rape</b>				
Crime Index	57	102	71	
Crime Level	Low Risk	Average	Below Average	
<b>Robbery</b>				
Crime Index	5	13	21	
Crime Level	Very Low	Very Low	Very Low	
<b>Assault</b>				
Crime Index	59	62	48	
Crime Level	Low Risk	Below Average	Low Risk	
<b>Property Crime</b>				
Crime Index	29	49	70	
Crime Level	Very Low	Low Risk	Below Average	
<b>Burglary</b>				
Crime Index	88	98	106	
Crime Level	Below Average	Average	Average	
<b>Larceny</b>				
Crime Index	18	41	57	
Crime Level	Very Low	Low Risk	Low Risk	
<b>Motor Vehicle Theft</b>				
Crime Index	25	44	104	
Crime Level	Very Low	Low Risk	Average	

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

# Void Analysis

# Void Analysis



Crescent, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
<b>Auto Parts Tires</b>			
AutoZone	1 / 0	6,600	
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	7 / 1		
<b>Convenience Stores</b>			
Alon	1 / 0	3,500	
Casey's General Store	1 / 0	3,200	
Conoco	1 / 1	2,500	
Love's	4 / 1	7,300	
Murphy USA	1 / 0	2,100	
Phillips 66	2 / 0	2,500	
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>Discount Department Stores</b>			
Walmart Supercenter	1 / 0	189,700	
<b>Dollar Stores</b>			
Dollar General	5 / 1	9,600	
Dollar Tree	1 / 0	11,800	
Family Dollar   Dollar Tree	1 / 1	12,100	
<b>Drug Stores</b>			
Walgreens	1 / 0	14,800	
<b>Education</b>			
Day Care	9 / 0		
High School	4 / 1		

<b>Crescent, Oklahoma</b>	<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>Radius</b>	<b>Locations</b>	<b>Footage</b>	
PK - 8	12 / 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>			
Supercuts	1 / 0	1,800	
<b>Health Care</b>			
Cardiovascular Disease	1 / 0		
Chiropractic	3 / 0		
Diagnostic Radiology	1 / 0		
Family Practice	4 / 1		
General Practice	1 / 0		
Internal Medicine	3 / 0		
Interventional Cardiology	1 / 0		
Nurse Practitioner	5 / 0		
Optometry	2 / 0		
Physical Therapy	2 / 0		
Physician Assistant	6 / 1		
<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>Restaurants Coffee Donuts</b>			
Scooter's Coffee	1 / 0	700	
Starbucks	1 / 0	1,800	
<b>Restaurants Fast Food Major</b>			
Arby's	1 / 0	3,300	
Burger King	1 / 0	4,000	
McDonald's	1 / 0	4,600	
Sonic	2 / 0	2,800	

<b>Crescent, Oklahoma</b>	<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>Radius</b>	<b>Locations</b>	<b>Footage</b>	
Taco Bell	1 / 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		
<b>Restaurants Ice Cream Smoothie</b>			
Braum's	1 / 0	5,100	
<b>Restaurants Pizza</b>			
Domino's Pizza	1 / 0	2,100	
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>			
SecurCare Self Storage	1 / 0	55,900	
<b>Specialty</b>			
Cannabis	1 / 0		
Goodwill	1 / 0	24,100	
<b>Wireless Stores</b>			
AT&T	1 / 0	3,500	
T-Mobile	1 / 0	1,800	
<b>Worship</b>			
Baptist	4 / 0		
Methodist Episcopal	2 / 0		