

RETAIL ATTRACTIONS, LLC

Economic Development Consulting

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

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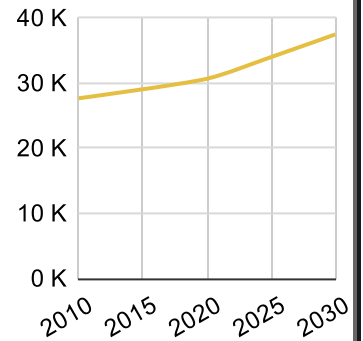
Demographics

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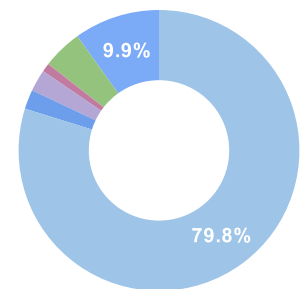
Population

Estimated Population (2025)	34,015
Projected Population (2030)	37,500
Census Population (2020)	30,688
Census Population (2010)	27,688
Projected Annual Growth (2025-2030)	3,485 2.0%
Historical Annual Growth (2020-2025)	3,327 2.0%
Historical Annual Growth (2010-2020)	2,999 1.1%
Estimated Population Density (2025)	27 <i>psm</i>
Trade Area Size	1,256.5 <i>sq mi</i>



Race and Ethnicity (2025)

Not Hispanic or Latino Population		
White	25,525	87.2%
Black or African American	726	2.5%
American Indian or Alaska Native	690	2.4%
Asian	320	1.1%
Hawaiian or Pacific Islander	8	-
Other Race	45	0.2%
Two or More Races	1,955	6.7%
Hispanic or Latino Population		
White	1,619	34.1%
Black or African American	34	0.7%
American Indian or Alaska Native	165	3.5%
Asian	14	0.3%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	1,508	31.8%
Two or More Races	1,407	29.6%



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

Kingfisher, Oklahoma

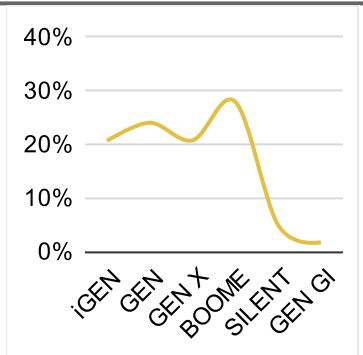
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Age Distribution (2025)

Age Under 5 Years	1,923	5.7%
Age 5 to 9 Years	2,455	7.2%
Age 10 to 14 Years	2,643	7.8%
Age 15 to 19 Years	2,543	7.5%
Age 20 to 24 Years	1,833	5.4%
Age 25 to 29 Years	1,661	4.9%
Age 30 to 34 Years	2,134	6.3%
Age 35 to 39 Years	2,365	7.0%
Age 40 to 44 Years	2,563	7.5%
Age 45 to 49 Years	2,130	6.3%
Age 50 to 54 Years	2,025	6.0%
Age 55 to 59 Years	1,952	5.7%
Age 60 to 64 Years	2,210	6.5%
Age 65 to 69 Years	1,830	5.4%
Age 70 to 74 Years	1,477	4.3%
Age 75 to 79 Years	1,041	3.1%
Age 80 to 84 Years	640	1.9%
Age 85 Years or Over	591	1.7%
Median Age	38.0	

Generation (2025)

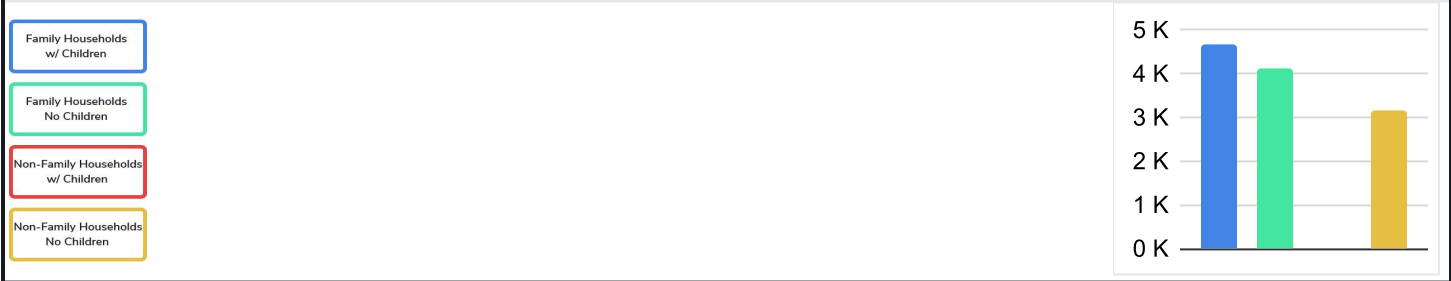
iGeneration (Age Under 15 Years)	7,020	20.6%
Generation 9/11 Millennials (Age 15 to 34 Years)	8,172	24.0%
Gen Xers (Age 35 to 49 Years)	7,058	20.7%
Baby Boomers (Age 50 to 74 Years)	9,493	27.9%
Silent Generation (Age 75 to 84 Years)	1,681	4.9%
G.I. Generation (Age 85 Years or Over)	591	1.7%



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Household Type (2025)

Total Households	11,967
Family Households	8,795 73.5%
Family Households with Children	4,685 53.3%
Family Households No Children	4,111 46.7%
Non-Family Households	3,172 26.5%
Non-Family Households with Children	8 0.2%
Non-Family Households No Children	3,164 99.8%



Education Attainment (2025)

Elementary or Some High School	1,893 8.4%
High School Graduate	7,710 34.1%
Some College or Associate Degree	6,345 28.1%
Bachelor or Graduate Degree	6,671 29.5%



Household Income (2025)

Estimated Average Household Income	\$113,644
Estimated Median Household Income	\$87,403
HH Income Under \$10,000	299 2.5%
HH Income \$10,000 to \$34,999	1,668 13.9%
HH Income \$35,000 to \$49,999	1,536 12.8%
HH Income \$50,000 to \$74,999	1,844 15.4%
HH Income \$75,000 to \$99,999	1,769 14.8%
HH Income \$100,000 to \$149,999	2,379 19.9%
HH Income \$150,000 or More	2,472 20.7%

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Population

Estimated Population (2025)	34,015	
Projected Population (2030)	37,500	
Census Population (2020)	30,688	
Census Population (2010)	27,688	
Projected Annual Growth (2025-2030)	3,485	2.0%
Historical Annual Growth (2020-2025)	3,327	2.2%
Historical Annual Growth (2010-2020)	2,999	1.1%
Estimated Population Density (2025)	27	psm
Trade Area Size	1,256.5	sq mi

Households

Estimated Households (2025)	11,967	
Projected Households (2030)	14,120	
Census Households (2020)	10,979	
Census Households (2010)	10,226	
Projected Annual Growth (2025-2030)	2,152	3.6%
Historical Annual Change (2010-2025)	1,742	1.1%

Average Household Income

Estimated Average Household Income (2025)	\$113,644	
Projected Average Household Income (2030)	\$113,988	
Census Average Household Income (2010)	\$70,989	
Census Average Household Income (2000)	\$50,281	
Projected Annual Change (2025-2030)	\$344	-
Historical Annual Change (2000-2025)	\$63,364	5.0%

Median Household Income

Estimated Median Household Income (2025)	\$87,403	
Projected Median Household Income (2030)	\$88,210	
Census Median Household Income (2010)	\$59,055	
Census Median Household Income (2000)	\$40,844	
Projected Annual Change (2025-2030)	\$807	0.2%
Historical Annual Change (2000-2025)	\$46,559	4.6%

Per Capita Income

Estimated Per Capita Income (2025)	\$40,052	
Projected Per Capita Income (2030)	\$42,982	
Census Per Capita Income (2010)	\$26,214	
Census Per Capita Income (2000)	\$18,700	
Projected Annual Change (2025-2030)	\$2,930	1.5%
Historical Annual Change (2000-2025)	\$21,352	4.6%
Estimated Average Household Net Worth (2025)	\$1.14 M	

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Race and Ethnicity

Total Population (2025)	34,015	
White (2025)	27,143	79.8%
Black or African American (2025)	760	2.2%
American Indian or Alaska Native (2025)	855	2.5%
Asian (2025)	334	1.0%
Hawaiian or Pacific Islander (2025)	8	-
Other Race (2025)	1,553	4.6%
Two or More Races (2025)	3,362	9.9%
Population < 18 (2025)	8,682	25.5%
White Not Hispanic	5,668	65.3%
Black or African American	194	2.2%
Asian	95	1.1%
Other Race Not Hispanic	1,002	11.5%
Hispanic	1,723	19.8%
Not Hispanic or Latino Population (2025)	29,269	86.0%
Not Hispanic White	25,525	87.2%
Not Hispanic Black or African American	726	2.5%
Not Hispanic American Indian or Alaska Native	690	2.4%
Not Hispanic Asian	320	1.1%
Not Hispanic Hawaiian or Pacific Islander	8	-
Not Hispanic Other Race	45	0.2%
Not Hispanic Two or More Races	1,955	6.7%
Hispanic or Latino Population (2025)	4,746	14.0%
Hispanic White	1,619	34.1%
Hispanic Black or African American	34	0.7%
Hispanic American Indian or Alaska Native	165	3.5%
Hispanic Asian	14	0.3%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	1,508	31.8%
Hispanic Two or More Races	1,407	29.6%
Not Hispanic or Latino Population (2020)	26,969	87.9%
Hispanic or Latino Population (2020)	3,719	12.1%
Not Hispanic or Latino Population (2010)	25,200	91.0%
Hispanic or Latino Population (2010)	2,489	9.0%
Not Hispanic or Latino Population (2030)	31,583	84.2%
Hispanic or Latino Population (2030)	5,917	15.8%
Projected Annual Growth (2025-2030)	1,171	4.9%
Historical Annual Growth (2010-2020)	1,230	4.9%

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Total Age Distribution (2025)

Total Population	34,015	
Age Under 5 Years	1,923	5.7%
Age 5 to 9 Years	2,455	7.2%
Age 10 to 14 Years	2,643	7.8%
Age 15 to 19 Years	2,543	7.5%
Age 20 to 24 Years	1,833	5.4%
Age 25 to 29 Years	1,661	4.9%
Age 30 to 34 Years	2,134	6.3%
Age 35 to 39 Years	2,365	7.0%
Age 40 to 44 Years	2,563	7.5%
Age 45 to 49 Years	2,130	6.3%
Age 50 to 54 Years	2,025	6.0%
Age 55 to 59 Years	1,952	5.7%
Age 60 to 64 Years	2,210	6.5%
Age 65 to 69 Years	1,830	5.4%
Age 70 to 74 Years	1,477	4.3%
Age 75 to 79 Years	1,041	3.1%
Age 80 to 84 Years	640	1.9%
Age 85 Years or Over	591	1.7%
Median Age	38.0	
Age 19 Years or Less	9,563	28.1%
Age 20 to 64 Years	18,873	55.5%
Age 65 Years or Over	5,579	16.4%

Female Age Distribution (2025)

Female Population	16,609	48.8%
Age Under 5 Years	874	5.3%
Age 5 to 9 Years	1,183	7.1%
Age 10 to 14 Years	1,264	7.6%
Age 15 to 19 Years	1,207	7.3%
Age 20 to 24 Years	847	5.1%
Age 25 to 29 Years	874	5.3%
Age 30 to 34 Years	1,092	6.6%
Age 35 to 39 Years	1,217	7.3%
Age 40 to 44 Years	1,266	7.6%
Age 45 to 49 Years	1,018	6.1%
Age 50 to 54 Years	976	5.9%
Age 55 to 59 Years	966	5.8%
Age 60 to 64 Years	1,078	6.5%
Age 65 to 69 Years	884	5.3%
Age 70 to 74 Years	705	4.2%
Age 75 to 79 Years	523	3.1%
Age 80 to 84 Years	329	2.0%
Age 85 Years or Over	307	1.8%
Female Median Age	38.1	
Age 19 Years or Less	4,528	27.3%
Age 20 to 64 Years	9,334	56.2%
Age 65 Years or Over	2,747	16.5%

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Male Age Distribution (2025)

Male Population	17,406	51.2%
Age Under 5 Years	1,049	6.0%
Age 5 to 9 Years	1,272	7.3%
Age 10 to 14 Years	1,379	7.9%
Age 15 to 19 Years	1,336	7.7%
Age 20 to 24 Years	986	5.7%
Age 25 to 29 Years	788	4.5%
Age 30 to 34 Years	1,042	6.0%
Age 35 to 39 Years	1,148	6.6%
Age 40 to 44 Years	1,297	7.4%
Age 45 to 49 Years	1,112	6.4%
Age 50 to 54 Years	1,049	6.0%
Age 55 to 59 Years	986	5.7%
Age 60 to 64 Years	1,132	6.5%
Age 65 to 69 Years	946	5.4%
Age 70 to 74 Years	773	4.4%
Age 75 to 79 Years	518	3.0%
Age 80 to 84 Years	311	1.8%
Age 85 Years or Over	284	1.6%
Male Median Age	37.7	
Age 19 Years or Less	5,035	28.9%
Age 20 to 64 Years	9,539	54.8%
Age 65 Years or Over	2,832	16.3%

Males per 100 Females (2025)

Overall Comparison	105	
Age Under 5 Years	120	54.6%
Age 5 to 9 Years	108	51.8%
Age 10 to 14 Years	109	52.2%
Age 15 to 19 Years	111	52.5%
Age 20 to 24 Years	116	53.8%
Age 25 to 29 Years	90	47.4%
Age 30 to 34 Years	95	48.8%
Age 35 to 39 Years	94	48.5%
Age 40 to 44 Years	102	50.6%
Age 45 to 49 Years	109	52.2%
Age 50 to 54 Years	108	51.8%
Age 55 to 59 Years	102	50.5%
Age 60 to 64 Years	105	51.2%
Age 65 to 69 Years	107	51.7%
Age 70 to 74 Years	110	52.3%
Age 75 to 79 Years	99	49.7%
Age 80 to 84 Years	95	48.6%
Age 85 Years or Over	93	48.1%
Age 19 Years or Less	111	52.7%
Age 20 to 39 Years	98	49.6%
Age 40 to 64 Years	105	51.2%
Age 65 Years or Over	103	50.8%

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Household Type (2025)

Total Households	11,967	
Households with Children	4,692	39.2%
Average Household Size	2.8	
Household Density per Square Mile	10	
Population Family	29,125	85.6%
Population Non-Family	4,498	13.2%
Population Group Quarters	392	1.2%
Family Households	8,795	73.5%
Married Couple Households	7,485	85.1%
Other Family Households with Children	1,311	14.9%
Family Households with Children	4,685	53.3%
Married Couple with Children	3,627	77.4%
Other Family Households with Children	1,057	22.6%
Family Households No Children	4,111	46.7%
Married Couple No Children	3,858	93.8%
Other Family Households No Children	253	6.2%
Non-Family Households	3,172	26.5%
Non-Family Households with Children	8	0.2%
Non-Family Households No Children	3,164	99.8%
Average Family Household Size	3.3	
Average Family Income	\$134,288	
Median Family Income	\$98,620	
Average Non-Family Household Size	1.4	

Marital Status (2025)

Population Age 15 Years or Over	26,994	
Never Married	6,943	25.7%
Currently Married	15,081	55.9%
Previously Married	4,970	18.4%
Separated	880	17.7%
Widowed	1,843	37.1%
Divorced	2,247	45.2%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	22,618	
Elementary (Grade Level 0 to 8)	794	3.5%
Some High School (Grade Level 9 to 11)	1,099	4.9%
High School Graduate	7,710	34.1%
Some College	4,839	21.4%
Associate Degree Only	1,506	6.7%
Bachelor Degree Only	4,763	21.1%
Graduate Degree	1,908	8.4%
Any College (Some College or Higher)	13,016	57.5%
College Degree + (Bachelor Degree or Higher)	6,671	29.5%

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Housing

Total Housing Units (2025)	12,873	
Total Housing Units (2020)	12,152	
Historical Annual Growth (2020-2025)	720	-
Housing Units Occupied (2025)	11,967	93.0%
Housing Units Owner-Occupied	9,752	81.5%
Housing Units Renter-Occupied	2,216	18.5%
Housing Units Vacant (2025)	905	7.0%

Household Size (2025)

Total Households	11,967	
1 Person Households	2,355	19.7%
2 Person Households	4,276	35.7%
3 Person Households	1,927	16.1%
4 Person Households	1,849	15.5%
5 Person Households	909	7.6%
6 Person Households	428	3.6%
7 or More Person Households	223	1.9%

Household Income Distribution (2025)

HH Income \$200,000 or More	1,201	10.0%
HH Income \$150,000 to \$199,999	1,271	10.6%
HH Income \$125,000 to \$149,999	988	8.3%
HH Income \$100,000 to \$124,999	1,391	11.6%
HH Income \$75,000 to \$99,999	1,769	14.8%
HH Income \$50,000 to \$74,999	1,844	15.4%
HH Income \$35,000 to \$49,999	1,536	12.8%
HH Income \$25,000 to \$34,999	835	7.0%
HH Income \$15,000 to \$24,999	537	4.5%
HH Income \$10,000 to \$14,999	296	2.5%
HH Income Under \$10,000	299	2.5%

Household Vehicles (2025)

Households 0 Vehicles Available	362	3.0%
Households 1 Vehicle Available	2,484	20.8%
Households 2 Vehicles Available	5,005	41.8%
Households 3 or More Vehicles Available	4,117	34.4%
Total Vehicles Available	26,981	
Average Vehicles per Household	2.3	
Owner-Occupied Household Vehicles	23,301	86.4%
Average Vehicles per Owner-Occupied Household	2.4	
Renter-Occupied Household Vehicles	3,680	13.6%
Average Vehicles per Renter-Occupied Household	1.7	

Travel Time (2025)

Worker Base Age 16 years or Over	16,934	
Travel to Work in 14 Minutes or Less	4,631	27.3%
Travel to Work in 15 to 29 Minutes	4,535	26.8%
Travel to Work in 30 to 59 Minutes	4,729	27.9%
Travel to Work in 60 Minutes or More	1,029	6.1%
Work at Home	2,010	11.9%
Average Minutes Travel to Work	22.2	

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Transportation To Work (2025)

Worker Base Age 16 years or Over	16,934	
Drive to Work Alone	13,287	78.5%
Drive to Work in Carpool	1,332	7.9%
Travel to Work by Public Transportation	10	-
Drive to Work on Motorcycle	31	0.2%
Bicycle to Work	6	-
Walk to Work	195	1.2%
Other Means	64	0.4%
Work at Home	2,010	11.9%

Daytime Demographics (2025)

Total Businesses	850	
Total Employees	5,129	
Company Headquarter Businesses	19	2.3%
Company Headquarter Employees	344	6.7%
Employee Population per Business	6.0	to 1
Residential Population per Business	40.0	to 1
Adj. Daytime Demographics Age 16 Years or Over	14,598	

Labor Force

Labor Population Age 16 Years or Over (2025)	26,412	
Labor Force Total Males (2025)	13,412	50.8%
Male Civilian Employed	9,369	69.9%
Male Civilian Unemployed	172	1.3%
Males in Armed Forces	6	-
Males Not in Labor Force	3,866	28.8%
Labor Force Total Females (2025)	12,999	49.2%
Female Civilian Employed	7,568	58.2%
Female Civilian Unemployed	206	1.6%
Females in Armed Forces	-	-
Females Not in Labor Force	5,225	40.2%
Unemployment Rate	378	1.4%

Occupation (2025)

Occupation Population Age 16 Years or Over	16,934	
Occupation Total Males	9,366	55.3%
Occupation Total Females	7,568	44.7%
Management, Business, Financial Operations	2,852	16.8%
Professional, Related	3,693	21.8%
Service	2,262	13.4%
Sales, Office	3,629	21.4%
Farming, Fishing, Forestry	184	1.1%
Construction, Extraction, Maintenance	2,159	12.8%
Production, Transport, Material Moving	2,157	12.7%
White Collar Workers	10,173	60.1%
Blue Collar Workers	6,761	39.9%



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Units In Structure (2025)

Total Units	11,967	
1 Detached Unit	10,068	84.1%
1 Attached Unit	147	1.2%
2 Units	90	0.8%
3 to 4 Units	129	1.1%
5 to 9 Units	214	1.8%
10 to 19 Units	52	0.4%
20 to 49 Units	9	-
50 or More Units	57	0.5%
Mobile Home or Trailer	1,183	9.9%
Other Structure	17	0.1%

Homes Built By Year (2025)

Homes Built 2020 or later	418	3.2%
Homes Built 2010 to 2019	1,865	14.5%
Homes Built 2000 to 2009	1,882	14.6%
Homes Built 1990 to 1999	1,224	9.5%
Homes Built 1980 to 1989	1,477	11.5%
Homes Built 1970 to 1979	2,158	16.8%
Homes Built 1960 to 1969	828	6.4%
Homes Built 1950 to 1959	530	4.1%
Homes Built 1940 to 1949	310	2.4%
Homes Built Before 1939	1,276	9.9%
Median Age of Homes	40.7	yrs

Home Values (2025)

Owner Specified Housing Units	9,752	
Home Values \$1,000,000 or More	183	1.9%
Home Values \$750,000 to \$999,999	89	0.9%
Home Values \$500,000 to \$749,999	556	5.7%
Home Values \$400,000 to \$499,999	897	9.2%
Home Values \$300,000 to \$399,999	2,323	23.8%
Home Values \$250,000 to \$299,999	929	9.5%
Home Values \$200,000 to \$249,999	1,679	17.2%
Home Values \$175,000 to \$199,999	652	6.7%
Home Values \$150,000 to \$174,999	595	6.1%
Home Values \$125,000 to \$149,999	355	3.6%
Home Values \$100,000 to \$124,999	379	3.9%
Home Values \$90,000 to \$99,999	138	1.4%
Home Values \$80,000 to \$89,999	105	1.1%
Home Values \$70,000 to \$79,999	82	0.8%
Home Values \$60,000 to \$69,999	109	1.1%
Home Values \$50,000 to \$59,999	79	0.8%
Home Values \$35,000 to \$49,999	172	1.8%
Home Values \$25,000 to \$34,999	129	1.3%
Home Values \$10,000 to \$24,999	121	1.2%
Home Values Under \$10,000	180	1.8%
Owner-Occupied Median Home Value	\$261,535	
Renter-Occupied Median Rent	\$814	

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Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$1.27 B
Total Non-Retail Expenditure	\$613.21 M
Total Retail Expenditure	\$661.71 M
Alcoholic Beverages	\$7.84 M
Apparel	\$23.78 M
Contributions	\$40.48 M
Education	\$28.96 M
Entertainment	\$73.6 M
Food Away From Home	\$56.5 M
Grocery	\$85.86 M
Health Care	\$80.53 M
Household Furnishings and Equipment	\$34.1 M
Household Operations	\$24.06 M
Miscellaneous Expenses	\$21.93 M
Personal Care	\$16.78 M
Shelter	\$196.34 M
Tax and Retirement	\$297.1 M
Tobacco and Related	\$6.62 M
Transportation	\$219.1 M
Utilities	\$61.33 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$8,878	
Total Non-Retail Expenditure	\$4,270	48.1%
Total Retail Expenditures	\$4,608	51.9%
Alcoholic Beverages	\$55	0.6%
Apparel	\$166	1.9%
Contributions	\$282	3.2%
Education	\$202	2.3%
Entertainment	\$513	5.8%
Food Away From Home	\$393	4.4%
Grocery	\$598	6.7%
Health Care	\$561	6.3%
Household Furnishings and Equipment	\$237	2.7%
Household Operations	\$168	1.9%
Miscellaneous Expenses	\$153	1.7%
Personal Care	\$117	1.3%
Shelter	\$1,367	15.4%
Tax and Retirement	\$2,069	-
Tobacco and Related	\$46	0.5%
Transportation	\$1,526	17.2%
Utilities	\$427	4.8%

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

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

Furniture and Home Furnishings Stores

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

Electronics and Appliance Stores

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

Building Materials and Garden Supply Stores

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

Food and Beverage Stores

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

Health and Personal Care Stores

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

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

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

Sporting Goods and Hobby Stores

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

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

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

Foodservice and Drinking Places

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

Kingfisher, Oklahoma

20mi Radius

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$40.25 M / \$1.9 M	95
Men's Clothing Stores	\$1.62 M / -	100
Women's Clothing Stores	\$3.42 M / \$1.7 M	50
Children's, Infants' Clothing Stores	\$3.32 M / \$192.2 K	94
Family Clothing Stores	\$19.96 M / -	100
Clothing Accessory Stores	\$912.7 K / -	100
Other Apparel Stores	\$1.2 M / \$-1	100
Shoe Stores	\$7.96 M / -	100
Jewelry Stores	\$1.66 M / -	100
Luggage Stores	\$202.38 K / -	100
Furniture, Home Furnishings Stores	\$35.65 M / \$340.29 K	99
Furniture Stores	\$16.1 M / \$340.29 K	98
Floor Covering Stores	\$2.3 M / -	100
Other Home Furnishing Stores	\$17.25 M / -	100
Electronics, Appliance Stores	\$35.17 M / \$1.03 M	97
Building Material, Garden Equipment, Supplies Dealers	\$34.25 M / \$12.76 M	63
Home Centers	\$19.19 M / \$4.74 M	75
Paint, Wallpaper Stores	\$4.1 M / -	100
Hardware Stores	\$2.13 M / \$4.05 M	-47
Other Building Materials Stores	\$6.04 M / \$3.39 M	44
Outdoor Power Equipment Stores	\$365.16 K / \$21.01 K	94
Nursery, Garden Stores	\$2.42 M / \$559.79 K	77
Food, Beverage Stores	\$54.28 M / \$10.86 M	80
Grocery Stores	\$41.6 M / \$6.58 M	84
Convenience Stores	\$3.75 M / \$3.86 M	-3
Meat Markets	\$244.38 K / \$49.17 K	80
Fish, Seafood Markets	\$84.3 K / -	100
Fruit, Vegetable Markets	\$160.03 K / \$10.27 K	94
Other Specialty Food Markets	\$329.28 K / \$56.52 K	83
Liquor Stores	\$8.11 M / \$302.86 K	96

Kingfisher, Oklahoma

20mi Radius

	Potential / Sales	Index
Health, Personal Care Stores	\$37.71 M / \$20.73 M	45
Pharmacy, Drug Stores	\$33.12 M / \$20.45 M	38
Cosmetics, Beauty Stores	\$1.95 M / -	100
Optical Goods Stores	\$567.42 K / \$151.83 K	73
Other Health, Personal Care Stores	\$2.07 M / \$128.61 K	94
Sporting Goods, Hobby, Book, Music Stores	\$40.61 M / \$6.47 M	84
Sporting Goods Stores	\$15.78 M / \$862.12 K	95
Hobby, Toy, Game Stores	\$10.98 M / -	100
Sewing, Needlecraft Stores	\$7.68 M / \$5.6 M	27
Musical Instrument Stores	\$3.1 M / -	100
Book Stores	\$3.06 M / -	100
General Merchandise Stores	\$131.16 M / \$39.43 M	70
Department Stores	\$46.08 M / \$2.46 M	95
Warehouse Superstores	\$72.44 M / -	100
Other General Merchandise Stores	\$12.64 M / \$36.97 M	-66
Miscellaneous Store Retailers	\$16.35 M / \$3.47 M	79
Florists	\$401.6 K / \$238.04 K	41
Office, Stationary Stores	\$1.54 M / -	100
Gift, Souvenir Stores	\$3.39 M / \$500.16 K	85
Used Merchandise Stores	\$1.08 M / \$247.45 K	77
Pet, Pet Supply Stores	\$2.96 M / \$-1	100
Art Dealers	\$421.16 K / -	100
Mobile Home Dealers	\$339.62 K / -	100
Other Miscellaneous Retail Stores	\$6.21 M / \$2.48 M	60
Non-Store Retailers	\$79.24 M / \$5.35 M	93
Mail Order, Catalog Stores	\$74.28 M / \$4.69 M	94
Vending Machines	\$343.61 K / \$200.84 K	42
Fuel Dealers	\$408.54 K / \$132.38 K	68
Other Direct Selling Establishments	\$4.21 M / \$325.25 K	92

Kingfisher, Oklahoma

20mi Radius

	Potential / Sales	Index
Accommodation, Food Services	\$70.82 M / \$29.31 M	59
Hotels, Other Travel Accommodations	\$4.55 M / \$1.19 M	74
RV Parks	\$42.88 K / \$13.68 K	68
Rooming, Boarding Houses	\$25.32 K / -	100
Full Service Restaurants	\$41.38 M / \$20.07 M	52
Limited Service Restaurants	\$19.22 M / \$10.06 M	48
Special Food Services, Catering	\$5.6 M / \$894.11 K	84
Drinking Places	\$3.98 M / \$1.06 M	73
Gasoline Stations	\$27.41 M / \$64.86 M	-58
Motor Vehicle, Parts Dealers	\$54.82 M / \$39.1 M	29
New Car Dealers	\$30.36 M / \$29.39 M	3
Used Car Dealers	\$2.81 M / \$1.75 M	38
Recreational Vehicle Dealers	\$6.12 M / -	100
Motorcycle, Boat Dealers	\$7.96 M / \$1.39 M	83
Auto Parts, Accessories	\$4.85 M / \$6.33 M	-23
Tire Dealers	\$2.73 M / \$242.23 K	91
2025 Population	34,015	
2030 Population	37,500	
% Population Change 2025-2030	10.2%	
2025 Adult Population Age 18+	25,333	
2025 Population Male	17,406	
2025 Population Female	16,609	
2025 Households	11,967	
2025 Median Household Income	87,403	
2025 Average Household Income	113,644	

Retail Potential

Kingfisher, Oklahoma	
20mi Radius	
2025 Population	34,015
2030 Population	37,500
% Population Change 2020-2025	10.8%
2025 Adult Population Age 18+	\$25,333
2025 Population Male	\$17,406
2025 Population Female	\$16,609
2025 Households	\$11,967
2025 Median Household Income	\$87,403
2025 Average Household Income	\$113,644
Clothing, Clothing Accessories Stores	\$40.25 M
Men's Clothing Stores	\$1.62 M
Women's Clothing Stores	\$3.42 M
Children's, Infants' Clothing Stores	\$3.32 M
Family Clothing Stores	\$19.96 M
Clothing Accessory Stores	\$912.7 K
Other Apparel Stores	\$1.2 M
Shoe Stores	\$7.96 M
Jewelry Stores	\$1.66 M
Luggage Stores	\$202.38 K
Furniture, Home Furnishings Stores	\$35.65 M
Furniture Stores	\$16.1 M
Floor Covering Stores	\$2.3 M
Other Home Furnishing Stores	\$17.25 M
Electronics, Appliance Stores	\$35.17 M
Gasoline Stations	\$27.41 M
Building Material, Garden Equipment, Supplies Dealers	\$34.25 M
Home Centers	\$19.19 M
Paint, Wallpaper Stores	\$4.1 M
Hardware Stores	\$2.13 M
Other Building Materials Stores	\$6.04 M
Outdoor Power Equipment Stores	\$365.16 K
Nursery, Garden Stores	\$2.42 M
Food, Beverage Stores	\$54.28 M
Grocery Stores	\$41.6 M
Convenience Stores	\$3.75 M
Meat Markets	\$244.38 K
Fish, Seafood Markets	\$84.3 K
Fruit, Vegetable Markets	\$160.03 K
Other Specialty Food Markets	\$329.28 K
Liquor Stores	\$8.11 M

Kingfisher, Oklahoma**20mi Radius**

Health, Personal Care Stores	\$37.71 M
Pharmacy, Drug Stores	\$33.12 M
Cosmetics, Beauty Stores	\$1.95 M
Optical Goods Stores	\$567.42 K
Other Health, Personal Care Stores	\$2.07 M
Sporting Goods, Hobby, Book, Music Stores	\$40.61 M
Sporting Goods Stores	\$15.78 M
Hobby, Toy, Game Stores	\$10.98 M
Sewing, Needlecraft Stores	\$7.68 M
Musical Instrument Stores	\$3.1 M
Book Stores	\$3.06 M
General Merchandise Stores	\$131.16 M
Department Stores	\$46.08 M
Warehouse Superstores	\$72.44 M
Other General Merchandise Stores	\$12.64 M
Miscellaneous Store Retailers	\$16.35 M
Florists	\$401.6 K
Office, Stationary Stores	\$1.54 M
Gift, Souvenir Stores	\$3.39 M
Used Merchandise Stores	\$1.08 M
Pet, Pet Supply Stores	\$2.96 M
Art Dealers	\$421.16 K
Mobile Home Dealers	\$339.62 K
Other Miscellaneous Retail Stores	\$6.21 M
Non-Store Retailers	\$79.24 M
Mail Order, Catalog Stores	\$74.28 M
Vending Machines	\$343.61 K
Fuel Dealers	\$408.54 K
Other Direct Selling Establishments	\$4.21 M
Accommodation, Food Services	\$74.8 M
Hotels, Other Travel Accommodations	\$4.55 M
RV Parks	\$42.88 K
Rooming, Boarding Houses	\$25.32 K
Full Service Restaurants	\$41.38 M
Limited Service Restaurants	\$19.22 M
Special Food Services, Catering	\$5.6 M
Drinking Places	\$3.98 M
Motor Vehicle, Parts Dealers	\$54.82 M
New Car Dealers	\$30.36 M
Used Car Dealers	\$2.81 M
Recreational Vehicle Dealers	\$6.12 M
Motorcycle, Boat Dealers	\$7.96 M
Auto Parts, Accessories	\$4.85 M
Tire Dealers	\$2.73 M

Income Summary

Kingfisher, Oklahoma		
20mi Radius		
Population		
Estimated Population (2025)	34,015	
Projected Population (2030)	37,500	
Census Population (2020)	30,688	
Census Population (2010)	27,688	
<i>Projected Annual Growth (2025 to 2030)</i>	3,485	2.0%
<i>Historical Annual Growth (2020 to 2025)</i>	3,327	2.0%
<i>Historical Annual Growth (2010 to 2020)</i>	2,999	1.1%
Households		
Estimated Households (2025)	11,967	
Projected Households (2030)	14,120	
Census Households (2020)	10,979	
Census Households (2010)	10,226	
<i>Projected Annual Growth (2025 to 2030)</i>	2,152	3.6%
<i>Historical Annual Growth (2020 to 2025)</i>	988	1.8%
<i>Historical Annual Growth (2010 to 2020)</i>	754	0.7%
Average Household Income		
Estimated Average Household Income (2025)	\$113,644	
Projected Average Household Income (2030)	\$113,988	
Census Average Household Income (2020)	\$70,989	
Census Average Household Income (2010)	\$50,281	
<i>Projected Annual Growth (2025 to 2030)</i>	\$344	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$42,655	4.0%
<i>Historical Annual Growth (2010 to 2020)</i>	\$20,709	4.1%
Median Household Income		
Estimated Median Household Income (2025)	\$87,403	
Projected Median Household Income (2030)	\$88,210	
Census Median Household Income (2020)	\$59,055	
Census Median Household Income (2010)	\$40,844	
<i>Projected Annual Growth (2025 to 2030)</i>	\$807	0.2%
<i>Historical Annual Growth (2020 to 2025)</i>	\$28,348	3.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$18,211	4.5%
Per Capita Income		
Estimated Per Capita Income (2025)	\$40,052	
Projected Per Capita Income (2030)	\$42,982	
Census Per Capita Income (2020)	\$26,214	
Census Per Capita Income (2010)	\$18,700	
<i>Projected Annual Growth (2025 to 2030)</i>	\$2,930	1.5%
<i>Historical Annual Growth (2020 to 2025)</i>	\$13,838	3.5%
<i>Historical Annual Growth (2010 to 2020)</i>	\$7,513	4.0%
Other Income		
Estimated Families (2025)	8,795	
Estimated Average Family Income (2025)	\$134,288	
Estimated Median Family Income (2025)	\$98,620	
Estimated Average Household Net Worth (2025)	\$1,136,701	

Consumer Expenditure Summary

Kingfisher, Oklahoma		
20mi Radius		
Estimated Population		34,015
Estimated Households		11,967
Household Expenditure		\$1.27 B
Per Household ~ Per Capita	\$106,533	\$37,482
Non-Retail Expenditures	\$613.21 M	48.1%
Per Household ~ Per Capita	\$51,240	\$18,028
Retail Expenditures	\$661.71 M	51.9%
Per Household ~ Per Capita	\$55,293	\$19,454
Alcoholic Beverages	\$7.84 M	0.6%
Per Household ~ Per Capita	\$655	\$231
Apparel	\$23.78 M	1.9%
Per Household ~ Per Capita	\$1,987	\$699
Contributions	\$40.48 M	3.2%
Per Household ~ Per Capita	\$3,383	\$1,190
Education	\$28.96 M	2.3%
Per Household ~ Per Capita	\$2,420	\$851
Entertainment	\$73.6 M	5.8%
Per Household ~ Per Capita	\$6,150	\$2,164
Food Away From Home	\$56.5 M	4.4%
Per Household ~ Per Capita	\$4,721	\$1,661
Grocery	\$85.86 M	6.7%
Per Household ~ Per Capita	\$7,174	\$2,524
Health Care	\$80.53 M	6.3%
Per Household ~ Per Capita	\$6,729	\$2,368
Household Furnishings and Equipment	\$34.1 M	2.7%
Per Household ~ Per Capita	\$2,849	\$1,003
Household Operations	\$24.06 M	1.9%
Per Household ~ Per Capita	\$2,010	\$707
Miscellaneous Expenses	\$21.93 M	1.7%
Per Household ~ Per Capita	\$1,832	\$645
Personal Care	\$16.78 M	1.3%
Per Household ~ Per Capita	\$1,402	\$493
Shelter	\$196.34 M	15.4%
Per Household ~ Per Capita	\$16,407	\$5,772
Tax and Retirement	\$297.1 M	23.3%
Per Household ~ Per Capita	\$24,825	\$8,734
Tobacco and Related	\$6.62 M	0.5%
Per Household ~ Per Capita	\$553	\$195
Transportation	\$219.1 M	17.2%
Per Household ~ Per Capita	\$18,308	\$6,441
Utilities	\$61.33 M	4.8%
Per Household ~ Per Capita	\$5,124	\$1,803

Kingfisher, Oklahoma		
20mi Radius		
Population / Households (2025)		
Estimated Population		34,015
Estimated Households		11,967
Total Annual Consumer Expenditure (2025)		
Total Household Expenditure		\$1.27 B
Total Non-Retail Expenditure		\$613.21 M
Total Retail Expenditure		\$661.71 M
Alcoholic Beverages		\$7.84 M
Apparel		\$23.78 M
Contributions		\$40.48 M
Education		\$28.96 M
Entertainment		\$73.6 M
Food Away From Home		\$56.5 M
Grocery		\$85.86 M
Health Care		\$80.53 M
Household Furnishings and Equipment		\$34.1 M
Household Operations		\$24.06 M
Miscellaneous Expenses		\$21.93 M
Personal Care		\$16.78 M
Shelter		\$196.34 M
Tax and Retirement		\$297.1 M
Tobacco and Related		\$6.62 M
Transportation		\$219.1 M
Utilities		\$61.33 M
Monthly Household Consumer Expenditure (2025)		
Total Household Expenditure		\$8,878
Total Non-Retail Expenditure		\$4,270 48.1%
Total Retail Expenditure		\$4,608 51.9%
Alcoholic Beverages		\$55 0.6%
Apparel		\$166 1.9%
Contributions		\$282 3.2%
Education		\$202 2.3%
Entertainment		\$513 5.8%
Food Away From Home		\$393 4.4%
Grocery		\$598 6.7%
Health Care		\$561 6.3%
Household Furnishings and Equipment		\$237 2.7%
Household Operations		\$168 1.9%
Miscellaneous Expenses		\$153 1.7%
Personal Care		\$117 1.3%
Shelter		\$1,367 15.4%
Tax and Retirement		\$2,069 23.3%
Tobacco and Related		\$46 0.5%
Transportation		\$1,526 17.2%
Utilities		\$427 4.8%

Kingfisher, Oklahoma	
20mi Radius	
Population / Households (2030)	
Projected Population	37,500
Projected Households	-
Total Annual Consumer Expenditure (2030)	
Total Household Expenditure	\$1.46 B
Total Non-Retail Expenditure	\$706.39 M
Total Retail Expenditure	\$757.66 M
Alcoholic Beverages	\$8.99 M
Apparel	\$27.13 M
Contributions	\$46.86 M
Education	\$33.39 M
Entertainment	\$83.97 M
Food Away From Home	\$64.55 M
Grocery	\$96.01 M
Health Care	\$92.8 M
Household Furnishings and Equipment	\$39.03 M
Household Operations	\$27.35 M
Miscellaneous Expenses	\$25.13 M
Personal Care	\$18.86 M
Shelter	\$223.17 M
Tax and Retirement	\$347.09 M
Tobacco and Related	\$7.16 M
Transportation	\$254.1 M
Utilities	\$68.44 M
Consumer Expenditure Growth (2025 to 2030)	
Total Household Expenditure	\$189.13 M
Total Non-Retail Expenditure	\$93.18 M
Total Retail Expenditure	\$95.95 M
Alcoholic Beverages	\$1.15 M
Apparel	\$3.35 M
Contributions	\$6.38 M
Education	\$4.43 M
Entertainment	\$10.37 M
Food Away From Home	\$8.06 M
Grocery	\$10.15 M
Health Care	\$12.27 M
Household Furnishings and Equipment	\$4.93 M
Household Operations	\$3.29 M
Miscellaneous Expenses	\$3.2 M
Personal Care	\$2.08 M
Shelter	\$26.83 M
Tax and Retirement	\$50 M
Tobacco and Related	\$537.81 K
Transportation	\$35 M
Utilities	\$7.12 M

Crime Risk

Kingfisher, Oklahoma	
20mi Radius	
Demographics	
Population	34,015
Census Population	30,688
Households	11,967
Average Household Income	\$113,644
Median Household Income	\$87,403
Per Capita Income	\$40,052
Total Crime	
Crime Index	46
Crime Level	Low Risk
Personal Crime	
Crime Index	46
Crime Level	Low Risk
Murder	
Crime Index	60
Crime Level	Low Risk
Rape	
Crime Index	86
Crime Level	Below Average
Robbery	
Crime Index	20
Crime Level	Very Low
Assault	
Crime Index	46
Crime Level	Low Risk
Property Crime	
Crime Index	46
Crime Level	Low Risk
Burglary	
Crime Index	57
Crime Level	Low Risk
Larceny	
Crime Index	41
Crime Level	Low Risk
Motor Vehicle Theft	
Crime Index	62
Crime Level	Below Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Kingfisher, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
NAPA	3 / 1	6,200	
O'Reilly	1 / 1	8,500	
Banks			
BancFirst	3 / 2	8,500	
Banks Minor			
Bank	12 / 4		
Convenience Stores			
Alon	1 / 0	3,500	
Casey's General Store	3 / 1	3,200	
Conoco	2 / 0	2,500	
Love's	3 / 1	7,300	
Phillips 66	4 / 3	2,500	
Sinclair	1 / 0	2,000	
Valero	7 / 3	3,200	
Dealerships			
Chevrolet	2 / 1		
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	1 / 1		
GMC	1 / 1		
Jeep	1 / 1		
RAM	1 / 1		
Discount Department Stores			
Walmart Supercenter	1 / 1	189,700	
Dollar Stores			
Dollar General	4 / 1	9,600	
Dollar Tree	1 / 0	11,800	
Family Dollar Dollar Tree	2 / 0	12,100	
Education			
Day Care	9 / 2		
High School	7 / 1		
PK - 8	16 / 3		
PK - 8 (Private)	2 / 1		
Trade Schools	1 / 0		
Entertainment			
Theatres	1 / 1		

Kingfisher, Oklahoma 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
EV Charging Stations			
Blink Charging	1 / 0		
Independent	1 / 0		
Health Care			
Chiropractic	3 / 2		
Clinical Nurse Specialist	1 / 1		
Diagnostic Radiology	1 / 1		
Endocrinology	1 / 1		
Family Practice	5 / 2		
Geriatric Medicine	1 / 1		
Hematology and Oncology	1 / 1		
Internal Medicine	1 / 1		
Nurse Practitioner	4 / 2		
Optometry	4 / 2		
Orthopedic Surgery	2 / 1		
Physical Therapy	1 / 1		
Physician Assistant	6 / 2		
Podiatry	1 / 1		
Psychiatry	1 / 1		
Home Improvement			
Ace Hardware	1 / 1	16,200	
Do It Best	1 / 0	16,200	
Hotels			
Holiday Inn Express	1 / 1	16,400	
Sleep	1 / 0	13,100	
Restaurants Coffee Donuts			
Scooter's Coffee	1 / 0	700	
Restaurants Fast Food Major			
KFC	1 / 1	3,100	
McDonald's	1 / 1	4,600	
Sonic	4 / 1	2,800	
Taco Bell	1 / 1	2,500	
Restaurants Fast Food Minor			
Golden Chick	1 / 0	4,500	
Krispy Krunchy Chicken	3 / 0		
Restaurants Ice Cream Smoothie			
Braum's	1 / 1	5,100	

Kingfisher, Oklahoma	Site / Market Locations	Avg Square Footage	Closest Location
20mi Radius			
Restaurants Pizza			
Godfather's Pizza	2 / 1	2,700	
Pizza Hut	2 / 1	2,800	
Simple Simon's Pizza	1 / 0	2,000	
Restaurants Sandwich			
Subway	5 / 1	1,700	
Self Storage			
CubeSmart	1 / 1	37,500	
Specialty			
Hallmark	1 / 1	5,600	
Worship			
Baptist	4 / 1		
Methodist Episcopal	1 / 1		