

**RETAIL ATTRACTIONS, LLC**  

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**Economic Development Consulting**

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

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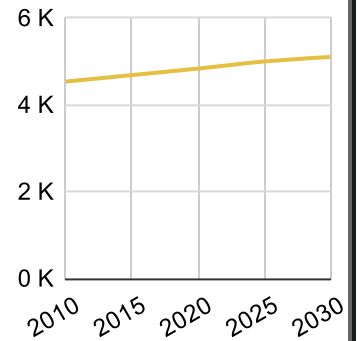
# Demographics

## Kingfisher, Oklahoma

### City Limits

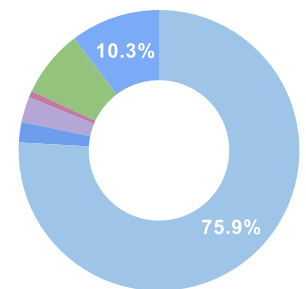
#### Population

Estimated Population (2025)	5,001
Projected Population (2030)	5,105
Census Population (2020)	4,837
Census Population (2010)	4,538
Projected Annual Growth (2025-2030)	104 0.4%
Historical Annual Growth (2020-2025)	164 0.7%
Historical Annual Growth (2010-2020)	299 0.7%
Estimated Population Density (2025)	1,107 <i>psm</i>
Trade Area Size	4.5 <i>sq mi</i>



#### Race and Ethnicity (2025)

Not Hispanic or Latino Population		
White	3,499	87.0%
Black or African American	110	2.7%
American Indian or Alaska Native	113	2.8%
Asian	37	0.9%
Hawaiian or Pacific Islander	-	-
Other Race	4	-
Two or More Races	261	6.5%
Hispanic or Latino Population		
White	297	30.4%
Black or African American	7	0.7%
American Indian or Alaska Native	33	3.4%
Asian	1	0.1%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	383	39.2%
Two or More Races	256	26.2%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races



**Kingfisher, Oklahoma**

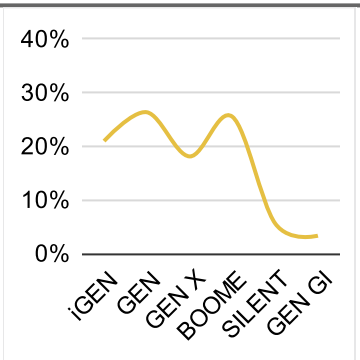
**City Limits**

**Age Distribution (2025)**

Age Under 5 Years	277	5.5%
Age 5 to 9 Years	368	7.4%
Age 10 to 14 Years	404	8.1%
Age 15 to 19 Years	411	8.2%
Age 20 to 24 Years	305	6.1%
Age 25 to 29 Years	275	5.5%
Age 30 to 34 Years	327	6.5%
Age 35 to 39 Years	287	5.7%
Age 40 to 44 Years	352	7.0%
Age 45 to 49 Years	267	5.3%
Age 50 to 54 Years	275	5.5%
Age 55 to 59 Years	224	4.5%
Age 60 to 64 Years	292	5.8%
Age 65 to 69 Years	259	5.2%
Age 70 to 74 Years	226	4.5%
Age 75 to 79 Years	156	3.1%
Age 80 to 84 Years	125	2.5%
Age 85 Years or Over	167	3.3%
Median Age	36.3	

**Generation (2025)**

iGeneration (Age Under 15 Years)	1,049	21.0%
Generation 9/11 Millennials (Age 15 to 34 Years)	1,318	26.4%
Gen Xers (Age 35 to 49 Years)	906	18.1%
Baby Boomers (Age 50 to 74 Years)	1,276	25.5%
Silent Generation (Age 75 to 84 Years)	281	5.6%
G.I. Generation (Age 85 Years or Over)	167	3.3%



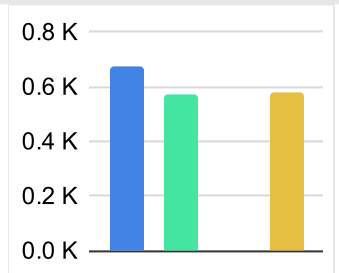


## Kingfisher, Oklahoma

### City Limits

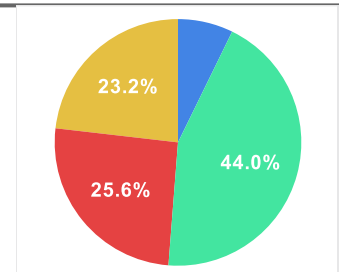
#### Household Type (2025)

Total Households	1,819
Family Households	1,242 68.3%
Family Households with Children	671 54.0%
Family Households No Children	571 46.0%
Non-Family Households	577 31.7%
Non-Family Households with Children	1 0.2%
Non-Family Households No Children	576 99.8%



#### Education Attainment (2025)

Elementary or Some High School	234 7.2%
High School Graduate	1,422 44.0%
Some College or Associate Degree	827 25.6%
Bachelor or Graduate Degree	749 23.2%



#### Household Income (2025)

Estimated Average Household Income	\$90,432
Estimated Median Household Income	\$76,484
HH Income Under \$10,000	11 0.6%
HH Income \$10,000 to \$34,999	281 15.4%
HH Income \$35,000 to \$49,999	260 14.3%
HH Income \$50,000 to \$74,999	339 18.6%
HH Income \$75,000 to \$99,999	303 16.7%
HH Income \$100,000 to \$149,999	389 21.4%
HH Income \$150,000 or More	235 12.9%



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

**Kingfisher, Oklahoma**

**City Limits**

**Population**

Estimated Population (2025)	5,001	
Projected Population (2030)	5,105	
Census Population (2020)	4,837	
Census Population (2010)	4,538	
Projected Annual Growth (2025-2030)	104	0.4%
Historical Annual Growth (2020-2025)	164	0.7%
Historical Annual Growth (2010-2020)	299	0.7%
Estimated Population Density (2025)	1,107	psm
Trade Area Size	4.5	sq mi

**Households**

Estimated Households (2025)	1,819	
Projected Households (2030)	1,900	
Census Households (2020)	1,800	
Census Households (2010)	1,770	
Projected Annual Growth (2025-2030)	81	0.9%
Historical Annual Change (2010-2025)	49	0.2%

**Average Household Income**

Estimated Average Household Income (2025)	\$90,432	
Projected Average Household Income (2030)	\$89,985	
Census Average Household Income (2010)	\$58,649	
Census Average Household Income (2000)	\$49,837	
Projected Annual Change (2025-2030)	-\$447	-
Historical Annual Change (2000-2025)	\$40,595	3.3%

**Median Household Income**

Estimated Median Household Income (2025)	\$76,484	
Projected Median Household Income (2030)	\$76,249	
Census Median Household Income (2010)	\$48,357	
Census Median Household Income (2000)	\$38,854	
Projected Annual Change (2025-2030)	-\$235	-
Historical Annual Change (2000-2025)	\$37,630	3.9%

**Per Capita Income**

Estimated Per Capita Income (2025)	\$33,023	
Projected Per Capita Income (2030)	\$33,619	
Census Per Capita Income (2010)	\$22,863	
Census Per Capita Income (2000)	\$19,345	
Projected Annual Change (2025-2030)	\$596	0.4%
Historical Annual Change (2000-2025)	\$13,678	2.8%
Estimated Average Household Net Worth (2025)	\$801,655	

## Kingfisher, Oklahoma

### City Limits

#### Race and Ethnicity

Total Population (2025)	5,001	
White (2025)	3,796	75.9%
Black or African American (2025)	117	2.3%
American Indian or Alaska Native (2025)	146	2.9%
Asian (2025)	38	0.8%
Hawaiian or Pacific Islander (2025)	-	-
Other Race (2025)	387	7.7%
Two or More Races (2025)	517	10.3%
Population < 18 (2025)	1,313	26.3%
White Not Hispanic	767	58.4%
Black or African American	24	1.8%
Asian	9	0.7%
Other Race Not Hispanic	147	11.2%
Hispanic	366	27.9%
Not Hispanic or Latino Population (2025)	4,024	80.5%
Not Hispanic White	3,499	87.0%
Not Hispanic Black or African American	110	2.7%
Not Hispanic American Indian or Alaska Native	113	2.8%
Not Hispanic Asian	37	0.9%
Not Hispanic Hawaiian or Pacific Islander	-	-
Not Hispanic Other Race	4	-
Not Hispanic Two or More Races	261	6.5%
Hispanic or Latino Population (2025)	977	19.5%
Hispanic White	297	30.4%
Hispanic Black or African American	7	0.7%
Hispanic American Indian or Alaska Native	33	3.4%
Hispanic Asian	1	0.1%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	383	39.2%
Hispanic Two or More Races	256	26.2%
Not Hispanic or Latino Population (2020)	4,130	85.4%
Hispanic or Latino Population (2020)	707	14.6%
Not Hispanic or Latino Population (2010)	4,062	89.5%
Hispanic or Latino Population (2010)	476	10.5%
Not Hispanic or Latino Population (2030)	4,059	79.5%
Hispanic or Latino Population (2030)	1,046	20.5%
Projected Annual Growth (2025-2030)	69	1.4%
Historical Annual Growth (2010-2020)	231	4.9%

## Kingfisher, Oklahoma

### City Limits

#### Total Age Distribution (2025)

Total Population	5,001	
Age Under 5 Years	277	5.5%
Age 5 to 9 Years	368	7.4%
Age 10 to 14 Years	404	8.1%
Age 15 to 19 Years	411	8.2%
Age 20 to 24 Years	305	6.1%
Age 25 to 29 Years	275	5.5%
Age 30 to 34 Years	327	6.5%
Age 35 to 39 Years	287	5.7%
Age 40 to 44 Years	352	7.0%
Age 45 to 49 Years	267	5.3%
Age 50 to 54 Years	275	5.5%
Age 55 to 59 Years	224	4.5%
Age 60 to 64 Years	292	5.8%
Age 65 to 69 Years	259	5.2%
Age 70 to 74 Years	226	4.5%
Age 75 to 79 Years	156	3.1%
Age 80 to 84 Years	125	2.5%
Age 85 Years or Over	167	3.3%
Median Age	36.3	
Age 19 Years or Less	1,460	29.2%
Age 20 to 64 Years	2,604	52.1%
Age 65 Years or Over	933	18.7%

#### Female Age Distribution (2025)

Female Population	2,445	48.9%
Age Under 5 Years	136	5.6%
Age 5 to 9 Years	190	7.8%
Age 10 to 14 Years	200	8.2%
Age 15 to 19 Years	179	7.3%
Age 20 to 24 Years	149	6.1%
Age 25 to 29 Years	144	5.9%
Age 30 to 34 Years	174	7.1%
Age 35 to 39 Years	137	5.6%
Age 40 to 44 Years	171	7.0%
Age 45 to 49 Years	138	5.6%
Age 50 to 54 Years	121	4.9%
Age 55 to 59 Years	115	4.7%
Age 60 to 64 Years	141	5.8%
Age 65 to 69 Years	127	5.2%
Age 70 to 74 Years	105	4.3%
Age 75 to 79 Years	83	3.4%
Age 80 to 84 Years	63	2.6%
Age 85 Years or Over	70	2.9%
Female Median Age	35.8	
Age 19 Years or Less	705	28.8%
Age 20 to 64 Years	1,290	52.8%
Age 65 Years or Over	448	18.3%

## Kingfisher, Oklahoma

### City Limits

#### Male Age Distribution (2025)

Male Population	2,556	51.1%
Age Under 5 Years	141	5.5%
Age 5 to 9 Years	178	7.0%
Age 10 to 14 Years	204	8.0%
Age 15 to 19 Years	232	9.1%
Age 20 to 24 Years	156	6.1%
Age 25 to 29 Years	131	5.1%
Age 30 to 34 Years	153	6.0%
Age 35 to 39 Years	150	5.9%
Age 40 to 44 Years	181	7.1%
Age 45 to 49 Years	129	5.0%
Age 50 to 54 Years	154	6.0%
Age 55 to 59 Years	109	4.3%
Age 60 to 64 Years	151	5.9%
Age 65 to 69 Years	132	5.2%
Age 70 to 74 Years	121	4.7%
Age 75 to 79 Years	73	2.9%
Age 80 to 84 Years	62	2.4%
Age 85 Years or Over	97	3.8%
Male Median Age	36.7	
Age 19 Years or Less	755	29.5%
Age 20 to 64 Years	1,314	51.4%
Age 65 Years or Over	485	19.0%

#### Males per 100 Females (2025)

Overall Comparison	105	
Age Under 5 Years	104	50.9%
Age 5 to 9 Years	94	48.4%
Age 10 to 14 Years	102	50.5%
Age 15 to 19 Years	130	56.4%
Age 20 to 24 Years	105	51.1%
Age 25 to 29 Years	91	47.6%
Age 30 to 34 Years	88	46.8%
Age 35 to 39 Years	109	52.3%
Age 40 to 44 Years	106	51.4%
Age 45 to 49 Years	93	48.3%
Age 50 to 54 Years	127	56.0%
Age 55 to 59 Years	95	48.7%
Age 60 to 64 Years	107	51.7%
Age 65 to 69 Years	104	51.0%
Age 70 to 74 Years	115	53.5%
Age 75 to 79 Years	88	46.8%
Age 80 to 84 Years	98	49.6%
Age 85 Years or Over	139	58.1%
Age 19 Years or Less	107	51.7%
Age 20 to 39 Years	98	49.4%
Age 40 to 64 Years	106	51.3%
Age 65 Years or Over	108	52.0%

## Kingfisher, Oklahoma

### City Limits

#### Household Type (2025)

Total Households	1,819	
Households with Children	672	36.9%
Average Household Size	2.6	
Household Density per Square Mile	403	
Population Family	4,073	81.4%
Population Non-Family	726	14.5%
Population Group Quarters	202	4.0%
Family Households	1,242	68.3%
Married Couple Households	952	76.7%
Other Family Households with Children	290	23.3%
Family Households with Children	671	54.0%
Married Couple with Children	483	72.0%
Other Family Households with Children	188	28.0%
Family Households No Children	571	46.0%
Married Couple No Children	469	82.1%
Other Family Households No Children	102	17.9%
Non-Family Households	577	31.7%
Non-Family Households with Children	1	0.2%
Non-Family Households No Children	576	99.8%
Average Family Household Size	3.3	
Average Family Income	\$92,963	
Median Family Income	\$79,006	
Average Non-Family Household Size	1.3	

#### Marital Status (2025)

Population Age 15 Years or Over	3,950	
Never Married	1,195	30.3%
Currently Married	1,947	49.3%
Previously Married	808	20.5%
Separated	214	26.5%
Widowed	301	37.3%
Divorced	293	36.3%

#### Educational Attainment (2025)

Adult Population Age 25 Years or Over	3,232	
Elementary (Grade Level 0 to 8)	93	2.9%
Some High School (Grade Level 9 to 11)	141	4.4%
High School Graduate	1,422	44.0%
Some College	654	20.2%
Associate Degree Only	173	5.4%
Bachelor Degree Only	513	15.9%
Graduate Degree	236	7.3%
Any College (Some College or Higher)	1,576	48.8%
College Degree + (Bachelor Degree or Higher)	749	23.2%

## Kingfisher, Oklahoma

### City Limits

#### Housing

Total Housing Units (2025)	2,051	
Total Housing Units (2020)	2,004	
Historical Annual Growth (2020-2025)	47	-
Housing Units Occupied (2025)	1,819	88.7%
Housing Units Owner-Occupied	1,261	69.3%
Housing Units Renter-Occupied	558	30.7%
Housing Units Vacant (2025)	232	11.3%

#### Household Size (2025)

Total Households	1,819	
1 Person Households	489	26.9%
2 Person Households	583	32.1%
3 Person Households	259	14.2%
4 Person Households	268	14.7%
5 Person Households	138	7.6%
6 Person Households	57	3.1%
7 or More Person Households	25	1.4%

#### Household Income Distribution (2025)

HH Income \$200,000 or More	70	3.8%
HH Income \$150,000 to \$199,999	165	9.1%
HH Income \$125,000 to \$149,999	186	10.2%
HH Income \$100,000 to \$124,999	203	11.2%
HH Income \$75,000 to \$99,999	303	16.7%
HH Income \$50,000 to \$74,999	339	18.6%
HH Income \$35,000 to \$49,999	260	14.3%
HH Income \$25,000 to \$34,999	132	7.3%
HH Income \$15,000 to \$24,999	53	2.9%
HH Income \$10,000 to \$14,999	96	5.3%
HH Income Under \$10,000	11	0.6%

#### Household Vehicles (2025)

Households 0 Vehicles Available	112	6.2%
Households 1 Vehicle Available	411	22.6%
Households 2 Vehicles Available	971	53.4%
Households 3 or More Vehicles Available	324	17.8%
Total Vehicles Available	3,502	
Average Vehicles per Household	1.9	
Owner-Occupied Household Vehicles	2,722	77.7%
Average Vehicles per Owner-Occupied Household	2.2	
Renter-Occupied Household Vehicles	780	22.3%
Average Vehicles per Renter-Occupied Household	1.4	

#### Travel Time (2025)

Worker Base Age 16 years or Over	2,571	
Travel to Work in 14 Minutes or Less	1,622	63.1%
Travel to Work in 15 to 29 Minutes	276	10.7%
Travel to Work in 30 to 59 Minutes	345	13.4%
Travel to Work in 60 Minutes or More	154	6.0%
Work at Home	174	6.8%
Average Minutes Travel to Work	9.3	

## Kingfisher, Oklahoma

### City Limits

#### Transportation To Work (2025)

Worker Base Age 16 years or Over	2,571	
Drive to Work Alone	2,009	78.1%
Drive to Work in Carpool	309	12.0%
Travel to Work by Public Transportation	1	-
Drive to Work on Motorcycle	-	-
Bicycle to Work	-	-
Walk to Work	78	3.0%
Other Means	-	-
Work at Home	174	6.8%

#### Daytime Demographics (2025)

Total Businesses	293	
Total Employees	1,861	
Company Headquarter Businesses	5	1.7%
Company Headquarter Employees	52	2.8%
Employee Population per Business	6.4	to 1
Residential Population per Business	17.1	to 1
Adj. Daytime Demographics Age 16 Years or Over	3,149	

#### Labor Force

Labor Population Age 16 Years or Over (2025)	3,861	
Labor Force Total Males (2025)	1,979	51.3%
Male Civilian Employed	1,439	72.7%
Male Civilian Unemployed	29	1.5%
Males in Armed Forces	-	-
Males Not in Labor Force	511	25.8%
Labor Force Total Females (2025)	1,882	48.7%
Female Civilian Employed	1,134	60.3%
Female Civilian Unemployed	11	0.6%
Females in Armed Forces	-	-
Females Not in Labor Force	737	39.2%
Unemployment Rate	40	1.0%

#### Occupation (2025)

Occupation Population Age 16 Years or Over	2,570	
Occupation Total Males	1,438	56.0%
Occupation Total Females	1,132	44.0%
Management, Business, Financial Operations	353	13.7%
Professional, Related	485	18.9%
Service	485	18.9%
Sales, Office	548	21.3%
Farming, Fishing, Forestry	38	1.5%
Construction, Extraction, Maintenance	380	14.8%
Production, Transport, Material Moving	281	10.9%
White Collar Workers	1,386	53.9%
Blue Collar Workers	1,184	46.1%



## Kingfisher, Oklahoma

### City Limits

#### Units In Structure (2025)

Total Units	1,819	
1 Detached Unit	1,448	79.6%
1 Attached Unit	24	1.3%
2 Units	46	2.5%
3 to 4 Units	25	1.4%
5 to 9 Units	128	7.0%
10 to 19 Units	2	0.1%
20 to 49 Units	1	-
50 or More Units	24	1.3%
Mobile Home or Trailer	121	6.7%
Other Structure	-	-

#### Homes Built By Year (2025)

Homes Built 2020 or later	16	0.8%
Homes Built 2010 to 2019	122	5.9%
Homes Built 2000 to 2009	144	7.0%
Homes Built 1990 to 1999	63	3.1%
Homes Built 1980 to 1989	335	16.3%
Homes Built 1970 to 1979	354	17.3%
Homes Built 1960 to 1969	197	9.6%
Homes Built 1950 to 1959	156	7.6%
Homes Built 1940 to 1949	44	2.1%
Homes Built Before 1939	387	18.9%
Median Age of Homes	54.0	yrs

#### Home Values (2025)

Owner Specified Housing Units	1,261	
Home Values \$1,000,000 or More	-	-
Home Values \$750,000 to \$999,999	22	1.7%
Home Values \$500,000 to \$749,999	1	-
Home Values \$400,000 to \$499,999	5	0.4%
Home Values \$300,000 to \$399,999	333	26.4%
Home Values \$250,000 to \$299,999	85	6.7%
Home Values \$200,000 to \$249,999	399	31.6%
Home Values \$175,000 to \$199,999	132	10.5%
Home Values \$150,000 to \$174,999	38	3.0%
Home Values \$125,000 to \$149,999	1	-
Home Values \$100,000 to \$124,999	83	6.6%
Home Values \$90,000 to \$99,999	39	3.1%
Home Values \$80,000 to \$89,999	27	2.1%
Home Values \$70,000 to \$79,999	17	1.3%
Home Values \$60,000 to \$69,999	1	-
Home Values \$50,000 to \$59,999	21	1.7%
Home Values \$35,000 to \$49,999	26	2.1%
Home Values \$25,000 to \$34,999	-	-
Home Values \$10,000 to \$24,999	-	-
Home Values Under \$10,000	33	2.6%
Owner-Occupied Median Home Value	\$226,753	
Renter-Occupied Median Rent	\$686	

## Kingfisher, Oklahoma

### City Limits

#### Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$173.74 M
Total Non-Retail Expenditure	\$82.46 M
Total Retail Expenditure	\$91.27 M
Alcoholic Beverages	\$1.07 M
Apparel	\$3.28 M
Contributions	\$5.45 M
Education	\$3.93 M
Entertainment	\$10.17 M
Food Away From Home	\$7.79 M
Grocery	\$12.26 M
Health Care	\$12.13 M
Household Furnishings and Equipment	\$4.69 M
Household Operations	\$3.32 M
Miscellaneous Expenses	\$3.03 M
Personal Care	\$2.38 M
Shelter	\$28.51 M
Tax and Retirement	\$36.97 M
Tobacco and Related	\$993.96 K
Transportation	\$28.97 M
Utilities	\$8.79 M

#### Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$7,959	
Total Non-Retail Expenditure	\$3,778	47.5%
Total Retail Expenditures	\$4,181	52.5%
Alcoholic Beverages	\$49	0.6%
Apparel	\$150	1.9%
Contributions	\$250	3.1%
Education	\$180	2.3%
Entertainment	\$466	5.9%
Food Away From Home	\$357	4.5%
Grocery	\$562	7.1%
Health Care	\$556	7.0%
Household Furnishings and Equipment	\$215	2.7%
Household Operations	\$152	1.9%
Miscellaneous Expenses	\$139	1.7%
Personal Care	\$109	1.4%
Shelter	\$1,306	16.4%
Tax and Retirement	\$1,694	-
Tobacco and Related	\$46	0.6%
Transportation	\$1,327	16.7%
Utilities	\$403	5.1%

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# OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

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## **Vehicle and Parts Dealers**

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

## **Furniture and Home Furnishings Stores**

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

## **Electronics and Appliance Stores**

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

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

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

## **Food and Beverage Stores**

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

## **Health and Personal Care Stores**

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

## **Gasoline Stations**

Gasoline stations and gasoline stations with convenience stores

## **Clothing and Clothing Accessories Stores**

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

## **Sporting Goods and Hobby Stores**

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

## **General Merchandise Stores**

Department stores and other general merchandise stores

## **Miscellaneous Store Retailers**

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

## **Foodservice and Drinking Places**

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

Kingfisher Airport

81



N Main St

Kingfisher

33

33












33

3

S 13th St

81
























Dr

Recreation Complex

81









S 13th St

## Kingfisher, Oklahoma

## City Limits

	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$5.68 M / \$371.49 K	93
Men's Clothing Stores	\$230.18 K / \$-1	100
Women's Clothing Stores	\$476.09 K / \$371.51 K	22
Children's, Infants' Clothing Stores	\$452.35 K / \$-6	100
Family Clothing Stores	\$2.8 M / \$-4	100
Clothing Accessory Stores	\$129.37 K / \$-3	100
Other Apparel Stores	\$166.77 K / \$-9	100
Shoe Stores	\$1.15 M / -	100
Jewelry Stores	\$244.55 K / \$4	100
Luggage Stores	\$30.25 K / \$-1	100
<b>Furniture, Home Furnishings Stores</b>	\$5.06 M / \$1	100
Furniture Stores	\$2.3 M / \$8	100
Floor Covering Stores	\$326.82 K / \$-7	100
Other Home Furnishing Stores	\$2.44 M / -	100
<b>Electronics, Appliance Stores</b>	\$4.77 M / \$7	100
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$4.8 M / \$6.32 M	-24
Home Centers	\$2.7 M / \$1.97 M	27
Paint, Wallpaper Stores	\$560.63 K / \$-3	100
Hardware Stores	\$300.06 K / \$3.1 M	-90
Other Building Materials Stores	\$846.65 K / \$896.57 K	-6
Outdoor Power Equipment Stores	\$51.3 K / \$-7	100
Nursery, Garden Stores	\$340.97 K / \$360.01 K	-5
<b>Food, Beverage Stores</b>	\$7.38 M / \$2.17 M	71
Grocery Stores	\$5.7 M / \$1.08 M	81
Convenience Stores	\$502.57 K / \$1.05 M	-52
Meat Markets	\$33.78 K / \$40.51 K	-17
Fish, Seafood Markets	\$11.62 K / \$-6	100
Fruit, Vegetable Markets	\$22.14 K / \$-6	100
Other Specialty Food Markets	\$45.73 K / \$-4	100
Liquor Stores	\$1.07 M / \$3	100

## Kingfisher, Oklahoma

### City Limits

	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$4.76 M / \$9.55 M	-50
Pharmacy, Drug Stores	\$4.18 M / \$9.55 M	-56
Cosmetics, Beauty Stores	\$241.76 K / \$-7	100
Optical Goods Stores	\$74.18 K / \$-4	100
Other Health, Personal Care Stores	\$258.21 K / \$6	100
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$5.71 M / \$710.17 K	88
Sporting Goods Stores	\$2.2 M / \$710.17 K	68
Hobby, Toy, Game Stores	\$1.58 M / \$-1	100
Sewing, Needlecraft Stores	\$1.11 M / \$4	100
Musical Instrument Stores	\$406.24 K / \$-3	100
Book Stores	\$417.21 K / \$1	100
<b>General Merchandise Stores</b>	\$18.22 M / \$9.24 M	49
Department Stores	\$6.41 M / -	100
Warehouse Superstores	\$10.02 M / \$-9	100
Other General Merchandise Stores	\$1.79 M / \$9.24 M	-81
<b>Miscellaneous Store Retailers</b>	\$2.31 M / \$2.05 M	11
Florists	\$56.75 K / \$174.8 K	-68
Office, Stationary Stores	\$225.9 K / \$8	100
Gift, Souvenir Stores	\$479.76 K / \$253.03 K	47
Used Merchandise Stores	\$161.22 K / \$163.39 K	-1
Pet, Pet Supply Stores	\$425.16 K / \$4	100
Art Dealers	\$64.7 K / \$2	100
Mobile Home Dealers	\$47.55 K / \$-8	100
Other Miscellaneous Retail Stores	\$848.33 K / \$1.46 M	-42
<b>Non-Store Retailers</b>	\$10.83 M / \$3	100
Mail Order, Catalog Stores	\$10.14 M / \$-9	100
Vending Machines	\$47.2 K / \$1	100
Fuel Dealers	\$58.21 K / \$7	100
Other Direct Selling Establishments	\$584.7 K / \$4	100

## Kingfisher, Oklahoma

### City Limits

	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$9.6 M / \$16.27 M	-41
Hotels, Other Travel Accommodations	\$616.19 K / \$362.56 K	41
RV Parks	\$5.95 K / \$1	100
Rooming, Boarding Houses	\$3.44 K / \$-3	100
Full Service Restaurants	\$5.61 M / \$11.54 M	-51
Limited Service Restaurants	\$2.6 M / \$4.66 M	-44
Special Food Services, Catering	\$760.82 K / \$-9	100
Drinking Places	\$531.91 K / \$238.85 K	55
<b>Gasoline Stations</b>	\$3.67 M / \$47.48 M	-92
<b>Motor Vehicle, Parts Dealers</b>	\$7.95 M / \$31.03 M	-74
New Car Dealers	\$4.51 M / \$25.11 M	-82
Used Car Dealers	\$417.73 K / \$1.41 M	-70
Recreational Vehicle Dealers	\$849.93 K / \$1	100
Motorcycle, Boat Dealers	\$1.12 M / \$-1	100
Auto Parts, Accessories	\$676.12 K / \$4.31 M	-84
Tire Dealers	\$378.95 K / \$199.53 K	47
2025 Population		5,001
2030 Population		5,105
% Population Change 2025-2030		2.1%
2025 Adult Population Age 18+		3,687
2025 Population Male		2,556
2025 Population Female		2,445
2025 Households		1,819
2025 Median Household Income		76,484
2025 Average Household Income		90,432

# **Retail Potential**

# Retail Potential Profile



<b>Kingfisher, Oklahoma</b>	
<b>City Limits</b>	
2025 Population	5,001
2030 Population	5,105
% Population Change 2020-2025	3.4%
2025 Adult Population Age 18+	\$3,687
2025 Population Male	\$2,556
2025 Population Female	\$2,445
2025 Households	\$1,819
2025 Median Household Income	\$76,484
2025 Average Household Income	\$90,432
<b>Clothing, Clothing Accessories Stores</b>	<b>\$5.68 M</b>
Men's Clothing Stores	\$230.18 K
Women's Clothing Stores	\$476.09 K
Children's, Infants' Clothing Stores	\$452.35 K
Family Clothing Stores	\$2.8 M
Clothing Accessory Stores	\$129.37 K
Other Apparel Stores	\$166.77 K
Shoe Stores	\$1.15 M
Jewelry Stores	\$244.55 K
Luggage Stores	\$30.25 K
<b>Furniture, Home Furnishings Stores</b>	<b>\$5.06 M</b>
Furniture Stores	\$2.3 M
Floor Covering Stores	\$326.82 K
Other Home Furnishing Stores	\$2.44 M
<b>Electronics, Appliance Stores</b>	<b>\$4.77 M</b>
<b>Gasoline Stations</b>	<b>\$3.67 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>	<b>\$4.8 M</b>
Home Centers	\$2.7 M
Paint, Wallpaper Stores	\$560.63 K
Hardware Stores	\$300.06 K
Other Building Materials Stores	\$846.65 K
Outdoor Power Equipment Stores	\$51.3 K
Nursery, Garden Stores	\$340.97 K
<b>Food, Beverage Stores</b>	<b>\$7.38 M</b>
Grocery Stores	\$5.7 M
Convenience Stores	\$502.57 K
Meat Markets	\$33.78 K
Fish, Seafood Markets	\$11.62 K
Fruit, Vegetable Markets	\$22.14 K
Other Specialty Food Markets	\$45.73 K
Liquor Stores	\$1.07 M

# Retail Potential Profile



## Kingfisher, Oklahoma

### City Limits

<b>Health, Personal Care Stores</b>	\$4.76 M
Pharmacy, Drug Stores	\$4.18 M
Cosmetics, Beauty Stores	\$241.76 K
Optical Goods Stores	\$74.18 K
Other Health, Personal Care Stores	\$258.21 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$5.71 M
Sporting Goods Stores	\$2.2 M
Hobby, Toy, Game Stores	\$1.58 M
Sewing, Needlecraft Stores	\$1.11 M
Musical Instrument Stores	\$406.24 K
Book Stores	\$417.21 K
<b>General Merchandise Stores</b>	\$18.22 M
Department Stores	\$6.41 M
Warehouse Superstores	\$10.02 M
Other General Merchandise Stores	\$1.79 M
<b>Miscellaneous Store Retailers</b>	\$2.31 M
Florists	\$56.75 K
Office, Stationary Stores	\$225.9 K
Gift, Souvenir Stores	\$479.76 K
Used Merchandise Stores	\$161.22 K
Pet, Pet Supply Stores	\$425.16 K
Art Dealers	\$64.7 K
Mobile Home Dealers	\$47.55 K
Other Miscellaneous Retail Stores	\$848.33 K
<b>Non-Store Retailers</b>	\$10.83 M
Mail Order, Catalog Stores	\$10.14 M
Vending Machines	\$47.2 K
Fuel Dealers	\$58.21 K
Other Direct Selling Establishments	\$584.7 K
<b>Accommodation, Food Services</b>	\$10.13 M
Hotels, Other Travel Accommodations	\$616.19 K
RV Parks	\$5.95 K
Rooming, Boarding Houses	\$3.44 K
Full Service Restaurants	\$5.61 M
Limited Service Restaurants	\$2.6 M
Special Food Services, Catering	\$760.82 K
Drinking Places	\$531.91 K
<b>Motor Vehicle, Parts Dealers</b>	\$7.95 M
New Car Dealers	\$4.51 M
Used Car Dealers	\$417.73 K
Recreational Vehicle Dealers	\$849.93 K
Motorcycle, Boat Dealers	\$1.12 M
Auto Parts, Accessories	\$676.12 K
Tire Dealers	\$378.95 K

# **Income Summary**

# Income Summary Report



## Kingfisher, Oklahoma

### City Limits

#### Population

Estimated Population (2025)	5,001	
Projected Population (2030)	5,105	
Census Population (2020)	4,837	
Census Population (2010)	4,538	
<i>Projected Annual Growth (2025 to 2030)</i>	104	0.4%
<i>Historical Annual Growth (2020 to 2025)</i>	164	0.7%
<i>Historical Annual Growth (2010 to 2020)</i>	299	0.7%

#### Households

Estimated Households (2025)	1,819	
Projected Households (2030)	1,900	
Census Households (2020)	1,800	
Census Households (2010)	1,770	
<i>Projected Annual Growth (2025 to 2030)</i>	81	0.9%
<i>Historical Annual Growth (2020 to 2025)</i>	19	0.2%
<i>Historical Annual Growth (2010 to 2020)</i>	30	0.2%

#### Average Household Income

Estimated Average Household Income (2025)	\$90,432	
Projected Average Household Income (2030)	\$89,985	
Census Average Household Income (2020)	\$58,649	
Census Average Household Income (2010)	\$49,837	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$447	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$31,783	3.6%
<i>Historical Annual Growth (2010 to 2020)</i>	\$8,812	1.8%

#### Median Household Income

Estimated Median Household Income (2025)	\$76,484	
Projected Median Household Income (2030)	\$76,249	
Census Median Household Income (2020)	\$48,357	
Census Median Household Income (2010)	\$38,854	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$235	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$28,127	3.9%
<i>Historical Annual Growth (2010 to 2020)</i>	\$9,503	2.4%

#### Per Capita Income

Estimated Per Capita Income (2025)	\$33,023	
Projected Per Capita Income (2030)	\$33,619	
Census Per Capita Income (2020)	\$22,863	
Census Per Capita Income (2010)	\$19,345	
<i>Projected Annual Growth (2025 to 2030)</i>	\$596	0.4%
<i>Historical Annual Growth (2020 to 2025)</i>	\$10,160	3.0%
<i>Historical Annual Growth (2010 to 2020)</i>	\$3,518	1.8%

#### Other Income

Estimated Families (2025)	1,242	
Estimated Average Family Income (2025)	\$92,963	
Estimated Median Family Income (2025)	\$79,006	
Estimated Average Household Net Worth (2025)	\$801,655	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



<b>Kingfisher, Oklahoma</b>		
<b>City Limits</b>		
Estimated Population		5,001
Estimated Households		1,819
<b>Household Expenditure</b>		<b>\$173.74 M</b>
Per Household ~ Per Capita	\$95,512	\$34,740
Non-Retail Expenditures	\$82.46 M	47.5%
Per Household ~ Per Capita	\$45,334	\$16,489
Retail Expenditures	\$91.27 M	52.5%
Per Household ~ Per Capita	\$50,178	\$18,251
Alcoholic Beverages	\$1.07 M	0.6%
Per Household ~ Per Capita	\$591	\$215
Apparel	\$3.28 M	1.9%
Per Household ~ Per Capita	\$1,805	\$656
Contributions	\$5.45 M	3.1%
Per Household ~ Per Capita	\$2,999	\$1,091
Education	\$3.93 M	2.3%
Per Household ~ Per Capita	\$2,160	\$786
Entertainment	\$10.17 M	5.9%
Per Household ~ Per Capita	\$5,593	\$2,034
Food Away From Home	\$7.79 M	4.5%
Per Household ~ Per Capita	\$4,280	\$1,557
Grocery	\$12.26 M	7.1%
Per Household ~ Per Capita	\$6,741	\$2,452
Health Care	\$12.13 M	7.0%
Per Household ~ Per Capita	\$6,668	\$2,425
Household Furnishings and Equipment	\$4.69 M	2.7%
Per Household ~ Per Capita	\$2,577	\$937
Household Operations	\$3.32 M	1.9%
Per Household ~ Per Capita	\$1,823	\$663
Miscellaneous Expenses	\$3.03 M	1.7%
Per Household ~ Per Capita	\$1,667	\$606
Personal Care	\$2.38 M	1.4%
Per Household ~ Per Capita	\$1,306	\$475
Shelter	\$28.51 M	16.4%
Per Household ~ Per Capita	\$15,675	\$5,701
Tax and Retirement	\$36.97 M	21.3%
Per Household ~ Per Capita	\$20,326	\$7,393
Tobacco and Related	\$993.96 K	0.6%
Per Household ~ Per Capita	\$546	\$199
Transportation	\$28.97 M	16.7%
Per Household ~ Per Capita	\$15,924	\$5,792
Utilities	\$8.79 M	5.1%
Per Household ~ Per Capita	\$4,830	\$1,757

# Consumer Expenditure Trend



<b>Kingfisher, Oklahoma</b>		
<b>City Limits</b>		
<b>Population / Households (2025)</b>		
Estimated Population		5,001
Estimated Households		1,819
<b>Total Annual Consumer Expenditure (2025)</b>		
Total Household Expenditure		\$173.74 M
Total Non-Retail Expenditure		\$82.46 M
Total Retail Expenditure		\$91.27 M
Alcoholic Beverages		\$1.07 M
Apparel		\$3.28 M
Contributions		\$5.45 M
Education		\$3.93 M
Entertainment		\$10.17 M
Food Away From Home		\$7.79 M
Grocery		\$12.26 M
Health Care		\$12.13 M
Household Furnishings and Equipment		\$4.69 M
Household Operations		\$3.32 M
Miscellaneous Expenses		\$3.03 M
Personal Care		\$2.38 M
Shelter		\$28.51 M
Tax and Retirement		\$36.97 M
Tobacco and Related		\$993.96 K
Transportation		\$28.97 M
Utilities		\$8.79 M
<b>Monthly Household Consumer Expenditure (2025)</b>		
Total Household Expenditure		\$7,959
Total Non-Retail Expenditure		\$3,778 47.5%
Total Retail Expenditure		\$4,181 52.5%
Alcoholic Beverages		\$49 0.6%
Apparel		\$150 1.9%
Contributions		\$250 3.1%
Education		\$180 2.3%
Entertainment		\$466 5.9%
Food Away From Home		\$357 4.5%
Grocery		\$562 7.1%
Health Care		\$556 7.0%
Household Furnishings and Equipment		\$215 2.7%
Household Operations		\$152 1.9%
Miscellaneous Expenses		\$139 1.7%
Personal Care		\$109 1.4%
Shelter		\$1,306 16.4%
Tax and Retirement		\$1,694 21.3%
Tobacco and Related		\$46 0.6%
Transportation		\$1,327 16.7%
Utilities		\$403 5.1%

# Consumer Expenditure Trend



## Kingfisher, Oklahoma

### City Limits

#### Population / Households (2030)

Projected Population	5,105
Projected Households	-

#### Total Annual Consumer Expenditure (2030)

Total Household Expenditure	\$178.52 M
Total Non-Retail Expenditure	\$84.78 M
Total Retail Expenditure	\$93.74 M
Alcoholic Beverages	\$1.1 M
Apparel	\$3.36 M
Contributions	\$5.62 M
Education	\$4.04 M
Entertainment	\$10.42 M
Food Away From Home	\$7.98 M
Grocery	\$12.46 M
Health Care	\$12.56 M
Household Furnishings and Equipment	\$4.81 M
Household Operations	\$3.39 M
Miscellaneous Expenses	\$3.11 M
Personal Care	\$2.42 M
Shelter	\$29.15 M
Tax and Retirement	\$38.24 M
Tobacco and Related	\$991.02 K
Transportation	\$29.93 M
Utilities	\$8.92 M

#### Consumer Expenditure Growth (2025 to 2030)

Total Household Expenditure	\$4.78 M
Total Non-Retail Expenditure	\$2.32 M
Total Retail Expenditure	\$2.47 M
Alcoholic Beverages	\$28.59 K
Apparel	\$80.09 K
Contributions	\$169.28 K
Education	\$114.83 K
Entertainment	\$248.05 K
Food Away From Home	\$195.94 K
Grocery	\$197.57 K
Health Care	\$426.5 K
Household Furnishings and Equipment	\$121.55 K
Household Operations	\$74.45 K
Miscellaneous Expenses	\$80.41 K
Personal Care	\$43.18 K
Shelter	\$641.33 K
Tax and Retirement	\$1.27 M
Tobacco and Related	-\$2.94 K
Transportation	\$959.89 K
Utilities	\$134.78 K

# **Crime Risk**

<b>Kingfisher, Oklahoma</b>	
<b>City Limits</b>	
<b>Demographics</b>	
Population	5,001
Census Population	4,837
Households	1,819
Average Household Income	\$90,432
Median Household Income	\$76,484
Per Capita Income	\$33,023
<b>Total Crime</b>	
Crime Index	69
Crime Level	Below Average
<b>Personal Crime</b>	
Crime Index	71
Crime Level	Below Average
<b>Murder</b>	
Crime Index	55
Crime Level	Low Risk
<b>Rape</b>	
Crime Index	174
Crime Level	High Risk
<b>Robbery</b>	
Crime Index	7
Crime Level	Very Low
<b>Assault</b>	
Crime Index	73
Crime Level	Below Average
<b>Property Crime</b>	
Crime Index	68
Crime Level	Below Average
<b>Burglary</b>	
Crime Index	72
Crime Level	Below Average
<b>Larceny</b>	
Crime Index	70
Crime Level	Below Average
<b>Motor Vehicle Theft</b>	
Crime Index	59
Crime Level	Low Risk

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

# **Void Analysis**

# Void Analysis



Kingfisher, Oklahoma City Limits	Site / Market Locations	Avg Square Footage	Closest Location
<b>Auto Parts Tires</b>			
NAPA	1 / 1	6,200	
O'Reilly	1 / 1	8,500	
<b>Banks</b>			
BancFirst	2 / 2	8,500	
<b>Banks Minor</b>			
Bank	4 / 4		
<b>Convenience Stores</b>			
Casey's General Store	1 / 1	3,200	
Love's	1 / 1	7,300	
Phillips 66	3 / 3	2,500	
Valero	3 / 3	3,200	
<b>Dealerships</b>			
Chevrolet	1 / 1		
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	1 / 1		
GMC	1 / 1		
Jeep	1 / 1		
RAM	1 / 1		
<b>Discount Department Stores</b>			
Walmart Supercenter	1 / 1	189,700	
<b>Dollar Stores</b>			
Dollar General	1 / 1	9,600	
<b>Education</b>			
Day Care	2 / 2		
High School	1 / 1		
PK - 8	3 / 3		
PK - 8 (Private)	1 / 1		
<b>Entertainment</b>			
Theatres	1 / 1		
<b>Health Care</b>			
Chiropractic	2 / 2		
Clinical Nurse Specialist	1 / 1		
Diagnostic Radiology	1 / 1		
Endocrinology	1 / 1		
Family Practice	2 / 2		

<b>Kingfisher, Oklahoma</b>	<b>Site / Market</b>	<b>Avg Square</b>	<b>Closest Location</b>
<b>City Limits</b>	<b>Locations</b>	<b>Footage</b>	
Geriatric Medicine	1 / 1		
Hematology and Oncology	1 / 1		
Internal Medicine	1 / 1		
Nurse Practitioner	2 / 2		
Optometry	2 / 2		
Orthopedic Surgery	1 / 1		
Physical Therapy	1 / 1		
Physician Assistant	2 / 2		
Podiatry	1 / 1		
Psychiatry	1 / 1		
<b>Home Improvement</b>			
Ace Hardware	1 / 1	16,200	
<b>Hotels</b>			
Holiday Inn Express	1 / 1	16,400	
<b>Restaurants Fast Food Major</b>			
KFC	1 / 1	3,100	
McDonald's	1 / 1	4,600	
Sonic	1 / 1	2,800	
Taco Bell	1 / 1	2,500	
<b>Restaurants Ice Cream Smoothie</b>			
Braum's	1 / 1	5,100	
<b>Restaurants Pizza</b>			
Godfather's Pizza	1 / 1	2,700	
Pizza Hut	1 / 1	2,800	
<b>Restaurants Sandwich</b>			
Subway	1 / 1	1,700	
<b>Self Storage</b>			
CubeSmart	1 / 1	37,500	
<b>Specialty</b>			
Hallmark	1 / 1	5,600	
<b>Worship</b>			
Baptist	1 / 1		
Methodist Episcopal	1 / 1		