

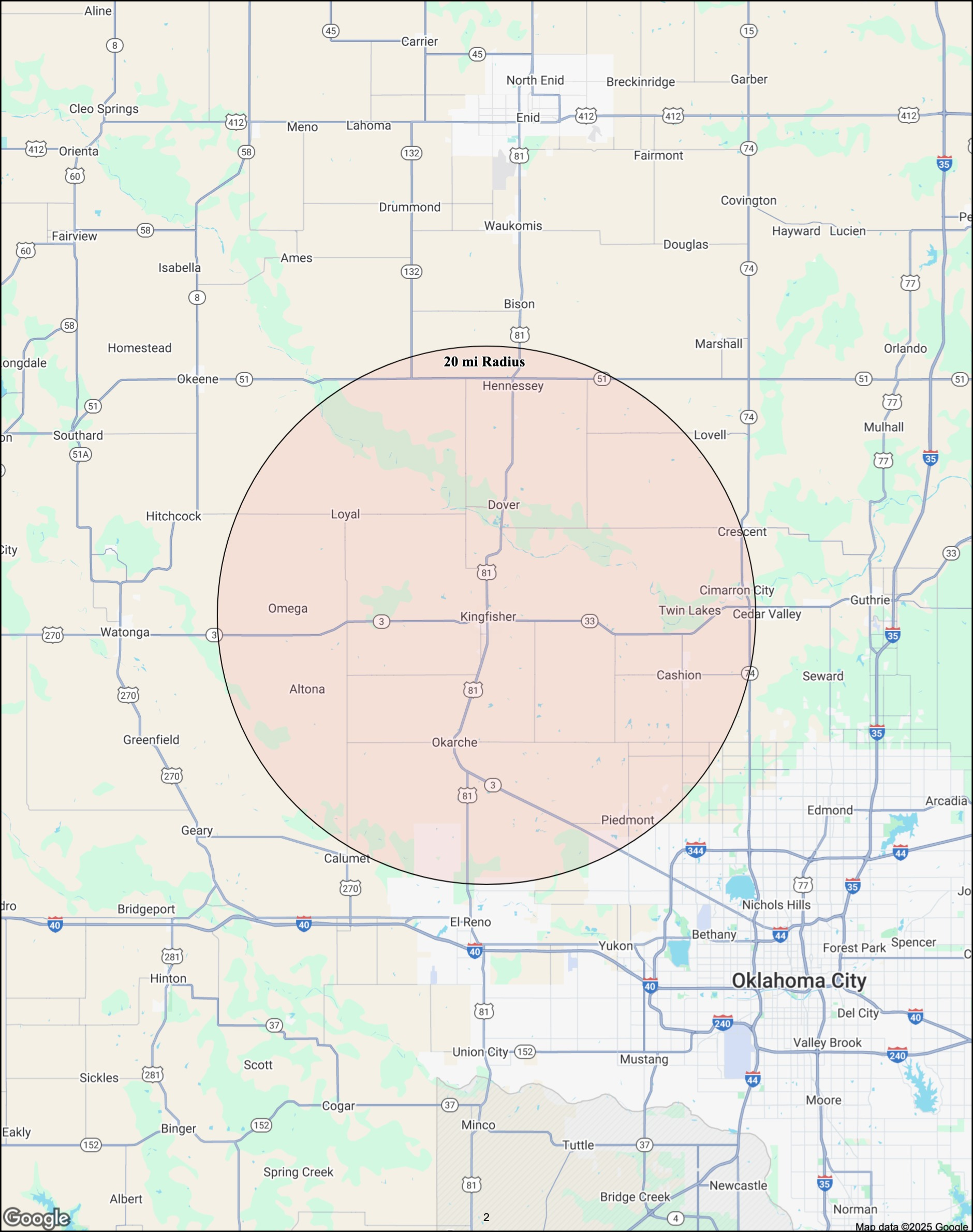
RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Kingfisher, Oklahoma
20mi Radius
3rd Quarter 2025

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Demographics

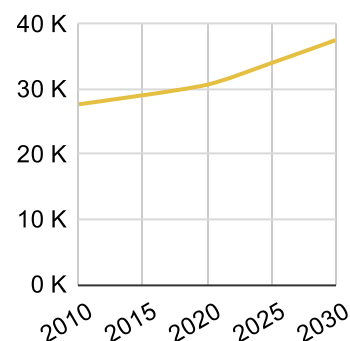


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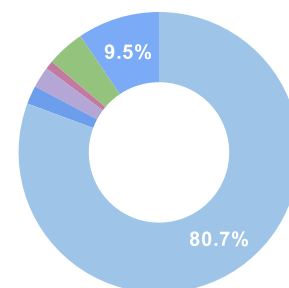
Population

Estimated Population (2025)	34,002	
Projected Population (2030)	37,534	
Census Population (2020)	30,688	
Census Population (2010)	27,688	
Projected Annual Growth (2025-2030)	3,531	2.1%
Historical Annual Growth (2020-2025)	3,315	1.9%
Historical Annual Growth (2010-2020)	2,999	1.1%
Estimated Population Density (2025)	27	psm
Trade Area Size	1,256.5	sq mi



Race and Ethnicity (2025)

Not Hispanic or Latino Population	29,570	87.0%
White	25,917	87.6%
Black or African American	690	2.3%
American Indian or Alaska Native	676	2.3%
Asian	310	1.0%
Hawaiian or Pacific Islander	8	-
Other Race	53	0.2%
Two or More Races	1,915	6.5%
Hispanic or Latino Population	4,432	13.0%
White	1,507	34.0%
Black or African American	35	0.8%
American Indian or Alaska Native	147	3.3%
Asian	15	0.3%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	1,426	32.2%
Two or More Races	1,302	29.4%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

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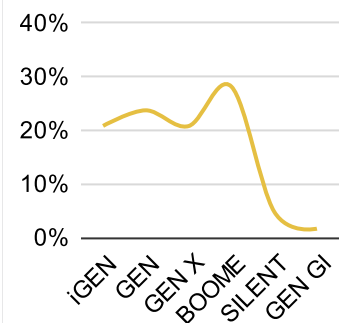
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Age Distribution (2025)

Age Under 5 Years	1,915	5.6%
Age 5 to 9 Years	2,470	7.3%
Age 10 to 14 Years	2,694	7.9%
Age 15 to 19 Years	2,525	7.4%
Age 20 to 24 Years	1,808	5.3%
Age 25 to 29 Years	1,614	4.7%
Age 30 to 34 Years	2,122	6.2%
Age 35 to 39 Years	2,401	7.1%
Age 40 to 44 Years	2,526	7.4%
Age 45 to 49 Years	2,142	6.3%
Age 50 to 54 Years	2,037	6.0%
Age 55 to 59 Years	2,016	5.9%
Age 60 to 64 Years	2,235	6.6%
Age 65 to 69 Years	1,848	5.4%
Age 70 to 74 Years	1,438	4.2%
Age 75 to 79 Years	1,030	3.0%
Age 80 to 84 Years	616	1.8%
Age 85 Years or Over	565	1.7%
Median Age	38.1	

Generation (2025)

iGeneration (Age Under 15 Years)	7,079	20.8%
Generation 9/11 Millennials (Age 15 to 34 Years)	8,069	23.7%
Gen Xers (Age 35 to 49 Years)	7,070	20.8%
Baby Boomers (Age 50 to 74 Years)	9,574	28.2%
Silent Generation (Age 75 to 84 Years)	1,646	4.8%
G.I. Generation (Age 85 Years or Over)	565	1.7%



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Household Type (2025)

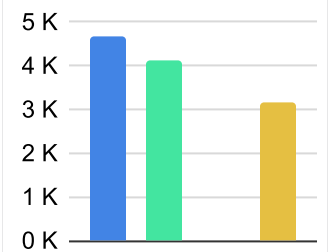
Total Households	11,963
Family Households	8,797 73.5%
Family Households with Children	4,693 53.4%
Family Households No Children	4,103 46.6%
Non-Family Households	3,167 26.5%
Non-Family Households with Children	8 0.2%
Non-Family Households No Children	3,159 99.8%

Family Households
w/ Children

Family Households
No Children

Non-Family Households
w/ Children

Non-Family Households
No Children



Education Attainment (2025)

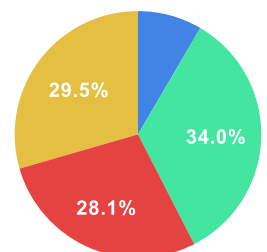
Elementary or Some High School	1,905 8.4%
High School Graduate	7,688 34.0%
Some College or Associate Degree	6,338 28.1%
Bachelor or Graduate Degree	6,660 29.5%

Elementary or
Some High School

High School
Graduate

Some College or
Associate Degree

Bachelor or
Graduate Degree



Household Income (2025)

Estimated Average Household Income	\$112,445
Estimated Median Household Income	\$85,843
HH Income Under \$10,000	300 2.5%
HH Income \$10,000 to \$34,999	1,693 14.2%
HH Income \$35,000 to \$49,999	1,556 13.0%
HH Income \$50,000 to \$74,999	1,927 16.1%
HH Income \$75,000 to \$99,999	1,690 14.1%
HH Income \$100,000 to \$149,999	2,404 20.1%
HH Income \$150,000 or More	2,394 20.0%

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Population

Estimated Population (2025)	34,002	
Projected Population (2030)	37,534	
Census Population (2020)	30,688	
Census Population (2010)	27,688	
Projected Annual Growth (2025-2030)	3,531	2.1%
Historical Annual Growth (2020-2025)	3,315	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)	11,963	
Projected Households (2030)	14,079	
Census Households (2020)	10,979	
Census Households (2010)	10,226	
Projected Annual Growth (2025-2030)	2,116	3.5%
Historical Annual Change (2010-2025)	1,738	1.1%

Average Household Income

Estimated Average Household Income (2025)	\$112,445	
Projected Average Household Income (2030)	\$111,280	
Census Average Household Income (2010)	\$70,989	
Census Average Household Income (2000)	\$50,281	
Projected Annual Change (2025-2030)	-\$1,165	-0.2%
Historical Annual Change (2000-2025)	\$62,165	4.9%

Median Household Income

Estimated Median Household Income (2025)	\$85,843	
Projected Median Household Income (2030)	\$86,195	
Census Median Household Income (2010)	\$59,055	
Census Median Household Income (2000)	\$40,844	
Projected Annual Change (2025-2030)	\$352	-
Historical Annual Change (2000-2025)	\$45,000	4.4%

Per Capita Income

Estimated Per Capita Income (2025)	\$39,631	
Projected Per Capita Income (2030)	\$41,804	
Census Per Capita Income (2010)	\$26,214	
Census Per Capita Income (2000)	\$18,700	
Projected Annual Change (2025-2030)	\$2,173	1.1%
Historical Annual Change (2000-2025)	\$20,931	4.5%
Estimated Average Household Net Worth (2025)	\$1.13 M	

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Race and Ethnicity

Total Population (2025)	34,002	
White (2025)	27,424	80.7%
Black or African American (2025)	725	2.1%
American Indian or Alaska Native (2025)	824	2.4%
Asian (2025)	325	1.0%
Hawaiian or Pacific Islander (2025)	8	-
Other Race (2025)	1,480	4.4%
Two or More Races (2025)	3,217	9.5%
Population < 18 (2025)	8,744	25.7%
White Not Hispanic	5,839	66.8%
Black or African American	196	2.2%
Asian	97	1.1%
Other Race Not Hispanic	985	11.3%
Hispanic	1,628	18.6%
Not Hispanic or Latino Population (2025)	29,570	87.0%
Not Hispanic White	25,917	87.6%
Not Hispanic Black or African American	690	2.3%
Not Hispanic American Indian or Alaska Native	676	2.3%
Not Hispanic Asian	310	1.0%
Not Hispanic Hawaiian or Pacific Islander	8	-
Not Hispanic Other Race	53	0.2%
Not Hispanic Two or More Races	1,915	6.5%
Hispanic or Latino Population (2025)	4,432	13.0%
Hispanic White	1,507	34.0%
Hispanic Black or African American	35	0.8%
Hispanic American Indian or Alaska Native	147	3.3%
Hispanic Asian	15	0.3%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	1,426	32.2%
Hispanic Two or More Races	1,302	29.4%
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)	31,929	85.1%
Hispanic or Latino Population (2030)	5,605	14.9%
Projected Annual Growth (2025-2030)	1,172	5.3%
Historical Annual Growth (2010-2020)	1,230	4.9%

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Total Age Distribution (2025)

Total Population	34,002	
Age Under 5 Years	1,915	5.6%
Age 5 to 9 Years	2,470	7.3%
Age 10 to 14 Years	2,694	7.9%
Age 15 to 19 Years	2,525	7.4%
Age 20 to 24 Years	1,808	5.3%
Age 25 to 29 Years	1,614	4.7%
Age 30 to 34 Years	2,122	6.2%
Age 35 to 39 Years	2,401	7.1%
Age 40 to 44 Years	2,526	7.4%
Age 45 to 49 Years	2,142	6.3%
Age 50 to 54 Years	2,037	6.0%
Age 55 to 59 Years	2,016	5.9%
Age 60 to 64 Years	2,235	6.6%
Age 65 to 69 Years	1,848	5.4%
Age 70 to 74 Years	1,438	4.2%
Age 75 to 79 Years	1,030	3.0%
Age 80 to 84 Years	616	1.8%
Age 85 Years or Over	565	1.7%
Median Age	38.1	
Age 19 Years or Less	9,604	28.2%
Age 20 to 64 Years	18,901	55.6%
Age 65 Years or Over	5,497	16.2%

Female Age Distribution (2025)

Female Population	16,622	48.9%
Age Under 5 Years	892	5.4%
Age 5 to 9 Years	1,181	7.1%
Age 10 to 14 Years	1,279	7.7%
Age 15 to 19 Years	1,222	7.4%
Age 20 to 24 Years	836	5.0%
Age 25 to 29 Years	848	5.1%
Age 30 to 34 Years	1,089	6.6%
Age 35 to 39 Years	1,226	7.4%
Age 40 to 44 Years	1,242	7.5%
Age 45 to 49 Years	1,007	6.1%
Age 50 to 54 Years	1,002	6.0%
Age 55 to 59 Years	993	6.0%
Age 60 to 64 Years	1,079	6.5%
Age 65 to 69 Years	894	5.4%
Age 70 to 74 Years	697	4.2%
Age 75 to 79 Years	528	3.2%
Age 80 to 84 Years	314	1.9%
Age 85 Years or Over	293	1.8%
Female Median Age	38.2	
Age 19 Years or Less	4,574	27.5%
Age 20 to 64 Years	9,322	56.1%
Age 65 Years or Over	2,726	16.4%

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Male Age Distribution (2025)

Male Population	17,381	51.1%
Age Under 5 Years	1,023	5.9%
Age 5 to 9 Years	1,290	7.4%
Age 10 to 14 Years	1,415	8.1%
Age 15 to 19 Years	1,303	7.5%
Age 20 to 24 Years	972	5.6%
Age 25 to 29 Years	766	4.4%
Age 30 to 34 Years	1,033	5.9%
Age 35 to 39 Years	1,174	6.8%
Age 40 to 44 Years	1,285	7.4%
Age 45 to 49 Years	1,135	6.5%
Age 50 to 54 Years	1,035	6.0%
Age 55 to 59 Years	1,023	5.9%
Age 60 to 64 Years	1,156	6.7%
Age 65 to 69 Years	954	5.5%
Age 70 to 74 Years	741	4.3%
Age 75 to 79 Years	502	2.9%
Age 80 to 84 Years	302	1.7%
Age 85 Years or Over	272	1.6%
Male Median Age	37.9	
Age 19 Years or Less	5,030	28.9%
Age 20 to 64 Years	9,579	55.1%
Age 65 Years or Over	2,771	15.9%

Males per 100 Females (2025)

Overall Comparison	105	
Age Under 5 Years	115	53.4%
Age 5 to 9 Years	109	52.2%
Age 10 to 14 Years	111	52.5%
Age 15 to 19 Years	107	51.6%
Age 20 to 24 Years	116	53.8%
Age 25 to 29 Years	90	47.4%
Age 30 to 34 Years	95	48.7%
Age 35 to 39 Years	96	48.9%
Age 40 to 44 Years	103	50.9%
Age 45 to 49 Years	113	53.0%
Age 50 to 54 Years	103	50.8%
Age 55 to 59 Years	103	50.7%
Age 60 to 64 Years	107	51.7%
Age 65 to 69 Years	107	51.6%
Age 70 to 74 Years	106	51.5%
Age 75 to 79 Years	95	48.7%
Age 80 to 84 Years	96	49.0%
Age 85 Years or Over	93	48.1%
Age 19 Years or Less	110	52.4%
Age 20 to 39 Years	99	49.7%
Age 40 to 64 Years	106	51.4%
Age 65 Years or Over	102	50.4%

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Household Type (2025)

Total Households	11,963	
Households with Children	4,701	39.3%
Average Household Size	2.8	
Household Density per Square Mile	10	
Population Family	29,155	85.7%
Population Non-Family	4,456	13.1%
Population Group Quarters	392	1.2%
Family Households	8,797	73.5%
Married Couple Households	7,493	85.2%
Other Family Households with Children	1,303	14.8%
Family Households with Children	4,693	53.4%
Married Couple with Children	3,630	77.3%
Other Family Households with Children	1,063	22.7%
Family Households No Children	4,103	46.6%
Married Couple No Children	3,863	94.1%
Other Family Households No Children	240	5.9%
Non-Family Households	3,167	26.5%
Non-Family Households with Children	8	0.2%
Non-Family Households No Children	3,159	99.8%
Average Family Household Size	3.3	
Average Family Income	\$132,848	
Median Family Income	\$96,664	
Average Non-Family Household Size	1.4	

Marital Status (2025)

Population Age 15 Years or Over	26,923	
Never Married	6,306	23.4%
Currently Married	15,490	57.5%
Previously Married	5,127	19.0%
Separated	985	19.2%
Widowed	2,008	39.2%
Divorced	2,134	41.6%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	22,591	
Elementary (Grade Level 0 to 8)	808	3.6%
Some High School (Grade Level 9 to 11)	1,097	4.9%
High School Graduate	7,688	34.0%
Some College	4,835	21.4%
Associate Degree Only	1,503	6.7%
Bachelor Degree Only	4,750	21.0%
Graduate Degree	1,910	8.5%
Any College (Some College or Higher)	12,998	57.5%
College Degree + (Bachelor Degree or Higher)	6,660	29.5%

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Housing

Total Housing Units (2025)	12,767	
Total Housing Units (2020)	12,152	
Historical Annual Growth (2020-2025)	615	-
Housing Units Occupied (2025)	11,963	93.7%
Housing Units Owner-Occupied	9,777	81.7%
Housing Units Renter-Occupied	2,186	18.3%
Housing Units Vacant (2025)	803	6.3%

Household Size (2025)

Total Households	11,963	
1 Person Households	2,354	19.7%
2 Person Households	4,221	35.3%
3 Person Households	1,946	16.3%
4 Person Households	1,864	15.6%
5 Person Households	916	7.7%
6 Person Households	436	3.6%
7 or More Person Households	227	1.9%

Household Income Distribution (2025)

HH Income \$200,000 or More	1,180	9.9%
HH Income \$150,000 to \$199,999	1,214	10.1%
HH Income \$125,000 to \$149,999	1,012	8.5%
HH Income \$100,000 to \$124,999	1,392	11.6%
HH Income \$75,000 to \$99,999	1,690	14.1%
HH Income \$50,000 to \$74,999	1,927	16.1%
HH Income \$35,000 to \$49,999	1,556	13.0%
HH Income \$25,000 to \$34,999	843	7.0%
HH Income \$15,000 to \$24,999	536	4.5%
HH Income \$10,000 to \$14,999	314	2.6%
HH Income Under \$10,000	300	2.5%

Household Vehicles (2025)

Households 0 Vehicles Available	364	3.0%
Households 1 Vehicle Available	2,457	20.5%
Households 2 Vehicles Available	5,027	42.0%
Households 3 or More Vehicles Available	4,116	34.4%
Total Vehicles Available	26,988	
Average Vehicles per Household	2.3	
Owner-Occupied Household Vehicles	23,365	86.6%
Average Vehicles per Owner-Occupied Household	2.4	
Renter-Occupied Household Vehicles	3,623	13.4%
Average Vehicles per Renter-Occupied Household	1.7	

Travel Time (2025)

Worker Base Age 16 years or Over	16,613	
Travel to Work in 14 Minutes or Less	4,284	25.8%
Travel to Work in 15 to 29 Minutes	4,555	27.4%
Travel to Work in 30 to 59 Minutes	4,713	28.4%
Travel to Work in 60 Minutes or More	1,014	6.1%
Work at Home	2,048	12.3%
Average Minutes Travel to Work	22.7	

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Transportation To Work (2025)

Worker Base Age 16 years or Over	16,613	
Drive to Work Alone	12,970	78.1%
Drive to Work in Carpool	1,289	7.8%
Travel to Work by Public Transportation	11	-
Drive to Work on Motorcycle	32	0.2%
Bicycle to Work	5	-
Walk to Work	198	1.2%
Other Means	61	0.4%
Work at Home	2,048	12.3%

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	14,854	

Labor Force

Labor Population Age 16 Years or Over (2025)	26,346	
Labor Force Total Males (2025)	13,370	50.7%
Male Civilian Employed	9,202	68.8%
Male Civilian Unemployed	168	1.3%
Males in Armed Forces	6	-
Males Not in Labor Force	3,994	29.9%
Labor Force Total Females (2025)	12,976	49.3%
Female Civilian Employed	7,414	57.1%
Female Civilian Unemployed	224	1.7%
Females in Armed Forces	-	-
Females Not in Labor Force	5,338	41.1%
Unemployment Rate	393	1.5%

Occupation (2025)

Occupation Population Age 16 Years or Over	16,613	
Occupation Total Males	9,199	55.4%
Occupation Total Females	7,414	44.6%
Management, Business, Financial Operations	2,901	17.5%
Professional, Related	3,668	22.1%
Service	2,167	13.0%
Sales, Office	3,538	21.3%
Farming, Fishing, Forestry	170	1.0%
Construction, Extraction, Maintenance	2,071	12.5%
Production, Transport, Material Moving	2,098	12.6%
White Collar Workers	10,108	60.8%
Blue Collar Workers	6,506	39.2%

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Units In Structure (2025)

Total Units	11,963	
1 Detached Unit	10,069	84.2%
1 Attached Unit	154	1.3%
2 Units	87	0.7%
3 to 4 Units	125	1.0%
5 to 9 Units	210	1.8%
10 to 19 Units	45	0.4%
20 to 49 Units	7	-
50 or More Units	55	0.5%
Mobile Home or Trailer	1,195	10.0%
Other Structure	17	0.1%

Homes Built By Year (2025)

Homes Built 2020 or later	406	3.2%
Homes Built 2010 to 2019	1,878	14.7%
Homes Built 2000 to 2009	1,885	14.8%
Homes Built 1990 to 1999	1,215	9.5%
Homes Built 1980 to 1989	1,483	11.6%
Homes Built 1970 to 1979	2,156	16.9%
Homes Built 1960 to 1969	823	6.4%
Homes Built 1950 to 1959	531	4.2%
Homes Built 1940 to 1949	310	2.4%
Homes Built Before 1939	1,276	10.0%
Median Age of Homes	40.7	yrs

Home Values (2025)

Owner Specified Housing Units	9,777	
Home Values \$1,000,000 or More	181	1.8%
Home Values \$750,000 to \$999,999	87	0.9%
Home Values \$500,000 to \$749,999	559	5.7%
Home Values \$400,000 to \$499,999	902	9.2%
Home Values \$300,000 to \$399,999	2,329	23.8%
Home Values \$250,000 to \$299,999	924	9.4%
Home Values \$200,000 to \$249,999	1,690	17.3%
Home Values \$175,000 to \$199,999	656	6.7%
Home Values \$150,000 to \$174,999	589	6.0%
Home Values \$125,000 to \$149,999	358	3.7%
Home Values \$100,000 to \$124,999	383	3.9%
Home Values \$90,000 to \$99,999	137	1.4%
Home Values \$80,000 to \$89,999	105	1.1%
Home Values \$70,000 to \$79,999	83	0.8%
Home Values \$60,000 to \$69,999	111	1.1%
Home Values \$50,000 to \$59,999	81	0.8%
Home Values \$35,000 to \$49,999	173	1.8%
Home Values \$25,000 to \$34,999	128	1.3%
Home Values \$10,000 to \$24,999	120	1.2%
Home Values Under \$10,000	181	1.9%
Owner-Occupied Median Home Value	\$261,144	
Renter-Occupied Median Rent	\$810	

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Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$1.26 B
Total Non-Retail Expenditure	\$604.59 M
Total Retail Expenditure	\$657.43 M
Alcoholic Beverages	\$7.76 M
Apparel	\$23.57 M
Contributions	\$39.93 M
Education	\$28.61 M
Entertainment	\$72.98 M
Food Away From Home	\$55.97 M
Grocery	\$85.68 M
Health Care	\$80.44 M
Household Furnishings and Equipment	\$33.77 M
Household Operations	\$23.86 M
Miscellaneous Expenses	\$21.73 M
Personal Care	\$16.72 M
Shelter	\$194.8 M
Tax and Retirement	\$290.43 M
Tobacco and Related	\$6.67 M
Transportation	\$217.87 M
Utilities	\$61.24 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$8,791	
Total Non-Retail Expenditure	\$4,211	47.9%
Total Retail Expenditures	\$4,579	52.1%
Alcoholic Beverages	\$54	0.6%
Apparel	\$164	1.9%
Contributions	\$278	3.2%
Education	\$199	2.3%
Entertainment	\$508	5.8%
Food Away From Home	\$390	4.4%
Grocery	\$597	6.8%
Health Care	\$560	6.4%
Household Furnishings and Equipment	\$235	2.7%
Household Operations	\$166	1.9%
Miscellaneous Expenses	\$151	1.7%
Personal Care	\$116	1.3%
Shelter	\$1,357	15.4%
Tax and Retirement	\$2,023	-
Tobacco and Related	\$46	0.5%
Transportation	\$1,518	17.3%
Utilities	\$427	4.9%

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	\$39.99 M / \$1.88 M	95
Men's Clothing Stores	\$1.61 M / -	100
Women's Clothing Stores	\$3.4 M / \$1.69 M	50
Children's, Infants' Clothing Stores	\$3.28 M / \$190.76 K	94
Family Clothing Stores	\$19.83 M / -	100
Clothing Accessory Stores	\$908.2 K / -	100
Other Apparel Stores	\$1.19 M / -	100
Shoe Stores	\$7.92 M / -	100
Jewelry Stores	\$1.65 M / -	100
Luggage Stores	\$202.17 K / \$-2	100
Furniture, Home Furnishings Stores	\$35.47 M / \$338.91 K	99
Furniture Stores	\$16.06 M / \$338.91 K	98
Floor Covering Stores	\$2.29 M / -	100
Other Home Furnishing Stores	\$17.12 M / -	100
Electronics, Appliance Stores	\$34.99 M / \$1.03 M	97
Building Material, Garden Equipment, Supplies Dealers	\$34.02 M / \$12.68 M	63
Home Centers	\$19.07 M / \$4.71 M	75
Paint, Wallpaper Stores	\$4.06 M / -	100
Hardware Stores	\$2.12 M / \$4.02 M	-47
Other Building Materials Stores	\$6.01 M / \$3.38 M	44
Outdoor Power Equipment Stores	\$362.8 K / \$20.9 K	94
Nursery, Garden Stores	\$2.41 M / \$556.59 K	77
Food, Beverage Stores	\$53.81 M / \$10.8 M	80
Grocery Stores	\$41.29 M / \$6.54 M	84
Convenience Stores	\$3.73 M / \$3.84 M	-3
Meat Markets	\$242.2 K / \$48.85 K	80
Fish, Seafood Markets	\$83.54 K / -	100
Fruit, Vegetable Markets	\$158.62 K / \$10.19 K	94
Other Specialty Food Markets	\$326.38 K / \$56.13 K	83
Liquor Stores	\$7.99 M / \$300.31 K	96

Kingfisher, Oklahoma

20mi Radius

	Potential / Sales	Index
Health, Personal Care Stores	\$37.55 M / \$20.66 M	45
Pharmacy, Drug Stores	\$32.97 M / \$20.38 M	38
Cosmetics, Beauty Stores	\$1.94 M / -	100
Optical Goods Stores	\$572.84 K / \$152.26 K	73
Other Health, Personal Care Stores	\$2.06 M / \$128.22 K	94
Sporting Goods, Hobby, Book, Music Stores	\$40.37 M / \$6.43 M	84
Sporting Goods Stores	\$15.69 M / \$857.43 K	95
Hobby, Toy, Game Stores	\$10.94 M / -	100
Sewing, Needlecraft Stores	\$7.64 M / \$5.57 M	27
Musical Instrument Stores	\$3.05 M / \$-1	100
Book Stores	\$3.05 M / -	100
General Merchandise Stores	\$130.45 M / \$39.21 M	70
Department Stores	\$45.8 M / \$2.45 M	95
Warehouse Superstores	\$72.08 M / -	100
Other General Merchandise Stores	\$12.58 M / \$36.76 M	-66
Miscellaneous Store Retailers	\$16.29 M / \$3.45 M	79
Florists	\$398.78 K / \$236.5 K	41
Office, Stationary Stores	\$1.54 M / -	100
Gift, Souvenir Stores	\$3.37 M / \$497.06 K	85
Used Merchandise Stores	\$1.08 M / \$246.54 K	77
Pet, Pet Supply Stores	\$2.96 M / \$-1	100
Art Dealers	\$421.56 K / \$-2	100
Mobile Home Dealers	\$337.83 K / -	100
Other Miscellaneous Retail Stores	\$6.19 M / \$2.47 M	60
Non-Store Retailers	\$78.79 M / \$5.32 M	93
Mail Order, Catalog Stores	\$73.86 M / \$4.66 M	94
Vending Machines	\$340.17 K / \$199.42 K	41
Fuel Dealers	\$405.73 K / \$131.54 K	68
Other Direct Selling Establishments	\$4.18 M / \$323.22 K	92

Kingfisher, Oklahoma

20mi Radius

	Potential / Sales	Index
Accommodation, Food Services	\$69.91 M / \$29.09 M	58
Hotels, Other Travel Accommodations	\$4.49 M / \$1.18 M	74
RV Parks	\$42.51 K / \$13.61 K	68
Rooming, Boarding Houses	\$25.01 K / -	100
Full Service Restaurants	\$40.85 M / \$19.9 M	51
Limited Service Restaurants	\$18.97 M / \$9.98 M	47
Special Food Services, Catering	\$5.53 M / \$886.81 K	84
Drinking Places	\$3.92 M / \$1.05 M	73
Gasoline Stations	\$27.26 M / \$64.54 M	-58
Motor Vehicle, Parts Dealers	\$54.62 M / \$38.94 M	29
New Car Dealers	\$30.31 M / \$29.28 M	3
Used Car Dealers	\$2.8 M / \$1.74 M	38
Recreational Vehicle Dealers	\$6.08 M / -	100
Motorcycle, Boat Dealers	\$7.92 M / \$1.38 M	83
Auto Parts, Accessories	\$4.8 M / \$6.29 M	-24
Tire Dealers	\$2.7 M / \$240.62 K	91
2025 Population	34,002	
2030 Population	37,534	
% Population Change 2025-2030	10.4%	
2025 Adult Population Age 18+	25,258	
2025 Population Male	17,381	
2025 Population Female	16,622	
2025 Households	11,963	
2025 Median Household Income	85,843	
2025 Average Household Income	112,445	

Retail Potential

Kingfisher, Oklahoma	
20mi Radius	
2025 Population	34,002
2030 Population	37,534
% Population Change 2020-2025	10.8%
2025 Adult Population Age 18+	\$25,258
2025 Population Male	\$17,381
2025 Population Female	\$16,622
2025 Households	\$11,963
2025 Median Household Income	\$85,843
2025 Average Household Income	\$112,445
Clothing, Clothing Accessories Stores	\$39.99 M
Men's Clothing Stores	\$1.61 M
Women's Clothing Stores	\$3.4 M
Children's, Infants' Clothing Stores	\$3.28 M
Family Clothing Stores	\$19.83 M
Clothing Accessory Stores	\$908.2 K
Other Apparel Stores	\$1.19 M
Shoe Stores	\$7.92 M
Jewelry Stores	\$1.65 M
Luggage Stores	\$202.17 K
Furniture, Home Furnishings Stores	\$35.47 M
Furniture Stores	\$16.06 M
Floor Covering Stores	\$2.29 M
Other Home Furnishing Stores	\$17.12 M
Electronics, Appliance Stores	\$34.99 M
Gasoline Stations	\$27.26 M
Building Material, Garden Equipment, Supplies Dealers	\$34.02 M
Home Centers	\$19.07 M
Paint, Wallpaper Stores	\$4.06 M
Hardware Stores	\$2.12 M
Other Building Materials Stores	\$6.01 M
Outdoor Power Equipment Stores	\$362.8 K
Nursery, Garden Stores	\$2.41 M
Food, Beverage Stores	\$53.81 M
Grocery Stores	\$41.29 M
Convenience Stores	\$3.73 M
Meat Markets	\$242.2 K
Fish, Seafood Markets	\$83.54 K
Fruit, Vegetable Markets	\$158.62 K
Other Specialty Food Markets	\$326.38 K
Liquor Stores	\$7.99 M

Kingfisher, Oklahoma

20mi Radius

Health, Personal Care Stores	\$37.55 M
Pharmacy, Drug Stores	\$32.97 M
Cosmetics, Beauty Stores	\$1.94 M
Optical Goods Stores	\$572.84 K
Other Health, Personal Care Stores	\$2.06 M
Sporting Goods, Hobby, Book, Music Stores	\$40.37 M
Sporting Goods Stores	\$15.69 M
Hobby, Toy, Game Stores	\$10.94 M
Sewing, Needlecraft Stores	\$7.64 M
Musical Instrument Stores	\$3.05 M
Book Stores	\$3.05 M
General Merchandise Stores	\$130.45 M
Department Stores	\$45.8 M
Warehouse Superstores	\$72.08 M
Other General Merchandise Stores	\$12.58 M
Miscellaneous Store Retailers	\$16.29 M
Florists	\$398.78 K
Office, Stationary Stores	\$1.54 M
Gift, Souvenir Stores	\$3.37 M
Used Merchandise Stores	\$1.08 M
Pet, Pet Supply Stores	\$2.96 M
Art Dealers	\$421.56 K
Mobile Home Dealers	\$337.83 K
Other Miscellaneous Retail Stores	\$6.19 M
Non-Store Retailers	\$78.79 M
Mail Order, Catalog Stores	\$73.86 M
Vending Machines	\$340.17 K
Fuel Dealers	\$405.73 K
Other Direct Selling Establishments	\$4.18 M
Accommodation, Food Services	\$73.82 M
Hotels, Other Travel Accommodations	\$4.49 M
RV Parks	\$42.51 K
Rooming, Boarding Houses	\$25.01 K
Full Service Restaurants	\$40.85 M
Limited Service Restaurants	\$18.97 M
Special Food Services, Catering	\$5.53 M
Drinking Places	\$3.92 M
Motor Vehicle, Parts Dealers	\$54.62 M
New Car Dealers	\$30.31 M
Used Car Dealers	\$2.8 M
Recreational Vehicle Dealers	\$6.08 M
Motorcycle, Boat Dealers	\$7.92 M
Auto Parts, Accessories	\$4.8 M
Tire Dealers	\$2.7 M

Income Summary

Kingfisher, Oklahoma

20mi Radius

Population

Estimated Population (2025)	34,002	
Projected Population (2030)	37,534	
Census Population (2020)	30,688	
Census Population (2010)	27,688	
Projected Annual Growth (2025 to 2030)	3,531	2.1%
Historical Annual Growth (2020 to 2025)	3,315	1.9%
Historical Annual Growth (2010 to 2020)	2,999	1.1%

Households

Estimated Households (2025)	11,963	
Projected Households (2030)	14,079	
Census Households (2020)	10,979	
Census Households (2010)	10,226	
Projected Annual Growth (2025 to 2030)	2,116	3.5%
Historical Annual Growth (2020 to 2025)	984	1.8%
Historical Annual Growth (2010 to 2020)	754	0.7%

Average Household Income

Estimated Average Household Income (2025)	\$112,445	
Projected Average Household Income (2030)	\$111,280	
Census Average Household Income (2020)	\$70,989	
Census Average Household Income (2010)	\$50,281	
Projected Annual Growth (2025 to 2030)	-\$1,165	-0.2%
Historical Annual Growth (2020 to 2025)	\$41,456	3.9%
Historical Annual Growth (2010 to 2020)	\$20,709	4.1%

Median Household Income

Estimated Median Household Income (2025)	\$85,843	
Projected Median Household Income (2030)	\$86,195	
Census Median Household Income (2020)	\$59,055	
Census Median Household Income (2010)	\$40,844	
Projected Annual Growth (2025 to 2030)	\$352	-
Historical Annual Growth (2020 to 2025)	\$26,789	3.0%
Historical Annual Growth (2010 to 2020)	\$18,211	4.5%

Per Capita Income

Estimated Per Capita Income (2025)	\$39,631	
Projected Per Capita Income (2030)	\$41,804	
Census Per Capita Income (2020)	\$26,214	
Census Per Capita Income (2010)	\$18,700	
Projected Annual Growth (2025 to 2030)	\$2,173	1.1%
Historical Annual Growth (2020 to 2025)	\$13,418	3.4%
Historical Annual Growth (2010 to 2020)	\$7,513	4.0%

Other Income

Estimated Families (2025)	8,797	
Estimated Average Family Income (2025)	\$132,848	
Estimated Median Family Income (2025)	\$96,664	
Estimated Average Household Net Worth (2025)	\$1,128,533	

Consumer Expenditure Summary

Kingfisher, Oklahoma

20mi Radius

Estimated Population	34,002
Estimated Households	11,963
Household Expenditure	\$1.26 B
Per Household ~ Per Capita	\$105,489 \$37,116
Non-Retail Expenditures	\$604.59 M 47.9%
Per Household ~ Per Capita	\$50,536 \$17,781
Retail Expenditures	\$657.43 M 52.1%
Per Household ~ Per Capita	\$54,953 \$19,335
Alcoholic Beverages	\$7.76 M 0.6%
Per Household ~ Per Capita	\$649 \$228
Apparel	\$23.57 M 1.9%
Per Household ~ Per Capita	\$1,970 \$693
Contributions	\$39.93 M 3.2%
Per Household ~ Per Capita	\$3,338 \$1,174
Education	\$28.61 M 2.3%
Per Household ~ Per Capita	\$2,391 \$841
Entertainment	\$72.98 M 5.8%
Per Household ~ Per Capita	\$6,100 \$2,146
Food Away From Home	\$55.97 M 4.4%
Per Household ~ Per Capita	\$4,679 \$1,646
Grocery	\$85.68 M 6.8%
Per Household ~ Per Capita	\$7,162 \$2,520
Health Care	\$80.44 M 6.4%
Per Household ~ Per Capita	\$6,724 \$2,366
Household Furnishings and Equipment	\$33.77 M 2.7%
Per Household ~ Per Capita	\$2,822 \$993
Household Operations	\$23.86 M 1.9%
Per Household ~ Per Capita	\$1,994 \$702
Miscellaneous Expenses	\$21.73 M 1.7%
Per Household ~ Per Capita	\$1,816 \$639
Personal Care	\$16.72 M 1.3%
Per Household ~ Per Capita	\$1,397 \$492
Shelter	\$194.8 M 15.4%
Per Household ~ Per Capita	\$16,283 \$5,729
Tax and Retirement	\$290.43 M 23.0%
Per Household ~ Per Capita	\$24,277 \$8,542
Tobacco and Related	\$6.67 M 0.5%
Per Household ~ Per Capita	\$557 \$196
Transportation	\$217.87 M 17.3%
Per Household ~ Per Capita	\$18,212 \$6,408
Utilities	\$61.24 M 4.9%
Per Household ~ Per Capita	\$5,119 \$1,801

Kingfisher, Oklahoma

20mi Radius

Population / Households (2025)

Estimated Population	34,002
Estimated Households	11,963

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$1.26 B
Total Non-Retail Expenditure	\$604.59 M
Total Retail Expenditure	\$657.43 M
Alcoholic Beverages	\$7.76 M
Apparel	\$23.57 M
Contributions	\$39.93 M
Education	\$28.61 M
Entertainment	\$72.98 M
Food Away From Home	\$55.97 M
Grocery	\$85.68 M
Health Care	\$80.44 M
Household Furnishings and Equipment	\$33.77 M
Household Operations	\$23.86 M
Miscellaneous Expenses	\$21.73 M
Personal Care	\$16.72 M
Shelter	\$194.8 M
Tax and Retirement	\$290.43 M
Tobacco and Related	\$6.67 M
Transportation	\$217.87 M
Utilities	\$61.24 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$8,791	
Total Non-Retail Expenditure	\$4,211	47.9%
Total Retail Expenditure	\$4,579	52.1%
Alcoholic Beverages	\$54	0.6%
Apparel	\$164	1.9%
Contributions	\$278	3.2%
Education	\$199	2.3%
Entertainment	\$508	5.8%
Food Away From Home	\$390	4.4%
Grocery	\$597	6.8%
Health Care	\$560	6.4%
Household Furnishings and Equipment	\$235	2.7%
Household Operations	\$166	1.9%
Miscellaneous Expenses	\$151	1.7%
Personal Care	\$116	1.3%
Shelter	\$1,357	15.4%
Tax and Retirement	\$2,023	23.0%
Tobacco and Related	\$46	0.5%
Transportation	\$1,518	17.3%
Utilities	\$427	4.9%

Kingfisher, Oklahoma

20mi Radius

Population / Households (2030)

Projected Population	37,534
Projected Households	-

Total Annual Consumer Expenditure (2030)

Total Household Expenditure	\$1.44 B
Total Non-Retail Expenditure	\$692.57 M
Total Retail Expenditure	\$748 M
Alcoholic Beverages	\$8.84 M
Apparel	\$26.75 M
Contributions	\$45.81 M
Education	\$32.72 M
Entertainment	\$82.82 M
Food Away From Home	\$63.58 M
Grocery	\$95.77 M
Health Care	\$92.33 M
Household Furnishings and Equipment	\$38.41 M
Household Operations	\$27.02 M
Miscellaneous Expenses	\$24.73 M
Personal Care	\$18.75 M
Shelter	\$220.54 M
Tax and Retirement	\$336.68 M
Tobacco and Related	\$7.3 M
Transportation	\$250.18 M
Utilities	\$68.35 M

Consumer Expenditure Growth (2025 to 2030)

Total Household Expenditure	\$178.55 M
Total Non-Retail Expenditure	\$87.98 M
Total Retail Expenditure	\$90.57 M
Alcoholic Beverages	\$1.08 M
Apparel	\$3.18 M
Contributions	\$5.88 M
Education	\$4.11 M
Entertainment	\$9.84 M
Food Away From Home	\$7.61 M
Grocery	\$10.09 M
Health Care	\$11.88 M
Household Furnishings and Equipment	\$4.64 M
Household Operations	\$3.16 M
Miscellaneous Expenses	\$3 M
Personal Care	\$2.03 M
Shelter	\$25.73 M
Tax and Retirement	\$46.25 M
Tobacco and Related	\$634.51 K
Transportation	\$32.3 M
Utilities	\$7.11 M

Crime Risk

Kingfisher, Oklahoma

20mi Radius

Demographics

Population	34,002
Census Population	30,688
Households	11,963
Average Household Income	\$112,445
Median Household Income	\$85,843
Per Capita Income	\$39,631

Total Crime

Crime Index	49
Crime Level	Low Risk

Personal Crime

Crime Index	45
Crime Level	Low Risk

Murder

Crime Index	57
Crime Level	Low Risk

Rape

Crime Index	85
Crime Level	Below Average

Robbery

Crime Index	19
Crime Level	Very Low

Assault

Crime Index	46
Crime Level	Low Risk

Property Crime

Crime Index	49
Crime Level	Low Risk

Burglary

Crime Index	63
Crime Level	Below Average

Larceny

Crime Index	44
Crime Level	Low Risk

Motor Vehicle Theft

Crime Index	63
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	Site / Market	Avg Square	Closest Location
20mi Radius	Locations	Footage	
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	
Restaurants Ice Cream Smoothie			
Braum's	1 / 1	5,100	
Restaurants Pizza			

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