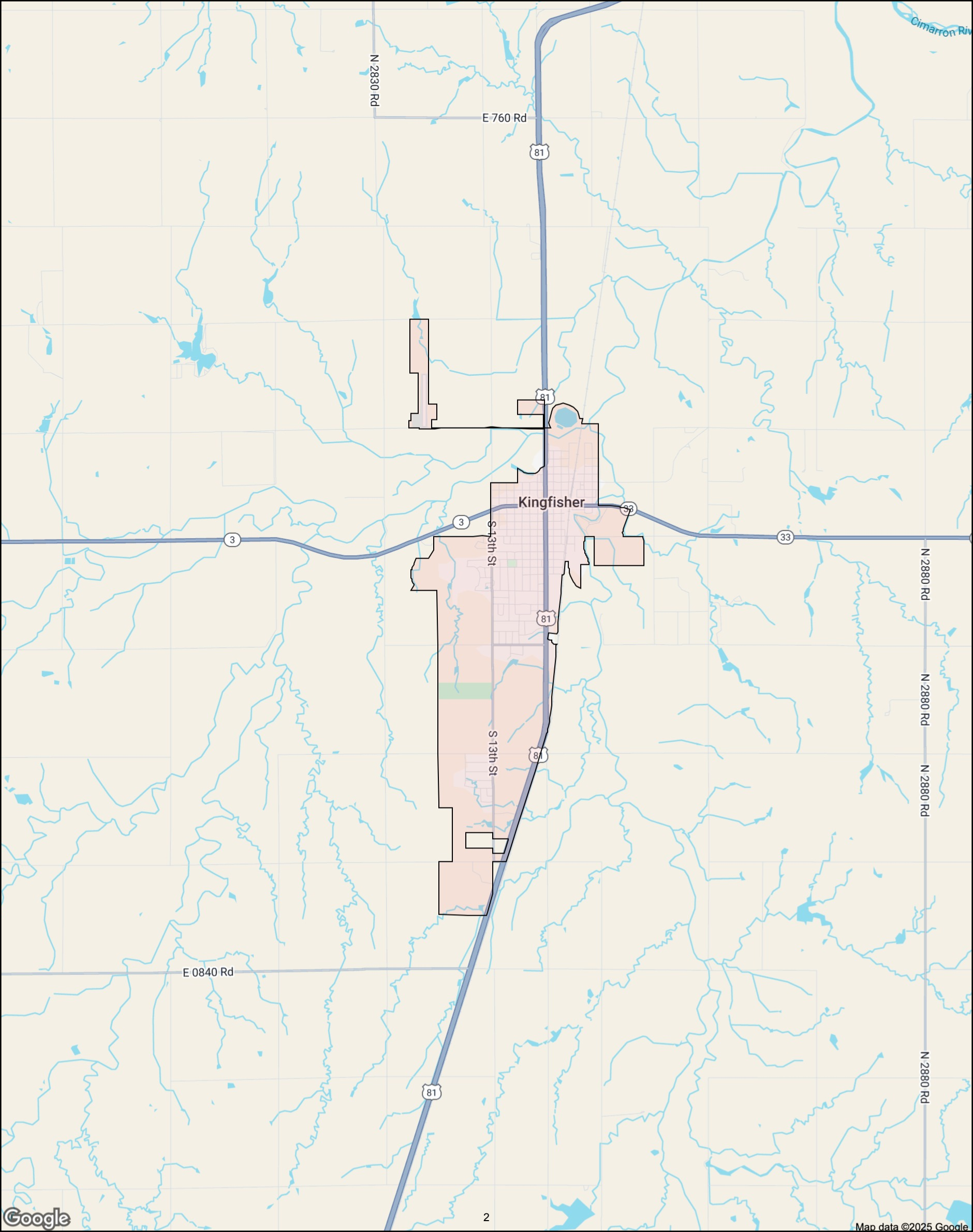


RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Kingfisher, Oklahoma
City Limits
3rd Quarter 2025**

Demographics

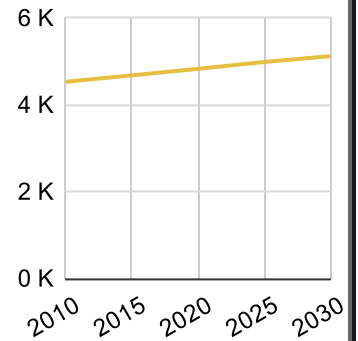


Kingfisher, Oklahoma

City Limits

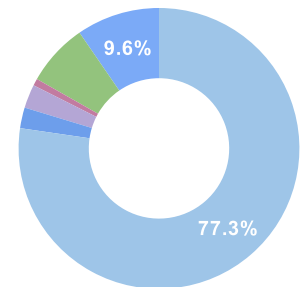
Population

Estimated Population (2025)	4,988
Projected Population (2030)	5,122
Census Population (2020)	4,831
Census Population (2010)	4,533
Projected Annual Growth (2025-2030)	134 0.5%
Historical Annual Growth (2020-2025)	157 0.6%
Historical Annual Growth (2010-2020)	298 0.7%
Estimated Population Density (2025)	1,104 <i>psm</i>
Trade Area Size	4.5 <i>sq mi</i>



Race and Ethnicity (2025)

Not Hispanic or Latino Population	4,093	82.1%
White	3,584	87.6%
Black or African American	111	2.7%
American Indian or Alaska Native	108	2.6%
Asian	39	1.0%
Hawaiian or Pacific Islander	-	-
Other Race	4	-
Two or More Races	247	6.0%
Hispanic or Latino Population	895	17.9%
White	272	30.4%
Black or African American	8	0.9%
American Indian or Alaska Native	28	3.1%
Asian	1	0.1%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	355	39.7%
Two or More Races	231	25.8%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

Kingfisher, Oklahoma

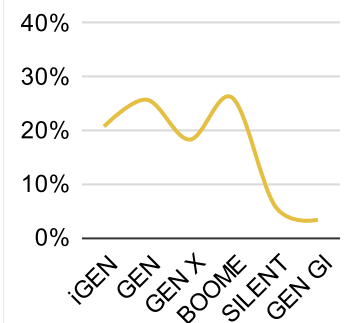
City Limits

Age Distribution (2025)

Age Under 5 Years	272	5.5%
Age 5 to 9 Years	359	7.2%
Age 10 to 14 Years	402	8.1%
Age 15 to 19 Years	398	8.0%
Age 20 to 24 Years	298	6.0%
Age 25 to 29 Years	266	5.3%
Age 30 to 34 Years	320	6.4%
Age 35 to 39 Years	299	6.0%
Age 40 to 44 Years	342	6.9%
Age 45 to 49 Years	270	5.4%
Age 50 to 54 Years	284	5.7%
Age 55 to 59 Years	239	4.8%
Age 60 to 64 Years	293	5.9%
Age 65 to 69 Years	270	5.4%
Age 70 to 74 Years	214	4.3%
Age 75 to 79 Years	163	3.3%
Age 80 to 84 Years	129	2.6%
Age 85 Years or Over	166	3.3%
Median Age	37.0	

Generation (2025)

iGeneration (Age Under 15 Years)	1,033	20.7%
Generation 9/11 Millennials (Age 15 to 34 Years)	1,282	25.7%
Gen Xers (Age 35 to 49 Years)	911	18.3%
Baby Boomers (Age 50 to 74 Years)	1,300	26.1%
Silent Generation (Age 75 to 84 Years)	292	5.9%
G.I. Generation (Age 85 Years or Over)	166	3.3%



Kingfisher, Oklahoma

City Limits

Household Type (2025)

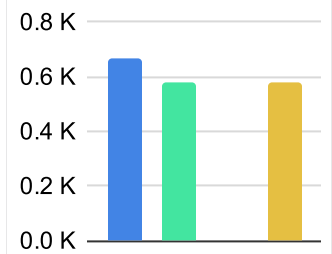
Total Households	1,823
Family Households	1,244 68.2%
Family Households with Children	665 53.5%
Family Households No Children	579 46.5%
Non-Family Households	579 31.8%
Non-Family Households with Children	1 0.2%
Non-Family Households No Children	578 99.8%

Family Households
w/ Children

Family Households
No Children

Non-Family Households
w/ Children

Non-Family Households
No Children



Education Attainment (2025)

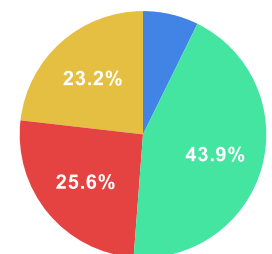
Elementary or Some High School	237 7.3%
High School Graduate	1,431 43.9%
Some College or Associate Degree	834 25.6%
Bachelor or Graduate Degree	755 23.2%

Elementary or
Some High School

High School
Graduate

Some College or
Associate Degree

Bachelor or
Graduate Degree



Household Income (2025)

Estimated Average Household Income	\$89,859
Estimated Median Household Income	\$75,302
HH Income Under \$10,000	11 0.6%
HH Income \$10,000 to \$34,999	287 15.7%
HH Income \$35,000 to \$49,999	253 13.9%
HH Income \$50,000 to \$74,999	357 19.6%
HH Income \$75,000 to \$99,999	289 15.9%
HH Income \$100,000 to \$149,999	395 21.7%
HH Income \$150,000 or More	231 12.7%

Kingfisher, Oklahoma

City Limits

Population

Estimated Population (2025)	4,988	
Projected Population (2030)	5,122	
Census Population (2020)	4,831	
Census Population (2010)	4,533	
Projected Annual Growth (2025-2030)	134	0.5%
Historical Annual Growth (2020-2025)	157	0.6%
Historical Annual Growth (2010-2020)	298	0.7%
Estimated Population Density (2025)	1,104	psm
Trade Area Size	4.5	sq mi

Households

Estimated Households (2025)	1,823	
Projected Households (2030)	1,907	
Census Households (2020)	1,798	
Census Households (2010)	1,767	
Projected Annual Growth (2025-2030)	84	0.9%
Historical Annual Change (2010-2025)	56	0.2%

Average Household Income

Estimated Average Household Income (2025)	\$89,859	
Projected Average Household Income (2030)	\$88,604	
Census Average Household Income (2010)	\$58,681	
Census Average Household Income (2000)	\$49,841	
Projected Annual Change (2025-2030)	-\$1,255	-0.3%
Historical Annual Change (2000-2025)	\$40,018	3.2%

Median Household Income

Estimated Median Household Income (2025)	\$75,302	
Projected Median Household Income (2030)	\$74,757	
Census Median Household Income (2010)	\$48,381	
Census Median Household Income (2000)	\$38,892	
Projected Annual Change (2025-2030)	-\$545	-0.1%
Historical Annual Change (2000-2025)	\$36,410	3.7%

Per Capita Income

Estimated Per Capita Income (2025)	\$32,972	
Projected Per Capita Income (2030)	\$33,115	
Census Per Capita Income (2010)	\$22,861	
Census Per Capita Income (2000)	\$19,346	
Projected Annual Change (2025-2030)	\$143	-
Historical Annual Change (2000-2025)	\$13,626	2.8%
Estimated Average Household Net Worth (2025)	\$788,729	

Kingfisher, Oklahoma

City Limits

Race and Ethnicity

Total Population (2025)	4,988	
White (2025)	3,856	77.3%
Black or African American (2025)	119	2.4%
American Indian or Alaska Native (2025)	136	2.7%
Asian (2025)	40	0.8%
Hawaiian or Pacific Islander (2025)	-	-
Other Race (2025)	359	7.2%
Two or More Races (2025)	478	9.6%
Population < 18 (2025)	1,288	25.8%
White Not Hispanic	778	60.4%
Black or African American	24	1.9%
Asian	11	0.9%
Other Race Not Hispanic	136	10.6%
Hispanic	339	26.3%
Not Hispanic or Latino Population (2025)	4,093	82.1%
Not Hispanic White	3,584	87.6%
Not Hispanic Black or African American	111	2.7%
Not Hispanic American Indian or Alaska Native	108	2.6%
Not Hispanic Asian	39	1.0%
Not Hispanic Hawaiian or Pacific Islander	-	-
Not Hispanic Other Race	4	-
Not Hispanic Two or More Races	247	6.0%
Hispanic or Latino Population (2025)	895	17.9%
Hispanic White	272	30.4%
Hispanic Black or African American	8	0.9%
Hispanic American Indian or Alaska Native	28	3.1%
Hispanic Asian	1	0.1%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	355	39.7%
Hispanic Two or More Races	231	25.8%
Not Hispanic or Latino Population (2020)	4,124	85.4%
Hispanic or Latino Population (2020)	707	14.6%
Not Hispanic or Latino Population (2010)	4,058	89.5%
Hispanic or Latino Population (2010)	475	10.5%
Not Hispanic or Latino Population (2030)	4,143	80.9%
Hispanic or Latino Population (2030)	979	19.1%
Projected Annual Growth (2025-2030)	84	1.9%
Historical Annual Growth (2010-2020)	232	4.9%

Kingfisher, Oklahoma

City Limits

Total Age Distribution (2025)

Total Population	4,988	
Age Under 5 Years	272	5.5%
Age 5 to 9 Years	359	7.2%
Age 10 to 14 Years	402	8.1%
Age 15 to 19 Years	398	8.0%
Age 20 to 24 Years	298	6.0%
Age 25 to 29 Years	266	5.3%
Age 30 to 34 Years	320	6.4%
Age 35 to 39 Years	299	6.0%
Age 40 to 44 Years	342	6.9%
Age 45 to 49 Years	270	5.4%
Age 50 to 54 Years	284	5.7%
Age 55 to 59 Years	239	4.8%
Age 60 to 64 Years	293	5.9%
Age 65 to 69 Years	270	5.4%
Age 70 to 74 Years	214	4.3%
Age 75 to 79 Years	163	3.3%
Age 80 to 84 Years	129	2.6%
Age 85 Years or Over	166	3.3%
Median Age	37.0	
Age 19 Years or Less	1,431	28.7%
Age 20 to 64 Years	2,611	52.3%
Age 65 Years or Over	942	18.9%

Female Age Distribution (2025)

Female Population	2,438	48.9%
Age Under 5 Years	141	5.8%
Age 5 to 9 Years	184	7.5%
Age 10 to 14 Years	195	8.0%
Age 15 to 19 Years	179	7.3%
Age 20 to 24 Years	140	5.7%
Age 25 to 29 Years	138	5.7%
Age 30 to 34 Years	170	7.0%
Age 35 to 39 Years	143	5.9%
Age 40 to 44 Years	165	6.8%
Age 45 to 49 Years	136	5.6%
Age 50 to 54 Years	129	5.3%
Age 55 to 59 Years	122	5.0%
Age 60 to 64 Years	138	5.7%
Age 65 to 69 Years	132	5.4%
Age 70 to 74 Years	103	4.2%
Age 75 to 79 Years	90	3.7%
Age 80 to 84 Years	61	2.5%
Age 85 Years or Over	70	2.9%
Female Median Age	36.5	
Age 19 Years or Less	699	28.7%
Age 20 to 64 Years	1,281	52.5%
Age 65 Years or Over	456	18.7%

Kingfisher, Oklahoma

City Limits

Male Age Distribution (2025)

Male Population	2,550	51.1%
Age Under 5 Years	131	5.1%
Age 5 to 9 Years	175	6.9%
Age 10 to 14 Years	207	8.1%
Age 15 to 19 Years	219	8.6%
Age 20 to 24 Years	158	6.2%
Age 25 to 29 Years	128	5.0%
Age 30 to 34 Years	150	5.9%
Age 35 to 39 Years	156	6.1%
Age 40 to 44 Years	177	6.9%
Age 45 to 49 Years	134	5.3%
Age 50 to 54 Years	155	6.1%
Age 55 to 59 Years	117	4.6%
Age 60 to 64 Years	155	6.1%
Age 65 to 69 Years	138	5.4%
Age 70 to 74 Years	111	4.4%
Age 75 to 79 Years	73	2.9%
Age 80 to 84 Years	68	2.7%
Age 85 Years or Over	96	3.8%
Male Median Age	37.4	
Age 19 Years or Less	732	28.7%
Age 20 to 64 Years	1,330	52.2%
Age 65 Years or Over	486	19.1%

Males per 100 Females (2025)

Overall Comparison	105	
Age Under 5 Years	93	48.2%
Age 5 to 9 Years	95	48.7%
Age 10 to 14 Years	106	51.5%
Age 15 to 19 Years	122	55.0%
Age 20 to 24 Years	113	53.0%
Age 25 to 29 Years	93	48.1%
Age 30 to 34 Years	88	46.9%
Age 35 to 39 Years	109	52.2%
Age 40 to 44 Years	107	51.8%
Age 45 to 49 Years	99	49.6%
Age 50 to 54 Years	120	54.6%
Age 55 to 59 Years	96	49.0%
Age 60 to 64 Years	112	52.9%
Age 65 to 69 Years	105	51.1%
Age 70 to 74 Years	108	51.9%
Age 75 to 79 Years	81	44.8%
Age 80 to 84 Years	111	52.7%
Age 85 Years or Over	137	57.8%
Age 19 Years or Less	105	51.2%
Age 20 to 39 Years	100	50.0%
Age 40 to 64 Years	107	51.7%
Age 65 Years or Over	107	51.6%

Kingfisher, Oklahoma

City Limits

Household Type (2025)

Total Households	1,823	
Households with Children	666	36.5%
Average Household Size	2.6	
Household Density per Square Mile	403	
Population Family	4,060	81.4%
Population Non-Family	726	14.6%
Population Group Quarters	202	4.0%
Family Households	1,244	68.2%
Married Couple Households	953	76.6%
Other Family Households with Children	291	23.4%
Family Households with Children	665	53.5%
Married Couple with Children	478	71.9%
Other Family Households with Children	187	28.1%
Family Households No Children	579	46.5%
Married Couple No Children	475	82.0%
Other Family Households No Children	104	18.0%
Non-Family Households	579	31.8%
Non-Family Households with Children	1	0.2%
Non-Family Households No Children	578	99.8%
Average Family Household Size	3.3	
Average Family Income	\$92,969	
Median Family Income	\$77,903	
Average Non-Family Household Size	1.3	

Marital Status (2025)

Population Age 15 Years or Over	3,954	
Never Married	1,094	27.7%
Currently Married	2,078	52.6%
Previously Married	782	19.8%
Separated	237	30.3%
Widowed	292	37.3%
Divorced	253	32.4%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	3,257	
Elementary (Grade Level 0 to 8)	95	2.9%
Some High School (Grade Level 9 to 11)	142	4.4%
High School Graduate	1,431	43.9%
Some College	659	20.2%
Associate Degree Only	175	5.4%
Bachelor Degree Only	518	15.9%
Graduate Degree	237	7.3%
Any College (Some College or Higher)	1,589	48.8%
College Degree + (Bachelor Degree or Higher)	755	23.2%

Kingfisher, Oklahoma

City Limits

Housing

Total Housing Units (2025)	2,031	
Total Housing Units (2020)	2,002	
Historical Annual Growth (2020-2025)	29	-
Housing Units Occupied (2025)	1,823	89.8%
Housing Units Owner-Occupied	1,273	69.8%
Housing Units Renter-Occupied	550	30.2%
Housing Units Vacant (2025)	208	10.2%

Household Size (2025)

Total Households	1,823	
1 Person Households	489	26.8%
2 Person Households	582	31.9%
3 Person Households	262	14.4%
4 Person Households	270	14.8%
5 Person Households	139	7.6%
6 Person Households	58	3.2%
7 or More Person Households	23	1.3%

Household Income Distribution (2025)

HH Income \$200,000 or More	71	3.9%
HH Income \$150,000 to \$199,999	160	8.8%
HH Income \$125,000 to \$149,999	193	10.6%
HH Income \$100,000 to \$124,999	202	11.1%
HH Income \$75,000 to \$99,999	289	15.9%
HH Income \$50,000 to \$74,999	357	19.6%
HH Income \$35,000 to \$49,999	253	13.9%
HH Income \$25,000 to \$34,999	136	7.5%
HH Income \$15,000 to \$24,999	51	2.8%
HH Income \$10,000 to \$14,999	100	5.5%
HH Income Under \$10,000	11	0.6%

Household Vehicles (2025)

Households 0 Vehicles Available	110	6.0%
Households 1 Vehicle Available	412	22.6%
Households 2 Vehicles Available	974	53.4%
Households 3 or More Vehicles Available	329	18.0%
Total Vehicles Available	3,522	
Average Vehicles per Household	1.9	
Owner-Occupied Household Vehicles	2,752	78.1%
Average Vehicles per Owner-Occupied Household	2.2	
Renter-Occupied Household Vehicles	770	21.9%
Average Vehicles per Renter-Occupied Household	1.4	

Travel Time (2025)

Worker Base Age 16 years or Over	2,229	
Travel to Work in 14 Minutes or Less	1,409	63.2%
Travel to Work in 15 to 29 Minutes	238	10.7%
Travel to Work in 30 to 59 Minutes	298	13.4%
Travel to Work in 60 Minutes or More	134	6.0%
Work at Home	150	6.7%
Average Minutes Travel to Work	9.3	

Kingfisher, Oklahoma

City Limits

Transportation To Work (2025)

Worker Base Age 16 years or Over	2,229	
Drive to Work Alone	1,741	78.1%
Drive to Work in Carpool	267	12.0%
Travel to Work by Public Transportation	2	-
Drive to Work on Motorcycle	-	-
Bicycle to Work	-	-
Walk to Work	69	3.1%
Other Means	-	-
Work at Home	150	6.7%

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	17.0	to 1
Adj. Daytime Demographics Age 16 Years or Over	3,495	

Labor Force

Labor Population Age 16 Years or Over (2025)	3,863	
Labor Force Total Males (2025)	1,987	51.4%
Male Civilian Employed	1,281	64.5%
Male Civilian Unemployed	26	1.3%
Males in Armed Forces	-	-
Males Not in Labor Force	680	34.2%
Labor Force Total Females (2025)	1,876	48.6%
Female Civilian Employed	948	50.5%
Female Civilian Unemployed	11	0.6%
Females in Armed Forces	-	-
Females Not in Labor Force	917	48.9%
Unemployment Rate	37	1.0%

Occupation (2025)

Occupation Population Age 16 Years or Over	2,230	
Occupation Total Males	1,281	57.4%
Occupation Total Females	949	42.6%
Management, Business, Financial Operations	307	13.8%
Professional, Related	414	18.6%
Service	418	18.7%
Sales, Office	468	21.0%
Farming, Fishing, Forestry	33	1.5%
Construction, Extraction, Maintenance	338	15.2%
Production, Transport, Material Moving	252	11.3%
White Collar Workers	1,189	53.3%
Blue Collar Workers	1,041	46.7%



Kingfisher, Oklahoma

City Limits

Units In Structure (2025)

Total Units	1,823	
1 Detached Unit	1,457	79.9%
1 Attached Unit	23	1.3%
2 Units	45	2.5%
3 to 4 Units	25	1.4%
5 to 9 Units	127	7.0%
10 to 19 Units	2	0.1%
20 to 49 Units	1	-
50 or More Units	23	1.3%
Mobile Home or Trailer	121	6.6%
Other Structure	-	-

Homes Built By Year (2025)

Homes Built 2020 or later	16	0.8%
Homes Built 2010 to 2019	122	6.0%
Homes Built 2000 to 2009	145	7.1%
Homes Built 1990 to 1999	64	3.2%
Homes Built 1980 to 1989	336	16.5%
Homes Built 1970 to 1979	355	17.5%
Homes Built 1960 to 1969	197	9.7%
Homes Built 1950 to 1959	157	7.7%
Homes Built 1940 to 1949	44	2.2%
Homes Built Before 1939	388	19.1%
Median Age of Homes	54.0	yrs

Home Values (2025)

Owner Specified Housing Units	1,273	
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	334	26.2%
Home Values \$250,000 to \$299,999	87	6.8%
Home Values \$200,000 to \$249,999	404	31.7%
Home Values \$175,000 to \$199,999	135	10.6%
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	6.5%
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	1.6%
Home Values \$35,000 to \$49,999	25	2.0%
Home Values \$25,000 to \$34,999	1	-
Home Values \$10,000 to \$24,999	-	-
Home Values Under \$10,000	34	2.7%
Owner-Occupied Median Home Value	\$226,670	
Renter-Occupied Median Rent	\$686	

Kingfisher, Oklahoma

City Limits

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$173.23 M
Total Non-Retail Expenditure	\$81.81 M
Total Retail Expenditure	\$91.42 M
Alcoholic Beverages	\$1.07 M
Apparel	\$3.28 M
Contributions	\$5.41 M
Education	\$3.91 M
Entertainment	\$10.16 M
Food Away From Home	\$7.77 M
Grocery	\$12.35 M
Health Care	\$12.23 M
Household Furnishings and Equipment	\$4.68 M
Household Operations	\$3.31 M
Miscellaneous Expenses	\$3.03 M
Personal Care	\$2.39 M
Shelter	\$28.53 M
Tax and Retirement	\$36.22 M
Tobacco and Related	\$1.01 M
Transportation	\$29.03 M
Utilities	\$8.86 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$7,919	
Total Non-Retail Expenditure	\$3,740	47.2%
Total Retail Expenditures	\$4,179	52.8%
Alcoholic Beverages	\$49	0.6%
Apparel	\$150	1.9%
Contributions	\$247	3.1%
Education	\$179	2.3%
Entertainment	\$465	5.9%
Food Away From Home	\$355	4.5%
Grocery	\$565	7.1%
Health Care	\$559	7.1%
Household Furnishings and Equipment	\$214	2.7%
Household Operations	\$151	1.9%
Miscellaneous Expenses	\$138	1.7%
Personal Care	\$109	1.4%
Shelter	\$1,304	16.5%
Tax and Retirement	\$1,655	-
Tobacco and Related	\$46	0.6%
Transportation	\$1,327	16.8%
Utilities	\$405	5.1%

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

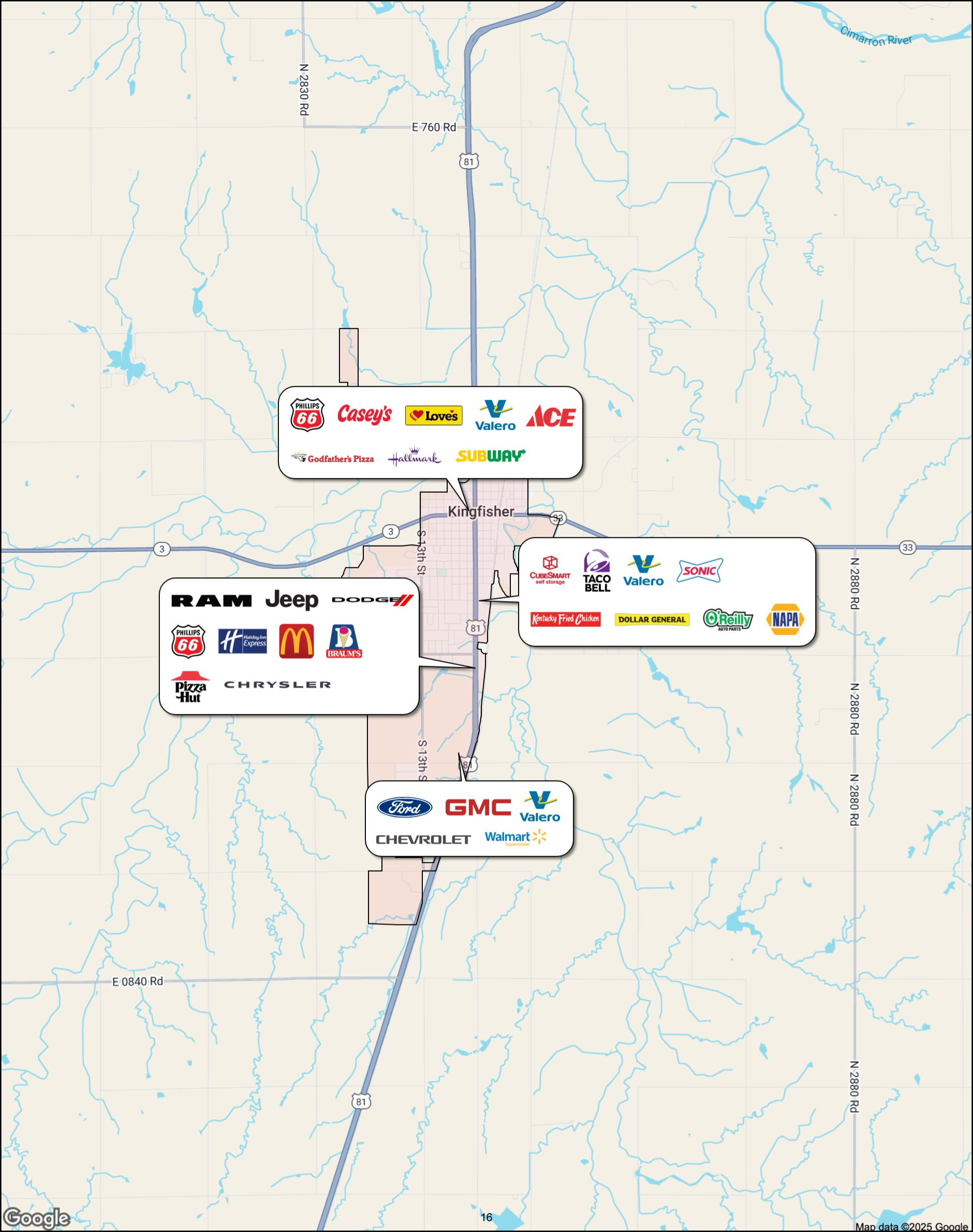
Department stores and other general merchandise stores

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



PHILLIPS 66 Casey's Love's Valero ACE
Godfather's Pizza Hallmark SUBWAY

RAM Jeep DODGE
PHILLIPS 66 Holiday Inn Express McDonald's BRAUM'S
Pizza Hut CHRYSLER

CUBE SMART self storage TACO BELL Valero SONIC
Kentucky Fried Chicken DOLLAR GENERAL O'Reilly AUTO PARTS NAPA

Ford GMC Valero
CHEVROLET Walmart Supercenter

Kingfisher, Oklahoma

City Limits

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$5.69 M / \$-362118	106
Men's Clothing Stores	\$231.67 K / \$-33152	114
Women's Clothing Stores	\$476.28 K / \$379.32 K	20
Children's, Infants' Clothing Stores	\$450.45 K / \$-65378	115
Family Clothing Stores	\$2.81 M / \$-396425	114
Clothing Accessory Stores	\$129.89 K / \$-18593	114
Other Apparel Stores	\$166.84 K / \$-24099	114
Shoe Stores	\$1.16 M / \$-164683	114
Jewelry Stores	\$245.96 K / \$-34779	114
Luggage Stores	\$30.48 K / \$-4328	114
Furniture, Home Furnishings Stores	\$5.08 M / \$-709462	114
Furniture Stores	\$2.32 M / \$-329139	114
Floor Covering Stores	\$328.47 K / \$-46940	114
Other Home Furnishing Stores	\$2.44 M / \$-333383	114
Electronics, Appliance Stores	\$4.78 M / \$-682030	114
Building Material, Garden Equipment, Supplies Dealers	\$4.8 M / \$7.53 M	-36
Home Centers	\$2.7 M / \$1.9 M	30
Paint, Wallpaper Stores	\$557.78 K / \$-80911	115
Hardware Stores	\$300.39 K / \$3.7 M	-92
Other Building Materials Stores	\$849.68 K / \$1.72 M	-51
Outdoor Power Equipment Stores	\$51.39 K / \$-7373	114
Nursery, Garden Stores	\$341.67 K / \$309.76 K	9
Food, Beverage Stores	\$7.37 M / \$1.26 M	83
Grocery Stores	\$5.7 M / \$260.38 K	95
Convenience Stores	\$502.38 K / \$1.12 M	-55
Meat Markets	\$33.73 K / \$43.94 K	-23
Fish, Seafood Markets	\$11.61 K / \$-1672	114
Fruit, Vegetable Markets	\$22.11 K / \$-3176	114
Other Specialty Food Markets	\$45.68 K / \$-6488	114
Liquor Stores	\$1.06 M / \$-156679	115

Kingfisher, Oklahoma

City Limits

	Potential / Sales	Index
Health, Personal Care Stores	\$4.77 M / \$8.83 M	-46
Pharmacy, Drug Stores	\$4.2 M / \$8.92 M	-53
Cosmetics, Beauty Stores	\$242.71 K / \$-35356	115
Optical Goods Stores	\$74.96 K / \$-10741	114
Other Health, Personal Care Stores	\$259.21 K / \$-37737	115
Sporting Goods, Hobby, Book, Music Stores	\$5.73 M / \$39.25 K	99
Sporting Goods Stores	\$2.21 M / \$540.18 K	76
Hobby, Toy, Game Stores	\$1.59 M / \$-223140	114
Sewing, Needlecraft Stores	\$1.12 M / \$-160063	114
Musical Instrument Stores	\$400.84 K / \$-58772	115
Book Stores	\$418.42 K / \$-58955	114
General Merchandise Stores	\$18.27 M / \$6.73 M	63
Department Stores	\$6.43 M / \$-910719	114
Warehouse Superstores	\$10.05 M / \$-1431984	114
Other General Merchandise Stores	\$1.79 M / \$9.07 M	-80
Miscellaneous Store Retailers	\$2.32 M / \$2.1 M	10
Florists	\$56.81 K / \$202.65 K	-72
Office, Stationary Stores	\$227.64 K / \$-32208	114
Gift, Souvenir Stores	\$480.91 K / \$184.7 K	62
Used Merchandise Stores	\$162.32 K / \$174.51 K	-7
Pet, Pet Supply Stores	\$428.84 K / \$-61228	114
Art Dealers	\$65.32 K / \$-9192	114
Mobile Home Dealers	\$47.74 K / \$-6874	114
Other Miscellaneous Retail Stores	\$850.63 K / \$1.64 M	-48
Non-Store Retailers	\$10.86 M / \$-1543686	114
Mail Order, Catalog Stores	\$10.17 M / \$-1446283	114
Vending Machines	\$47.05 K / \$-6796	114
Fuel Dealers	\$58.25 K / \$-8248	114
Other Direct Selling Establishments	\$585.69 K / \$-82359	114

Kingfisher, Oklahoma

City Limits

	Potential / Sales	Index
Accommodation, Food Services	\$9.53 M / \$17.28 M	-45
Hotels, Other Travel Accommodations	\$611.67 K / \$292.95 K	52
RV Parks	\$5.94 K / \$-857	114
Rooming, Boarding Houses	\$3.43 K / \$-488	114
Full Service Restaurants	\$5.57 M / \$12.58 M	-56
Limited Service Restaurants	\$2.59 M / \$4.83 M	-46
Special Food Services, Catering	\$756.05 K / \$-109294	114
Drinking Places	\$526.34 K / \$210.68 K	60
Gasoline Stations	\$3.67 M / \$48.45 M	-92
Motor Vehicle, Parts Dealers	\$7.99 M / \$30.28 M	-74
New Car Dealers	\$4.55 M / \$24.84 M	-82
Used Car Dealers	\$421.68 K / \$1.35 M	-69
Recreational Vehicle Dealers	\$853.78 K / \$-122355	114
Motorcycle, Boat Dealers	\$1.12 M / \$-160507	114
Auto Parts, Accessories	\$674.88 K / \$4.19 M	-84
Tire Dealers	\$377.8 K / \$185.29 K	51
2025 Population	4,988	
2030 Population	5,122	
% Population Change 2025-2030	2.7%	
2025 Adult Population Age 18+	3,698	
2025 Population Male	2,550	
2025 Population Female	2,438	
2025 Households	1,823	
2025 Median Household Income	75,302	
2025 Average Household Income	89,859	

Retail Potential

Kingfisher, Oklahoma	
City Limits	
2025 Population	4,988
2030 Population	5,122
% Population Change 2020-2025	3.2%
2025 Adult Population Age 18+	\$3,698
2025 Population Male	\$2,550
2025 Population Female	\$2,438
2025 Households	\$1,823
2025 Median Household Income	\$75,302
2025 Average Household Income	\$89,859
Clothing, Clothing Accessories Stores	\$5.69 M
Men's Clothing Stores	\$231.67 K
Women's Clothing Stores	\$476.28 K
Children's, Infants' Clothing Stores	\$450.45 K
Family Clothing Stores	\$2.81 M
Clothing Accessory Stores	\$129.89 K
Other Apparel Stores	\$166.84 K
Shoe Stores	\$1.16 M
Jewelry Stores	\$245.96 K
Luggage Stores	\$30.48 K
Furniture, Home Furnishings Stores	\$5.08 M
Furniture Stores	\$2.32 M
Floor Covering Stores	\$328.47 K
Other Home Furnishing Stores	\$2.44 M
Electronics, Appliance Stores	\$4.78 M
Gasoline Stations	\$3.67 M
Building Material, Garden Equipment, Supplies Dealers	\$4.8 M
Home Centers	\$2.7 M
Paint, Wallpaper Stores	\$557.78 K
Hardware Stores	\$300.39 K
Other Building Materials Stores	\$849.68 K
Outdoor Power Equipment Stores	\$51.39 K
Nursery, Garden Stores	\$341.67 K
Food, Beverage Stores	\$7.37 M
Grocery Stores	\$5.7 M
Convenience Stores	\$502.38 K
Meat Markets	\$33.73 K
Fish, Seafood Markets	\$11.61 K
Fruit, Vegetable Markets	\$22.11 K
Other Specialty Food Markets	\$45.68 K
Liquor Stores	\$1.06 M

Kingfisher, Oklahoma

City Limits

Health, Personal Care Stores	\$4.77 M
Pharmacy, Drug Stores	\$4.2 M
Cosmetics, Beauty Stores	\$242.71 K
Optical Goods Stores	\$74.96 K
Other Health, Personal Care Stores	\$259.21 K
Sporting Goods, Hobby, Book, Music Stores	\$5.73 M
Sporting Goods Stores	\$2.21 M
Hobby, Toy, Game Stores	\$1.59 M
Sewing, Needlecraft Stores	\$1.12 M
Musical Instrument Stores	\$400.84 K
Book Stores	\$418.42 K
General Merchandise Stores	\$18.27 M
Department Stores	\$6.43 M
Warehouse Superstores	\$10.05 M
Other General Merchandise Stores	\$1.79 M
Miscellaneous Store Retailers	\$2.32 M
Florists	\$56.81 K
Office, Stationary Stores	\$227.64 K
Gift, Souvenir Stores	\$480.91 K
Used Merchandise Stores	\$162.32 K
Pet, Pet Supply Stores	\$428.84 K
Art Dealers	\$65.32 K
Mobile Home Dealers	\$47.74 K
Other Miscellaneous Retail Stores	\$850.63 K
Non-Store Retailers	\$10.86 M
Mail Order, Catalog Stores	\$10.17 M
Vending Machines	\$47.05 K
Fuel Dealers	\$58.25 K
Other Direct Selling Establishments	\$585.69 K
Accommodation, Food Services	\$10.06 M
Hotels, Other Travel Accommodations	\$611.67 K
RV Parks	\$5.94 K
Rooming, Boarding Houses	\$3.43 K
Full Service Restaurants	\$5.57 M
Limited Service Restaurants	\$2.59 M
Special Food Services, Catering	\$756.05 K
Drinking Places	\$526.34 K
Motor Vehicle, Parts Dealers	\$7.99 M
New Car Dealers	\$4.55 M
Used Car Dealers	\$421.68 K
Recreational Vehicle Dealers	\$853.78 K
Motorcycle, Boat Dealers	\$1.12 M
Auto Parts, Accessories	\$674.88 K
Tire Dealers	\$377.8 K

Income Summary

Kingfisher, Oklahoma

City Limits

Population

Estimated Population (2025)	4,988	
Projected Population (2030)	5,122	
Census Population (2020)	4,831	
Census Population (2010)	4,533	
Projected Annual Growth (2025 to 2030)	134	0.5%
Historical Annual Growth (2020 to 2025)	157	0.6%
Historical Annual Growth (2010 to 2020)	298	0.7%

Households

Estimated Households (2025)	1,823	
Projected Households (2030)	1,907	
Census Households (2020)	1,798	
Census Households (2010)	1,767	
Projected Annual Growth (2025 to 2030)	84	0.9%
Historical Annual Growth (2020 to 2025)	25	0.3%
Historical Annual Growth (2010 to 2020)	31	0.2%

Average Household Income

Estimated Average Household Income (2025)	\$89,859	
Projected Average Household Income (2030)	\$88,604	
Census Average Household Income (2020)	\$58,681	
Census Average Household Income (2010)	\$49,841	
Projected Annual Growth (2025 to 2030)	-\$1,255	-0.3%
Historical Annual Growth (2020 to 2025)	\$31,178	3.5%
Historical Annual Growth (2010 to 2020)	\$8,840	1.8%

Median Household Income

Estimated Median Household Income (2025)	\$75,302	
Projected Median Household Income (2030)	\$74,757	
Census Median Household Income (2020)	\$48,381	
Census Median Household Income (2010)	\$38,892	
Projected Annual Growth (2025 to 2030)	-\$545	-0.1%
Historical Annual Growth (2020 to 2025)	\$26,921	3.7%
Historical Annual Growth (2010 to 2020)	\$9,489	2.4%

Per Capita Income

Estimated Per Capita Income (2025)	\$32,972	
Projected Per Capita Income (2030)	\$33,115	
Census Per Capita Income (2020)	\$22,861	
Census Per Capita Income (2010)	\$19,346	
Projected Annual Growth (2025 to 2030)	\$143	-
Historical Annual Growth (2020 to 2025)	\$10,111	2.9%
Historical Annual Growth (2010 to 2020)	\$3,515	1.8%

Other Income

Estimated Families (2025)	1,244	
Estimated Average Family Income (2025)	\$92,969	
Estimated Median Family Income (2025)	\$77,903	
Estimated Average Household Net Worth (2025)	\$788,729	

Consumer Expenditure Summary

Kingfisher, Oklahoma

City Limits

Estimated Population	4,988
Estimated Households	1,823
Household Expenditure	\$173.23 M
Per Household ~ Per Capita	\$95,027 \$34,730
Non-Retail Expenditures	\$81.81 M 47.2%
Per Household ~ Per Capita	\$44,878 \$16,402
Retail Expenditures	\$91.42 M 52.8%
Per Household ~ Per Capita	\$50,149 \$18,328
Alcoholic Beverages	\$1.07 M 0.6%
Per Household ~ Per Capita	\$587 \$215
Apparel	\$3.28 M 1.9%
Per Household ~ Per Capita	\$1,798 \$657
Contributions	\$5.41 M 3.1%
Per Household ~ Per Capita	\$2,969 \$1,085
Education	\$3.91 M 2.3%
Per Household ~ Per Capita	\$2,142 \$783
Entertainment	\$10.16 M 5.9%
Per Household ~ Per Capita	\$5,575 \$2,037
Food Away From Home	\$7.77 M 4.5%
Per Household ~ Per Capita	\$4,263 \$1,558
Grocery	\$12.35 M 7.1%
Per Household ~ Per Capita	\$6,776 \$2,476
Health Care	\$12.23 M 7.1%
Per Household ~ Per Capita	\$6,711 \$2,453
Household Furnishings and Equipment	\$4.68 M 2.7%
Per Household ~ Per Capita	\$2,565 \$937
Household Operations	\$3.31 M 1.9%
Per Household ~ Per Capita	\$1,818 \$664
Miscellaneous Expenses	\$3.03 M 1.7%
Per Household ~ Per Capita	\$1,660 \$607
Personal Care	\$2.39 M 1.4%
Per Household ~ Per Capita	\$1,310 \$479
Shelter	\$28.53 M 16.5%
Per Household ~ Per Capita	\$15,648 \$5,719
Tax and Retirement	\$36.22 M 20.9%
Per Household ~ Per Capita	\$19,866 \$7,260
Tobacco and Related	\$1.01 M 0.6%
Per Household ~ Per Capita	\$555 \$203
Transportation	\$29.03 M 16.8%
Per Household ~ Per Capita	\$15,925 \$5,820
Utilities	\$8.86 M 5.1%
Per Household ~ Per Capita	\$4,859 \$1,776

Kingfisher, Oklahoma

City Limits

Population / Households (2025)

Estimated Population	4,988
Estimated Households	1,823

Total Annual Consumer Expenditure (2025)

Total Household Expenditure	\$173.23 M
Total Non-Retail Expenditure	\$81.81 M
Total Retail Expenditure	\$91.42 M
Alcoholic Beverages	\$1.07 M
Apparel	\$3.28 M
Contributions	\$5.41 M
Education	\$3.91 M
Entertainment	\$10.16 M
Food Away From Home	\$7.77 M
Grocery	\$12.35 M
Health Care	\$12.23 M
Household Furnishings and Equipment	\$4.68 M
Household Operations	\$3.31 M
Miscellaneous Expenses	\$3.03 M
Personal Care	\$2.39 M
Shelter	\$28.53 M
Tax and Retirement	\$36.22 M
Tobacco and Related	\$1.01 M
Transportation	\$29.03 M
Utilities	\$8.86 M

Monthly Household Consumer Expenditure (2025)

Total Household Expenditure	\$7,919	
Total Non-Retail Expenditure	\$3,740	47.2%
Total Retail Expenditure	\$4,179	52.8%
Alcoholic Beverages	\$49	0.6%
Apparel	\$150	1.9%
Contributions	\$247	3.1%
Education	\$179	2.3%
Entertainment	\$465	5.9%
Food Away From Home	\$355	4.5%
Grocery	\$565	7.1%
Health Care	\$559	7.1%
Household Furnishings and Equipment	\$214	2.7%
Household Operations	\$151	1.9%
Miscellaneous Expenses	\$138	1.7%
Personal Care	\$109	1.4%
Shelter	\$1,304	16.5%
Tax and Retirement	\$1,655	20.9%
Tobacco and Related	\$46	0.6%
Transportation	\$1,327	16.8%
Utilities	\$405	5.1%

Kingfisher, Oklahoma

City Limits

Population / Households (2030)

Projected Population	5,122
Projected Households	-

Total Annual Consumer Expenditure (2030)

Total Household Expenditure	\$178 M
Total Non-Retail Expenditure	\$84.2 M
Total Retail Expenditure	\$93.8 M
Alcoholic Beverages	\$1.1 M
Apparel	\$3.36 M
Contributions	\$5.56 M
Education	\$4.01 M
Entertainment	\$10.43 M
Food Away From Home	\$7.97 M
Grocery	\$12.66 M
Health Care	\$12.71 M
Household Furnishings and Equipment	\$4.8 M
Household Operations	\$3.4 M
Miscellaneous Expenses	\$3.1 M
Personal Care	\$2.45 M
Shelter	\$29.26 M
Tax and Retirement	\$37.47 M
Tobacco and Related	\$1.03 M
Transportation	\$29.61 M
Utilities	\$9.08 M

Consumer Expenditure Growth (2025 to 2030)

Total Household Expenditure	\$4.77 M
Total Non-Retail Expenditure	\$2.39 M
Total Retail Expenditure	\$2.38 M
Alcoholic Beverages	\$27.92 K
Apparel	\$85 K
Contributions	\$143.94 K
Education	\$103 K
Entertainment	\$265.68 K
Food Away From Home	\$201.05 K
Grocery	\$305.85 K
Health Care	\$475.96 K
Household Furnishings and Equipment	\$121.23 K
Household Operations	\$88.92 K
Miscellaneous Expenses	\$77.51 K
Personal Care	\$59.6 K
Shelter	\$737.49 K
Tax and Retirement	\$1.26 M
Tobacco and Related	\$20.47 K
Transportation	\$581.1 K
Utilities	\$218.47 K

Crime Risk

Kingfisher, Oklahoma

City Limits

Demographics

Population	4,988
Census Population	4,831
Households	1,823
Average Household Income	\$89,859
Median Household Income	\$75,302
Per Capita Income	\$32,972

Total Crime

Crime Index	62
Crime Level	Below Average

Personal Crime

Crime Index	51
Crime Level	Low Risk

Murder

Crime Index	55
Crime Level	Low Risk

Rape

Crime Index	140
Crime Level	Above Average

Robbery

Crime Index	9
Crime Level	Very Low

Assault

Crime Index	50
Crime Level	Low Risk

Property Crime

Crime Index	64
Crime Level	Below Average

Burglary

Crime Index	67
Crime Level	Below Average

Larceny

Crime Index	65
Crime Level	Below Average

Motor Vehicle Theft

Crime Index	58
Crime Level	Low Risk

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Kingfisher, Oklahoma City Limits	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
NAPA	1 / 1	6,200	
O'Reilly	1 / 1	8,500	
Banks			
BancFirst	2 / 2	8,500	
Banks Minor			
Bank	4 / 4		
Convenience Stores			
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	
Dealerships			
Chevrolet	1 / 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	1 / 1	9,600	
Education			
Day Care	2 / 2		
High School	1 / 1		
PK - 8	3 / 3		
PK - 8 (Private)	1 / 1		
Entertainment			
Theatres	1 / 1		
Health Care			
Chiropractic	2 / 2		
Clinical Nurse Specialist	1 / 1		
Diagnostic Radiology	1 / 1		
Endocrinology	1 / 1		
Family Practice	2 / 2		

Kingfisher, Oklahoma City Limits	Site / Market Locations	Avg Square Footage	Closest Location
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		
Home Improvement			
Ace Hardware	1 / 1	16,200	
Hotels			
Holiday Inn Express	1 / 1	16,400	
Restaurants Fast Food Major			
KFC	1 / 1	3,100	
McDonald's	1 / 1	4,600	
Sonic	1 / 1	2,800	
Taco Bell	1 / 1	2,500	
Restaurants Ice Cream Smoothie			
Braum's	1 / 1	5,100	
Restaurants Pizza			
Godfather's Pizza	1 / 1	2,700	
Pizza Hut	1 / 1	2,800	
Restaurants Sandwich			
Subway	1 / 1	1,700	
Self Storage			
CubeSmart	1 / 1	37,500	
Specialty			
Hallmark	1 / 1	5,600	
Worship			
Baptist	1 / 1		
Methodist Episcopal	1 / 1		