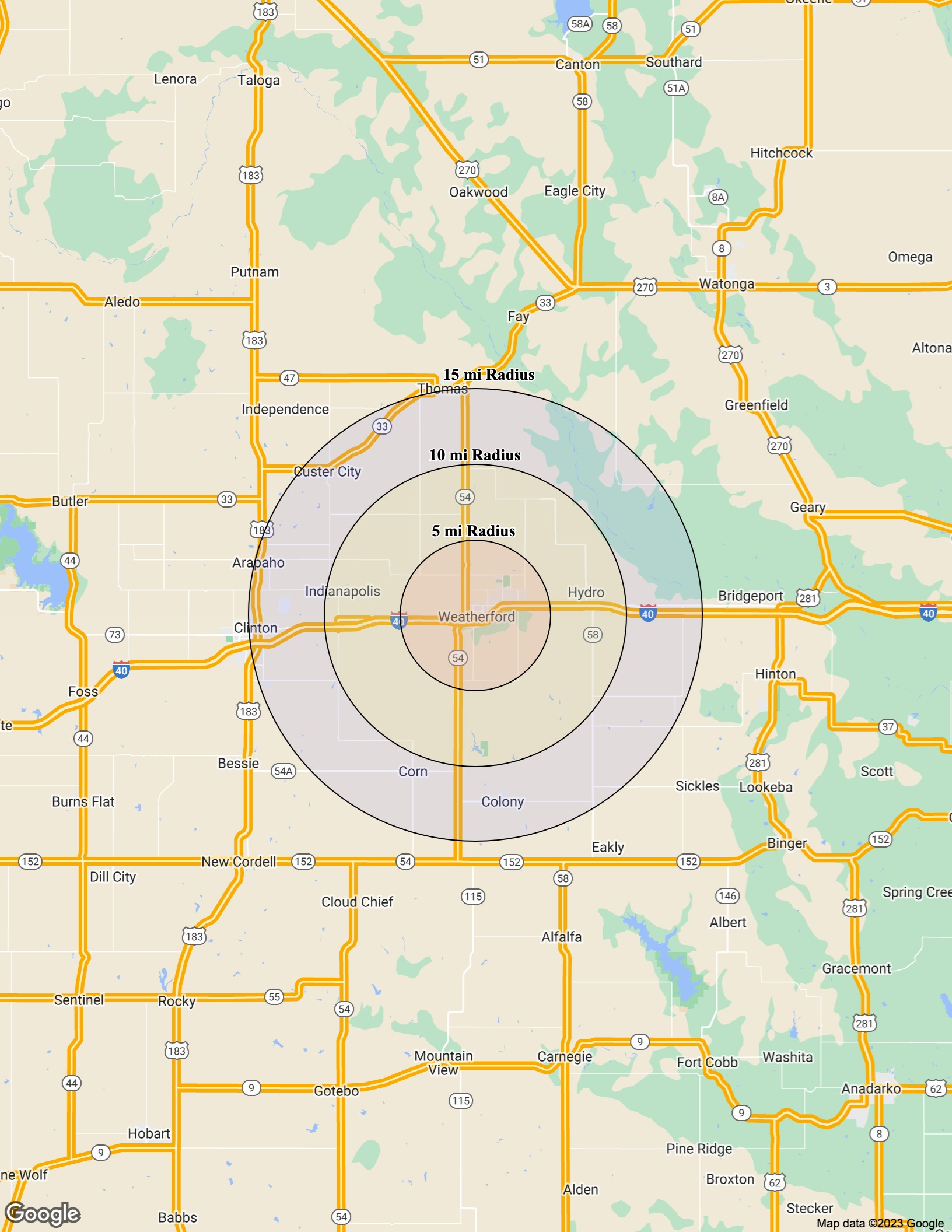


RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Weatherford, Oklahoma
4th Quarter 2023
Radius**



15 mi Radius

10 mi Radius

5 mi Radius

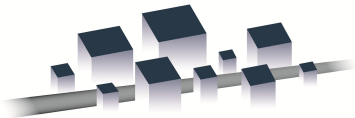
Weatherford

Demographics



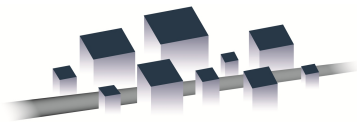
RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius		5 mi radius		10 mi radius		15 mi radius	
Population							
Estimated Population (2023)		13,923		15,919		21,659	
Projected Population (2028)		13,773		15,903		22,014	
Census Population (2020)		14,226		16,266		21,920	
Census Population (2010)		12,704		14,763		20,683	
Projected Annual Growth (2023-2028)		-150	-0.2%	-16	-	355	0.3%
Historical Annual Growth (2020-2023)		-303	-0.7%	-347	-0.7%	-261	-0.4%
Historical Annual Growth (2010-2020)		1,523	1.2%	1,503	1.0%	1,237	0.6%
Estimated Population Density (2023)		177 <i>psm</i>		51 <i>psm</i>		31 <i>psm</i>	
Trade Area Size		78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	
Race and Ethnicity (2023)							
Not Hispanic or Latino Population		11,755	84.4%	13,516	84.9%	17,895	82.6%
White		9,029	76.8%	10,444	77.3%	13,976	78.1%
Black or African American		279	2.4%	328	2.4%	567	3.2%
American Indian or Alaska Native		510	4.3%	572	4.2%	768	4.3%
Asian		1,077	9.2%	1,086	8.0%	1,118	6.2%
Hawaiian or Pacific Islander		1	-	2	-	3	-
Other Race		6	-	29	0.2%	55	0.3%
Two or More Races		853	7.3%	1,054	7.8%	1,410	7.9%
Hispanic or Latino Population		2,168	15.6%	2,403	15.1%	3,764	17.4%
White		739	34.1%	807	33.6%	1,249	33.2%
Black or African American		14	0.6%	15	0.6%	44	1.2%
American Indian or Alaska Native		102	4.7%	110	4.6%	158	4.2%
Asian		10	0.5%	11	0.5%	18	0.5%
Hispanic Hawaiian or Pacific Islander		5	0.2%	5	0.2%	6	0.2%
Other Race		665	30.7%	754	31.4%	1,153	30.6%
Two or More Races		634	29.2%	701	29.2%	1,136	30.2%
	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">White</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">Black or African American</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">American Indian or Alaskan Native</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">Asian</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">Hawaiian or Pacific Islander</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">Other Race</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 5px;">2+ Races</div> </div>						



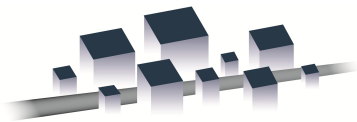
RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Age Distribution (2023)							
Age Under 5 Years		927	6.7%	1,051	6.6%	1,413	6.5%
Age 5 to 9 Years		905	6.5%	1,054	6.6%	1,494	6.9%
Age 10 to 14 Years		917	6.6%	1,083	6.8%	1,527	7.0%
Age 15 to 19 Years		1,409	10.1%	1,545	9.7%	1,970	9.1%
Age 20 to 24 Years		2,629	18.9%	2,756	17.3%	3,058	14.1%
Age 25 to 29 Years		973	7.0%	1,068	6.7%	1,377	6.4%
Age 30 to 34 Years		790	5.7%	906	5.7%	1,222	5.6%
Age 35 to 39 Years		718	5.2%	824	5.2%	1,197	5.5%
Age 40 to 44 Years		700	5.0%	820	5.1%	1,186	5.5%
Age 45 to 49 Years		589	4.2%	674	4.2%	957	4.4%
Age 50 to 54 Years		568	4.1%	684	4.3%	1,011	4.7%
Age 55 to 59 Years		599	4.3%	728	4.6%	1,060	4.9%
Age 60 to 64 Years		632	4.5%	778	4.9%	1,159	5.4%
Age 65 to 69 Years		475	3.4%	577	3.6%	916	4.2%
Age 70 to 74 Years		433	3.1%	527	3.3%	776	3.6%
Age 75 to 79 Years		285	2.0%	362	2.3%	571	2.6%
Age 80 to 84 Years		162	1.2%	206	1.3%	343	1.6%
Age 85 Years or Over		213	1.5%	277	1.7%	421	1.9%
Median Age		28.8		30.0		32.2	
Generation (2023)							
iGeneration (Age Under 15 Years)		2,749	19.7%	3,188	20.0%	4,434	20.5%
Generation 9/11 Millennials (Age 15 to 34 Years)		5,800	41.7%	6,275	39.4%	7,628	35.2%
Gen Xers (Age 35 to 49 Years)		2,007	14.4%	2,318	14.6%	3,340	15.4%
Baby Boomers (Age 50 to 74 Years)		2,707	19.4%	3,294	20.7%	4,922	22.7%
Silent Generation (Age 75 to 84 Years)		447	3.2%	568	3.6%	914	4.2%
G.I. Generation (Age 85 Years or Over)		213	1.5%	277	1.7%	421	1.9%



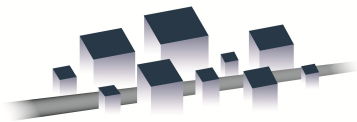
RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
Household Type (2023)				
Total Households		5,417	6,213	8,247
Family Households		3,361 62.0%	3,906 62.9%	5,315 64.4%
Family Households with Children		1,547 46.0%	1,801 46.1%	2,494 46.9%
Family Households No Children		1,814 54.0%	2,105 53.9%	2,821 53.1%
Non-Family Households		2,056 38.0%	2,307 37.1%	2,932 35.6%
Non-Family Households with Children		4 0.2%	4 0.2%	4 0.1%
Non-Family Households No Children		2,052 99.8%	2,303 99.8%	2,928 99.9%
Education Attainment (2023)				
Elementary or Some High School		496 6.9%	638 7.6%	1,376 11.3%
High School Graduate		1,536 21.5%	1,934 22.9%	3,234 26.5%
Some College or Associate Degree		2,296 32.2%	2,725 32.3%	3,774 30.9%
Bachelor or Graduate Degree		2,809 39.4%	3,133 37.2%	3,812 31.3%
Household Income (2023)				
Estimated Average Household Income		\$82,064	\$84,972	\$80,951
Estimated Median Household Income		\$65,757	\$64,891	\$61,922
HH Income Under \$10,000		368 6.8%	395 6.4%	447 5.4%
HH Income \$10,000 to \$34,999		1,609 29.7%	1,872 30.1%	2,428 29.4%
HH Income \$35,000 to \$49,999		397 7.3%	483 7.8%	838 10.2%
HH Income \$50,000 to \$74,999		726 13.4%	847 13.6%	1,319 16.0%
HH Income \$75,000 to \$99,999		554 10.2%	629 10.1%	780 9.5%
HH Income \$100,000 to \$149,999		975 18.0%	1,116 18.0%	1,399 17.0%
HH Income \$150,000 or More		787 14.5%	871 14.0%	1,036 12.6%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2023)	13,923		15,919		21,659	
Projected Population (2028)	13,773		15,903		22,014	
Census Population (2020)	14,226		16,266		21,920	
Census Population (2010)	12,704		14,763		20,683	
Projected Annual Growth (2023-2028)	-150	-0.2%	-16	-	355	0.3%
Historical Annual Growth (2020-2023)	-303	-	-347	-0.7%	-261	-0.4%
Historical Annual Growth (2010-2020)	1,523	1.2%	1,503	1.0%	1,237	0.6%
Estimated Population Density (2023)	177 <i>psm</i>		51 <i>psm</i>		31 <i>psm</i>	
Trade Area Size	78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	
Households						
Estimated Households (2023)	5,417		6,213		8,247	
Projected Households (2028)	5,158		5,947		8,037	
Census Households (2020)	5,538		6,343		8,305	
Census Households (2010)	5,151		5,948		8,072	
Projected Annual Growth (2023-2028)	-259	-1.0%	-266	-0.9%	-210	-0.5%
Historical Annual Change (2010-2023)	266	0.4%	265	0.3%	175	0.2%
Average Household Income						
Estimated Average Household Income (2023)	\$82,064		\$84,972		\$80,951	
Projected Average Household Income (2028)	\$91,930		\$94,844		\$88,638	
Census Average Household Income (2010)	\$54,953		\$53,895		\$51,709	
Census Average Household Income (2000)	\$40,524		\$39,632		\$38,053	
Projected Annual Change (2023-2028)	\$9,866	2.4%	\$9,873	2.3%	\$7,687	1.9%
Historical Annual Change (2000-2023)	\$41,540	4.5%	\$45,339	5.0%	\$42,898	4.9%
Median Household Income						
Estimated Median Household Income (2023)	\$65,757		\$64,891		\$61,922	
Projected Median Household Income (2028)	\$67,652		\$66,528		\$63,442	
Census Median Household Income (2010)	\$46,584		\$45,995		\$43,858	
Census Median Household Income (2000)	\$33,107		\$32,634		\$31,300	
Projected Annual Change (2023-2028)	\$1,894	0.6%	\$1,638	0.5%	\$1,520	0.5%
Historical Annual Change (2000-2023)	\$32,651	4.3%	\$32,257	4.3%	\$30,621	4.3%
Per Capita Income						
Estimated Per Capita Income (2023)	\$32,335		\$33,547		\$31,234	
Projected Per Capita Income (2028)	\$34,839		\$35,851		\$32,764	
Census Per Capita Income (2010)	\$22,283		\$21,714		\$20,180	
Census Per Capita Income (2000)	\$16,003		\$15,585		\$14,684	
Projected Annual Change (2023-2028)	\$2,504	1.5%	\$2,304	1.4%	\$1,530	1.0%
Historical Annual Change (2000-2023)	\$16,332	4.4%	\$17,962	5.0%	\$16,551	4.9%
Estimated Average Household Net Worth (2023)	\$419,132		\$408,191		\$377,520	

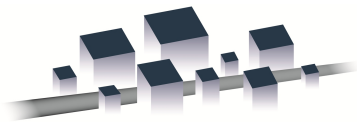


RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Race and Ethnicity						
Total Population (2023)	13,923		15,919		21,659	
White (2023)	9,768	70.2%	11,251	70.7%	15,225	70.3%
Black or African American (2023)	293	2.1%	343	2.2%	610	2.8%
American Indian or Alaska Native (2023)	612	4.4%	681	4.3%	925	4.3%
Asian (2023)	1,087	7.8%	1,097	6.9%	1,136	5.2%
Hawaiian or Pacific Islander (2023)	6	-	7	-	9	-
Other Race (2023)	671	4.8%	783	4.9%	1,208	5.6%
Two or More Races (2023)	1,487	10.7%	1,755	11.0%	2,546	11.8%
Population < 18 (2023)	3,308 23.8%		3,832 24.1%		5,347 24.7%	
White Not Hispanic	1,911	57.8%	2,225	58.1%	2,908	54.4%
Black or African American	56	1.7%	67	1.8%	134	2.5%
Asian	33	1.0%	35	0.9%	40	0.8%
Other Race Not Hispanic	542	16.4%	633	16.5%	821	15.4%
Hispanic	766	23.2%	872	22.8%	1,443	27.0%
Not Hispanic or Latino Population (2023)	11,755 84.4%		13,516 84.9%		17,895 82.6%	
Not Hispanic White	9,029	76.8%	10,444	77.3%	13,976	78.1%
Not Hispanic Black or African American	279	2.4%	328	2.4%	567	3.2%
Not Hispanic American Indian or Alaska Native	510	4.3%	572	4.2%	768	4.3%
Not Hispanic Asian	1,077	9.2%	1,086	8.0%	1,118	6.2%
Not Hispanic Hawaiian or Pacific Islander	1	-	2	-	3	-
Not Hispanic Other Race	6	-	29	0.2%	55	0.3%
Not Hispanic Two or More Races	853	7.3%	1,054	7.8%	1,410	7.9%
Hispanic or Latino Population (2023)	2,168 15.6%		2,403 15.1%		3,764 17.4%	
Hispanic White	739	34.1%	807	33.6%	1,249	33.2%
Hispanic Black or African American	14	0.6%	15	0.6%	44	1.2%
Hispanic American Indian or Alaska Native	102	4.7%	110	4.6%	158	4.2%
Hispanic Asian	10	0.5%	11	0.5%	18	0.5%
Hispanic Hawaiian or Pacific Islander	5	0.2%	5	0.2%	6	0.2%
Hispanic Other Race	665	30.7%	754	31.4%	1,153	30.6%
Hispanic Two or More Races	634	29.2%	701	29.2%	1,136	30.2%
Not Hispanic or Latino Population (2020)	12,379 87.0%		14,223 87.4%		18,391 83.9%	
Hispanic or Latino Population (2020)	1,848 13.0%		2,044 12.6%		3,529 16.1%	
Not Hispanic or Latino Population (2010)	11,751 92.5%		13,620 92.3%		18,150 87.8%	
Hispanic or Latino Population (2010)	953 7.5%		1,143 7.7%		2,533 12.2%	
Not Hispanic or Latino Population (2028)	11,627 84.4%		13,491 84.8%		18,189 82.6%	
Hispanic or Latino Population (2028)	2,146 15.6%		2,412 15.2%		3,825 17.4%	
Projected Annual Growth (2023-2028)	-22	-0.2%	9	-	61	0.3%
Historical Annual Growth (2010-2020)	895 9.4%		900 7.9%		996 3.9%	

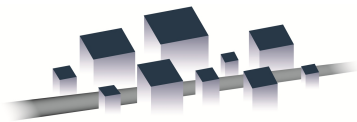
Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Total Age Distribution (2023)						
Total Population	13,923		15,919		21,659	
Age Under 5 Years	927	6.7%	1,051	6.6%	1,413	6.5%
Age 5 to 9 Years	905	6.5%	1,054	6.6%	1,494	6.9%
Age 10 to 14 Years	917	6.6%	1,083	6.8%	1,527	7.0%
Age 15 to 19 Years	1,409	10.1%	1,545	9.7%	1,970	9.1%
Age 20 to 24 Years	2,629	18.9%	2,756	17.3%	3,058	14.1%
Age 25 to 29 Years	973	7.0%	1,068	6.7%	1,377	6.4%
Age 30 to 34 Years	790	5.7%	906	5.7%	1,222	5.6%
Age 35 to 39 Years	718	5.2%	824	5.2%	1,197	5.5%
Age 40 to 44 Years	700	5.0%	820	5.1%	1,186	5.5%
Age 45 to 49 Years	589	4.2%	674	4.2%	957	4.4%
Age 50 to 54 Years	568	4.1%	684	4.3%	1,011	4.7%
Age 55 to 59 Years	599	4.3%	728	4.6%	1,060	4.9%
Age 60 to 64 Years	632	4.5%	778	4.9%	1,159	5.4%
Age 65 to 69 Years	475	3.4%	577	3.6%	916	4.2%
Age 70 to 74 Years	433	3.1%	527	3.3%	776	3.6%
Age 75 to 79 Years	285	2.0%	362	2.3%	571	2.6%
Age 80 to 84 Years	162	1.2%	206	1.3%	343	1.6%
Age 85 Years or Over	213	1.5%	277	1.7%	421	1.9%
Median Age	28.8		30.0		32.2	
Age 19 Years or Less	4,159	29.9%	4,732	29.7%	6,404	29.6%
Age 20 to 64 Years	8,197	58.9%	9,238	58.0%	12,227	56.5%
Age 65 Years or Over	1,567	11.3%	1,948	12.2%	3,027	14.0%
Female Age Distribution (2023)						
Female Population	7,015	50.4%	8,060	50.6%	10,896	50.3%
Age Under 5 Years	447	6.4%	510	6.3%	680	6.2%
Age 5 to 9 Years	418	6.0%	487	6.0%	700	6.4%
Age 10 to 14 Years	466	6.6%	551	6.8%	783	7.2%
Age 15 to 19 Years	749	10.7%	817	10.1%	1,016	9.3%
Age 20 to 24 Years	1,303	18.6%	1,364	16.9%	1,499	13.8%
Age 25 to 29 Years	430	6.1%	486	6.0%	655	6.0%
Age 30 to 34 Years	381	5.4%	451	5.6%	618	5.7%
Age 35 to 39 Years	354	5.0%	415	5.2%	599	5.5%
Age 40 to 44 Years	363	5.2%	424	5.3%	605	5.6%
Age 45 to 49 Years	289	4.1%	332	4.1%	458	4.2%
Age 50 to 54 Years	278	4.0%	336	4.2%	503	4.6%
Age 55 to 59 Years	295	4.2%	364	4.5%	521	4.8%
Age 60 to 64 Years	311	4.4%	385	4.8%	567	5.2%
Age 65 to 69 Years	262	3.7%	315	3.9%	492	4.5%
Age 70 to 74 Years	245	3.5%	295	3.7%	425	3.9%
Age 75 to 79 Years	177	2.5%	216	2.7%	312	2.9%
Age 80 to 84 Years	106	1.5%	129	1.6%	197	1.8%
Age 85 Years or Over	139	2.0%	182	2.3%	267	2.4%
Female Median Age	29.7		30.8		32.7	
Age 19 Years or Less	2,080	29.7%	2,366	29.4%	3,179	29.2%
Age 20 to 64 Years	4,004	57.1%	4,558	56.5%	6,025	55.3%
Age 65 Years or Over	930	13.3%	1,137	14.1%	1,692	15.5%

Weatherford, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Male Age Distribution (2023)							
Male Population		6,908	49.6%	7,859	49.4%	10,763	49.7%
Age Under 5 Years		480	7.0%	540	6.9%	734	6.8%
Age 5 to 9 Years		487	7.0%	567	7.2%	794	7.4%
Age 10 to 14 Years		451	6.5%	532	6.8%	744	6.9%
Age 15 to 19 Years		660	9.6%	728	9.3%	954	8.9%
Age 20 to 24 Years		1,326	19.2%	1,392	17.7%	1,559	14.5%
Age 25 to 29 Years		543	7.9%	582	7.4%	722	6.7%
Age 30 to 34 Years		409	5.9%	455	5.8%	604	5.6%
Age 35 to 39 Years		364	5.3%	409	5.2%	598	5.6%
Age 40 to 44 Years		337	4.9%	396	5.0%	581	5.4%
Age 45 to 49 Years		299	4.3%	342	4.4%	498	4.6%
Age 50 to 54 Years		290	4.2%	348	4.4%	509	4.7%
Age 55 to 59 Years		304	4.4%	364	4.6%	538	5.0%
Age 60 to 64 Years		322	4.7%	393	5.0%	592	5.5%
Age 65 to 69 Years		212	3.1%	262	3.3%	424	3.9%
Age 70 to 74 Years		188	2.7%	232	2.9%	352	3.3%
Age 75 to 79 Years		108	1.6%	146	1.9%	259	2.4%
Age 80 to 84 Years		56	0.8%	77	1.0%	146	1.4%
Age 85 Years or Over		73	1.1%	95	1.2%	155	1.4%
Male Median Age		28.1		29.4		31.8	
Age 19 Years or Less		2,078	30.1%	2,366	30.1%	3,225	30.0%
Age 20 to 64 Years		4,193	60.7%	4,681	59.6%	6,202	57.6%
Age 65 Years or Over		637	9.2%	811	10.3%	1,335	12.4%
Males per 100 Females (2023)							
Overall Comparison		98		97		99	
Age Under 5 Years		108	51.8%	106	51.4%	108	51.9%
Age 5 to 9 Years		116	53.8%	116	53.8%	113	53.1%
Age 10 to 14 Years		97	49.2%	96	49.1%	95	48.7%
Age 15 to 19 Years		88	46.8%	89	47.1%	94	48.4%
Age 20 to 24 Years		102	50.4%	102	50.5%	104	51.0%
Age 25 to 29 Years		126	55.8%	120	54.5%	110	52.4%
Age 30 to 34 Years		107	51.8%	101	50.2%	98	49.5%
Age 35 to 39 Years		103	50.7%	98	49.6%	100	50.0%
Age 40 to 44 Years		93	48.1%	93	48.3%	96	49.0%
Age 45 to 49 Years		103	50.8%	103	50.8%	109	52.1%
Age 50 to 54 Years		104	51.0%	104	50.9%	101	50.3%
Age 55 to 59 Years		103	50.7%	100	50.0%	103	50.8%
Age 60 to 64 Years		104	50.9%	102	50.5%	104	51.1%
Age 65 to 69 Years		81	44.8%	83	45.4%	86	46.3%
Age 70 to 74 Years		76	43.3%	79	44.0%	83	45.3%
Age 75 to 79 Years		61	37.8%	68	40.4%	83	45.4%
Age 80 to 84 Years		53	34.5%	60	37.3%	74	42.5%
Age 85 Years or Over		52	34.4%	52	34.2%	58	36.7%
Age 19 Years or Less		100	50.0%	100	50.0%	101	50.4%
Age 20 to 39 Years		107	51.7%	104	51.1%	103	50.8%
Age 40 to 64 Years		101	50.2%	100	50.0%	102	50.6%
Age 65 Years or Over		68	40.6%	71	41.6%	79	44.1%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Household Type (2023)						
Total Households	5,417		6,213		8,247	
Households with Children	1,551	28.6%	1,805	29.0%	2,498	30.3%
Average Household Size	2.4		2.4		2.5	
Household Density per Square Mile	69		20		12	
Population Family	10,063	72.3%	11,681	73.4%	16,345	75.5%
Population Non-Family	2,843	20.4%	3,161	19.9%	3,961	18.3%
Population Group Quarters	1,017	7.3%	1,076	6.8%	1,354	6.3%
Family Households	3,361	62.0%	3,906	62.9%	5,315	64.4%
Married Couple Households	2,544	75.7%	2,968	76.0%	4,049	76.2%
Other Family Households with Children	817	24.3%	938	24.0%	1,266	23.8%
Family Households with Children	1,547	46.0%	1,801	46.1%	2,494	46.9%
Married Couple with Children	1,095	70.8%	1,267	70.4%	1,744	69.9%
Other Family Households with Children	452	29.2%	533	29.6%	750	30.1%
Family Households No Children	1,814	54.0%	2,105	53.9%	2,821	53.1%
Married Couple No Children	1,448	79.8%	1,701	80.8%	2,305	81.7%
Other Family Households No Children	366	20.2%	404	19.2%	516	18.3%
Non-Family Households	2,056	38.0%	2,307	37.1%	2,932	35.6%
Non-Family Households with Children	4	0.2%	4	0.2%	4	0.1%
Non-Family Households No Children	2,052	99.8%	2,303	99.8%	2,928	99.9%
Average Family Household Size	3.0		3.0		3.1	
Average Family Income	\$99,611		\$100,824		\$94,057	
Median Family Income	\$89,298		\$87,297		\$80,838	
Average Non-Family Household Size	1.4		1.4		1.4	
Marital Status (2023)						
Population Age 15 Years or Over	11,174		12,731		17,225	
Never Married	4,851	43.4%	5,346	42.0%	6,811	39.5%
Currently Married	4,476	40.1%	5,207	40.9%	7,325	42.5%
Previously Married	1,847	16.5%	2,178	17.1%	3,089	17.9%
Separated	199	10.8%	240	11.0%	388	12.6%
Widowed	465	25.2%	587	27.0%	825	26.7%
Divorced	1,183	64.0%	1,351	62.0%	1,875	60.7%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	7,136		8,431		12,196	
Elementary (Grade Level 0 to 8)	126	1.8%	169	2.0%	549	4.5%
Some High School (Grade Level 9 to 11)	369	5.2%	469	5.6%	828	6.8%
High School Graduate	1,536	21.5%	1,934	22.9%	3,234	26.5%
Some College	1,909	26.8%	2,222	26.4%	3,003	24.6%
Associate Degree Only	387	5.4%	503	6.0%	771	6.3%
Bachelor Degree Only	1,771	24.8%	1,990	23.6%	2,454	20.1%
Graduate Degree	1,038	14.5%	1,144	13.6%	1,359	11.1%
Any College (Some College or Higher)	5,104	71.5%	5,858	69.5%	7,587	62.2%
College Degree + (Bachelor Degree or Higher)	2,809	39.4%	3,133	37.2%	3,812	31.3%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

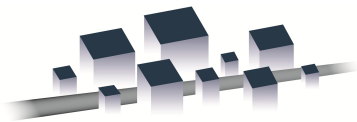
Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Housing						
Total Housing Units (2023)	6,252		7,204		9,708	
Total Housing Units (2020)	6,372		7,323		9,729	
Historical Annual Growth (2020-2023)	-120	-	-120	-	-21	-
Housing Units Occupied (2023)	5,417	86.6%	6,213	86.3%	8,247	84.9%
Housing Units Owner-Occupied	3,009	55.5%	3,601	58.0%	5,087	61.7%
Housing Units Renter-Occupied	2,408	44.5%	2,612	42.0%	3,160	38.3%
Housing Units Vacant (2023)	835	13.4%	990	13.7%	1,461	15.1%
Household Size (2023)						
Total Households	5,417		6,213		8,247	
1 Person Households	1,513	27.9%	1,729	27.8%	2,303	27.9%
2 Person Households	2,101	38.8%	2,414	38.8%	3,135	38.0%
3 Person Households	870	16.1%	991	15.9%	1,272	15.4%
4 Person Households	572	10.6%	654	10.5%	875	10.6%
5 Person Households	255	4.7%	300	4.8%	437	5.3%
6 Person Households	68	1.2%	80	1.3%	144	1.7%
7 or More Person Households	38	0.7%	45	0.7%	82	1.0%
Household Income Distribution (2023)						
HH Income \$200,000 or More	443	8.2%	487	7.8%	570	6.9%
HH Income \$150,000 to \$199,999	344	6.4%	384	6.2%	466	5.6%
HH Income \$125,000 to \$149,999	537	9.9%	633	10.2%	764	9.3%
HH Income \$100,000 to \$124,999	438	8.1%	484	7.8%	635	7.7%
HH Income \$75,000 to \$99,999	554	10.2%	629	10.1%	780	9.5%
HH Income \$50,000 to \$74,999	726	13.4%	847	13.6%	1,319	16.0%
HH Income \$35,000 to \$49,999	397	7.3%	483	7.8%	838	10.2%
HH Income \$25,000 to \$34,999	425	7.9%	570	9.2%	787	9.5%
HH Income \$15,000 to \$24,999	594	11.0%	663	10.7%	840	10.2%
HH Income \$10,000 to \$14,999	590	10.9%	639	10.3%	801	9.7%
HH Income Under \$10,000	368	6.8%	395	6.4%	447	5.4%
Household Vehicles (2023)						
Households 0 Vehicles Available	107	2.0%	128	2.1%	221	2.7%
Households 1 Vehicle Available	2,093	38.6%	2,392	38.5%	3,047	37.0%
Households 2 Vehicles Available	1,962	36.2%	2,219	35.7%	3,038	36.8%
Households 3 or More Vehicles Available	1,255	23.2%	1,474	23.7%	1,940	23.5%
Total Vehicles Available	10,318		11,879		15,769	
Average Vehicles per Household	1.9		1.9		1.9	
Owner-Occupied Household Vehicles	6,653	64.5%	7,865	66.2%	10,983	69.7%
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.2	
Renter-Occupied Household Vehicles	3,665	35.5%	4,013	33.8%	4,786	30.3%
Average Vehicles per Renter-Occupied Household	1.5		1.5		1.5	
Travel Time (2023)						
Worker Base Age 16 years or Over	7,320		8,247		10,911	
Travel to Work in 14 Minutes or Less	4,652	63.6%	5,085	61.7%	6,424	58.9%
Travel to Work in 15 to 29 Minutes	1,109	15.2%	1,342	16.3%	1,944	17.8%
Travel to Work in 30 to 59 Minutes	737	10.1%	901	10.9%	1,235	11.3%
Travel to Work in 60 Minutes or More	616	8.4%	685	8.3%	927	8.5%
Work at Home	205	2.8%	234	2.8%	381	3.5%
Average Minutes Travel to Work	10.1		10.6		11.4	

Weatherford, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
Transportation To Work (2023)							
Worker Base Age 16 years or Over		7,320		8,247		10,911	
Drive to Work Alone		6,375	87.1%	7,177	87.0%	9,131	83.7%
Drive to Work in Carpool		521	7.1%	596	7.2%	1,058	9.7%
Travel to Work by Public Transportation		-	-	-	-	5	-
Drive to Work on Motorcycle		-	-	1	-	3	-
Bicycle to Work		1	-	1	-	4	-
Walk to Work		184	2.5%	197	2.4%	266	2.4%
Other Means		32	0.4%	41	0.5%	63	0.6%
Work at Home		205	2.8%	234	2.8%	381	3.5%
Daytime Demographics (2023)							
Total Businesses		628		672		934	
Total Employees		7,882		8,247		10,537	
Company Headquarter Businesses		15	2.4%	17	2.6%	27	2.9%
Company Headquarter Employees		375	4.8%	404	4.9%	729	6.9%
Employee Population per Business		12.6 to 1		12.3 to 1		11.3 to 1	
Residential Population per Business		22.2 to 1		23.7 to 1		23.2 to 1	
Adj. Daytime Demographics Age 16 Years or Over		11,553		12,521		16,560	
Labor Force							
Labor Population Age 16 Years or Over (2023)		11,015		12,546		16,960	
Labor Force Total Males (2023)		5,415	49.2%	6,134	48.9%	8,363	49.3%
Male Civilian Employed		3,740	69.1%	4,246	69.2%	5,725	68.5%
Male Civilian Unemployed		195	3.6%	207	3.4%	232	2.8%
Males in Armed Forces		-	-	-	-	-	-
Males Not in Labor Force		1,480	27.3%	1,682	27.4%	2,406	28.8%
Labor Force Total Females (2023)		5,600	50.8%	6,412	51.1%	8,597	50.7%
Female Civilian Employed		3,590	64.1%	4,012	62.6%	5,197	60.4%
Female Civilian Unemployed		134	2.4%	144	2.2%	174	2.0%
Females in Armed Forces		14	0.2%	14	0.2%	15	0.2%
Females Not in Labor Force		1,862	33.3%	2,242	35.0%	3,211	37.3%
Unemployment Rate		329	3.0%	350	2.8%	407	2.4%
Occupation (2023)							
Occupation Population Age 16 Years or Over		7,320		8,247		10,911	
Occupation Total Males		3,735	51.0%	4,241	51.4%	5,720	52.4%
Occupation Total Females		3,585	49.0%	4,007	48.6%	5,192	47.6%
Management, Business, Financial Operations		1,062	14.5%	1,231	14.9%	1,587	14.5%
Professional, Related		1,519	20.7%	1,674	20.3%	2,119	19.4%
Service		1,597	21.8%	1,735	21.0%	2,065	18.9%
Sales, Office		1,597	21.8%	1,801	21.8%	2,361	21.6%
Farming, Fishing, Forestry		48	0.7%	83	1.0%	157	1.4%
Construction, Extraction, Maintenance		645	8.8%	749	9.1%	1,022	9.4%
Production, Transport, Material Moving		851	11.6%	974	11.8%	1,601	14.7%
White Collar Workers		4,178	57.1%	4,706	57.1%	6,067	55.6%
Blue Collar Workers		3,142	42.9%	3,541	42.9%	4,845	44.4%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Units In Structure (2023)						
Total Units	5,417		6,213		8,247	
1 Detached Unit	3,525	65.1%	4,142	66.7%	5,911	71.7%
1 Attached Unit	114	2.1%	118	1.9%	129	1.6%
2 Units	237	4.4%	249	4.0%	259	3.1%
3 to 4 Units	240	4.4%	242	3.9%	248	3.0%
5 to 9 Units	308	5.7%	319	5.1%	332	4.0%
10 to 19 Units	252	4.7%	261	4.2%	281	3.4%
20 to 49 Units	94	1.7%	103	1.7%	118	1.4%
50 or More Units	71	1.3%	72	1.2%	85	1.0%
Mobile Home or Trailer	555	10.3%	685	11.0%	863	10.5%
Other Structure	21	0.4%	21	0.3%	21	0.3%
Homes Built By Year (2023)						
Homes Built 2020 or later	-	-	-	-	4	-
Homes Built 2010 to 2019	689	11.0%	748	10.4%	825	8.5%
Homes Built 2000 to 2009	562	9.0%	646	9.0%	811	8.4%
Homes Built 1990 to 1999	609	9.7%	679	9.4%	776	8.0%
Homes Built 1980 to 1989	1,316	21.0%	1,445	20.1%	1,650	17.0%
Homes Built 1970 to 1979	952	15.2%	1,063	14.8%	1,444	14.9%
Homes Built 1960 to 1969	544	8.7%	627	8.7%	878	9.0%
Homes Built 1950 to 1959	341	5.4%	404	5.6%	734	7.6%
Homes Built 1940 to 1949	242	3.9%	296	4.1%	459	4.7%
Homes Built Before 1939	163	2.6%	305	4.2%	666	6.9%
Median Age of Homes	41.9 yrs		43.3 yrs		46.9 yrs	
Home Values (2023)						
Owner Specified Housing Units	3,009		3,601		5,087	
Home Values \$1,000,000 or More	10	0.3%	11	0.3%	12	0.2%
Home Values \$750,000 to \$999,999	48	1.6%	56	1.5%	58	1.1%
Home Values \$500,000 to \$749,999	199	6.6%	225	6.2%	251	4.9%
Home Values \$400,000 to \$499,999	171	5.7%	179	5.0%	197	3.9%
Home Values \$300,000 to \$399,999	303	10.1%	342	9.5%	413	8.1%
Home Values \$250,000 to \$299,999	466	15.5%	523	14.5%	625	12.3%
Home Values \$200,000 to \$249,999	282	9.4%	349	9.7%	442	8.7%
Home Values \$175,000 to \$199,999	433	14.4%	459	12.8%	506	9.9%
Home Values \$150,000 to \$174,999	389	12.9%	427	11.8%	560	11.0%
Home Values \$125,000 to \$149,999	151	5.0%	231	6.4%	316	6.2%
Home Values \$100,000 to \$124,999	167	5.5%	216	6.0%	338	6.7%
Home Values \$90,000 to \$99,999	18	0.6%	28	0.8%	81	1.6%
Home Values \$80,000 to \$89,999	59	2.0%	76	2.1%	160	3.1%
Home Values \$70,000 to \$79,999	58	1.9%	75	2.1%	273	5.4%
Home Values \$60,000 to \$69,999	25	0.8%	42	1.2%	156	3.1%
Home Values \$50,000 to \$59,999	24	0.8%	40	1.1%	185	3.6%
Home Values \$35,000 to \$49,999	33	1.1%	60	1.7%	167	3.3%
Home Values \$25,000 to \$34,999	47	1.6%	60	1.7%	93	1.8%
Home Values \$10,000 to \$24,999	12	0.4%	75	2.1%	98	1.9%
Home Values Under \$10,000	115	3.8%	130	3.6%	156	3.1%
Owner-Occupied Median Home Value	\$200,309		\$190,130		\$166,731	
Renter-Occupied Median Rent	\$546		\$543		\$543	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Total Annual Consumer Expenditure (2023)						
Total Household Expenditure	\$329.68 M		\$387.08 M		\$497.33 M	
Total Non-Retail Expenditure	\$174.49 M		\$204.75 M		\$262.82 M	
Total Retail Expenditure	\$155.19 M		\$182.33 M		\$234.51 M	
Apparel	\$11.65 M		\$13.64 M		\$17.46 M	
Contributions	\$10.78 M		\$12.65 M		\$16.15 M	
Education	\$10.41 M		\$12.07 M		\$15.1 M	
Entertainment	\$18.57 M		\$21.78 M		\$27.92 M	
Food and Beverages	\$48.56 M		\$57.03 M		\$73.38 M	
Furnishings and Equipment	\$11.55 M		\$13.56 M		\$17.38 M	
Gifts	\$8.35 M		\$9.76 M		\$12.39 M	
Health Care	\$27.48 M		\$32.44 M		\$42.02 M	
Household Operations	\$12.93 M		\$15.19 M		\$19.48 M	
Miscellaneous Expenses	\$6.17 M		\$7.26 M		\$9.34 M	
Personal Care	\$4.43 M		\$5.21 M		\$6.68 M	
Personal Insurance	\$2.31 M		\$2.71 M		\$3.46 M	
Reading	\$715.22 K		\$840.94 K		\$1.08 M	
Shelter	\$69.96 M		\$81.99 M		\$105.2 M	
Tobacco	\$2 M		\$2.36 M		\$3.07 M	
Transportation	\$59.69 M		\$70.15 M		\$90.32 M	
Utilities	\$24.13 M		\$28.44 M		\$36.88 M	
Monthly Household Consumer Expenditure (2023)						
Total Household Expenditure	\$5,072		\$5,191		\$5,025	
Total Non-Retail Expenditure	\$2,684	52.9%	\$2,746	52.9%	\$2,656	52.8%
Total Retail Expenditures	\$2,387	47.1%	\$2,445	47.1%	\$2,370	47.2%
Apparel	\$179	3.5%	\$183	3.5%	\$176	3.5%
Contributions	\$166	3.3%	\$170	3.3%	\$163	3.2%
Education	\$160	3.2%	\$162	3.1%	\$153	3.0%
Entertainment	\$286	5.6%	\$292	5.6%	\$282	5.6%
Food and Beverages	\$747	14.7%	\$765	14.7%	\$741	14.8%
Furnishings and Equipment	\$178	3.5%	\$182	3.5%	\$176	3.5%
Gifts	\$129	2.5%	\$131	2.5%	\$125	2.5%
Health Care	\$423	8.3%	\$435	8.4%	\$425	8.4%
Household Operations	\$199	3.9%	\$204	3.9%	\$197	3.9%
Miscellaneous Expenses	\$95	1.9%	\$97	1.9%	\$94	1.9%
Personal Care	\$68	1.3%	\$70	1.3%	\$68	1.3%
Personal Insurance	\$35	0.7%	\$36	0.7%	\$35	0.7%
Reading	\$11	0.2%	\$11	0.2%	\$11	0.2%
Shelter	\$1,076	21.2%	\$1,100	21.2%	\$1,063	21.2%
Tobacco	\$31	0.6%	\$32	0.6%	\$31	0.6%
Transportation	\$918	18.1%	\$941	18.1%	\$913	18.2%
Utilities	\$371	7.3%	\$381	7.3%	\$373	7.4%

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

Retail Gap Report



Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$7.1 M / \$2.85 M	60	\$8.32 M / \$2.96 M	64	\$10.64 M / \$3.95 M	63
Men's Clothing Stores	\$251.35 K / \$419.36 K	-40	\$294.36 K / \$421.9 K	-30	\$375.85 K / \$421.9 K	-11
Women's Clothing Stores	\$1.09 M / \$1.8 M	-40	\$1.28 M / \$1.9 M	-33	\$1.63 M / \$2.89 M	-43
Children's, Infants' Clothing Stores	\$464.84 K / \$625.67 K	-26	\$544.72 K / \$635.23 K	-14	\$699.35 K / \$635.23 K	9
Family Clothing Stores	\$2.9 M / -	100	\$3.4 M / -	100	\$4.35 M / -	100
Clothing Accessory Stores	\$233.59 K / -	100	\$273.7 K / -	100	\$349.84 K / -	100
Other Apparel Stores	\$354.66 K / -	100	\$415.54 K / -	100	\$531.61 K / -	100
Shoe Stores	\$1.19 M / -	100	\$1.39 M / -	100	\$1.78 M / -	100
Jewelry Stores	\$576.56 K / -	100	\$672.64 K / -	100	\$853.41 K / -	100
Luggage Stores	\$44.66 K / -	100	\$52.48 K / -	100	\$67.35 K / -	100
Furniture, Home Furnishings Stores	\$3.46 M / \$2.53 M	27	\$4.06 M / \$2.53 M	38	\$5.19 M / \$2.54 M	51
Furniture Stores	\$2.14 M / -	100	\$2.51 M / -	100	\$3.21 M / -	100
Floor Covering Stores	\$356.58 K / \$2.53 M	-86	\$420.07 K / \$2.53 M	-83	\$539.93 K / \$2.54 M	-79
Other Home Furnishing Stores	\$959.73 K / -	100	\$1.13 M / -	100	\$1.45 M / -	100
Electronics, Appliance Stores	\$2.6 M / \$345.42 K	87	\$3.05 M / \$465.09 K	85	\$3.93 M / \$2.48 M	37
Building Material, Garden Equipment, Supplies Dealers	\$8.36 M / \$7.69 M	8	\$9.85 M / \$8.59 M	13	\$12.67 M / \$15.12 M	-16
Home Centers	\$3.94 M / \$1.27 M	68	\$4.64 M / \$1.99 M	57	\$5.96 M / \$7.24 M	-18
Paint, Wallpaper Stores	\$285.27 K / \$650.78 K	-56	\$336.66 K / \$650.78 K	-48	\$434.04 K / \$650.78 K	-33
Hardware Stores	\$362.43 K / \$2.92 M	-88	\$426.32 K / \$3.1 M	-86	\$547.87 K / \$3.11 M	-82
Other Building Materials Stores	\$2.77 M / \$2.56 M	8	\$3.27 M / \$2.56 M	22	\$4.21 M / \$2.56 M	39
Outdoor Power Equipment Stores	\$134.72 K / \$286.12 K	-53	\$158.12 K / \$286.12 K	-45	\$202.69 K / \$286.12 K	-29
Nursery, Garden Stores	\$868.68 K / -	100	\$1.02 M / -	100	\$1.31 M / \$1.26 M	4
Food, Beverage Stores	\$22.65 M / \$6.27 M	72	\$26.63 M / \$6.54 M	75	\$34.36 M / \$31.23 M	9
Grocery Stores	\$20.22 M / \$2.07 M	90	\$23.78 M / \$2.26 M	90	\$30.68 M / \$26.16 M	15
Convenience Stores	\$784.54 K / \$2.52 M	-69	\$922.4 K / \$2.59 M	-64	\$1.19 M / \$3.05 M	-61
Meat Markets	\$230.34 K / -	100	\$271.06 K / -	100	\$350.35 K / -	100
Fish, Seafood Markets	\$84.73 K / -	100	\$99.61 K / -	100	\$128.37 K / -	100
Fruit, Vegetable Markets	\$140.13 K / \$218.59 K	-36	\$164.85 K / \$220.88 K	-25	\$213.02 K / \$220.88 K	-4
Other Specialty Food Markets	\$241.64 K / -	100	\$284.36 K / -	100	\$367.72 K / \$34.26 K	91
Liquor Stores	\$952.22 K / \$1.47 M	-35	\$1.12 M / \$1.47 M	-24	\$1.43 M / \$1.78 M	-20

Retail Gap Report



Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$5.57 M / \$7.35 M	-24	\$6.55 M / \$7.57 M	-13	\$8.45 M / \$10.59 M	-20
Pharmacy, Drug Stores	\$4.66 M / \$6.34 M	-26	\$5.49 M / \$6.56 M	-16	\$7.08 M / \$9.58 M	-26
Cosmetics, Beauty Stores	\$273.83 K / \$229.78 K	16	\$322.23 K / \$230.36 K	29	\$415.12 K / \$231.17 K	44
Optical Goods Stores	\$310.3 K / \$162.34 K	48	\$365.52 K / \$162.34 K	56	\$471.45 K / \$162.34 K	66
Other Health, Personal Care Stores	\$319.35 K / \$623.2 K	-49	\$376.12 K / \$623.19 K	-40	\$484.63 K / \$623.2 K	-22
Sporting Goods, Hobby, Book, Music Stores	\$2.67 M / \$3.27 M	-18	\$3.13 M / \$3.27 M	-4	\$3.99 M / \$3.8 M	5
Sporting Goods Stores	\$1.46 M / \$1.63 M	-11	\$1.7 M / \$1.63 M	4	\$2.17 M / \$1.63 M	25
Hobby, Toy, Game Stores	\$419.7 K / -	100	\$492.07 K / -	100	\$631.01 K / -	100
Sewing, Needlecraft Stores	\$136.35 K / -	100	\$159.05 K / -	100	\$202.08 K / -	100
Musical Instrument Stores	\$118.38 K / -	100	\$139.35 K / -	100	\$179.6 K / -	100
Book Stores	\$539.52 K / \$1.64 M	-67	\$630.42 K / \$1.64 M	-62	\$801.72 K / \$2.17 M	-63
General Merchandise Stores	\$22.27 M / \$7.59 M	66	\$26.16 M / \$8.91 M	66	\$33.67 M / \$19.51 M	42
Department Stores	\$5.79 M / \$4.11 M	29	\$6.79 M / \$4.15 M	39	\$8.72 M / \$4.15 M	52
Warehouse Superstores	\$14.3 M / -	100	\$16.81 M / -	100	\$21.66 M / -	100
Other General Merchandise Stores	\$2.18 M / \$3.48 M	-37	\$2.56 M / \$4.76 M	-46	\$3.29 M / \$15.36 M	-79
Miscellaneous Store Retailers	\$3.02 M / \$2.9 M	4	\$3.55 M / \$3.16 M	11	\$4.57 M / \$3.54 M	23
Florists	\$107.48 K / \$58.47 K	46	\$126.18 K / \$77.86 K	38	\$162.05 K / \$184.64 K	-12
Office, Stationary Stores	\$302.86 K / -	100	\$355.41 K / -	100	\$455.6 K / -	100
Gift, Souvenir Stores	\$366.37 K / \$147.11 K	60	\$430.01 K / \$153.97 K	64	\$551.87 K / \$245.34 K	56
Used Merchandise Stores	\$209.64 K / \$598.22 K	-65	\$246.23 K / \$679.9 K	-64	\$316.29 K / \$730.82 K	-57
Pet, Pet Supply Stores	\$1.22 M / \$1.14 M	7	\$1.43 M / \$1.15 M	20	\$1.84 M / \$1.15 M	38
Art Dealers	\$99.03 K / -	100	\$116.25 K / -	100	\$149.61 K / -	100
Mobile Home Dealers	\$179.66 K / -	100	\$211.72 K / -	100	\$272.79 K / -	100
Other Miscellaneous Retail Stores	\$539.25 K / \$957.24 K	-44	\$634.41 K / \$1.1 M	-43	\$819.84 K / \$1.23 M	-33
Non-Store Retailers	\$10.27 M / \$898.07 K	91	\$12.07 M / \$1.23 M	90	\$15.5 M / \$1.23 M	92
Mail Order, Catalog Stores	\$8.55 M / -	100	\$10.04 M / \$263.83 K	97	\$12.89 M / \$265.17 K	98
Vending Machines	\$233.67 K / -	100	\$274.8 K / -	100	\$354.21 K / -	100
Fuel Dealers	\$830.09 K / \$690.38 K	17	\$980.15 K / \$759.31 K	23	\$1.27 M / \$759.31 K	40
Other Direct Selling Establishments	\$654.78 K / \$207.69 K	68	\$769.08 K / \$207.69 K	73	\$988.71 K / \$207.69 K	79

Retail Gap Report



Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$19.86 M / \$25.93 M	-23	\$23.27 M / \$26.26 M	-11	\$29.81 M / \$31.97 M	-7
Hotels, Other Travel Accommodations	\$1.09 M / \$1 M	8	\$1.28 M / \$1.02 M	20	\$1.64 M / \$1.35 M	18
RV Parks	\$10.85 K / \$16.37 K	-34	\$12.86 K / \$16.93 K	-24	\$16.64 K / \$16.93 K	-2
Rooming, Boarding Houses	\$7.64 K / \$79.55 K	-90	\$8.86 K / \$79.55 K	-89	\$10.96 K / \$79.55 K	-86
Full Service Restaurants	\$11.62 M / \$8.48 M	27	\$13.62 M / \$8.83 M	35	\$17.45 M / \$13.57 M	22
Limited Service Restaurants	\$5.4 M / \$14.85 M	-64	\$6.33 M / \$14.85 M	-57	\$8.11 M / \$15.58 M	-48
Special Food Services, Catering	\$1.72 M / \$1.17 M	32	\$2.02 M / \$1.17 M	42	\$2.59 M / \$1.17 M	55
Drinking Places	\$500.32 K / \$825.31 K	-39	\$585.61 K / \$866.57 K	-32	\$747.26 K / \$952.58 K	-22
Gasoline Stations	\$16.34 M / \$68.54 M	-76	\$19.24 M / \$72.26 M	-73	\$24.92 M / \$78.87 M	-68
Motor Vehicle, Parts Dealers	\$30.52 M / \$60.48 M	-50	\$35.85 M / \$66.88 M	-46	\$46.07 M / \$86.71 M	-47
New Car Dealers	\$23.41 M / \$54.36 M	-57	\$27.5 M / \$60.36 M	-54	\$35.34 M / \$72.83 M	-51
Used Car Dealers	\$2.42 M / \$816.64 K	66	\$2.84 M / \$1.13 M	60	\$3.65 M / \$4.36 M	-16
Recreational Vehicle Dealers	\$497.92 K / -	100	\$582.54 K / -	100	\$741.93 K / -	100
Motorcycle, Boat Dealers	\$1.07 M / -	100	\$1.25 M / -	100	\$1.6 M / \$42.22 K	97
Auto Parts, Accessories	\$1.87 M / \$5.31 M	-65	\$2.2 M / \$5.39 M	-59	\$2.84 M / \$8.65 M	-67
Tire Dealers	\$1.25 M / -	100	\$1.47 M / -	100	\$1.9 M / \$815.15 K	57
2023 Population	13,923		15,919		21,659	
2028 Population	13,773		15,903		22,014	
% Population Change 2023-2028	-1.1%		-		1.6%	
2023 Adult Population Age 18+	10,615		12,087		16,310	
2023 Population Male	6,908		7,859		10,763	
2023 Population Female	7,015		8,060		10,896	
2023 Households	5,417		6,213		8,247	
2023 Median Household Income	65,757		64,891		61,922	
2023 Average Household Income	82,064		84,972		80,951	

Retail Potential

Retail Potential Profile



Weatherford, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
2023 Population		13,923	15,919	21,659
2028 Population		13,773	15,903	22,014
% Population Change 2020-2023		-2.1%	-2.1%	-1.2%
2023 Adult Population Age 18+		\$10,615	\$12,087	\$16,310
2023 Population Male		\$6,908	\$7,859	\$10,763
2023 Population Female		\$7,015	\$8,060	\$10,896
2023 Households		\$5,417	\$6,213	\$8,247
2023 Median Household Income		\$65,757	\$64,891	\$61,922
2023 Average Household Income		\$82,064	\$84,972	\$80,951
Clothing, Clothing Accessories Stores		\$7.1 M	\$8.32 M	\$10.64 M
Men's Clothing Stores		\$251.35 K	\$294.36 K	\$375.85 K
Women's Clothing Stores		\$1.09 M	\$1.28 M	\$1.63 M
Children's, Infants' Clothing Stores		\$464.84 K	\$544.72 K	\$699.35 K
Family Clothing Stores		\$2.9 M	\$3.4 M	\$4.35 M
Clothing Accessory Stores		\$233.59 K	\$273.7 K	\$349.84 K
Other Apparel Stores		\$354.66 K	\$415.54 K	\$531.61 K
Shoe Stores		\$1.19 M	\$1.39 M	\$1.78 M
Jewelry Stores		\$576.56 K	\$672.64 K	\$853.41 K
Luggage Stores		\$44.66 K	\$52.48 K	\$67.35 K
Furniture, Home Furnishings Stores		\$3.46 M	\$4.06 M	\$5.19 M
Furniture Stores		\$2.14 M	\$2.51 M	\$3.21 M
Floor Covering Stores		\$356.58 K	\$420.07 K	\$539.93 K
Other Home Furnishing Stores		\$959.73 K	\$1.13 M	\$1.45 M
Electronics, Appliance Stores		\$2.6 M	\$3.05 M	\$3.93 M
Gasoline Stations		\$16.34 M	\$19.24 M	\$24.92 M
Building Material, Garden Equipment, Supplies Dealers		\$8.36 M	\$9.85 M	\$12.67 M
Home Centers		\$3.94 M	\$4.64 M	\$5.96 M
Paint, Wallpaper Stores		\$285.27 K	\$336.66 K	\$434.04 K
Hardware Stores		\$362.43 K	\$426.32 K	\$547.87 K
Other Building Materials Stores		\$2.77 M	\$3.27 M	\$4.21 M
Outdoor Power Equipment Stores		\$134.72 K	\$158.12 K	\$202.69 K
Nursery, Garden Stores		\$868.68 K	\$1.02 M	\$1.31 M
Food, Beverage Stores		\$22.65 M	\$26.63 M	\$34.36 M
Grocery Stores		\$20.22 M	\$23.78 M	\$30.68 M
Convenience Stores		\$784.54 K	\$922.4 K	\$1.19 M
Meat Markets		\$230.34 K	\$271.06 K	\$350.35 K
Fish, Seafood Markets		\$84.73 K	\$99.61 K	\$128.37 K
Fruit, Vegetable Markets		\$140.13 K	\$164.85 K	\$213.02 K
Other Specialty Food Markets		\$241.64 K	\$284.36 K	\$367.72 K
Liquor Stores		\$952.22 K	\$1.12 M	\$1.43 M

Retail Potential Profile



Weatherford, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
Health, Personal Care Stores		\$5.57 M	\$6.55 M	\$8.45 M
Pharmacy, Drug Stores		\$4.66 M	\$5.49 M	\$7.08 M
Cosmetics, Beauty Stores		\$273.83 K	\$322.23 K	\$415.12 K
Optical Goods Stores		\$310.3 K	\$365.52 K	\$471.45 K
Other Health, Personal Care Stores		\$319.35 K	\$376.12 K	\$484.63 K
Sporting Goods, Hobby, Book, Music Stores		\$2.67 M	\$3.13 M	\$3.99 M
Sporting Goods Stores		\$1.46 M	\$1.7 M	\$2.17 M
Hobby, Toy, Game Stores		\$419.7 K	\$492.07 K	\$631.01 K
Sewing, Needlecraft Stores		\$136.35 K	\$159.05 K	\$202.08 K
Musical Instrument Stores		\$118.38 K	\$139.35 K	\$179.6 K
Book Stores		\$539.52 K	\$630.42 K	\$801.72 K
General Merchandise Stores		\$22.27 M	\$26.16 M	\$33.67 M
Department Stores		\$5.79 M	\$6.79 M	\$8.72 M
Warehouse Superstores		\$14.3 M	\$16.81 M	\$21.66 M
Other General Merchandise Stores		\$2.18 M	\$2.56 M	\$3.29 M
Miscellaneous Store Retailers		\$3.02 M	\$3.55 M	\$4.57 M
Florists		\$107.48 K	\$126.18 K	\$162.05 K
Office, Stationary Stores		\$302.86 K	\$355.41 K	\$455.6 K
Gift, Souvenir Stores		\$366.37 K	\$430.01 K	\$551.87 K
Used Merchandise Stores		\$209.64 K	\$246.23 K	\$316.29 K
Pet, Pet Supply Stores		\$1.22 M	\$1.43 M	\$1.84 M
Art Dealers		\$99.03 K	\$116.25 K	\$149.61 K
Mobile Home Dealers		\$179.66 K	\$211.72 K	\$272.79 K
Other Miscellaneous Retail Stores		\$539.25 K	\$634.41 K	\$819.84 K
Non-Store Retailers		\$10.27 M	\$12.07 M	\$15.5 M
Mail Order, Catalog Stores		\$8.55 M	\$10.04 M	\$12.89 M
Vending Machines		\$233.67 K	\$274.8 K	\$354.21 K
Fuel Dealers		\$830.09 K	\$980.15 K	\$1.27 M
Other Direct Selling Establishments		\$654.78 K	\$769.08 K	\$988.71 K
Accommodation, Food Services		\$20.36 M	\$23.86 M	\$30.56 M
Hotels, Other Travel Accommodations		\$1.09 M	\$1.28 M	\$1.64 M
RV Parks		\$10.85 K	\$12.86 K	\$16.64 K
Rooming, Boarding Houses		\$7.64 K	\$8.86 K	\$10.96 K
Full Service Restaurants		\$11.62 M	\$13.62 M	\$17.45 M
Limited Service Restaurants		\$5.4 M	\$6.33 M	\$8.11 M
Special Food Services, Catering		\$1.72 M	\$2.02 M	\$2.59 M
Drinking Places		\$500.32 K	\$585.61 K	\$747.26 K
Motor Vehicle, Parts Dealers		\$30.52 M	\$35.85 M	\$46.07 M
New Car Dealers		\$23.41 M	\$27.5 M	\$35.34 M
Used Car Dealers		\$2.42 M	\$2.84 M	\$3.65 M
Recreational Vehicle Dealers		\$497.92 K	\$582.54 K	\$741.93 K
Motorcycle, Boat Dealers		\$1.07 M	\$1.25 M	\$1.6 M
Auto Parts, Accessories		\$1.87 M	\$2.2 M	\$2.84 M
Tire Dealers		\$1.25 M	\$1.47 M	\$1.9 M

Income Summary

Income Summary Report



Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2023)	13,923		15,919		21,659	
Projected Population (2028)	13,773		15,903		22,014	
Census Population (2020)	14,226		16,266		21,920	
Census Population (2010)	12,704		14,763		20,683	
<i>Projected Annual Growth (2023 to 2028)</i>	-150	-0.2%	-16	-	355	0.3%
<i>Historical Annual Growth (2020 to 2023)</i>	-303	-0.7%	-347	-0.7%	-261	-0.4%
<i>Historical Annual Growth (2010 to 2020)</i>	1,523	1.2%	1,503	1.0%	1,237	0.6%
Households						
Estimated Households (2023)	5,417		6,213		8,247	
Projected Households (2028)	5,158		5,947		8,037	
Census Households (2020)	5,538		6,343		8,305	
Census Households (2010)	5,151		5,948		8,072	
<i>Projected Annual Growth (2023 to 2028)</i>	-259	-1.0%	-266	-0.9%	-210	-0.5%
<i>Historical Annual Growth (2020 to 2023)</i>	-121	-0.7%	-129	-0.7%	-58	-0.2%
<i>Historical Annual Growth (2010 to 2020)</i>	387	0.8%	395	0.7%	233	0.3%
Average Household Income						
Estimated Average Household Income (2023)	\$82,064		\$84,972		\$80,951	
Projected Average Household Income (2028)	\$91,930		\$94,844		\$88,638	
Census Average Household Income (2020)	\$54,953		\$53,895		\$51,709	
Census Average Household Income (2010)	\$40,524		\$39,632		\$38,053	
<i>Projected Annual Growth (2023 to 2028)</i>	\$9,866	2.4%	\$9,873	2.3%	\$7,687	1.9%
<i>Historical Annual Growth (2020 to 2023)</i>	\$27,111	3.8%	\$31,077	4.4%	\$29,242	4.4%
<i>Historical Annual Growth (2010 to 2020)</i>	\$14,429	3.6%	\$14,263	3.6%	\$13,656	3.6%
Median Household Income						
Estimated Median Household Income (2023)	\$65,757		\$64,891		\$61,922	
Projected Median Household Income (2028)	\$67,652		\$66,528		\$63,442	
Census Median Household Income (2020)	\$46,584		\$45,995		\$43,858	
Census Median Household Income (2010)	\$33,107		\$32,634		\$31,300	
<i>Projected Annual Growth (2023 to 2028)</i>	\$1,894	0.6%	\$1,638	0.5%	\$1,520	0.5%
<i>Historical Annual Growth (2020 to 2023)</i>	\$19,173	3.2%	\$18,896	3.2%	\$18,064	3.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$13,477	4.1%	\$13,361	4.1%	\$12,557	4.0%
Per Capita Income						
Estimated Per Capita Income (2023)	\$32,335		\$33,547		\$31,234	
Projected Per Capita Income (2028)	\$34,839		\$35,851		\$32,764	
Census Per Capita Income (2020)	\$22,283		\$21,714		\$20,180	
Census Per Capita Income (2010)	\$16,003		\$15,585		\$14,684	
<i>Projected Annual Growth (2023 to 2028)</i>	\$2,504	1.5%	\$2,304	1.4%	\$1,530	1.0%
<i>Historical Annual Growth (2020 to 2023)</i>	\$10,052	3.5%	\$11,833	4.2%	\$11,055	4.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$6,280	3.9%	\$6,129	3.9%	\$5,496	3.7%
Other Income						
Estimated Families (2023)	3,361		3,906		5,315	
Estimated Average Family Income (2023)	\$99,611		\$100,824		\$94,057	
Estimated Median Family Income (2023)	\$89,298		\$87,297		\$80,838	
Estimated Average Household Net Worth (2023)	\$419,132		\$408,191		\$377,520	

Consumer Expenditure Summary

Consumer Expenditure Summary



Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population	13,923		15,919		21,659	
Estimated Households	5,417		6,213		8,247	
Household Expenditure	\$329.68 M		\$387.08 M		\$497.33 M	
Per Household ~ Per Capita	\$60,861	\$23,679	\$62,298	\$24,315	\$60,305	\$22,962
Non-Retail Expenditures	\$174.49 M	52.9%	\$204.75 M	52.9%	\$262.82 M	52.8%
Per Household ~ Per Capita	\$32,211	\$12,532	\$32,953	\$12,862	\$31,868	\$12,134
Retail Expenditures	\$155.19 M	47.1%	\$182.33 M	47.1%	\$234.51 M	47.2%
Per Household ~ Per Capita	\$28,649	\$11,147	\$29,344	\$11,453	\$28,437	\$10,828
Apparel	\$11.65 M	3.5%	\$13.64 M	3.5%	\$17.46 M	3.5%
Per Household ~ Per Capita	\$2,150	\$837	\$2,196	\$857	\$2,117	\$806
Contributions	\$10.78 M	3.3%	\$12.65 M	3.3%	\$16.15 M	3.2%
Per Household ~ Per Capita	\$1,989	\$774	\$2,035	\$794	\$1,959	\$746
Education	\$10.41 M	3.2%	\$12.07 M	3.1%	\$15.1 M	3.0%
Per Household ~ Per Capita	\$1,921	\$748	\$1,942	\$758	\$1,831	\$697
Entertainment	\$18.57 M	5.6%	\$21.78 M	5.6%	\$27.92 M	5.6%
Per Household ~ Per Capita	\$3,428	\$1,334	\$3,506	\$1,368	\$3,385	\$1,289
Food, Beverages	\$48.56 M	14.7%	\$57.03 M	14.7%	\$73.38 M	14.8%
Per Household ~ Per Capita	\$8,965	\$3,488	\$9,179	\$3,583	\$8,897	\$3,388
Furnishings, Equipment	\$11.55 M	3.5%	\$13.56 M	3.5%	\$17.38 M	3.5%
Per Household ~ Per Capita	\$2,133	\$830	\$2,183	\$852	\$2,108	\$803
Gifts	\$8.35 M	2.5%	\$9.76 M	2.5%	\$12.39 M	2.5%
Per Household ~ Per Capita	\$1,542	\$600	\$1,572	\$613	\$1,503	\$572
Health Care	\$27.48 M	8.3%	\$32.44 M	8.4%	\$42.02 M	8.4%
Per Household ~ Per Capita	\$5,073	\$1,974	\$5,221	\$2,038	\$5,095	\$1,940
Household Operations	\$12.93 M	3.9%	\$15.19 M	3.9%	\$19.48 M	3.9%
Per Household ~ Per Capita	\$2,386	\$928	\$2,444	\$954	\$2,362	\$899
Miscellaneous Expenses	\$6.17 M	1.9%	\$7.26 M	1.9%	\$9.34 M	1.9%
Per Household ~ Per Capita	\$1,140	\$443	\$1,168	\$456	\$1,132	\$431
Personal Care	\$4.43 M	1.3%	\$5.21 M	1.3%	\$6.68 M	1.3%
Per Household ~ Per Capita	\$818	\$318	\$838	\$327	\$810	\$309
Personal Insurance	\$2.31 M	0.7%	\$2.71 M	0.7%	\$3.46 M	0.7%
Per Household ~ Per Capita	\$426	\$166	\$436	\$170	\$419	\$160
Reading	\$715.22 K	0.2%	\$840.94 K	0.2%	\$1.08 M	0.2%
Per Household ~ Per Capita	\$132	\$51	\$135	\$53	\$131	\$50
Shelter	\$69.96 M	21.2%	\$81.99 M	21.2%	\$105.2 M	21.2%
Per Household ~ Per Capita	\$12,914	\$5,024	\$13,196	\$5,151	\$12,756	\$4,857
Tobacco	\$2 M	0.6%	\$2.36 M	0.6%	\$3.07 M	0.6%
Per Household ~ Per Capita	\$369	\$144	\$379	\$148	\$373	\$142
Transportation	\$59.69 M	18.1%	\$70.15 M	18.1%	\$90.32 M	18.2%
Per Household ~ Per Capita	\$11,019	\$4,287	\$11,290	\$4,407	\$10,952	\$4,170
Utilities	\$24.13 M	7.3%	\$28.44 M	7.3%	\$36.88 M	7.4%
Per Household ~ Per Capita	\$4,455	\$1,733	\$4,578	\$1,787	\$4,472	\$1,703

Consumer Expenditure Trend



Weatherford, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Population / Households (2023)						
Estimated Population	13,923		15,919		21,659	
Estimated Households	5,417		6,213		8,247	
Total Annual Consumer Expenditure (2023)						
Total Household Expenditure	\$329.68 M		\$387.08 M		\$497.33 M	
Total Non-Retail Expenditure	\$174.49 M		\$204.75 M		\$262.82 M	
Total Retail Expenditure	\$155.19 M		\$182.33 M		\$234.51 M	
Apparel	\$11.65 M		\$13.64 M		\$17.46 M	
Contributions	\$10.78 M		\$12.65 M		\$16.15 M	
Education	\$10.41 M		\$12.07 M		\$15.1 M	
Entertainment	\$18.57 M		\$21.78 M		\$27.92 M	
Food and Beverages	\$48.56 M		\$57.03 M		\$73.38 M	
Furnishings and Equipment	\$11.55 M		\$13.56 M		\$17.38 M	
Gifts	\$8.35 M		\$9.76 M		\$12.39 M	
Health Care	\$27.48 M		\$32.44 M		\$42.02 M	
Household Operations	\$12.93 M		\$15.19 M		\$19.48 M	
Miscellaneous Expenses	\$6.17 M		\$7.26 M		\$9.34 M	
Personal Care	\$4.43 M		\$5.21 M		\$6.68 M	
Personal Insurance	\$2.31 M		\$2.71 M		\$3.46 M	
Reading	\$715.22 K		\$840.94 K		\$1.08 M	
Shelter	\$69.96 M		\$81.99 M		\$105.2 M	
Tobacco	\$2 M		\$2.36 M		\$3.07 M	
Transportation	\$59.69 M		\$70.15 M		\$90.32 M	
Utilities	\$24.13 M		\$28.44 M		\$36.88 M	
Monthly Household Consumer Expenditure (2023)						
Total Household Expenditure	\$5,072		\$5,191		\$5,025	
Total Non-Retail Expenditure	\$2,684	52.9%	\$2,746	52.9%	\$2,656	52.8%
Total Retail Expenditure	\$2,387	47.1%	\$2,445	47.1%	\$2,370	47.2%
Apparel	\$179	3.5%	\$183	3.5%	\$176	3.5%
Contributions	\$166	3.3%	\$170	3.3%	\$163	3.2%
Education	\$160	3.2%	\$162	3.1%	\$153	3.0%
Entertainment	\$286	5.6%	\$292	5.6%	\$282	5.6%
Food and Beverages	\$747	14.7%	\$765	14.7%	\$741	14.8%
Furnishings and Equipment	\$178	3.5%	\$182	3.5%	\$176	3.5%
Gifts	\$129	2.5%	\$131	2.5%	\$125	2.5%
Health Care	\$423	8.3%	\$435	8.4%	\$425	8.4%
Household Operations	\$199	3.9%	\$204	3.9%	\$197	3.9%
Miscellaneous Expenses	\$95	1.9%	\$97	1.9%	\$94	1.9%
Personal Care	\$68	1.3%	\$70	1.3%	\$68	1.3%
Personal Insurance	\$35	0.7%	\$36	0.7%	\$35	0.7%
Reading	\$11	0.2%	\$11	0.2%	\$11	0.2%
Shelter	\$1,076	21.2%	\$1,100	21.2%	\$1,063	21.2%
Tobacco	\$31	0.6%	\$32	0.6%	\$31	0.6%
Transportation	\$918	18.1%	\$941	18.1%	\$913	18.2%
Utilities	\$371	7.3%	\$381	7.3%	\$373	7.4%

Consumer Expenditure Trend



Weatherford, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
Population / Households (2028)				
Projected Population		13,773	15,903	22,014
Projected Households		5,158	5,947	8,037
Total Annual Consumer Expenditure (2028)				
Total Household Expenditure		\$339.74 M	\$400.36 M	\$516.22 M
Total Non-Retail Expenditure		\$179.9 M	\$211.87 M	\$272.89 M
Total Retail Expenditure		\$159.85 M	\$188.5 M	\$243.34 M
Apparel		\$12.05 M	\$14.16 M	\$18.18 M
Contributions		\$11.12 M	\$13.1 M	\$16.78 M
Education		\$10.74 M	\$12.5 M	\$15.7 M
Entertainment		\$19.17 M	\$22.56 M	\$29.02 M
Food and Beverages		\$50.04 M	\$58.98 M	\$76.16 M
Furnishings and Equipment		\$11.91 M	\$14.03 M	\$18.04 M
Gifts		\$8.6 M	\$10.08 M	\$12.85 M
Health Care		\$28.24 M	\$33.48 M	\$43.53 M
Household Operations		\$13.35 M	\$15.74 M	\$20.26 M
Miscellaneous Expenses		\$6.37 M	\$7.51 M	\$9.69 M
Personal Care		\$4.57 M	\$5.38 M	\$6.94 M
Personal Insurance		\$2.39 M	\$2.81 M	\$3.6 M
Reading		\$736.73 K	\$869.53 K	\$1.12 M
Shelter		\$72.15 M	\$84.87 M	\$109.26 M
Tobacco		\$2.04 M	\$2.42 M	\$3.17 M
Transportation		\$61.47 M	\$72.51 M	\$93.72 M
Utilities		\$24.81 M	\$29.36 M	\$38.21 M
Consumer Expenditure Growth (2023 to 2028)				
Total Household Expenditure		\$10.06 M	\$13.29 M	\$18.89 M
Total Non-Retail Expenditure		\$5.41 M	\$7.12 M	\$10.07 M
Total Retail Expenditure		\$4.65 M	\$6.17 M	\$8.82 M
Apparel		\$396.85 K	\$513.41 K	\$716.66 K
Contributions		\$347.51 K	\$451.39 K	\$623.76 K
Education		\$332.45 K	\$429.33 K	\$595.71 K
Entertainment		\$598.88 K	\$780.93 K	\$1.1 M
Food and Beverages		\$1.47 M	\$1.95 M	\$2.79 M
Furnishings and Equipment		\$353.26 K	\$464.03 K	\$659.92 K
Gifts		\$247.42 K	\$318.91 K	\$454.91 K
Health Care		\$763.97 K	\$1.04 M	\$1.51 M
Household Operations		\$424.43 K	\$554.7 K	\$773.47 K
Miscellaneous Expenses		\$191.93 K	\$252.52 K	\$356.26 K
Personal Care		\$135.03 K	\$177.94 K	\$253.06 K
Personal Insurance		\$78.59 K	\$101.69 K	\$139.95 K
Reading		\$21.52 K	\$28.59 K	\$40.53 K
Shelter		\$2.2 M	\$2.87 M	\$4.06 M
Tobacco		\$46.23 K	\$65.72 K	\$98.12 K
Transportation		\$1.78 M	\$2.36 M	\$3.4 M
Utilities		\$677.03 K	\$920.81 K	\$1.33 M

Crime Risk

Crime Risk Profile



Weatherford, Oklahoma				
Radius	5 mi radius	10 mi radius	15 mi radius	
Demographics				
Population	13,923	15,919	21,659	
Census Population	14,226	16,266	21,920	
Households	5,417	6,213	8,247	
Average Household Income	\$82,064	\$84,972	\$80,951	
Median Household Income	\$65,757	\$64,891	\$61,922	
Per Capita Income	\$32,335	\$33,547	\$31,234	
Total Crime				
Crime Index	109	106	111	
Crime Level	Average	Average	Average	
Personal Crime				
Crime Index	67	75	100	
Crime Level	Below Average	Below Average	Average	
Murder				
Crime Index	24	35	82	
Crime Level	Very Low	Low Risk	Below Average	
Rape				
Crime Index	54	72	96	
Crime Level	Low Risk	Below Average	Average	
Robbery				
Crime Index	86	80	95	
Crime Level	Below Average	Below Average	Average	
Assault				
Crime Index	63	74	103	
Crime Level	Below Average	Below Average	Average	
Property Crime				
Crime Index	117	112	113	
Crime Level	Average	Average	Average	
Burglary				
Crime Index	167	159	159	
Crime Level	High Risk	High Risk	High Risk	
Larceny				
Crime Index	106	102	102	
Crime Level	Average	Average	Average	
Motor Vehicle Theft				
Crime Index	111	103	116	
Crime Level	Average	Average	Average	

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



Weatherford, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
NAPA	1 / 1	6,200	
O'Reilly	2 / 1	8,500	
Banks			
BancFirst	1 / 1	8,500	
Banks Minor			
Bank	18 / 8		
Clothing Apparel			
maurices	1 / 1	6,000	
Convenience Stores			
Alon	1 / 1	3,500	
Conoco	6 / 4	2,500	
Love's	1 / 0	7,300	
Phillips 66	5 / 4	2,500	
Shell	2 / 1	1,800	
Sinclair	1 / 0	2,000	
Valero	1 / 0	3,200	
Dealerships			
Cadillac	1 / 1		
Chevrolet	1 / 1		
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	2 / 1		
GMC	1 / 1		
Jeep	1 / 1		
Lincoln	1 / 1		
RAM	1 / 1		
Discount Department Stores			
Wal-Mart Supercenter	1 / 1	189,700	
Dollar Stores			
Dollar General	1 / 1	9,600	
Family Dollar	1 / 1	9,400	
Drug Stores			
Walgreens	1 / 1	14,800	
Education			
College	1 / 1		
Day Care	13 / 8		

Void Analysis



Weatherford, Oklahoma		Site / Market	Avg Square	Closest Location
Radius		Locations	Footage	
	High School	3 / 1		
	PK - 8	8 / 4		
Entertainment				
	Theatres	1 / 0		
EV Charging Stations				
	ChargePoint	1 / 1		
	Electrify America	1 / 1		
	Tesla	1 / 1		
Fitness				
	Hotworx	1 / 1	2,000	
	YMCA	1 / 1	41,600	
Furniture Household				
	Aarons	1 / 1	9,000	
Health Beauty				
	Sally Beauty Supply	1 / 1	2,300	
	Supercuts	1 / 1	1,800	
Health Care				
	Anesthesiology	1 / 1		
	Audiologist	1 / 0		
	Certified Registered Nurse Anesthetist	1 / 1		
	Chiropractic	2 / 1		
	Diagnostic Radiology	1 / 0		
	Emergency Medicine	2 / 0		
	Family Practice	7 / 5		
	General Practice	1 / 0		
	General Surgery	2 / 2		
	Internal Medicine	1 / 0		
	Interventional Pain Management	1 / 1		
	Nurse Practitioner	7 / 3		
	Obstetrics and Gynecology	1 / 1		
	Ophthalmology	1 / 1		
	Optometry	4 / 3		
	Orthopedic Surgery	1 / 0		
	Physical Therapy	5 / 5		
	Physician Assistant	4 / 3		
	Podiatry	1 / 0		
	Rheumatology	1 / 0		

Void Analysis



Weatherford, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Home Improvement			
Ace Hardware	1 / 1	16,200	
Do It Best	1 / 1	16,200	
Harbor Freight Tools	1 / 1	17,100	
Sherwin-Williams	1 / 1	7,300	
Tractor Supply Company	1 / 1	26,300	
True Value	1 / 0	12,800	
Hotels			
Americas Best Value Inn	1 / 0	15,000	
Best Western Plus	1 / 1	19,200	
Comfort	1 / 1	14,500	
Fairfield Inn and Suites	1 / 1	18,200	
Holiday Inn Express	1 / 1	16,400	
Home2	1 / 1	15,900	
La Quinta Inn & Suites	1 / 1	24,600	
Restaurants Casual			
Qdoba	1 / 1	2,900	
Restaurants Coffee Donuts			
Starbucks	1 / 1	1,800	
Restaurants Fast Food Major			
Arby's	1 / 1	3,300	
Burger King	1 / 1	4,000	
McDonald's	1 / 1	4,600	
Sonic	1 / 1	2,800	
Taco Bell	1 / 1	2,500	
Wendy's	1 / 1	3,300	
Restaurants Fast Food Minor			
Carl's Jr.	1 / 1	3,400	
Chicken Express	1 / 1	3,000	
Restaurants Ice Cream Smoothie			
Braum's	1 / 1	5,100	
Restaurants Pizza			
Domino's Pizza	1 / 1	2,100	
Little Caesars	1 / 1	1,800	
Pizza Hut	1 / 1	2,800	
Restaurants Sandwich			
Quiznos	1 / 1	1,600	

Void Analysis



Weatherford, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Subway	2 / 1	1,700	
Specialty			
Hallmark	1 / 1	5,600	
Sporting Goods			
Hibbett Sports	1 / 1	7,600	
Wireless Stores			
AT&T	1 / 1	3,500	
Cricket	1 / 1	1,600	
MetroPCS	1 / 1	1,900	
T-Mobile	1 / 1	1,800	
Worship			
Baptist	4 / 3		