

**RETAIL ATTRACTIONS, LLC**  

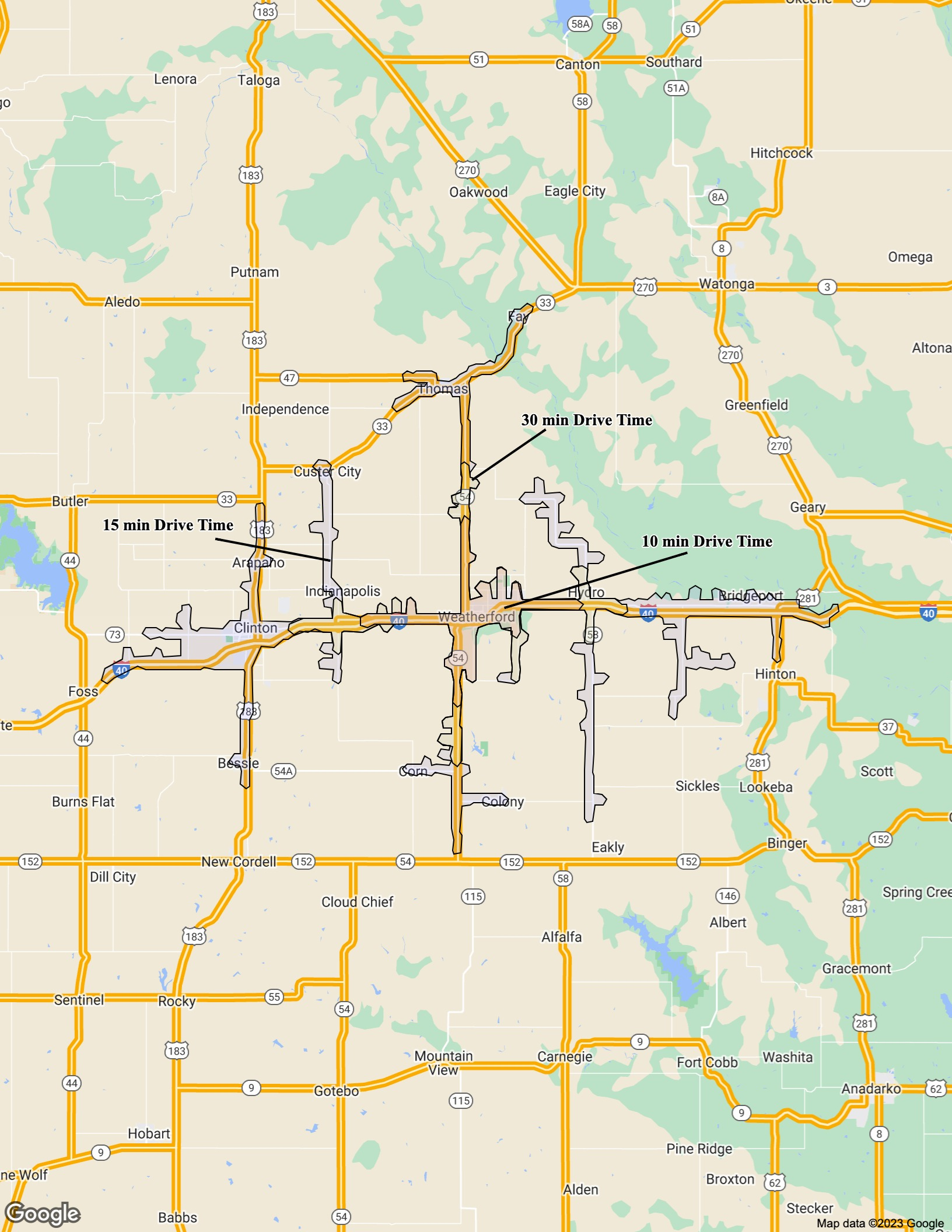
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**Economic Development Consulting**

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**Weatherford, Oklahoma  
4th Quarter 2023  
Drive Time**

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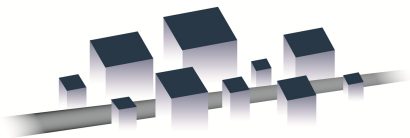


15 min Drive Time

30 min Drive Time

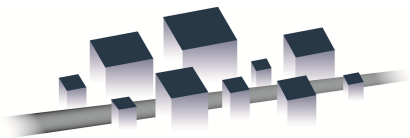
10 min Drive Time

# **Demographics**



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

Weatherford, Oklahoma		10 min drive time	15 min drive time	30 min drive time
Drive Time				
<b>Population</b>				
Estimated Population (2023)		12,129	13,620	25,569
Projected Population (2028)		11,967	13,508	25,896
Census Population (2020)		12,411	13,980	26,050
Census Population (2010)		11,240	12,768	25,350
Projected Annual Growth (2023-2028)		-162 -0.3%	-112 -0.2%	327 0.3%
Historical Annual Growth (2020-2023)		-282 -0.8%	-360 -0.9%	-481 -0.6%
Historical Annual Growth (2010-2020)		1,170 1.0%	1,212 0.9%	700 0.3%
Estimated Population Density (2023)		429 <i>psm</i>	271 <i>psm</i>	154 <i>psm</i>
Trade Area Size		28.3 <i>sq mi</i>	50.3 <i>sq mi</i>	165.9 <i>sq mi</i>
<b>Race and Ethnicity (2023)</b>				
<b>Not Hispanic or Latino Population</b>		10,264 84.6%	11,575 85.0%	20,492 80.1%
White		7,744 75.4%	8,795 76.0%	15,948 77.8%
Black or African American		256 2.5%	288 2.5%	741 3.6%
American Indian or Alaska Native		447 4.4%	499 4.3%	1,001 4.9%
Asian		1,063 10.4%	1,070 9.2%	1,211 5.9%
Hawaiian or Pacific Islander		1 -	2 -	2 -
Other Race		7 -	19 0.2%	64 0.3%
Two or More Races		746 7.3%	903 7.8%	1,526 7.4%
<b>Hispanic or Latino Population</b>		1,865 15.4%	2,045 15.0%	5,077 19.9%
White		635 34.0%	696 34.1%	1,676 33.0%
Black or African American		14 0.7%	14 0.7%	59 1.2%
American Indian or Alaska Native		88 4.7%	95 4.6%	214 4.2%
Asian		9 0.5%	10 0.5%	28 0.5%
Hispanic Hawaiian or Pacific Islander		4 0.2%	4 0.2%	7 0.1%
Other Race		569 30.5%	629 30.7%	1,580 31.1%
Two or More Races		545 29.2%	597 29.2%	1,514 29.8%
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 10px;">White</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 10px;">Black or African American</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 10px;">American Indian or Alaskan Native</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 10px;">Asian</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 10px;">Hawaiian or Pacific Islander</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 10px;">Other Race</div> <div style="border: 1px solid black; border-radius: 10px; padding: 2px 10px;">2+ Races</div> </div>				



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**Economic Development Consulting**

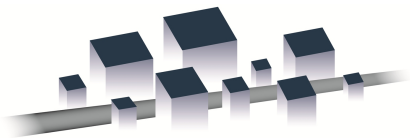
Weatherford, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Age Distribution (2023)</b>							
Age Under 5 Years		808	6.7%	904	6.6%	1,709	6.7%
Age 5 to 9 Years		774	6.4%	887	6.5%	1,875	7.3%
Age 10 to 14 Years		765	6.3%	892	6.6%	1,772	6.9%
Age 15 to 19 Years		1,275	10.5%	1,375	10.1%	2,226	8.7%
Age 20 to 24 Years		2,445	20.2%	2,550	18.7%	3,241	12.7%
Age 25 to 29 Years		869	7.2%	947	7.0%	1,651	6.5%
Age 30 to 34 Years		689	5.7%	779	5.7%	1,457	5.7%
Age 35 to 39 Years		606	5.0%	693	5.1%	1,587	6.2%
Age 40 to 44 Years		585	4.8%	677	5.0%	1,469	5.7%
Age 45 to 49 Years		483	4.0%	553	4.1%	1,128	4.4%
Age 50 to 54 Years		460	3.8%	549	4.0%	1,176	4.6%
Age 55 to 59 Years		504	4.2%	600	4.4%	1,261	4.9%
Age 60 to 64 Years		528	4.4%	634	4.7%	1,383	5.4%
Age 65 to 69 Years		396	3.3%	460	3.4%	1,102	4.3%
Age 70 to 74 Years		354	2.9%	419	3.1%	892	3.5%
Age 75 to 79 Years		251	2.1%	300	2.2%	696	2.7%
Age 80 to 84 Years		144	1.2%	171	1.3%	449	1.8%
Age 85 Years or Over		193	1.6%	230	1.7%	494	1.9%
Median Age		28.1		29.0		32.4	
<b>Generation (2023)</b>							
iGeneration (Age Under 15 Years)		2,347	19.4%	2,683	19.7%	5,356	20.9%
Generation 9/11 Millennials (Age 15 to 34 Years)		5,278	43.5%	5,651	41.5%	8,575	33.5%
Gen Xers (Age 35 to 49 Years)		1,674	13.8%	1,923	14.1%	4,184	16.4%
Baby Boomers (Age 50 to 74 Years)		2,242	18.5%	2,662	19.5%	5,814	22.7%
Silent Generation (Age 75 to 84 Years)		394	3.3%	471	3.5%	1,146	4.5%
G.I. Generation (Age 85 Years or Over)		193	1.6%	230	1.7%	494	1.9%

Generation	Percentage
iGEN	19.4%
GEN	43.5%
GEN X	13.8%
BOOMER	18.5%
SILENT	3.3%
GEN GI	1.6%

Generation	Percentage
iGEN	19.7%
GEN	41.5%
GEN X	14.1%
BOOMER	19.5%
SILENT	3.5%
GEN GI	1.7%

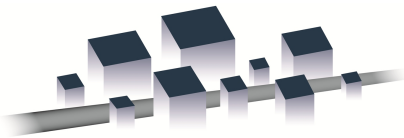
Generation	Percentage
iGEN	20.9%
GEN	33.5%
GEN X	16.4%
BOOMER	22.7%
SILENT	4.5%
GEN GI	1.9%



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

Weatherford, Oklahoma		10 min drive time	15 min drive time	30 min drive time
Drive Time				
<b>Household Type (2023)</b>				
Total Households		4,729	5,325	9,754
Family Households		2,847 60.2%	3,269 61.4%	6,285 64.4%
Family Households with Children		1,324 46.5%	1,526 46.7%	3,046 48.5%
Family Households No Children		1,523 53.5%	1,742 53.3%	3,239 51.5%
Non-Family Households		1,882 39.8%	2,057 38.6%	3,469 35.6%
Non-Family Households with Children		4 0.2%	4 0.2%	4 0.1%
Non-Family Households No Children		1,878 99.8%	2,053 99.8%	3,465 99.9%
<b>Education Attainment (2023)</b>				
Elementary or Some High School		454 7.5%	538 7.7%	1,814 12.3%
High School Graduate		1,328 21.9%	1,591 22.7%	4,039 27.4%
Some College or Associate Degree		1,944 32.1%	2,246 32.0%	4,395 29.8%
Bachelor or Graduate Degree		2,335 38.5%	2,636 37.6%	4,497 30.5%
<b>Household Income (2023)</b>				
Estimated Average Household Income		\$76,353	\$80,303	\$89,803
Estimated Median Household Income		\$60,016	\$61,089	\$61,775
HH Income Under \$10,000		339 7.2%	358 6.7%	502 5.1%
HH Income \$10,000 to \$34,999		1,503 31.8%	1,675 31.4%	2,715 27.8%
HH Income \$35,000 to \$49,999		337 7.1%	400 7.5%	1,043 10.7%
HH Income \$50,000 to \$74,999		682 14.4%	761 14.3%	1,645 16.9%
HH Income \$75,000 to \$99,999		464 9.8%	533 10.0%	1,104 11.3%
HH Income \$100,000 to \$149,999		802 17.0%	907 17.0%	1,628 16.7%
HH Income \$150,000 or More		602 12.7%	691 13.0%	1,117 11.4%





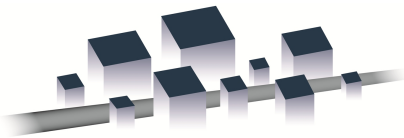
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**Economic Development Consulting**

Weatherford, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Population</b>			
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Projected Population (2028)	11,967	13,508	25,896
Census Population (2020)	12,411	13,980	26,050
Census Population (2010)	11,240	12,768	25,350
Projected Annual Growth (2023-2028)	-162 -0.3%	-112 -0.2%	327 0.3%
Historical Annual Growth (2020-2023)	-282 -	-360 -0.9%	-481 -0.6%
Historical Annual Growth (2010-2020)	1,170 1.0%	1,212 0.9%	700 0.3%
Estimated Population Density (2023)	429 <i>psm</i>	271 <i>psm</i>	154 <i>psm</i>
Trade Area Size	28.3 <i>sq mi</i>	50.3 <i>sq mi</i>	165.9 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2023)	4,729	5,325	9,754
Projected Households (2028)	4,486	5,062	9,498
Census Households (2020)	4,846	5,472	9,875
Census Households (2010)	4,584	5,195	9,877
Projected Annual Growth (2023-2028)	-243 -1.0%	-264 -1.0%	-256 -0.5%
Historical Annual Change (2010-2023)	144 0.2%	130 0.2%	-122 -
<b>Average Household Income</b>			
Estimated Average Household Income (2023)	\$76,353	\$80,303	\$89,803
Projected Average Household Income (2028)	\$85,945	\$90,302	\$99,417
Census Average Household Income (2010)	\$54,294	\$54,012	\$52,846
Census Average Household Income (2000)	\$39,752	\$39,648	\$38,833
Projected Annual Change (2023-2028)	\$9,592 2.5%	\$9,999 2.5%	\$9,614 2.1%
Historical Annual Change (2000-2023)	\$36,601 4.0%	\$40,656 4.5%	\$50,970 5.7%
<b>Median Household Income</b>			
Estimated Median Household Income (2023)	\$60,016	\$61,089	\$61,775
Projected Median Household Income (2028)	\$61,732	\$62,728	\$63,112
Census Median Household Income (2010)	\$45,332	\$45,445	\$43,259
Census Median Household Income (2000)	\$32,205	\$32,426	\$31,062
Projected Annual Change (2023-2028)	\$1,715 0.6%	\$1,639 0.5%	\$1,337 0.4%
Historical Annual Change (2000-2023)	\$27,811 3.8%	\$28,662 3.8%	\$30,713 4.3%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2023)	\$30,230	\$31,823	\$34,668
Projected Per Capita Income (2028)	\$32,686	\$34,264	\$36,869
Census Per Capita Income (2010)	\$22,142	\$21,977	\$20,589
Census Per Capita Income (2000)	\$15,770	\$15,671	\$15,041
Projected Annual Change (2023-2028)	\$2,457 1.6%	\$2,441 1.5%	\$2,201 1.3%
Historical Annual Change (2000-2023)	\$14,460 4.0%	\$16,152 4.5%	\$19,627 5.7%
Estimated Average Household Net Worth (2023)	\$373,450	\$382,770	\$353,552

Weatherford, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Race and Ethnicity</b>						
Total Population (2023)	12,129		13,620		25,569	
White (2023)	8,379	69.1%	9,491	69.7%	17,624	68.9%
Black or African American (2023)	270	2.2%	302	2.2%	800	3.1%
American Indian or Alaska Native (2023)	536	4.4%	594	4.4%	1,215	4.8%
Asian (2023)	1,073	8.8%	1,079	7.9%	1,239	4.8%
Hawaiian or Pacific Islander (2023)	5	-	6	-	9	-
Other Race (2023)	577	4.8%	648	4.8%	1,644	6.4%
Two or More Races (2023)	1,291	10.6%	1,500	11.0%	3,039	11.9%
Population < 18 (2023)	2,826 23.3%		3,227 23.7%		6,434 25.2%	
White Not Hispanic	1,613	57.1%	1,855	57.5%	3,209	49.9%
Black or African American	54	1.9%	60	1.8%	180	2.8%
Asian	32	1.1%	33	1.0%	81	1.3%
Other Race Not Hispanic	476	16.9%	547	16.9%	930	14.5%
Hispanic	651	23.0%	732	22.7%	2,034	31.6%
Not Hispanic or Latino Population (2023)	10,264 84.6%		11,575 85.0%		20,492 80.1%	
Not Hispanic White	7,744	75.4%	8,795	76.0%	15,948	77.8%
Not Hispanic Black or African American	256	2.5%	288	2.5%	741	3.6%
Not Hispanic American Indian or Alaska Native	447	4.4%	499	4.3%	1,001	4.9%
Not Hispanic Asian	1,063	10.4%	1,070	9.2%	1,211	5.9%
Not Hispanic Hawaiian or Pacific Islander	1	-	2	-	2	-
Not Hispanic Other Race	7	-	19	0.2%	64	0.3%
Not Hispanic Two or More Races	746	7.3%	903	7.8%	1,526	7.4%
Hispanic or Latino Population (2023)	1,865 15.4%		2,045 15.0%		5,077 19.9%	
Hispanic White	635	34.0%	696	34.1%	1,676	33.0%
Hispanic Black or African American	14	0.7%	14	0.7%	59	1.2%
Hispanic American Indian or Alaska Native	88	4.7%	95	4.6%	214	4.2%
Hispanic Asian	9	0.5%	10	0.5%	28	0.5%
Hispanic Hawaiian or Pacific Islander	4	0.2%	4	0.2%	7	0.1%
Hispanic Other Race	569	30.5%	629	30.7%	1,580	31.1%
Hispanic Two or More Races	545	29.2%	597	29.2%	1,514	29.8%
Not Hispanic or Latino Population (2020)	10,769 86.8%		12,205 87.3%		20,993 80.6%	
Hispanic or Latino Population (2020)	1,642 13.2%		1,774 12.7%		5,056 19.4%	
Not Hispanic or Latino Population (2010)	10,373 92.3%		11,779 92.3%		21,604 85.2%	
Hispanic or Latino Population (2010)	868 7.7%		989 7.7%		3,746 14.8%	
Not Hispanic or Latino Population (2028)	10,125 84.6%		11,468 84.9%		20,781 80.2%	
Hispanic or Latino Population (2028)	1,842 15.4%		2,040 15.1%		5,115 19.8%	
Projected Annual Growth (2023-2028)	-23	-0.2%	-4	-	38	0.2%
Historical Annual Growth (2010-2020)	774	8.9%	786	7.9%	1,310	3.5%



Weatherford, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Total Age Distribution (2023)</b>						
Total Population	12,129		13,620		25,569	
Age Under 5 Years	808	6.7%	904	6.6%	1,709	6.7%
Age 5 to 9 Years	774	6.4%	887	6.5%	1,875	7.3%
Age 10 to 14 Years	765	6.3%	892	6.6%	1,772	6.9%
Age 15 to 19 Years	1,275	10.5%	1,375	10.1%	2,226	8.7%
Age 20 to 24 Years	2,445	20.2%	2,550	18.7%	3,241	12.7%
Age 25 to 29 Years	869	7.2%	947	7.0%	1,651	6.5%
Age 30 to 34 Years	689	5.7%	779	5.7%	1,457	5.7%
Age 35 to 39 Years	606	5.0%	693	5.1%	1,587	6.2%
Age 40 to 44 Years	585	4.8%	677	5.0%	1,469	5.7%
Age 45 to 49 Years	483	4.0%	553	4.1%	1,128	4.4%
Age 50 to 54 Years	460	3.8%	549	4.0%	1,176	4.6%
Age 55 to 59 Years	504	4.2%	600	4.4%	1,261	4.9%
Age 60 to 64 Years	528	4.4%	634	4.7%	1,383	5.4%
Age 65 to 69 Years	396	3.3%	460	3.4%	1,102	4.3%
Age 70 to 74 Years	354	2.9%	419	3.1%	892	3.5%
Age 75 to 79 Years	251	2.1%	300	2.2%	696	2.7%
Age 80 to 84 Years	144	1.2%	171	1.3%	449	1.8%
Age 85 Years or Over	193	1.6%	230	1.7%	494	1.9%
Median Age	28.1		29.0		32.4	
Age 19 Years or Less	3,623	29.9%	4,058	29.8%	7,582	29.7%
Age 20 to 64 Years	7,168	59.1%	7,982	58.6%	14,353	56.1%
Age 65 Years or Over	1,338	11.0%	1,580	11.6%	3,634	14.2%
<b>Female Age Distribution (2023)</b>						
Female Population	6,126	50.5%	6,911	50.7%	12,945	50.6%
Age Under 5 Years	387	6.3%	437	6.3%	813	6.3%
Age 5 to 9 Years	358	5.8%	408	5.9%	893	6.9%
Age 10 to 14 Years	394	6.4%	460	6.7%	902	7.0%
Age 15 to 19 Years	680	11.1%	731	10.6%	1,142	8.8%
Age 20 to 24 Years	1,216	19.8%	1,268	18.3%	1,608	12.4%
Age 25 to 29 Years	382	6.2%	425	6.2%	794	6.1%
Age 30 to 34 Years	330	5.4%	384	5.6%	732	5.7%
Age 35 to 39 Years	297	4.9%	348	5.0%	789	6.1%
Age 40 to 44 Years	305	5.0%	353	5.1%	726	5.6%
Age 45 to 49 Years	242	3.9%	276	4.0%	540	4.2%
Age 50 to 54 Years	226	3.7%	271	3.9%	602	4.7%
Age 55 to 59 Years	248	4.1%	301	4.4%	621	4.8%
Age 60 to 64 Years	258	4.2%	312	4.5%	691	5.3%
Age 65 to 69 Years	220	3.6%	255	3.7%	601	4.6%
Age 70 to 74 Years	204	3.3%	239	3.5%	504	3.9%
Age 75 to 79 Years	153	2.5%	180	2.6%	397	3.1%
Age 80 to 84 Years	95	1.5%	110	1.6%	265	2.0%
Age 85 Years or Over	131	2.1%	155	2.2%	325	2.5%
Female Median Age	29.0		29.9		33.2	
Age 19 Years or Less	1,819	29.7%	2,036	29.5%	3,750	29.0%
Age 20 to 64 Years	3,504	57.2%	3,936	57.0%	7,103	54.9%
Age 65 Years or Over	803	13.1%	938	13.6%	2,092	16.2%



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Weatherford, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Male Age Distribution (2023)</b>						
Male Population	6,003	49.5%	6,709	49.3%	12,624	49.4%
Age Under 5 Years	421	7.0%	467	7.0%	896	7.1%
Age 5 to 9 Years	416	6.9%	479	7.1%	983	7.8%
Age 10 to 14 Years	371	6.2%	433	6.4%	870	6.9%
Age 15 to 19 Years	595	9.9%	644	9.6%	1,084	8.6%
Age 20 to 24 Years	1,229	20.5%	1,282	19.1%	1,633	12.9%
Age 25 to 29 Years	487	8.1%	522	7.8%	857	6.8%
Age 30 to 34 Years	359	6.0%	395	5.9%	725	5.7%
Age 35 to 39 Years	308	5.1%	345	5.1%	798	6.3%
Age 40 to 44 Years	280	4.7%	324	4.8%	743	5.9%
Age 45 to 49 Years	241	4.0%	277	4.1%	588	4.7%
Age 50 to 54 Years	234	3.9%	278	4.1%	574	4.5%
Age 55 to 59 Years	256	4.3%	299	4.5%	641	5.1%
Age 60 to 64 Years	271	4.5%	322	4.8%	692	5.5%
Age 65 to 69 Years	175	2.9%	205	3.1%	501	4.0%
Age 70 to 74 Years	151	2.5%	180	2.7%	388	3.1%
Age 75 to 79 Years	97	1.6%	120	1.8%	299	2.4%
Age 80 to 84 Years	49	0.8%	61	0.9%	185	1.5%
Age 85 Years or Over	62	1.0%	75	1.1%	169	1.3%
Male Median Age	27.4		28.4		31.8	
Age 19 Years or Less	1,804	30.1%	2,022	30.1%	3,832	30.4%
Age 20 to 64 Years	3,665	61.0%	4,046	60.3%	7,250	57.4%
Age 65 Years or Over	534	8.9%	642	9.6%	1,542	12.2%
<b>Males per 100 Females (2023)</b>						
Overall Comparison	98		97		98	
Age Under 5 Years	109	52.1%	107	51.7%	110	52.4%
Age 5 to 9 Years	116	53.8%	117	54.0%	110	52.4%
Age 10 to 14 Years	94	48.5%	94	48.5%	96	49.1%
Age 15 to 19 Years	88	46.7%	88	46.8%	95	48.7%
Age 20 to 24 Years	101	50.3%	101	50.3%	102	50.4%
Age 25 to 29 Years	128	56.1%	123	55.1%	108	51.9%
Age 30 to 34 Years	109	52.1%	103	50.7%	99	49.8%
Age 35 to 39 Years	104	50.9%	99	49.8%	101	50.3%
Age 40 to 44 Years	92	47.8%	92	47.9%	102	50.6%
Age 45 to 49 Years	100	49.9%	100	50.1%	109	52.2%
Age 50 to 54 Years	103	50.8%	103	50.7%	95	48.8%
Age 55 to 59 Years	103	50.7%	100	49.9%	103	50.8%
Age 60 to 64 Years	105	51.2%	103	50.8%	100	50.0%
Age 65 to 69 Years	80	44.3%	80	44.5%	83	45.5%
Age 70 to 74 Years	74	42.5%	76	43.0%	77	43.5%
Age 75 to 79 Years	63	38.8%	67	40.0%	75	43.0%
Age 80 to 84 Years	52	34.0%	56	35.7%	70	41.1%
Age 85 Years or Over	48	32.3%	49	32.7%	52	34.2%
Age 19 Years or Less	99	49.8%	99	49.8%	102	50.5%
Age 20 to 39 Years	107	51.7%	105	51.2%	102	50.6%
Age 40 to 64 Years	100	50.0%	99	49.8%	102	50.4%
Age 65 Years or Over	67	39.9%	68	40.6%	74	42.4%

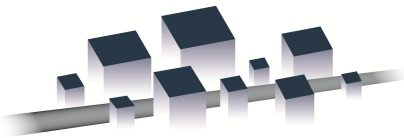
Weatherford, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Household Type (2023)</b>						
Total Households	4,729		5,325		9,754	
Households with Children	1,327	28.1%	1,530	28.7%	3,050	31.3%
Average Household Size	2.4		2.4		2.5	
Household Density per Square Mile	167		106		59	
Population Family	8,504	70.1%	9,751	71.6%	19,527	76.4%
Population Non-Family	2,613	21.5%	2,829	20.8%	4,564	17.9%
Population Group Quarters	1,012	8.3%	1,040	7.6%	1,477	5.8%
Family Households	2,847	60.2%	3,269	61.4%	6,285	64.4%
Married Couple Households	2,108	74.1%	2,444	74.8%	4,721	75.1%
Other Family Households with Children	738	25.9%	824	25.2%	1,564	24.9%
Family Households with Children	1,324	46.5%	1,526	46.7%	3,046	48.5%
Married Couple with Children	913	69.0%	1,057	69.2%	2,099	68.9%
Other Family Households with Children	410	31.0%	469	30.8%	946	31.1%
Family Households No Children	1,523	53.5%	1,742	53.3%	3,239	51.5%
Married Couple No Children	1,195	78.5%	1,388	79.6%	2,622	80.9%
Other Family Households No Children	328	21.5%	355	20.4%	617	19.1%
Non-Family Households	1,882	39.8%	2,057	38.6%	3,469	35.6%
Non-Family Households with Children	4	0.2%	4	0.2%	4	0.1%
Non-Family Households No Children	1,878	99.8%	2,053	99.8%	3,465	99.9%
Average Family Household Size	3.0		3.0		3.1	
Average Family Income	\$92,770		\$96,023		\$107,451	
Median Family Income	\$82,619		\$83,260		\$78,588	
Average Non-Family Household Size	1.4		1.4		1.3	
<b>Marital Status (2023)</b>						
Population Age 15 Years or Over	9,782		10,937		20,213	
Never Married	4,506	46.1%	4,862	44.5%	7,439	36.8%
Currently Married	3,642	37.2%	4,222	38.6%	8,856	43.8%
Previously Married	1,633	16.7%	1,853	16.9%	3,918	19.4%
Separated	191	11.7%	218	11.8%	514	13.1%
Widowed	392	24.0%	471	25.4%	1,076	27.5%
Divorced	1,050	64.3%	1,163	62.8%	2,328	59.4%
<b>Educational Attainment (2023)</b>						
Adult Population Age 25 Years or Over	6,062		7,012		14,746	
Elementary (Grade Level 0 to 8)	106	1.8%	126	1.8%	691	4.7%
Some High School (Grade Level 9 to 11)	348	5.7%	413	5.9%	1,123	7.6%
High School Graduate	1,328	21.9%	1,591	22.7%	4,039	27.4%
Some College	1,628	26.9%	1,850	26.4%	3,445	23.4%
Associate Degree Only	316	5.2%	397	5.7%	950	6.4%
Bachelor Degree Only	1,467	24.2%	1,667	23.8%	3,016	20.5%
Graduate Degree	868	14.3%	969	13.8%	1,481	10.0%
Any College (Some College or Higher)	4,279	70.6%	4,883	69.6%	8,893	60.3%
College Degree + (Bachelor Degree or Higher)	2,335	38.5%	2,636	37.6%	4,497	30.5%

Weatherford, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Housing</b>						
Total Housing Units (2023)	5,467		6,165		11,493	
Total Housing Units (2020)	5,592		6,317		11,656	
Historical Annual Growth (2020-2023)	-126	-	-152	-	-163	-
Housing Units Occupied (2023)	4,729	86.5%	5,325	86.4%	9,754	84.9%
Housing Units Owner-Occupied	2,477	52.4%	2,927	55.0%	6,245	64.0%
Housing Units Renter-Occupied	2,252	47.6%	2,398	45.0%	3,509	36.0%
Housing Units Vacant (2023)	738	13.5%	840	13.6%	1,739	15.1%
<b>Household Size (2023)</b>						
Total Households	4,729		5,325		9,754	
1 Person Households	1,376	29.1%	1,528	28.7%	2,819	28.9%
2 Person Households	1,835	38.8%	2,066	38.8%	3,632	37.2%
3 Person Households	740	15.6%	841	15.8%	1,468	15.0%
4 Person Households	479	10.1%	545	10.2%	1,050	10.8%
5 Person Households	206	4.4%	242	4.5%	521	5.3%
6 Person Households	59	1.3%	67	1.3%	167	1.7%
7 or More Person Households	33	0.7%	36	0.7%	97	1.0%
<b>Household Income Distribution (2023)</b>						
HH Income \$200,000 or More	318	6.7%	376	7.1%	593	6.1%
HH Income \$150,000 to \$199,999	284	6.0%	315	5.9%	524	5.4%
HH Income \$125,000 to \$149,999	417	8.8%	486	9.1%	780	8.0%
HH Income \$100,000 to \$124,999	384	8.1%	421	7.9%	848	8.7%
HH Income \$75,000 to \$99,999	464	9.8%	533	10.0%	1,104	11.3%
HH Income \$50,000 to \$74,999	682	14.4%	761	14.3%	1,645	16.9%
HH Income \$35,000 to \$49,999	337	7.1%	400	7.5%	1,043	10.7%
HH Income \$25,000 to \$34,999	372	7.9%	467	8.8%	849	8.7%
HH Income \$15,000 to \$24,999	565	11.9%	616	11.6%	991	10.2%
HH Income \$10,000 to \$14,999	566	12.0%	592	11.1%	875	9.0%
HH Income Under \$10,000	339	7.2%	358	6.7%	502	5.1%
<b>Household Vehicles (2023)</b>						
Households 0 Vehicles Available	74	1.6%	89	1.7%	217	2.2%
Households 1 Vehicle Available	1,927	40.7%	2,138	40.2%	3,617	37.1%
Households 2 Vehicles Available	1,699	35.9%	1,919	36.0%	3,689	37.8%
Households 3 or More Vehicles Available	1,029	21.8%	1,180	22.2%	2,231	22.9%
Total Vehicles Available	8,873		10,027		18,484	
Average Vehicles per Household	1.9		1.9		1.9	
Owner-Occupied Household Vehicles	5,417	61.0%	6,324	63.1%	13,217	71.5%
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.1	
Renter-Occupied Household Vehicles	3,457	39.0%	3,702	36.9%	5,267	28.5%
Average Vehicles per Renter-Occupied Household	1.5		1.5		1.5	
<b>Travel Time (2023)</b>						
Worker Base Age 16 years or Over	6,350		7,076		13,040	
Travel to Work in 14 Minutes or Less	4,115	64.8%	4,506	63.7%	7,988	61.3%
Travel to Work in 15 to 29 Minutes	943	14.9%	1,103	15.6%	2,345	18.0%
Travel to Work in 30 to 59 Minutes	605	9.5%	704	9.9%	1,290	9.9%
Travel to Work in 60 Minutes or More	501	7.9%	560	7.9%	977	7.5%
Work at Home	186	2.9%	202	2.9%	441	3.4%
Average Minutes Travel to Work	9.7		10.0		10.7	

Weatherford, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Transportation To Work (2023)</b>						
Worker Base Age 16 years or Over	6,350		7,076		13,040	
Drive to Work Alone	5,538	87.2%	6,176	87.3%	10,960	84.1%
Drive to Work in Carpool	444	7.0%	495	7.0%	1,272	9.8%
Travel to Work by Public Transportation	-	-	-	-	8	-
Drive to Work on Motorcycle	-	-	-	-	2	-
Bicycle to Work	1	-	1	-	13	0.1%
Walk to Work	167	2.6%	176	2.5%	274	2.1%
Other Means	13	0.2%	23	0.3%	70	0.5%
Work at Home	186	2.9%	202	2.9%	441	3.4%
<b>Daytime Demographics (2023)</b>						
Total Businesses	607		633		1,185	
Total Employees	7,727		7,912		13,175	
Company Headquarter Businesses	15	2.4%	16	2.5%	36	3.1%
Company Headquarter Employees	366	4.7%	373	4.7%	1,026	7.8%
Employee Population per Business	12.7 to 1		12.5 to 1		11.1 to 1	
Residential Population per Business	20.0 to 1		21.5 to 1		21.6 to 1	
Adj. Daytime Demographics Age 16 Years or Over	10,996		11,593		19,974	
<b>Labor Force</b>						
Labor Population Age 16 Years or Over (2023)	9,642		10,780		19,883	
Labor Force Total Males (2023)	4,728	49.0%	5,256	48.8%	9,716	48.9%
Male Civilian Employed	3,230	68.3%	3,611	68.7%	6,860	70.6%
Male Civilian Unemployed	188	4.0%	193	3.7%	226	2.3%
Males in Armed Forces	-	-	-	-	-	-
Males Not in Labor Force	1,310	27.7%	1,452	27.6%	2,631	27.1%
Labor Force Total Females (2023)	4,914	51.0%	5,523	51.2%	10,167	51.1%
Female Civilian Employed	3,130	63.7%	3,475	62.9%	6,191	60.9%
Female Civilian Unemployed	118	2.4%	129	2.3%	171	1.7%
Females in Armed Forces	13	0.3%	13	0.2%	33	0.3%
Females Not in Labor Force	1,654	33.6%	1,906	34.5%	3,771	37.1%
Unemployment Rate	306	3.2%	322	3.0%	397	2.0%
<b>Occupation (2023)</b>						
Occupation Population Age 16 Years or Over	6,350		7,076		13,040	
Occupation Total Males	3,225	50.8%	3,606	51.0%	6,854	52.6%
Occupation Total Females	3,125	49.2%	3,470	49.0%	6,186	47.4%
Management, Business, Financial Operations	856	13.5%	983	13.9%	1,689	13.0%
Professional, Related	1,274	20.1%	1,425	20.1%	2,612	20.0%
Service	1,469	23.1%	1,570	22.2%	2,320	17.8%
Sales, Office	1,441	22.7%	1,598	22.6%	3,091	23.7%
Farming, Fishing, Forestry	34	0.5%	50	0.7%	137	1.1%
Construction, Extraction, Maintenance	566	8.9%	633	8.9%	1,181	9.1%
Production, Transport, Material Moving	710	11.2%	816	11.5%	2,009	15.4%
White Collar Workers	3,571	56.2%	4,007	56.6%	7,392	56.7%
Blue Collar Workers	2,779	43.8%	3,069	43.4%	5,648	43.3%



Weatherford, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Units In Structure (2023)</b>						
Total Units	4,729		5,325		9,754	
1 Detached Unit	3,033	64.1%	3,481	65.4%	7,279	74.6%
1 Attached Unit	107	2.3%	115	2.2%	132	1.4%
2 Units	220	4.7%	242	4.5%	295	3.0%
3 to 4 Units	227	4.8%	237	4.5%	321	3.3%
5 to 9 Units	293	6.2%	295	5.5%	355	3.6%
10 to 19 Units	244	5.2%	246	4.6%	269	2.8%
20 to 49 Units	72	1.5%	78	1.5%	120	1.2%
50 or More Units	67	1.4%	71	1.3%	154	1.6%
Mobile Home or Trailer	445	9.4%	539	10.1%	808	8.3%
Other Structure	20	0.4%	20	0.4%	21	0.2%
<b>Homes Built By Year (2023)</b>						
Homes Built 2020 or later	-	-	-	-	6	-
Homes Built 2010 to 2019	449	8.2%	519	8.4%	621	5.4%
Homes Built 2000 to 2009	467	8.5%	525	8.5%	874	7.6%
Homes Built 1990 to 1999	512	9.4%	587	9.5%	742	6.5%
Homes Built 1980 to 1989	1,216	22.2%	1,333	21.6%	2,116	18.4%
Homes Built 1970 to 1979	868	15.9%	938	15.2%	1,941	16.9%
Homes Built 1960 to 1969	526	9.6%	563	9.1%	1,252	10.9%
Homes Built 1950 to 1959	332	6.1%	369	6.0%	924	8.0%
Homes Built 1940 to 1949	222	4.1%	263	4.3%	485	4.2%
Homes Built Before 1939	136	2.5%	227	3.7%	793	6.9%
Median Age of Homes	43.6 yrs		44.1 yrs		49.0 yrs	
<b>Home Values (2023)</b>						
Owner Specified Housing Units	2,477		2,927		6,245	
Home Values \$1,000,000 or More	4	0.2%	6	0.2%	7	0.1%
Home Values \$750,000 to \$999,999	28	1.1%	37	1.2%	38	0.6%
Home Values \$500,000 to \$749,999	156	6.3%	178	6.1%	202	3.2%
Home Values \$400,000 to \$499,999	103	4.1%	121	4.1%	169	2.7%
Home Values \$300,000 to \$399,999	229	9.3%	264	9.0%	426	6.8%
Home Values \$250,000 to \$299,999	351	14.2%	397	13.6%	599	9.6%
Home Values \$200,000 to \$249,999	259	10.5%	302	10.3%	496	7.9%
Home Values \$175,000 to \$199,999	375	15.1%	416	14.2%	624	10.0%
Home Values \$150,000 to \$174,999	373	15.1%	400	13.7%	869	13.9%
Home Values \$125,000 to \$149,999	149	6.0%	197	6.7%	560	9.0%
Home Values \$100,000 to \$124,999	129	5.2%	160	5.5%	425	6.8%
Home Values \$90,000 to \$99,999	7	0.3%	15	0.5%	157	2.5%
Home Values \$80,000 to \$89,999	50	2.0%	60	2.0%	343	5.5%
Home Values \$70,000 to \$79,999	57	2.3%	64	2.2%	324	5.2%
Home Values \$60,000 to \$69,999	18	0.7%	31	1.0%	244	3.9%
Home Values \$50,000 to \$59,999	24	1.0%	31	1.1%	219	3.5%
Home Values \$35,000 to \$49,999	20	0.8%	36	1.2%	152	2.4%
Home Values \$25,000 to \$34,999	21	0.9%	34	1.2%	80	1.3%
Home Values \$10,000 to \$24,999	14	0.5%	62	2.1%	111	1.8%
Home Values Under \$10,000	110	4.4%	116	4.0%	200	3.2%
Owner-Occupied Median Home Value	\$192,174		\$186,171		\$153,575	
Renter-Occupied Median Rent	\$548		\$546		\$537	



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

<b>Weatherford, Oklahoma</b>			<b>10 min drive</b>		<b>15 min drive</b>		<b>30 min drive</b>	
<b>Drive Time</b>			<b>time</b>		<b>time</b>		<b>time</b>	
<b>Total Annual Consumer Expenditure (2023)</b>								
Total Household Expenditure			\$273.65 M		\$318.96 M		\$631.91 M	
Total Non-Retail Expenditure			\$144.82 M		\$168.74 M		\$333.62 M	
Total Retail Expenditure			\$128.84 M		\$150.22 M		\$298.29 M	
Apparel			\$9.64 M		\$11.23 M		\$22.18 M	
Contributions			\$8.83 M		\$10.34 M		\$20.52 M	
Education			\$8.52 M		\$9.88 M		\$18.97 M	
Entertainment			\$15.33 M		\$17.89 M		\$35.54 M	
Food and Beverages			\$40.43 M		\$47.09 M		\$93.27 M	
Furnishings and Equipment			\$9.54 M		\$11.13 M		\$22.11 M	
Gifts			\$6.83 M		\$7.98 M		\$15.61 M	
Health Care			\$22.89 M		\$26.75 M		\$53.56 M	
Household Operations			\$10.69 M		\$12.48 M		\$24.77 M	
Miscellaneous Expenses			\$5.11 M		\$5.96 M		\$11.88 M	
Personal Care			\$3.68 M		\$4.29 M		\$8.49 M	
Personal Insurance			\$1.88 M		\$2.21 M		\$4.4 M	
Reading			\$592.27 K		\$691.55 K		\$1.38 M	
Shelter			\$58.23 M		\$67.73 M		\$133.4 M	
Tobacco			\$1.7 M		\$1.97 M		\$3.91 M	
Transportation			\$49.55 M		\$57.79 M		\$115 M	
Utilities			\$20.22 M		\$23.56 M		\$46.95 M	
<b>Monthly Household Consumer Expenditure (2023)</b>								
Total Household Expenditure			\$4,823		\$4,991		\$5,399	
Total Non-Retail Expenditure			\$2,552 52.9%		\$2,641 52.9%		\$2,850 52.8%	
Total Retail Expenditures			\$2,271 47.1%		\$2,351 47.1%		\$2,548 47.2%	
Apparel			\$170 3.5%		\$176 3.5%		\$189 3.5%	
Contributions			\$156 3.2%		\$162 3.2%		\$175 3.2%	
Education			\$150 3.1%		\$155 3.1%		\$162 3.0%	
Entertainment			\$270 5.6%		\$280 5.6%		\$304 5.6%	
Food and Beverages			\$713 14.8%		\$737 14.8%		\$797 14.8%	
Furnishings and Equipment			\$168 3.5%		\$174 3.5%		\$189 3.5%	
Gifts			\$120 2.5%		\$125 2.5%		\$133 2.5%	
Health Care			\$403 8.4%		\$419 8.4%		\$458 8.5%	
Household Operations			\$188 3.9%		\$195 3.9%		\$212 3.9%	
Miscellaneous Expenses			\$90 1.9%		\$93 1.9%		\$101 1.9%	
Personal Care			\$65 1.3%		\$67 1.3%		\$73 1.3%	
Personal Insurance			\$33 0.7%		\$35 0.7%		\$38 0.7%	
Reading			\$10 0.2%		\$11 0.2%		\$12 0.2%	
Shelter			\$1,026 21.3%		\$1,060 21.2%		\$1,140 21.1%	
Tobacco			\$30 0.6%		\$31 0.6%		\$33 0.6%	
Transportation			\$873 18.1%		\$904 18.1%		\$983 18.2%	
Utilities			\$356 7.4%		\$369 7.4%		\$401 7.4%	



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# OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

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## **Vehicle and Parts Dealers**

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

## **Furniture and Home Furnishings Stores**

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

## **Electronics and Appliance Stores**

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

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

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

## **Food and Beverage Stores**

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

## **Health and Personal Care Stores**

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

## **Gasoline Stations**

Gasoline stations and gasoline stations with convenience stores

## **Clothing and Clothing Accessories Stores**

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

## **Sporting Goods and Hobby Stores**

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

## **General Merchandise Stores**

Department stores and other general merchandise stores

## **Miscellaneous Store Retailers**

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

## **Foodservice and Drinking Places**

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

Weatherford, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$5.87 M / \$2.73 M	53	\$6.84 M / \$2.91 M	57	\$13.51 M / \$4.21 M	69
Men's Clothing Stores	\$207.82 K / \$406.56 K	-49	\$242.2 K / \$414.06 K	-42	\$477.17 K / \$414.06 K	13
Women's Clothing Stores	\$901.7 K / \$1.72 M	-48	\$1.05 M / \$1.89 M	-44	\$2.07 M / \$3.19 M	-35
Children's, Infants' Clothing Stores	\$384.51 K / \$605.74 K	-37	\$448.08 K / \$605.74 K	-26	\$888.42 K / \$605.74 K	32
Family Clothing Stores	\$2.4 M / -	100	\$2.8 M / -	100	\$5.53 M / -	100
Clothing Accessory Stores	\$192.76 K / -	100	\$224.81 K / -	100	\$443.42 K / -	100
Other Apparel Stores	\$293.53 K / -	100	\$341.99 K / -	100	\$675.08 K / -	100
Shoe Stores	\$984.04 K / -	100	\$1.15 M / -	100	\$2.26 M / -	100
Jewelry Stores	\$473.02 K / -	100	\$551.15 K / -	100	\$1.08 M / -	100
Luggage Stores	\$36.93 K / -	100	\$43.13 K / -	100	\$85.81 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$2.85 M / \$2.52 M	11	\$3.33 M / \$2.52 M	24	\$6.59 M / \$2.58 M	61
Furniture Stores	\$1.77 M / -	100	\$2.06 M / -	100	\$4.07 M / -	100
Floor Covering Stores	\$292.56 K / \$2.52 M	-88	\$343.06 K / \$2.52 M	-86	\$686.59 K / \$2.58 M	-73
Other Home Furnishing Stores	\$793.32 K / -	100	\$925.9 K / -	100	\$1.84 M / -	100
<b>Electronics, Appliance Stores</b>	\$2.15 M / \$118.76 K	94	\$2.51 M / \$231.57 K	91	\$4.99 M / \$2.35 M	53
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$6.9 M / \$6.2 M	10	\$8.08 M / \$7.02 M	13	\$16.13 M / \$23.32 M	-31
Home Centers	\$3.25 M / \$462.37 K	86	\$3.8 M / \$1.01 M	74	\$7.59 M / \$5.9 M	22
Paint, Wallpaper Stores	\$234.82 K / \$650.78 K	-64	\$275.38 K / \$650.78 K	-58	\$553.72 K / \$650.78 K	-15
Hardware Stores	\$299.26 K / \$2.23 M	-87	\$349.87 K / \$2.51 M	-86	\$697.32 K / \$3.93 M	-82
Other Building Materials Stores	\$2.29 M / \$2.56 M	-11	\$2.68 M / \$2.56 M	4	\$5.36 M / \$2.56 M	52
Outdoor Power Equipment Stores	\$111.09 K / \$286.12 K	-61	\$129.76 K / \$286.12 K	-55	\$257.5 K / \$286.12 K	-10
Nursery, Garden Stores	\$717.04 K / -	100	\$837.37 K / -	100	\$1.66 M / \$9.99 M	-83
<b>Food, Beverage Stores</b>	\$18.91 M / \$6.03 M	68	\$22.02 M / \$6.19 M	72	\$43.66 M / \$36.22 M	17
Grocery Stores	\$16.88 M / \$2.07 M	88	\$19.66 M / \$2.16 M	89	\$38.99 M / \$29.95 M	23
Convenience Stores	\$656.16 K / \$2.44 M	-73	\$763.71 K / \$2.45 M	-69	\$1.51 M / \$3.26 M	-54
Meat Markets	\$192.63 K / -	100	\$224.34 K / -	100	\$445.56 K / -	100
Fish, Seafood Markets	\$70.89 K / -	100	\$82.46 K / -	100	\$163.57 K / -	100
Fruit, Vegetable Markets	\$116.97 K / \$75.15 K	36	\$136.21 K / \$110.21 K	19	\$270.69 K / \$111.13 K	59
Other Specialty Food Markets	\$202.03 K / -	100	\$235.27 K / -	100	\$467.6 K / \$112.19 K	76
Liquor Stores	\$787.34 K / \$1.45 M	-46	\$917.49 K / \$1.47 M	-37	\$1.81 M / \$2.79 M	-35

# Retail Gap Report



Weatherford, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$4.63 M / \$6.71 M	-31	\$5.41 M / \$6.82 M	-21	\$10.74 M / \$12.31 M	-13
Pharmacy, Drug Stores	\$3.88 M / \$5.69 M	-32	\$4.53 M / \$5.81 M	-22	\$8.99 M / \$11.29 M	-20
Cosmetics, Beauty Stores	\$227.66 K / \$228.58 K	0	\$265.67 K / \$228.58 K	14	\$527.22 K / \$228.77 K	57
Optical Goods Stores	\$257.82 K / \$162.34 K	37	\$301.12 K / \$162.34 K	46	\$599.99 K / \$162.34 K	73
Other Health, Personal Care Stores	\$265.47 K / \$623.2 K	-57	\$310.02 K / \$623.2 K	-50	\$615.82 K / \$623.2 K	-1
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$2.2 M / \$3.27 M	-33	\$2.56 M / \$3.27 M	-22	\$5.07 M / \$4.1 M	19
Sporting Goods Stores	\$1.19 M / \$1.63 M	-27	\$1.39 M / \$1.63 M	-14	\$2.77 M / \$1.86 M	33
Hobby, Toy, Game Stores	\$347.1 K / -	100	\$404.59 K / -	100	\$803 K / -	100
Sewing, Needlecraft Stores	\$112.14 K / -	100	\$130.49 K / -	100	\$255.16 K / -	100
Musical Instrument Stores	\$98.71 K / -	100	\$115.1 K / -	100	\$228.15 K / -	100
Book Stores	\$444.5 K / \$1.64 M	-73	\$517.58 K / \$1.64 M	-68	\$1.01 M / \$2.24 M	-55
<b>General Merchandise Stores</b>	\$18.51 M / \$4.9 M	74	\$21.58 M / \$6.15 M	72	\$42.8 M / \$18.99 M	56
Department Stores	\$4.8 M / \$1.41 M	71	\$5.59 M / \$2.07 M	63	\$11.08 M / \$2.09 M	81
Warehouse Superstores	\$11.91 M / -	100	\$13.88 M / -	100	\$27.54 M / -	100
Other General Merchandise Stores	\$1.81 M / \$3.49 M	-48	\$2.11 M / \$4.08 M	-48	\$4.18 M / \$16.9 M	-75
<b>Miscellaneous Store Retailers</b>	\$2.51 M / \$2.03 M	19	\$2.92 M / \$2.43 M	17	\$5.82 M / \$2.94 M	49
Florists	\$88.61 K / \$46.47 K	48	\$103.49 K / \$74.97 K	28	\$205.86 K / \$207.97 K	-1
Office, Stationary Stores	\$250.21 K / -	100	\$291.95 K / -	100	\$578.76 K / -	100
Gift, Souvenir Stores	\$303.35 K / \$145 K	52	\$353.76 K / \$146.44 K	59	\$701.25 K / \$229.85 K	67
Used Merchandise Stores	\$173.21 K / \$501.42 K	-65	\$202.32 K / \$568.98 K	-64	\$401.82 K / \$627 K	-36
Pet, Pet Supply Stores	\$1.01 M / \$390.48 K	61	\$1.18 M / \$572.63 K	51	\$2.35 M / \$577.38 K	75
Art Dealers	\$81.78 K / -	100	\$95.5 K / -	100	\$189.96 K / -	100
Mobile Home Dealers	\$148.42 K / -	100	\$173.66 K / -	100	\$347.26 K / -	100
Other Miscellaneous Retail Stores	\$451.19 K / \$944.46 K	-52	\$525.38 K / \$1.07 M	-51	\$1.04 M / \$1.3 M	-20
<b>Non-Store Retailers</b>	\$8.51 M / \$619.61 K	93	\$9.93 M / \$905.88 K	91	\$19.7 M / \$972.8 K	95
Mail Order, Catalog Stores	\$7.08 M / \$7.17 K	100	\$8.26 M / \$224.41 K	97	\$16.38 M / \$281.2 K	98
Vending Machines	\$194.99 K / -	100	\$227.1 K / -	100	\$449.77 K / -	100
Fuel Dealers	\$690.07 K / \$410.91 K	40	\$807.08 K / \$473.78 K	41	\$1.62 M / \$483.91 K	70
Other Direct Selling Establishments	\$543.83 K / \$201.54 K	63	\$633.96 K / \$207.69 K	67	\$1.26 M / \$207.69 K	83

# Retail Gap Report



Weatherford, Oklahoma						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$16.44 M / \$25.32 M	-35	\$19.15 M / \$25.5 M	-25	\$37.91 M / \$41.75 M	-9
Hotels, Other Travel Accommodations	\$904.68 K / \$979.69 K	-8	\$1.05 M / \$994.57 K	6	\$2.09 M / \$2.19 M	-5
RV Parks	\$8.96 K / \$6.73 K	25	\$10.49 K / \$9.05 K	14	\$20.63 K / \$9.11 K	56
Rooming, Boarding Houses	\$6.31 K / \$79.55 K	-92	\$7.35 K / \$79.55 K	-91	\$14.78 K / \$79.55 K	-81
Full Service Restaurants	\$9.62 M / \$8.02 M	17	\$11.21 M / \$8.18 M	27	\$22.19 M / \$17.36 M	22
Limited Service Restaurants	\$4.47 M / \$14.84 M	-70	\$5.21 M / \$14.84 M	-65	\$10.31 M / \$21.09 M	-51
Special Food Services, Catering	\$1.43 M / \$1.14 M	20	\$1.66 M / \$1.17 M	29	\$3.29 M / \$1.17 M	64
Drinking Places	\$413.12 K / \$664.7 K	-38	\$481.3 K / \$699.24 K	-31	\$949.6 K / \$798.44 K	16
<b>Gasoline Stations</b>	\$13.66 M / \$57.09 M	-76	\$15.92 M / \$59.71 M	-73	\$31.75 M / \$74.7 M	-58
<b>Motor Vehicle, Parts Dealers</b>	\$25.27 M / \$36.98 M	-32	\$29.49 M / \$43.23 M	-32	\$58.67 M / \$70.72 M	-17
New Car Dealers	\$19.39 M / \$30.88 M	-37	\$22.63 M / \$36.91 M	-39	\$45.01 M / \$54.92 M	-18
Used Car Dealers	\$2 M / \$792.43 K	60	\$2.34 M / \$970.17 K	58	\$4.65 M / \$4.44 M	4
Recreational Vehicle Dealers	\$406.48 K / -	100	\$475.15 K / -	100	\$946.43 K / -	100
Motorcycle, Boat Dealers	\$879.89 K / -	100	\$1.03 M / -	100	\$2.04 M / \$1.22 M	40
Auto Parts, Accessories	\$1.55 M / \$5.31 M	-71	\$1.81 M / \$5.35 M	-66	\$3.61 M / \$9.09 M	-60
Tire Dealers	\$1.04 M / -	100	\$1.21 M / -	100	\$2.41 M / \$1.04 M	57
2023 Population		12,129		13,620		25,569
2028 Population		11,967		13,508		25,896
% Population Change 2023-2028		-1.3%		-0.8%		1.3%
2023 Adult Population Age 18+		9,303		10,393		19,127
2023 Population Male		6,003		6,709		12,624
2023 Population Female		6,126		6,911		12,945
2023 Households		4,729		5,325		9,754
2023 Median Household Income		60,016		61,089		61,775
2023 Average Household Income		76,353		80,303		89,803

# **Retail Potential**

# Retail Potential Profile



<b>Weatherford, Oklahoma</b>	<b>10 min</b>	<b>15 min</b>	<b>30 min</b>
<b>Drive Time</b>	<b>drive time</b>	<b>drive time</b>	<b>drive time</b>
2023 Population	12,129	13,620	25,569
2028 Population	11,967	13,508	25,896
% Population Change 2020-2023	-2.3%	-2.6%	-1.8%
2023 Adult Population Age 18+	\$9,303	\$10,393	\$19,127
2023 Population Male	\$6,003	\$6,709	\$12,624
2023 Population Female	\$6,126	\$6,911	\$12,945
2023 Households	\$4,729	\$5,325	\$9,754
2023 Median Household Income	\$60,016	\$61,089	\$61,775
2023 Average Household Income	\$76,353	\$80,303	\$89,803
<b>Clothing, Clothing Accessories Stores</b>	<b>\$5.87 M</b>	<b>\$6.84 M</b>	<b>\$13.51 M</b>
Men's Clothing Stores	\$207.82 K	\$242.2 K	\$477.17 K
Women's Clothing Stores	\$901.7 K	\$1.05 M	\$2.07 M
Children's, Infants' Clothing Stores	\$384.51 K	\$448.08 K	\$888.42 K
Family Clothing Stores	\$2.4 M	\$2.8 M	\$5.53 M
Clothing Accessory Stores	\$192.76 K	\$224.81 K	\$443.42 K
Other Apparel Stores	\$293.53 K	\$341.99 K	\$675.08 K
Shoe Stores	\$984.04 K	\$1.15 M	\$2.26 M
Jewelry Stores	\$473.02 K	\$551.15 K	\$1.08 M
Luggage Stores	\$36.93 K	\$43.13 K	\$85.81 K
<b>Furniture, Home Furnishings Stores</b>	<b>\$2.85 M</b>	<b>\$3.33 M</b>	<b>\$6.59 M</b>
Furniture Stores	\$1.77 M	\$2.06 M	\$4.07 M
Floor Covering Stores	\$292.56 K	\$343.06 K	\$686.59 K
Other Home Furnishing Stores	\$793.32 K	\$925.9 K	\$1.84 M
<b>Electronics, Appliance Stores</b>	<b>\$2.15 M</b>	<b>\$2.51 M</b>	<b>\$4.99 M</b>
<b>Gasoline Stations</b>	<b>\$13.66 M</b>	<b>\$15.92 M</b>	<b>\$31.75 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>	<b>\$6.9 M</b>	<b>\$8.08 M</b>	<b>\$16.13 M</b>
Home Centers	\$3.25 M	\$3.8 M	\$7.59 M
Paint, Wallpaper Stores	\$234.82 K	\$275.38 K	\$553.72 K
Hardware Stores	\$299.26 K	\$349.87 K	\$697.32 K
Other Building Materials Stores	\$2.29 M	\$2.68 M	\$5.36 M
Outdoor Power Equipment Stores	\$111.09 K	\$129.76 K	\$257.5 K
Nursery, Garden Stores	\$717.04 K	\$837.37 K	\$1.66 M
<b>Food, Beverage Stores</b>	<b>\$18.91 M</b>	<b>\$22.02 M</b>	<b>\$43.66 M</b>
Grocery Stores	\$16.88 M	\$19.66 M	\$38.99 M
Convenience Stores	\$656.16 K	\$763.71 K	\$1.51 M
Meat Markets	\$192.63 K	\$224.34 K	\$445.56 K
Fish, Seafood Markets	\$70.89 K	\$82.46 K	\$163.57 K
Fruit, Vegetable Markets	\$116.97 K	\$136.21 K	\$270.69 K
Other Specialty Food Markets	\$202.03 K	\$235.27 K	\$467.6 K
Liquor Stores	\$787.34 K	\$917.49 K	\$1.81 M

# Retail Potential Profile



<b>Weatherford, Oklahoma</b>	<b>10 min</b>	<b>15 min</b>	<b>30 min</b>
<b>Drive Time</b>	<b>drive time</b>	<b>drive time</b>	<b>drive time</b>
<b>Health, Personal Care Stores</b>	\$4.63 M	\$5.41 M	\$10.74 M
Pharmacy, Drug Stores	\$3.88 M	\$4.53 M	\$8.99 M
Cosmetics, Beauty Stores	\$227.66 K	\$265.67 K	\$527.22 K
Optical Goods Stores	\$257.82 K	\$301.12 K	\$599.99 K
Other Health, Personal Care Stores	\$265.47 K	\$310.02 K	\$615.82 K
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$2.2 M	\$2.56 M	\$5.07 M
Sporting Goods Stores	\$1.19 M	\$1.39 M	\$2.77 M
Hobby, Toy, Game Stores	\$347.1 K	\$404.59 K	\$803 K
Sewing, Needlecraft Stores	\$112.14 K	\$130.49 K	\$255.16 K
Musical Instrument Stores	\$98.71 K	\$115.1 K	\$228.15 K
Book Stores	\$444.5 K	\$517.58 K	\$1.01 M
<b>General Merchandise Stores</b>	\$18.51 M	\$21.58 M	\$42.8 M
Department Stores	\$4.8 M	\$5.59 M	\$11.08 M
Warehouse Superstores	\$11.91 M	\$13.88 M	\$27.54 M
Other General Merchandise Stores	\$1.81 M	\$2.11 M	\$4.18 M
<b>Miscellaneous Store Retailers</b>	\$2.51 M	\$2.92 M	\$5.82 M
Florists	\$88.61 K	\$103.49 K	\$205.86 K
Office, Stationary Stores	\$250.21 K	\$291.95 K	\$578.76 K
Gift, Souvenir Stores	\$303.35 K	\$353.76 K	\$701.25 K
Used Merchandise Stores	\$173.21 K	\$202.32 K	\$401.82 K
Pet, Pet Supply Stores	\$1.01 M	\$1.18 M	\$2.35 M
Art Dealers	\$81.78 K	\$95.5 K	\$189.96 K
Mobile Home Dealers	\$148.42 K	\$173.66 K	\$347.26 K
Other Miscellaneous Retail Stores	\$451.19 K	\$525.38 K	\$1.04 M
<b>Non-Store Retailers</b>	\$8.51 M	\$9.93 M	\$19.7 M
Mail Order, Catalog Stores	\$7.08 M	\$8.26 M	\$16.38 M
Vending Machines	\$194.99 K	\$227.1 K	\$449.77 K
Fuel Dealers	\$690.07 K	\$807.08 K	\$1.62 M
Other Direct Selling Establishments	\$543.83 K	\$633.96 K	\$1.26 M
<b>Accommodation, Food Services</b>	\$16.86 M	\$19.64 M	\$38.86 M
Hotels, Other Travel Accommodations	\$904.68 K	\$1.05 M	\$2.09 M
RV Parks	\$8.96 K	\$10.49 K	\$20.63 K
Rooming, Boarding Houses	\$6.31 K	\$7.35 K	\$14.78 K
Full Service Restaurants	\$9.62 M	\$11.21 M	\$22.19 M
Limited Service Restaurants	\$4.47 M	\$5.21 M	\$10.31 M
Special Food Services, Catering	\$1.43 M	\$1.66 M	\$3.29 M
Drinking Places	\$413.12 K	\$481.3 K	\$949.6 K
<b>Motor Vehicle, Parts Dealers</b>	\$25.27 M	\$29.49 M	\$58.67 M
New Car Dealers	\$19.39 M	\$22.63 M	\$45.01 M
Used Car Dealers	\$2 M	\$2.34 M	\$4.65 M
Recreational Vehicle Dealers	\$406.48 K	\$475.15 K	\$946.43 K
Motorcycle, Boat Dealers	\$879.89 K	\$1.03 M	\$2.04 M
Auto Parts, Accessories	\$1.55 M	\$1.81 M	\$3.61 M
Tire Dealers	\$1.04 M	\$1.21 M	\$2.41 M



# **Income Summary**

# Income Summary Report



Weatherford, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Population</b>						
Estimated Population (2023)	12,129		13,620		25,569	
Projected Population (2028)	11,967		13,508		25,896	
Census Population (2020)	12,411		13,980		26,050	
Census Population (2010)	11,240		12,768		25,350	
<i>Projected Annual Growth (2023 to 2028)</i>	-162	-0.3%	-112	-0.2%	327	0.3%
<i>Historical Annual Growth (2020 to 2023)</i>	-282	-0.8%	-360	-0.9%	-481	-0.6%
<i>Historical Annual Growth (2010 to 2020)</i>	1,170	1.0%	1,212	0.9%	700	0.3%
<b>Households</b>						
Estimated Households (2023)	4,729		5,325		9,754	
Projected Households (2028)	4,486		5,062		9,498	
Census Households (2020)	4,846		5,472		9,875	
Census Households (2010)	4,584		5,195		9,877	
<i>Projected Annual Growth (2023 to 2028)</i>	-243	-1.0%	-264	-1.0%	-256	-0.5%
<i>Historical Annual Growth (2020 to 2023)</i>	-118	-0.8%	-146	-0.9%	-121	-0.4%
<i>Historical Annual Growth (2010 to 2020)</i>	262	0.6%	277	0.5%	-2	-
<b>Average Household Income</b>						
Estimated Average Household Income (2023)	\$76,353		\$80,303		\$89,803	
Projected Average Household Income (2028)	\$85,945		\$90,302		\$99,417	
Census Average Household Income (2020)	\$54,294		\$54,012		\$52,846	
Census Average Household Income (2010)	\$39,752		\$39,648		\$38,833	
<i>Projected Annual Growth (2023 to 2028)</i>	\$9,592	2.5%	\$9,999	2.5%	\$9,614	2.1%
<i>Historical Annual Growth (2020 to 2023)</i>	\$22,059	3.1%	\$26,291	3.7%	\$36,957	5.4%
<i>Historical Annual Growth (2010 to 2020)</i>	\$14,542	3.7%	\$14,364	3.6%	\$14,013	3.6%
<b>Median Household Income</b>						
Estimated Median Household Income (2023)	\$60,016		\$61,089		\$61,775	
Projected Median Household Income (2028)	\$61,732		\$62,728		\$63,112	
Census Median Household Income (2020)	\$45,332		\$45,445		\$43,259	
Census Median Household Income (2010)	\$32,205		\$32,426		\$31,062	
<i>Projected Annual Growth (2023 to 2028)</i>	\$1,715	0.6%	\$1,639	0.5%	\$1,337	0.4%
<i>Historical Annual Growth (2020 to 2023)</i>	\$14,684	2.5%	\$15,643	2.6%	\$18,516	3.3%
<i>Historical Annual Growth (2010 to 2020)</i>	\$13,127	4.1%	\$13,019	4.0%	\$12,197	3.9%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2023)	\$30,230		\$31,823		\$34,668	
Projected Per Capita Income (2028)	\$32,686		\$34,264		\$36,869	
Census Per Capita Income (2020)	\$22,142		\$21,977		\$20,589	
Census Per Capita Income (2010)	\$15,770		\$15,671		\$15,041	
<i>Projected Annual Growth (2023 to 2028)</i>	\$2,457	1.6%	\$2,441	1.5%	\$2,201	1.3%
<i>Historical Annual Growth (2020 to 2023)</i>	\$8,088	2.8%	\$9,847	3.4%	\$14,079	5.3%
<i>Historical Annual Growth (2010 to 2020)</i>	\$6,372	4.0%	\$6,306	4.0%	\$5,548	3.7%
<b>Other Income</b>						
Estimated Families (2023)	2,847		3,269		6,285	
Estimated Average Family Income (2023)	\$92,770		\$96,023		\$107,451	
Estimated Median Family Income (2023)	\$82,619		\$83,260		\$78,588	
Estimated Average Household Net Worth (2023)	\$373,450		\$382,770		\$353,552	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Weatherford, Oklahoma						
Drive Time	10 min drive time	15 min drive time	30 min drive time			
Estimated Population	12,129	13,620	25,569			
Estimated Households	4,729	5,325	9,754			
<b>Household Expenditure</b>	<b>\$273.65 M</b>	<b>\$318.96 M</b>	<b>\$631.91 M</b>			
Per Household ~ Per Capita	\$57,871	\$22,562	\$59,896	\$23,419	\$64,784	\$24,714
Non-Retail Expenditures	\$144.82 M	52.9%	\$168.74 M	52.9%	\$333.62 M	52.8%
Per Household ~ Per Capita	\$30,625	\$11,940	\$31,687	\$12,389	\$34,203	\$13,048
Retail Expenditures	\$128.84 M	47.1%	\$150.22 M	47.1%	\$298.29 M	47.2%
Per Household ~ Per Capita	\$27,246	\$10,622	\$28,209	\$11,030	\$30,581	\$11,666
Apparel	\$9.64 M	3.5%	\$11.23 M	3.5%	\$22.18 M	3.5%
Per Household ~ Per Capita	\$2,039	\$795	\$2,109	\$824	\$2,274	\$867
Contributions	\$8.83 M	3.2%	\$10.34 M	3.2%	\$20.52 M	3.2%
Per Household ~ Per Capita	\$1,868	\$728	\$1,941	\$759	\$2,104	\$803
Education	\$8.52 M	3.1%	\$9.88 M	3.1%	\$18.97 M	3.0%
Per Household ~ Per Capita	\$1,801	\$702	\$1,856	\$726	\$1,945	\$742
Entertainment	\$15.33 M	5.6%	\$17.89 M	5.6%	\$35.54 M	5.6%
Per Household ~ Per Capita	\$3,241	\$1,264	\$3,359	\$1,313	\$3,644	\$1,390
Food, Beverages	\$40.43 M	14.8%	\$47.09 M	14.8%	\$93.27 M	14.8%
Per Household ~ Per Capita	\$8,551	\$3,334	\$8,842	\$3,457	\$9,562	\$3,648
Furnishings, Equipment	\$9.54 M	3.5%	\$11.13 M	3.5%	\$22.11 M	3.5%
Per Household ~ Per Capita	\$2,018	\$787	\$2,091	\$818	\$2,266	\$865
Gifts	\$6.83 M	2.5%	\$7.98 M	2.5%	\$15.61 M	2.5%
Per Household ~ Per Capita	\$1,445	\$563	\$1,498	\$586	\$1,600	\$610
Health Care	\$22.89 M	8.4%	\$26.75 M	8.4%	\$53.56 M	8.5%
Per Household ~ Per Capita	\$4,840	\$1,887	\$5,023	\$1,964	\$5,491	\$2,095
Household Operations	\$10.69 M	3.9%	\$12.48 M	3.9%	\$24.77 M	3.9%
Per Household ~ Per Capita	\$2,260	\$881	\$2,343	\$916	\$2,539	\$969
Miscellaneous Expenses	\$5.11 M	1.9%	\$5.96 M	1.9%	\$11.88 M	1.9%
Per Household ~ Per Capita	\$1,080	\$421	\$1,120	\$438	\$1,218	\$464
Personal Care	\$3.68 M	1.3%	\$4.29 M	1.3%	\$8.49 M	1.3%
Per Household ~ Per Capita	\$778	\$303	\$805	\$315	\$870	\$332
Personal Insurance	\$1.88 M	0.7%	\$2.21 M	0.7%	\$4.4 M	0.7%
Per Household ~ Per Capita	\$399	\$155	\$415	\$162	\$451	\$172
Reading	\$592.27 K	0.2%	\$691.55 K	0.2%	\$1.38 M	0.2%
Per Household ~ Per Capita	\$125	\$49	\$130	\$51	\$141	\$54
Shelter	\$58.23 M	21.3%	\$67.73 M	21.2%	\$133.4 M	21.1%
Per Household ~ Per Capita	\$12,314	\$4,801	\$12,718	\$4,973	\$13,677	\$5,217
Tobacco	\$1.7 M	0.6%	\$1.97 M	0.6%	\$3.91 M	0.6%
Per Household ~ Per Capita	\$360	\$140	\$371	\$145	\$400	\$153
Transportation	\$49.55 M	18.1%	\$57.79 M	18.1%	\$115 M	18.2%
Per Household ~ Per Capita	\$10,478	\$4,085	\$10,851	\$4,243	\$11,790	\$4,498
Utilities	\$20.22 M	7.4%	\$23.56 M	7.4%	\$46.95 M	7.4%
Per Household ~ Per Capita	\$4,276	\$1,667	\$4,425	\$1,730	\$4,813	\$1,836

# Consumer Expenditure Trend



Weatherford, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Population / Households (2023)</b>							
Estimated Population		12,129		13,620		25,569	
Estimated Households		4,729		5,325		9,754	
<b>Total Annual Consumer Expenditure (2023)</b>							
Total Household Expenditure		\$273.65 M		\$318.96 M		\$631.91 M	
Total Non-Retail Expenditure		\$144.82 M		\$168.74 M		\$333.62 M	
Total Retail Expenditure		\$128.84 M		\$150.22 M		\$298.29 M	
Apparel		\$9.64 M		\$11.23 M		\$22.18 M	
Contributions		\$8.83 M		\$10.34 M		\$20.52 M	
Education		\$8.52 M		\$9.88 M		\$18.97 M	
Entertainment		\$15.33 M		\$17.89 M		\$35.54 M	
Food and Beverages		\$40.43 M		\$47.09 M		\$93.27 M	
Furnishings and Equipment		\$9.54 M		\$11.13 M		\$22.11 M	
Gifts		\$6.83 M		\$7.98 M		\$15.61 M	
Health Care		\$22.89 M		\$26.75 M		\$53.56 M	
Household Operations		\$10.69 M		\$12.48 M		\$24.77 M	
Miscellaneous Expenses		\$5.11 M		\$5.96 M		\$11.88 M	
Personal Care		\$3.68 M		\$4.29 M		\$8.49 M	
Personal Insurance		\$1.88 M		\$2.21 M		\$4.4 M	
Reading		\$592.27 K		\$691.55 K		\$1.38 M	
Shelter		\$58.23 M		\$67.73 M		\$133.4 M	
Tobacco		\$1.7 M		\$1.97 M		\$3.91 M	
Transportation		\$49.55 M		\$57.79 M		\$115 M	
Utilities		\$20.22 M		\$23.56 M		\$46.95 M	
<b>Monthly Household Consumer Expenditure (2023)</b>							
Total Household Expenditure		\$4,823		\$4,991		\$5,399	
Total Non-Retail Expenditure		\$2,552		52.9%		\$2,641	
Total Retail Expenditure		\$2,271		47.1%		\$2,351	
Apparel		\$170		3.5%		\$176	
Contributions		\$156		3.2%		\$162	
Education		\$150		3.1%		\$155	
Entertainment		\$270		5.6%		\$280	
Food and Beverages		\$713		14.8%		\$737	
Furnishings and Equipment		\$168		3.5%		\$174	
Gifts		\$120		2.5%		\$125	
Health Care		\$403		8.4%		\$419	
Household Operations		\$188		3.9%		\$195	
Miscellaneous Expenses		\$90		1.9%		\$93	
Personal Care		\$65		1.3%		\$67	
Personal Insurance		\$33		0.7%		\$35	
Reading		\$10		0.2%		\$11	
Shelter		\$1,026		21.3%		\$1,060	
Tobacco		\$30		0.6%		\$31	
Transportation		\$873		18.1%		\$904	
Utilities		\$356		7.4%		\$369	

# Consumer Expenditure Trend



<b>Weatherford, Oklahoma</b>	<b>10 min drive</b>	<b>15 min drive</b>	<b>30 min drive</b>
<b>Drive Time</b>	<b>time</b>	<b>time</b>	<b>time</b>
<b>Population / Households (2028)</b>			
Projected Population	11,967	13,508	25,896
Projected Households	4,486	5,062	9,498
<b>Total Annual Consumer Expenditure (2028)</b>			
Total Household Expenditure	\$281.72 M	\$329.09 M	\$663.8 M
Total Non-Retail Expenditure	\$149.14 M	\$174.16 M	\$350.63 M
Total Retail Expenditure	\$132.58 M	\$154.93 M	\$313.17 M
Apparel	\$9.96 M	\$11.62 M	\$23.36 M
Contributions	\$9.11 M	\$10.68 M	\$21.59 M
Education	\$8.76 M	\$10.2 M	\$20 M
Entertainment	\$15.81 M	\$18.48 M	\$37.38 M
Food and Beverages	\$41.62 M	\$48.58 M	\$97.96 M
Furnishings and Equipment	\$9.82 M	\$11.49 M	\$23.23 M
Gifts	\$7.03 M	\$8.22 M	\$16.41 M
Health Care	\$23.51 M	\$27.54 M	\$56.12 M
Household Operations	\$11.03 M	\$12.9 M	\$26.06 M
Miscellaneous Expenses	\$5.26 M	\$6.16 M	\$12.48 M
Personal Care	\$3.79 M	\$4.42 M	\$8.92 M
Personal Insurance	\$1.95 M	\$2.29 M	\$4.63 M
Reading	\$609.49 K	\$713.27 K	\$1.45 M
Shelter	\$59.98 M	\$69.91 M	\$140.24 M
Tobacco	\$1.74 M	\$2.02 M	\$4.08 M
Transportation	\$50.98 M	\$59.59 M	\$120.71 M
Utilities	\$20.77 M	\$24.26 M	\$49.19 M
<b>Consumer Expenditure Growth (2023 to 2028)</b>			
Total Household Expenditure	\$8.07 M	\$10.13 M	\$31.89 M
Total Non-Retail Expenditure	\$4.32 M	\$5.42 M	\$17 M
Total Retail Expenditure	\$3.75 M	\$4.71 M	\$14.88 M
Apparel	\$316.83 K	\$393.42 K	\$1.19 M
Contributions	\$275.9 K	\$344.88 K	\$1.07 M
Education	\$249.6 K	\$316.67 K	\$1.03 M
Entertainment	\$479.81 K	\$597.52 K	\$1.84 M
Food and Beverages	\$1.19 M	\$1.49 M	\$4.69 M
Furnishings and Equipment	\$283.74 K	\$354.68 K	\$1.12 M
Gifts	\$197.38 K	\$245.07 K	\$803.24 K
Health Care	\$622.96 K	\$794.54 K	\$2.56 M
Household Operations	\$340.27 K	\$424.95 K	\$1.3 M
Miscellaneous Expenses	\$153.52 K	\$192.22 K	\$599.58 K
Personal Care	\$108.86 K	\$136.26 K	\$429.62 K
Personal Insurance	\$63.45 K	\$78.61 K	\$235.36 K
Reading	\$17.22 K	\$21.72 K	\$69.28 K
Shelter	\$1.75 M	\$2.19 M	\$6.84 M
Tobacco	\$37.58 K	\$49.06 K	\$169.54 K
Transportation	\$1.43 M	\$1.8 M	\$5.7 M
Utilities	\$548.86 K	\$699.5 K	\$2.24 M

# **Crime Risk**



# Crime Risk Profile



Weatherford, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Demographics</b>			
Population	12,129	13,620	25,569
Census Population	12,411	13,980	26,050
Households	4,729	5,325	9,754
Average Household Income	\$76,353	\$80,303	\$89,803
Median Household Income	\$60,016	\$61,089	\$61,775
Per Capita Income	\$30,230	\$31,823	\$34,668
<b>Total Crime</b>			
Crime Index	117	113	116
Crime Level	Average	Average	Average
<b>Personal Crime</b>			
Crime Index	70	74	106
Crime Level	Below Average	Below Average	Average
<b>Murder</b>			
Crime Index	24	31	92
Crime Level	Very Low	Low Risk	Average
<b>Rape</b>			
Crime Index	53	64	107
Crime Level	Low Risk	Below Average	Average
<b>Robbery</b>			
Crime Index	94	87	92
Crime Level	Average	Below Average	Average
<b>Assault</b>			
Crime Index	65	71	111
Crime Level	Below Average	Below Average	Average
<b>Property Crime</b>			
Crime Index	125	119	118
Crime Level	Above Average	Average	Average
<b>Burglary</b>			
Crime Index	183	174	169
Crime Level	Very High	High Risk	High Risk
<b>Larceny</b>			
Crime Index	112	108	105
Crime Level	Average	Average	Average
<b>Motor Vehicle Theft</b>			
Crime Index	120	112	127
Crime Level	Above Average	Average	Above Average

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

# **Void Analysis**

# Void Analysis



Weatherford, Oklahoma Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
<b>Auto Parts Tires</b>			
NAPA	2 / 1	6,200	
O'Reilly	2 / 1	8,500	
<b>Banks</b>			
BancFirst	1 / 1	8,500	
<b>Banks Minor</b>			
Bank	20 / 8		
<b>Clothing Apparel</b>			
maurices	1 / 1	6,000	
<b>Convenience Stores</b>			
Alon	1 / 1	3,500	
Conoco	6 / 4	2,500	
Love's	2 / 0	7,300	
Phillips 66	8 / 4	2,500	
Shell	3 / 1	1,800	
Sinclair	1 / 0	2,000	
Valero	1 / 0	3,200	
<b>Dealerships</b>			
Cadillac	1 / 1		
Chevrolet	2 / 1		
Chrysler	1 / 1		
Dodge	1 / 1		
Ford	2 / 1		
GMC	1 / 1		
Jeep	1 / 1		
Lincoln	1 / 1		
RAM	1 / 1		
<b>Discount Department Stores</b>			
Wal-Mart Supercenter	1 / 1	189,700	
<b>Dollar Stores</b>			
Dollar General	3 / 1	9,600	
Dollar Tree	1 / 0	11,800	
Family Dollar	2 / 1	9,400	
<b>Drug Stores</b>			
Walgreens	1 / 1	14,800	
<b>Education</b>			
College	1 / 1		

# Void Analysis



Weatherford, Oklahoma		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Day Care	14 / 8		
	High School	4 / 1		
	PK - 8	11 / 4		
<b>Entertainment</b>				
	Theatres	1 / 0		
<b>EV Charging Stations</b>				
	ChargePoint	1 / 1		
	Electrify America	1 / 1		
	Tesla	1 / 1		
<b>Fitness</b>				
	Anytime Fitness	1 / 0	5,100	
	Hotworx	1 / 1	2,000	
	YMCA	1 / 1	41,600	
<b>Furniture Household</b>				
	Aarons	1 / 1	9,000	
	Rent A Center	1 / 0	5,700	
<b>Health Beauty</b>				
	Sally Beauty Supply	1 / 1	2,300	
	Supercuts	1 / 1	1,800	
<b>Health Care</b>				
	Anesthesiology	2 / 1		
	Audiologist	1 / 0		
	Certified Nurse Midwife	1 / 0		
	Certified Registered Nurse Anesthetist	1 / 1		
	Chiropractic	3 / 1		
	Diagnostic Radiology	1 / 0		
	Dialysis Centers	1 / 0		
	Emergency Medicine	4 / 0		
	Family Practice	11 / 5		
	General Practice	1 / 0		
	General Surgery	4 / 2		
	Hospitalist	1 / 0		
	Internal Medicine	2 / 0		
	Interventional Pain Management	1 / 1		
	Medical Oncology	1 / 0		
	Nurse Practitioner	10 / 3		
	Obstetrics and Gynecology	2 / 1		

Weatherford, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Ophthalmology	2 / 1		
Optometry	6 / 3		
Orthopedic Surgery	2 / 0		
Physical Medicine and Rehabilitation	1 / 0		
Physical Therapy	7 / 5		
Physician Assistant	5 / 3		
Podiatry	2 / 0		
Rheumatology	1 / 0		
<b>Home Improvement</b>			
Ace Hardware	2 / 1	16,200	
Do It Best	2 / 1	16,200	
Harbor Freight Tools	1 / 1	17,100	
Sherwin-Williams	1 / 1	7,300	
Sutherlands	1 / 0	71,400	
Tractor Supply Company	1 / 1	26,300	
True Value	2 / 0	12,800	
<b>Hotels</b>			
Americas Best Value Inn	1 / 0	15,000	
Best Western Plus	1 / 1	19,200	
Comfort	1 / 1	14,500	
Days Inn	1 / 0	12,900	
Econo Lodge	1 / 0	17,400	
Fairfield Inn and Suites	1 / 1	18,200	
Hampton Inn	1 / 0	18,300	
Holiday Inn Express	2 / 1	16,400	
Home2	1 / 1	15,900	
La Quinta Inn & Suites	2 / 1	24,600	
Motel 6	1 / 0	24,300	
Super 8	1 / 0	12,300	
<b>Restaurants Casual</b>			
Qdoba	1 / 1	2,900	
<b>Restaurants Coffee Donuts</b>			
Starbucks	1 / 1	1,800	
<b>Restaurants Fast Food Major</b>			
Arby's	1 / 1	3,300	
Burger King	1 / 1	4,000	
KFC	1 / 0	3,100	

Weatherford, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
McDonald's	2 / 1	4,600	
Sonic	3 / 1	2,800	
Taco Bell	1 / 1	2,500	
Wendy's	1 / 1	3,300	
<b>Restaurants Fast Food Minor</b>			
Carl's Jr.	1 / 1	3,400	
Chicken Express	1 / 1	3,000	
<b>Restaurants Ice Cream Smoothie</b>			
Braum's	2 / 1	5,100	
<b>Restaurants Pizza</b>			
Domino's Pizza	2 / 1	2,100	
Godfather's Pizza	1 / 0	2,700	
Little Caesars	1 / 1	1,800	
Pizza Hut	2 / 1	2,800	
Simple Simons Pizza	1 / 0	2,000	
<b>Restaurants Sandwich</b>			
Quiznos	1 / 1	1,600	
Subway	3 / 1	1,700	
<b>Specialty</b>			
Hallmark	1 / 1	5,600	
<b>Sporting Goods</b>			
Hibbett Sports	1 / 1	7,600	
<b>Wireless Stores</b>			
AT&T	2 / 1	3,500	
Cricket	1 / 1	1,600	
MetroPCS	1 / 1	1,900	
T-Mobile	1 / 1	1,800	
<b>Worship</b>			
Baptist	5 / 3		