

OPPORTUNITY GAP

RETAIL CATEGORY ANNUAL LEAKAGE	10 Minute
Food & Beverage Stores	\$62,374,543
Non-Store Retailers	\$43,116,319
Grocery Stores	\$36,891,196
Beer, Wine & Liquor Stores	\$20,237,564
Clothing & Clothing Accessory Stores	\$18,925,863
Jewelry, Luggage, Leather Goods	\$8,049,810
Radio, Television, Electronics Stores	\$6,455,976
Specialty Food Stores	\$5,245,784
TOTAL LEAKAGE	\$201,297,055

RETAIL CATEGORY ANNUAL LEAKAGE	15 minute
Food & Beverage Stores	\$71,058,472
Non-Store Retailers	\$48,977,325
Grocery Stores	\$42,379,313
Beer, Wine & Liquor Stores	\$22,740,496
Clothing & Clothing Accessory Stores	\$21,650,075
Jewelry Stores	\$7,982,547
Radio, Television, Electronics Stores	\$7,205,759
Specialty Food Stores	\$6,474,207
TOTAL LEAKAGE	\$228,468,194

RETAIL CATEGORY ANNUAL LEAKAGE	30 Minute
Food & Beverage Stores	\$113,690,232
Grocery Stores	\$71,451,606
Non-Store Retailers	\$68,743,635
Clothing & Clothing Accessory Stores	\$35,792,595
Beer, Wine and & Liquor Stores	\$32,196,352
Jewelry, Luggage, Leather Goods Stores	\$14,192,286
Furniture & Home Furnishings Stores	\$12,652,218
Sporting Goods, Hobby, Book, Music Stores	\$11,580,857
TOTAL LEAKAGE	\$360,299,781

The Opportunity Gap represents the difference between retail sales in specific categories of goods and services where reported demand (purchase by consumers living in an area) exceeds reported sales by merchants (supply) within the same defined trade area. Data is derived from the Consumer Expenditure Survey as administered by the U.S. Bureau of Labor Statics and from the Censuses of Retail Trade, made available through the U.S. Census. *The Total Retail Leakage listed includes other categories not included in the Opportunity Gap Highlights.

For more information about the City of Muskogee contact Retail Attractions at (918) 376-6707 or info@retailattractions.com
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POPULATION

	10 Minute	15 Minute	30 Minute
Estimated 2016 1st Qtr. Population	39,255	43,533	71,483
Estimated Projected Population 2021	39,254	43,714	71,868
Population 2010 Census	39,886	44,015	72,082

HOUSING

	10 Minute	15 Minute	30 Minute
Median Housing Value	\$93,357	\$96,003	\$101,905
Owner Occupied Housing	9,186	10,572	17,936
Home built 2010 or Later	221	296	518

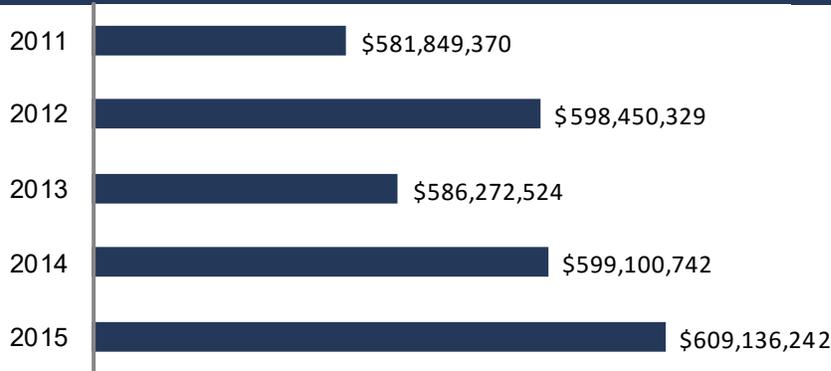
EDUCATIONAL ATTAINMENT

	10 Minute	15 Minute	30 Minute
High School Graduate (GED)	33.5%	33.8%	36.2%
Some Post-Secondary Education	23.3%	23.4%	23.5%
College Degree	28.2%	28.4%	26.0%

INCOME

	10 Minute	15 Minute	30 Minute
Average Household Income	\$48,339	\$49,799	\$50,705
Median Household Income	\$36,729	\$38,196	\$39,211

TOTAL RETAIL SALES



About the City of Muskogee

The City of Muskogee is a historic shopping and cultural hub for much of north central Oklahoma. Several major state highways intersect in Muskogee and bring traffic and retail customers from the north, south, east, and west. State Highway 69 connects Muskogee to Interstates 44 to the north and 40 to the south. These two Interstate Highways and State Highways 64, 62, and 51 bring retail shoppers from several Oklahoma counties and from Northeastern State University in nearby Tahlequah. With a growing affluent population and new businesses reporting above average success, Muskogee has much to offer businesses and retailers.

The City of Muskogee has created an environment in the community that is pro-growth and pro-business. Although growth has been slow, Muskogee did show positive growth over the last decade unlike countless other Oklahoma communities. Residential construction totals show an increase of 793 new residential permits in the city limits over the past ten years totaling nearly \$100 million in value. Muskogee benefits from its location on Highway 62/64/69 with average daily traffic counts of more than 23,900 vehicles per day travel to and through Muskogee making the area a regional collection point for retail shopping opportunities. The City administration understands the necessity for public-private partnerships to facilitate retail development and works to make the development process as streamlined as possible.

Muskogee's diverse economy is driven by a mix of manufacturing, retail, healthcare, service, professional and executive jobs. Muskogee's progressive council-city manager government believes in growing businesses and helping them prosper. Area development organizations work closely together to ensure a healthy business balance in the community and to streamline the process for new businesses.

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