

OPPORTUNITY GAP

RETAIL CATEGORY ANNUAL LEAKAGE	Trade Area
Non-Store Retailers	\$185,440,280
Automotive Dealers	\$99,185,303
Foodservice & Drinking Places	\$92,342,506
General Merchandise Stores	\$64,254,679
Clothing & Clothing Accessory Stores	\$63,592,361
Food & Beverage Stores	\$55,509,488
Sporting Goods, Hobby, Book Music Stores	\$31,904,699
Furniture & Home Furnishings Stores	\$30,042,112
TOTAL LEAKAGE	\$622,271,428

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.

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POPULATION

	Trade Area
Estimated 2016 1st Qtr. Population	157,075
Estimated Projected Population 2021	158,367
Population 2010 Census	157,807

HOUSING

	Trade Area
Median Housing Value	\$109,743
Owner Occupied Housing	41,531
Home built 2010 or Later	1,833

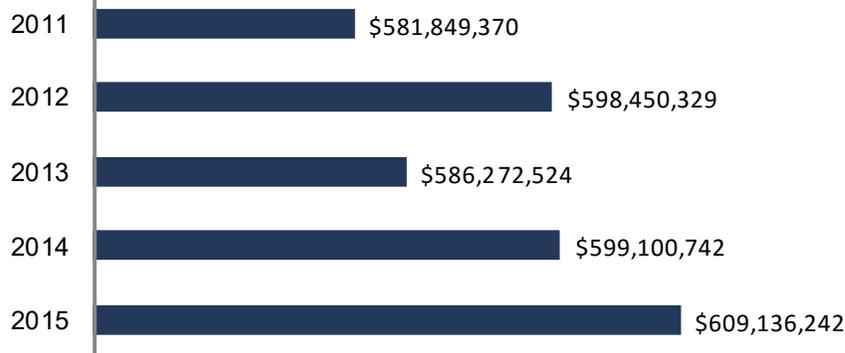
EDUCATIONAL ATTAINMENT

	Trade Area
High School Graduate (GED)	36.0%
Some Post-Secondary Education	23.1%
College Degree	26.6%

INCOME

	Trade Area
Average Household Income	\$55,676
Median Household Income	\$42,355

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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