

### OPPORTUNITY GAP

RETAIL CATEGORY ANNUAL LEAKAGE	CITY LIMITS
Non-Store Retailers	\$11,689,278
General Merchandise Stores	\$10,751,432
Motor Vehicle and Parts Dealers	\$9,330,642
Food Services and Drinking Places	\$6,698,485
Health and Personal Care Stores	\$4,868,449
Furniture and Home Furnishings Stores	\$2,009,228
Clothing and Clothing Accessories Stores	\$1,709,631
Nursery, Garden Center, and Farm Supply Stores	\$670,613
<b>TOTAL LEAKAGE</b>	<b>\$47,727,758</b>

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 Censes 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 Collinsville contact Retail Attractions at (918) 376-6707 or [info@retailattractions.com](mailto:info@retailattractions.com)  
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# Collinsville, Oklahoma

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## City Limits

POPULATION	CITY LIMITS
Est. 2018 Population	7,018
Projected 2023 Population	7,509
Population 2010 Census	5,606

HOUSING	CITY LIMITS
Median Housing Value	\$159,311
Owner Occupied Housing	1,910
Total Family Households	1,907

EDUCATION	CITY LIMITS
High School Graduate	31.61%
Some Post-Secondary	27.38%
College Degree	32.39%

INCOME	CITY LIMITS
Average Household Income	\$75,557
Median Household Income	\$67,213

### About the City of Collinsville

Collinsville is a city in Rogers and Tulsa counties in the U.S. state of Oklahoma, and a part of the Tulsa, Oklahoma Metropolitan Statistical Area. It was named for Dr. A. H. Collins, an engineer and surveyor who first surveyed the land that became this community. Situated approximately twenty miles north of Tulsa on State Highway 20 between U.S. Highways 75 and 169, Collinsville was originally in Rogers County.

In its early years, Collinsville's economy was largely based on coal mining. That industry declined during the 1920s and was replaced by agriculture as the mainstay of the local economy. The Sallee Family Dairy started up in 1912, with local deliveries by buggy. By 1926, Sallee was delivering by truck to Tulsa. There was also a milk producers' cooperative and a cheese factory in the 1930s.

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