

OPPORTUNITY GAP

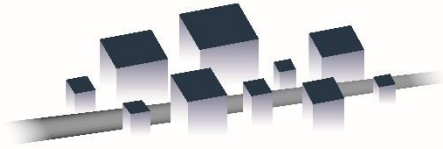
RETAIL CATEGORY ANNUAL LEAKAGE	10 MIN
Motor Vehicle and Parts Dealers	\$42,211,872
Non-Store Retailers	\$34,842,135
General Merchandise Stores	\$20,742,928
Food Services and Drinking Places	\$15,069,562
Health and Personal Care Stores	\$9,355,752
Clothing and Clothing Accessories Stores	\$8,138,501
Furniture and Home Furnishings Stores	\$5,516,812
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$2,389,936
TOTAL LEAKAGE	\$138,267,498

RETAIL CATEGORY ANNUAL LEAKAGE	15 MIN
Non-Store Retailers	\$111,545,013
Motor Vehicle and Parts Dealers	\$79,813,817
Clothing and Clothing Accessories Stores	\$13,683,535
Home Centers	\$10,673,626
Other Gasoline Stations	\$8,764,815
Furniture and Home Furnishings Stores	\$8,662,432
Health and Personal Care Stores	\$5,889,055
Special Food Services	\$4,638,015
TOTAL LEAKAGE	\$243,670,308

RETAIL CATEGORY ANNUAL LEAKAGE	30 MIN
Electronic Shopping and Mail-Order Houses	\$795,752,782
Department Stores	\$50,391,880
Other Gasoline Stations	\$39,279,974
Special Food Services	\$34,169,483
Convenience Stores	\$28,927,906
Other Health and Personal Care Stores	\$26,555,951
Art Dealers	\$13,119,886
Nursery, Garden Center, and Farm Supply Stores	\$7,160,139
TOTAL LEAKAGE	\$995,358,001

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
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RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Collinsville, Oklahoma

10, 15, 30 Minute Drive Time

POPULATION	10 MIN	15 MIN	30 MIN
Est. 2018 Population	20,440	63,832	568,544
Projected 2023 Population	22,275	68,921	592,490
Population 2010 Census	17,146	54,633	531,325

HOUSING	10 MIN	15 MIN	30 MIN
Median Housing Value	\$169,669	\$181,302	\$149,337
Owner Occupied Housing	5,957	18,045	138,710
Total Family Households	5,633	17,496	144,283

EDUCATION	10 MIN	15 MIN	30 MIN
High School Graduate	28.64%	28.93%	27.99%
Some Post-Secondary	25.52%	24.08%	24.00%
College Degree	37.46%	39.61%	36.40%

INCOME	10 MIN	15 MIN	30 MIN
Average Household Income	\$83,530	\$90,700	\$73,294
Median Household Income	\$72,255	\$74,824	\$52,051

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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