

OPPORTUNITY GAP

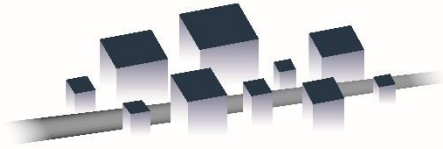
RETAIL CATEGORY ANNUAL LEAKAGE	5 MILE
Motor Vehicle and Parts Dealers	\$74,942,000
Non-Store Retailers	\$57,033,521
Food Services and Drinking Places	\$29,973,005
Health and Personal Care Stores	\$16,374,073
Clothing and Clothing Accessories Stores	\$15,922,868
Building Material and Garden Equipment and Supplies Stores	\$11,547,324
Furniture and Home Furnishings Stores	\$9,666,846
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$4,284,659
TOTAL LEAKAGE	\$219,744,296

RETAIL CATEGORY ANNUAL LEAKAGE	10 MILE
Motor Vehicle and Parts Dealers	\$165,196,106
Non-Store Retailers	\$147,529,329
Clothing and Clothing Accessories Stores	\$27,316,156
Health and Personal Care Stores	\$26,665,240
Gasoline Stations	\$24,258,012
Building Material and Garden Equipment and Supplies Stores	\$23,814,509
Food Services and Drinking Places	\$14,675,209
Furniture and Home Furnishings Stores	\$14,442,770
TOTAL LEAKAGE	\$443,897,331

RETAIL CATEGORY ANNUAL LEAKAGE	15 MILE
Electronic Shopping and Mail-Order Houses	\$239,712,762
Food Services and Drinking Places	\$84,251,837
Clothing and Clothing Accessories Stores	\$51,478,311
Health and Personal Care Stores	\$47,440,682
Grocery Stores	\$32,617,718
Department Stores	\$23,301,510
Furniture and Home Furnishings Stores	\$19,083,376
Office Supplies, Stationery, and Gift Stores	\$5,738,639
TOTAL LEAKAGE	\$503,624,835

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

5, 10, 15 Mile Radius

POPULATION	5 MILE	10 MILE	15 MILE
Est. 2018 Population	32,082	86,642	210,504
Projected 2023 Population	35,077	92,992	220,823
Population 2010 Census	26,510	75,529	194,745

HOUSING	5 MILE	10 MILE	15 MILE
Median Housing Value	\$180,195	\$183,468	\$141,405
Owner Occupied Housing	9,495	24,744	53,891
Total Family Households	8,903	24,005	55,760

EDUCATION	5 MILE	10 MILE	15 MILE
High School Graduate	27.99%	29.90%	34.17%
Some Post-Secondary	24.92%	23.57%	23.51%
College Degree	40.14%	38.86%	29.26%

INCOME	5 MILE	10 MILE	15 MILE
Average Household Income	\$91,218	\$92,005	\$70,198
Median Household Income	\$76,825	\$74,010	\$52,592

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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