

POPULATION

2011 (Estimate) - PRIMARY TRADE	81,183
2011 (Estimate) - CITY LIMITS	18,851
Growth 2000-11 - PRIMARY TRADE	-8.38%
Growth 2000-11 - CITY LIMITS	-12.10%
Growth 2011-16 (Estimate) - PRIMARY TRADE	-4.03%
Growth 2011-16 (Estimate) - CITY LIMITS	-6.03%

EDUCATIONAL ATTAINMENT

Earned a College Degree	22.65%
Some Post-Secondary Education	43.57%

COMPOSITION

Family Households	69.06%
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AVERAGE INCOME (2011 Estimate)

Household Income	\$46,928
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OCCUPATION

White Collar Workers	50.91%
Blue Collar Workers	25.57%
Service/Farm Workers	23.51%

HOUSING

Owner Occupied Housing	67.54%
Median Housing Value	\$59,375
Houses less than 10 years old	4.76%

OPPORTUNITY GAP HIGHLIGHTS

TOTAL RETAIL LEAKAGE **\$302,487,444**

Supermarkets	\$61,336,003
Home Centers	\$27,973,400
Clothing and Clothing Accessories	\$22,586,293
Limited Service Restaurants	\$19,159,703
Full Service Restaurants	\$16,791,655
Electronics and Appliances	\$13,296,896
Sporting Goods, Hobby, Books and Music	\$12,789,938
Furniture and Home Furnishings	\$9,593,827
Health and Personal Care	\$7,507,832
Office Supplies, Stationery, Gift	\$7,253,482
Nursery and Garden Center	\$6,649,052
Beer, Wine and Liquor Stores	\$3,304,678

The Opportunity Gap represents the difference between retail sales in specific categories of goods and services where reported demand (purchases 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 Statistics and from the Census of Retail Trade, made available through the U.S. Census.

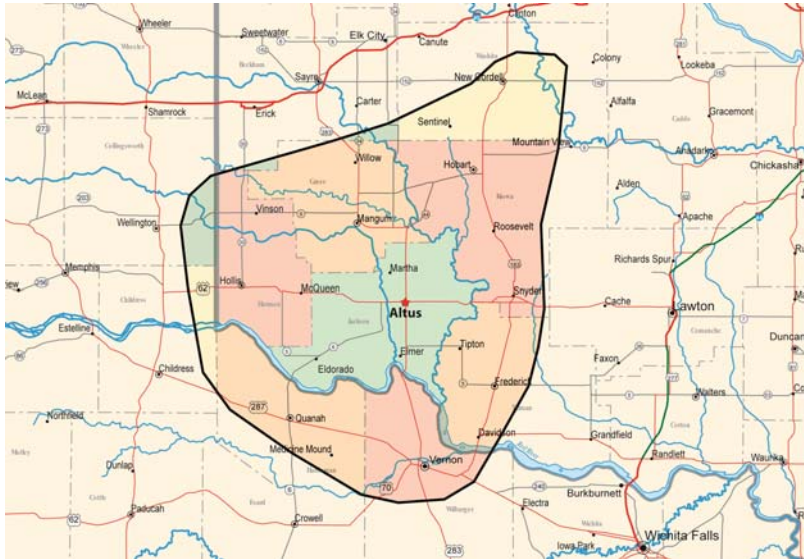
About the City of Altus

Altus is located in Jackson County in southwestern Oklahoma. Conveniently located on the national highway system, Altus is accessed by three vital interstate highways, I-40, I-35 and I-44 allowing distribution to approximately 50% of the total U.S. population by same day or overnight services. Located 55 miles west of Lawton and 140 miles southwest of Oklahoma City, Altus provides small town living with city amenities within reach. The location and transportation infrastructure make Altus a regional retail hub for southwest Oklahoma and north central Texas.

A major component of the Altus community is the Altus Air Force Base which has long been known as the base with the "Best Base/Community Relationship in the Air Force." Altus Air Force Base supports about 2,000 permanent military personnel and 2,500 civilian personnel. Approximately 3,000 military personnel and their families live on base and a large number of military personnel and their families live off base. The trade area of Altus has a population of over 70,000, an average household income of nearly \$47,000, and substantial retail leakage in several categories.

For more information about the City of Altus contact Retail Attractions at (918) 376-6707 or info@retailattractions.com
Visit www.retailattractions.com to download this and other information about the City of Altus and other client cities

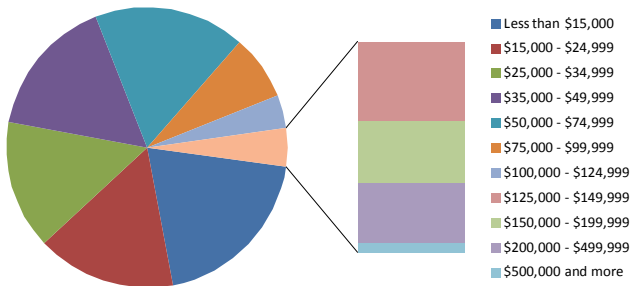
City of Altus Oklahoma



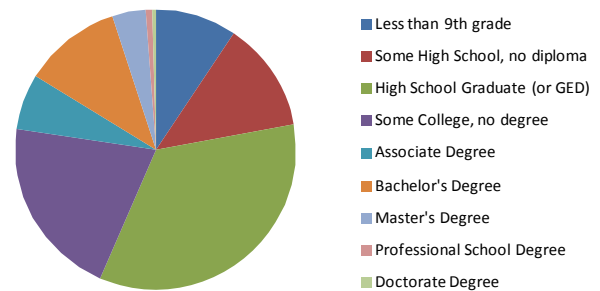
This trade area should be used for the vast majority of retailers including shopping and dining establishments.

Altus serves as the retail source for Altus Air Force Base as well as for the nearby towns of Hobart, Granite, Mangum, Frederick, Gould, and Hollis, Oklahoma. Altus also pulls consumers from the communities of Wellington, Childress, and Quanah, Texas. Altus is home to Western Oklahoma State College and The Southwest Technology Center and benefits from its location at the intersection US Highway 283 and SH 62. With average daily traffic counts of more than 14,000 vehicles per day travelling to and through Altus, the Altus area is a regional collection point for retail shopping opportunities.

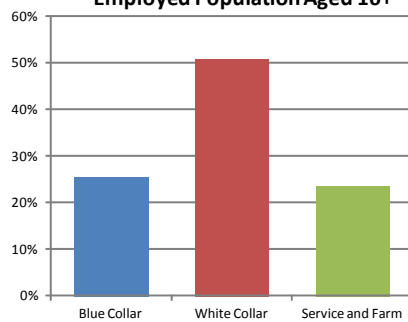
Household Income 2011



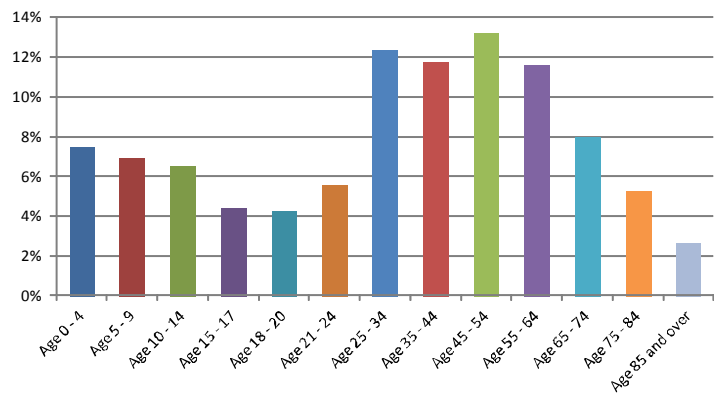
Educational Attainment



**Occupational Classification,
Employed Population Aged 16+**



Age Classification



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