

POPULATION

2011 (Estimate) - PRIMARY TRADE	38,311
2011 (Estimate) - CITY LIMITS	5,054
Growth 2000-11 - PRIMARY TRADE	5.99%
Growth 2000-11 - CITY LIMITS	23.96%
Growth 2011-16 (Estimate) - PRIMARY TRADE	1.69%
Growth 2011-16 (Estimate) - CITY LIMITS	5.78%

EDUCATIONAL ATTAINMENT

Earned a College Degree	22.36%
Some Post-Secondary Education	46.14%

COMPOSITION

Family Households	70.73%
-------------------	--------

AVERAGE INCOME (2011 Estimate)

Household Income	\$50,018
------------------	----------

OCCUPATION

White Collar Workers	49.10%
Blue Collar Workers	33.13%
Service/Farm Workers	17.76%

HOUSING

Owner Occupied Housing	75.84%
Median Housing Value	\$82,189
Houses less than 10 years old	12.10%

OPPORTUNITY GAP HIGHLIGHTS

TOTAL RETAIL LEAKAGE **\$219,019,689**

Furniture and Home Furnishings	\$3,631,527
Electronics and Appliances	\$8,422,331
Home Centers	\$12,876,062
Nursery and Garden Center	\$3,360,071
Grocery Stores	\$18,330,186
Beer, Wine and Liquor Stores	\$2,605,654
Health and Personal Care	\$17,012,064
Clothing	\$12,011,192
Shoes	\$2,706,725
Sporting Goods, Hobby, Books and Music	\$8,374,488
Full Service Restaurants	\$13,357,280
Limited Service Restaurants	\$6,641,585

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 Collinsville

Collinsville, Oklahoma is an outer ring Tulsa suburb, located just north of Owasso on the US 169 corridor. The community has experienced dynamic residential growth with several new subdivisions and other new subdivisions in various stages of development. State Highway 20, the link between Highway 169 and Highway 75, serves as the city's main arterial, connecting the Collinsville community with US 75 to the west and US 169 to the east. Retail customers funnel into Collinsville from the north, east, and west.

Collinsville's city administrators and Board of Trustees have invested in major transportation, sewer, water, and recreational infrastructure to improve the overall quality of life for its citizens. Incentives are available for retailers and retail development projects fitting the city's timeline and identified needs. With significant public infrastructure improvements nearly completed and a US HWY 169 location, the city is poised for further growth. The extension of water and sewer lines to Highway 75 has extended Collinsville's retail corridor and provided development opportunities with exceptional highway frontage and traffic counts to support the growing residential population.

For more information about the City of Collinsville 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 Collinsville and other client cities

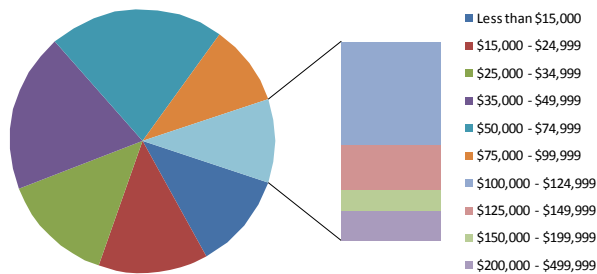
City of Collinsville Oklahoma



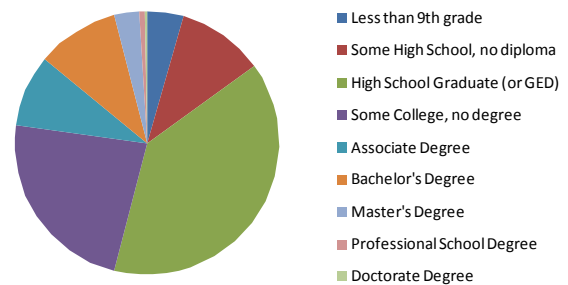
This trade area should be used for the vast majority of retailers including shopping and dining establishments.

The City of Collinsville is actively seeking new retail development projects to fill defined product and service gaps for businesses and residents through local shopping and dining. As Collinsville continues to grow, many retailers are seeing a strong retail market develop in the Collinsville area with clearly defined traffic patterns through the city and large numbers of consumers funneling through the Collinsville community from the north to Owasso and Tulsa.

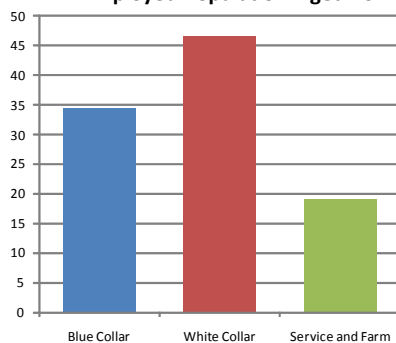
Household Income 2010



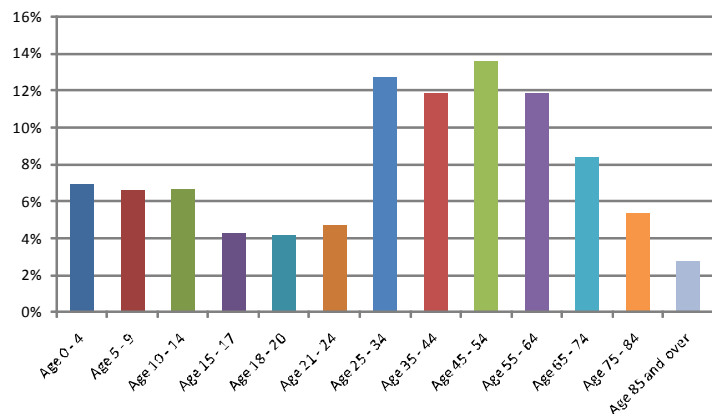
Educational Attainment



Occupational Classification,
Employed Population Aged 16+



Age Classification



For more information about the City of Collinsville 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 Collinsville and other client cities