

POPULATION

2011 (Estimate) - PRIMARY TRADE	56,862
2011 (Estimate) - CITY LIMITS	11,809
Growth 2000-11 - PRIMARY TRADE	24.19%
Growth 2000-11 - CITY LIMITS	18.98%
Growth 2011-16 (Estimate) - PRIMARY TRADE	7.62%
Growth 2011-16 (Estimate) - CITY LIMITS	6.18%

EDUCATIONAL ATTAINMENT

Earned a College Degree	34.58%
Some Post-Secondary Education	57.90%

COMPOSITION

Family Households	73.00%
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AVERAGE INCOME (2011 Estimate)

Household Income	\$69,951
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OCCUPATION

White Collar Workers	60.39%
Blue Collar Workers	21.63%
Service/Farm Workers	17.98%

HOUSING

Owner Occupied Housing	76.77%
Median Housing Value	\$135,158
Houses less than 10 years old	21.26%

OPPORTUNITY GAP HIGHLIGHTS

TOTAL RETAIL LEAKAGE **\$482,156,588**

Furniture and Home Furnishings	\$15,170,877
Electronics and Appliances	\$17,557,855
Building Materials	\$52,892,582
Grocery Stores	\$78,409,853
Beer, Wine and Liquor Stores	\$5,941,069
Health and Personal Care	\$32,511,292
Clothing and Clothing Accessories	\$35,123,618
Sporting Goods, Hobby, Books and Music	\$15,002,438
Office Supplies, Stationery, Gift	\$7,697,622
Full Service Restaurants	\$31,490,926
Limited Service Restaurants	\$20,141,222
Special Food	\$5,856,146

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 Guthrie

Guthrie is located just off Interstate 35 north of Oklahoma City. There are high volume traffic counts on nearby highway systems. Though Guthrie has the feel of a country village, 36% of the state's population lives within 50 miles. The low land costs and reasonable tax structure make Guthrie an attractive choice for business and families. Guthrie presents an opportunity to reach shoppers traveling south to Oklahoma City before they enter the metro. Home to a thriving retail and hospitality community, Guthrie has developable land along the interstate and along the arterials into the heart of one of the Midwest's most unique and well preserved traditional downtowns.

Oklahoma was ranked among the Top 10 Pro-Business States for 2005, and Guthrie is positioning itself to be considered among the best cities in the State to develop business. Guthrie is committed to assisting new businesses and helping existing businesses expand.

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

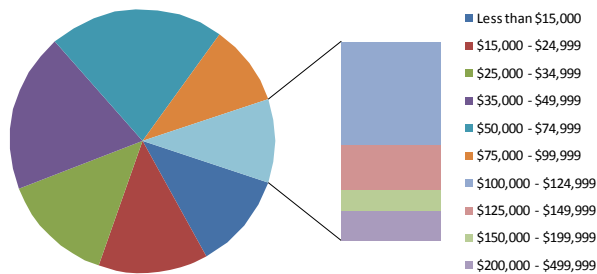
City of Guthrie Oklahoma



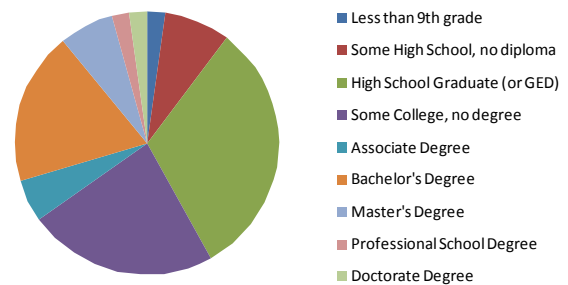
This trade area should be used for the vast majority of retailers including shopping and dining establishments.

Guthrie is an established and growing tourist destination with numerous events throughout the year and several unique attractions drawing approximately 250,000 visitors annually from throughout the country. Guthrie is growing, affluent, and authentic. The perfect place for a lifestyle center that's really about life, the city welcomes the opportunity to share this information with the development community.

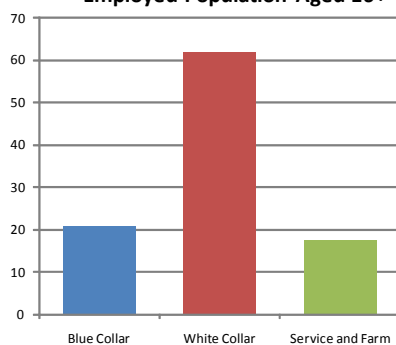
Household Income 2010



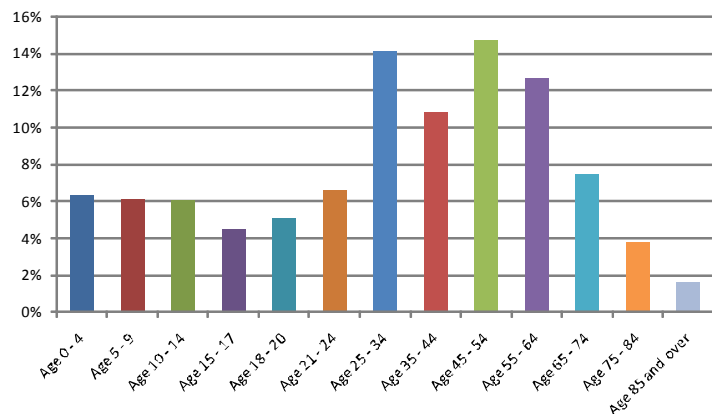
Educational Attainment



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



Age Classification



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