

## POPULATION

2011 (Estimate) - PRIMARY TRADE	61,100
2011 (Estimate) - CITY LIMITS	5,582
Growth 2000-11 - PRIMARY TRADE	16.20%
Growth 2000-11 - CITY LIMITS	18.29%
Growth 2011-16 (Estimate) - PRIMARY TRADE	5.54%
Growth 2011-16 (Estimate) - CITY LIMITS	2.71%

## EDUCATIONAL ATTAINMENT

Earned a College Degree	23.52%
Some Post-Secondary Education	50.15%

## COMPOSITION

Family Households	78.47%
-------------------	--------

## AVERAGE INCOME (2011 Estimate)

Household Income	\$60,328
------------------	----------

## OCCUPATION

White Collar Workers	53.70%
Blue Collar Workers	29.04%
Service/Farm Workers	17.26%

## HOUSING

Owner Occupied Housing	84.22%
Median Housing Value	\$115,421
Houses less than 10 years old	18.24%

## OPPORTUNITY GAP HIGHLIGHTS

**TOTAL RETAIL LEAKAGE** **\$551,663,656**

Automotive Parts and Accessories	\$8,114,489
Furniture and Home Furnishings	\$10,650,758
Electronics and Appliances	\$17,261,640
Home Centers	\$27,198,726
Lawn and Garden Supplies	\$7,225,187
Food and Beverage Stores	\$80,692,087
Health and Personal Care	\$39,050,859
Clothing and Clothing Accessories	\$36,739,604
Sporting Goods, Hobby, Books and Music	\$8,407,837
Office Supplies, Stationery, Gift	\$6,613,023
Full Service Restaurants	\$25,224,492
Limited Service Restaurants	\$7,157,695

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 Harrah

Harrah, Oklahoma is 19 miles east of downtown Oklahoma City between Interstate 40 and Interstate 44. Tinker Air Force Base is located 14 miles southwest of Harrah. With a rapidly growing population, the retail opportunities in Harrah will continue to increase.

Harrah understands economic development and they have taken an aggressive approach with their incentive programs. Harrah also has an Economic Development Trust to assist with financing and the development process. Harrah is committed to supporting existing and procuring new businesses.

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

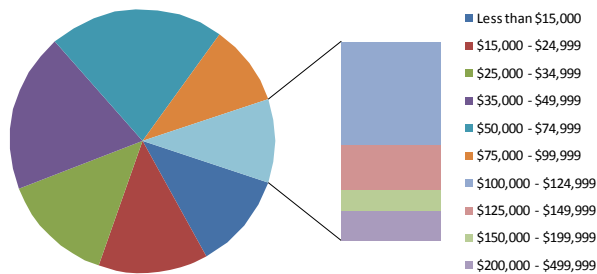
# City of Harrah Oklahoma



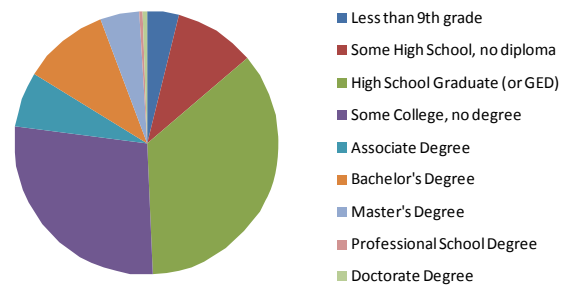
This trade area should be used for the vast majority of retailers including shopping and dining establishments.

Several national retailers have found success in Harrah and others are in various stages of development at this time. Harrah welcome retailers and other businesses to find out more about their community. With a proactive government and a growing population, Harrah has development potential.

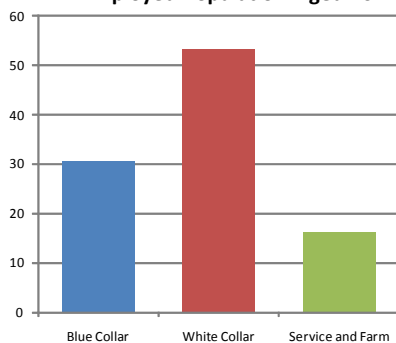
**Household Income 2010**



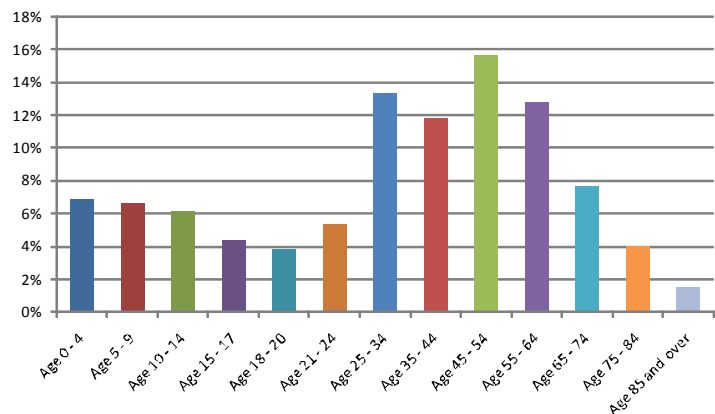
**Educational Attainment**



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



**Age Classification**



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