

POPULATION

2011 (Estimate) - PRIMARY TRADE	51,742
2011 (Estimate) - CITY LIMITS	6,135
Growth 2000-11 - PRIMARY TRADE	-2.16%
Growth 2000-11 - CITY LIMITS	0.64%
Growth 2011-16 (Estimate) - PRIMARY TRADE	-1.64%
Growth 2011-16 (Estimate) - CITY LIMITS	-1.22%

EDUCATIONAL ATTAINMENT

Earned a College Degree	21.68%
Some Post-Secondary Education	42.60%

COMPOSITION

Family Households	75.33%
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AVERAGE INCOME (2011 Estimate)

Household Income	\$53,937
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OCCUPATION

White Collar Workers	50.17%
Blue Collar Workers	34.21%
Service/Farm Workers	15.62%

HOUSING

Owner Occupied Housing	78.71%
Median Housing Value	\$94,306
Houses less than 10 years old	13.90%

OPPORTUNITY GAP HIGHLIGHTS

TOTAL RETAIL LEAKAGE **\$186,841,575**

Non-Store Retailers	\$47,033,099
Building Materials	\$18,900,630
Full Service Restaurants	\$18,831,642
Health and Personal Care	\$13,298,999
Electronics and Appliances	\$10,056,288
Limited Service Restaurants	\$9,056,760
Clothing and Clothing Accessories	\$8,399,918
Furniture and Home Furnishings	\$5,644,651
Office Supplies, Stationery, Gift	\$5,163,262
Sporting Goods	\$3,676,138
Lawn and Garden Supplies	\$2,409,931
Beer, Wine and Liquor Stores	\$1,813,821

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.

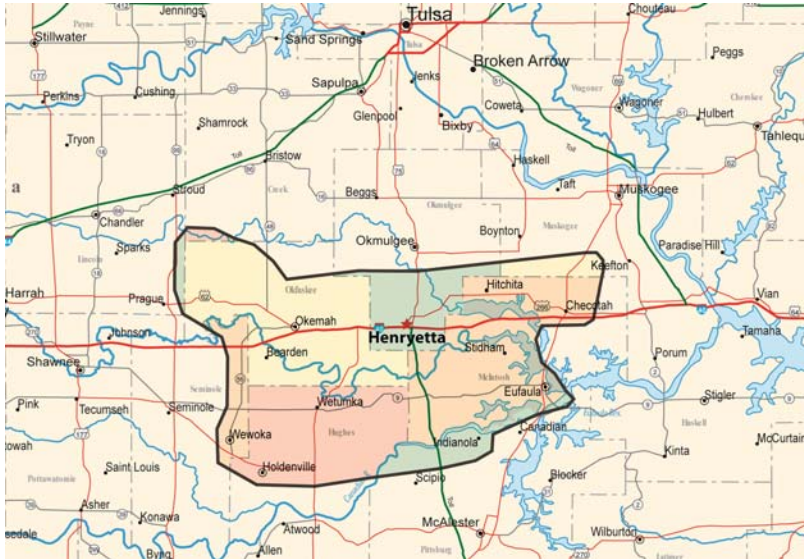
About the City of Henryetta

Henryetta, Oklahoma is located at the center of the state in Okmulgee County at the intersection of two of Oklahoma's most traveled roadways. The Henryetta community is dissected by US 75 and Interstate 40. US 75, a major north/south arterial with daily traffic counts in excess of 22,000, connects Henryetta to the Tulsa metro area (40 miles to the north). The Indian Nation Turnpike ends just south of Henryetta and connects Henryetta to southeast Oklahoma and Texas. Interstate 40 runs east and west across the United States and brings over 17,000 vehicles through Henryetta daily and connects Henryetta to Oklahoma City (90 miles to the west) and Ft. Smith, Arkansas to the east.

The stable population base coupled with an average household income of nearly \$54,000 makes the Henryetta area a location with retail potential, primarily due to its ability to pull consumers from a large regional area as well as from the transient population represented by the forty thousand vehicles traveling the highway infrastructure through the community every day. The City of Henryetta has consistently re-invested in utility infrastructure and improved water sources and water and sanitary sewer delivery to local residents and businesses.

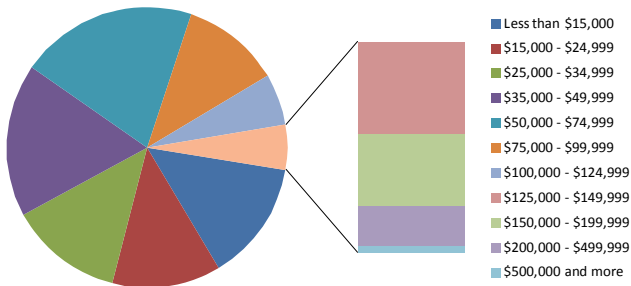
For more information about the City of Henryetta contact Retail Attractions at (918) 376-6707 or info@retailattractions.com
Visit www.retailattractions.com to download this and other information about the City of Henryetta and other client cities

City of Henryetta Oklahoma

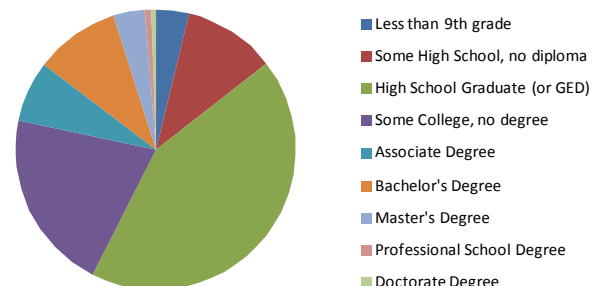


This trade area should be used for the vast majority of retailers including shopping and dining establishments. Benefiting from its outstanding location at the intersection of Interstate 40, US Highway 75 and the Indian Nation Turnpike, average daily traffic counts of nearly 40,000 vehicles per day travel to and through Henryetta make the area a regional collection point for retail shopping opportunities. Consumers from these outlying markets are funnelled into Henryetta's retail offerings.

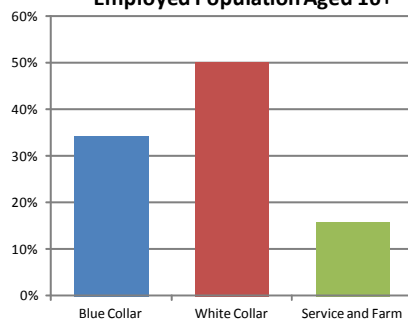
Household Income 2011



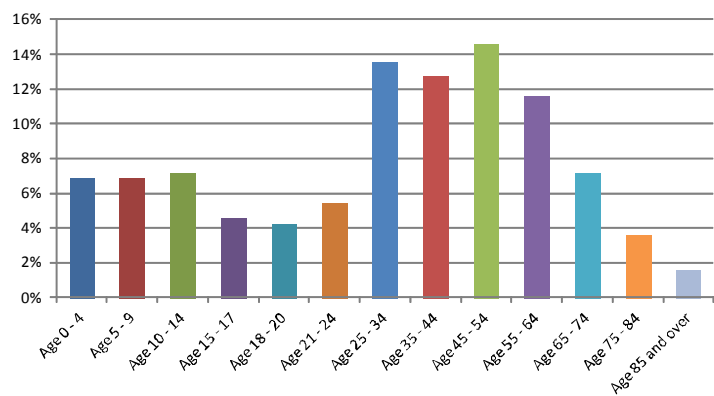
Educational Attainment



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



Age Classification



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