

POPULATION

2011 (Estimate) - PRIMARY TRADE	14,115
2011 (Estimate) - CITY LIMITS	6,528
Growth 2000-11 - PRIMARY TRADE	-0.49%
Growth 2000-11 - CITY LIMITS	-5.13%
Growth 2011-16 (Estimate) - PRIMARY TRADE	-0.55%
Growth 2011-16 (Estimate) - CITY LIMITS	-2.37%

EDUCATIONAL ATTAINMENT

Earned a College Degree	21.13%
Some Post-Secondary Education	44.82%

COMPOSITION

Family Households	78.47%
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AVERAGE INCOME (2011 Estimate)

Household Income	\$50,806
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OCCUPATION

White Collar Workers	48.44%
Blue Collar Workers	36.26%
Service/Farm Workers	15.29%

HOUSING

Owner Occupied Housing	83.56%
Median Housing Value	\$92,635
Houses less than 10 years old	8.35%

OPPORTUNITY GAP HIGHLIGHTS

TOTAL RETAIL LEAKAGE **\$134,602,134**

Furniture and Home Furnishings	\$3,437,701
Electronics and Appliances	\$3,748,995
Building Materials and Garden Eqpt	\$17,397,422
Grocery Stores	\$18,308,853
Beer, Wine and Liquor Stores	\$1,070,101
Clothing and Clothing Accessories	\$7,861,222
Sporting Goods, Hobby, Books and Music	\$2,816,723
Office Supplies, Stationery, Gift	\$1,767,833
Health and Personal Care	\$10,302,674
Full Service Restaurants	\$6,016,445
Limited Service Restaurants	\$5,209,769
Special Food	\$1,468,086

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 Mannford

Mannford, Oklahoma is 20 miles west of Tulsa, Oklahoma in Creek County. Mannford is ideally situated on Highway 51, a major east-west link from Tulsa to Stillwater. With more than 13,700 cars per day traveling through Mannford on the highway, Mannford is the obvious choice for retail development in the area. Mannford has median income, home prices and education levels above the surrounding communities and the state averages. Located on the beautiful Keystone Lake, Mannford enjoys a significant number of visitors to area campsites, marinas and sporting event that are not included in the demographic information provided.

Mannford is experiencing considerable retail leakage to surrounding communities and is highly motivated to recruit retailers to stop the leakage. Mannford has taken a proactive approach to growth and incentives are available to retailers locating in Mannford. The City of Mannford is committed to supporting new and existing businesses.

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

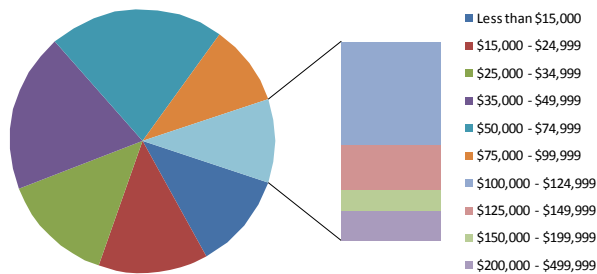
City of Mannford Oklahoma



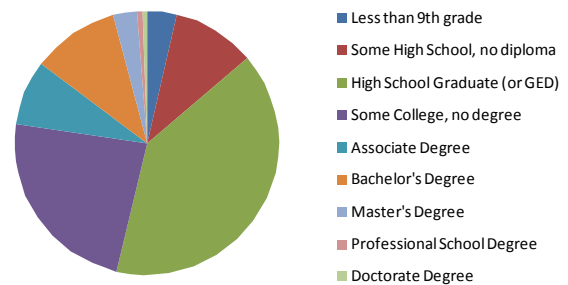
This trade area should be used for the vast majority of retailers including shopping and dining establishments.

Mannford has the right combination of income levels and retail leakage to make the community a regional shopping and dining destination. The location on Lake Keystone provides an added bonus of visitors to the wide variety of recreational and sporting events in the area especially during the months of March through October. The areas where Mannford shows the highest retail leakage are grocery, building materials, clothing, electronics and home furnishings.

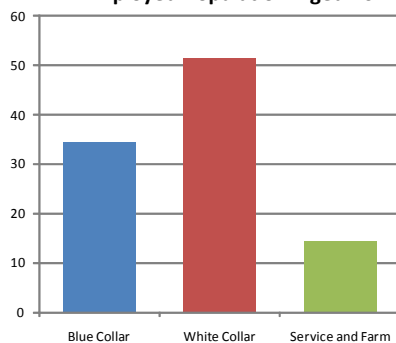
Household Income 2010



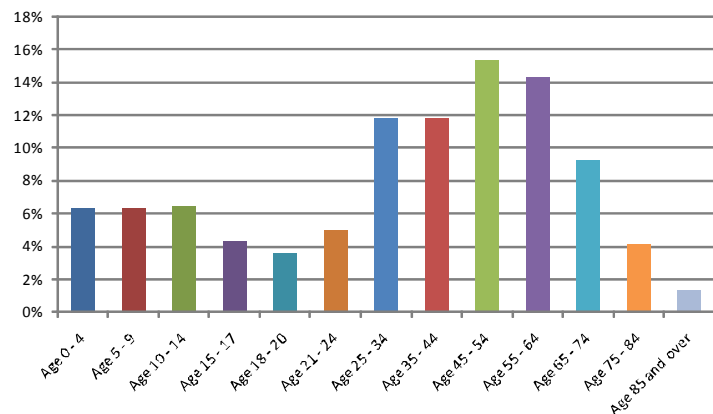
Educational Attainment



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



Age Classification



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