



City of Miami Oklahoma

POPULATION

2011 (Estimate) - PRIMARY TRADE	36,117
2011 (Estimate) - CITY LIMITS	12,872
Growth 2000-11 - PRIMARY TRADE	-5.22%
Growth 2000-11 - CITY LIMITS	-6.07%
Growth 2011-16 (Estimate) - PRIMARY TRADE	-3.28%
Growth 2011-16 (Estimate) - CITY LIMITS	-3.70%

EDUCATIONAL ATTAINMENT

Earned a College Degree	22.44%
Some Post-Secondary Education	46.17%

COMPOSITION

Family Households	69.68%
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AVERAGE INCOME (2011 Estimate)

Household Income	\$42,513
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OCCUPATION

White Collar Workers	48.70%
Blue Collar Workers	27.76%
Service/Farm Workers	23.54%

HOUSING

Owner Occupied Housing	72.98%
Median Housing Value	\$75,074
Houses less than 10 years old	4.71%

OPPORTUNITY GAP HIGHLIGHTS

TOTAL RETAIL LEAKAGE **\$157,840,587**

Building Materials and Garden Eqpt	\$33,493,981
Furniture and Home Furnishings	\$4,415,986
Electronics and Appliances	\$7,612,417
Grocery Stores	\$27,424,265
Beer, Wine and Liquor Stores	\$2,708,345
Clothing	\$1,211,178
Shoes	\$1,704,810
Sporting Goods, Hobby, Books and Music	\$6,220,650
Office Supplies, Stationery, Gift	\$2,651,192
Full Service Restaurants	\$12,016,599
Limited Service Restaurants	\$3,624,543
Special Food	\$3,437,476

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.

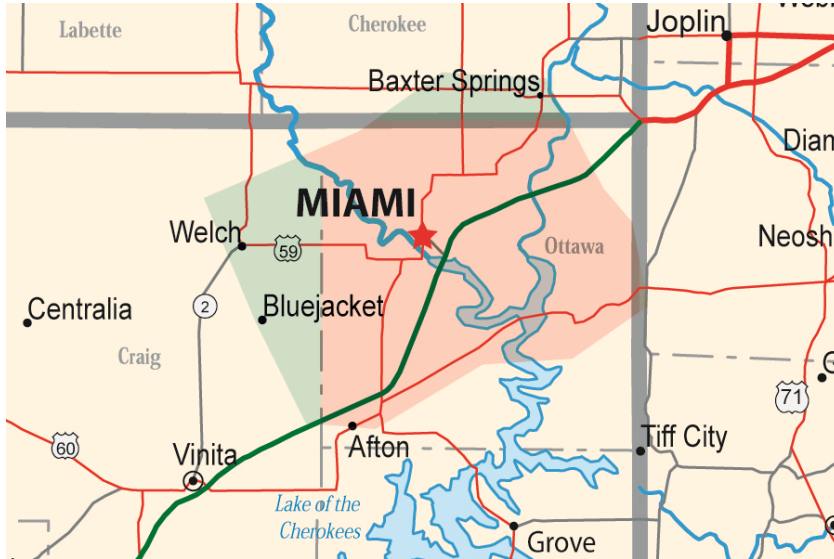
About the City of Miami

Miami is conveniently located in the northeast corner of Oklahoma. The location is 20 minutes from the Missouri border, 20 minutes from the Arkansas border, and 15 minutes from the Kansas border. With easy access to the interstates, Miami is the hub of the 4-state region. Miami has the longest stretch of the original Route 66 Ribbon Road and an active fairgrounds making it a popular destination for visitors. Although the population has decreased in the past 10 years, the sales tax revenue has increased indicating a healthy disposable income from residents and visitors. The demographic data does not accurately reflect the retail potential that the visitors bring to the community.

Miami has created an environment to encourage growth in their residential, industrial and retail sectors. The City of Miami is a proactive community who understands the necessity of incentives in today's economic climate. Businesses that generate direct sales tax revenue looking to locate or expand within the city limits are encouraged to inquire about programs and incentives available from the city.

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

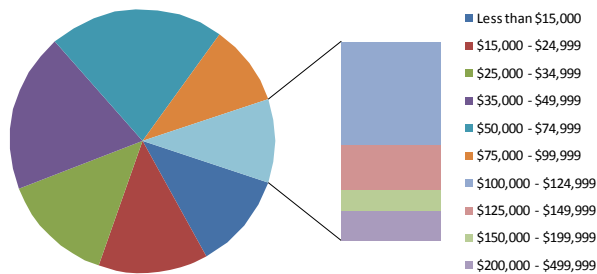
City of Miami Oklahoma



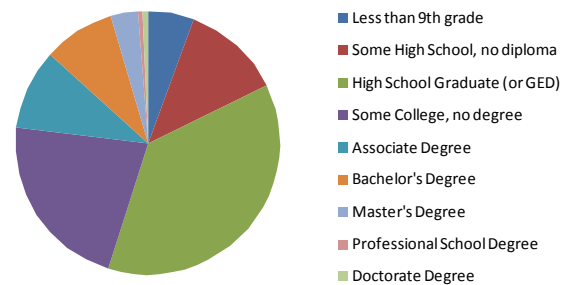
This trade area should be used for the vast majority of retailers including shopping and dining establishments.

The city takes its name from the Miami Indians and is pronounced "My-am-uh." Miami is home to the largest municipal swimming pool in the state of Oklahoma and the Miami Fairgrounds. Miami hosts a variety of annual events including festivals, sports tournaments, tribal celebrations, car shows and rodeos. Miami is an active and historic community located minutes from the popular Grand Lake O' The Cherokees. The demographic data does not accurately reflect the retail potential that the visitors bring to the community.

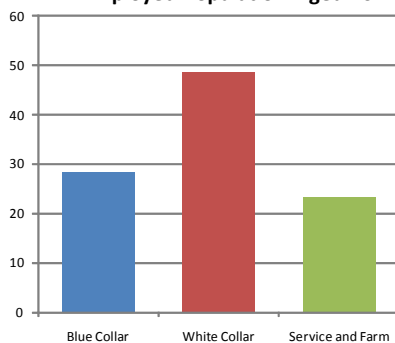
Household Income 2010



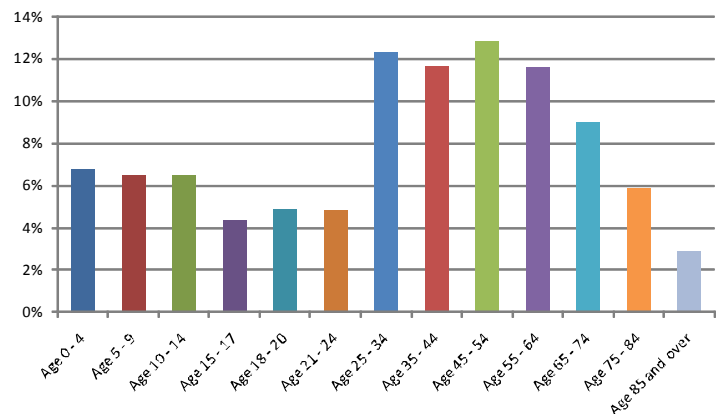
Educational Attainment



Occupational Classification, Employed Population Aged 16+



Age Classification



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