

### POPULATION

2011 (Estimate) - PRIMARY TRADE	177,700
2011 (Estimate) - CITY LIMITS	40,408
Growth 2000-11 - PRIMARY TRADE	8.80%
Growth 2000-11 - CITY LIMITS	5.48%
Growth 2011-16 (Estimate) - PRIMARY TRADE	3.24%
Growth 2011-16 (Estimate) - CITY LIMITS	1.08%

### EDUCATIONAL ATTAINMENT

Earned a College Degree	24.27%
Some Post-Secondary Education	48.81%

### COMPOSITION

Family Households	70.94%
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### AVERAGE INCOME (2011 Estimate)

Household Income	\$46,064
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### OCCUPATION

White Collar Workers	52.65%
Blue Collar Workers	28.80%
Service/Farm Workers	18.55%

### HOUSING

Owner Occupied Housing	69.25%
Median Housing Value	\$90,210
Houses less than 10 years old	12.61%

## OPPORTUNITY GAP HIGHLIGHTS

**TOTAL RETAIL LEAKAGE** **\$633,546,627**

Furniture and Home Furnishings	\$28,358,942
Electronics and Appliances	\$38,666,692
Hardware	\$8,731,097
Paint and Wallpaper	\$2,984,491
Hardware	\$12,241,549
Grocery Stores	\$112,556,191
Beer, Wine and Liquor Stores	\$10,005,148
Health and Personal Care	\$55,486,517
Clothing and Clothing Accessories	\$60,807,108
Sporting Goods, Hobby, Books and Music	\$23,983,860
Office Supplies, Stationery, Gift	\$7,362,171
Full Service Restaurants	\$52,105,503

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 Muskogee

The City of Muskogee is a historic shopping and cultural hub for much of north central Oklahoma. Several major state highways intersect in Muskogee and bring traffic and retail customers from the north, south, east, and west. State Highway 69 connects Muskogee to Interstates 44 to the north and 40 to the south. These two Interstate Highways and State Highways 64, 62, and 51 bring retail shoppers from several Oklahoma counties and from Northeastern State University in nearby Tahlequah. With a growing affluent population and new businesses reporting above average success, Muskogee has much to offer businesses and retailers.

Muskogee's diverse economy is driven by a mix of manufacturing, retail, healthcare, service, professional and executive jobs. Muskogee's progressive council-city manager government believes in growing businesses and helping them prosper. Area development organizations work closely together to ensure a healthy business balance in the community and to streamline the process for new businesses.

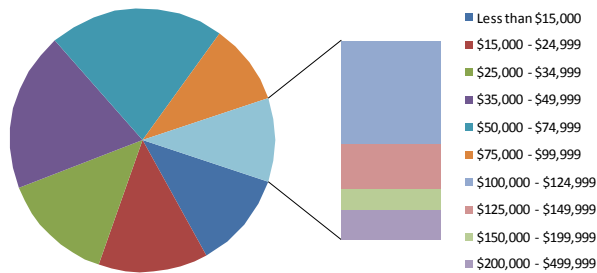
For more information about the City of Muskogee contact Retail Attractions at (918) 376-6707 or [info@retailattractions.com](mailto:info@retailattractions.com)  
Visit [www.retailattractions.com](http://www.retailattractions.com) to download this and other information about the City of Muskogee and other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

# City of Muskogee Oklahoma

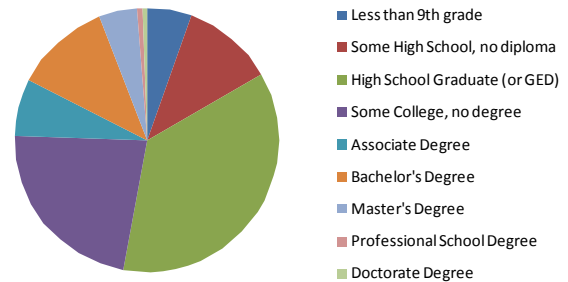


Located at the intersection of the Verdigris, Grand, and Arkansas Rivers, Muskogee is a regional cultural, medical, educational, recreational, and industrial hub of the area. Highway 62 (east-west) through Muskogee experiences average daily traffic counts over 23,900, and Highway 69 (north-south) through Muskogee experiences average daily traffic counts over 16,500. Unique community events draw hundred of thousands each year to Muskogee, and our major merchants report 60% of their sales are to residents from outside Muskogee. Muskogee has enjoyed extensive development in the past decade including nearly \$300 million in new construction and downtown renovations.

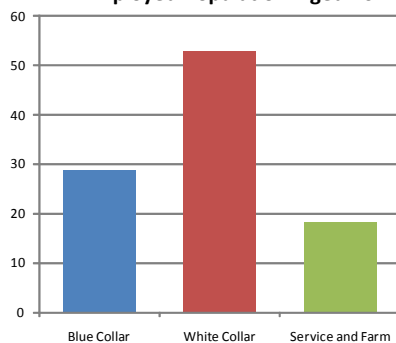
Household Income 2010



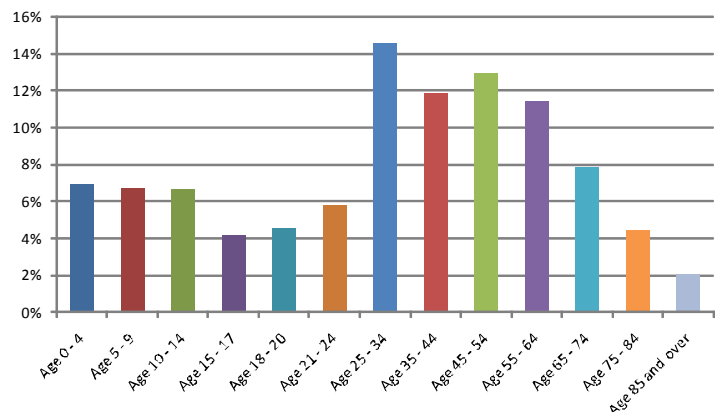
Educational Attainment



Occupational Classification,  
Employed Population Aged 16+



Age Classification



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