

POPULATION

2011 (Estimate) - PRIMARY TRADE	27,044
2011 (Estimate) - CITY LIMITS	7,389
Growth 2000-11 - PRIMARY TRADE	10.55%
Growth 2000-11 - CITY LIMITS	36.93%
Growth 2011-16 (Estimate) - PRIMARY TRADE	3.19%
Growth 2011-16 (Estimate) - CITY LIMITS	6.65%

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 **\$206,654,844**

Furniture and Home Furnishings	\$4,828,934
Electronics and Appliances	\$7,114,191
Building Materials	\$4,493,421
Grocery Stores	\$34,582,059
Beer, Wine and Liquor Stores	\$2,070,263
Health and Personal Care	\$18,956,475
Clothing	\$10,574,192
Shoes	\$2,247,106
Sporting Goods, Hobby, Books and Music	\$5,023,627
Full Service Restaurants	\$9,497,923
Limited Service Restaurants	\$1,889,411
Special Food	\$4,026,313

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 Town of Skiatook

The Town of Skiatook, Oklahoma is a suburb of Tulsa just minutes from Tulsa's historic downtown business district. State Highways 20 and 11 intersect on the east side of Skiatook's downtown, and SH 20 connects Skiatook with US 75 on its east city limits. Skiatook's central retail corridor is a 5 mile stretch of SH20 that literally dissects the community and funnels thousands of people every year to the area's main destination, Skiatook Lake. Seasonal lake traffic brings visitors from all over northeast Oklahoma and southern Kansas through the retail district of Skiatook on their way to the lake.

The Town of Skiatook is actively seeking retail development projects to provide its businesses and residents with the convenience of local shopping and dining. Skiatook is ready to begin a retail growth phase to reflect the residential growth phase of the past ten years. Incentives are available for retailers fitting the city's timeline and identified needs.

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

Town of Skiatook

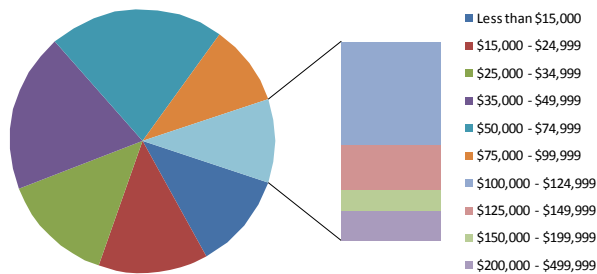
Oklahoma



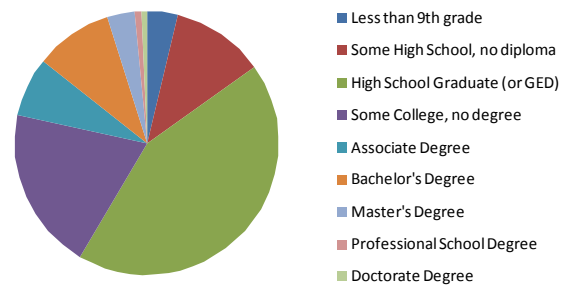
This trade area should be used for the vast majority of retailers including shopping and dining establishments.

Skiatook, Oklahoma is one of the State's fastest growing communities. Located just minutes from Tulsa International Airport, Downtown Tulsa, and the beautiful Skiatook Lake, Skiatook is the perfect place for residents and visitors to shop and dine. Skiatook is significantly under-retailed and represents a tremendous development opportunity as supported by the opportunity gap.

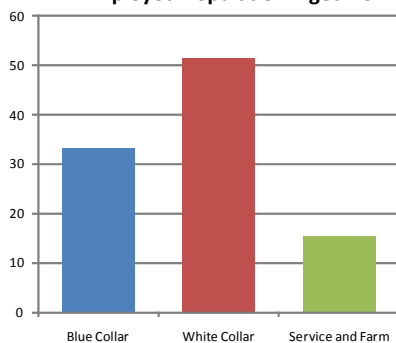
Household Income 2010



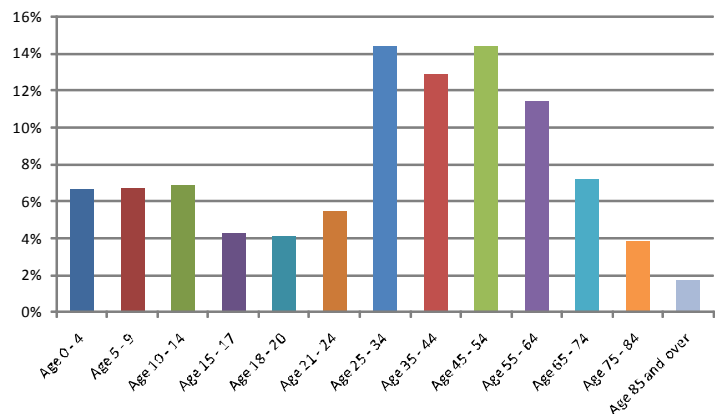
Educational Attainment



Occupational Classification, Employed Population Aged 16+



Age Classification



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