RETAIL ATTRACTIONS, LLC

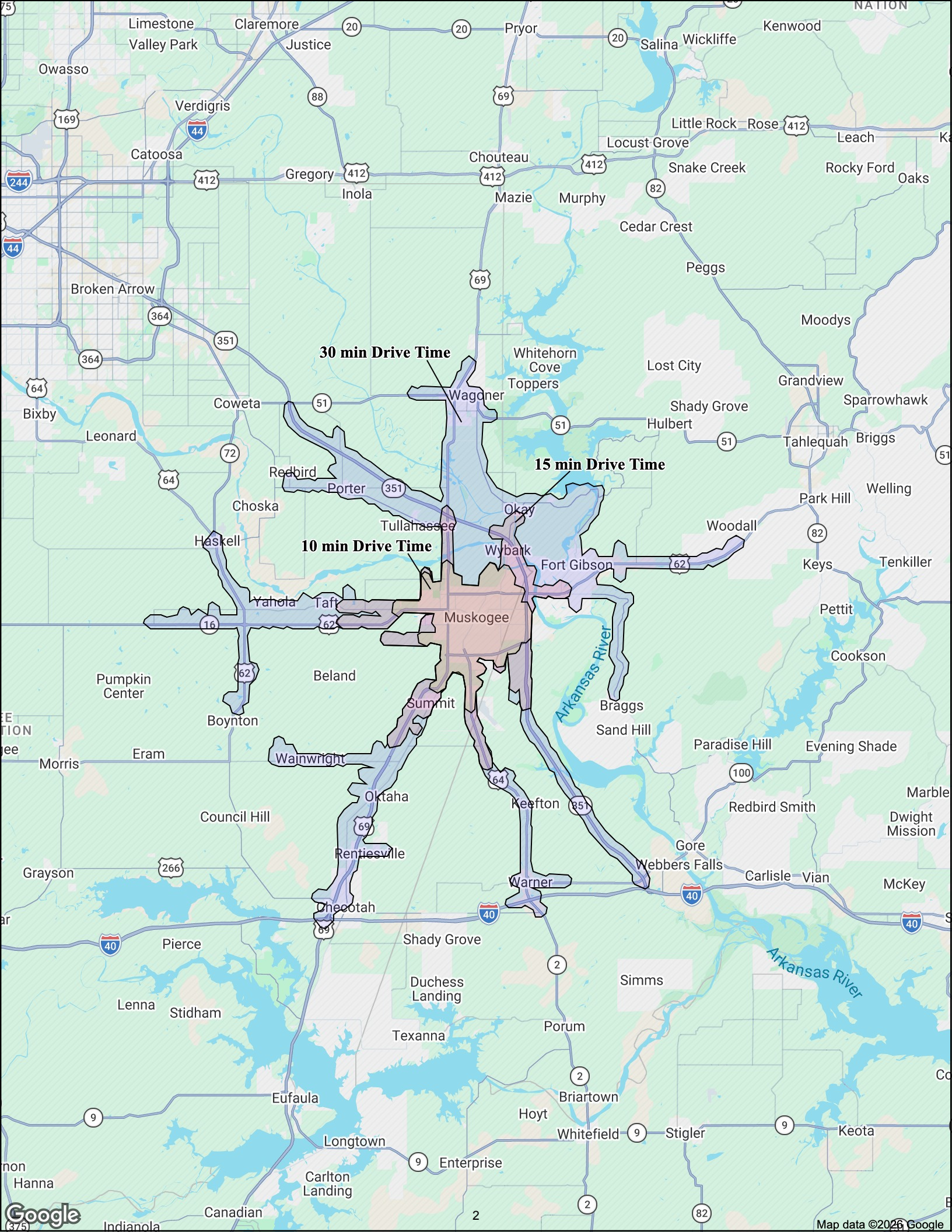
Economic Development Consulting

Muskogee, Oklahoma
Drive Time
3nd Quarter 2026

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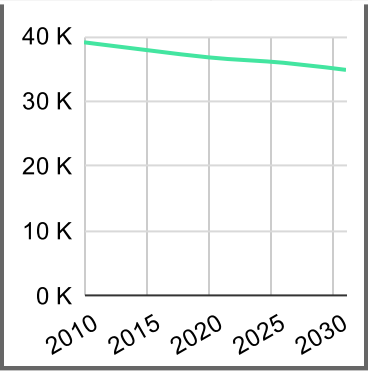
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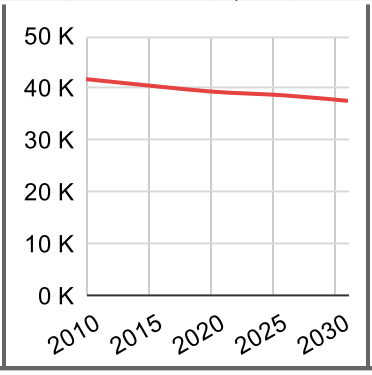
Demographics

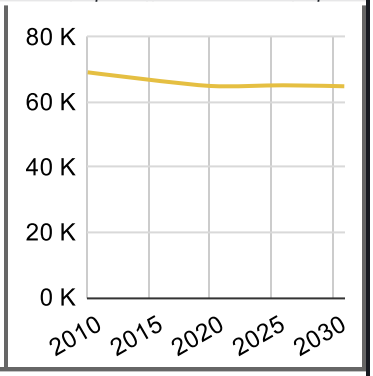

30 min Drive Time
15 min Drive Time
10 min Drive Time
Limestone
Claremore
Valley Park
Justice
Pryor
Salina
Wickliffe
Kenwood
Owasso
Verdigris
Catoosa
Little Rock
Rose
Leach
Locust Grove
Chouteau
Gregory
Inola
Mazie
Murphy
Snake Creek
Rocky Ford
Oaks
Cedar Crest
Peggs
Broken Arrow
Moodys
Whitehorn Cove
Toppers
Lost City
Grandview
Wagoner
Coweta
Shady Grove
Sparrowhawk
Bixby
Hulbert
Tahlequah
Briggs
Leonard
Redbird
Porter
Welling
Park Hill
Choska
Okay
Tullahassee
Woodall
Haskell
Wybark
Fort Gibson
Keys
Tenkiller
Yahola
Taft
Muskogee
Pettit
Cookson
Pumpkin Center
Beland
Arkansas River
Summit
Braggs
Boynton
Sand Hill
Paradise Hill
Evening Shade
Morris
Eram
Wainwright
Oktaha
Keefton
Redbird Smith
Marble
Dwight Mission
Council Hill
Gore
Rentiesville
Webbers Falls
Carlisle
Vian
McKey
Grayson
Warner
Checotah
Pierce
Shady Grove
Simms
Duchess Landing
Lenna
Stidham
Texanna
Porum
Eufaula
Briartown
Hoyt
Whitefield
Stigler
Keota
Longtown
Enterprise
Carlton Landing
Hanna
Canadian
Indianola
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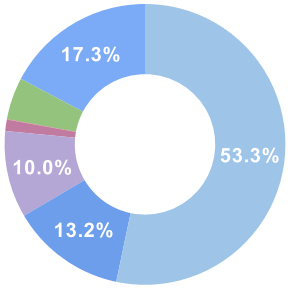
Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Population						
Estimated Population (2026)	35,939		38,637		65,200	
Projected Population (2031)	34,846		37,594		64,895	
Census Population (2020)	36,769		39,395		64,996	
Census Population (2010)	39,094		41,781		69,187	
Projected Annual Growth (2026-2031)	-1,093	-0.6%	-1,043	-0.5%	-306	-
Historical Annual Growth (2020-2026)	-830	-0.4%	-758	-0.3%	204	-
Historical Annual Growth (2010-2020)	-2,324	-0.6%	-2,386	-0.6%	-4,191	-0.6%
Estimated Population Density (2026)	802	*psm*	469	*psm*	225	*psm*
Trade Area Size	44.8	*sq mi*	82.4	*sq mi*	289.8	*sq mi*

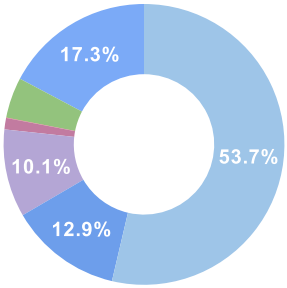


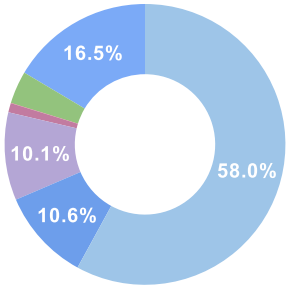




Race and Ethnicity (2026)						
Not Hispanic or Latino Population	32,632	90.8%	35,152	91.0%	60,276	92.4%
White	18,086	55.4%	19,597	55.8%	36,026	59.8%
Black or African American	4,679	14.3%	4,917	14.0%	6,805	11.3%
American Indian or Alaska Native	3,529	10.8%	3,835	10.9%	6,504	10.8%
Asian	470	1.4%	506	1.4%	696	1.2%
Hawaiian or Pacific Islander	16	-	17	-	22	-
Other Race	397	1.2%	407	1.2%	594	1.0%
Two or More Races	5,454	16.7%	5,873	16.7%	9,629	16.0%
Hispanic or Latino Population	3,307	9.2%	3,485	9.0%	4,924	7.6%
White	1,065	32.2%	1,139	32.7%	1,775	36.0%
Black or African American	74	2.2%	76	2.2%	95	1.9%
American Indian or Alaska Native	67	2.0%	73	2.1%	92	1.9%
Asian	2	-	2	-	2	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Other Race	1,346	40.7%	1,402	40.2%	1,853	37.6%
Two or More Races	753	22.8%	794	22.8%	1,107	22.5%



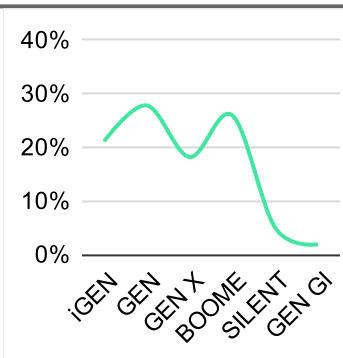


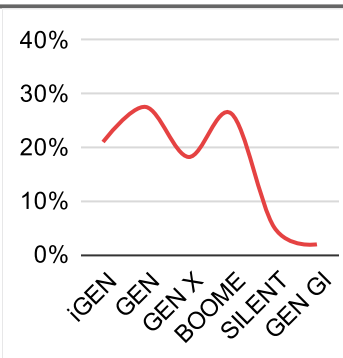


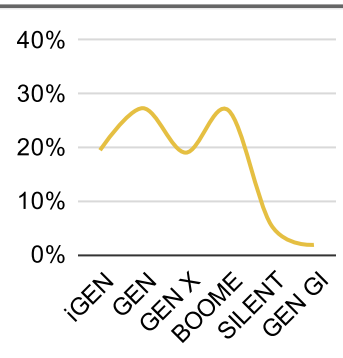
White | Black or African American | American Indian or Alaskan Native | Asian | Hawaiian or Pacific Islander | Other Race | 2+ Races

RETAIL ATTRACTIONS, LLC
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Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Age Distribution (2026)						
Age Under 5 Years	2,544	*7.1%*	2,714	*7.0%*	4,106	*6.3%*
Age 5 to 9 Years	2,484	*6.9%*	2,653	*6.9%*	4,204	*6.4%*
Age 10 to 14 Years	2,561	*7.1%*	2,743	*7.1%*	4,379	*6.7%*
Age 15 to 19 Years	2,546	*7.1%*	2,734	*7.1%*	4,568	*7.0%*
Age 20 to 24 Years	2,553	*7.1%*	2,702	*7.0%*	4,403	*6.8%*
Age 25 to 29 Years	2,554	*7.1%*	2,709	*7.0%*	4,493	*6.9%*
Age 30 to 34 Years	2,342	*6.5%*	2,490	*6.4%*	4,335	*6.6%*
Age 35 to 39 Years	2,161	*6.0%*	2,330	*6.0%*	4,187	*6.4%*
Age 40 to 44 Years	2,303	*6.4%*	2,472	*6.4%*	4,375	*6.7%*
Age 45 to 49 Years	2,074	*5.8%*	2,229	*5.8%*	3,832	*5.9%*
Age 50 to 54 Years	1,908	*5.3%*	2,061	*5.3%*	3,696	*5.7%*
Age 55 to 59 Years	1,844	*5.1%*	2,008	*5.2%*	3,472	*5.3%*
Age 60 to 64 Years	2,121	*5.9%*	2,306	*6.0%*	3,919	*6.0%*
Age 65 to 69 Years	1,972	*5.5%*	2,159	*5.6%*	3,596	*5.5%*
Age 70 to 74 Years	1,480	*4.1%*	1,623	*4.2%*	2,858	*4.4%*
Age 75 to 79 Years	1,097	*3.1%*	1,200	*3.1%*	2,213	*3.4%*
Age 80 to 84 Years	705	*2.0%*	765	*2.0%*	1,383	*2.1%*
Age 85 Years or Over	690	*1.9%*	738	*1.9%*	1,182	*1.8%*
Median Age	35.2		35.5		36.6	
Generation (2026)						
iGeneration (Age Under 15 Years)	7,589	*21.1%*	8,111	*21.0%*	12,688	*19.5%*
Generation 9/11 Millennials (Age 15 to 34 Years)	9,995	*27.8%*	10,636	*27.5%*	17,799	*27.3%*
Gen Xers (Age 35 to 49 Years)	6,538	*18.2%*	7,031	*18.2%*	12,394	*19.0%*
Baby Boomers (Age 50 to 74 Years)	9,325	*25.9%*	10,156	*26.3%*	17,540	*26.9%*
Silent Generation (Age 75 to 84 Years)	1,801	*5.0%*	1,965	*5.1%*	3,596	*5.5%*
G.I. Generation (Age 85 Years or Over)	690	*1.9%*	738	*1.9%*	1,182	*1.8%*

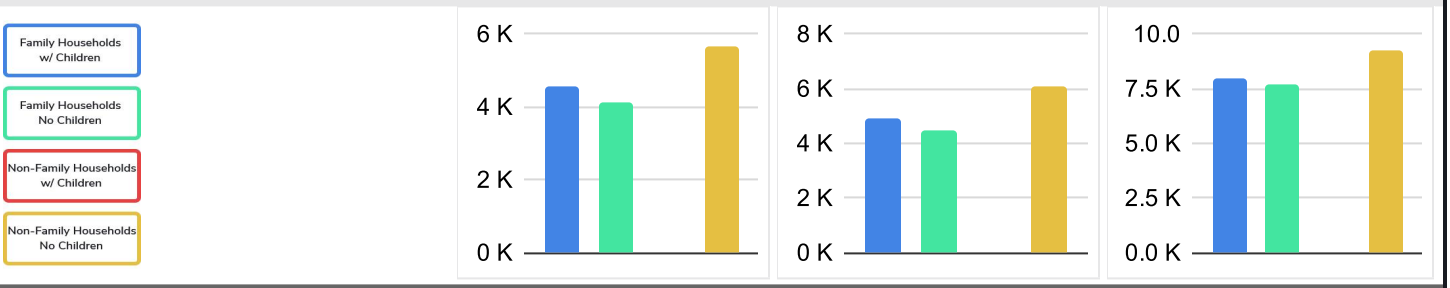




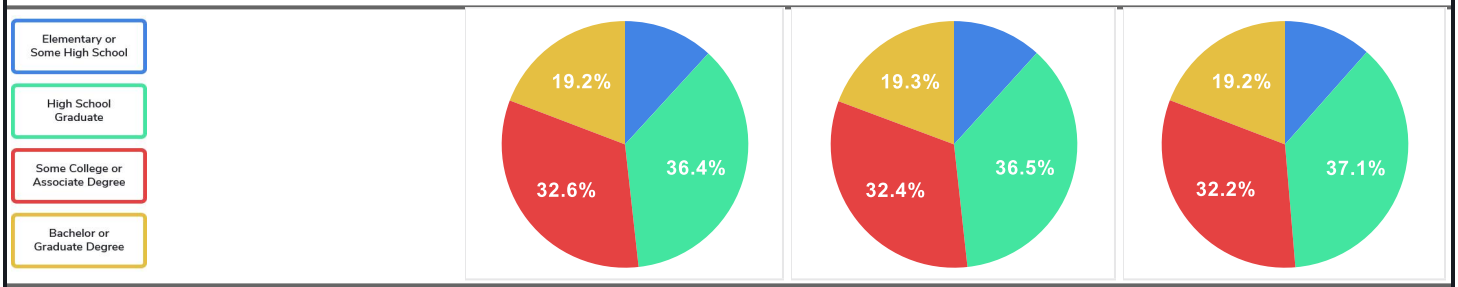


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Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Household Type (2026)						
Total Households	14,386		15,457		25,000	
Family Households	8,722	*60.6%*	9,374	*60.6%*	15,714	*62.9%*
Family Households with Children	4,585	*52.6%*	4,880	*52.1%*	8,014	*51.0%*
Family Households No Children	4,137	*47.4%*	4,494	*47.9%*	7,700	*49.0%*
Non-Family Households	5,664	*39.4%*	6,082	*39.4%*	9,287	*37.1%*
Non-Family Households with Children	7	*0.1%*	7	*0.1%*	14	*0.2%*
Non-Family Households No Children	5,657	*99.9%*	6,075	*99.9%*	9,273	*99.8%*



Education Attainment (2026)						
Elementary or Some High School	2,744	*11.8%*	2,940	*11.7%*	5,024	*11.5%*
High School Graduate	8,472	*36.4%*	9,168	*36.5%*	16,160	*37.1%*
Some College or Associate Degree	7,570	*32.6%*	8,138	*32.4%*	14,012	*32.2%*
Bachelor or Graduate Degree	4,466	*19.2%*	4,845	*19.3%*	8,345	*19.2%*



Household Income (2026)						
Estimated Average Household Income	$69,018		$70,522		$75,125	
Estimated Median Household Income	$54,229		$55,138		$57,950	
HH Income Under $10,000	1,290	*9.0%*	1,346	*8.7%*	1,837	*7.3%*
HH Income $10,000 to $34,999	3,673	*25.5%*	3,874	*25.1%*	6,063	*24.3%*
HH Income $35,000 to $49,999	1,978	*13.7%*	2,092	*13.5%*	3,362	*13.4%*
HH Income $50,000 to $74,999	3,121	*21.7%*	3,360	*21.7%*	5,201	*20.8%*
HH Income $75,000 to $99,999	1,647	*11.4%*	1,750	*11.3%*	3,032	*12.1%*
HH Income $100,000 to $149,999	1,655	*11.5%*	1,875	*12.1%*	3,328	*13.3%*
HH Income $150,000 or More	1,022	*7.1%*	1,159	*7.5%*	2,178	*8.7%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Population						
Estimated Population (2026)	35,939		38,637		65,200	
Projected Population (2031)	34,846		37,594		64,895	
Census Population (2020)	36,769		39,395		64,996	
Census Population (2010)	39,094		41,781		69,187	
Projected Annual Growth (2026-2031)	-1,093	*-0.6%*	-1,043	*-0.5%*	-306	-
Historical Annual Growth (2020-2026)	-830	-	-758	*-0.3%*	204	-
Historical Annual Growth (2010-2020)	-2,324	*-0.6%*	-2,386	*-0.6%*	-4,191	*-0.6%*
Estimated Population Density (2026)	802	*psm*	469	*psm*	225	*psm*
Trade Area Size	44.8	*sq mi*	82.4	*sq mi*	289.8	*sq mi*
Households						
Estimated Households (2026)	14,386		15,457		25,000	
Projected Households (2031)	13,672		14,747		24,540	
Census Households (2020)	14,927		15,975		25,004	
Census Households (2010)	15,634		16,702		26,355	
Projected Annual Growth (2026-2031)	-714	*-1.0%*	-709	*-0.9%*	-460	*-0.4%*
Historical Annual Change (2010-2026)	-1,248	*-0.5%*	-1,246	*-0.5%*	-1,355	*-0.3%*
Average Household Income						
Estimated Average Household Income (2026)	$69,018		$70,522		$75,125	
Projected Average Household Income (2031)	$68,495		$70,104		$74,811	
Census Average Household Income (2010)	$44,035		$45,131		$45,844	
Census Average Household Income (2000)	$37,775		$38,305		$38,487	
Projected Annual Change (2026-2031)	-$524	*-0.2%*	-$418	*-0.1%*	-$314	-
Historical Annual Change (2000-2026)	$31,244	*3.2%*	$32,217	*3.2%*	$36,638	*3.7%*
Median Household Income						
Estimated Median Household Income (2026)	$54,229		$55,138		$57,950	
Projected Median Household Income (2031)	$53,737		$54,694		$57,490	
Census Median Household Income (2010)	$35,910		$36,353		$37,207	
Census Median Household Income (2000)	$28,433		$28,933		$29,433	
Projected Annual Change (2026-2031)	-$492	*-0.2%*	-$445	*-0.2%*	-$460	*-0.2%*
Historical Annual Change (2000-2026)	$25,796	*3.5%*	$26,205	*3.5%*	$28,517	*3.7%*
Per Capita Income						
Estimated Per Capita Income (2026)	$27,837		$28,411		$28,991	
Projected Per Capita Income (2031)	$27,091		$27,705		$28,476	
Census Per Capita Income (2010)	$17,613		$18,044		$17,464	
Census Per Capita Income (2000)	$15,159		$15,349		$14,703	
Projected Annual Change (2026-2031)	-$745	*-0.5%*	-$706	*-0.5%*	-$514	*-0.4%*
Historical Annual Change (2000-2026)	$12,678	*3.2%*	$13,062	*3.3%*	$14,288	*3.7%*
Estimated Average Household Net Worth (2026)	$550,347		$578,827		$646,774	

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Race and Ethnicity						
Total Population (2026)	35,939		38,637		65,200	
White (2026)	19,151	*53.3%*	20,736	*53.7%*	37,801	*58.0%*
Black or African American (2026)	4,753	*13.2%*	4,993	*12.9%*	6,899	*10.6%*
American Indian or Alaska Native (2026)	3,597	*10.0%*	3,908	*10.1%*	6,596	*10.1%*
Asian (2026)	472	*1.3%*	508	*1.3%*	698	*1.1%*
Hawaiian or Pacific Islander (2026)	16	-	17	-	22	-
Other Race (2026)	1,743	*4.8%*	1,809	*4.7%*	2,447	*3.8%*
Two or More Races (2026)	6,207	*17.3%*	6,667	*17.3%*	10,736	*16.5%*
Population < 18 (2026)	9,114	*25.4%*	9,761	*25.3%*	15,370	*23.6%*
White Not Hispanic	3,245	*35.6%*	3,524	*36.1%*	6,268	*40.8%*
Black or African American	1,276	*14.0%*	1,321	*13.5%*	1,643	*10.7%*
Asian	108	*1.2%*	120	*1.2%*	172	*1.1%*
Other Race Not Hispanic	3,149	*34.6%*	3,393	*34.8%*	5,371	*34.9%*
Hispanic	1,335	*14.7%*	1,403	*14.4%*	1,917	*12.5%*
Not Hispanic or Latino Population (2026)	32,632	*90.8%*	35,152	*91.0%*	60,276	*92.4%*
Not Hispanic White	18,086	*55.4%*	19,597	*55.8%*	36,026	*59.8%*
Not Hispanic Black or African American	4,679	*14.3%*	4,917	*14.0%*	6,805	*11.3%*
Not Hispanic American Indian or Alaska Native	3,529	*10.8%*	3,835	*10.9%*	6,504	*10.8%*
Not Hispanic Asian	470	*1.4%*	506	*1.4%*	696	*1.2%*
Not Hispanic Hawaiian or Pacific Islander	16	-	17	-	22	-
Not Hispanic Other Race	397	*1.2%*	407	*1.2%*	594	*1.0%*
Not Hispanic Two or More Races	5,454	*16.7%*	5,873	*16.7%*	9,629	*16.0%*
Hispanic or Latino Population (2026)	3,307	*9.2%*	3,485	*9.0%*	4,924	*7.6%*
Hispanic White	1,065	*32.2%*	1,139	*32.7%*	1,775	*36.0%*
Hispanic Black or African American	74	*2.2%*	76	*2.2%*	95	*1.9%*
Hispanic American Indian or Alaska Native	67	*2.0%*	73	*2.1%*	92	*1.9%*
Hispanic Asian	2	-	2	-	2	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Hispanic Other Race	1,346	*40.7%*	1,402	*40.2%*	1,853	*37.6%*
Hispanic Two or More Races	753	*22.8%*	794	*22.8%*	1,107	*22.5%*
Not Hispanic or Latino Population (2020)	33,407	*90.9%*	35,917	*91.2%*	60,390	*92.9%*
Hispanic or Latino Population (2020)	3,362	*9.1%*	3,479	*8.8%*	4,606	*7.1%*
Not Hispanic or Latino Population (2010)	36,372	*93.0%*	38,968	*93.3%*	65,436	*94.6%*
Hispanic or Latino Population (2010)	2,722	*7.0%*	2,813	*6.7%*	3,751	*5.4%*
Not Hispanic or Latino Population (2031)	31,377	*90.0%*	33,911	*90.2%*	59,379	*91.5%*
Hispanic or Latino Population (2031)	3,469	*10.0%*	3,683	*9.8%*	5,516	*8.5%*
Projected Annual Growth (2026-2031)	162	*1.0%*	198	*1.1%*	591	*2.4%*
Historical Annual Growth (2010-2020)	640	*2.4%*	665	*2.4%*	855	*2.3%*

RETAIL ATTRACTIONS, LLC
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Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Total Age Distribution (2026)						
Total Population	35,939		38,637		65,200	
Age Under 5 Years	2,544	*7.1%*	2,714	*7.0%*	4,106	*6.3%*
Age 5 to 9 Years	2,484	*6.9%*	2,653	*6.9%*	4,204	*6.4%*
Age 10 to 14 Years	2,561	*7.1%*	2,743	*7.1%*	4,379	*6.7%*
Age 15 to 19 Years	2,546	*7.1%*	2,734	*7.1%*	4,568	*7.0%*
Age 20 to 24 Years	2,553	*7.1%*	2,702	*7.0%*	4,403	*6.8%*
Age 25 to 29 Years	2,554	*7.1%*	2,709	*7.0%*	4,493	*6.9%*
Age 30 to 34 Years	2,342	*6.5%*	2,490	*6.4%*	4,335	*6.6%*
Age 35 to 39 Years	2,161	*6.0%*	2,330	*6.0%*	4,187	*6.4%*
Age 40 to 44 Years	2,303	*6.4%*	2,472	*6.4%*	4,375	*6.7%*
Age 45 to 49 Years	2,074	*5.8%*	2,229	*5.8%*	3,832	*5.9%*
Age 50 to 54 Years	1,908	*5.3%*	2,061	*5.3%*	3,696	*5.7%*
Age 55 to 59 Years	1,844	*5.1%*	2,008	*5.2%*	3,472	*5.3%*
Age 60 to 64 Years	2,121	*5.9%*	2,306	*6.0%*	3,919	*6.0%*
Age 65 to 69 Years	1,972	*5.5%*	2,159	*5.6%*	3,596	*5.5%*
Age 70 to 74 Years	1,480	*4.1%*	1,623	*4.2%*	2,858	*4.4%*
Age 75 to 79 Years	1,097	*3.1%*	1,200	*3.1%*	2,213	*3.4%*
Age 80 to 84 Years	705	*2.0%*	765	*2.0%*	1,383	*2.1%*
Age 85 Years or Over	690	*1.9%*	738	*1.9%*	1,182	*1.8%*
Median Age	35.2		35.5		36.6	
Age 19 Years or Less	10,135	*28.2%*	10,845	*28.1%*	17,256	*26.5%*
Age 20 to 64 Years	19,861	*55.3%*	21,308	*55.1%*	36,712	*56.3%*
Age 65 Years or Over	5,943	*16.5%*	6,484	*16.8%*	11,232	*17.2%*
Female Age Distribution (2026)						
Female Population	17,958	*50.0%*	19,310	*50.0%*	31,582	*48.4%*
Age Under 5 Years	1,183	*6.6%*	1,263	*6.5%*	1,936	*6.1%*
Age 5 to 9 Years	1,295	*7.2%*	1,384	*7.2%*	2,135	*6.8%*
Age 10 to 14 Years	1,224	*6.8%*	1,314	*6.8%*	2,141	*6.8%*
Age 15 to 19 Years	1,162	*6.5%*	1,251	*6.5%*	2,027	*6.4%*
Age 20 to 24 Years	1,205	*6.7%*	1,281	*6.6%*	1,980	*6.3%*
Age 25 to 29 Years	1,215	*6.8%*	1,287	*6.7%*	2,041	*6.5%*
Age 30 to 34 Years	1,130	*6.3%*	1,200	*6.2%*	1,952	*6.2%*
Age 35 to 39 Years	1,114	*6.2%*	1,199	*6.2%*	1,951	*6.2%*
Age 40 to 44 Years	1,225	*6.8%*	1,307	*6.8%*	2,138	*6.8%*
Age 45 to 49 Years	1,063	*5.9%*	1,145	*5.9%*	1,880	*6.0%*
Age 50 to 54 Years	983	*5.5%*	1,062	*5.5%*	1,819	*5.8%*
Age 55 to 59 Years	916	*5.1%*	1,001	*5.2%*	1,688	*5.3%*
Age 60 to 64 Years	1,092	*6.1%*	1,184	*6.1%*	1,976	*6.3%*
Age 65 to 69 Years	1,036	*5.8%*	1,134	*5.9%*	1,882	*6.0%*
Age 70 to 74 Years	791	*4.4%*	867	*4.5%*	1,504	*4.8%*
Age 75 to 79 Years	589	*3.3%*	641	*3.3%*	1,175	*3.7%*
Age 80 to 84 Years	377	*2.1%*	408	*2.1%*	735	*2.3%*
Age 85 Years or Over	357	*2.0%*	381	*2.0%*	621	*2.0%*
Female Median Age	36.8		37.1		38.2	
Age 19 Years or Less	4,864	*27.1%*	5,213	*27.0%*	8,240	*26.1%*
Age 20 to 64 Years	9,944	*55.4%*	10,667	*55.2%*	17,425	*55.2%*
Age 65 Years or Over	3,151	*17.5%*	3,430	*17.8%*	5,917	*18.7%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Male Age Distribution (2026)						
Male Population	17,981	50.0%	19,327	50.0%	33,618	51.6%
Age Under 5 Years	1,362	7.6%	1,451	7.5%	2,170	6.5%
Age 5 to 9 Years	1,188	6.6%	1,269	6.6%	2,068	6.2%
Age 10 to 14 Years	1,337	7.4%	1,429	7.4%	2,238	6.7%
Age 15 to 19 Years	1,384	7.7%	1,482	7.7%	2,540	7.6%
Age 20 to 24 Years	1,348	7.5%	1,421	7.4%	2,423	7.2%
Age 25 to 29 Years	1,340	7.5%	1,423	7.4%	2,452	7.3%
Age 30 to 34 Years	1,211	6.7%	1,290	6.7%	2,384	7.1%
Age 35 to 39 Years	1,047	5.8%	1,131	5.9%	2,235	6.6%
Age 40 to 44 Years	1,078	6.0%	1,165	6.0%	2,238	6.7%
Age 45 to 49 Years	1,011	5.6%	1,084	5.6%	1,952	5.8%
Age 50 to 54 Years	924	5.1%	999	5.2%	1,877	5.6%
Age 55 to 59 Years	929	5.2%	1,007	5.2%	1,784	5.3%
Age 60 to 64 Years	1,029	5.7%	1,122	5.8%	1,944	5.8%
Age 65 to 69 Years	936	5.2%	1,025	5.3%	1,713	5.1%
Age 70 to 74 Years	689	3.8%	756	3.9%	1,354	4.0%
Age 75 to 79 Years	507	2.8%	559	2.9%	1,038	3.1%
Age 80 to 84 Years	328	1.8%	357	1.8%	648	1.9%
Age 85 Years or Over	333	1.9%	357	1.8%	562	1.7%
Male Median Age	33.6		33.9		35.1	
Age 19 Years or Less	5,271	29.3%	5,632	29.1%	9,016	26.8%
Age 20 to 64 Years	9,917	55.2%	10,641	55.1%	19,287	57.4%
Age 65 Years or Over	2,793	15.5%	3,054	15.8%	5,315	15.8%
Males per 100 Females (2026)						
Overall Comparison	100		100		106	
Age Under 5 Years	115	53.5%	115	53.5%	112	52.8%
Age 5 to 9 Years	92	47.8%	92	47.8%	97	49.2%
Age 10 to 14 Years	109	52.2%	109	52.1%	105	51.1%
Age 15 to 19 Years	119	54.4%	118	54.2%	125	55.6%
Age 20 to 24 Years	112	52.8%	111	52.6%	122	55.0%
Age 25 to 29 Years	110	52.4%	111	52.5%	120	54.6%
Age 30 to 34 Years	107	51.7%	108	51.8%	122	55.0%
Age 35 to 39 Years	94	48.5%	94	48.5%	115	53.4%
Age 40 to 44 Years	88	46.8%	89	47.1%	105	51.1%
Age 45 to 49 Years	95	48.7%	95	48.6%	104	50.9%
Age 50 to 54 Years	94	48.4%	94	48.5%	103	50.8%
Age 55 to 59 Years	101	50.4%	101	50.1%	106	51.4%
Age 60 to 64 Years	94	48.5%	95	48.6%	98	49.6%
Age 65 to 69 Years	90	47.5%	90	47.5%	91	47.6%
Age 70 to 74 Years	87	46.6%	87	46.6%	90	47.4%
Age 75 to 79 Years	86	46.3%	87	46.6%	88	46.9%
Age 80 to 84 Years	87	46.5%	87	46.6%	88	46.8%
Age 85 Years or Over	93	48.3%	94	48.4%	90	47.5%
Age 19 Years or Less	108	52.0%	108	51.9%	109	52.2%
Age 20 to 39 Years	106	51.5%	106	51.5%	120	54.5%
Age 40 to 64 Years	94	48.5%	94	48.5%	103	50.8%
Age 65 Years or Over	89	47.0%	89	47.1%	90	47.3%

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Household Type (2026)						
Total Households	14,386		15,457		25,000	
Households with Children	4,592	*31.9%*	4,887	*31.6%*	8,028	*32.1%*
Average Household Size	2.4		2.4		2.5	
Household Density per Square Mile	321		188		86	
Population Family	27,473	*76.4%*	29,554	*76.5%*	49,346	*75.7%*
Population Non-Family	7,343	*20.4%*	7,901	*20.5%*	12,207	*18.7%*
Population Group Quarters	1,123	*3.1%*	1,182	*3.1%*	3,648	*5.6%*
Family Households	8,722	*60.6%*	9,374	*60.6%*	15,714	*62.9%*
Married Couple Households	5,307	*60.8%*	5,825	*62.1%*	10,385	*66.1%*
Other Family Households	3,415	*39.2%*	3,550	*37.9%*	5,329	*33.9%*
Family Households with Children	4,585	*52.6%*	4,880	*52.1%*	8,014	*51.0%*
Married Couple with Children	2,492	*54.3%*	2,702	*55.4%*	4,740	*59.1%*
Other Family Households with Children	2,094	*45.7%*	2,178	*44.6%*	3,274	*40.9%*
Family Households No Children	4,137	*47.4%*	4,494	*47.9%*	7,700	*49.0%*
Married Couple No Children	2,816	*68.1%*	3,122	*69.5%*	5,645	*73.3%*
Other Family Households No Children	1,321	*31.9%*	1,372	*30.5%*	2,055	*26.7%*
Non-Family Households	5,664	*39.4%*	6,082	*39.4%*	9,287	*37.1%*
Non-Family Households with Children	7	*0.1%*	7	*0.1%*	14	*0.2%*
Non-Family Households No Children	5,657	*99.9%*	6,075	*99.9%*	9,273	*99.8%*
Average Family Household Size	3.1		3.2		3.1	
Average Family Income	$83,328		$85,702		$92,462	
Median Family Income	$65,320		$67,128		$71,199	
Average Non-Family Household Size	1.3		1.3		1.3	
Marital Status (2026)						
Population Age 15 Years or Over	28,350		30,526		52,512	
Never Married	9,668	*34.1%*	10,266	*33.6%*	17,084	*32.5%*
Currently Married	11,505	*40.6%*	12,639	*41.4%*	22,459	*42.8%*
Previously Married	7,178	*25.3%*	7,621	*25.0%*	12,969	*24.7%*
Separated	1,367	*19.0%*	1,444	*19.0%*	2,487	*19.2%*
Widowed	1,838	*25.6%*	1,955	*25.7%*	3,401	*26.2%*
Divorced	3,973	*55.4%*	4,222	*55.4%*	7,080	*54.6%*
Educational Attainment (2026)						
Adult Population Age 25 Years or Over	23,251		25,090		43,541	
Elementary (Grade Level 0 to 8)	910	*3.9%*	963	*3.8%*	1,613	*3.7%*
Some High School (Grade Level 9 to 11)	1,833	*7.9%*	1,977	*7.9%*	3,411	*7.8%*
High School Graduate	8,472	*36.4%*	9,168	*36.5%*	16,160	*37.1%*
Some College	5,070	*21.8%*	5,485	*21.9%*	9,818	*22.5%*
Associate Degree Only	2,500	*10.8%*	2,653	*10.6%*	4,193	*9.6%*
Bachelor Degree Only	3,065	*13.2%*	3,281	*13.1%*	5,582	*12.8%*
Graduate Degree	1,400	*6.0%*	1,564	*6.2%*	2,763	*6.3%*
Any College (Some College or Higher)	12,035	*51.8%*	12,982	*51.7%*	22,356	*51.3%*
College Degree + (Bachelor Degree or Higher)	4,466	*19.2%*	4,845	*19.3%*	8,345	*19.2%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Housing						
Total Housing Units (2026)	16,775		17,985		28,680	
Total Housing Units (2020)	17,265		18,433		28,746	
Historical Annual Growth (2020-2026)	-490	-	-447	-	-66	-
Housing Units Occupied (2026)	14,386	*85.8%*	15,457	*85.9%*	25,000	*87.2%*
Housing Units Owner-Occupied	7,505	*52.2%*	8,273	*53.5%*	14,812	*59.2%*
Housing Units Renter-Occupied	6,881	*47.8%*	7,184	*46.5%*	10,188	*40.8%*
Housing Units Vacant (2026)	2,389	*14.2%*	2,528	*14.1%*	3,680	*12.8%*
Household Size (2026)						
Total Households	14,386		15,457		25,000	
1 Person Households	4,739	*32.9%*	5,074	*32.8%*	7,637	*30.5%*
2 Person Households	4,607	*32.0%*	4,975	*32.2%*	8,397	*33.6%*
3 Person Households	2,286	*15.9%*	2,430	*15.7%*	3,864	*15.5%*
4 Person Households	1,537	*10.7%*	1,663	*10.8%*	2,767	*11.1%*
5 Person Households	689	*4.8%*	745	*4.8%*	1,360	*5.4%*
6 Person Households	309	*2.1%*	335	*2.2%*	581	*2.3%*
7 or More Person Households	220	*1.5%*	236	*1.5%*	395	*1.6%*
Household Income Distribution (2026)						
HH Income $200,000 or More	414	*2.9%*	484	*3.1%*	905	*3.6%*
HH Income $150,000 to $199,999	608	*4.2%*	675	*4.4%*	1,273	*5.1%*
HH Income $125,000 to $149,999	607	*4.2%*	692	*4.5%*	1,195	*4.8%*
HH Income $100,000 to $124,999	1,048	*7.3%*	1,183	*7.7%*	2,133	*8.5%*
HH Income $75,000 to $99,999	1,647	*11.4%*	1,750	*11.3%*	3,032	*12.1%*
HH Income $50,000 to $74,999	3,121	*21.7%*	3,360	*21.7%*	5,201	*20.8%*
HH Income $35,000 to $49,999	1,978	*13.7%*	2,092	*13.5%*	3,362	*13.4%*
HH Income $25,000 to $34,999	1,377	*9.6%*	1,457	*9.4%*	2,447	*9.8%*
HH Income $15,000 to $24,999	1,366	*9.5%*	1,447	*9.4%*	2,202	*8.8%*
HH Income $10,000 to $14,999	930	*6.5%*	971	*6.3%*	1,414	*5.7%*
HH Income Under $10,000	1,290	*9.0%*	1,346	*8.7%*	1,837	*7.3%*
Household Vehicles (2026)						
Households 0 Vehicles Available	1,475	*10.3%*	1,533	*9.9%*	2,247	*9.0%*
Households 1 Vehicle Available	5,604	*39.0%*	5,917	*38.3%*	8,735	*34.9%*
Households 2 Vehicles Available	4,988	*34.7%*	5,400	*34.9%*	8,758	*35.0%*
Households 3 or More Vehicles Available	2,320	*16.1%*	2,606	*16.9%*	5,260	*21.0%*
Total Vehicles Available	23,624		25,832		44,668	
Average Vehicles per Household	1.6		1.7		1.8	
Owner-Occupied Household Vehicles	15,065	*63.8%*	16,829	*65.1%*	31,751	*71.1%*
Average Vehicles per Owner-Occupied Household	2.0		2.0		2.1	
Renter-Occupied Household Vehicles	8,559	*36.2%*	9,003	*34.9%*	12,916	*28.9%*
Average Vehicles per Renter-Occupied Household	1.2		1.3		1.3	
Travel Time (2026)						
Worker Base Age 16 years or Over	14,021		15,043		25,581	
Travel to Work in 14 Minutes or Less	6,253	*44.6%*	6,520	*43.3%*	9,647	*37.7%*
Travel to Work in 15 to 29 Minutes	3,763	*26.8%*	4,159	*27.6%*	7,218	*28.2%*
Travel to Work in 30 to 59 Minutes	2,234	*15.9%*	2,449	*16.3%*	5,411	*21.2%*
Travel to Work in 60 Minutes or More	712	*5.1%*	773	*5.1%*	1,434	*5.6%*
Work at Home	1,060	*7.6%*	1,142	*7.6%*	1,872	*7.3%*
Average Minutes Travel to Work	15.5		15.8		18.3	

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Transportation To Work (2026)						
Worker Base Age 16 years or Over	14,021		15,043		25,581	
Drive to Work Alone	11,151	*79.5%*	12,003	*79.8%*	20,315	*79.4%*
Drive to Work in Carpool	1,263	*9.0%*	1,335	*8.9%*	2,515	*9.8%*
Travel to Work by Public Transportation	65	*0.5%*	66	*0.4%*	79	*0.3%*
Drive to Work on Motorcycle	3	-	3	-	7	-
Bicycle to Work	18	*0.1%*	18	*0.1%*	27	*0.1%*
Walk to Work	201	*1.4%*	208	*1.4%*	414	*1.6%*
Other Means	260	*1.9%*	268	*1.8%*	351	*1.4%*
Work at Home	1,060	*7.6%*	1,142	*7.6%*	1,872	*7.3%*
Daytime Demographics (2026)						
Total Businesses	1,656		1,763		2,257	
Total Employees	18,848		20,002		24,913	
Company Headquarter Businesses	68	*4.1%*	71	*4.0%*	82	*3.6%*
Company Headquarter Employees	2,515	*13.3%*	2,691	*13.5%*	3,347	*13.4%*
Employee Population per Business	11.4	to 1	11.3	to 1	11.0	to 1
Residential Population per Business	21.7	to 1	21.9	to 1	28.9	to 1
Adj. Daytime Demographics Age 16 Years or Over	32,654		34,922		50,906	
Labor Force						
Labor Population Age 16 Years or Over (2026)	27,845		29,982		51,606	
Labor Force Total Males (2026)	13,818	*49.6%*	14,882	*49.6%*	26,661	*51.7%*
Male Civilian Employed	7,059	*51.1%*	7,590	*51.0%*	13,300	*49.9%*
Male Civilian Unemployed	463	*3.3%*	498	*3.3%*	777	*2.9%*
Males in Armed Forces	13	-	14	-	24	-
Males Not in Labor Force	6,284	*45.5%*	6,780	*45.6%*	12,560	*47.1%*
Labor Force Total Females (2026)	14,027	*50.4%*	15,100	*50.4%*	24,945	*48.3%*
Female Civilian Employed	6,968	*49.7%*	7,458	*49.4%*	12,288	*49.3%*
Female Civilian Unemployed	451	*3.2%*	478	*3.2%*	707	*2.8%*
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	6,608	*47.1%*	7,164	*47.4%*	11,949	*47.9%*
Unemployment Rate	914	*3.3%*	976	*3.3%*	1,484	*2.9%*
Occupation (2026)						
Occupation Population Age 16 Years or Over	14,021		15,043		25,581	
Occupation Total Males	7,054	*50.3%*	7,585	*50.4%*	13,293	*52.0%*
Occupation Total Females	6,968	*49.7%*	7,458	*49.6%*	12,288	*48.0%*
Management, Business, Financial Operations	1,992	*14.2%*	2,141	*14.2%*	3,729	*14.6%*
Professional, Related	2,584	*18.4%*	2,798	*18.6%*	5,090	*19.9%*
Service	2,970	*21.2%*	3,208	*21.3%*	5,264	*20.6%*
Sales, Office	3,105	*22.1%*	3,284	*21.8%*	5,165	*20.2%*
Farming, Fishing, Forestry	41	*0.3%*	42	*0.3%*	115	*0.4%*
Construction, Extraction, Maintenance	1,303	*9.3%*	1,406	*9.3%*	2,589	*10.1%*
Production, Transport, Material Moving	2,027	*14.5%*	2,164	*14.4%*	3,629	*14.2%*
White Collar Workers	7,680	*54.8%*	8,222	*54.7%*	13,984	*54.7%*
Blue Collar Workers	6,341	*45.2%*	6,821	*45.3%*	11,598	*45.3%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Units In Structure (2026)						
Total Units	14,386		15,457		25,000	
1 Detached Unit	9,667	*67.2%*	10,366	*67.1%*	17,287	*69.1%*
1 Attached Unit	526	*3.7%*	598	*3.9%*	746	*3.0%*
2 Units	1,041	*7.2%*	1,067	*6.9%*	1,336	*5.3%*
3 to 4 Units	648	*4.5%*	692	*4.5%*	940	*3.8%*
5 to 9 Units	410	*2.9%*	438	*2.8%*	744	*3.0%*
10 to 19 Units	651	*4.5%*	680	*4.4%*	809	*3.2%*
20 to 49 Units	389	*2.7%*	400	*2.6%*	476	*1.9%*
50 or More Units	313	*2.2%*	330	*2.1%*	418	*1.7%*
Mobile Home or Trailer	681	*4.7%*	813	*5.3%*	2,056	*8.2%*
Other Structure	59	*0.4%*	72	*0.5%*	188	*0.8%*
Occupied Homes Built By Year (2026)						
Homes Built 2020 or later	215	*1.5%*	274	*1.8%*	907	*3.6%*
Homes Built 2010 to 2019	525	*3.6%*	645	*4.2%*	1,651	*6.6%*
Homes Built 2000 to 2009	1,408	*9.8%*	1,611	*10.4%*	3,023	*12.1%*
Homes Built 1990 to 1999	1,124	*7.8%*	1,283	*8.3%*	2,436	*9.7%*
Homes Built 1980 to 1989	2,341	*16.3%*	2,517	*16.3%*	4,102	*16.4%*
Homes Built 1970 to 1979	2,351	*16.3%*	2,525	*16.3%*	4,411	*17.6%*
Homes Built 1960 to 1969	1,700	*11.8%*	1,796	*11.6%*	2,586	*10.3%*
Homes Built 1950 to 1959	2,026	*14.1%*	2,068	*13.4%*	2,531	*10.1%*
Homes Built 1940 to 1949	1,043	*7.2%*	1,062	*6.9%*	1,272	*5.1%*
Homes Built Before 1939	1,653	*11.5%*	1,675	*10.8%*	2,081	*8.3%*
Median Age of Homes	52.5	*yrs*	51.3	*yrs*	46.3	*yrs*
Home Values (2026)						
Owner Specified Housing Units	7,505		8,273		14,812	
Home Values $1,000,000 or More	20	*0.3%*	22	*0.3%*	70	*0.5%*
Home Values $750,000 to $999,999	38	*0.5%*	54	*0.7%*	135	*0.9%*
Home Values $500,000 to $749,999	163	*2.2%*	196	*2.4%*	558	*3.8%*
Home Values $400,000 to $499,999	324	*4.3%*	384	*4.6%*	751	*5.1%*
Home Values $300,000 to $399,999	546	*7.3%*	667	*8.1%*	1,378	*9.3%*
Home Values $250,000 to $299,999	687	*9.2%*	787	*9.5%*	1,452	*9.8%*
Home Values $200,000 to $249,999	901	*12.0%*	1,038	*12.5%*	1,792	*12.1%*
Home Values $175,000 to $199,999	360	*4.8%*	392	*4.7%*	837	*5.7%*
Home Values $150,000 to $174,999	974	*13.0%*	1,027	*12.4%*	1,615	*10.9%*
Home Values $125,000 to $149,999	413	*5.5%*	434	*5.3%*	835	*5.6%*
Home Values $100,000 to $124,999	557	*7.4%*	618	*7.5%*	1,295	*8.7%*
Home Values $90,000 to $99,999	157	*2.1%*	163	*2.0%*	271	*1.8%*
Home Values $80,000 to $89,999	239	*3.2%*	255	*3.1%*	479	*3.2%*
Home Values $70,000 to $79,999	251	*3.3%*	262	*3.2%*	401	*2.7%*
Home Values $60,000 to $69,999	359	*4.8%*	373	*4.5%*	567	*3.8%*
Home Values $50,000 to $59,999	458	*6.1%*	484	*5.8%*	673	*4.5%*
Home Values $35,000 to $49,999	537	*7.2%*	557	*6.7%*	800	*5.4%*
Home Values $25,000 to $34,999	167	*2.2%*	172	*2.1%*	218	*1.5%*
Home Values $10,000 to $24,999	293	*3.9%*	320	*3.9%*	543	*3.7%*
Home Values Under $10,000	60	*0.8%*	70	*0.8%*	142	*1.0%*
Owner-Occupied Median Home Value	$151,375		$158,429		$173,262	
Renter-Occupied Median Rent	$663		$669		$665	

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Total Annual Consumer Expenditure (2026)						
Total Household Expenditure	$1.01 B		$1.1 B		$1.85 B	
Total Non-Retail Expenditure	$451.59 M		$491.78 M		$828.31 M	
Total Retail Expenditure	$556.28 M		$605.17 M		$1.02 B	
Alcoholic Beverages	$6.84 M		$7.45 M		$12.58 M	
Apparel	$22.83 M		$24.79 M		$41.6 M	
Contributions	$22.19 M		$24.29 M		$41.37 M	
Education	$15.8 M		$17.26 M		$29.28 M	
Entertainment	$51.68 M		$56.11 M		$94.11 M	
Food Away From Home	$48.44 M		$52.69 M		$88.73 M	
Grocery	$83.66 M		$90.26 M		$149.65 M	
Health Care	$92.36 M		$99.56 M		$163.4 M	
Household Furnishings and Equipment	$26.07 M		$28.36 M		$47.77 M	
Household Operations	$20.91 M		$22.69 M		$38.01 M	
Miscellaneous Expenses	$15.23 M		$16.57 M		$27.91 M	
Personal Care	$12.87 M		$13.91 M		$23.14 M	
Shelter	$193.6 M		$209.47 M		$348.74 M	
Tax and Retirement	$169.4 M		$187.53 M		$325.91 M	
Tobacco and Related	$6.07 M		$6.49 M		$10.56 M	
Transportation	$155.84 M		$170.44 M		$290.4 M	
Utilities	$64.07 M		$69.08 M		$114.4 M	
Monthly Household Consumer Expenditure (2026)						
Total Household Expenditure	$5,838		$5,914		$6,159	
Total Non-Retail Expenditure	$2,616	*44.8%*	$2,651	*44.8%*	$2,761	*44.8%*
Total Retail Expenditures	$3,222	*55.2%*	$3,263	*55.2%*	$3,398	*55.2%*
Alcoholic Beverages	$40	*0.7%*	$40	*0.7%*	$42	*0.7%*
Apparel	$132	*2.3%*	$134	*2.3%*	$139	*2.3%*
Contributions	$129	*2.2%*	$131	*2.2%*	$138	*2.2%*
Education	$92	*1.6%*	$93	*1.6%*	$98	*1.6%*
Entertainment	$299	*5.1%*	$303	*5.1%*	$314	*5.1%*
Food Away From Home	$281	*4.8%*	$284	*4.8%*	$296	*4.8%*
Grocery	$485	*8.3%*	$487	*8.2%*	$499	*8.1%*
Health Care	$535	*9.2%*	$537	*9.1%*	$545	*8.8%*
Household Furnishings and Equipment	$151	*2.6%*	$153	*2.6%*	$159	*2.6%*
Household Operations	$121	*2.1%*	$122	*2.1%*	$127	*2.1%*
Miscellaneous Expenses	$88	*1.5%*	$89	*1.5%*	$93	*1.5%*
Personal Care	$75	*1.3%*	$75	*1.3%*	$77	*1.3%*
Shelter	$1,121	*19.2%*	$1,129	*19.1%*	$1,162	*18.9%*
Tax and Retirement	$981	*16.8%*	$1,011	*17.1%*	$1,086	*17.1%*
Tobacco and Related	$35	*0.6%*	$35	*0.6%*	$35	*0.6%*
Transportation	$903	*15.5%*	$919	*15.5%*	$968	*15.7%*
Utilities	$371	*6.4%*	$372	*6.3%*	$381	*6.2%*

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers
New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

Furniture and Home Furnishings Stores
Furniture stores, home furnishing stores, home decorating stores and floor covering stores

Electronics and Appliance Stores
Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

Building Materials and Garden Supply Stores
Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

Food and Beverage Stores
Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

Health and Personal Care Stores
Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

Gasoline Stations
Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores
Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

Sporting Goods and Hobby Stores
Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

General Merchandise Stores
Department stores and other general merchandise stores

Miscellaneous Store Retailers
Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

Foodservice and Drinking Places
Full-service restaurants, limited service eating places, special foodservices, taverns and bars

Retail Gap Report

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	$47.94 M / $31.72 M	34	$51.92 M / $32.61 M	37	$86.46 M / $34.03 M	61
Men's Clothing Stores	$4.17 M / -	100	$4.5 M / -	100	$7.47 M / -	100
Women's Clothing Stores	$4.16 M / $2.95 M	29	$4.51 M / $2.98 M	34	$7.57 M / $3.4 M	55
Children's, Infants' Clothing Stores	$3.1 M / -	100	$3.38 M / -	100	$5.73 M / -	100
Family Clothing Stores	$19.43 M / $17.96 M	8	$21.05 M / $18.57 M	12	$35.08 M / $19.01 M	46
Clothing Accessory Stores	$696.82 K / $507.51 K	27	$752.08 K / $507.51 K	33	$1.24 M / $507.51 K	59
Other Apparel Stores	$2.45 M / $316.07 K	87	$2.65 M / $316.07 K	88	$4.4 M / $676.12 K	85
Shoe Stores	$10.27 M / $7.59 M	26	$11.12 M / $7.73 M	30	$18.47 M / $7.83 M	58
Jewelry Stores	$2.28 M / $2.4 M	-5	$2.46 M / $2.51 M	-2	$4.05 M / $2.6 M	36
Luggage Stores	$1.39 M / -	100	$1.5 M / -	100	$2.45 M / -	100
Furniture, Home Furnishings Stores	$37.18 M / $12.51 M	66	$40.35 M / $12.58 M	69	$67.69 M / $15.72 M	77
Furniture Stores	$17.11 M / $11.63 M	32	$18.47 M / $11.7 M	37	$30.66 M / $14.4 M	53
Floor Covering Stores	$2.07 M / $880.87 K	57	$2.24 M / $875.82 K	61	$3.72 M / $1.32 M	64
Other Home Furnishing Stores	$18.01 M / -	100	$19.65 M / -	100	$33.3 M / -	100
Electronics, Appliance Stores	$32.35 M / $17.46 M	46	$35.2 M / $17.61 M	50	$59.42 M / $17.72 M	70
Building Material, Garden Equipment, Supplies Dealers	$30.76 M / $24.59 M	20	$33.31 M / $25.6 M	23	$55.5 M / $32.7 M	41
Home Centers	$15.94 M / $12.69 M	20	$17.28 M / $13.68 M	21	$28.92 M / $13.97 M	52
Paint, Wallpaper Stores	$2.77 M / $3.09 M	-10	$3.01 M / $3.09 M	-3	$5.06 M / $3.09 M	39
Hardware Stores	$2.24 M / $1.3 M	42	$2.42 M / $1.3 M	46	$4.02 M / $5.68 M	-29
Other Building Materials Stores	$4.01 M / $3.25 M	19	$4.34 M / $3.26 M	25	$7.22 M / $3.5 M	52
Outdoor Power Equipment Stores	$569.72 K / -	100	$615 K / -	100	$1.01 M / -	100
Nursery, Garden Stores	$5.23 M / $4.25 M	19	$5.64 M / $4.25 M	25	$9.26 M / $6.44 M	30
Food, Beverage Stores	$36.99 M / $117.3 M	-68	$40.31 M / $117.92 M	-66	$68.15 M / $142.58 M	-52
Grocery Stores	$28.08 M / $101.66 M	-72	$30.59 M / $101.87 M	-70	$51.68 M / $122.37 M	-58
Convenience Stores	$3.39 M / $8.65 M	-61	$3.7 M / $9.01 M	-59	$6.29 M / $11.86 M	-47
Meat Markets	$280.02 K / $98.48 K	65	$304.17 K / $98.48 K	68	$510.8 K / $237.02 K	54
Fish, Seafood Markets	$87.52 K / -	100	$95.06 K / -	100	$159.61 K / -	100
Fruit, Vegetable Markets	$108.38 K / -	100	$117.72 K / -	100	$197.68 K / -	100
Other Specialty Food Markets	$2.18 M / $2.82 M	-23	$2.36 M / $2.82 M	-16	$3.95 M / $3.71 M	6
Liquor Stores	$2.86 M / $4.08 M	-30	$3.14 M / $4.11 M	-24	$5.37 M / $4.4 M	18

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	$34.01 M / $64.28 M	-47	$37.72 M / $64.64 M	-42	$66.52 M / $86.28 M	-23
Pharmacy, Drug Stores	$28.69 M / $54.91 M	-48	$31.82 M / $54.91 M	-42	$56.11 M / $75.88 M	-26
Cosmetics, Beauty Stores	$2.67 M / $2.56 M	4	$2.96 M / $2.68 M	10	$5.23 M / $2.77 M	47
Optical Goods Stores	$390.97 K / $375.5 K	4	$431.87 K / $431.92 K	0	$757.44 K / $557.81 K	26
Other Health, Personal Care Stores	$2.26 M / $6.43 M	-65	$2.5 M / $6.62 M	-62	$4.42 M / $7.08 M	-38
Sporting Goods, Hobby, Book, Music Stores	$54.74 M / $40.07 M	27	$59.51 M / $40.47 M	32	$99.92 M / $44.76 M	55
Sporting Goods Stores	$26.46 M / $17.24 M	35	$28.66 M / $17.47 M	39	$47.83 M / $18.79 M	61
Hobby, Toy, Game Stores	$5.24 M / $22.02 M	-76	$5.71 M / $22.2 M	-74	$9.64 M / $22.33 M	-57
Sewing, Needlecraft Stores	$12.43 M / -	100	$13.47 M / -	100	$22.43 M / $2.83 M	87
Musical Instrument Stores	$9.1 M / -	100	$10.01 M / -	100	$17.22 M / -	100
Book Stores	$1.51 M / $812.02 K	46	$1.65 M / $812.02 K	51	$2.8 M / $812.02 K	71
General Merchandise Stores	$143.74 M / $198.46 M	-28	$156.31 M / $204.27 M	-23	$263.1 M / $515.18 M	-49
Department Stores	$7.65 M / $21.36 M	-64	$8.29 M / $22.24 M	-63	$13.88 M / $45.54 M	-70
Warehouse Superstores	$81.37 M / -	100	$88.52 M / -	100	$149.12 M / -	100
Other General Merchandise Stores	$54.72 M / $177.1 M	-69	$59.5 M / $182.03 M	-67	$100.1 M / $469.63 M	-79
Miscellaneous Store Retailers	$38.82 M / $31.05 M	20	$42.02 M / $31.57 M	25	$70.07 M / $41.02 M	41
Florists	$372.37 K / $324.15 K	13	$404.89 K / $324.15 K	20	$681.21 K / $2.1 M	-68
Office, Stationary Stores	$1.7 M / $1.66 M	2	$1.85 M / $1.66 M	10	$3.14 M / $1.66 M	47
Gift, Souvenir Stores	$1.31 M / $471.08 K	64	$1.43 M / $675.67 K	53	$2.42 M / $936.48 K	61
Used Merchandise Stores	$5.55 M / $7.74 M	-28	$5.98 M / $7.82 M	-24	$9.81 M / $10.9 M	-10
Pet, Pet Supply Stores	$1.95 M / $1.9 M	3	$2.11 M / $1.97 M	7	$3.49 M / $2.02 M	42
Art Dealers	$5.6 M / -	100	$6.04 M / -	100	$10 M / -	100
Mobile Home Dealers	$232 / $2.98 K	-92	$251 / $2.98 K	-92	$385 / $2.98 K	-87
Other Miscellaneous Retail Stores	$22.34 M / $18.95 M	15	$24.21 M / $19.11 M	21	$40.53 M / $23.4 M	42
Non-Store Retailers	$751.55 K / $2.25 M	-67	$818.14 K / $2.39 M	-66	$1.38 M / $2.65 M	-48
Vending Machines	$356.27 K / $2.21 M	-84	$389.5 K / $2.33 M	-83	$662.14 K / $2.42 M	-73
Other Direct Selling Establishments	$395.28 K / $40.72 K	90	$428.64 K / $62.74 K	85	$714.63 K / $230.55 K	68

Retail Gap Report

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	$50.03 M / $81.94 M	-39	$54.8 M / $83.63 M	-34	$93.42 M / $119.74 M	-22
Hotels, Other Travel Accommodations	$12.91 M / $8.72 M	32	$14.23 M / $8.77 M	38	$24.52 M / $9.52 M	61
RV Parks	$60.41 K / $11.89 K	80	$65.95 K / $11.89 K	82	$111.63 K / $25.94 K	77
Rooming, Boarding Houses	$5.83 K / -	100	$6.36 K / -	100	$10.78 K / -	100
Full Service Restaurants	$17.97 M / $29.26 M	-39	$19.65 M / $29.63 M	-34	$33.39 M / $42.03 M	-21
Limited Service Restaurants	$18.62 M / $44.36 M	-58	$20.35 M / $45.73 M	-56	$34.54 M / $69.1 M	-50
Special Food Services, Catering	$455.26 K / $101.41 K	78	$497.63 K / $101.41 K	80	$845.45 K / $101.41 K	88
Drinking Places	$1.06 M / $554.17 K	48	$1.17 M / $554.17 K	52	$1.99 M / $945.97 K	53
Gasoline Stations	$18.56 M / $44.53 M	-58	$20.26 M / $44.84 M	-55	$34.38 M / $74.55 M	-54
Motor Vehicle, Parts Dealers	$35.21 M / $46.3 M	-24	$38.04 M / $48.65 M	-22	$62.81 M / $64.06 M	-2
New Car Dealers	$22.84 M / $28.89 M	-21	$24.65 M / $30.89 M	-20	$40.58 M / $39.16 M	3
Used Car Dealers	$2.94 M / $1.3 M	56	$3.16 M / $1.34 M	58	$5.2 M / $2.22 M	57
Recreational Vehicle Dealers	$806.14 K / $928.46 K	-13	$868.97 K / $928.46 K	-6	$1.43 M / $928.46 K	35
Motorcycle, Boat Dealers	$2.78 M / $6.14 M	-55	$3.01 M / $6.27 M	-52	$4.98 M / $7.25 M	-31
Auto Parts, Accessories	$4.33 M / $4.54 M	-5	$4.7 M / $4.67 M	1	$7.86 M / $9.19 M	-14
Tire Dealers	$1.52 M / $4.49 M	-66	$1.65 M / $4.55 M	-64	$2.77 M / $5.31 M	-48
Automotive Repair and Maintenance	$299.45 K / $315.7 K	-5	$324.45 K / $340.82 K	-5	$539.86 K / $430.5 K	20
2026 Population	35,939		38,637		65,200	
2031 Population	34,846		37,594		64,895	
% Population Change 2026-2031	-3.04%		-2.70%		-0.47%	
2026 Adult Population Age 18+	26,825		28,876		49,830	
2026 Population Male	17,981		19,327		33,618	
2026 Population Female	17,958		19,310		31,582	
2026 Households	14,386		15,457		25,000	
2026 Median Household Income	54,229		55,138		57,950	
2026 Average Household Income	69,018		70,522		75,125	

Retail Potential

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time	15 min drive time	30 min drive time
2026 Population	35,939	38,637	65,200
2031 Population	34,846	37,594	64,895
% Population Change 2020-2026	-2.3%	-1.9%	0.3%
2026 Adult Population Age 18+	$26,825	$28,876	$49,830
2026 Population Male	$17,981	$19,327	$33,618
2026 Population Female	$17,958	$19,310	$31,582
2026 Households	$14,386	$15,457	$25,000
2026 Median Household Income	$54,229	$55,138	$57,950
2026 Average Household Income	$69,018	$70,522	$75,125
Clothing, Clothing Accessories Stores	$47.94 M	$51.92 M	$86.46 M
Men's Clothing Stores	$4.17 M	$4.5 M	$7.47 M
Women's Clothing Stores	$4.16 M	$4.51 M	$7.57 M
Children's, Infants' Clothing Stores	$3.1 M	$3.38 M	$5.73 M
Family Clothing Stores	$19.43 M	$21.05 M	$35.08 M
Clothing Accessory Stores	$696.82 K	$752.08 K	$1.24 M
Other Apparel Stores	$2.45 M	$2.65 M	$4.4 M
Shoe Stores	$10.27 M	$11.12 M	$18.47 M
Jewelry Stores	$2.28 M	$2.46 M	$4.05 M
Luggage Stores	$1.39 M	$1.5 M	$2.45 M
Furniture, Home Furnishings Stores	$37.18 M	$40.35 M	$67.69 M
Furniture Stores	$17.11 M	$18.47 M	$30.66 M
Floor Covering Stores	$2.07 M	$2.24 M	$3.72 M
Other Home Furnishing Stores	$18.01 M	$19.65 M	$33.3 M
Electronics, Appliance Stores	$32.35 M	$35.2 M	$59.42 M
Gasoline Stations	$18.56 M	$20.26 M	$34.38 M
Building Material, Garden Equipment, Supplies Dealers	$30.76 M	$33.31 M	$55.5 M
Home Centers	$15.94 M	$17.28 M	$28.92 M
Paint, Wallpaper Stores	$2.77 M	$3.01 M	$5.06 M
Hardware Stores	$2.24 M	$2.42 M	$4.02 M
Other Building Materials Stores	$4.01 M	$4.34 M	$7.22 M
Outdoor Power Equipment Stores	$569.72 K	$615 K	$1.01 M
Nursery, Garden Stores	$5.23 M	$5.64 M	$9.26 M
Food, Beverage Stores	$36.99 M	$40.31 M	$68.15 M
Grocery Stores	$28.08 M	$30.59 M	$51.68 M
Convenience Stores	$3.39 M	$3.7 M	$6.29 M
Meat Markets	$280.02 K	$304.17 K	$510.8 K
Fish, Seafood Markets	$87.52 K	$95.06 K	$159.61 K
Fruit, Vegetable Markets	$108.38 K	$117.72 K	$197.68 K
Other Specialty Food Markets	$2.18 M	$2.36 M	$3.95 M
Liquor Stores	$2.86 M	$3.14 M	$5.37 M

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time	15 min drive time	30 min drive time
Health, Personal Care Stores	$34.01 M	$37.72 M	$66.52 M
Pharmacy, Drug Stores	$28.69 M	$31.82 M	$56.11 M
Cosmetics, Beauty Stores	$2.67 M	$2.96 M	$5.23 M
Optical Goods Stores	$390.97 K	$431.87 K	$757.44 K
Other Health, Personal Care Stores	$2.26 M	$2.5 M	$4.42 M
Sporting Goods, Hobby, Book, Music Stores	$54.74 M	$59.51 M	$99.92 M
Sporting Goods Stores	$26.46 M	$28.66 M	$47.83 M
Hobby, Toy, Game Stores	$5.24 M	$5.71 M	$9.64 M
Sewing, Needlecraft Stores	$12.43 M	$13.47 M	$22.43 M
Musical Instrument Stores	$9.1 M	$10.01 M	$17.22 M
Book Stores	$1.51 M	$1.65 M	$2.8 M
General Merchandise Stores	$143.74 M	$156.31 M	$263.1 M
Department Stores	$7.65 M	$8.29 M	$13.88 M
Warehouse Superstores	$81.37 M	$88.52 M	$149.12 M
Other General Merchandise Stores	$54.72 M	$59.5 M	$100.1 M
Miscellaneous Store Retailers	$38.82 M	$42.02 M	$70.07 M
Florists	$372.37 K	$404.89 K	$681.21 K
Office, Stationary Stores	$1.7 M	$1.85 M	$3.14 M
Gift, Souvenir Stores	$1.31 M	$1.43 M	$2.42 M
Used Merchandise Stores	$5.55 M	$5.98 M	$9.81 M
Pet, Pet Supply Stores	$1.95 M	$2.11 M	$3.49 M
Art Dealers	$5.6 M	$6.04 M	$10 M
Mobile Home Dealers	$232	$251	$385
Other Miscellaneous Retail Stores	$22.34 M	$24.21 M	$40.53 M
Non-Store Retailers	$751.55 K	$818.14 K	$1.38 M
Vending Machines	$356.27 K	$389.5 K	$662.14 K
Other Direct Selling Establishments	$395.28 K	$428.64 K	$714.63 K
Accommodation, Food Services	$51.09 M	$55.96 M	$95.42 M
Hotels, Other Travel Accommodations	$12.91 M	$14.23 M	$24.52 M
RV Parks	$60.41 K	$65.95 K	$111.63 K
Rooming, Boarding Houses	$5.83 K	$6.36 K	$10.78 K
Full Service Restaurants	$17.97 M	$19.65 M	$33.39 M
Limited Service Restaurants	$18.62 M	$20.35 M	$34.54 M
Special Food Services, Catering	$455.26 K	$497.63 K	$845.45 K
Drinking Places	$1.06 M	$1.17 M	$1.99 M
Motor Vehicle, Parts Dealers	$35.21 M	$38.04 M	$62.81 M
New Car Dealers	$22.84 M	$24.65 M	$40.58 M
Used Car Dealers	$2.94 M	$3.16 M	$5.2 M
Recreational Vehicle Dealers	$806.14 K	$868.97 K	$1.43 M
Motorcycle, Boat Dealers	$2.78 M	$3.01 M	$4.98 M
Auto Parts, Accessories	$4.33 M	$4.7 M	$7.86 M
Tire Dealers	$1.52 M	$1.65 M	$2.77 M
Automotive Repair and Maintenance	$299.45 K	$324.45 K	$539.86 K

Income Summary

Income Summary Report

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Population						
Estimated Population (2026)	35,939		38,637		65,200	
Projected Population (2031)	34,846		37,594		64,895	
Census Population (2020)	36,769		39,395		64,996	
Census Population (2010)	39,094		41,781		69,187	
Projected Annual Growth (2026 to 2031)	-1,093	*-0.6%*	-1,043	*-0.5%*	-306	-
Historical Annual Growth (2020 to 2026)	-830	*-0.4%*	-758	*-0.3%*	204	-
Historical Annual Growth (2010 to 2020)	-2,324	*-0.6%*	-2,386	*-0.6%*	-4,191	*-0.6%*
Households						
Estimated Households (2026)	14,386		15,457		25,000	
Projected Households (2031)	13,672		14,747		24,540	
Census Households (2020)	14,927		15,975		25,004	
Census Households (2010)	15,634		16,702		26,355	
Projected Annual Growth (2026 to 2031)	-714	*-1.0%*	-709	*-0.9%*	-460	*-0.4%*
Historical Annual Growth (2020 to 2026)	-541	*-0.6%*	-518	*-0.5%*	-4	-
Historical Annual Growth (2010 to 2020)	-707	*-0.5%*	-727	*-0.4%*	-1,351	*-0.5%*
Average Household Income						
Estimated Average Household Income (2026)	$69,018		$70,522		$75,125	
Projected Average Household Income (2031)	$68,495		$70,104		$74,811	
Census Average Household Income (2020)	$44,035		$45,131		$45,844	
Census Average Household Income (2010)	$37,775		$38,305		$38,487	
Projected Annual Growth (2026 to 2031)	-$524	*-0.2%*	-$418	*-0.1%*	-$314	-
Historical Annual Growth (2020 to 2026)	$24,983	3.5%	$25,390	3.5%	$29,281	4.0%
Historical Annual Growth (2010 to 2020)	$6,260	1.7%	$6,826	1.8%	$7,357	1.9%
Median Household Income						
Estimated Median Household Income (2026)	$54,229		$55,138		$57,950	
Projected Median Household Income (2031)	$53,737		$54,694		$57,490	
Census Median Household Income (2020)	$35,910		$36,353		$37,207	
Census Median Household Income (2010)	$28,433		$28,933		$29,433	
Projected Annual Growth (2026 to 2031)	-$492	*-0.2%*	-$445	*-0.2%*	-$460	*-0.2%*
Historical Annual Growth (2020 to 2026)	$18,319	3.2%	$18,786	3.2%	$20,743	3.5%
Historical Annual Growth (2010 to 2020)	$7,477	2.6%	$7,420	2.6%	$7,774	2.6%
Per Capita Income						
Estimated Per Capita Income (2026)	$27,837		$28,411		$28,991	
Projected Per Capita Income (2031)	$27,091		$27,705		$28,476	
Census Per Capita Income (2020)	$17,613		$18,044		$17,464	
Census Per Capita Income (2010)	$15,159		$15,349		$14,703	
Projected Annual Growth (2026 to 2031)	-$745	*-0.5%*	-$706	*-0.5%*	-$514	*-0.4%*
Historical Annual Growth (2020 to 2026)	$10,224	3.6%	$10,367	3.6%	$11,527	4.1%
Historical Annual Growth (2010 to 2020)	$2,454	1.6%	$2,695	1.8%	$2,761	1.9%
Other Income						
Estimated Families (2026)	8,722		9,374		15,714	
Estimated Average Family Income (2026)	$83,328		$85,702		$92,462	
Estimated Median Family Income (2026)	$65,320		$67,128		$71,199	
Estimated Average Household Net Worth (2026)	$550,347		$578,827		$646,774	

Consumer Expenditure Summary

Consumer Expenditure Summary

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Estimated Population		35,939		38,637		65,200
Estimated Households		14,386		15,457		25,000
Household Expenditure		$1.01 B		$1.1 B		$1.85 B
Per Household ~ Per Capita	$70,059	$28,044	$70,970	$28,391	$73,903	$28,337
Non-Retail Expenditures	$451.59 M	44.8%	$491.78 M	44.8%	$828.31 M	44.8%
Per Household ~ Per Capita	$31,391	$12,565	$31,817	$12,728	$33,132	$12,704
Retail Expenditures	$556.28 M	55.2%	$605.17 M	55.2%	$1.02 B	55.2%
Per Household ~ Per Capita	$38,668	$15,478	$39,153	$15,663	$40,770	$15,633
Alcoholic Beverages	$6.84 M	0.7%	$7.45 M	0.7%	$12.58 M	0.7%
Per Household ~ Per Capita	$476	$190	$482	$193	$503	$193
Apparel	$22.83 M	2.3%	$24.79 M	2.3%	$41.6 M	2.3%
Per Household ~ Per Capita	$1,587	$635	$1,604	$642	$1,664	$638
Contributions	$22.19 M	2.2%	$24.29 M	2.2%	$41.37 M	2.2%
Per Household ~ Per Capita	$1,543	$618	$1,572	$629	$1,655	$634
Education	$15.8 M	1.6%	$17.26 M	1.6%	$29.28 M	1.6%
Per Household ~ Per Capita	$1,098	$440	$1,116	$447	$1,171	$449
Entertainment	$51.68 M	5.1%	$56.11 M	5.1%	$94.11 M	5.1%
Per Household ~ Per Capita	$3,592	$1,438	$3,630	$1,452	$3,765	$1,443
Food Away From Home	$48.44 M	4.8%	$52.69 M	4.8%	$88.73 M	4.8%
Per Household ~ Per Capita	$3,367	$1,348	$3,409	$1,364	$3,549	$1,361
Grocery	$83.66 M	8.3%	$90.26 M	8.2%	$149.65 M	8.1%
Per Household ~ Per Capita	$5,815	$2,328	$5,839	$2,336	$5,986	$2,295
Health Care	$92.36 M	9.2%	$99.56 M	9.1%	$163.4 M	8.8%
Per Household ~ Per Capita	$6,420	$2,570	$6,441	$2,577	$6,536	$2,506
Household Furnishings and Equipment	$26.07 M	2.6%	$28.36 M	2.6%	$47.77 M	2.6%
Per Household ~ Per Capita	$1,812	$725	$1,835	$734	$1,911	$733
Household Operations	$20.91 M	2.1%	$22.69 M	2.1%	$38.01 M	2.1%
Per Household ~ Per Capita	$1,454	$582	$1,468	$587	$1,520	$583
Miscellaneous Expenses	$15.23 M	1.5%	$16.57 M	1.5%	$27.91 M	1.5%
Per Household ~ Per Capita	$1,059	$424	$1,072	$429	$1,117	$428
Personal Care	$12.87 M	1.3%	$13.91 M	1.3%	$23.14 M	1.3%
Per Household ~ Per Capita	$894	$358	$900	$360	$926	$355
Shelter	$193.6 M	19.2%	$209.47 M	19.1%	$348.74 M	18.9%
Per Household ~ Per Capita	$13,458	$5,387	$13,552	$5,421	$13,950	$5,349
Tax and Retirement	$169.4 M	16.8%	$187.53 M	17.1%	$325.91 M	17.6%
Per Household ~ Per Capita	$11,776	$4,714	$12,133	$4,854	$13,036	$4,999
Tobacco and Related	$6.07 M	0.6%	$6.49 M	0.6%	$10.56 M	0.6%
Per Household ~ Per Capita	$422	$169	$420	$168	$422	$162
Transportation	$155.84 M	15.5%	$170.44 M	15.5%	$290.4 M	15.7%
Per Household ~ Per Capita	$10,833	$4,336	$11,027	$4,411	$11,616	$4,454
Utilities	$64.07 M	6.4%	$69.08 M	6.3%	$114.4 M	6.2%
Per Household ~ Per Capita	$4,454	$1,783	$4,469	$1,788	$4,576	$1,755

Consumer Expenditure Trend

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time		15 min drive time		30 min drive time	
Population / Households (2026)						
Estimated Population	35,939		38,637		65,200	
Estimated Households	14,386		15,457		25,000	
Total Annual Consumer Expenditure (2026)						
Total Household Expenditure	$1.01 B		$1.1 B		$1.85 B	
Total Non-Retail Expenditure	$451.59 M		$491.78 M		$828.31 M	
Total Retail Expenditure	$556.28 M		$605.17 M		$1.02 B	
Alcoholic Beverages	$6.84 M		$7.45 M		$12.58 M	
Apparel	$22.83 M		$24.79 M		$41.6 M	
Contributions	$22.19 M		$24.29 M		$41.37 M	
Education	$15.8 M		$17.26 M		$29.28 M	
Entertainment	$51.68 M		$56.11 M		$94.11 M	
Food Away From Home	$48.44 M		$52.69 M		$88.73 M	
Grocery	$83.66 M		$90.26 M		$149.65 M	
Health Care	$92.36 M		$99.56 M		$163.4 M	
Household Furnishings and Equipment	$26.07 M		$28.36 M		$47.77 M	
Household Operations	$20.91 M		$22.69 M		$38.01 M	
Miscellaneous Expenses	$15.23 M		$16.57 M		$27.91 M	
Personal Care	$12.87 M		$13.91 M		$23.14 M	
Shelter	$193.6 M		$209.47 M		$348.74 M	
Tax and Retirement	$169.4 M		$187.53 M		$325.91 M	
Tobacco and Related	$6.07 M		$6.49 M		$10.56 M	
Transportation	$155.84 M		$170.44 M		$290.4 M	
Utilities	$64.07 M		$69.08 M		$114.4 M	
Monthly Household Consumer Expenditure (2026)						
Total Household Expenditure	$5,838		$5,914		$6,159	
Total Non-Retail Expenditure	$2,616	*44.8%*	$2,651	*44.8%*	$2,761	*44.8%*
Total Retail Expenditure	$3,222	*55.2%*	$3,263	*55.2%*	$3,398	*55.2%*
Alcoholic Beverages	$40	*0.7%*	$40	*0.7%*	$42	*0.7%*
Apparel	$132	*2.3%*	$134	*2.3%*	$139	*2.3%*
Contributions	$129	*2.2%*	$131	*2.2%*	$138	*2.2%*
Education	$92	*1.6%*	$93	*1.6%*	$98	*1.6%*
Entertainment	$299	*5.1%*	$303	*5.1%*	$314	*5.1%*
Food Away From Home	$281	*4.8%*	$284	*4.8%*	$296	*4.8%*
Grocery	$485	*8.3%*	$487	*8.2%*	$499	*8.1%*
Health Care	$535	*9.2%*	$537	*9.1%*	$545	*8.8%*
Household Furnishings and Equipment	$151	*2.6%*	$153	*2.6%*	$159	*2.6%*
Household Operations	$121	*2.1%*	$122	*2.1%*	$127	*2.1%*
Miscellaneous Expenses	$88	*1.5%*	$89	*1.5%*	$93	*1.5%*
Personal Care	$75	*1.3%*	$75	*1.3%*	$77	*1.3%*
Shelter	$1,121	*19.2%*	$1,129	*19.1%*	$1,162	*18.9%*
Tax and Retirement	$981	*16.8%*	$1,011	*17.1%*	$1,086	*17.6%*
Tobacco and Related	$35	*0.6%*	$35	*0.6%*	$35	*0.6%*
Transportation	$903	*15.5%*	$919	*15.5%*	$968	*15.7%*
Utilities	$371	*6.4%*	$372	*6.3%*	$381	*6.2%*

Consumer Expenditure Trend

Muskogee, Oklahoma Drive Time	10 min drive time	15 min drive time	30 min drive time
Population / Households (2031)			
Projected Population	34,846	37,594	64,895
Projected Households	-	-	-
Total Annual Consumer Expenditure (2031)			
Total Household Expenditure	$930.92 M	$1.02 B	$1.76 B
Total Non-Retail Expenditure	$413.33 M	$452.35 M	$784.44 M
Total Retail Expenditure	$517.59 M	$565.68 M	$977.81 M
Alcoholic Beverages	$6.28 M	$6.87 M	$11.93 M
Apparel	$21.09 M	$23.01 M	$39.7 M
Contributions	$20.14 M	$22.17 M	$38.87 M
Education	$14.4 M	$15.82 M	$27.62 M
Entertainment	$47.78 M	$52.13 M	$89.85 M
Food Away From Home	$44.56 M	$48.72 M	$84.36 M
Grocery	$78.42 M	$84.95 M	$144.63 M
Health Care	$88.64 M	$95.67 M	$160.56 M
Household Furnishings and Equipment	$23.98 M	$26.22 M	$45.41 M
Household Operations	$19.39 M	$21.13 M	$36.36 M
Miscellaneous Expenses	$14 M	$15.31 M	$26.52 M
Personal Care	$12.01 M	$13.04 M	$22.28 M
Shelter	$179.22 M	$194.77 M	$333.56 M
Tax and Retirement	$151.4 M	$168.75 M	$301.69 M
Tobacco and Related	$5.83 M	$6.25 M	$10.43 M
Transportation	$143.63 M	$158.1 M	$277.77 M
Utilities	$60.15 M	$65.11 M	$110.71 M
Consumer Expenditure Growth (2026 to 2031)			
Total Household Expenditure	$-76.94 M	$-78.91 M	$-85.31 M
Total Non-Retail Expenditure	$-38.26 M	$-39.43 M	$-43.87 M
Total Retail Expenditure	$-38.68 M	$-39.49 M	$-41.44 M
Alcoholic Beverages	$-565.97 K	$-580.89 K	$-650.81 K
Apparel	$-1.74 M	$-1.78 M	$-1.9 M
Contributions	$-2.06 M	$-2.12 M	$-2.5 M
Education	$-1.4 M	$-1.44 M	$-1.66 M
Entertainment	$-3.9 M	$-3.98 M	$-4.26 M
Food Away From Home	$-3.87 M	$-3.97 M	$-4.37 M
Grocery	$-5.23 M	$-5.3 M	$-5.01 M
Health Care	$-3.72 M	$-3.89 M	$-2.84 M
Household Furnishings and Equipment	$-2.09 M	$-2.14 M	$-2.36 M
Household Operations	$-1.53 M	$-1.56 M	$-1.65 M
Miscellaneous Expenses	$-1.23 M	$-1.26 M	$-1.39 M
Personal Care	$-854.68 K	$-868.76 K	$-858.75 K
Shelter	$-14.38 M	$-14.7 M	$-15.18 M
Tax and Retirement	$-18.01 M	$-18.78 M	$-24.22 M
Tobacco and Related	$-243.28 K	$-238.33 K	$-129.42 K
Transportation	$-12.21 M	$-12.34 M	$-12.63 M
Utilities	$-3.92 M	$-3.97 M	$-3.69 M

Crime Risk

Crime Risk Profile

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	10 min drive time	15 min drive time	30 min drive time
Demographics			
Population	35,939	38,637	65,200
Census Population	36,769	39,395	64,996
Households	14,386	15,457	25,000
Average Household Income	$69,018	$70,522	$75,125
Median Household Income	$54,229	$55,138	$57,950
Per Capita Income	$27,837	$28,411	$28,991
Total Crime			
Crime Index	192	188	145
Crime Level	Very High	Very High	Above Average
Personal Crime			
Crime Index	280	275	199
Crime Level	Very High	Very High	Very High
Murder			
Crime Index	188	185	148
Crime Level	Very High	Very High	Above Average
Rape			
Crime Index	225	218	176
Crime Level	Very High	Very High	High Risk
Robbery			
Crime Index	129	125	83
Crime Level	Above Average	Above Average	Below Average
Assault			
Crime Index	331	326	235
Crime Level	Very High	Very High	Very High
Property Crime			
Crime Index	175	171	135
Crime Level	High Risk	High Risk	Above Average
Burglary			
Crime Index	305	296	233
Crime Level	Very High	Very High	Very High
Larceny			
Crime Index	161	157	123
Crime Level	High Risk	High Risk	Above Average
Motor Vehicle Theft			
Crime Index	115	113	93
Crime Level	Average	Average	Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



Muskogee, Oklahoma Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
AAMCO	1 / 0	5,000	
Advance Auto Parts	1 / 1	9,400	
AutoZone	2 / 1	6,600	
Gerber Collision & Glass	2 / 1	10,500	
Grease Monkey	1 / 1	2,600	
Joe Hudson's Collision Center	1 / 1	15,000	
O'Reilly	6 / 4	8,500	
Valvoline Instant Oil Change	2 / 2	3,400	
Banks			
Arvest Bank	3 / 2	6,600	
BancFirst	4 / 2	8,500	
BOKF	2 / 2	4,900	
JRMB	1 / 1	4,600	
Banks Minor			
Bank	18 / 11		
Car Washes			
Take 5 Car Wash	1 / 1	5,900	
Tommy's Express Car Wash	1 / 1	6,000	
Clothing Apparel			
Buckle	1 / 1	5,100	
Cato	1 / 1	5,000	
maurices	1 / 1	6,000	
Convenience Stores			
Casey's General Store	9 / 7	2,500 to 4,000	
Conoco	2 / 3	2,500	
Love's	1 / 1	7,300	
Murphy USA	2 / 1	1,400 to 2,800	
Phillips 66	12 / 10	2,500	
Pilot Flying J	1 / 0	14,500	
Pilot Travel Centers	1 / 1	2,500 to 4,000	
QuikTrip	3 / 2	4,600 to 5,000	
Shell	5 / 3	1,000 to 2,500	
Sinclair	5 / 5	2,000	
Valero	1 / 1	2,500 to 4,000	
Craft Fabric Stores			
Hobby Lobby	1 / 1	68,500	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Dealerships			
Chevrolet	1 / 1		
Chrysler	2 / 1		
Dodge	1 / 1		
Ford	1 / 1		
GMC	2 / 1		
Honda	1 / 1		
Hyundai	1 / 1		
Jeep	1 / 1		
Lincoln	1 / 1		
Nissan	1 / 1		
RAM	1 / 1		
Toyota	1 / 1		
Dental			
Affordable Dentures	1 / 0	4,100	
Aspen Dental	1 / 1	3,500	
Department Stores			
Bealls	2 / 1	25,600	
Discount Department Stores			
Burlington Coat Factory	1 / 1	70,500	
Ollie's Bargain Outlet	1 / 1	25,000 to 35,000	
Ross	1 / 1	28,300	
TJ Maxx	1 / 1	33,400	
Walmart Supercenter	3 / 1	189,700	
Dollar Stores			
Dollar General	18 / 14	9,600	
Dollar Tree	4 / 2	11,800	
Family Dollar	6 / 6	9,400	
Five Below	1 / 1	10,000	
Drug Stores			
CVS	1 / 1	13,400	
GNC	1 / 1	1,700	
Walgreens	3 / 2	14,800	
Education			
College	1 / 1		
Cosmetology and Barber	1 / 1		
Day Care	30 / 26		

Void Analysis



Muskogee, Oklahoma Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
High School	7 / 12		
Junior College	1 / 1		
PK - 8	20 / 22		
PK - 8 (Private)	4 / 3		
Trade Schools	1 / 1		
Entertainment			
Theatres	2 / 2		
EV Charging Stations			
Independent	5 / 3		
Tesla	1 / 2		
Fitness			
Planet Fitness	1 / 1	24,600	
Furniture Household			
Aaron's	1 / 1	9,000	
Rent A Center	1 / 1	1,500 to 8,200	
Grocery Stores			
ALDI	1 / 1	16,600	
Harps Food Store	2 / 2	35,500	
Health Beauty			
Bath & Body Works	1 / 1	3,800	
Benefit Cosmetics	1 / 1		
Sally Beauty Supply	1 / 1	2,300	
Supercuts	1 / 1	1,800	
ULTA	1 / 1	11,300	
Health Care			
Anesthesiology	5 / 3		
Audiologist	1 / 1		
Cardiovascular Disease	7 / 6		
Certified Nurse Midwife	1 / 1		
Certified Registered Nurse Anesthetist	6 / 4		
Chiropractic	9 / 8		
Clinical Nurse Specialist	2 / 2		
Clinical Psychologist	2 / 2		
Clinical Social Worker	5 / 4		
Dermatology	2 / 2		
Diagnostic Radiology	5 / 4		
Dialysis Centers	3 / 2		

Muskogee, Oklahoma Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Emergency Medicine	5 / 4		
Endocrinology	1 / 1		
Family Practice	22 / 14		
Gastroenterology	2 / 2		
General Surgery	4 / 3		
Hematology and Oncology	3 / 3		
Hospitalist	2 / 2		
Hospitals (Medicare)	3 / 2		
Internal Medicine	9 / 8		
Interventional Cardiology	3 / 3		
Interventional Pain Management	3 / 2		
Nephrology	5 / 4		
Neurology	2 / 2		
Neurosurgery	1 / 1		
Nuclear Medicine	1 / 1		
Nurse Practitioner	23 / 20		
Obstetrics and Gynecology	4 / 4		
Occupational Therapy	1 / 1		
Ophthalmology	1 / 1		
Optometry	14 / 11		
Orthopedic Surgery	3 / 2		
Otolaryngology	2 / 1		
Pathology	1 / 1		
Physical Medicine and Rehabilitation	1 / 1		
Physical Therapy	5 / 4		
Physician Assistant	9 / 8		
Podiatry	3 / 3		
Psychiatry	5 / 3		
Pulmonary Disease	1 / 1		
Radiation Oncology	3 / 3		
Speech Language Pathologist	2 / 2		
Sports Medicine	1 / 1		
Urgent Care	4 / 3		
Urology	1 / 1		
Home Improvement			
Ace Hardware	1 / 1	16,200	
Do It Best	1 / 0	16,200	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Harbor Freight Tools	1 / 1	17,100	
Lowe's	1 / 1	141,200	
Sherwin-Williams	1 / 1	7,300	
Tractor Supply Company	2 / 1	26,300	
True Value	2 / 1	12,800	
Hotels			
Americas Best Value Inn	1 / 1	15,000	
Best Western Plus	1 / 1	19,200	
Candlewood Suites	1 / 1	13,900	
Comfort	1 / 1	14,500	
Days Inn	1 / 0	12,900	
Fairfield Inn and Suites	1 / 1	18,200	
Hampton Inn	1 / 1	18,300	
Holiday Inn Express	1 / 1	16,400	
Home2	1 / 1	15,900	
Knights Inn	1 / 1	15,000	
La Quinta Inn & Suites	1 / 1	24,600	
Jewelry			
Kay Jewelers	1 / 1	1,700	
Mattress			
Mattress Firm	1 / 1	4,000 to 10,000	
Pet Stores			
Petco	1 / 1	15,900	
Restaurants Casual			
Buffalo Wild Wings	1 / 1	6,600	
Chili's	1 / 1	5,800	
Golden Corral	1 / 1	11,700	
IHOP	1 / 1	4,800	
Olive Garden	1 / 1	8,700	
Red Lobster	1 / 1	8,400	
Restaurants Coffee Donuts			
7 Brew	1 / 1	500	
HTeaO	1 / 1	2,400	
Starbucks	1 / 1	1,800	
Restaurants Fast Food Major			
Arby's	3 / 2	3,300	
Burger King	2 / 2	4,000	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
Chick-fil-A	1 / 1	4,300	
KFC	1 / 1	3,100	
McDonald's	8 / 6	4,600	
Sonic	6 / 5	2,800	
Taco Bell	4 / 2	2,500	
Wendy's	1 / 1	3,300	
Restaurants Fast Food Minor			
Chicken Express	1 / 1	3,000	
Church's Chicken	1 / 1	1,700	
Freddy's	1 / 1	3,600	
Panda Express	1 / 1	2,500	
Taco Bueno	2 / 1	2,600	
Whataburger	1 / 1	3,000	
Wingstop	1 / 1	2,000	
Restaurants Ice Cream Smoothie			
Braum's	3 / 2	5,100	
Tropical Smoothie Cafe	1 / 1	1,700	
Restaurants Pizza			
Domino's Pizza	2 / 1	2,100	
Little Caesars	2 / 2	1,800	
Pizza Hut	2 / 1	2,800	
Pizza Inn	1 / 1	3,600	
Simple Simon's Pizza	6 / 5	2,000	
Restaurants Sandwich			
McAlister's Deli	1 / 1	5,000	
Subway	10 / 9	1,700	
Self Storage			
U Haul	1 / 1	45,900	
Shoes Footwear			
Famous Footwear	1 / 1	9,700	
Shoe Dept	1 / 1	6,500	
Specialty			
Cannabis	5 / 2		
EZPAWN	1 / 1		
GameStop	1 / 1	1,700	
Goodwill	1 / 1	24,100	
UPS	1 / 1	1,300	

Void Analysis

Muskogee, Oklahoma Drive Time	Site / Market Locations	Avg Square Footage	Closest Location
USPS	9 / 11		
Sporting Goods			
Dunham's Sports	1 / 1	39,300	
Hibbett Sports	1 / 1	7,600	
Wireless Stores			
AT&T	2 / 2	3,500	
Boost Mobile	1 / 1	1,600	
Cricket	3 / 2	1,600	
MetroPCS	1 / 1	1,900	
T-Mobile	1 / 1	1,800	
Worship			
Baptist	10 / 9		
Christian	2 / 1		
Judaic	1 / 1		
Methodist Episcopal	3 / 4		