RETAIL ATTRACTIONS, LLC

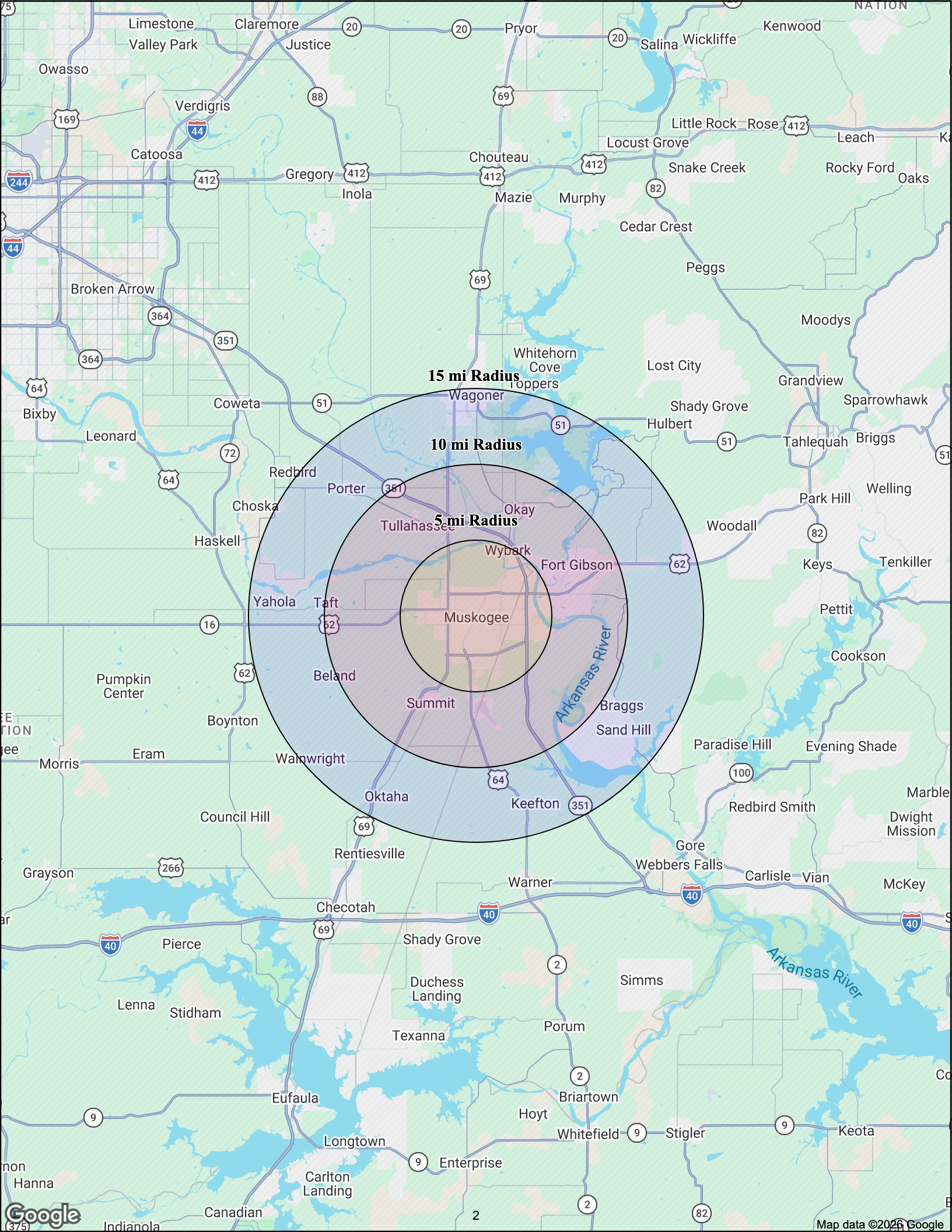
Economic Development Consulting

Muskogee, Oklahoma
Radius
3nd Quarter 2026

Table Of Contents

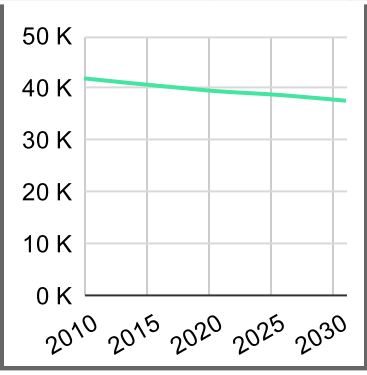
1. Demographics
15. Opportunity Gap
19. Retail Potential
22. Income Summary
24. Consumer Expenditure Summary
28. Crime Risk
30. Void Analysis

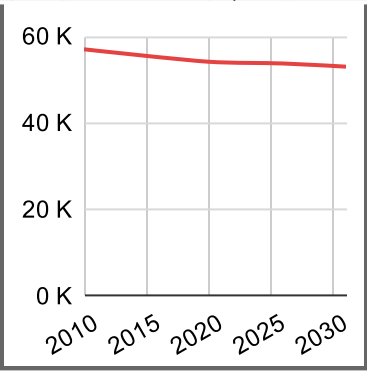
Demographics

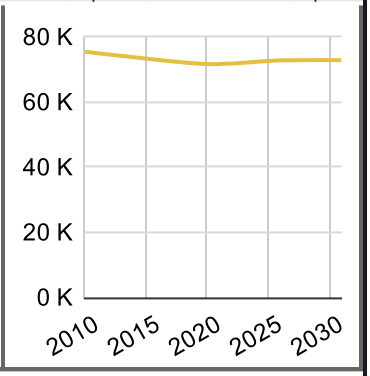

15 mi Radius
10 mi Radius
5 mi Radius
Limestone
Claremore
Valley Park
Justice
Pryor
Salina
Wickliffe
Kenwood
Owasso
Verdigris
Little Rock
Rose
Leach
Locust Grove
Catoosa
Chouteau
Snake Creek
Rocky Ford
Oaks
Gregory
Inola
Mazie
Murphy
Cedar Crest
Peggs
Broken Arrow
Moodys
Whitehorn Cove
Toppers
Lost City
Grandview
Wagoner
Coweta
Sparrowhawk
Shady Grove
Hulbert
Bixby
Leonard
Tahlequah
Briggs
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
Marble
Redbird Smith
Dwight Mission
Council Hill
Rentiesville
Gore
Webbers Falls
Grayson
Warner
Carlisle
Vian
McKey
Checotah
Pierce
Shady Grove
Arkansas River
Duchess Landing
Simms
Lenna
Stidham
Texanna
Porum
Eufaula
Briartown
Hoyt
Whitefield
Stigler
Keota
Longtown
Enterprise
Hanna
Carlton Landing
Canadian
Indianola
Google
Map data ©2026 Google

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

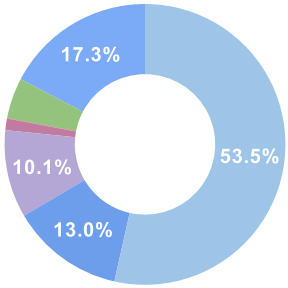
Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2026)	38,673		53,741		72,852	
Projected Population (2031)	37,618		53,009		72,886	
Census Population (2020)	39,582		54,144		71,714	
Census Population (2010)	41,925		57,023		75,516	
Projected Annual Growth (2026-2031)	-1,055	-0.5%	-732	-0.3%	34	-
Historical Annual Growth (2020-2026)	-909	-0.4%	-403	-0.1%	1,139	0.3%
Historical Annual Growth (2010-2020)	-2,343	-0.6%	-2,878	-0.5%	-3,802	-0.5%
Estimated Population Density (2026)	493	psm	171	psm	103	psm
Trade Area Size	78.5	sq mi	314.0	sq mi	706.8	sq mi

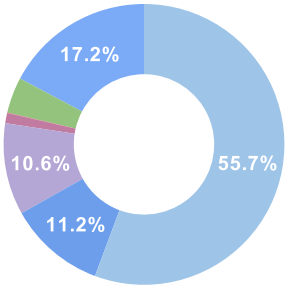


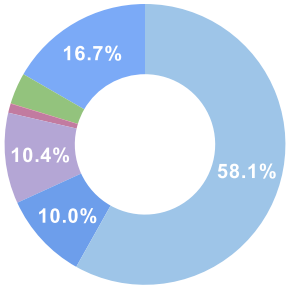




Race and Ethnicity (2026)						
Not Hispanic or Latino Population	35,163	90.9%	49,306	91.7%	67,486	92.6%
White	19,547	55.6%	28,406	57.6%	40,435	59.9%
Black or African American	4,956	14.1%	5,922	12.0%	7,216	10.7%
American Indian or Alaska Native	3,836	10.9%	5,578	11.3%	7,487	11.1%
Asian	512	1.5%	632	1.3%	773	1.1%
Hawaiian or Pacific Islander	18	-	22	-	27	-
Other Race	402	1.1%	497	1.0%	633	0.9%
Two or More Races	5,893	16.8%	8,248	16.7%	10,914	16.2%
Hispanic or Latino Population	3,510	9.1%	4,435	8.3%	5,366	7.4%
White	1,144	32.6%	1,512	34.1%	1,924	35.9%
Black or African American	77	2.2%	87	2.0%	95	1.8%
American Indian or Alaska Native	73	2.1%	102	2.3%	121	2.2%
Asian	2	-	2	-	2	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Other Race	1,412	40.2%	1,720	38.8%	1,995	37.2%
Two or More Races	802	22.8%	1,013	22.8%	1,229	22.9%



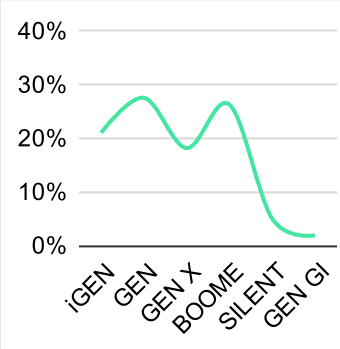


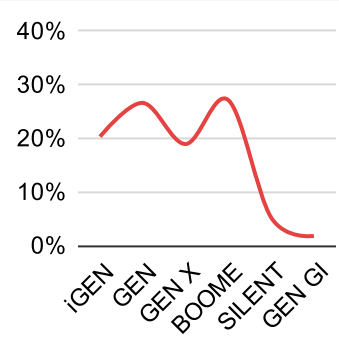


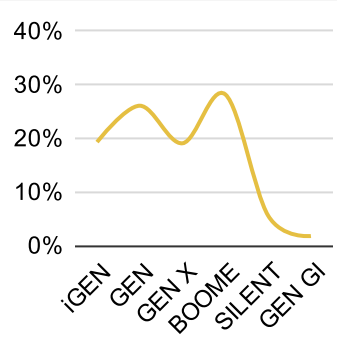
White | Black or African American | American Indian or Alaskan Native | Asian | Hawaiian or Pacific Islander | Other Race | 2+ Races

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Age Distribution (2026)						
Age Under 5 Years	2,724	7.0%	3,544	6.6%	4,435	6.1%
Age 5 to 9 Years	2,662	6.9%	3,596	6.7%	4,672	6.4%
Age 10 to 14 Years	2,748	7.1%	3,778	7.0%	4,952	6.8%
Age 15 to 19 Years	2,742	7.1%	3,701	6.9%	4,858	6.7%
Age 20 to 24 Years	2,716	7.0%	3,517	6.5%	4,631	6.4%
Age 25 to 29 Years	2,715	7.0%	3,651	6.8%	4,781	6.6%
Age 30 to 34 Years	2,487	6.4%	3,430	6.4%	4,730	6.5%
Age 35 to 39 Years	2,340	6.1%	3,380	6.3%	4,689	6.4%
Age 40 to 44 Years	2,466	6.4%	3,596	6.7%	4,910	6.7%
Age 45 to 49 Years	2,225	5.8%	3,200	6.0%	4,300	5.9%
Age 50 to 54 Years	2,057	5.3%	3,002	5.6%	4,265	5.9%
Age 55 to 59 Years	2,022	5.2%	2,871	5.3%	4,057	5.6%
Age 60 to 64 Years	2,302	6.0%	3,254	6.1%	4,581	6.3%
Age 65 to 69 Years	2,164	5.6%	3,077	5.7%	4,251	5.8%
Age 70 to 74 Years	1,624	4.2%	2,370	4.4%	3,376	4.6%
Age 75 to 79 Years	1,180	3.1%	1,749	3.3%	2,553	3.5%
Age 80 to 84 Years	764	2.0%	1,061	2.0%	1,513	2.1%
Age 85 Years or Over	736	1.9%	963	1.8%	1,299	1.8%
Median Age	35.4		36.6		37.8	
Generation (2026)						
iGeneration (Age Under 15 Years)	8,134	21.0%	10,919	20.3%	14,059	19.3%
Generation 9/11 Millennials (Age 15 to 34 Years)	10,660	27.6%	14,299	26.6%	19,000	26.1%
Gen Xers (Age 35 to 49 Years)	7,031	18.2%	10,176	18.9%	13,899	19.1%
Baby Boomers (Age 50 to 74 Years)	10,168	26.3%	14,574	27.1%	20,529	28.2%
Silent Generation (Age 75 to 84 Years)	1,944	5.0%	2,810	5.2%	4,066	5.6%
G.I. Generation (Age 85 Years or Over)	736	1.9%	963	1.8%	1,299	1.8%

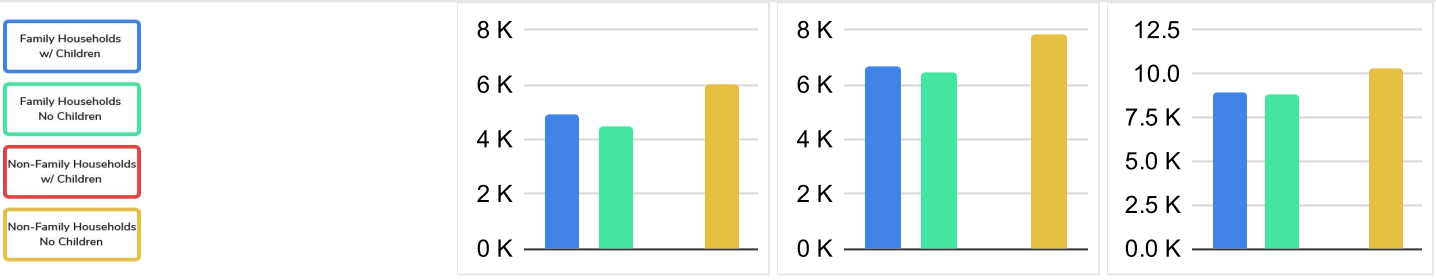




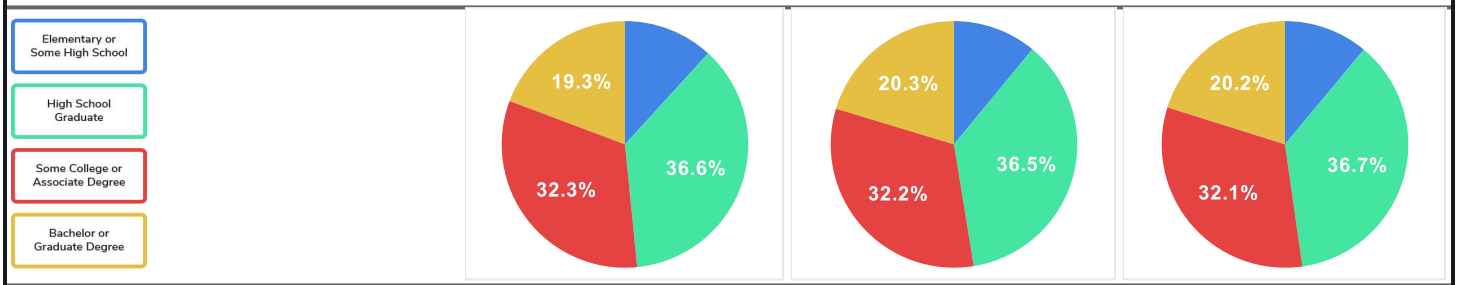


RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Household Type (2026)						
Total Households	15,457		20,941		28,129	
Family Households	9,405	*60.8%*	13,110	*62.6%*	17,757	*63.1%*
Family Households with Children	4,904	*52.1%*	6,685	*51.0%*	8,891	*50.1%*
Family Households No Children	4,501	*47.9%*	6,425	*49.0%*	8,865	*49.9%*
Non-Family Households	6,052	*39.2%*	7,832	*37.4%*	10,372	*36.9%*
Non-Family Households with Children	7	*0.1%*	11	*0.1%*	13	*0.1%*
Non-Family Households No Children	6,045	99.9%	7,820	99.9%	10,359	99.9%



Education Attainment (2026)						
Elementary or Some High School	2,955	*11.8%*	3,908	*11.0%*	5,449	*11.1%*
High School Graduate	9,190	*36.6%*	12,982	*36.5%*	18,094	*36.7%*
Some College or Associate Degree	8,101	*32.3%*	11,476	*32.2%*	15,825	*32.1%*
Bachelor or Graduate Degree	4,835	*19.3%*	7,239	*20.3%*	9,936	*20.2%*



Household Income (2026)						
Estimated Average Household Income	$70,437		$77,501		$79,677	
Estimated Median Household Income	$54,957		$59,400		$60,624	
HH Income Under $10,000	1,344	*8.7%*	1,534	*7.3%*	1,982	*7.0%*
HH Income $10,000 to $34,999	3,866	*25.0%*	5,065	*24.2%*	6,458	*23.0%*
HH Income $35,000 to $49,999	2,116	*13.7%*	2,723	*13.0%*	3,699	*13.1%*
HH Income $50,000 to $74,999	3,358	*21.7%*	4,204	*20.1%*	5,654	*20.1%*
HH Income $75,000 to $99,999	1,725	*11.2%*	2,498	*11.9%*	3,356	*11.9%*
HH Income $100,000 to $149,999	1,865	*12.1%*	2,948	*14.1%*	4,189	*14.9%*
HH Income $150,000 or More	1,182	*7.6%*	1,970	*9.4%*	2,791	*9.9%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2026)	38,673		53,741		72,852	
Projected Population (2031)	37,618		53,009		72,886	
Census Population (2020)	39,582		54,144		71,714	
Census Population (2010)	41,925		57,023		75,516	
Projected Annual Growth (2026-2031)	-1,055	*-0.5%*	-732	*-0.3%*	34	-
Historical Annual Growth (2020-2026)	-909	-	-403	*-0.1%*	1,139	*0.3%*
Historical Annual Growth (2010-2020)	-2,343	*-0.6%*	-2,878	*-0.5%*	-3,802	*-0.5%*
Estimated Population Density (2026)	493	*psm*	171	*psm*	103	*psm*
Trade Area Size	78.5	*sq mi*	314.0	*sq mi*	706.8	*sq mi*
Households						
Estimated Households (2026)	15,457		20,941		28,129	
Projected Households (2031)	14,734		20,295		27,811	
Census Households (2020)	16,045		21,291		27,666	
Census Households (2010)	16,759		22,175		28,831	
Projected Annual Growth (2026-2031)	-723	*-0.9%*	-647	*-0.6%*	-317	*-0.2%*
Historical Annual Change (2010-2026)	-1,301	*-0.5%*	-1,233	*-0.3%*	-702	*-0.2%*
Average Household Income						
Estimated Average Household Income (2026)	$70,437		$77,501		$79,677	
Projected Average Household Income (2031)	$69,983		$77,357		$79,466	
Census Average Household Income (2010)	$45,253		$47,649		$48,368	
Census Average Household Income (2000)	$38,470		$39,341		$39,570	
Projected Annual Change (2026-2031)	-$454	*-0.1%*	-$144	-	-$211	-
Historical Annual Change (2000-2026)	$31,968	*3.2%*	$38,160	*3.7%*	$40,107	*3.9%*
Median Household Income						
Estimated Median Household Income (2026)	$54,957		$59,400		$60,624	
Projected Median Household Income (2031)	$54,478		$59,012		$60,182	
Census Median Household Income (2010)	$36,463		$38,652		$39,653	
Census Median Household Income (2000)	$29,055		$30,568		$31,160	
Projected Annual Change (2026-2031)	-$478	*-0.2%*	-$388	*-0.1%*	-$442	*-0.1%*
Historical Annual Change (2000-2026)	$25,902	*3.4%*	$28,832	*3.6%*	$29,464	*3.6%*
Per Capita Income						
Estimated Per Capita Income (2026)	$28,355		$30,358		$30,892	
Projected Per Capita Income (2031)	$27,618		$29,777		$30,450	
Census Per Capita Income (2010)	$18,090		$18,531		$18,465	
Census Per Capita Income (2000)	$15,412		$15,303		$15,081	
Projected Annual Change (2026-2031)	-$737	*-0.5%*	-$581	*-0.4%*	-$442	*-0.3%*
Historical Annual Change (2000-2026)	$12,943	*3.2%*	$15,055	*3.8%*	$15,811	*4.0%*
Estimated Average Household Net Worth (2026)	$576,185		$663,595		$724,149	

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Race and Ethnicity						
Total Population (2026)	38,673		53,741		72,852	
White (2026)	20,690	*53.5%*	29,918	*55.7%*	42,360	*58.1%*
Black or African American (2026)	5,033	*13.0%*	6,008	*11.2%*	7,311	*10.0%*
American Indian or Alaska Native (2026)	3,909	*10.1%*	5,680	*10.6%*	7,608	*10.4%*
Asian (2026)	514	*1.3%*	634	*1.2%*	775	*1.1%*
Hawaiian or Pacific Islander (2026)	18	-	22	-	27	-
Other Race (2026)	1,814	*4.7%*	2,217	*4.1%*	2,628	*3.6%*
Two or More Races (2026)	6,695	*17.3%*	9,261	*17.2%*	12,143	*16.7%*
Population < 18 (2026)	9,793	*25.3%*	13,216	*24.6%*	17,113	*23.5%*
White Not Hispanic	3,526	*36.0%*	5,044	*38.2%*	6,992	*40.9%*
Black or African American	1,334	*13.6%*	1,481	*11.2%*	1,698	*9.9%*
Asian	122	*1.2%*	157	*1.2%*	198	*1.2%*
Other Race Not Hispanic	3,403	*34.8%*	4,762	*36.0%*	6,154	*36.0%*
Hispanic	1,408	*14.4%*	1,771	*13.4%*	2,072	*12.1%*
Not Hispanic or Latino Population (2026)	35,163	*90.9%*	49,306	*91.7%*	67,486	*92.6%*
Not Hispanic White	19,547	*55.6%*	28,406	*57.6%*	40,435	*59.9%*
Not Hispanic Black or African American	4,956	*14.1%*	5,922	*12.0%*	7,216	*10.7%*
Not Hispanic American Indian or Alaska Native	3,836	*10.9%*	5,578	*11.3%*	7,487	*11.1%*
Not Hispanic Asian	512	*1.5%*	632	*1.3%*	773	*1.1%*
Not Hispanic Hawaiian or Pacific Islander	18	-	22	-	27	-
Not Hispanic Other Race	402	*1.1%*	497	*1.0%*	633	*0.9%*
Not Hispanic Two or More Races	5,893	*16.8%*	8,248	*16.7%*	10,914	*16.2%*
Hispanic or Latino Population (2026)	3,510	*9.1%*	4,435	*8.3%*	5,366	*7.4%*
Hispanic White	1,144	*32.6%*	1,512	*34.1%*	1,924	*35.9%*
Hispanic Black or African American	77	*2.2%*	87	*2.0%*	95	*1.8%*
Hispanic American Indian or Alaska Native	73	*2.1%*	102	*2.3%*	121	*2.2%*
Hispanic Asian	2	-	2	-	2	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Hispanic Other Race	1,412	*40.2%*	1,720	*38.8%*	1,995	*37.2%*
Hispanic Two or More Races	802	*22.8%*	1,013	*22.8%*	1,229	*22.9%*
Not Hispanic or Latino Population (2020)	36,093	*91.2%*	50,016	*92.4%*	66,885	*93.3%*
Hispanic or Latino Population (2020)	3,489	*8.8%*	4,128	*7.6%*	4,828	*6.7%*
Not Hispanic or Latino Population (2010)	39,111	*93.3%*	53,672	*94.1%*	71,580	*94.8%*
Hispanic or Latino Population (2010)	2,814	*6.7%*	3,351	*5.9%*	3,936	*5.2%*
Not Hispanic or Latino Population (2031)	33,906	*90.1%*	48,136	*90.8%*	66,735	*91.6%*
Hispanic or Latino Population (2031)	3,713	*9.9%*	4,872	*9.2%*	6,151	*8.4%*
Projected Annual Growth (2026-2031)	203	*1.2%*	437	*2.0%*	784	*2.9%*
Historical Annual Growth (2010-2020)	675	*2.4%*	777	*2.3%*	892	*2.3%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Total Age Distribution (2026)						
Total Population	38,673		53,741		72,852	
Age Under 5 Years	2,724	*7.0%*	3,544	*6.6%*	4,435	*6.1%*
Age 5 to 9 Years	2,662	*6.9%*	3,596	*6.7%*	4,672	*6.4%*
Age 10 to 14 Years	2,748	*7.1%*	3,778	*7.0%*	4,952	*6.8%*
Age 15 to 19 Years	2,742	*7.1%*	3,701	*6.9%*	4,858	*6.7%*
Age 20 to 24 Years	2,716	*7.0%*	3,517	*6.5%*	4,631	*6.4%*
Age 25 to 29 Years	2,715	*7.0%*	3,651	*6.8%*	4,781	*6.6%*
Age 30 to 34 Years	2,487	*6.4%*	3,430	*6.4%*	4,730	*6.5%*
Age 35 to 39 Years	2,340	*6.1%*	3,380	*6.3%*	4,689	*6.4%*
Age 40 to 44 Years	2,466	*6.4%*	3,596	*6.7%*	4,910	*6.7%*
Age 45 to 49 Years	2,225	*5.8%*	3,200	*6.0%*	4,300	*5.9%*
Age 50 to 54 Years	2,057	*5.3%*	3,002	*5.6%*	4,265	*5.9%*
Age 55 to 59 Years	2,022	*5.2%*	2,871	*5.3%*	4,057	*5.6%*
Age 60 to 64 Years	2,302	*6.0%*	3,254	*6.1%*	4,581	*6.3%*
Age 65 to 69 Years	2,164	*5.6%*	3,077	*5.7%*	4,251	*5.8%*
Age 70 to 74 Years	1,624	*4.2%*	2,370	*4.4%*	3,376	*4.6%*
Age 75 to 79 Years	1,180	*3.1%*	1,749	*3.3%*	2,553	*3.5%*
Age 80 to 84 Years	764	*2.0%*	1,061	*2.0%*	1,513	*2.1%*
Age 85 Years or Over	736	*1.9%*	963	*1.8%*	1,299	*1.8%*
Median Age	35.4		36.6		37.8	
Age 19 Years or Less	10,876	*28.1%*	14,620	*27.2%*	18,917	*26.0%*
Age 20 to 64 Years	21,330	*55.2%*	29,901	*55.6%*	40,944	*56.2%*
Age 65 Years or Over	6,468	*16.7%*	9,220	*17.2%*	12,991	*17.8%*
Female Age Distribution (2026)						
Female Population	19,372	*50.1%*	26,576	*49.5%*	35,545	*48.8%*
Age Under 5 Years	1,268	*6.5%*	1,671	*6.3%*	2,093	*5.9%*
Age 5 to 9 Years	1,388	*7.2%*	1,844	*6.9%*	2,382	*6.7%*
Age 10 to 14 Years	1,316	*6.8%*	1,842	*6.9%*	2,425	*6.8%*
Age 15 to 19 Years	1,264	*6.5%*	1,745	*6.6%*	2,297	*6.5%*
Age 20 to 24 Years	1,288	*6.6%*	1,640	*6.2%*	2,118	*6.0%*
Age 25 to 29 Years	1,290	*6.7%*	1,704	*6.4%*	2,181	*6.1%*
Age 30 to 34 Years	1,204	*6.2%*	1,575	*5.9%*	2,123	*6.0%*
Age 35 to 39 Years	1,215	*6.3%*	1,676	*6.3%*	2,201	*6.2%*
Age 40 to 44 Years	1,310	*6.8%*	1,817	*6.8%*	2,394	*6.7%*
Age 45 to 49 Years	1,143	*5.9%*	1,598	*6.0%*	2,109	*5.9%*
Age 50 to 54 Years	1,067	*5.5%*	1,533	*5.8%*	2,122	*6.0%*
Age 55 to 59 Years	1,013	*5.2%*	1,419	*5.3%*	1,987	*5.6%*
Age 60 to 64 Years	1,186	*6.1%*	1,670	*6.3%*	2,312	*6.5%*
Age 65 to 69 Years	1,133	*5.8%*	1,626	*6.1%*	2,226	*6.3%*
Age 70 to 74 Years	867	*4.5%*	1,244	*4.7%*	1,759	*4.9%*
Age 75 to 79 Years	633	*3.3%*	912	*3.4%*	1,329	*3.7%*
Age 80 to 84 Years	404	*2.1%*	556	*2.1%*	798	*2.2%*
Age 85 Years or Over	381	*2.0%*	505	*1.9%*	690	*1.9%*
Female Median Age	37.0		37.9		39.0	
Age 19 Years or Less	5,237	*27.0%*	7,102	*26.7%*	9,197	*25.9%*
Age 20 to 64 Years	10,716	*55.3%*	14,633	*55.1%*	19,547	*55.0%*
Age 65 Years or Over	3,419	*17.6%*	4,841	*18.2%*	6,802	*19.1%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Male Age Distribution (2026)						
Male Population	19,301	*49.9%*	27,165	*50.5%*	37,307	*51.2%*
Age Under 5 Years	1,455	*7.5%*	1,874	*6.9%*	2,341	*6.3%*
Age 5 to 9 Years	1,274	*6.6%*	1,752	*6.4%*	2,290	*6.1%*
Age 10 to 14 Years	1,431	*7.4%*	1,936	*7.1%*	2,527	*6.8%*
Age 15 to 19 Years	1,478	*7.7%*	1,956	*7.2%*	2,561	*6.9%*
Age 20 to 24 Years	1,428	*7.4%*	1,877	*6.9%*	2,513	*6.7%*
Age 25 to 29 Years	1,424	*7.4%*	1,947	*7.2%*	2,601	*7.0%*
Age 30 to 34 Years	1,283	*6.6%*	1,856	*6.8%*	2,607	*7.0%*
Age 35 to 39 Years	1,125	*5.8%*	1,705	*6.3%*	2,488	*6.7%*
Age 40 to 44 Years	1,156	*6.0%*	1,779	*6.5%*	2,516	*6.7%*
Age 45 to 49 Years	1,082	*5.6%*	1,601	*5.9%*	2,191	*5.9%*
Age 50 to 54 Years	989	*5.1%*	1,468	*5.4%*	2,143	*5.7%*
Age 55 to 59 Years	1,009	*5.2%*	1,452	*5.3%*	2,070	*5.5%*
Age 60 to 64 Years	1,116	*5.8%*	1,584	*5.8%*	2,268	*6.1%*
Age 65 to 69 Years	1,031	*5.3%*	1,451	*5.3%*	2,025	*5.4%*
Age 70 to 74 Years	756	*3.9%*	1,126	*4.1%*	1,616	*4.3%*
Age 75 to 79 Years	547	*2.8%*	838	*3.1%*	1,224	*3.3%*
Age 80 to 84 Years	360	*1.9%*	505	*1.9%*	715	*1.9%*
Age 85 Years or Over	355	*1.8%*	458	*1.7%*	609	*1.6%*
Male Median Age	33.9		35.2		36.6	
Age 19 Years or Less	5,639	*29.2%*	7,518	*27.7%*	9,720	*26.1%*
Age 20 to 64 Years	10,614	*55.0%*	15,268	*56.2%*	21,397	*57.4%*
Age 65 Years or Over	3,049	*15.8%*	4,379	*16.1%*	6,190	*16.6%*
Males per 100 Females (2026)						
Overall Comparison	100		102		105	
Age Under 5 Years	115	*53.4%*	112	*52.9%*	112	*52.8%*
Age 5 to 9 Years	92	*47.9%*	95	*48.7%*	96	*49.0%*
Age 10 to 14 Years	109	*52.1%*	105	*51.3%*	104	*51.0%*
Age 15 to 19 Years	117	*53.9%*	112	*52.9%*	112	*52.7%*
Age 20 to 24 Years	111	*52.6%*	114	*53.4%*	119	*54.3%*
Age 25 to 29 Years	110	*52.5%*	114	*53.3%*	119	*54.4%*
Age 30 to 34 Years	107	*51.6%*	118	*54.1%*	123	*55.1%*
Age 35 to 39 Years	93	*48.1%*	102	*50.4%*	113	*53.1%*
Age 40 to 44 Years	88	*46.9%*	98	*49.5%*	105	*51.2%*
Age 45 to 49 Years	95	*48.6%*	100	*50.0%*	104	*50.9%*
Age 50 to 54 Years	93	*48.1%*	96	*48.9%*	101	*50.3%*
Age 55 to 59 Years	100	*49.9%*	102	*50.6%*	104	*51.0%*
Age 60 to 64 Years	94	*48.5%*	95	*48.7%*	98	*49.5%*
Age 65 to 69 Years	91	*47.6%*	89	*47.2%*	91	*47.6%*
Age 70 to 74 Years	87	*46.6%*	91	*47.5%*	92	*47.9%*
Age 75 to 79 Years	86	*46.4%*	92	*47.9%*	92	*48.0%*
Age 80 to 84 Years	89	*47.1%*	91	*47.6%*	90	*47.3%*
Age 85 Years or Over	93	*48.2%*	91	*47.6%*	88	*46.9%*
Age 19 Years or Less	108	*51.8%*	106	*51.4%*	106	*51.4%*
Age 20 to 39 Years	105	*51.3%*	112	*52.8%*	118	*54.2%*
Age 40 to 64 Years	94	*48.3%*	98	*49.5%*	102	*50.6%*
Age 65 Years or Over	89	*47.1%*	90	*47.5%*	91	*47.6%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Household Type (2026)						
Total Households	15,457		20,941		28,129	
Households with Children	4,911	*31.8%*	6,696	*32.0%*	8,904	*31.7%*
Average Household Size	2.4		2.5		2.5	
Household Density per Square Mile	197		67		40	
Population Family	29,657	*76.7%*	41,358	*77.0%*	55,862	*76.7%*
Population Non-Family	7,858	*20.3%*	10,277	*19.1%*	13,687	*18.8%*
Population Group Quarters	1,158	*3.0%*	2,106	*3.9%*	3,303	*4.5%*
Family Households	9,405	*60.8%*	13,110	*62.6%*	17,757	*63.1%*
Married Couple Households	5,840	*62.1%*	8,721	*66.5%*	12,276	*69.1%*
Other Family Households	3,565	*37.9%*	4,389	*33.5%*	5,481	*30.9%*
Family Households with Children	4,904	*52.1%*	6,685	*51.0%*	8,891	*50.1%*
Married Couple with Children	2,713	*55.3%*	3,958	*59.2%*	5,480	*61.6%*
Other Family Households with Children	2,191	*44.7%*	2,726	*40.8%*	3,412	*38.4%*
Family Households No Children	4,501	*47.9%*	6,425	*49.0%*	8,865	*49.9%*
Married Couple No Children	3,127	*69.5%*	4,763	*74.1%*	6,796	*76.7%*
Other Family Households No Children	1,374	*30.5%*	1,663	*25.9%*	2,069	*23.3%*
Non-Family Households	6,052	*39.2%*	7,832	*37.4%*	10,372	*36.9%*
Non-Family Households with Children	7	*0.1%*	11	*0.1%*	13	*0.1%*
Non-Family Households No Children	6,045	*99.9%*	7,820	*99.9%*	10,359	*99.9%*
Average Family Household Size	3.2		3.2		3.1	
Average Family Income	$85,459		$96,347		$99,089	
Median Family Income	$67,350		$74,486		$76,286	
Average Non-Family Household Size	1.3		1.3		1.3	
Marital Status (2026)						
Population Age 15 Years or Over	30,540		42,822		58,793	
Never Married	10,322	*33.8%*	13,534	*31.6%*	17,893	*30.4%*
Currently Married	12,600	*41.3%*	19,215	*44.9%*	27,173	*46.2%*
Previously Married	7,618	*24.9%*	10,074	*23.5%*	13,727	*23.3%*
Separated	1,472	*19.3%*	1,925	*19.1%*	2,646	*19.3%*
Widowed	1,961	*25.7%*	2,534	*25.2%*	3,569	*26.0%*
Divorced	4,185	*54.9%*	5,615	*55.7%*	7,512	*54.7%*
Educational Attainment (2026)						
Adult Population Age 25 Years or Over	25,081		35,604		49,304	
Elementary (Grade Level 0 to 8)	980	*3.9%*	1,247	*3.5%*	1,624	*3.3%*
Some High School (Grade Level 9 to 11)	1,975	*7.9%*	2,661	*7.5%*	3,825	*7.8%*
High School Graduate	9,190	*36.6%*	12,982	*36.5%*	18,094	*36.7%*
Some College	5,470	*21.8%*	7,905	*22.2%*	11,054	*22.4%*
Associate Degree Only	2,631	*10.5%*	3,571	*10.0%*	4,771	*9.7%*
Bachelor Degree Only	3,295	*13.1%*	4,794	*13.5%*	6,707	*13.6%*
Graduate Degree	1,540	*6.1%*	2,445	*6.9%*	3,230	*6.6%*
Any College (Some College or Higher)	12,936	*51.6%*	18,715	*52.6%*	25,761	*52.2%*
College Degree + (Bachelor Degree or Higher)	4,835	*19.3%*	7,239	*20.3%*	9,936	*20.2%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Housing						
Total Housing Units (2026)	17,997		24,126		32,041	
Total Housing Units (2020)	18,503		24,333		31,738	
Historical Annual Growth (2020-2026)	-507	-	-206	-	303	-
Housing Units Occupied (2026)	15,457	*85.9%*	20,941	*86.8%*	28,129	*87.8%*
Housing Units Owner-Occupied	8,258	*53.4%*	12,522	*59.8%*	17,871	*63.5%*
Housing Units Renter-Occupied	7,199	*46.6%*	8,420	*40.2%*	10,258	*36.5%*
Housing Units Vacant (2026)	2,539	*14.1%*	3,185	*13.2%*	3,913	*12.2%*
Household Size (2026)						
Total Households	15,457		20,941		28,129	
1 Person Households	5,050	*32.7%*	6,443	*30.8%*	8,460	*30.1%*
2 Person Households	4,987	*32.3%*	6,968	*33.3%*	9,494	*33.8%*
3 Person Households	2,436	*15.8%*	3,278	*15.7%*	4,331	*15.4%*
4 Person Households	1,657	*10.7%*	2,345	*11.2%*	3,203	*11.4%*
5 Person Households	750	*4.9%*	1,118	*5.3%*	1,550	*5.5%*
6 Person Households	336	*2.2%*	468	*2.2%*	650	*2.3%*
7 or More Person Households	241	*1.6%*	321	*1.5%*	440	*1.6%*
Household Income Distribution (2026)						
HH Income $200,000 or More	491	*3.2%*	836	*4.0%*	1,174	*4.2%*
HH Income $150,000 to $199,999	691	*4.5%*	1,134	*5.4%*	1,616	*5.7%*
HH Income $125,000 to $149,999	691	*4.5%*	1,150	*5.5%*	1,565	*5.6%*
HH Income $100,000 to $124,999	1,174	*7.6%*	1,798	*8.6%*	2,624	*9.3%*
HH Income $75,000 to $99,999	1,725	*11.2%*	2,498	*11.9%*	3,356	*11.9%*
HH Income $50,000 to $74,999	3,358	*21.7%*	4,204	*20.1%*	5,654	*20.1%*
HH Income $35,000 to $49,999	2,116	*13.7%*	2,723	*13.0%*	3,699	*13.1%*
HH Income $25,000 to $34,999	1,454	*9.4%*	1,947	*9.3%*	2,562	*9.1%*
HH Income $15,000 to $24,999	1,450	*9.4%*	1,891	*9.0%*	2,431	*8.6%*
HH Income $10,000 to $14,999	962	*6.2%*	1,227	*5.9%*	1,465	*5.2%*
HH Income Under $10,000	1,344	*8.7%*	1,534	*7.3%*	1,982	*7.0%*
Household Vehicles (2026)						
Households 0 Vehicles Available	1,521	*9.8%*	1,866	*8.9%*	2,330	*8.3%*
Households 1 Vehicle Available	5,931	*38.4%*	7,380	*35.2%*	9,199	*32.7%*
Households 2 Vehicles Available	5,397	*34.9%*	7,365	*35.2%*	10,085	*35.9%*
Households 3 or More Vehicles Available	2,609	*16.9%*	4,330	*20.7%*	6,515	*23.2%*
Total Vehicles Available	25,822		37,526		52,428	
Average Vehicles per Household	1.7		1.8		1.9	
Owner-Occupied Household Vehicles	16,796	*65.0%*	26,942	*71.8%*	39,365	*75.1%*
Average Vehicles per Owner-Occupied Household	2.0		2.2		2.2	
Renter-Occupied Household Vehicles	9,026	*35.0%*	10,584	*28.2%*	13,062	*24.9%*
Average Vehicles per Renter-Occupied Household	1.3		1.3		1.3	
Travel Time (2026)						
Worker Base Age 16 years or Over	15,060		20,984		28,731	
Travel to Work in 14 Minutes or Less	6,613	*43.9%*	7,995	*38.1%*	9,934	*34.6%*
Travel to Work in 15 to 29 Minutes	4,134	*27.5%*	6,621	*31.6%*	8,957	*31.2%*
Travel to Work in 30 to 59 Minutes	2,385	*15.8%*	3,530	*16.8%*	5,805	*20.2%*
Travel to Work in 60 Minutes or More	746	*5.0%*	1,149	*5.5%*	1,749	*6.1%*
Work at Home	1,182	*7.8%*	1,689	*8.0%*	2,286	*8.0%*
Average Minutes Travel to Work	15.6		16.9		18.7	

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Transportation To Work (2026)						
Worker Base Age 16 years or Over	15,060		20,984		28,731	
Drive to Work Alone	12,011	*79.8%*	16,737	*79.8%*	22,851	*79.5%*
Drive to Work in Carpool	1,303	*8.7%*	1,919	*9.1%*	2,732	*9.5%*
Travel to Work by Public Transportation	66	*0.4%*	67	*0.3%*	76	*0.3%*
Drive to Work on Motorcycle	3	-	4	-	12	-
Bicycle to Work	18	*0.1%*	22	*0.1%*	33	*0.1%*
Walk to Work	204	*1.4%*	252	*1.2%*	352	*1.2%*
Other Means	272	*1.8%*	294	*1.4%*	389	*1.4%*
Work at Home	1,182	*7.8%*	1,689	*8.0%*	2,286	*8.0%*
Daytime Demographics (2026)						
Total Businesses	1,770		1,923		2,262	
Total Employees	20,284		21,394		24,739	
Company Headquarter Businesses	72	*4.1%*	74	*3.8%*	81	*3.6%*
Company Headquarter Employees	2,673	*13.2%*	2,781	*13.0%*	3,009	*12.2%*
Employee Population per Business	11.5	to 1	11.1	to 1	10.9	to 1
Residential Population per Business	21.9	to 1	27.9	to 1	32.2	to 1
Adj. Daytime Demographics Age 16 Years or Over	35,194		42,445		53,733	
Labor Force						
Labor Population Age 16 Years or Over (2026)	29,993		42,066		57,759	
Labor Force Total Males (2026)	14,848	*49.5%*	21,214	*50.4%*	29,616	*51.3%*
Male Civilian Employed	7,571	*51.0%*	10,752	*50.7%*	14,858	*50.2%*
Male Civilian Unemployed	492	*3.3%*	615	*2.9%*	791	*2.7%*
Males in Armed Forces	18	*0.1%*	25	*0.1%*	28	-
Males Not in Labor Force	6,768	*45.6%*	9,822	*46.3%*	13,939	*47.1%*
Labor Force Total Females (2026)	15,144	*50.5%*	20,852	*49.6%*	28,143	*48.7%*
Female Civilian Employed	7,494	*49.5%*	10,237	*49.1%*	13,879	*49.3%*
Female Civilian Unemployed	483	*3.2%*	566	*2.7%*	718	*2.6%*
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	7,168	*47.3%*	10,049	*48.2%*	13,546	*48.1%*
Unemployment Rate	974	*3.2%*	1,181	*2.8%*	1,510	*2.6%*
Occupation (2026)						
Occupation Population Age 16 Years or Over	15,060		20,984		28,731	
Occupation Total Males	7,566	*50.2%*	10,747	*51.2%*	14,852	*51.7%*
Occupation Total Females	7,494	49.8%	10,237	48.8%	13,879	48.3%
Management, Business, Financial Operations	2,176	14.4%	3,236	15.4%	4,419	15.4%
Professional, Related	2,767	18.4%	4,254	20.3%	5,810	20.2%
Service	3,218	*21.4%*	4,178	*19.9%*	5,774	*20.1%*
Sales, Office	3,300	*21.9%*	4,386	*20.9%*	5,772	*20.1%*
Farming, Fishing, Forestry	42	*0.3%*	69	*0.3%*	92	*0.3%*
Construction, Extraction, Maintenance	1,399	*9.3%*	1,919	*9.1%*	2,799	*9.7%*
Production, Transport, Material Moving	2,157	*14.3%*	2,943	*14.0%*	4,066	*14.2%*
White Collar Workers	8,244	*54.7%*	11,875	*56.6%*	16,001	*55.7%*
Blue Collar Workers	6,816	*45.3%*	9,109	*43.4%*	12,731	*44.3%*

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Units In Structure (2026)						
Total Units	15,457		20,941		28,129	
1 Detached Unit	10,412	*67.4%*	14,429	*68.9%*	19,673	*69.9%*
1 Attached Unit	596	*3.9%*	660	*3.2%*	806	*2.9%*
2 Units	1,069	*6.9%*	1,246	*5.9%*	1,320	*4.7%*
3 to 4 Units	709	*4.6%*	799	*3.8%*	906	*3.2%*
5 to 9 Units	439	*2.8%*	510	*2.4%*	731	*2.6%*
10 to 19 Units	683	*4.4%*	762	*3.6%*	822	*2.9%*
20 to 49 Units	400	*2.6%*	441	*2.1%*	489	*1.7%*
50 or More Units	330	*2.1%*	349	*1.7%*	430	*1.5%*
Mobile Home or Trailer	759	*4.9%*	1,623	*7.7%*	2,765	*9.8%*
Other Structure	60	*0.4%*	122	*0.6%*	188	*0.7%*
Occupied Homes Built By Year (2026)						
Homes Built 2020 or later	266	*1.7%*	633	*3.0%*	1,245	*4.4%*
Homes Built 2010 to 2019	635	*4.1%*	1,281	*6.1%*	2,141	*7.6%*
Homes Built 2000 to 2009	1,630	*10.5%*	2,530	*12.1%*	3,672	*13.1%*
Homes Built 1990 to 1999	1,243	*8.0%*	2,090	*10.0%*	2,910	*10.3%*
Homes Built 1980 to 1989	2,527	*16.3%*	3,496	*16.7%*	4,646	*16.5%*
Homes Built 1970 to 1979	2,563	*16.6%*	3,411	*16.3%*	4,760	*16.9%*
Homes Built 1960 to 1969	1,783	*11.5%*	2,149	*10.3%*	2,783	*9.9%*
Homes Built 1950 to 1959	2,077	*13.4%*	2,298	*11.0%*	2,558	*9.1%*
Homes Built 1940 to 1949	1,058	*6.8%*	1,165	*5.6%*	1,270	*4.5%*
Homes Built Before 1939	1,676	*10.8%*	1,888	*9.0%*	2,143	*7.6%*
Median Age of Homes	51.4	*yrs*	47.3	*yrs*	44.4	*yrs*
Home Values (2026)						
Owner Specified Housing Units	8,258		12,522		17,871	
Home Values $1,000,000 or More	20	*0.2%*	53	*0.4%*	85	*0.5%*
Home Values $750,000 to $999,999	51	*0.6%*	109	*0.9%*	222	*1.2%*
Home Values $500,000 to $749,999	201	*2.4%*	465	*3.7%*	778	*4.4%*
Home Values $400,000 to $499,999	393	*4.8%*	716	*5.7%*	1,089	*6.1%*
Home Values $300,000 to $399,999	676	*8.2%*	1,194	*9.5%*	1,871	*10.5%*
Home Values $250,000 to $299,999	809	*9.8%*	1,294	*10.3%*	2,008	*11.2%*
Home Values $200,000 to $249,999	1,003	*12.2%*	1,561	*12.5%*	2,243	*12.6%*
Home Values $175,000 to $199,999	383	*4.6%*	657	*5.3%*	912	*5.1%*
Home Values $150,000 to $174,999	1,021	*12.4%*	1,390	*11.1%*	1,846	*10.3%*
Home Values $125,000 to $149,999	445	*5.4%*	624	*5.0%*	841	*4.7%*
Home Values $100,000 to $124,999	624	*7.6%*	912	*7.3%*	1,352	*7.6%*
Home Values $90,000 to $99,999	160	*1.9%*	226	*1.8%*	288	*1.6%*
Home Values $80,000 to $89,999	265	*3.2%*	362	*2.9%*	501	*2.8%*
Home Values $70,000 to $79,999	258	*3.1%*	368	*2.9%*	474	*2.7%*
Home Values $60,000 to $69,999	361	*4.4%*	519	*4.1%*	677	*3.8%*
Home Values $50,000 to $59,999	472	*5.7%*	601	*4.8%*	756	*4.2%*
Home Values $35,000 to $49,999	557	*6.7%*	690	*5.5%*	848	*4.7%*
Home Values $25,000 to $34,999	171	*2.1%*	200	*1.6%*	251	*1.4%*
Home Values $10,000 to $24,999	315	*3.8%*	469	*3.7%*	648	*3.6%*
Home Values Under $10,000	72	*0.9%*	111	*0.9%*	180	*1.0%*
Owner-Occupied Median Home Value	$159,671		$175,538		$187,308	
Renter-Occupied Median Rent	$669		$674		$673	

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Total Annual Consumer Expenditure (2026)						
Total Household Expenditure	$1.1 B		$1.57 B		$2.15 B	
Total Non-Retail Expenditure	$492.51 M		$705.43 M		$962.91 M	
Total Retail Expenditure	$605.46 M		$862.2 M		$1.18 B	
Alcoholic Beverages	$7.46 M		$10.69 M		$14.64 M	
Apparel	$24.81 M		$35.23 M		$48.06 M	
Contributions	$24.31 M		$35.34 M		$48.62 M	
Education	$17.27 M		$24.96 M		$34.27 M	
Entertainment	$56.16 M		$79.69 M		$108.7 M	
Food Away From Home	$52.74 M		$75.3 M		$102.92 M	
Grocery	$90.35 M		$125.76 M		$170.31 M	
Health Care	$99.5 M		$136.29 M		$185.03 M	
Household Furnishings and Equipment	$28.39 M		$40.54 M		$55.42 M	
Household Operations	$22.71 M		$32.17 M		$43.83 M	
Miscellaneous Expenses	$16.59 M		$23.69 M		$32.4 M	
Personal Care	$13.92 M		$19.49 M		$26.45 M	
Shelter	$209.71 M		$294.48 M		$399.3 M	
Tax and Retirement	$187.88 M		$282.91 M		$392.82 M	
Tobacco and Related	$6.5 M		$8.77 M		$11.74 M	
Transportation	$170.5 M		$246.24 M		$342.42 M	
Utilities	$69.15 M		$96.07 M		$130 M	
Monthly Household Consumer Expenditure (2026)						
Total Household Expenditure	$5,919		$6,238		$6,360	
Total Non-Retail Expenditure	$2,655	*44.9%*	$2,807	*45.0%*	$2,853	*44.9%*
Total Retail Expenditures	$3,264	*55.1%*	$3,431	*55.0%*	$3,508	*55.1%*
Alcoholic Beverages	$40	*0.7%*	$43	*0.7%*	$43	*0.7%*
Apparel	$134	*2.3%*	$140	*2.2%*	$142	*2.2%*
Contributions	$131	*2.2%*	$141	*2.3%*	$144	*2.3%*
Education	$93	*1.6%*	$99	*1.6%*	$102	*1.6%*
Entertainment	$303	*5.1%*	$317	*5.1%*	$322	*5.1%*
Food Away From Home	$284	*4.8%*	$300	*4.8%*	$305	*4.8%*
Grocery	$487	*8.2%*	$500	*8.0%*	$505	*7.9%*
Health Care	$536	*9.1%*	$542	*8.7%*	$548	*8.6%*
Household Furnishings and Equipment	$153	*2.6%*	$161	*2.6%*	$164	*2.6%*
Household Operations	$122	*2.1%*	$128	*2.1%*	$130	*2.0%*
Miscellaneous Expenses	$89	*1.5%*	$94	*1.5%*	$96	*1.5%*
Personal Care	$75	*1.3%*	$78	*1.2%*	$78	*1.2%*
Shelter	$1,131	*19.1%*	$1,172	*18.8%*	$1,183	*18.6%*
Tax and Retirement	$1,013	*17.1%*	$1,126	*18.0%*	$1,164	*18.0%*
Tobacco and Related	$35	*0.6%*	$35	*0.6%*	$35	*0.5%*
Transportation	$919	*15.5%*	$980	*15.7%*	$1,014	*15.9%*
Utilities	$373	*6.3%*	$382	*6.1%*	$385	*6.1%*

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 Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	$51.94 M / $33.32 M	36	$72.81 M / $33.34 M	54	$99.18 M / $34.66 M	65
Men's Clothing Stores	$4.5 M / -	100	$6.28 M / -	100	$8.52 M / -	100
Women's Clothing Stores	$4.52 M / $3.06 M	32	$6.41 M / $3.06 M	52	$8.75 M / $3.27 M	63
Children's, Infants' Clothing Stores	$3.39 M / -	100	$4.87 M / -	100	$6.68 M / -	100
Family Clothing Stores	$21.06 M / $19.01 M	10	$29.57 M / $19.01 M	36	$40.28 M / $19.01 M	53
Clothing Accessory Stores	$752.01 K / $507.51 K	33	$1.04 M / $507.51 K	51	$1.41 M / $507.51 K	64
Other Apparel Stores	$2.65 M / $316.07 K	88	$3.7 M / $337.82 K	91	$5.04 M / $1.45 M	71
Shoe Stores	$11.12 M / $7.83 M	30	$15.51 M / $7.83 M	50	$21.13 M / $7.83 M	63
Jewelry Stores	$2.46 M / $2.6 M	-5	$3.39 M / $2.6 M	23	$4.61 M / $2.6 M	44
Luggage Stores	$1.5 M / -	100	$2.04 M / -	100	$2.76 M / -	100
Furniture, Home Furnishings Stores	$40.39 M / $12.88 M	68	$57.25 M / $12.88 M	78	$78.13 M / $15.82 M	80
Furniture Stores	$18.49 M / $11.95 M	35	$25.79 M / $11.95 M	54	$34.96 M / $14.55 M	58
Floor Covering Stores	$2.24 M / $927.74 K	59	$3.14 M / $927.74 K	70	$4.26 M / $1.27 M	70
Other Home Furnishing Stores	$19.66 M / -	100	$28.33 M / -	100	$38.91 M / -	100
Electronics, Appliance Stores	$35.22 M / $17.72 M	50	$50.18 M / $17.72 M	65	$69.21 M / $17.72 M	74
Building Material, Garden Equipment, Supplies Dealers	$33.33 M / $26.06 M	22	$46.8 M / $30.72 M	34	$63.69 M / $32.01 M	50
Home Centers	$17.3 M / $14.15 M	18	$24.44 M / $15.51 M	37	$33.3 M / $15.51 M	53
Paint, Wallpaper Stores	$3.01 M / $3.09 M	-3	$4.29 M / $3.09 M	28	$5.86 M / $3.09 M	47
Hardware Stores	$2.42 M / $1.3 M	46	$3.39 M / $4.57 M	-26	$4.61 M / $5.47 M	-16
Other Building Materials Stores	$4.34 M / $3.25 M	25	$6.09 M / $3.29 M	46	$8.27 M / $3.68 M	56
Outdoor Power Equipment Stores	$615.14 K / -	100	$851.29 K / -	100	$1.15 M / -	100
Nursery, Garden Stores	$5.64 M / $4.25 M	25	$7.74 M / $4.25 M	45	$10.49 M / $4.25 M	59
Food, Beverage Stores	$40.34 M / $118.39 M	-66	$57.8 M / $122.75 M	-53	$79.49 M / $126.14 M	-37
Grocery Stores	$30.61 M / $101.82 M	-70	$43.82 M / $103.34 M	-58	$60.21 M / $103.75 M	-42
Convenience Stores	$3.7 M / $9.51 M	-61	$5.33 M / $11.42 M	-53	$7.38 M / $13.16 M	-44
Meat Markets	$304.46 K / $98.48 K	68	$432.6 K / $139.59 K	68	$590.61 K / $263.21 K	55
Fish, Seafood Markets	$95.16 K / -	100	$135.2 K / -	100	$184.5 K / -	100
Fruit, Vegetable Markets	$117.83 K / -	100	$167.45 K / -	100	$228.56 K / -	100
Other Specialty Food Markets	$2.36 M / $2.82 M	-16	$3.33 M / $3.73 M	-11	$4.55 M / $4.39 M	4
Liquor Stores	$3.14 M / $4.14 M	-24	$4.59 M / $4.14 M	10	$6.35 M / $4.58 M	28

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	$37.71 M / $64.9 M	-42	$56.98 M / $66.53 M	-14	$81.08 M / $79.96 M	1
Pharmacy, Drug Stores	$31.81 M / $54.91 M	-42	$48.07 M / $56.46 M	-15	$68.4 M / $69.76 M	-2
Cosmetics, Beauty Stores	$2.96 M / $2.77 M	7	$4.49 M / $2.77 M	38	$6.39 M / $2.77 M	57
Optical Goods Stores	$431.36 K / $459.89 K	-6	$640.12 K / $546 K	15	$912.72 K / $620.98 K	32
Other Health, Personal Care Stores	$2.5 M / $6.76 M	-63	$3.79 M / $6.76 M	-44	$5.39 M / $6.82 M	-21
Sporting Goods, Hobby, Book, Music Stores	$59.54 M / $40.27 M	32	$84.54 M / $41.74 M	51	$115.71 M / $45.97 M	60
Sporting Goods Stores	$28.69 M / $17.13 M	40	$40.39 M / $18.6 M	54	$54.94 M / $20 M	64
Hobby, Toy, Game Stores	$5.71 M / $22.33 M	-74	$8.18 M / $22.33 M	-63	$11.25 M / $22.33 M	-50
Sewing, Needlecraft Stores	$13.47 M / -	100	$18.81 M / -	100	$25.72 M / $2.83 M	89
Musical Instrument Stores	$10.02 M / -	100	$14.8 M / -	100	$20.52 M / -	100
Book Stores	$1.65 M / $812.02 K	51	$2.37 M / $812.02 K	66	$3.28 M / $812.02 K	75
General Merchandise Stores	$156.39 M / $211.29 M	-26	$222.52 M / $268.55 M	-17	$305.4 M / $442.49 M	-31
Department Stores	$8.3 M / $22.89 M	-64	$11.72 M / $22.89 M	-49	$16 M / $38.17 M	-58
Warehouse Superstores	$88.57 M / -	100	$126.15 M / -	100	$173.25 M / -	100
Other General Merchandise Stores	$59.53 M / $188.4 M	-68	$84.65 M / $245.65 M	-66	$116.15 M / $404.32 M	-71
Miscellaneous Store Retailers	$42.05 M / $31.68 M	25	$58.97 M / $32.92 M	44	$80.45 M / $39.2 M	51
Florists	$405.22 K / $324.15 K	20	$577.63 K / $360.83 K	38	$789.73 K / $1.93 M	-59
Office, Stationary Stores	$1.85 M / $1.66 M	10	$2.67 M / $1.66 M	38	$3.67 M / $1.66 M	55
Gift, Souvenir Stores	$1.43 M / $585.1 K	59	$2.06 M / $1.08 M	48	$2.84 M / $1.08 M	62
Used Merchandise Stores	$5.98 M / $7.88 M	-24	$8.2 M / $7.88 M	4	$11.1 M / $9.87 M	11
Pet, Pet Supply Stores	$2.11 M / $2.02 M	4	$2.93 M / $2.02 M	31	$3.97 M / $2.02 M	49
Art Dealers	$6.05 M / -	100	$8.4 M / -	100	$11.36 M / -	100
Mobile Home Dealers	$254 / $2.99 K	-91	$346 / $2.99 K	-88	$457 / $2.99 K	-85
Other Miscellaneous Retail Stores	$24.23 M / $19.21 M	21	$34.13 M / $19.91 M	42	$46.72 M / $22.63 M	52
Non-Store Retailers	$818.62 K / $2.51 M	-67	$1.17 M / $2.54 M	-54	$1.6 M / $2.67 M	-40
Vending Machines	$389.97 K / $2.44 M	-84	$565.39 K / $2.44 M	-77	$776.79 K / $2.44 M	-68
Other Direct Selling Establishments	$428.65 K / $73.4 K	83	$602.1 K / $105.44 K	82	$822.11 K / $231.13 K	72

Retail Gap Report

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	$54.85 M / $85.05 M	-36	$79.9 M / $87.2 M	-8	$110.03 M / $112.52 M	-2
Hotels, Other Travel Accommodations	$14.25 M / $8.78 M	38	$21.13 M / $8.98 M	58	$29.28 M / $9.65 M	67
RV Parks	$66.01 K / $11.89 K	82	$95.13 K / $12.27 K	87	$130.54 K / $30.42 K	77
Rooming, Boarding Houses	$6.37 K / -	100	$9.19 K / -	100	$12.6 K / -	100
Full Service Restaurants	$19.67 M / $30.01 M	-34	$28.49 M / $31.67 M	-10	$39.16 M / $41.67 M	-6
Limited Service Restaurants	$20.36 M / $46.76 M	-56	$29.46 M / $47.59 M	-38	$40.46 M / $62.51 M	-35
Special Food Services, Catering	$498.08 K / $101.41 K	80	$721.19 K / $101.41 K	86	$991 K / $101.41 K	90
Drinking Places	$1.17 M / $554.17 K	52	$1.71 M / $554.17 K	68	$2.35 M / $914.68 K	61
Gasoline Stations	$20.26 M / $44.91 M	-55	$29.11 M / $45.35 M	-36	$40.33 M / $72.61 M	-44
Motor Vehicle, Parts Dealers	$38.03 M / $49.9 M	-24	$52.62 M / $54.81 M	-4	$71.55 M / $62.52 M	13
New Car Dealers	$24.64 M / $31.46 M	-22	$33.92 M / $34.01 M	0	$46.07 M / $38.7 M	16
Used Car Dealers	$3.16 M / $1.41 M	55	$4.34 M / $1.84 M	58	$5.89 M / $1.84 M	69
Recreational Vehicle Dealers	$868.61 K / $928.46 K	-6	$1.19 M / $928.46 K	22	$1.62 M / $928.46 K	43
Motorcycle, Boat Dealers	$3.01 M / $6.77 M	-56	$4.18 M / $7.02 M	-40	$5.68 M / $7.95 M	-29
Auto Parts, Accessories	$4.7 M / $4.75 M	-1	$6.65 M / $6.13 M	8	$9.08 M / $8.17 M	10
Tire Dealers	$1.65 M / $4.59 M	-64	$2.35 M / $4.89 M	-52	$3.21 M / $4.94 M	-35
Automotive Repair and Maintenance	$324.53 K / $345.39 K	-6	$454.68 K / $361.7 K	20	$619.73 K / $417.67 K	33
2026 Population	38,673		53,741		72,852	
2031 Population	37,618		53,009		72,886	
% Population Change 2026-2031	-2.73%		-1.36%		-	
2026 Adult Population Age 18+	28,880		40,525		55,739	
2026 Population Male	19,301		27,165		37,307	
2026 Population Female	19,372		26,576		35,545	
2026 Households	15,457		20,941		28,129	
2026 Median Household Income	54,957		59,400		60,624	
2026 Average Household Income	70,437		77,501		79,677	

Retail Potential

Retail Potential Profile



Muskogee, Oklahoma Radius	5 mi radius	10 mi radius	15 mi radius
2026 Population	38,673	53,741	72,852
2031 Population	37,618	53,009	72,886
% Population Change 2020-2026	-2.3%	-0.7%	1.6%
2026 Adult Population Age 18+	$28,880	$40,525	$55,739
2026 Population Male	$19,301	$27,165	$37,307
2026 Population Female	$19,372	$26,576	$35,545
2026 Households	$15,457	$20,941	$28,129
2026 Median Household Income	$54,957	$59,400	$60,624
2026 Average Household Income	$70,437	$77,501	$79,677
Clothing, Clothing Accessories Stores	$51.94 M	$72.81 M	$99.18 M
Men's Clothing Stores	$4.5 M	$6.28 M	$8.52 M
Women's Clothing Stores	$4.52 M	$6.41 M	$8.75 M
Children's, Infants' Clothing Stores	$3.39 M	$4.87 M	$6.68 M
Family Clothing Stores	$21.06 M	$29.57 M	$40.28 M
Clothing Accessory Stores	$752.01 K	$1.04 M	$1.41 M
Other Apparel Stores	$2.65 M	$3.7 M	$5.04 M
Shoe Stores	$11.12 M	$15.51 M	$21.13 M
Jewelry Stores	$2.46 M	$3.39 M	$4.61 M
Luggage Stores	$1.5 M	$2.04 M	$2.76 M
Furniture, Home Furnishings Stores	$40.39 M	$57.25 M	$78.13 M
Furniture Stores	$18.49 M	$25.79 M	$34.96 M
Floor Covering Stores	$2.24 M	$3.14 M	$4.26 M
Other Home Furnishing Stores	$19.66 M	$28.33 M	$38.91 M
Electronics, Appliance Stores	$35.22 M	$50.18 M	$69.21 M
Gasoline Stations	$20.26 M	$29.11 M	$40.33 M
Building Material, Garden Equipment, Supplies Dealers	$33.33 M	$46.8 M	$63.69 M
Home Centers	$17.3 M	$24.44 M	$33.3 M
Paint, Wallpaper Stores	$3.01 M	$4.29 M	$5.86 M
Hardware Stores	$2.42 M	$3.39 M	$4.61 M
Other Building Materials Stores	$4.34 M	$6.09 M	$8.27 M
Outdoor Power Equipment Stores	$615.14 K	$851.29 K	$1.15 M
Nursery, Garden Stores	$5.64 M	$7.74 M	$10.49 M
Food, Beverage Stores	$40.34 M	$57.8 M	$79.49 M
Grocery Stores	$30.61 M	$43.82 M	$60.21 M
Convenience Stores	$3.7 M	$5.33 M	$7.38 M
Meat Markets	$304.46 K	$432.6 K	$590.61 K
Fish, Seafood Markets	$95.16 K	$135.2 K	$184.5 K
Fruit, Vegetable Markets	$117.83 K	$167.45 K	$228.56 K
Other Specialty Food Markets	$2.36 M	$3.33 M	$4.55 M
Liquor Stores	$3.14 M	$4.59 M	$6.35 M

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius	10 mi radius	15 mi radius
Health, Personal Care Stores	$37.71 M	$56.98 M	$81.08 M
Pharmacy, Drug Stores	$31.81 M	$48.07 M	$68.4 M
Cosmetics, Beauty Stores	$2.96 M	$4.49 M	$6.39 M
Optical Goods Stores	$431.36 K	$640.12 K	$912.72 K
Other Health, Personal Care Stores	$2.5 M	$3.79 M	$5.39 M
Sporting Goods, Hobby, Book, Music Stores	$59.54 M	$84.54 M	$115.71 M
Sporting Goods Stores	$28.69 M	$40.39 M	$54.94 M
Hobby, Toy, Game Stores	$5.71 M	$8.18 M	$11.25 M
Sewing, Needlecraft Stores	$13.47 M	$18.81 M	$25.72 M
Musical Instrument Stores	$10.02 M	$14.8 M	$20.52 M
Book Stores	$1.65 M	$2.37 M	$3.28 M
General Merchandise Stores	$156.39 M	$222.52 M	$305.4 M
Department Stores	$8.3 M	$11.72 M	$16 M
Warehouse Superstores	$88.57 M	$126.15 M	$173.25 M
Other General Merchandise Stores	$59.53 M	$84.65 M	$116.15 M
Miscellaneous Store Retailers	$42.05 M	$58.97 M	$80.45 M
Florists	$405.22 K	$577.63 K	$789.73 K
Office, Stationary Stores	$1.85 M	$2.67 M	$3.67 M
Gift, Souvenir Stores	$1.43 M	$2.06 M	$2.84 M
Used Merchandise Stores	$5.98 M	$8.2 M	$11.1 M
Pet, Pet Supply Stores	$2.11 M	$2.93 M	$3.97 M
Art Dealers	$6.05 M	$8.4 M	$11.36 M
Mobile Home Dealers	$254	$346	$457
Other Miscellaneous Retail Stores	$24.23 M	$34.13 M	$46.72 M
Non-Store Retailers	$818.62 K	$1.17 M	$1.6 M
Vending Machines	$389.97 K	$565.39 K	$776.79 K
Other Direct Selling Establishments	$428.65 K	$602.1 K	$822.11 K
Accommodation, Food Services	$56.01 M	$81.61 M	$112.39 M
Hotels, Other Travel Accommodations	$14.25 M	$21.13 M	$29.28 M
RV Parks	$66.01 K	$95.13 K	$130.54 K
Rooming, Boarding Houses	$6.37 K	$9.19 K	$12.6 K
Full Service Restaurants	$19.67 M	$28.49 M	$39.16 M
Limited Service Restaurants	$20.36 M	$29.46 M	$40.46 M
Special Food Services, Catering	$498.08 K	$721.19 K	$991 K
Drinking Places	$1.17 M	$1.71 M	$2.35 M
Motor Vehicle, Parts Dealers	$38.03 M	$52.62 M	$71.55 M
New Car Dealers	$24.64 M	$33.92 M	$46.07 M
Used Car Dealers	$3.16 M	$4.34 M	$5.89 M
Recreational Vehicle Dealers	$868.61 K	$1.19 M	$1.62 M
Motorcycle, Boat Dealers	$3.01 M	$4.18 M	$5.68 M
Auto Parts, Accessories	$4.7 M	$6.65 M	$9.08 M
Tire Dealers	$1.65 M	$2.35 M	$3.21 M
Automotive Repair and Maintenance	$324.53 K	$454.68 K	$619.73 K

Income Summary

Income Summary Report

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Population						
Estimated Population (2026)	38,673		53,741		72,852	
Projected Population (2031)	37,618		53,009		72,886	
Census Population (2020)	39,582		54,144		71,714	
Census Population (2010)	41,925		57,023		75,516	
Projected Annual Growth (2026 to 2031)	-1,055	*-0.5%*	-732	*-0.3%*	34	-
Historical Annual Growth (2020 to 2026)	-909	*-0.4%*	-403	*-0.1%*	1,139	*0.3%*
Historical Annual Growth (2010 to 2020)	-2,343	*-0.6%*	-2,878	*-0.5%*	-3,802	*-0.5%*
Households						
Estimated Households (2026)	15,457		20,941		28,129	
Projected Households (2031)	14,734		20,295		27,811	
Census Households (2020)	16,045		21,291		27,666	
Census Households (2010)	16,759		22,175		28,831	
Projected Annual Growth (2026 to 2031)	-723	*-0.9%*	-647	*-0.6%*	-317	*-0.2%*
Historical Annual Growth (2020 to 2026)	-588	*-0.6%*	-349	*-0.3%*	463	*0.3%*
Historical Annual Growth (2010 to 2020)	-714	*-0.4%*	-884	*-0.4%*	-1,165	*-0.4%*
Average Household Income						
Estimated Average Household Income (2026)	$70,437		$77,501		$79,677	
Projected Average Household Income (2031)	$69,983		$77,357		$79,466	
Census Average Household Income (2020)	$45,253		$47,649		$48,368	
Census Average Household Income (2010)	$38,470		$39,341		$39,570	
Projected Annual Growth (2026 to 2031)	-$454	*-0.1%*	-$144	-	-$211	-
Historical Annual Growth (2020 to 2026)	$25,185	3.5%	$29,852	3.9%	$31,310	4.0%
Historical Annual Growth (2010 to 2020)	$6,783	1.8%	$8,308	2.1%	$8,797	2.2%
Median Household Income						
Estimated Median Household Income (2026)	$54,957		$59,400		$60,624	
Projected Median Household Income (2031)	$54,478		$59,012		$60,182	
Census Median Household Income (2020)	$36,463		$38,652		$39,653	
Census Median Household Income (2010)	$29,055		$30,568		$31,160	
Projected Annual Growth (2026 to 2031)	-$478	*-0.2%*	-$388	*-0.1%*	-$442	*-0.1%*
Historical Annual Growth (2020 to 2026)	$18,493	3.2%	$20,748	3.4%	$20,972	3.3%
Historical Annual Growth (2010 to 2020)	$7,408	2.5%	$8,084	2.6%	$8,492	2.7%
Per Capita Income						
Estimated Per Capita Income (2026)	$28,355		$30,358		$30,892	
Projected Per Capita Income (2031)	$27,618		$29,777		$30,450	
Census Per Capita Income (2020)	$18,090		$18,531		$18,465	
Census Per Capita Income (2010)	$15,412		$15,303		$15,081	
Projected Annual Growth (2026 to 2031)	-$737	*-0.5%*	-$581	*-0.4%*	-$442	*-0.3%*
Historical Annual Growth (2020 to 2026)	$10,265	3.5%	$11,827	4.0%	$12,427	4.2%
Historical Annual Growth (2010 to 2020)	$2,678	1.7%	$3,228	2.1%	$3,384	2.2%
Other Income						
Estimated Families (2026)	9,405		13,110		17,757	
Estimated Average Family Income (2026)	$85,459		$96,347		$99,089	
Estimated Median Family Income (2026)	$67,350		$74,486		$76,286	
Estimated Average Household Net Worth (2026)	$576,185		$663,595		$724,149	

Consumer Expenditure Summary

Consumer Expenditure Summary

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population		38,673		53,741		72,852
Estimated Households		15,457		20,941		28,129
Household Expenditure		$1.1 B		$1.57 B		$2.15 B
Per Household ~ Per Capita	$71,033	$28,391	$74,858	$29,170	$76,326	$29,470
Non-Retail Expenditures	$492.51 M	44.9%	$705.43 M	45.0%	$962.91 M	44.9%
Per Household ~ Per Capita	$31,863	$12,735	$33,686	$13,126	$34,233	$13,217
Retail Expenditures	$605.46 M	55.1%	$862.2 M	55.0%	$1.18 B	55.1%
Per Household ~ Per Capita	$39,170	$15,656	$41,172	$16,044	$42,093	$16,252
Alcoholic Beverages	$7.46 M	0.7%	$10.69 M	0.7%	$14.64 M	0.7%
Per Household ~ Per Capita	$483	$193	$511	$199	$520	$201
Apparel	$24.81 M	2.3%	$35.23 M	2.2%	$48.06 M	2.2%
Per Household ~ Per Capita	$1,605	$642	$1,682	$656	$1,709	$660
Contributions	$24.31 M	2.2%	$35.34 M	2.3%	$48.62 M	2.3%
Per Household ~ Per Capita	$1,573	$629	$1,688	$658	$1,728	$667
Education	$17.27 M	1.6%	$24.96 M	1.6%	$34.27 M	1.6%
Per Household ~ Per Capita	$1,117	$447	$1,192	$464	$1,218	$470
Entertainment	$56.16 M	5.1%	$79.69 M	5.1%	$108.7 M	5.1%
Per Household ~ Per Capita	$3,633	$1,452	$3,806	$1,483	$3,865	$1,492
Food Away From Home	$52.74 M	4.8%	$75.3 M	4.8%	$102.92 M	4.8%
Per Household ~ Per Capita	$3,412	$1,364	$3,596	$1,401	$3,659	$1,413
Grocery	$90.35 M	8.2%	$125.76 M	8.0%	$170.31 M	7.9%
Per Household ~ Per Capita	$5,845	$2,336	$6,005	$2,340	$6,055	$2,338
Health Care	$99.5 M	9.1%	$136.29 M	8.7%	$185.03 M	8.6%
Per Household ~ Per Capita	$6,437	$2,573	$6,508	$2,536	$6,578	$2,540
Household Furnishings and Equipment	$28.39 M	2.6%	$40.54 M	2.6%	$55.42 M	2.6%
Per Household ~ Per Capita	$1,837	$734	$1,936	$754	$1,970	$761
Household Operations	$22.71 M	2.1%	$32.17 M	2.1%	$43.83 M	2.0%
Per Household ~ Per Capita	$1,470	$587	$1,536	$599	$1,558	$602
Miscellaneous Expenses	$16.59 M	1.5%	$23.69 M	1.5%	$32.4 M	1.5%
Per Household ~ Per Capita	$1,073	$429	$1,131	$441	$1,152	$445
Personal Care	$13.92 M	1.3%	$19.49 M	1.2%	$26.45 M	1.2%
Per Household ~ Per Capita	$901	$360	$931	$363	$940	$363
Shelter	$209.71 M	19.1%	$294.48 M	18.8%	$399.3 M	18.6%
Per Household ~ Per Capita	$13,567	$5,423	$14,062	$5,480	$14,195	$5,481
Tax and Retirement	$187.88 M	17.1%	$282.91 M	18.0%	$392.82 M	18.3%
Per Household ~ Per Capita	$12,155	$4,858	$13,510	$5,264	$13,965	$5,392
Tobacco and Related	$6.5 M	0.6%	$8.77 M	0.6%	$11.74 M	0.5%
Per Household ~ Per Capita	$420	$168	$419	$163	$417	$161
Transportation	$170.5 M	15.5%	$246.24 M	15.7%	$342.42 M	15.9%
Per Household ~ Per Capita	$11,031	$4,409	$11,758	$4,582	$12,174	$4,700
Utilities	$69.15 M	6.3%	$96.07 M	6.1%	$130 M	6.1%
Per Household ~ Per Capita	$4,474	$1,788	$4,587	$1,788	$4,622	$1,784

Consumer Expenditure Trend

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius		10 mi radius		15 mi radius	
Population / Households (2026)						
Estimated Population	38,673		53,741		72,852	
Estimated Households	15,457		20,941		28,129	
Total Annual Consumer Expenditure (2026)						
Total Household Expenditure	$1.1 B		$1.57 B		$2.15 B	
Total Non-Retail Expenditure	$492.51 M		$705.43 M		$962.91 M	
Total Retail Expenditure	$605.46 M		$862.2 M		$1.18 B	
Alcoholic Beverages	$7.46 M		$10.69 M		$14.64 M	
Apparel	$24.81 M		$35.23 M		$48.06 M	
Contributions	$24.31 M		$35.34 M		$48.62 M	
Education	$17.27 M		$24.96 M		$34.27 M	
Entertainment	$56.16 M		$79.69 M		$108.7 M	
Food Away From Home	$52.74 M		$75.3 M		$102.92 M	
Grocery	$90.35 M		$125.76 M		$170.31 M	
Health Care	$99.5 M		$136.29 M		$185.03 M	
Household Furnishings and Equipment	$28.39 M		$40.54 M		$55.42 M	
Household Operations	$22.71 M		$32.17 M		$43.83 M	
Miscellaneous Expenses	$16.59 M		$23.69 M		$32.4 M	
Personal Care	$13.92 M		$19.49 M		$26.45 M	
Shelter	$209.71 M		$294.48 M		$399.3 M	
Tax and Retirement	$187.88 M		$282.91 M		$392.82 M	
Tobacco and Related	$6.5 M		$8.77 M		$11.74 M	
Transportation	$170.5 M		$246.24 M		$342.42 M	
Utilities	$69.15 M		$96.07 M		$130 M	
Monthly Household Consumer Expenditure (2026)						
Total Household Expenditure	$5,919		$6,238		$6,360	
Total Non-Retail Expenditure	$2,655	*44.9%*	$2,807	*45.0%*	$2,853	*44.9%*
Total Retail Expenditure	$3,264	*55.1%*	$3,431	*55.0%*	$3,508	*55.1%*
Alcoholic Beverages	$40	*0.7%*	$43	*0.7%*	$43	*0.7%*
Apparel	$134	*2.3%*	$140	*2.2%*	$142	*2.2%*
Contributions	$131	*2.2%*	$141	*2.3%*	$144	*2.3%*
Education	$93	*1.6%*	$99	*1.6%*	$102	*1.6%*
Entertainment	$303	*5.1%*	$317	*5.1%*	$322	*5.1%*
Food Away From Home	$284	*4.8%*	$300	*4.8%*	$305	*4.8%*
Grocery	$487	*8.2%*	$500	*8.0%*	$505	*7.9%*
Health Care	$536	*9.1%*	$542	*8.7%*	$548	*8.6%*
Household Furnishings and Equipment	$153	*2.6%*	$161	*2.6%*	$164	*2.6%*
Household Operations	$122	*2.1%*	$128	*2.1%*	$130	*2.0%*
Miscellaneous Expenses	$89	*1.5%*	$94	*1.5%*	$96	*1.5%*
Personal Care	$75	*1.3%*	$78	*1.2%*	$78	*1.2%*
Shelter	$1,131	*19.1%*	$1,172	*18.8%*	$1,183	*18.6%*
Tax and Retirement	$1,013	*17.1%*	$1,126	*18.0%*	$1,164	*18.3%*
Tobacco and Related	$35	*0.6%*	$35	*0.6%*	$35	*0.5%*
Transportation	$919	*15.5%*	$980	*15.7%*	$1,014	*15.9%*
Utilities	$373	*6.3%*	$382	*6.1%*	$385	*6.1%*

Consumer Expenditure Trend

Muskogee, Oklahoma Radius	5 mi radius	10 mi radius	15 mi radius
Population / Households (2031)			
Projected Population	37,618	53,009	72,886
Projected Households	-	-	-
Total Annual Consumer Expenditure (2031)			
Total Household Expenditure	$1.02 B	$1.48 B	$2.06 B
Total Non-Retail Expenditure	$452.13 M	$659.22 M	$919.9 M
Total Retail Expenditure	$565.42 M	$817.1 M	$1.14 B
Alcoholic Beverages	$6.87 M	$10.01 M	$14 M
Apparel	$23.01 M	$33.2 M	$46.24 M
Contributions	$22.15 M	$32.78 M	$46.07 M
Education	$15.81 M	$23.24 M	$32.59 M
Entertainment	$52.12 M	$75.15 M	$104.65 M
Food Away From Home	$48.71 M	$70.7 M	$98.67 M
Grocery	$84.99 M	$120.14 M	$166.03 M
Health Care	$95.54 M	$132.23 M	$182.08 M
Household Furnishings and Equipment	$26.21 M	$38.06 M	$53.12 M
Household Operations	$21.13 M	$30.4 M	$42.28 M
Miscellaneous Expenses	$15.31 M	$22.23 M	$31.04 M
Personal Care	$13.04 M	$18.54 M	$25.69 M
Shelter	$194.76 M	$278.14 M	$385.4 M
Tax and Retirement	$168.54 M	$258.43 M	$366.7 M
Tobacco and Related	$6.26 M	$8.58 M	$11.71 M
Transportation	$157.97 M	$232.59 M	$329.18 M
Utilities	$65.14 M	$91.89 M	$126.9 M
Consumer Expenditure Growth (2026 to 2031)			
Total Household Expenditure	$-80.42 M	$-91.31 M	$-84.58 M
Total Non-Retail Expenditure	$-40.38 M	$-46.21 M	$-43.01 M
Total Retail Expenditure	$-40.05 M	$-45.1 M	$-41.58 M
Alcoholic Beverages	$-591.31 K	$-680.02 K	$-641.06 K
Apparel	$-1.8 M	$-2.03 M	$-1.82 M
Contributions	$-2.16 M	$-2.56 M	$-2.55 M
Education	$-1.47 M	$-1.72 M	$-1.67 M
Entertainment	$-4.05 M	$-4.54 M	$-4.06 M
Food Away From Home	$-4.04 M	$-4.6 M	$-4.25 M
Grocery	$-5.36 M	$-5.63 M	$-4.28 M
Health Care	$-3.95 M	$-4.07 M	$-2.94 M
Household Furnishings and Equipment	$-2.18 M	$-2.48 M	$-2.3 M
Household Operations	$-1.59 M	$-1.77 M	$-1.55 M
Miscellaneous Expenses	$-1.28 M	$-1.46 M	$-1.36 M
Personal Care	$-880.02 K	$-945.49 K	$-764.62 K
Shelter	$-14.94 M	$-16.34 M	$-13.9 M
Tax and Retirement	$-19.34 M	$-24.48 M	$-26.13 M
Tobacco and Related	$-240.4 K	$-194.26 K	$-25.82 K
Transportation	$-12.53 M	$-13.64 M	$-13.25 M
Utilities	$-4.01 M	$-4.17 M	$-3.1 M

Crime Risk

Crime Risk Profile

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	5 mi radius	10 mi radius	15 mi radius
Demographics			
Population	38,673	53,741	72,852
Census Population	39,582	54,144	71,714
Households	15,457	20,941	28,129
Average Household Income	$70,437	$77,501	$79,677
Median Household Income	$54,957	$59,400	$60,624
Per Capita Income	$28,355	$30,358	$30,892
Total Crime			
Crime Index	189	155	136
Crime Level	Very High	High Risk	Above Average
Personal Crime			
Crime Index	277	227	188
Crime Level	Very High	Very High	Very High
Murder			
Crime Index	185	161	145
Crime Level	Very High	High Risk	Above Average
Rape			
Crime Index	218	186	172
Crime Level	Very High	Very High	High Risk
Robbery			
Crime Index	126	96	75
Crime Level	Above Average	Average	Below Average
Assault			
Crime Index	328	270	222
Crime Level	Very High	Very High	Very High
Property Crime			
Crime Index	172	141	125
Crime Level	High Risk	Above Average	Above Average
Burglary			
Crime Index	297	247	220
Crime Level	Very High	Very High	Very High
Larceny			
Crime Index	158	128	114
Crime Level	High Risk	Above Average	Average
Motor Vehicle Theft			
Crime Index	113	97	89
Crime Level	Average	Average	Below Average

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



Muskogee, Oklahoma Radius	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	5 / 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	15 / 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	8 / 7	2,500 to 4,000	
Conoco	3 / 3	2,500	
Love's	1 / 1	7,300	
Murphy USA	2 / 1	1,400 to 2,800	
Phillips 66	13 / 10	2,500	
Pilot Travel Centers	1 / 1	2,500 to 4,000	
QuikTrip	3 / 2	4,600 to 5,000	
Shell	6 / 3	1,000 to 2,500	
Sinclair	6 / 5	2,000	
Valero	1 / 1	2,500 to 4,000	
Craft Fabric Stores			
Hobby Lobby	1 / 1	68,500	
Dealerships			

Void Analysis

Muskogee, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
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			
Aspen Dental	1 / 1	3,500	
Department Stores			
Bealls	1 / 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	2 / 1	189,700	
Dollar Stores			
Dollar General	21 / 14	9,600	
Dollar Tree	3 / 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	32 / 26		
High School	14 / 12		
Junior College	1 / 1		

Void Analysis

Muskogee, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
PK - 8	28 / 22		
PK - 8 (Private)	4 / 3		
Trade Schools	1 / 1		
Entertainment			
Theatres	2 / 2		
EV Charging Stations			
Independent	5 / 3		
Tesla	2 / 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	4 / 4		
Dermatology	2 / 2		
Diagnostic Radiology	5 / 4		
Dialysis Centers	3 / 2		
Emergency Medicine	6 / 4		
Endocrinology	1 / 1		

Void Analysis

Muskogee, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Family Practice	23 / 14		
Gastroenterology	2 / 2		
General Surgery	4 / 3		
Hematology and Oncology	3 / 3		
Hospitalist	2 / 2		
Hospitals (Medicare)	3 / 2		
Internal Medicine	10 / 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	5 / 4		
Occupational Therapy	1 / 1		
Ophthalmology	1 / 1		
Optometry	14 / 11		
Orthopedic Surgery	3 / 2		
Otolaryngology	3 / 1		
Pathology	1 / 1		
Physical Medicine and Rehabilitation	1 / 1		
Physical Therapy	6 / 4		
Physician Assistant	11 / 8		
Podiatry	3 / 3		
Psychiatry	4 / 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	
Harbor Freight Tools	1 / 1	17,100	
Lowe's	1 / 1	141,200	

Void Analysis

Muskogee, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Sherwin-Williams	1 / 1	7,300	
Tractor Supply Company	2 / 1	26,300	
True Value	1 / 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	
Chick-fil-A	1 / 1	4,300	
KFC	1 / 1	3,100	

Void Analysis

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Muskogee, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
McDonald's	7 / 6	4,600	
Sonic	6 / 5	2,800	
Taco Bell	3 / 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	
USPS	12 / 11		
Sporting Goods			

Void Analysis



Muskogee, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
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	4 / 4		