



**RETAIL ATTRACTIONS, LLC**  

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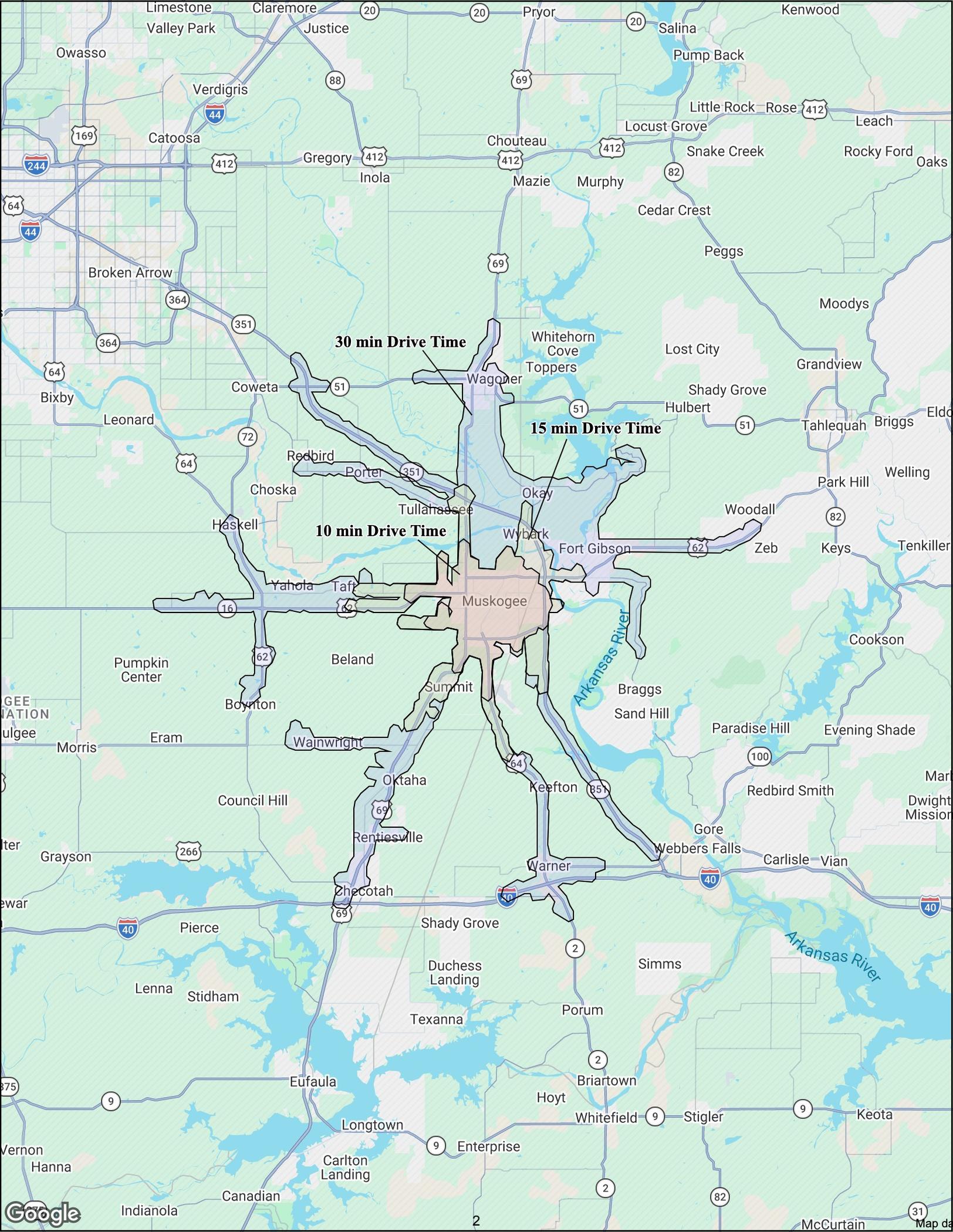
**Economic Development Consulting**

**Muskogee, Oklahoma  
Drive Time  
1st 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**

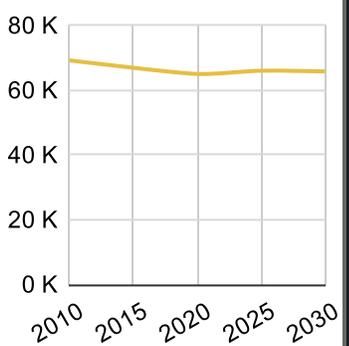
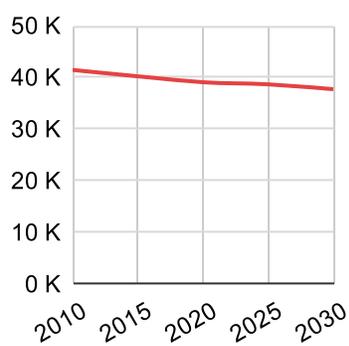
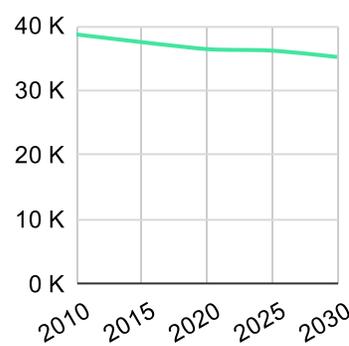
# Demographics



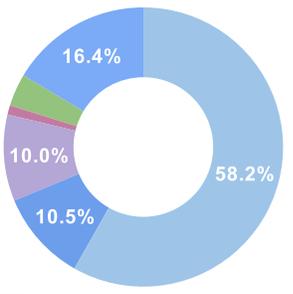
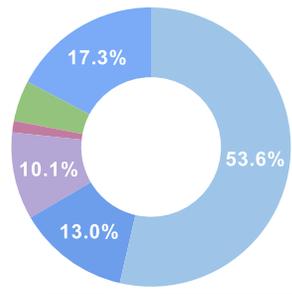
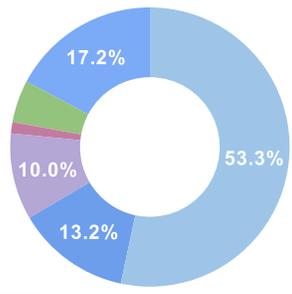


**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Muskogee, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Population</b>			
Estimated Population (2025)	36,173	38,697	66,066
Projected Population (2030)	35,192	37,752	65,847
Census Population (2020)	36,414	39,103	65,066
Census Population (2010)	38,685	41,485	69,280
Projected Annual Growth (2025-2030)	-982 -0.5%	-945 -0.5%	-219 -
Historical Annual Growth (2020-2025)	-241 -0.1%	-406 -0.2%	1,000 0.3%
Historical Annual Growth (2010-2020)	-2,271 -0.6%	-2,382 -0.6%	-4,214 -0.6%
Estimated Population Density (2025)	792 <i>psm</i>	467 <i>psm</i>	222 <i>psm</i>
Trade Area Size	45.7 <i>sq mi</i>	82.8 <i>sq mi</i>	297.2 <i>sq mi</i>



<b>Race and Ethnicity (2025)</b>						
<b>Not Hispanic or Latino Population</b>						
White	32,858	90.8%	35,219	91.0%	61,120	92.5%
Black or African American	4,700	14.3%	4,943	14.0%	6,854	11.2%
American Indian or Alaska Native	3,560	10.8%	3,845	10.9%	6,532	10.7%
Asian	468	1.4%	508	1.4%	701	1.1%
Hawaiian or Pacific Islander	14	-	15	-	24	-
Other Race	414	1.3%	421	1.2%	615	1.0%
Two or More Races	5,475	16.7%	5,886	16.7%	9,737	15.9%
<b>Hispanic or Latino Population</b>						
White	3,315	9.2%	3,479	9.0%	4,946	7.5%
Black or African American	72	2.2%	74	2.1%	93	1.9%
American Indian or Alaska Native	64	1.9%	69	2.0%	96	1.9%
Asian	2	-	2	-	2	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Other Race	1,350	40.7%	1,399	40.2%	1,841	37.2%
Two or More Races	757	22.8%	795	22.9%	1,121	22.7%

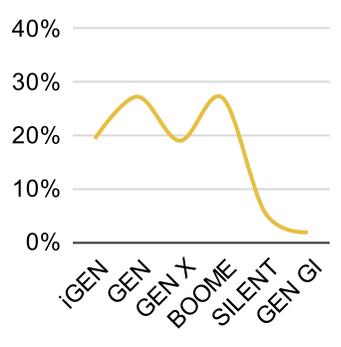
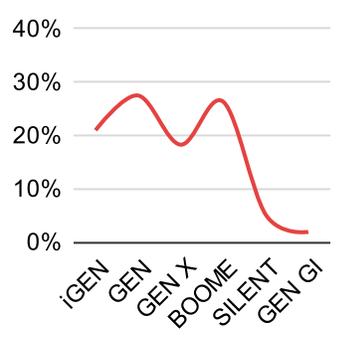
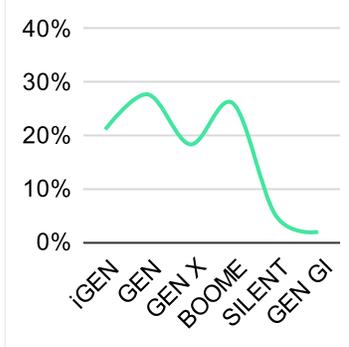


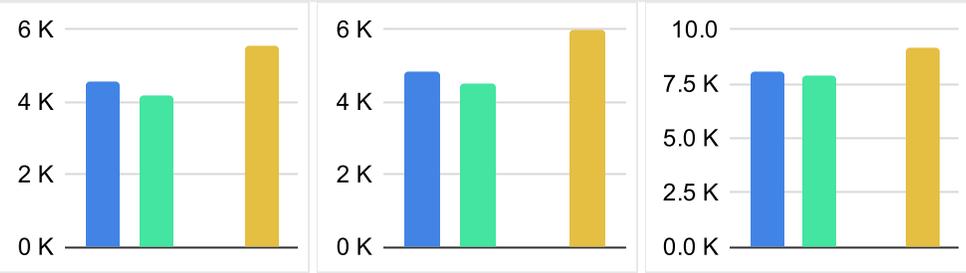
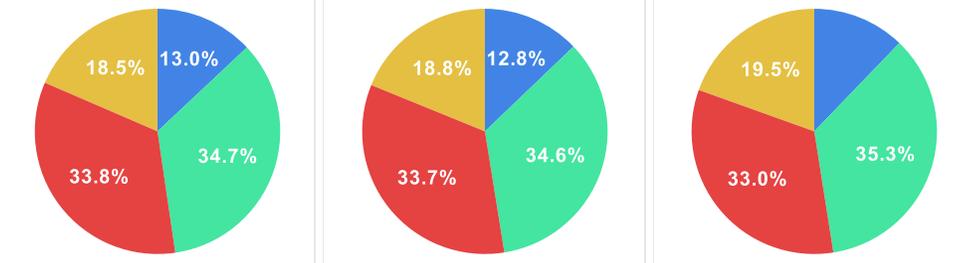
White    Black or African American    American Indian or Alaskan Native    Asian    Hawaiian or Pacific Islander    Other Race    2+ Races



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Muskogee, Oklahoma	10 min drive time		15 min drive time		30 min drive time	
Drive Time						
<b>Age Distribution (2025)</b>						
Age Under 5 Years	2,568	7.1%	2,721	7.0%	4,133	6.3%
Age 5 to 9 Years	2,504	6.9%	2,663	6.9%	4,238	6.4%
Age 10 to 14 Years	2,559	7.1%	2,729	7.1%	4,420	6.7%
Age 15 to 19 Years	2,534	7.0%	2,732	7.1%	4,603	7.0%
Age 20 to 24 Years	2,553	7.1%	2,703	7.0%	4,466	6.8%
Age 25 to 29 Years	2,565	7.1%	2,704	7.0%	4,534	6.9%
Age 30 to 34 Years	2,361	6.5%	2,494	6.4%	4,403	6.7%
Age 35 to 39 Years	2,189	6.1%	2,339	6.0%	4,250	6.4%
Age 40 to 44 Years	2,345	6.5%	2,493	6.4%	4,454	6.7%
Age 45 to 49 Years	2,087	5.8%	2,230	5.8%	3,847	5.8%
Age 50 to 54 Years	1,933	5.3%	2,069	5.3%	3,762	5.7%
Age 55 to 59 Years	1,858	5.1%	2,012	5.2%	3,545	5.4%
Age 60 to 64 Years	2,146	5.9%	2,321	6.0%	3,994	6.0%
Age 65 to 69 Years	1,974	5.5%	2,152	5.6%	3,633	5.5%
Age 70 to 74 Years	1,493	4.1%	1,626	4.2%	2,930	4.4%
Age 75 to 79 Years	1,112	3.1%	1,209	3.1%	2,252	3.4%
Age 80 to 84 Years	707	2.0%	768	2.0%	1,392	2.1%
Age 85 Years or Over	684	1.9%	733	1.9%	1,210	1.8%
Median Age	35.3		35.5		36.7	
<b>Generation (2025)</b>						
iGeneration (Age Under 15 Years)	7,631	21.1%	8,113	21.0%	12,792	19.4%
Generation 9/11 Millennials (Age 15 to 34 Years)	10,014	27.7%	10,633	27.5%	18,006	27.3%
Gen Xers (Age 35 to 49 Years)	6,621	18.3%	7,062	18.3%	12,551	19.0%
Baby Boomers (Age 50 to 74 Years)	9,405	26.0%	10,179	26.3%	17,864	27.0%
Silent Generation (Age 75 to 84 Years)	1,818	5.0%	1,976	5.1%	3,644	5.5%
G.I. Generation (Age 85 Years or Over)	684	1.9%	733	1.9%	1,210	1.8%



Muskegee, Oklahoma		10 min drive time	15 min drive time	30 min drive time
Drive Time				
<b>Household Type (2025)</b>				
Total Households		14,312	15,308	25,049
Family Households		8,725 61.0%	9,323 60.9%	15,898 63.5%
Family Households with Children		4,563 52.3%	4,836 51.9%	8,037 50.6%
Family Households No Children		4,162 47.7%	4,487 48.1%	7,861 49.4%
Non-Family Households		5,586 39.0%	5,985 39.1%	9,151 36.5%
Non-Family Households with Children		7 0.1%	7 0.1%	13 0.1%
Non-Family Households No Children		5,579 99.9%	5,978 99.9%	9,138 99.9%
				
<b>Education Attainment (2025)</b>				
Elementary or Some High School		3,048 13.0%	3,231 12.8%	5,391 12.2%
High School Graduate		8,137 34.7%	8,706 34.6%	15,613 35.3%
Some College or Associate Degree		7,929 33.8%	8,475 33.7%	14,572 33.0%
Bachelor or Graduate Degree		4,341 18.5%	4,738 18.8%	8,630 19.5%
				
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$69,361	\$71,148	\$74,913
Estimated Median Household Income		\$50,861	\$51,747	\$55,025
HH Income Under \$10,000		1,450 10.1%	1,530 10.0%	2,068 8.3%
HH Income \$10,000 to \$34,999		3,864 27.0%	4,074 26.6%	6,472 25.8%
HH Income \$35,000 to \$49,999		2,115 14.8%	2,220 14.5%	3,480 13.9%
HH Income \$50,000 to \$74,999		2,518 17.6%	2,699 17.6%	4,511 18.0%
HH Income \$75,000 to \$99,999		1,706 11.9%	1,808 11.8%	3,117 12.4%
HH Income \$100,000 to \$149,999		1,593 11.1%	1,770 11.6%	3,204 12.8%
HH Income \$150,000 or More		1,067 7.5%	1,207 7.9%	2,198 8.8%



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Projected Population (2030)	35,192	37,752	65,847
Census Population (2020)	36,414	39,103	65,066
Census Population (2010)	38,685	41,485	69,280
Projected Annual Growth (2025-2030)	-982 -0.5%	-945 -0.5%	-219 -
Historical Annual Growth (2020-2025)	-241 -	-406 -0.2%	1,000 0.3%
Historical Annual Growth (2010-2020)	-2,271 -0.6%	-2,382 -0.6%	-4,214 -0.6%
Estimated Population Density (2025)	792 <i>psm</i>	467 <i>psm</i>	222 <i>psm</i>
Trade Area Size	45.7 <i>sq mi</i>	82.8 <i>sq mi</i>	297.2 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2025)	14,312	15,308	25,049
Projected Households (2030)	13,833	14,838	24,973
Census Households (2020)	14,792	15,862	25,025
Census Households (2010)	15,503	16,588	26,392
Projected Annual Growth (2025-2030)	-478 -0.7%	-469 -0.6%	-76 -
Historical Annual Change (2010-2025)	-1,191 -0.5%	-1,281 -0.5%	-1,343 -0.3%
<b>Average Household Income</b>			
Estimated Average Household Income (2025)	\$69,361	\$71,148	\$74,913
Projected Average Household Income (2030)	\$69,007	\$70,855	\$74,723
Census Average Household Income (2010)	\$43,438	\$45,008	\$45,939
Census Average Household Income (2000)	\$37,576	\$38,274	\$38,544
Projected Annual Change (2025-2030)	-\$354 -0.1%	-\$293 -	-\$190 -
Historical Annual Change (2000-2025)	\$31,785 3.4%	\$32,873 3.4%	\$36,369 3.8%
<b>Median Household Income</b>			
Estimated Median Household Income (2025)	\$50,861	\$51,747	\$55,025
Projected Median Household Income (2030)	\$50,401	\$51,326	\$54,639
Census Median Household Income (2010)	\$35,835	\$36,288	\$37,358
Census Median Household Income (2000)	\$28,312	\$28,883	\$29,540
Projected Annual Change (2025-2030)	-\$460 -0.2%	-\$420 -0.2%	-\$385 -0.1%
Historical Annual Change (2000-2025)	\$22,549 3.2%	\$22,863 3.2%	\$25,485 3.5%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2025)	\$27,648	\$28,345	\$28,580
Projected Per Capita Income (2030)	\$27,338	\$28,055	\$28,517
Census Per Capita Income (2010)	\$17,410	\$17,999	\$17,502
Census Per Capita Income (2000)	\$15,109	\$15,339	\$14,727
Projected Annual Change (2025-2030)	-\$310 -0.2%	-\$290 -0.2%	-\$63 -
Historical Annual Change (2000-2025)	\$12,539 3.3%	\$13,005 3.4%	\$13,853 3.8%
Estimated Average Household Net Worth (2025)	\$590,709	\$615,460	\$688,108



**RETAIL ATTRACTIONS, LLC**  
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<b>Muskogee, Oklahoma</b>	<b>10 min drive time</b>		<b>15 min drive time</b>		<b>30 min drive time</b>	
<b>Drive Time</b>						
<b>Race and Ethnicity</b>						
Total Population (2025)	36,173		38,697		66,066	
White (2025)	19,298	53.3%	20,740	53.6%	38,451	58.2%
Black or African American (2025)	4,772	13.2%	5,017	13.0%	6,947	10.5%
American Indian or Alaska Native (2025)	3,623	10.0%	3,914	10.1%	6,627	10.0%
Asian (2025)	470	1.3%	510	1.3%	703	1.1%
Hawaiian or Pacific Islander (2025)	14	-	15	-	24	-
Other Race (2025)	1,764	4.9%	1,820	4.7%	2,456	3.7%
Two or More Races (2025)	6,232	17.2%	6,681	17.3%	10,858	16.4%
Population < 18 (2025)	9,160 25.3%		9,764 25.2%		15,494 23.5%	
White Not Hispanic	3,268	35.7%	3,522	36.1%	6,352	41.0%
Black or African American	1,275	13.9%	1,322	13.5%	1,642	10.6%
Asian	108	1.2%	119	1.2%	178	1.1%
Other Race Not Hispanic	3,176	34.7%	3,408	34.9%	5,407	34.9%
Hispanic	1,333	14.6%	1,393	14.3%	1,915	12.4%
Not Hispanic or Latino Population (2025)	32,858 90.8%		35,219 91.0%		61,120 92.5%	
Not Hispanic White	18,228	55.5%	19,601	55.7%	36,658	60.0%
Not Hispanic Black or African American	4,700	14.3%	4,943	14.0%	6,854	11.2%
Not Hispanic American Indian or Alaska Native	3,560	10.8%	3,845	10.9%	6,532	10.7%
Not Hispanic Asian	468	1.4%	508	1.4%	701	1.1%
Not Hispanic Hawaiian or Pacific Islander	14	-	15	-	24	-
Not Hispanic Other Race	414	1.3%	421	1.2%	615	1.0%
Not Hispanic Two or More Races	5,475	16.7%	5,886	16.7%	9,737	15.9%
Hispanic or Latino Population (2025)	3,315 9.2%		3,479 9.0%		4,946 7.5%	
Hispanic White	1,070	32.3%	1,139	32.7%	1,793	36.3%
Hispanic Black or African American	72	2.2%	74	2.1%	93	1.9%
Hispanic American Indian or Alaska Native	64	1.9%	69	2.0%	96	1.9%
Hispanic Asian	2	-	2	-	2	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Hispanic Other Race	1,350	40.7%	1,399	40.2%	1,841	37.2%
Hispanic Two or More Races	757	22.8%	795	22.9%	1,121	22.7%
Not Hispanic or Latino Population (2020)	33,047 90.8%		35,637 91.1%		60,475 92.9%	
Hispanic or Latino Population (2020)	3,367 9.2%		3,466 8.9%		4,592 7.1%	
Not Hispanic or Latino Population (2010)	35,967 93.0%		38,681 93.2%		65,545 94.6%	
Hispanic or Latino Population (2010)	2,718 7.0%		2,803 6.8%		3,735 5.4%	
Not Hispanic or Latino Population (2030)	31,689 90.0%		34,049 90.2%		60,294 91.6%	
Hispanic or Latino Population (2030)	3,503 10.0%		3,703 9.8%		5,553 8.4%	
Projected Annual Growth (2025-2030)	188 1.1%		225 1.3%		607 2.5%	
Historical Annual Growth (2010-2020)	649 2.4%		663 2.4%		857 2.3%	



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

<b>Muskogee, Oklahoma</b>		<b>10 min drive</b>		<b>15 min drive</b>		<b>30 min drive</b>	
<b>Drive Time</b>		<b>time</b>		<b>time</b>		<b>time</b>	
<b>Total Age Distribution (2025)</b>							
Total Population		36,173		38,697		66,066	
Age Under 5 Years		2,568	7.1%	2,721	7.0%	4,133	6.3%
Age 5 to 9 Years		2,504	6.9%	2,663	6.9%	4,238	6.4%
Age 10 to 14 Years		2,559	7.1%	2,729	7.1%	4,420	6.7%
Age 15 to 19 Years		2,534	7.0%	2,732	7.1%	4,603	7.0%
Age 20 to 24 Years		2,553	7.1%	2,703	7.0%	4,466	6.8%
Age 25 to 29 Years		2,565	7.1%	2,704	7.0%	4,534	6.9%
Age 30 to 34 Years		2,361	6.5%	2,494	6.4%	4,403	6.7%
Age 35 to 39 Years		2,189	6.1%	2,339	6.0%	4,250	6.4%
Age 40 to 44 Years		2,345	6.5%	2,493	6.4%	4,454	6.7%
Age 45 to 49 Years		2,087	5.8%	2,230	5.8%	3,847	5.8%
Age 50 to 54 Years		1,933	5.3%	2,069	5.3%	3,762	5.7%
Age 55 to 59 Years		1,858	5.1%	2,012	5.2%	3,545	5.4%
Age 60 to 64 Years		2,146	5.9%	2,321	6.0%	3,994	6.0%
Age 65 to 69 Years		1,974	5.5%	2,152	5.6%	3,633	5.5%
Age 70 to 74 Years		1,493	4.1%	1,626	4.2%	2,930	4.4%
Age 75 to 79 Years		1,112	3.1%	1,209	3.1%	2,252	3.4%
Age 80 to 84 Years		707	2.0%	768	2.0%	1,392	2.1%
Age 85 Years or Over		684	1.9%	733	1.9%	1,210	1.8%
Median Age		35.3		35.5		36.7	
Age 19 Years or Less		10,165	28.1%	10,845	28.0%	17,395	26.3%
Age 20 to 64 Years		20,039	55.4%	21,364	55.2%	37,255	56.4%
Age 65 Years or Over		5,969	16.5%	6,488	16.8%	11,417	17.3%
<b>Female Age Distribution (2025)</b>							
Female Population		18,106	50.1%	19,363	50.0%	32,031	48.5%
Age Under 5 Years		1,199	6.6%	1,270	6.6%	1,953	6.1%
Age 5 to 9 Years		1,306	7.2%	1,390	7.2%	2,155	6.7%
Age 10 to 14 Years		1,223	6.8%	1,308	6.8%	2,166	6.8%
Age 15 to 19 Years		1,176	6.5%	1,258	6.5%	2,059	6.4%
Age 20 to 24 Years		1,214	6.7%	1,282	6.6%	2,018	6.3%
Age 25 to 29 Years		1,221	6.7%	1,287	6.6%	2,068	6.5%
Age 30 to 34 Years		1,142	6.3%	1,204	6.2%	1,983	6.2%
Age 35 to 39 Years		1,129	6.2%	1,206	6.2%	1,979	6.2%
Age 40 to 44 Years		1,245	6.9%	1,318	6.8%	2,187	6.8%
Age 45 to 49 Years		1,074	5.9%	1,149	5.9%	1,886	5.9%
Age 50 to 54 Years		992	5.5%	1,064	5.5%	1,843	5.8%
Age 55 to 59 Years		918	5.1%	998	5.2%	1,713	5.3%
Age 60 to 64 Years		1,113	6.1%	1,201	6.2%	2,027	6.3%
Age 65 to 69 Years		1,021	5.6%	1,113	5.7%	1,878	5.9%
Age 70 to 74 Years		807	4.5%	877	4.5%	1,550	4.8%
Age 75 to 79 Years		601	3.3%	651	3.4%	1,196	3.7%
Age 80 to 84 Years		373	2.1%	407	2.1%	734	2.3%
Age 85 Years or Over		351	1.9%	378	2.0%	637	2.0%
Female Median Age		36.8		37.1		38.2	
Age 19 Years or Less		4,904	27.1%	5,226	27.0%	8,332	26.0%
Age 20 to 64 Years		10,048	55.5%	10,710	55.3%	17,704	55.3%
Age 65 Years or Over		3,154	17.4%	3,427	17.7%	5,995	18.7%



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Muskogee, Oklahoma		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
<b>Male Age Distribution (2025)</b>							
Male Population		18,067	49.9%	19,334	50.0%	34,035	51.5%
Age Under 5 Years		1,369	7.6%	1,451	7.5%	2,180	6.4%
Age 5 to 9 Years		1,198	6.6%	1,273	6.6%	2,083	6.1%
Age 10 to 14 Years		1,336	7.4%	1,421	7.3%	2,255	6.6%
Age 15 to 19 Years		1,359	7.5%	1,474	7.6%	2,544	7.5%
Age 20 to 24 Years		1,339	7.4%	1,421	7.4%	2,448	7.2%
Age 25 to 29 Years		1,344	7.4%	1,416	7.3%	2,466	7.2%
Age 30 to 34 Years		1,219	6.7%	1,290	6.7%	2,421	7.1%
Age 35 to 39 Years		1,060	5.9%	1,133	5.9%	2,271	6.7%
Age 40 to 44 Years		1,101	6.1%	1,175	6.1%	2,267	6.7%
Age 45 to 49 Years		1,014	5.6%	1,081	5.6%	1,961	5.8%
Age 50 to 54 Years		941	5.2%	1,004	5.2%	1,919	5.6%
Age 55 to 59 Years		941	5.2%	1,014	5.2%	1,832	5.4%
Age 60 to 64 Years		1,034	5.7%	1,119	5.8%	1,967	5.8%
Age 65 to 69 Years		953	5.3%	1,039	5.4%	1,755	5.2%
Age 70 to 74 Years		686	3.8%	749	3.9%	1,380	4.1%
Age 75 to 79 Years		511	2.8%	557	2.9%	1,056	3.1%
Age 80 to 84 Years		334	1.8%	360	1.9%	658	1.9%
Age 85 Years or Over		332	1.8%	355	1.8%	573	1.7%
Male Median Age		33.8		34.0		35.3	
Age 19 Years or Less		5,261	29.1%	5,619	29.1%	9,062	26.6%
Age 20 to 64 Years		9,991	55.3%	10,654	55.1%	19,551	57.4%
Age 65 Years or Over		2,815	15.6%	3,061	15.8%	5,422	15.9%
<b>Males per 100 Females (2025)</b>							
Overall Comparison		100		100		106	
Age Under 5 Years		114	53.3%	114	53.3%	112	52.7%
Age 5 to 9 Years		92	47.8%	92	47.8%	97	49.1%
Age 10 to 14 Years		109	52.2%	109	52.1%	104	51.0%
Age 15 to 19 Years		116	53.6%	117	54.0%	124	55.3%
Age 20 to 24 Years		110	52.4%	111	52.6%	121	54.8%
Age 25 to 29 Years		110	52.4%	110	52.4%	119	54.4%
Age 30 to 34 Years		107	51.6%	107	51.7%	122	55.0%
Age 35 to 39 Years		94	48.4%	94	48.5%	115	53.4%
Age 40 to 44 Years		88	46.9%	89	47.1%	104	50.9%
Age 45 to 49 Years		94	48.6%	94	48.5%	104	51.0%
Age 50 to 54 Years		95	48.7%	94	48.5%	104	51.0%
Age 55 to 59 Years		103	50.6%	102	50.4%	107	51.7%
Age 60 to 64 Years		93	48.2%	93	48.2%	97	49.2%
Age 65 to 69 Years		93	48.3%	93	48.3%	93	48.3%
Age 70 to 74 Years		85	45.9%	85	46.1%	89	47.1%
Age 75 to 79 Years		85	45.9%	86	46.1%	88	46.9%
Age 80 to 84 Years		89	47.2%	88	46.9%	90	47.3%
Age 85 Years or Over		95	48.6%	94	48.5%	90	47.4%
Age 19 Years or Less		107	51.8%	108	51.8%	109	52.1%
Age 20 to 39 Years		105	51.3%	106	51.4%	119	54.4%
Age 40 to 64 Years		94	48.5%	94	48.5%	103	50.7%
Age 65 Years or Over		89	47.2%	89	47.2%	90	47.5%

Muskogee, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Household Type (2025)</b>						
Total Households	14,312		15,308		25,049	
Households with Children	4,570	31.9%	4,843	31.6%	8,050	32.1%
Average Household Size	2.5		2.5		2.5	
Household Density per Square Mile	313		185		84	
Population Family	27,835	77.0%	29,744	76.9%	50,422	76.3%
Population Non-Family	7,251	20.0%	7,772	20.1%	11,986	18.1%
Population Group Quarters	1,087	3.0%	1,181	3.1%	3,658	5.5%
Family Households	8,725	61.0%	9,323	60.9%	15,898	63.5%
Married Couple Households	5,301	60.8%	5,776	62.0%	10,485	66.0%
Other Family Households with Children	3,425	39.2%	3,547	38.0%	5,413	34.0%
Family Households with Children	4,563	52.3%	4,836	51.9%	8,037	50.6%
Married Couple with Children	2,489	54.5%	2,685	55.5%	4,776	59.4%
Other Family Households with Children	2,074	45.5%	2,151	44.5%	3,261	40.6%
Family Households No Children	4,162	47.7%	4,487	48.1%	7,861	49.4%
Married Couple No Children	2,811	67.5%	3,091	68.9%	5,708	72.6%
Other Family Households No Children	1,351	32.5%	1,396	31.1%	2,152	27.4%
Non-Family Households	5,586	39.0%	5,985	39.1%	9,151	36.5%
Non-Family Households with Children	7	0.1%	7	0.1%	13	0.1%
Non-Family Households No Children	5,579	99.9%	5,978	99.9%	9,138	99.9%
Average Family Household Size	3.2		3.2		3.2	
Average Family Income	\$83,485		\$86,150		\$91,881	
Median Family Income	\$64,718		\$66,157		\$69,681	
Average Non-Family Household Size	1.3		1.3		1.3	
<b>Marital Status (2025)</b>						
Population Age 15 Years or Over	28,542		30,584		53,274	
Never Married	9,291	32.6%	9,966	32.6%	16,784	31.5%
Currently Married	11,164	39.1%	12,107	39.6%	22,003	41.3%
Previously Married	8,087	28.3%	8,511	27.8%	14,487	27.2%
Separated	1,792	22.2%	1,886	22.2%	2,998	20.7%
Widowed	1,934	23.9%	2,043	24.0%	3,494	24.1%
Divorced	4,360	53.9%	4,581	53.8%	7,996	55.2%
<b>Educational Attainment (2025)</b>						
Adult Population Age 25 Years or Over	23,455		25,149		44,206	
Elementary (Grade Level 0 to 8)	1,029	4.4%	1,076	4.3%	1,698	3.8%
Some High School (Grade Level 9 to 11)	2,019	8.6%	2,154	8.6%	3,693	8.4%
High School Graduate	8,137	34.7%	8,706	34.6%	15,613	35.3%
Some College	5,260	22.4%	5,652	22.5%	10,170	23.0%
Associate Degree Only	2,669	11.4%	2,823	11.2%	4,403	10.0%
Bachelor Degree Only	2,968	12.7%	3,192	12.7%	5,895	13.3%
Graduate Degree	1,373	5.9%	1,547	6.1%	2,735	6.2%
Any College (Some College or Higher)	12,270	52.3%	13,213	52.5%	23,202	52.5%
College Degree + (Bachelor Degree or Higher)	4,341	18.5%	4,738	18.8%	8,630	19.5%



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Muskogee, Oklahoma		10 min drive	15 min drive	30 min drive
Drive Time		time	time	time
<b>Housing</b>				
Total Housing Units (2025)		16,839	17,980	28,907
Total Housing Units (2020)		17,133	18,306	28,775
Historical Annual Growth (2020-2025)		-294 -	-326 -	132 -
Housing Units Occupied (2025)		14,312 85.0%	15,308 85.1%	25,049 86.7%
Housing Units Owner-Occupied		7,517 52.5%	8,213 53.7%	14,956 59.7%
Housing Units Renter-Occupied		6,795 47.5%	7,094 46.3%	10,093 40.3%
Housing Units Vacant (2025)		2,527 15.0%	2,673 14.9%	3,858 13.3%
<b>Household Size (2025)</b>				
Total Households		14,312	15,308	25,049
1 Person Households		4,699 32.8%	5,030 32.9%	7,587 30.3%
2 Person Households		4,597 32.1%	4,931 32.2%	8,433 33.7%
3 Person Households		2,276 15.9%	2,407 15.7%	3,890 15.5%
4 Person Households		1,528 10.7%	1,638 10.7%	2,790 11.1%
5 Person Households		683 4.8%	737 4.8%	1,363 5.4%
6 Person Households		310 2.2%	332 2.2%	583 2.3%
7 or More Person Households		218 1.5%	233 1.5%	402 1.6%
<b>Household Income Distribution (2025)</b>				
HH Income \$200,000 or More		441 3.1%	516 3.4%	938 3.7%
HH Income \$150,000 to \$199,999		626 4.4%	691 4.5%	1,259 5.0%
HH Income \$125,000 to \$149,999		493 3.4%	575 3.8%	988 3.9%
HH Income \$100,000 to \$124,999		1,101 7.7%	1,195 7.8%	2,215 8.8%
HH Income \$75,000 to \$99,999		1,706 11.9%	1,808 11.8%	3,117 12.4%
HH Income \$50,000 to \$74,999		2,518 17.6%	2,699 17.6%	4,511 18.0%
HH Income \$35,000 to \$49,999		2,115 14.8%	2,220 14.5%	3,480 13.9%
HH Income \$25,000 to \$34,999		1,496 10.5%	1,569 10.2%	2,557 10.2%
HH Income \$15,000 to \$24,999		1,598 11.2%	1,696 11.1%	2,632 10.5%
HH Income \$10,000 to \$14,999		769 5.4%	809 5.3%	1,283 5.1%
HH Income Under \$10,000		1,450 10.1%	1,530 10.0%	2,068 8.3%
<b>Household Vehicles (2025)</b>				
Households 0 Vehicles Available		1,675 11.7%	1,744 11.4%	2,455 9.8%
Households 1 Vehicle Available		5,466 38.2%	5,722 37.4%	8,642 34.5%
Households 2 Vehicles Available		4,839 33.8%	5,221 34.1%	8,702 34.7%
Households 3 or More Vehicles Available		2,332 16.3%	2,620 17.1%	5,249 21.0%
Total Vehicles Available		23,143	25,195	44,224
Average Vehicles per Household		1.6	1.6	1.8
Owner-Occupied Household Vehicles		14,783 63.9%	16,420 65.2%	31,486 71.2%
Average Vehicles per Owner-Occupied Household		2.0	2.0	2.1
Renter-Occupied Household Vehicles		8,361 36.1%	8,775 34.8%	12,738 28.8%
Average Vehicles per Renter-Occupied Household		1.2	1.2	1.3
<b>Travel Time (2025)</b>				
Worker Base Age 16 years or Over		13,612	14,589	25,740
Travel to Work in 14 Minutes or Less		6,963 51.2%	7,304 50.1%	10,630 41.3%
Travel to Work in 15 to 29 Minutes		3,094 22.7%	3,393 23.3%	6,203 24.1%
Travel to Work in 30 to 59 Minutes		1,965 14.4%	2,163 14.8%	5,583 21.7%
Travel to Work in 60 Minutes or More		744 5.5%	803 5.5%	1,654 6.4%
Work at Home		846 6.2%	926 6.3%	1,670 6.5%
Average Minutes Travel to Work		13.6	13.9	17.7

Muskogee, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Transportation To Work (2025)</b>						
Worker Base Age 16 years or Over	13,612		14,589		25,740	
Drive to Work Alone	11,104	81.6%	11,902	81.6%	20,832	80.9%
Drive to Work in Carpool	1,092	8.0%	1,165	8.0%	2,315	9.0%
Travel to Work by Public Transportation	98	0.7%	104	0.7%	136	0.5%
Drive to Work on Motorcycle	18	0.1%	19	0.1%	21	-
Bicycle to Work	24	0.2%	25	0.2%	39	0.1%
Walk to Work	196	1.4%	207	1.4%	361	1.4%
Other Means	234	1.7%	242	1.7%	367	1.4%
Work at Home	846	6.2%	926	6.3%	1,670	6.5%
<b>Daytime Demographics (2025)</b>						
Total Businesses	1,652		1,778		2,264	
Total Employees	17,973		19,546		24,419	
Company Headquarter Businesses	68	4.1%	72	4.1%	84	3.7%
Company Headquarter Employees	2,598	14.5%	2,816	14.4%	3,364	13.8%
Employee Population per Business	10.9 to 1		11.0 to 1		10.8 to 1	
Residential Population per Business	21.9 to 1		21.8 to 1		29.2 to 1	
Adj. Daytime Demographics Age 16 Years or Over	32,381		34,981		51,031	
<b>Labor Force</b>						
Labor Population Age 16 Years or Over (2025)	28,033		30,038		52,375	
Labor Force Total Males (2025)	13,892	49.6%	14,899	49.6%	27,047	51.6%
Male Civilian Employed	6,840	49.2%	7,344	49.3%	13,324	49.3%
Male Civilian Unemployed	401	2.9%	435	2.9%	695	2.6%
Males in Armed Forces	10	-	12	-	18	-
Males Not in Labor Force	6,641	47.8%	7,108	47.7%	13,009	48.1%
Labor Force Total Females (2025)	14,140	50.4%	15,139	50.4%	25,328	48.4%
Female Civilian Employed	6,774	47.9%	7,247	47.9%	12,420	49.0%
Female Civilian Unemployed	402	2.8%	423	2.8%	644	2.5%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	6,964	49.3%	7,469	49.3%	12,264	48.4%
Unemployment Rate	803	2.9%	858	2.9%	1,339	2.6%
<b>Occupation (2025)</b>						
Occupation Population Age 16 Years or Over	13,612		14,589		25,740	
Occupation Total Males	6,838	50.2%	7,342	50.3%	13,321	51.8%
Occupation Total Females	6,774	49.8%	7,247	49.7%	12,420	48.2%
Management, Business, Financial Operations	1,792	13.2%	1,949	13.4%	3,703	14.4%
Professional, Related	2,375	17.4%	2,549	17.5%	4,788	18.6%
Service	2,588	19.0%	2,770	19.0%	4,717	18.3%
Sales, Office	3,140	23.1%	3,358	23.0%	5,467	21.2%
Farming, Fishing, Forestry	12	-	14	-	76	0.3%
Construction, Extraction, Maintenance	1,672	12.3%	1,801	12.3%	3,078	12.0%
Production, Transport, Material Moving	2,034	14.9%	2,148	14.7%	3,911	15.2%
White Collar Workers	7,306	53.7%	7,856	53.8%	13,958	54.2%
Blue Collar Workers	6,306	46.3%	6,733	46.2%	11,782	45.8%



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Muskogee, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
<b>Units In Structure (2025)</b>							
Total Units		14,312		15,308		25,049	
1 Detached Unit		9,654	67.5%	10,318	67.4%	17,598	70.3%
1 Attached Unit		408	2.8%	465	3.0%	576	2.3%
2 Units		430	3.0%	449	2.9%	718	2.9%
3 to 4 Units		523	3.7%	574	3.8%	820	3.3%
5 to 9 Units		639	4.5%	684	4.5%	927	3.7%
10 to 19 Units		679	4.7%	702	4.6%	840	3.4%
20 to 49 Units		693	4.8%	715	4.7%	778	3.1%
50 or More Units		600	4.2%	625	4.1%	688	2.7%
Mobile Home or Trailer		644	4.5%	729	4.8%	2,030	8.1%
Other Structure		42	0.3%	46	0.3%	74	0.3%
<b>Homes Built By Year (2025)</b>							
Homes Built 2020 or later		105	0.6%	129	0.7%	575	2.0%
Homes Built 2010 to 2019		609	3.6%	706	3.9%	1,729	6.0%
Homes Built 2000 to 2009		1,246	7.4%	1,455	8.1%	3,070	10.6%
Homes Built 1990 to 1999		1,288	7.6%	1,449	8.1%	2,694	9.3%
Homes Built 1980 to 1989		2,075	12.3%	2,213	12.3%	3,484	12.1%
Homes Built 1970 to 1979		2,727	16.2%	2,936	16.3%	4,965	17.2%
Homes Built 1960 to 1969		1,670	9.9%	1,751	9.7%	2,658	9.2%
Homes Built 1950 to 1959		2,325	13.8%	2,359	13.1%	2,870	9.9%
Homes Built 1940 to 1949		976	5.8%	992	5.5%	1,228	4.2%
Homes Built Before 1939		1,290	7.7%	1,317	7.3%	1,776	6.1%
Median Age of Homes		52.1	yrs	51.2	yrs	46.6	yrs
<b>Home Values (2025)</b>							
Owner Specified Housing Units		7,517		8,213		14,956	
Home Values \$1,000,000 or More		18	0.2%	22	0.3%	66	0.4%
Home Values \$750,000 to \$999,999		36	0.5%	46	0.6%	80	0.5%
Home Values \$500,000 to \$749,999		93	1.2%	106	1.3%	269	1.8%
Home Values \$400,000 to \$499,999		344	4.6%	436	5.3%	914	6.1%
Home Values \$300,000 to \$399,999		495	6.6%	586	7.1%	1,226	8.2%
Home Values \$250,000 to \$299,999		397	5.3%	489	6.0%	1,020	6.8%
Home Values \$200,000 to \$249,999		895	11.9%	1,012	12.3%	1,776	11.9%
Home Values \$175,000 to \$199,999		295	3.9%	327	4.0%	753	5.0%
Home Values \$150,000 to \$174,999		1,261	16.8%	1,337	16.3%	2,051	13.7%
Home Values \$125,000 to \$149,999		563	7.5%	586	7.1%	1,106	7.4%
Home Values \$100,000 to \$124,999		522	6.9%	562	6.8%	1,134	7.6%
Home Values \$90,000 to \$99,999		64	0.8%	66	0.8%	169	1.1%
Home Values \$80,000 to \$89,999		587	7.8%	615	7.5%	1,066	7.1%
Home Values \$70,000 to \$79,999		222	3.0%	239	2.9%	454	3.0%
Home Values \$60,000 to \$69,999		447	6.0%	456	5.6%	699	4.7%
Home Values \$50,000 to \$59,999		105	1.4%	113	1.4%	245	1.6%
Home Values \$35,000 to \$49,999		342	4.5%	350	4.3%	508	3.4%
Home Values \$25,000 to \$34,999		472	6.3%	484	5.9%	728	4.9%
Home Values \$10,000 to \$24,999		257	3.4%	266	3.2%	458	3.1%
Home Values Under \$10,000		102	1.4%	113	1.4%	234	1.6%
Owner-Occupied Median Home Value		\$146,756		\$154,380		\$163,168	
Renter-Occupied Median Rent		\$596		\$599		\$604	



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

<b>Muskogee, Oklahoma</b>	<b>10 min drive time</b>	<b>15 min drive time</b>	<b>30 min drive time</b>
<b>Drive Time</b>			
<b>Total Annual Consumer Expenditure (2025)</b>			
Total Household Expenditure	\$1.1 B	\$1.19 B	\$2.02 B
Total Non-Retail Expenditure	\$516.31 M	\$559.71 M	\$947.75 M
Total Retail Expenditure	\$583.22 M	\$630.72 M	\$1.08 B
Alcoholic Beverages	\$6.62 M	\$7.17 M	\$12.21 M
Apparel	\$20.76 M	\$22.43 M	\$38.06 M
Contributions	\$31.78 M	\$34.57 M	\$59.39 M
Education	\$23.43 M	\$25.44 M	\$43.55 M
Entertainment	\$64.75 M	\$69.93 M	\$118.53 M
Food Away From Home	\$48.87 M	\$52.83 M	\$89.75 M
Grocery	\$85.47 M	\$91.67 M	\$153.45 M
Health Care	\$91.92 M	\$98.64 M	\$163.86 M
Household Furnishings and Equipment	\$29.17 M	\$31.56 M	\$53.67 M
Household Operations	\$21.42 M	\$23.12 M	\$39.13 M
Miscellaneous Expenses	\$18.93 M	\$20.47 M	\$34.78 M
Personal Care	\$16.16 M	\$17.37 M	\$29.17 M
Shelter	\$195.03 M	\$209.41 M	\$346.97 M
Tax and Retirement	\$196.46 M	\$216.26 M	\$377.93 M
Tobacco and Related	\$8.01 M	\$8.51 M	\$13.98 M
Transportation	\$178.98 M	\$194.85 M	\$338.65 M
Utilities	\$61.77 M	\$66.21 M	\$110.7 M
<b>Monthly Household Consumer Expenditure (2025)</b>			
Total Household Expenditure	\$6,402	\$6,481	\$6,733
Total Non-Retail Expenditure	\$3,006 47.0%	\$3,047 47.0%	\$3,153 46.8%
Total Retail Expenditures	\$3,396 53.0%	\$3,434 53.0%	\$3,580 53.2%
Alcoholic Beverages	\$39 0.6%	\$39 0.6%	\$41 0.6%
Apparel	\$121 1.9%	\$122 1.9%	\$127 1.9%
Contributions	\$185 2.9%	\$188 2.9%	\$198 2.9%
Education	\$136 2.1%	\$138 2.1%	\$145 2.2%
Entertainment	\$377 5.9%	\$381 5.9%	\$394 5.9%
Food Away From Home	\$285 4.4%	\$288 4.4%	\$299 4.4%
Grocery	\$498 7.8%	\$499 7.7%	\$510 7.6%
Health Care	\$535 8.4%	\$537 8.3%	\$545 8.1%
Household Furnishings and Equipment	\$170 2.7%	\$172 2.7%	\$179 2.7%
Household Operations	\$125 1.9%	\$126 1.9%	\$130 1.9%
Miscellaneous Expenses	\$110 1.7%	\$111 1.7%	\$116 1.7%
Personal Care	\$94 1.5%	\$95 1.5%	\$97 1.4%
Shelter	\$1,136 17.7%	\$1,140 17.6%	\$1,154 17.1%
Tax and Retirement	\$1,144 17.9%	\$1,177 18.2%	\$1,257 18.2%
Tobacco and Related	\$47 0.7%	\$46 0.7%	\$46 0.7%
Transportation	\$1,042 16.3%	\$1,061 16.4%	\$1,127 16.7%
Utilities	\$360 5.6%	\$360 5.6%	\$368 5.5%

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# OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

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## **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

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
<b>Clothing, Clothing Accessories Stores</b>	\$37.07 M / \$31.77 M	14	\$40 M / \$32.64 M	18	\$67.64 M / \$33.77 M	50
Men's Clothing Stores	\$1.59 M / -	100	\$1.71 M / -	100	\$2.86 M / -	100
Women's Clothing Stores	\$3.06 M / \$2.75 M	10	\$3.3 M / \$2.76 M	16	\$5.6 M / \$3.09 M	45
Children's, Infants' Clothing Stores	\$2.76 M / \$-1	100	\$2.99 M / \$-1	100	\$5.1 M / \$-1	100
Family Clothing Stores	\$17.78 M / \$16.89 M	5	\$19.19 M / \$17.44 M	9	\$32.57 M / \$17.83 M	45
Clothing Accessory Stores	\$873.2 K / \$614.45 K	30	\$939.84 K / \$614.45 K	35	\$1.58 M / \$614.45 K	61
Other Apparel Stores	\$1.08 M / \$165.04 K	85	\$1.16 M / \$165.04 K	86	\$1.97 M / \$342.51 K	83
Shoe Stores	\$7.97 M / \$9.13 M	-13	\$8.58 M / \$9.3 M	-8	\$14.41 M / \$9.42 M	35
Jewelry Stores	\$1.74 M / \$2.22 M	-22	\$1.88 M / \$2.36 M	-21	\$3.14 M / \$2.46 M	22
Luggage Stores	\$224.84 K / -	100	\$241.17 K / -	100	\$401.08 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$32.5 M / \$17.64 M	46	\$35.03 M / \$17.83 M	49	\$59.25 M / \$23.71 M	60
Furniture Stores	\$15.82 M / \$16.56 M	-4	\$16.98 M / \$16.77 M	1	\$28.47 M / \$22.22 M	22
Floor Covering Stores	\$2.23 M / \$1.09 M	51	\$2.39 M / \$1.06 M	56	\$4.02 M / \$1.49 M	63
Other Home Furnishing Stores	\$14.45 M / \$-1	100	\$15.65 M / \$-1	100	\$26.76 M / \$-2	100
<b>Electronics, Appliance Stores</b>	\$30.67 M / \$15.78 M	49	\$33.23 M / \$16.18 M	51	\$57 M / \$16.47 M	71
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$31.11 M / \$26.29 M	16	\$33.56 M / \$27.79 M	17	\$56.71 M / \$37.66 M	34
Home Centers	\$17.47 M / \$11.02 M	37	\$18.84 M / \$12.41 M	34	\$31.84 M / \$20.94 M	34
Paint, Wallpaper Stores	\$3.5 M / \$4.03 M	-13	\$3.79 M / \$4.03 M	-6	\$6.44 M / \$4.03 M	37
Hardware Stores	\$1.95 M / \$1.45 M	26	\$2.1 M / \$1.53 M	27	\$3.55 M / \$2.37 M	33
Other Building Materials Stores	\$5.62 M / \$7.27 M	-23	\$6.05 M / \$7.29 M	-17	\$10.2 M / \$7.8 M	24
Outdoor Power Equipment Stores	\$340.47 K / -	100	\$366.84 K / -	100	\$618.16 K / \$-1	100
Nursery, Garden Stores	\$2.24 M / \$2.52 M	-11	\$2.41 M / \$2.52 M	-5	\$4.07 M / \$2.52 M	38
<b>Food, Beverage Stores</b>	\$46.07 M / \$137.41 M	-66	\$49.91 M / \$138.53 M	-64	\$85.48 M / \$143.24 M	-40
Grocery Stores	\$35.98 M / \$119.19 M	-70	\$38.94 M / \$119.56 M	-67	\$66.58 M / \$122.12 M	-45
Convenience Stores	\$3.14 M / \$9 M	-65	\$3.41 M / \$9.68 M	-65	\$5.88 M / \$10.62 M	-45
Meat Markets	\$213.32 K / \$98.34 K	54	\$230.58 K / \$98.34 K	57	\$391.62 K / \$215.93 K	45
Fish, Seafood Markets	\$73.05 K / -	100	\$78.97 K / -	100	\$134.14 K / -	100
Fruit, Vegetable Markets	\$139.25 K / \$-1	100	\$150.54 K / \$-1	100	\$255.82 K / \$-2	100
Other Specialty Food Markets	\$282.34 K / \$398.75 K	-29	\$305.45 K / \$398.75 K	-23	\$519.9 K / \$492.79 K	5
Liquor Stores	\$6.24 M / \$8.72 M	-28	\$6.79 M / \$8.8 M	-23	\$11.72 M / \$9.79 M	16

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
<b>Health, Personal Care Stores</b>	\$27.44 M / \$75.89 M	-64	\$29.98 M / \$76 M	-61	\$53.68 M / \$92.39 M	-42
Pharmacy, Drug Stores	\$24.17 M / \$72.75 M	-67	\$26.4 M / \$72.75 M	-64	\$47.22 M / \$88.82 M	-47
Cosmetics, Beauty Stores	\$1.36 M / \$784.81 K	42	\$1.48 M / \$815.27 K	45	\$2.69 M / \$837.18 K	69
Optical Goods Stores	\$448.36 K / \$691.14 K	-35	\$487.04 K / \$769.29 K	-37	\$882.5 K / \$997.89 K	-12
Other Health, Personal Care Stores	\$1.47 M / \$1.66 M	-12	\$1.61 M / \$1.66 M	-3	\$2.89 M / \$1.74 M	40
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$37.9 M / \$59.41 M	-36	\$40.88 M / \$59.81 M	-32	\$69.09 M / \$63.14 M	9
Sporting Goods Stores	\$14.5 M / \$12.5 M	14	\$15.62 M / \$12.5 M	20	\$26.36 M / \$13.79 M	48
Hobby, Toy, Game Stores	\$10.64 M / \$45.82 M	-77	\$11.44 M / \$46.22 M	-75	\$19.24 M / \$46.51 M	-59
Sewing, Needlecraft Stores	\$7.82 M / \$-1	100	\$8.43 M / \$-2	100	\$14.18 M / \$1.74 M	88
Musical Instrument Stores	\$2.27 M / \$-2	100	\$2.49 M / \$-2	100	\$4.31 M / \$-2	100
Book Stores	\$2.67 M / \$1.1 M	59	\$2.9 M / \$1.1 M	62	\$4.99 M / \$1.1 M	78
<b>General Merchandise Stores</b>	\$117.62 M / \$214.19 M	-45	\$127.06 M / \$224.62 M	-43	\$216.34 M / \$441.83 M	-51
Department Stores	\$40.93 M / \$154.31 M	-73	\$44.21 M / \$160.84 M	-73	\$75.24 M / \$309.05 M	-76
Warehouse Superstores	\$65.1 M / -	100	\$70.34 M / -	100	\$119.9 M / -	100
Other General Merchandise Stores	\$11.59 M / \$59.88 M	-81	\$12.5 M / \$63.78 M	-80	\$21.19 M / \$132.78 M	-84
<b>Miscellaneous Store Retailers</b>	\$15.48 M / \$27.78 M	-44	\$16.7 M / \$28.47 M	-41	\$28.29 M / \$32.08 M	-12
Florists	\$359.38 K / \$610.08 K	-41	\$388.17 K / \$610.08 K	-36	\$657.83 K / \$891.1 K	-26
Office, Stationary Stores	\$1.64 M / \$7.59 M	-78	\$1.76 M / \$7.59 M	-77	\$2.94 M / \$7.59 M	-61
Gift, Souvenir Stores	\$3.06 M / \$797.86 K	74	\$3.3 M / \$1.08 M	67	\$5.61 M / \$1.3 M	77
Used Merchandise Stores	\$1.18 M / \$1.81 M	-35	\$1.27 M / \$1.82 M	-30	\$2.12 M / \$2.35 M	-10
Pet, Pet Supply Stores	\$2.98 M / \$2.64 M	11	\$3.2 M / \$2.75 M	14	\$5.35 M / \$2.83 M	47
Art Dealers	\$498.71 K / \$-1	100	\$534.39 K / \$-1	100	\$884.94 K / \$-2	100
Mobile Home Dealers	\$317.23 K / \$4.01 M	-92	\$341.44 K / \$4.01 M	-91	\$575.3 K / \$4.01 M	-86
Other Miscellaneous Retail Stores	\$5.45 M / \$10.32 M	-47	\$5.91 M / \$10.61 M	-44	\$10.15 M / \$13.11 M	-23
<b>Non-Store Retailers</b>	\$68.18 M / \$4.11 M	94	\$73.8 M / \$4.26 M	94	\$126.6 M / \$4.54 M	96
Mail Order, Catalog Stores	\$63.87 M / \$1.56 M	98	\$69.14 M / \$1.56 M	98	\$118.64 M / \$1.56 M	99
Vending Machines	\$292.33 K / \$2.37 M	-88	\$316.44 K / \$2.5 M	-87	\$538.94 K / \$2.6 M	-79
Fuel Dealers	\$384.76 K / \$60.5 K	84	\$415.35 K / \$81.24 K	80	\$700.61 K / \$203.27 K	71
Other Direct Selling Establishments	\$3.63 M / \$116.33 K	97	\$3.93 M / \$116.87 K	97	\$6.72 M / \$173.97 K	97

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
<b>Accommodation, Food Services</b>	\$56.39 M / \$85.55 M	-34	\$61.29 M / \$88.36 M	-31	\$105.13 M / \$130.53 M	-19
Hotels, Other Travel Accommodations	\$3.61 M / \$3.07 M	15	\$3.92 M / \$3.08 M	22	\$6.74 M / \$3.34 M	50
RV Parks	\$38.12 K / \$6.97 K	82	\$41.22 K / \$6.97 K	83	\$69.94 K / \$6.97 K	90
Rooming, Boarding Houses	\$20.5 K / \$-1	100	\$22.26 K / \$-1	100	\$38.1 K / \$-2	100
Full Service Restaurants	\$32.94 M / \$49.88 M	-34	\$35.81 M / \$51.31 M	-30	\$61.41 M / \$77.04 M	-20
Limited Service Restaurants	\$15.28 M / \$32.9 M	-54	\$16.61 M / \$34.55 M	-52	\$28.49 M / \$52.14 M	-45
Special Food Services, Catering	\$4.5 M / \$1.22 M	73	\$4.89 M / \$1.22 M	75	\$8.38 M / \$1.22 M	85
Drinking Places	\$2.98 M / \$1.45 M	51	\$3.25 M / \$1.45 M	55	\$5.62 M / \$2.4 M	57
<b>Gasoline Stations</b>	\$23.22 M / \$28.8 M	-19	\$25.22 M / \$32.12 M	-21	\$43.54 M / \$88.42 M	-51
<b>Motor Vehicle, Parts Dealers</b>	\$56.58 M / \$99 M	-43	\$60.81 M / \$102.83 M	-41	\$101.68 M / \$119.55 M	-15
New Car Dealers	\$33.47 M / \$50.13 M	-33	\$35.91 M / \$52.94 M	-32	\$59.76 M / \$63.73 M	-6
Used Car Dealers	\$3.12 M / \$3.2 M	-3	\$3.35 M / \$3.3 M	1	\$5.56 M / \$4.79 M	14
Recreational Vehicle Dealers	\$5.59 M / \$12.76 M	-56	\$6.03 M / \$12.76 M	-53	\$10.17 M / \$12.76 M	-20
Motorcycle, Boat Dealers	\$7.45 M / \$17.26 M	-57	\$8.02 M / \$17.83 M	-55	\$13.51 M / \$17.83 M	-24
Auto Parts, Accessories	\$4.46 M / \$8.62 M	-48	\$4.82 M / \$8.84 M	-45	\$8.14 M / \$12.58 M	-35
Tire Dealers	\$2.48 M / \$7.03 M	-65	\$2.68 M / \$7.17 M	-63	\$4.53 M / \$7.87 M	-42
2025 Population	36,173		38,697		66,066	
2030 Population	35,192		37,752		65,847	
% Population Change 2025-2030	-2.7%		-2.4%		-0.3%	
2025 Adult Population Age 18+	27,013		28,933		50,572	
2025 Population Male	18,067		19,334		34,035	
2025 Population Female	18,106		19,363		32,031	
2025 Households	14,312		15,308		25,049	
2025 Median Household Income	50,861		51,747		55,025	
2025 Average Household Income	69,361		71,148		74,913	

# **Retail Potential**

# Retail Potential Profile



<b>Muskogee, Oklahoma</b>	<b>10 min</b>	<b>15 min</b>	<b>30 min</b>
<b>Drive Time</b>	<b>drive time</b>	<b>drive time</b>	<b>drive time</b>
2025 Population	36,173	38,697	66,066
2030 Population	35,192	37,752	65,847
% Population Change 2020-2025	-0.7%	-1.0%	1.5%
2025 Adult Population Age 18+	\$27,013	\$28,933	\$50,572
2025 Population Male	\$18,067	\$19,334	\$34,035
2025 Population Female	\$18,106	\$19,363	\$32,031
2025 Households	\$14,312	\$15,308	\$25,049
2025 Median Household Income	\$50,861	\$51,747	\$55,025
2025 Average Household Income	\$69,361	\$71,148	\$74,913
<b>Clothing, Clothing Accessories Stores</b>	<b>\$37.07 M</b>	<b>\$40 M</b>	<b>\$67.64 M</b>
Men's Clothing Stores	\$1.59 M	\$1.71 M	\$2.86 M
Women's Clothing Stores	\$3.06 M	\$3.3 M	\$5.6 M
Children's, Infants' Clothing Stores	\$2.76 M	\$2.99 M	\$5.1 M
Family Clothing Stores	\$17.78 M	\$19.19 M	\$32.57 M
Clothing Accessory Stores	\$873.2 K	\$939.84 K	\$1.58 M
Other Apparel Stores	\$1.08 M	\$1.16 M	\$1.97 M
Shoe Stores	\$7.97 M	\$8.58 M	\$14.41 M
Jewelry Stores	\$1.74 M	\$1.88 M	\$3.14 M
Luggage Stores	\$224.84 K	\$241.17 K	\$401.08 K
<b>Furniture, Home Furnishings Stores</b>	<b>\$32.5 M</b>	<b>\$35.03 M</b>	<b>\$59.25 M</b>
Furniture Stores	\$15.82 M	\$16.98 M	\$28.47 M
Floor Covering Stores	\$2.23 M	\$2.39 M	\$4.02 M
Other Home Furnishing Stores	\$14.45 M	\$15.65 M	\$26.76 M
<b>Electronics, Appliance Stores</b>	<b>\$30.67 M</b>	<b>\$33.23 M</b>	<b>\$57 M</b>
<b>Gasoline Stations</b>	<b>\$23.22 M</b>	<b>\$25.22 M</b>	<b>\$43.54 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>	<b>\$31.11 M</b>	<b>\$33.56 M</b>	<b>\$56.71 M</b>
Home Centers	\$17.47 M	\$18.84 M	\$31.84 M
Paint, Wallpaper Stores	\$3.5 M	\$3.79 M	\$6.44 M
Hardware Stores	\$1.95 M	\$2.1 M	\$3.55 M
Other Building Materials Stores	\$5.62 M	\$6.05 M	\$10.2 M
Outdoor Power Equipment Stores	\$340.47 K	\$366.84 K	\$618.16 K
Nursery, Garden Stores	\$2.24 M	\$2.41 M	\$4.07 M
<b>Food, Beverage Stores</b>	<b>\$46.07 M</b>	<b>\$49.91 M</b>	<b>\$85.48 M</b>
Grocery Stores	\$35.98 M	\$38.94 M	\$66.58 M
Convenience Stores	\$3.14 M	\$3.41 M	\$5.88 M
Meat Markets	\$213.32 K	\$230.58 K	\$391.62 K
Fish, Seafood Markets	\$73.05 K	\$78.97 K	\$134.14 K
Fruit, Vegetable Markets	\$139.25 K	\$150.54 K	\$255.82 K
Other Specialty Food Markets	\$282.34 K	\$305.45 K	\$519.9 K
Liquor Stores	\$6.24 M	\$6.79 M	\$11.72 M

# Retail Potential Profile



Muskogee, Oklahoma Drive Time	10 min drive time	15 min drive time	30 min drive time
<b>Health, Personal Care Stores</b>	\$27.44 M	\$29.98 M	\$53.68 M
Pharmacy, Drug Stores	\$24.17 M	\$26.4 M	\$47.22 M
Cosmetics, Beauty Stores	\$1.36 M	\$1.48 M	\$2.69 M
Optical Goods Stores	\$448.36 K	\$487.04 K	\$882.5 K
Other Health, Personal Care Stores	\$1.47 M	\$1.61 M	\$2.89 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$37.9 M	\$40.88 M	\$69.09 M
Sporting Goods Stores	\$14.5 M	\$15.62 M	\$26.36 M
Hobby, Toy, Game Stores	\$10.64 M	\$11.44 M	\$19.24 M
Sewing, Needlecraft Stores	\$7.82 M	\$8.43 M	\$14.18 M
Musical Instrument Stores	\$2.27 M	\$2.49 M	\$4.31 M
Book Stores	\$2.67 M	\$2.9 M	\$4.99 M
<b>General Merchandise Stores</b>	\$117.62 M	\$127.06 M	\$216.34 M
Department Stores	\$40.93 M	\$44.21 M	\$75.24 M
Warehouse Superstores	\$65.1 M	\$70.34 M	\$119.9 M
Other General Merchandise Stores	\$11.59 M	\$12.5 M	\$21.19 M
<b>Miscellaneous Store Retailers</b>	\$15.48 M	\$16.7 M	\$28.29 M
Florists	\$359.38 K	\$388.17 K	\$657.83 K
Office, Stationary Stores	\$1.64 M	\$1.76 M	\$2.94 M
Gift, Souvenir Stores	\$3.06 M	\$3.3 M	\$5.61 M
Used Merchandise Stores	\$1.18 M	\$1.27 M	\$2.12 M
Pet, Pet Supply Stores	\$2.98 M	\$3.2 M	\$5.35 M
Art Dealers	\$498.71 K	\$534.39 K	\$884.94 K
Mobile Home Dealers	\$317.23 K	\$341.44 K	\$575.3 K
Other Miscellaneous Retail Stores	\$5.45 M	\$5.91 M	\$10.15 M
<b>Non-Store Retailers</b>	\$68.18 M	\$73.8 M	\$126.6 M
Mail Order, Catalog Stores	\$63.87 M	\$69.14 M	\$118.64 M
Vending Machines	\$292.33 K	\$316.44 K	\$538.94 K
Fuel Dealers	\$384.76 K	\$415.35 K	\$700.61 K
Other Direct Selling Establishments	\$3.63 M	\$3.93 M	\$6.72 M
<b>Accommodation, Food Services</b>	\$59.37 M	\$64.55 M	\$110.75 M
Hotels, Other Travel Accommodations	\$3.61 M	\$3.92 M	\$6.74 M
RV Parks	\$38.12 K	\$41.22 K	\$69.94 K
Rooming, Boarding Houses	\$20.5 K	\$22.26 K	\$38.1 K
Full Service Restaurants	\$32.94 M	\$35.81 M	\$61.41 M
Limited Service Restaurants	\$15.28 M	\$16.61 M	\$28.49 M
Special Food Services, Catering	\$4.5 M	\$4.89 M	\$8.38 M
Drinking Places	\$2.98 M	\$3.25 M	\$5.62 M
<b>Motor Vehicle, Parts Dealers</b>	\$56.58 M	\$60.81 M	\$101.68 M
New Car Dealers	\$33.47 M	\$35.91 M	\$59.76 M
Used Car Dealers	\$3.12 M	\$3.35 M	\$5.56 M
Recreational Vehicle Dealers	\$5.59 M	\$6.03 M	\$10.17 M
Motorcycle, Boat Dealers	\$7.45 M	\$8.02 M	\$13.51 M
Auto Parts, Accessories	\$4.46 M	\$4.82 M	\$8.14 M
Tire Dealers	\$2.48 M	\$2.68 M	\$4.53 M

# **Income Summary**

# Income Summary Report



Muskogee, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Population</b>						
Estimated Population (2025)	36,173		38,697		66,066	
Projected Population (2030)	35,192		37,752		65,847	
Census Population (2020)	36,414		39,103		65,066	
Census Population (2010)	38,685		41,485		69,280	
<i>Projected Annual Growth (2025 to 2030)</i>	-982	-0.5%	-945	-0.5%	-219	-
<i>Historical Annual Growth (2020 to 2025)</i>	-241	-0.1%	-406	-0.2%	1,000	0.3%
<i>Historical Annual Growth (2010 to 2020)</i>	-2,271	-0.6%	-2,382	-0.6%	-4,214	-0.6%
<b>Households</b>						
Estimated Households (2025)	14,312		15,308		25,049	
Projected Households (2030)	13,833		14,838		24,973	
Census Households (2020)	14,792		15,862		25,025	
Census Households (2010)	15,503		16,588		26,392	
<i>Projected Annual Growth (2025 to 2030)</i>	-478	-0.7%	-469	-0.6%	-76	-
<i>Historical Annual Growth (2020 to 2025)</i>	-480	-0.6%	-554	-0.7%	24	-
<i>Historical Annual Growth (2010 to 2020)</i>	-711	-0.5%	-727	-0.4%	-1,367	-0.5%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$69,361		\$71,148		\$74,913	
Projected Average Household Income (2030)	\$69,007		\$70,855		\$74,723	
Census Average Household Income (2020)	\$43,438		\$45,008		\$45,939	
Census Average Household Income (2010)	\$37,576		\$38,274		\$38,544	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$354	-0.1%	-\$293	-	-\$190	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$25,923	4.0%	\$26,140	3.9%	\$28,974	4.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$5,862	1.6%	\$6,733	1.8%	\$7,395	1.9%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$50,861		\$51,747		\$55,025	
Projected Median Household Income (2030)	\$50,401		\$51,326		\$54,639	
Census Median Household Income (2020)	\$35,835		\$36,288		\$37,358	
Census Median Household Income (2010)	\$28,312		\$28,883		\$29,540	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$460	-0.2%	-\$420	-0.2%	-\$385	-0.1%
<i>Historical Annual Growth (2020 to 2025)</i>	\$15,026	2.8%	\$15,459	2.8%	\$17,667	3.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$7,524	2.7%	\$7,405	2.6%	\$7,818	2.6%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$27,648		\$28,345		\$28,580	
Projected Per Capita Income (2030)	\$27,338		\$28,055		\$28,517	
Census Per Capita Income (2020)	\$17,410		\$17,999		\$17,502	
Census Per Capita Income (2010)	\$15,109		\$15,339		\$14,727	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$310	-0.2%	-\$290	-0.2%	-\$63	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$10,238	3.9%	\$10,345	3.8%	\$11,078	4.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$2,301	1.5%	\$2,660	1.7%	\$2,775	1.9%
<b>Other Income</b>						
Estimated Families (2025)	8,725		9,323		15,898	
Estimated Average Family Income (2025)	\$83,485		\$86,150		\$91,881	
Estimated Median Family Income (2025)	\$64,718		\$66,157		\$69,681	
Estimated Average Household Net Worth (2025)	\$590,709		\$615,460		\$688,108	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Muskogee, Oklahoma		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Estimated Population		36,173		38,697		66,066	
Estimated Households		14,312		15,308		25,049	
<b>Household Expenditure</b>		\$1.1 B		\$1.19 B		\$2.02 B	
Per Household ~ Per Capita	\$76,827	\$30,396	\$77,768	\$30,763	\$80,793	\$30,633	
Non-Retail Expenditures	\$516.31 M	47.0%	\$559.71 M	47.0%	\$947.75 M	46.8%	
Per Household ~ Per Capita	\$36,076	\$14,273	\$36,565	\$14,464	\$37,836	\$14,345	
Retail Expenditures	\$583.22 M	53.0%	\$630.72 M	53.0%	\$1.08 B	53.2%	
Per Household ~ Per Capita	\$40,751	\$16,123	\$41,203	\$16,299	\$42,957	\$16,287	
Alcoholic Beverages	\$6.62 M	0.6%	\$7.17 M	0.6%	\$12.21 M	0.6%	
Per Household ~ Per Capita	\$463	\$183	\$468	\$185	\$487	\$185	
Apparel	\$20.76 M	1.9%	\$22.43 M	1.9%	\$38.06 M	1.9%	
Per Household ~ Per Capita	\$1,450	\$574	\$1,465	\$580	\$1,520	\$576	
Contributions	\$31.78 M	2.9%	\$34.57 M	2.9%	\$59.39 M	2.9%	
Per Household ~ Per Capita	\$2,221	\$879	\$2,258	\$893	\$2,371	\$899	
Education	\$23.43 M	2.1%	\$25.44 M	2.1%	\$43.55 M	2.2%	
Per Household ~ Per Capita	\$1,637	\$648	\$1,662	\$657	\$1,738	\$659	
Entertainment	\$64.75 M	5.9%	\$69.93 M	5.9%	\$118.53 M	5.9%	
Per Household ~ Per Capita	\$4,524	\$1,790	\$4,568	\$1,807	\$4,732	\$1,794	
Food Away From Home	\$48.87 M	4.4%	\$52.83 M	4.4%	\$89.75 M	4.4%	
Per Household ~ Per Capita	\$3,415	\$1,351	\$3,451	\$1,365	\$3,583	\$1,358	
Grocery	\$85.47 M	7.8%	\$91.67 M	7.7%	\$153.45 M	7.6%	
Per Household ~ Per Capita	\$5,972	\$2,363	\$5,989	\$2,369	\$6,126	\$2,323	
Health Care	\$91.92 M	8.4%	\$98.64 M	8.3%	\$163.86 M	8.1%	
Per Household ~ Per Capita	\$6,423	\$2,541	\$6,444	\$2,549	\$6,542	\$2,480	
Household Furnishings and Equipment	\$29.17 M	2.7%	\$31.56 M	2.7%	\$53.67 M	2.7%	
Per Household ~ Per Capita	\$2,038	\$806	\$2,061	\$815	\$2,143	\$812	
Household Operations	\$21.42 M	1.9%	\$23.12 M	1.9%	\$39.13 M	1.9%	
Per Household ~ Per Capita	\$1,497	\$592	\$1,511	\$598	\$1,562	\$592	
Miscellaneous Expenses	\$18.93 M	1.7%	\$20.47 M	1.7%	\$34.78 M	1.7%	
Per Household ~ Per Capita	\$1,323	\$523	\$1,337	\$529	\$1,389	\$526	
Personal Care	\$16.16 M	1.5%	\$17.37 M	1.5%	\$29.17 M	1.4%	
Per Household ~ Per Capita	\$1,129	\$447	\$1,134	\$449	\$1,164	\$441	
Shelter	\$195.03 M	17.7%	\$209.41 M	17.6%	\$346.97 M	17.1%	
Per Household ~ Per Capita	\$13,627	\$5,392	\$13,680	\$5,412	\$13,852	\$5,252	
Tax and Retirement	\$196.46 M	17.9%	\$216.26 M	18.2%	\$377.93 M	18.7%	
Per Household ~ Per Capita	\$13,727	\$5,431	\$14,127	\$5,588	\$15,088	\$5,721	
Tobacco and Related	\$8.01 M	0.7%	\$8.51 M	0.7%	\$13.98 M	0.7%	
Per Household ~ Per Capita	\$559	\$221	\$556	\$220	\$558	\$212	
Transportation	\$178.98 M	16.3%	\$194.85 M	16.4%	\$338.65 M	16.7%	
Per Household ~ Per Capita	\$12,506	\$4,948	\$12,729	\$5,035	\$13,520	\$5,126	
Utilities	\$61.77 M	5.6%	\$66.21 M	5.6%	\$110.7 M	5.5%	
Per Household ~ Per Capita	\$4,316	\$1,708	\$4,325	\$1,711	\$4,419	\$1,676	

# Consumer Expenditure Trend



Muskogee, Oklahoma	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
<b>Population / Households (2025)</b>						
Estimated Population	36,173		38,697		66,066	
Estimated Households	14,312		15,308		25,049	
<b>Total Annual Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$1.1 B		\$1.19 B		\$2.02 B	
Total Non-Retail Expenditure	\$516.31 M		\$559.71 M		\$947.75 M	
Total Retail Expenditure	\$583.22 M		\$630.72 M		\$1.08 B	
Alcoholic Beverages	\$6.62 M		\$7.17 M		\$12.21 M	
Apparel	\$20.76 M		\$22.43 M		\$38.06 M	
Contributions	\$31.78 M		\$34.57 M		\$59.39 M	
Education	\$23.43 M		\$25.44 M		\$43.55 M	
Entertainment	\$64.75 M		\$69.93 M		\$118.53 M	
Food Away From Home	\$48.87 M		\$52.83 M		\$89.75 M	
Grocery	\$85.47 M		\$91.67 M		\$153.45 M	
Health Care	\$91.92 M		\$98.64 M		\$163.86 M	
Household Furnishings and Equipment	\$29.17 M		\$31.56 M		\$53.67 M	
Household Operations	\$21.42 M		\$23.12 M		\$39.13 M	
Miscellaneous Expenses	\$18.93 M		\$20.47 M		\$34.78 M	
Personal Care	\$16.16 M		\$17.37 M		\$29.17 M	
Shelter	\$195.03 M		\$209.41 M		\$346.97 M	
Tax and Retirement	\$196.46 M		\$216.26 M		\$377.93 M	
Tobacco and Related	\$8.01 M		\$8.51 M		\$13.98 M	
Transportation	\$178.98 M		\$194.85 M		\$338.65 M	
Utilities	\$61.77 M		\$66.21 M		\$110.7 M	
<b>Monthly Household Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$6,402		\$6,481		\$6,733	
Total Non-Retail Expenditure	\$3,006 47.0%		\$3,047 47.0%		\$3,153 46.8%	
Total Retail Expenditure	\$3,396 53.0%		\$3,434 53.0%		\$3,580 53.2%	
Alcoholic Beverages	\$39 0.6%		\$39 0.6%		\$41 0.6%	
Apparel	\$121 1.9%		\$122 1.9%		\$127 1.9%	
Contributions	\$185 2.9%		\$188 2.9%		\$198 2.9%	
Education	\$136 2.1%		\$138 2.1%		\$145 2.2%	
Entertainment	\$377 5.9%		\$381 5.9%		\$394 5.9%	
Food Away From Home	\$285 4.4%		\$288 4.4%		\$299 4.4%	
Grocery	\$498 7.8%		\$499 7.7%		\$510 7.6%	
Health Care	\$535 8.4%		\$537 8.3%		\$545 8.1%	
Household Furnishings and Equipment	\$170 2.7%		\$172 2.7%		\$179 2.7%	
Household Operations	\$125 1.9%		\$126 1.9%		\$130 1.9%	
Miscellaneous Expenses	\$110 1.7%		\$111 1.7%		\$116 1.7%	
Personal Care	\$94 1.5%		\$95 1.5%		\$97 1.4%	
Shelter	\$1,136 17.7%		\$1,140 17.6%		\$1,154 17.1%	
Tax and Retirement	\$1,144 17.9%		\$1,177 18.2%		\$1,257 18.7%	
Tobacco and Related	\$47 0.7%		\$46 0.7%		\$46 0.7%	
Transportation	\$1,042 16.3%		\$1,061 16.4%		\$1,127 16.7%	
Utilities	\$360 5.6%		\$360 5.6%		\$368 5.5%	

# Consumer Expenditure Trend



Muskogee, Oklahoma	10 min drive	15 min drive	30 min drive
Drive Time	time	time	time
<b>Population / Households (2030)</b>			
Projected Population	35,192	37,752	65,847
Projected Households	-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>			
Total Household Expenditure	\$1.03 B	\$1.12 B	\$1.98 B
Total Non-Retail Expenditure	\$485.58 M	\$528.62 M	\$925.51 M
Total Retail Expenditure	\$548.74 M	\$595.81 M	\$1.05 B
Alcoholic Beverages	\$6.22 M	\$6.76 M	\$11.92 M
Apparel	\$19.5 M	\$21.16 M	\$37.15 M
Contributions	\$29.8 M	\$32.56 M	\$57.94 M
Education	\$21.98 M	\$23.97 M	\$42.49 M
Entertainment	\$60.79 M	\$65.95 M	\$115.65 M
Food Away From Home	\$45.89 M	\$49.83 M	\$87.59 M
Grocery	\$80.41 M	\$86.6 M	\$149.8 M
Health Care	\$87.67 M	\$94.2 M	\$160.69 M
Household Furnishings and Equipment	\$27.38 M	\$29.76 M	\$52.38 M
Household Operations	\$20.13 M	\$21.82 M	\$38.18 M
Miscellaneous Expenses	\$17.76 M	\$19.3 M	\$33.94 M
Personal Care	\$15.2 M	\$16.4 M	\$28.47 M
Shelter	\$183.69 M	\$198.02 M	\$338.95 M
Tax and Retirement	\$183.85 M	\$203.4 M	\$368.12 M
Tobacco and Related	\$7.55 M	\$8.05 M	\$13.65 M
Transportation	\$168.39 M	\$184.12 M	\$331.96 M
Utilities	\$58.12 M	\$62.55 M	\$108.07 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>			
Total Household Expenditure	\$-65.2 M	\$-66 M	\$-46.84 M
Total Non-Retail Expenditure	\$-30.72 M	\$-31.09 M	\$-22.23 M
Total Retail Expenditure	\$-34.48 M	\$-34.91 M	\$-24.61 M
Alcoholic Beverages	\$-406.26 K	\$-409.75 K	\$-295.06 K
Apparel	\$-1.26 M	\$-1.27 M	\$-919.3 K
Contributions	\$-1.98 M	\$-2.01 M	\$-1.44 M
Education	\$-1.45 M	\$-1.47 M	\$-1.06 M
Entertainment	\$-3.96 M	\$-3.99 M	\$-2.87 M
Food Away From Home	\$-2.98 M	\$-3 M	\$-2.16 M
Grocery	\$-5.06 M	\$-5.07 M	\$-3.65 M
Health Care	\$-4.25 M	\$-4.44 M	\$-3.17 M
Household Furnishings and Equipment	\$-1.79 M	\$-1.8 M	\$-1.29 M
Household Operations	\$-1.3 M	\$-1.31 M	\$-949.94 K
Miscellaneous Expenses	\$-1.17 M	\$-1.18 M	\$-842.73 K
Personal Care	\$-962.13 K	\$-966.19 K	\$-696.13 K
Shelter	\$-11.34 M	\$-11.39 M	\$-8.02 M
Tax and Retirement	\$-12.61 M	\$-12.86 M	\$-9.81 M
Tobacco and Related	\$-459.79 K	\$-458.89 K	\$-325.97 K
Transportation	\$-10.59 M	\$-10.73 M	\$-6.69 M
Utilities	\$-3.65 M	\$-3.66 M	\$-2.63 M

# **Crime Risk**

Muskogee, Oklahoma	10 min drive time	15 min drive time	30 min drive time
Drive Time			
<b>Demographics</b>			
Population	36,173	38,697	66,066
Census Population	36,414	39,103	65,066
Households	14,312	15,308	25,049
Average Household Income	\$69,361	\$71,148	\$74,913
Median Household Income	\$50,861	\$51,747	\$55,025
Per Capita Income	\$27,648	\$28,345	\$28,580
<b>Total Crime</b>			
Crime Index	185	183	144
Crime Level	Very High	Very High	Above Average
<b>Personal Crime</b>			
Crime Index	267	262	189
Crime Level	Very High	Very High	Very High
<b>Murder</b>			
Crime Index	182	180	165
Crime Level	Very High	Very High	High Risk
<b>Rape</b>			
Crime Index	204	205	174
Crime Level	Very High	Very High	High Risk
<b>Robbery</b>			
Crime Index	121	118	78
Crime Level	Above Average	Average	Below Average
<b>Assault</b>			
Crime Index	318	311	222
Crime Level	Very High	Very High	Very High
<b>Property Crime</b>			
Crime Index	169	168	135
Crime Level	High Risk	High Risk	Above Average
<b>Burglary</b>			
Crime Index	291	285	237
Crime Level	Very High	Very High	Very High
<b>Larceny</b>			
Crime Index	156	156	123
Crime Level	High Risk	High Risk	Above Average
<b>Motor Vehicle Theft</b>			
Crime Index	110	110	96
Crime Level	Average	Average	Average

\* Crime Index: 100 = National Average Adjusted for Population

# Void Analysis

Muskogee, Oklahoma	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
<b>Auto Parts Tires</b>			
AAMCO	1 / 0	5,000	
Advance Auto Parts	1 / 1	9,400	
AutoZone	2 / 1	6,600	
Gerber Collision & Glass	1 / 0	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	
<b>Banks</b>			
Arvest Bank	3 / 2	6,600	
BancFirst	4 / 2	8,500	
BOKF	2 / 2	4,900	
JRMB	1 / 1	4,600	
<b>Banks Minor</b>			
Bank	17 / 11		
<b>Car Washes</b>			
Take 5 Car Wash	1 / 1	5,900	
Tommy's Express Car Wash	1 / 1	6,000	
<b>Clothing Apparel</b>			
Buckle	1 / 1	5,100	
Cato	1 / 1	5,000	
maurices	1 / 1	6,000	
<b>Convenience Stores</b>			
Casey's General Store	9 / 7	3,200	
Conoco	1 / 1	2,500	
Love's	1 / 1	7,300	
Murphy USA	2 / 1	2,100	
Phillips 66	11 / 9	2,500	
Pilot Flying J	1 / 0	14,500	
Pilot Travel Centers	1 / 1	3,200	
QuikTrip	3 / 2	4,800	
Shell	4 / 2	1,800	
Sinclair	4 / 4	2,000	
Valero	1 / 1	3,200	
<b>Craft Fabric Stores</b>			
Hobby Lobby	1 / 1	68,500	

Muskogee, Oklahoma	Site / Market Locations	Avg Square Footage	Closest Location
Drive Time			
<b>Dealerships</b>			
Chevrolet	2 / 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		
<b>Dental</b>			
Affordable Dentures	1 / 0	4,100	
Aspen Dental	1 / 1	3,500	
<b>Department Stores</b>			
Bealls	1 / 1	22,600	
<b>Discount Department Stores</b>			
Ollie's Bargain Outlet	1 / 1	30,000	
Ross	1 / 1	28,300	
TJ Maxx	1 / 1	33,400	
Walmart Supercenter	3 / 1	189,700	
<b>Dollar Stores</b>			
Dollar General	17 / 13	9,600	
Dollar Tree	4 / 2	11,800	
Family Dollar	4 / 4	9,400	
Family Dollar   Dollar Tree	2 / 2	12,100	
Five Below	1 / 1	10,000	
<b>Drug Stores</b>			
CVS	1 / 1	13,400	
GNC	1 / 1	1,700	
Walgreens	3 / 2	14,800	
<b>Education</b>			
College	1 / 1		
Cosmetology and Barber	1 / 1		
Day Care	30 / 26		

Muskogee, Oklahoma		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	High School	7 / 11		
	Junior College	1 / 1		
	PK - 8	24 / 25		
	PK - 8 (Private)	4 / 3		
	Trade Schools	1 / 1		
<b>Entertainment</b>				
	Theatres	2 / 2		
<b>EV Charging Stations</b>				
	Independent	5 / 3		
<b>VOID</b>	Tesla	0 / 1		6.27 Mi SE
<b>Fitness</b>				
	Planet Fitness	1 / 1	24,600	
<b>Furniture Household</b>				
	Aaron's	1 / 1	9,000	
	Rent A Center	1 / 1	5,700	
<b>Grocery Stores</b>				
	ALDI	1 / 1	16,600	
	Harps Food Store	2 / 2		
<b>Health Beauty</b>				
	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	
<b>Health Care</b>				
	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		

Muskogee, Oklahoma		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Emergency Medicine	5 / 4		
	Endocrinology	1 / 1		
	Family Practice	21 / 14		
	Gastroenterology	2 / 2		
	General Surgery	4 / 3		
	Hematology and Oncology	3 / 3		
	Hospitalist	2 / 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	22 / 20		
	Obstetrics and Gynecology	4 / 4		
	Occupational Therapy	1 / 1		
	Ophthalmology	1 / 1		
	Optometry	13 / 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	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		
	<b>Home Improvement</b>			
	Ace Hardware	1 / 1	16,200	
	Do It Best	1 / 0	16,200	
	Harbor Freight Tools	1 / 1	17,100	

<b>Muskogee, Oklahoma</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
<b>Drive Time</b>			
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	
<b>Hotels</b>			
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	
<b>Jewelry</b>			
Kay Jewelers	1 / 1		
<b>Mattress</b>			
Mattress Firm	1 / 1	7,000	
<b>Office Supply</b>			
Office Depot	1 / 1	25,100	
<b>Pet Stores</b>			
Petco	1 / 1	15,900	
<b>Restaurants Casual</b>			
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	
<b>Restaurants Coffee Donuts</b>			
7 Brew	1 / 1	600	
HTeaO	1 / 1		
Starbucks	2 / 1	1,800	
<b>Restaurants Fast Food Major</b>			
Arby's	3 / 2	3,300	

<b>Muskogee, Oklahoma</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
<b>Drive Time</b>			
Burger King	2 / 2	4,000	
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	
<b>Restaurants Fast Food Minor</b>			
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	
<b>Restaurants Ice Cream Smoothie</b>			
Braum's	3 / 2	5,100	
Tropical Smoothie Cafe	1 / 1	1,700	
<b>Restaurants Pizza</b>			
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	7 / 6	2,000	
<b>Restaurants Sandwich</b>			
McAlister's Deli	1 / 1	5,000	
Subway	10 / 9	1,700	
<b>Self Storage</b>			
U Haul	1 / 1	45,900	
<b>Shoes Footwear</b>			
Famous Footwear	1 / 1	9,700	
Shoe Dept	1 / 1	6,500	
<b>Specialty</b>			
Cannabis	5 / 2		
GameStop	1 / 1	1,700	
UPS	1 / 1		
<b>Sporting Goods</b>			

Muskogee, Oklahoma		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Dunham's Sports	1 / 1	39,300	
	Hibbett Sports	1 / 1	7,600	
<b>Wireless Stores</b>				
	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	
<b>Worship</b>				
	Baptist	9 / 9		
	Christian	2 / 1		
	Judaic	1 / 1		
	Methodist Episcopal	3 / 4		