



**RETAIL ATTRACTIONS, LLC**  

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**Economic Development Consulting**

**Muskogee, Oklahoma  
Radius  
1st Quarter 2026**

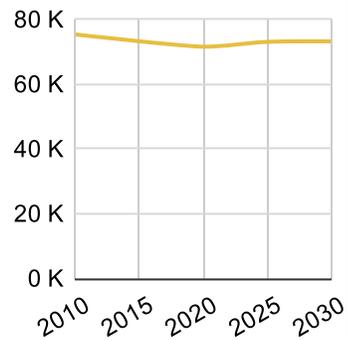
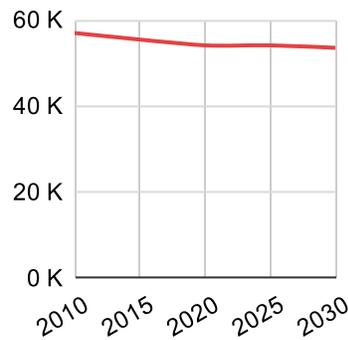
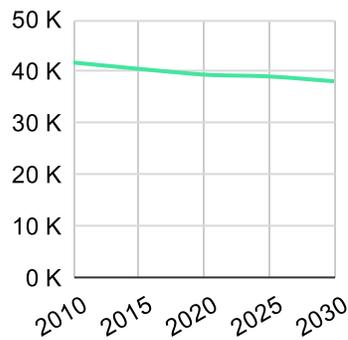
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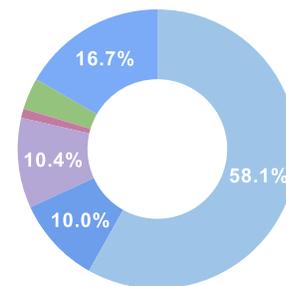
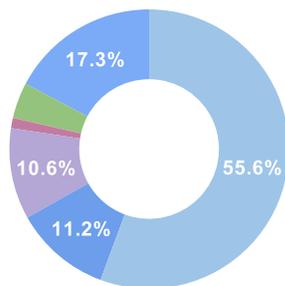
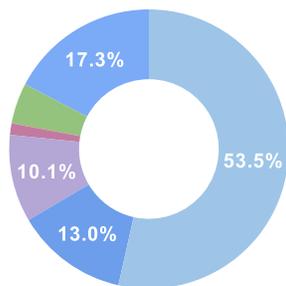
# Demographics



Muskogee, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Population</b>							
Estimated Population (2025)		39,063		54,096		73,125	
Projected Population (2030)		38,121		53,513		73,281	
Census Population (2020)		39,418		54,091		71,643	
Census Population (2010)		41,755		56,968		75,427	
Projected Annual Growth (2025-2030)		-941	-0.5%	-583	-0.2%	156	-
Historical Annual Growth (2020-2025)		-356	-0.2%	5	-	1,482	0.4%
Historical Annual Growth (2010-2020)		-2,337	-0.6%	-2,876	-0.5%	-3,784	-0.5%
Estimated Population Density (2025)		498 <i>psm</i>		172 <i>psm</i>		103 <i>psm</i>	
Trade Area Size		78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	

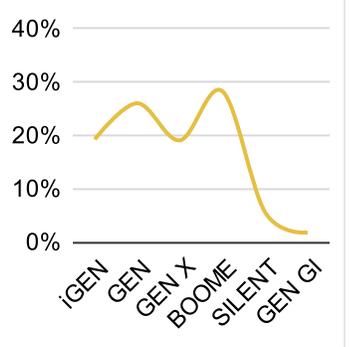
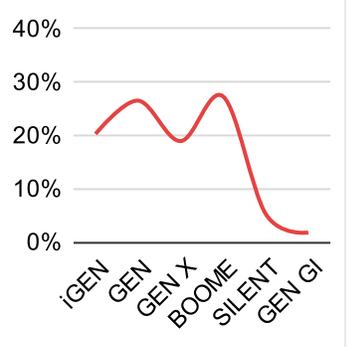
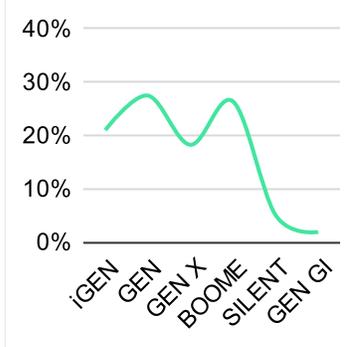


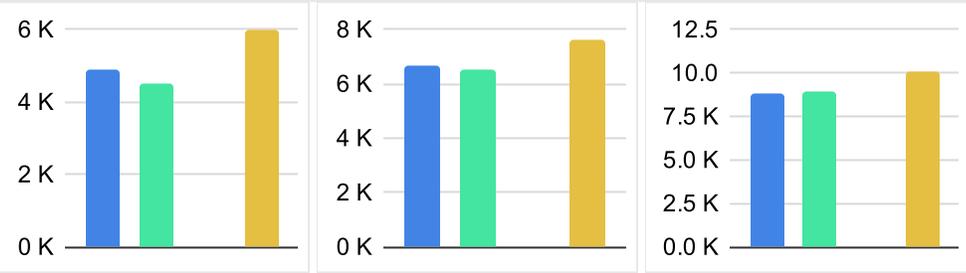
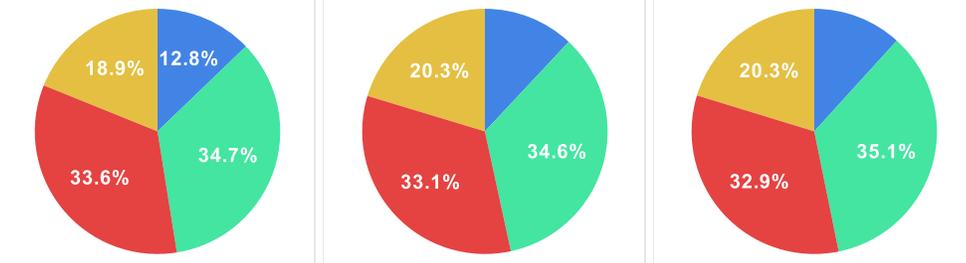
<b>Race and Ethnicity (2025)</b>							
<b>Not Hispanic or Latino Population</b>							
White	19,749	55.6%	28,582	57.6%	40,577	59.9%	
Black or African American	5,001	14.1%	5,958	12.0%	7,230	10.7%	
American Indian or Alaska Native	3,882	10.9%	5,615	11.3%	7,512	11.1%	
Asian	516	1.5%	635	1.3%	772	1.1%	
Hawaiian or Pacific Islander	16	-	21	-	29	-	
Other Race	418	1.2%	517	1.0%	653	1.0%	
Two or More Races	5,961	16.8%	8,311	16.7%	10,970	16.2%	
<b>Hispanic or Latino Population</b>							
White	1,152	32.7%	1,521	34.1%	1,932	35.9%	
Black or African American	76	2.2%	86	1.9%	94	1.8%	
American Indian or Alaska Native	70	2.0%	105	2.3%	123	2.3%	
Asian	2	-	2	-	2	-	
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-	
Other Race	1,415	40.2%	1,718	38.5%	1,990	37.0%	
Two or More Races	807	22.9%	1,025	23.0%	1,240	23.0%	



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

Muskogee, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Age Distribution (2025)</b>							
Age Under 5 Years		2,748	7.0%	3,558	6.6%	4,443	6.1%
Age 5 to 9 Years		2,697	6.9%	3,622	6.7%	4,688	6.4%
Age 10 to 14 Years		2,755	7.1%	3,783	7.0%	4,956	6.8%
Age 15 to 19 Years		2,763	7.1%	3,709	6.9%	4,849	6.6%
Age 20 to 24 Years		2,732	7.0%	3,531	6.5%	4,649	6.4%
Age 25 to 29 Years		2,723	7.0%	3,655	6.8%	4,774	6.5%
Age 30 to 34 Years		2,509	6.4%	3,449	6.4%	4,755	6.5%
Age 35 to 39 Years		2,366	6.1%	3,404	6.3%	4,704	6.4%
Age 40 to 44 Years		2,513	6.4%	3,636	6.7%	4,951	6.8%
Age 45 to 49 Years		2,242	5.7%	3,199	5.9%	4,294	5.9%
Age 50 to 54 Years		2,090	5.3%	3,044	5.6%	4,297	5.9%
Age 55 to 59 Years		2,044	5.2%	2,898	5.4%	4,078	5.6%
Age 60 to 64 Years		2,340	6.0%	3,318	6.1%	4,631	6.3%
Age 65 to 69 Years		2,180	5.6%	3,089	5.7%	4,256	5.8%
Age 70 to 74 Years		1,645	4.2%	2,405	4.4%	3,402	4.7%
Age 75 to 79 Years		1,203	3.1%	1,767	3.3%	2,572	3.5%
Age 80 to 84 Years		775	2.0%	1,068	2.0%	1,521	2.1%
Age 85 Years or Over		736	1.9%	961	1.8%	1,302	1.8%
Median Age		35.5		36.7		37.8	
<b>Generation (2025)</b>							
iGeneration (Age Under 15 Years)		8,201	21.0%	10,963	20.3%	14,087	19.3%
Generation 9/11 Millennials (Age 15 to 34 Years)		10,727	27.5%	14,344	26.5%	19,028	26.0%
Gen Xers (Age 35 to 49 Years)		7,121	18.2%	10,239	18.9%	13,949	19.1%
Baby Boomers (Age 50 to 74 Years)		10,299	26.4%	14,754	27.3%	20,665	28.3%
Silent Generation (Age 75 to 84 Years)		1,979	5.1%	2,835	5.2%	4,093	5.6%
G.I. Generation (Age 85 Years or Over)		736	1.9%	961	1.8%	1,302	1.8%



Muskogee, Oklahoma		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Household Type (2025)</b>				
Total Households		15,431	20,816	27,891
Family Households		9,433 61.1%	13,147 63.2%	17,809 63.9%
Family Households with Children		4,897 51.9%	6,652 50.6%	8,836 49.6%
Family Households No Children		4,536 48.1%	6,494 49.4%	8,974 50.4%
Non-Family Households		5,998 38.9%	7,669 36.8%	10,082 36.1%
Non-Family Households with Children		7 0.1%	11 0.1%	13 0.1%
Non-Family Households No Children		5,990 99.9%	7,658 99.9%	10,069 99.9%
				
<b>Education Attainment (2025)</b>				
Elementary or Some High School		3,250 12.8%	4,297 12.0%	5,818 11.7%
High School Graduate		8,794 34.7%	12,430 34.6%	17,371 35.1%
Some College or Associate Degree		8,533 33.6%	11,870 33.1%	16,311 32.9%
Bachelor or Graduate Degree		4,790 18.9%	7,296 20.3%	10,039 20.3%
				
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$71,514	\$76,885	\$78,672
Estimated Median Household Income		\$51,617	\$55,629	\$57,624
HH Income Under \$10,000		1,525 9.9%	1,818 8.7%	2,221 8.0%
HH Income \$10,000 to \$34,999		4,127 26.7%	5,402 26.0%	6,894 24.7%
HH Income \$35,000 to \$49,999		2,235 14.5%	2,844 13.7%	3,790 13.6%
HH Income \$50,000 to \$74,999		2,715 17.6%	3,455 16.6%	4,862 17.4%
HH Income \$75,000 to \$99,999		1,783 11.6%	2,587 12.4%	3,513 12.6%
HH Income \$100,000 to \$149,999		1,807 11.7%	2,775 13.3%	3,918 14.0%
HH Income \$150,000 or More		1,238 8.0%	1,935 9.3%	2,694 9.7%

Muskogee, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Population</b>						
Estimated Population (2025)	39,063		54,096		73,125	
Projected Population (2030)	38,121		53,513		73,281	
Census Population (2020)	39,418		54,091		71,643	
Census Population (2010)	41,755		56,968		75,427	
Projected Annual Growth (2025-2030)	-941	-0.5%	-583	-0.2%	156	-
Historical Annual Growth (2020-2025)	-356	-	5	-	1,482	0.4%
Historical Annual Growth (2010-2020)	-2,337	-0.6%	-2,876	-0.5%	-3,784	-0.5%
Estimated Population Density (2025)	498 <i>psm</i>		172 <i>psm</i>		103 <i>psm</i>	
Trade Area Size	78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2025)	15,431		20,816		27,891	
Projected Households (2030)	14,958		20,496		27,993	
Census Households (2020)	15,984		21,272		27,640	
Census Households (2010)	16,696		22,154		28,798	
Projected Annual Growth (2025-2030)	-473	-0.6%	-320	-0.3%	102	-
Historical Annual Change (2010-2025)	-1,265	-0.5%	-1,339	-0.4%	-906	-0.2%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$71,514		\$76,885		\$78,672	
Projected Average Household Income (2030)	\$71,216		\$76,768		\$78,516	
Census Average Household Income (2010)	\$45,218		\$47,676		\$48,390	
Census Average Household Income (2000)	\$38,447		\$39,350		\$39,584	
Projected Annual Change (2025-2030)	-\$298	-	-\$118	-	-\$155	-
Historical Annual Change (2000-2025)	\$33,067	3.4%	\$37,535	3.8%	\$39,087	3.9%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$51,617		\$55,629		\$57,624	
Projected Median Household Income (2030)	\$51,145		\$55,236		\$57,197	
Census Median Household Income (2010)	\$36,451		\$38,687		\$39,675	
Census Median Household Income (2000)	\$29,042		\$30,586		\$31,181	
Projected Annual Change (2025-2030)	-\$472	-0.2%	-\$393	-0.1%	-\$427	-0.1%
Historical Annual Change (2000-2025)	\$22,575	3.1%	\$25,043	3.3%	\$26,444	3.4%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$28,452		\$29,742		\$30,136	
Projected Per Capita Income (2030)	\$28,150		\$29,562		\$30,122	
Census Per Capita Income (2010)	\$18,082		\$18,542		\$18,475	
Census Per Capita Income (2000)	\$15,408		\$15,306		\$15,087	
Projected Annual Change (2025-2030)	-\$302	-0.2%	-\$180	-0.1%	-\$14	-
Historical Annual Change (2000-2025)	\$13,044	3.4%	\$14,436	3.8%	\$15,049	4.0%
Estimated Average Household Net Worth (2025)	\$617,133		\$703,172		\$745,638	

Muskogee, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Race and Ethnicity</b>						
Total Population (2025)	39,063		54,096		73,125	
White (2025)	20,901	53.5%	30,104	55.6%	42,509	58.1%
Black or African American (2025)	5,077	13.0%	6,043	11.2%	7,324	10.0%
American Indian or Alaska Native (2025)	3,951	10.1%	5,719	10.6%	7,636	10.4%
Asian (2025)	518	1.3%	637	1.2%	774	1.1%
Hawaiian or Pacific Islander (2025)	16	-	21	-	29	-
Other Race (2025)	1,832	4.7%	2,234	4.1%	2,643	3.6%
Two or More Races (2025)	6,768	17.3%	9,336	17.3%	12,210	16.7%
Population < 18 (2025)	9,876 25.3%		13,271 24.5%		17,139 23.4%	
White Not Hispanic	3,560	36.0%	5,059	38.1%	6,996	40.8%
Black or African American	1,338	13.5%	1,480	11.2%	1,688	9.9%
Asian	122	1.2%	155	1.2%	193	1.1%
Other Race Not Hispanic	3,451	34.9%	4,804	36.2%	6,189	36.1%
Hispanic	1,406	14.2%	1,773	13.4%	2,073	12.1%
Not Hispanic or Latino Population (2025)	35,541 91.0%		49,639 91.8%		67,743 92.6%	
Not Hispanic White	19,749	55.6%	28,582	57.6%	40,577	59.9%
Not Hispanic Black or African American	5,001	14.1%	5,958	12.0%	7,230	10.7%
Not Hispanic American Indian or Alaska Native	3,882	10.9%	5,615	11.3%	7,512	11.1%
Not Hispanic Asian	516	1.5%	635	1.3%	772	1.1%
Not Hispanic Hawaiian or Pacific Islander	16	-	21	-	29	-
Not Hispanic Other Race	418	1.2%	517	1.0%	653	1.0%
Not Hispanic Two or More Races	5,961	16.8%	8,311	16.7%	10,970	16.2%
Hispanic or Latino Population (2025)	3,522 9.0%		4,457 8.2%		5,382 7.4%	
Hispanic White	1,152	32.7%	1,521	34.1%	1,932	35.9%
Hispanic Black or African American	76	2.2%	86	1.9%	94	1.8%
Hispanic American Indian or Alaska Native	70	2.0%	105	2.3%	123	2.3%
Hispanic Asian	2	-	2	-	2	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-
Hispanic Other Race	1,415	40.2%	1,718	38.5%	1,990	37.0%
Hispanic Two or More Races	807	22.9%	1,025	23.0%	1,240	23.0%
Not Hispanic or Latino Population (2020)	35,937 91.2%		49,967 92.4%		66,821 93.3%	
Hispanic or Latino Population (2020)	3,482	8.8%	4,124	7.6%	4,822	6.7%
Not Hispanic or Latino Population (2010)	38,947 93.3%		53,620 94.1%		71,496 94.8%	
Hispanic or Latino Population (2010)	2,809	6.7%	3,348	5.9%	3,931	5.2%
Not Hispanic or Latino Population (2030)	34,366 90.1%		48,604 90.8%		67,128 91.6%	
Hispanic or Latino Population (2030)	3,755	9.9%	4,909	9.2%	6,153	8.4%
Projected Annual Growth (2025-2030)	234	1.3%	452	2.0%	771	2.9%
Historical Annual Growth (2010-2020)	673	2.4%	777	2.3%	892	2.3%

Muskogee, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Total Age Distribution (2025)</b>							
Total Population		39,063		54,096		73,125	
Age Under 5 Years		2,748	7.0%	3,558	6.6%	4,443	6.1%
Age 5 to 9 Years		2,697	6.9%	3,622	6.7%	4,688	6.4%
Age 10 to 14 Years		2,755	7.1%	3,783	7.0%	4,956	6.8%
Age 15 to 19 Years		2,763	7.1%	3,709	6.9%	4,849	6.6%
Age 20 to 24 Years		2,732	7.0%	3,531	6.5%	4,649	6.4%
Age 25 to 29 Years		2,723	7.0%	3,655	6.8%	4,774	6.5%
Age 30 to 34 Years		2,509	6.4%	3,449	6.4%	4,755	6.5%
Age 35 to 39 Years		2,366	6.1%	3,404	6.3%	4,704	6.4%
Age 40 to 44 Years		2,513	6.4%	3,636	6.7%	4,951	6.8%
Age 45 to 49 Years		2,242	5.7%	3,199	5.9%	4,294	5.9%
Age 50 to 54 Years		2,090	5.3%	3,044	5.6%	4,297	5.9%
Age 55 to 59 Years		2,044	5.2%	2,898	5.4%	4,078	5.6%
Age 60 to 64 Years		2,340	6.0%	3,318	6.1%	4,631	6.3%
Age 65 to 69 Years		2,180	5.6%	3,089	5.7%	4,256	5.8%
Age 70 to 74 Years		1,645	4.2%	2,405	4.4%	3,402	4.7%
Age 75 to 79 Years		1,203	3.1%	1,767	3.3%	2,572	3.5%
Age 80 to 84 Years		775	2.0%	1,068	2.0%	1,521	2.1%
Age 85 Years or Over		736	1.9%	961	1.8%	1,302	1.8%
Median Age		35.5		36.7		37.8	
Age 19 Years or Less		10,964	28.1%	14,672	27.1%	18,936	25.9%
Age 20 to 64 Years		21,559	55.2%	30,134	55.7%	41,135	56.3%
Age 65 Years or Over		6,539	16.7%	9,290	17.2%	13,053	17.9%
<b>Female Age Distribution (2025)</b>							
Female Population		19,597	50.2%	26,779	49.5%	35,727	48.9%
Age Under 5 Years		1,286	6.6%	1,686	6.3%	2,102	5.9%
Age 5 to 9 Years		1,409	7.2%	1,855	6.9%	2,389	6.7%
Age 10 to 14 Years		1,323	6.7%	1,852	6.9%	2,432	6.8%
Age 15 to 19 Years		1,277	6.5%	1,752	6.5%	2,299	6.4%
Age 20 to 24 Years		1,296	6.6%	1,648	6.2%	2,132	6.0%
Age 25 to 29 Years		1,301	6.6%	1,712	6.4%	2,186	6.1%
Age 30 to 34 Years		1,217	6.2%	1,580	5.9%	2,136	6.0%
Age 35 to 39 Years		1,230	6.3%	1,691	6.3%	2,212	6.2%
Age 40 to 44 Years		1,336	6.8%	1,839	6.9%	2,422	6.8%
Age 45 to 49 Years		1,154	5.9%	1,598	6.0%	2,107	5.9%
Age 50 to 54 Years		1,085	5.5%	1,554	5.8%	2,134	6.0%
Age 55 to 59 Years		1,018	5.2%	1,426	5.3%	1,992	5.6%
Age 60 to 64 Years		1,215	6.2%	1,717	6.4%	2,350	6.6%
Age 65 to 69 Years		1,128	5.8%	1,619	6.0%	2,220	6.2%
Age 70 to 74 Years		886	4.5%	1,268	4.7%	1,783	5.0%
Age 75 to 79 Years		649	3.3%	925	3.5%	1,345	3.8%
Age 80 to 84 Years		408	2.1%	557	2.1%	799	2.2%
Age 85 Years or Over		379	1.9%	502	1.9%	688	1.9%
Female Median Age		37.1		38.0		39.1	
Age 19 Years or Less		5,294	27.0%	7,144	26.7%	9,222	25.8%
Age 20 to 64 Years		10,852	55.4%	14,764	55.1%	19,670	55.1%
Age 65 Years or Over		3,450	17.6%	4,871	18.2%	6,836	19.1%

Muskogee, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Male Age Distribution (2025)</b>						
Male Population	19,466	49.8%	27,317	50.5%	37,398	51.1%
Age Under 5 Years	1,463	7.5%	1,873	6.9%	2,341	6.3%
Age 5 to 9 Years	1,289	6.6%	1,767	6.5%	2,299	6.1%
Age 10 to 14 Years	1,433	7.4%	1,931	7.1%	2,524	6.8%
Age 15 to 19 Years	1,486	7.6%	1,957	7.2%	2,550	6.8%
Age 20 to 24 Years	1,436	7.4%	1,883	6.9%	2,518	6.7%
Age 25 to 29 Years	1,421	7.3%	1,942	7.1%	2,588	6.9%
Age 30 to 34 Years	1,292	6.6%	1,869	6.8%	2,620	7.0%
Age 35 to 39 Years	1,136	5.8%	1,713	6.3%	2,492	6.7%
Age 40 to 44 Years	1,177	6.0%	1,798	6.6%	2,529	6.8%
Age 45 to 49 Years	1,088	5.6%	1,601	5.9%	2,188	5.9%
Age 50 to 54 Years	1,005	5.2%	1,490	5.5%	2,163	5.8%
Age 55 to 59 Years	1,026	5.3%	1,472	5.4%	2,086	5.6%
Age 60 to 64 Years	1,125	5.8%	1,602	5.9%	2,281	6.1%
Age 65 to 69 Years	1,052	5.4%	1,470	5.4%	2,037	5.4%
Age 70 to 74 Years	759	3.9%	1,137	4.2%	1,618	4.3%
Age 75 to 79 Years	555	2.9%	842	3.1%	1,227	3.3%
Age 80 to 84 Years	367	1.9%	511	1.9%	722	1.9%
Age 85 Years or Over	357	1.8%	459	1.7%	614	1.6%
Male Median Age	34.0		35.4		36.6	
Age 19 Years or Less	5,670	29.1%	7,527	27.6%	9,714	26.0%
Age 20 to 64 Years	10,707	55.0%	15,371	56.3%	21,466	57.4%
Age 65 Years or Over	3,089	15.9%	4,419	16.2%	6,218	16.6%
<b>Males per 100 Females (2025)</b>						
Overall Comparison	99		102		105	
Age Under 5 Years	114	53.2%	111	52.6%	111	52.7%
Age 5 to 9 Years	91	47.8%	95	48.8%	96	49.0%
Age 10 to 14 Years	108	52.0%	104	51.0%	104	50.9%
Age 15 to 19 Years	116	53.8%	112	52.8%	111	52.6%
Age 20 to 24 Years	111	52.6%	114	53.3%	118	54.2%
Age 25 to 29 Years	109	52.2%	113	53.2%	118	54.2%
Age 30 to 34 Years	106	51.5%	118	54.2%	123	55.1%
Age 35 to 39 Years	92	48.0%	101	50.3%	113	53.0%
Age 40 to 44 Years	88	46.9%	98	49.4%	104	51.1%
Age 45 to 49 Years	94	48.5%	100	50.1%	104	50.9%
Age 50 to 54 Years	93	48.1%	96	48.9%	101	50.3%
Age 55 to 59 Years	101	50.2%	103	50.8%	105	51.2%
Age 60 to 64 Years	93	48.1%	93	48.3%	97	49.3%
Age 65 to 69 Years	93	48.2%	91	47.6%	92	47.9%
Age 70 to 74 Years	86	46.1%	90	47.3%	91	47.6%
Age 75 to 79 Years	86	46.1%	91	47.7%	91	47.7%
Age 80 to 84 Years	90	47.3%	92	47.9%	90	47.4%
Age 85 Years or Over	94	48.5%	91	47.8%	89	47.2%
Age 19 Years or Less	107	51.7%	105	51.3%	105	51.3%
Age 20 to 39 Years	105	51.2%	112	52.8%	118	54.1%
Age 40 to 64 Years	93	48.3%	98	49.5%	102	50.5%
Age 65 Years or Over	90	47.2%	91	47.6%	91	47.6%

Muskogee, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Household Type (2025)</b>						
Total Households	15,431		20,816		27,891	
Households with Children	4,905	31.8%	6,664	32.0%	8,849	31.7%
Average Household Size	2.5		2.5		2.5	
Household Density per Square Mile	197		66		39	
Population Family	30,112	77.1%	41,979	77.6%	56,605	77.4%
Population Non-Family	7,793	19.9%	10,007	18.5%	13,217	18.1%
Population Group Quarters	1,159	3.0%	2,110	3.9%	3,303	4.5%
Family Households	9,433	61.1%	13,147	63.2%	17,809	63.9%
Married Couple Households	5,857	62.1%	8,719	66.3%	12,245	68.8%
Other Family Households with Children	3,576	37.9%	4,428	33.7%	5,564	31.2%
Family Households with Children	4,897	51.9%	6,652	50.6%	8,836	49.6%
Married Couple with Children	2,723	55.6%	3,950	59.4%	5,461	61.8%
Other Family Households with Children	2,174	44.4%	2,702	40.6%	3,374	38.2%
Family Households No Children	4,536	48.1%	6,494	49.4%	8,974	50.4%
Married Couple No Children	3,134	69.1%	4,769	73.4%	6,784	75.6%
Other Family Households No Children	1,402	30.9%	1,726	26.6%	2,190	24.4%
Non-Family Households	5,998	38.9%	7,669	36.8%	10,082	36.1%
Non-Family Households with Children	7	0.1%	11	0.1%	13	0.1%
Non-Family Households No Children	5,990	99.9%	7,658	99.9%	10,069	99.9%
Average Family Household Size	3.2		3.2		3.2	
Average Family Income	\$86,572		\$95,039		\$97,132	
Median Family Income	\$66,258		\$72,135		\$73,720	
Average Non-Family Household Size	1.3		1.3		1.3	
<b>Marital Status (2025)</b>						
Population Age 15 Years or Over	30,862		43,133		59,038	
Never Married	10,100	32.7%	13,417	31.1%	17,588	29.8%
Currently Married	12,162	39.4%	18,298	42.4%	26,200	44.4%
Previously Married	8,599	27.9%	11,418	26.5%	15,249	25.8%
Separated	1,914	22.3%	2,394	21.0%	3,221	21.1%
Widowed	2,075	24.1%	2,676	23.4%	3,646	23.9%
Divorced	4,610	53.6%	6,348	55.6%	8,383	55.0%
<b>Educational Attainment (2025)</b>						
Adult Population Age 25 Years or Over	25,367		35,893		49,539	
Elementary (Grade Level 0 to 8)	1,098	4.3%	1,385	3.9%	1,735	3.5%
Some High School (Grade Level 9 to 11)	2,151	8.5%	2,912	8.1%	4,083	8.2%
High School Graduate	8,794	34.7%	12,430	34.6%	17,371	35.1%
Some College	5,682	22.4%	8,035	22.4%	11,297	22.8%
Associate Degree Only	2,851	11.2%	3,835	10.7%	5,014	10.1%
Bachelor Degree Only	3,230	12.7%	4,933	13.7%	6,841	13.8%
Graduate Degree	1,560	6.2%	2,363	6.6%	3,198	6.5%
Any College (Some College or Higher)	13,323	52.5%	19,166	53.4%	26,351	53.2%
College Degree + (Bachelor Degree or Higher)	4,790	18.9%	7,296	20.3%	10,039	20.3%

Muskogee, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Housing</b>							
Total Housing Units (2025)		18,130		24,205		32,050	
Total Housing Units (2020)		18,432		24,308		31,705	
Historical Annual Growth (2020-2025)		-302	-	-103	-	345	-
Housing Units Occupied (2025)		15,431 85.1%		20,816 86.0%		27,891 87.0%	
Housing Units Owner-Occupied		8,295 53.8%		12,515 60.1%		17,813 63.9%	
Housing Units Renter-Occupied		7,136 46.2%		8,301 39.9%		10,078 36.1%	
Housing Units Vacant (2025)		2,700 14.9%		3,389 14.0%		4,159 13.0%	
<b>Household Size (2025)</b>							
Total Households		15,431		20,816		27,891	
1 Person Households		5,038	32.6%	6,384	30.7%	8,331	29.9%
2 Person Households		4,987	32.3%	6,924	33.3%	9,393	33.7%
3 Person Households		2,430	15.7%	3,270	15.7%	4,323	15.5%
4 Person Households		1,649	10.7%	2,335	11.2%	3,200	11.5%
5 Person Households		751	4.9%	1,115	5.4%	1,552	5.6%
6 Person Households		337	2.2%	465	2.2%	652	2.3%
7 or More Person Households		239	1.5%	322	1.5%	439	1.6%
<b>Household Income Distribution (2025)</b>							
HH Income \$200,000 or More		527	3.4%	855	4.1%	1,156	4.1%
HH Income \$150,000 to \$199,999		711	4.6%	1,079	5.2%	1,538	5.5%
HH Income \$125,000 to \$149,999		598	3.9%	1,030	4.9%	1,354	4.9%
HH Income \$100,000 to \$124,999		1,210	7.8%	1,745	8.4%	2,563	9.2%
HH Income \$75,000 to \$99,999		1,783	11.6%	2,587	12.4%	3,513	12.6%
HH Income \$50,000 to \$74,999		2,715	17.6%	3,455	16.6%	4,862	17.4%
HH Income \$35,000 to \$49,999		2,235	14.5%	2,844	13.7%	3,790	13.6%
HH Income \$25,000 to \$34,999		1,602	10.4%	2,114	10.2%	2,711	9.7%
HH Income \$15,000 to \$24,999		1,716	11.1%	2,238	10.8%	2,872	10.3%
HH Income \$10,000 to \$14,999		809	5.2%	1,049	5.0%	1,312	4.7%
HH Income Under \$10,000		1,525	9.9%	1,818	8.7%	2,221	8.0%
<b>Household Vehicles (2025)</b>							
Households 0 Vehicles Available		1,737	11.3%	2,091	10.0%	2,557	9.2%
Households 1 Vehicle Available		5,755	37.3%	7,123	34.2%	8,957	32.1%
Households 2 Vehicles Available		5,283	34.2%	7,311	35.1%	9,963	35.7%
Households 3 or More Vehicles Available		2,655	17.2%	4,291	20.6%	6,414	23.0%
Total Vehicles Available		25,454		36,799		51,267	
Average Vehicles per Household		1.6		1.8		1.8	
Owner-Occupied Household Vehicles		16,638 65.4%		26,476 71.9%		38,450 75.0%	
Average Vehicles per Owner-Occupied Household		2.0		2.1		2.2	
Renter-Occupied Household Vehicles		8,816 34.6%		10,323 28.1%		12,817 25.0%	
Average Vehicles per Renter-Occupied Household		1.2		1.2		1.3	
<b>Travel Time (2025)</b>							
Worker Base Age 16 years or Over		14,748		20,787		28,861	
Travel to Work in 14 Minutes or Less		7,445	50.5%	9,139	44.0%	11,239	38.9%
Travel to Work in 15 to 29 Minutes		3,436	23.3%	5,623	27.1%	7,775	26.9%
Travel to Work in 30 to 59 Minutes		2,132	14.5%	3,334	16.0%	5,850	20.3%
Travel to Work in 60 Minutes or More		785	5.3%	1,269	6.1%	1,983	6.9%
Work at Home		951	6.4%	1,422	6.8%	2,014	7.0%
Average Minutes Travel to Work		13.7		15.5		18.0	

Muskogee, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Transportation To Work (2025)</b>							
Worker Base Age 16 years or Over		14,748		20,787		28,861	
Drive to Work Alone		12,044	81.7%	16,975	81.7%	23,330	80.8%
Drive to Work in Carpool		1,155	7.8%	1,681	8.1%	2,564	8.9%
Travel to Work by Public Transportation		102	0.7%	127	0.6%	140	0.5%
Drive to Work on Motorcycle		19	0.1%	20	-	21	-
Bicycle to Work		26	0.2%	35	0.2%	45	0.2%
Walk to Work		204	1.4%	249	1.2%	339	1.2%
Other Means		247	1.7%	279	1.3%	408	1.4%
Work at Home		951	6.4%	1,422	6.8%	2,014	7.0%
<b>Daytime Demographics (2025)</b>							
Total Businesses		1,763		1,919		2,282	
Total Employees		19,543		20,413		23,745	
Company Headquarter Businesses		73	4.1%	74	3.8%	81	3.5%
Company Headquarter Employees		2,845	14.6%	2,888	14.1%	3,115	13.1%
Employee Population per Business		11.1	to 1	10.6	to 1	10.4	to 1
Residential Population per Business		22.2	to 1	28.2	to 1	32.0	to 1
Adj. Daytime Demographics Age 16 Years or Over		35,086		41,971		52,865	
<b>Labor Force</b>							
Labor Population Age 16 Years or Over (2025)		30,309		42,367		58,006	
Labor Force Total Males (2025)		14,990	49.5%	21,354	50.4%	29,703	51.2%
Male Civilian Employed		7,399	49.4%	10,623	49.7%	14,890	50.1%
Male Civilian Unemployed		432	2.9%	539	2.5%	688	2.3%
Males in Armed Forces		15	-	20	-	23	-
Males Not in Labor Force		7,145	47.7%	10,172	47.6%	14,102	47.5%
Labor Force Total Females (2025)		15,318	50.5%	21,013	49.6%	28,303	48.8%
Female Civilian Employed		7,351	48.0%	10,166	48.4%	13,974	49.4%
Female Civilian Unemployed		428	2.8%	510	2.4%	637	2.2%
Females in Armed Forces		-	-	-	-	-	-
Females Not in Labor Force		7,538	49.2%	10,337	49.2%	13,692	48.4%
Unemployment Rate		860	2.8%	1,050	2.5%	1,325	2.3%
<b>Occupation (2025)</b>							
Occupation Population Age 16 Years or Over		14,748		20,787		28,861	
Occupation Total Males		7,397	50.2%	10,621	51.1%	14,887	51.6%
Occupation Total Females		7,351	49.8%	10,166	48.9%	13,974	48.4%
Management, Business, Financial Operations		2,002	13.6%	3,087	14.9%	4,346	15.1%
Professional, Related		2,567	17.4%	3,889	18.7%	5,475	19.0%
Service		2,805	19.0%	3,694	17.8%	5,181	18.0%
Sales, Office		3,369	22.8%	4,591	22.1%	6,052	21.0%
Farming, Fishing, Forestry		13	-	18	-	90	0.3%
Construction, Extraction, Maintenance		1,828	12.4%	2,525	12.1%	3,329	11.5%
Production, Transport, Material Moving		2,164	14.7%	2,982	14.3%	4,387	15.2%
White Collar Workers		7,938	53.8%	11,567	55.6%	15,873	55.0%
Blue Collar Workers		6,810	46.2%	9,219	44.4%	12,988	45.0%

Muskogee, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Units In Structure (2025)</b>							
Total Units		15,431		20,816		27,891	
1 Detached Unit		10,463	67.8%	14,513	69.7%	19,866	71.2%
1 Attached Unit		464	3.0%	525	2.5%	573	2.1%
2 Units		451	2.9%	589	2.8%	689	2.5%
3 to 4 Units		578	3.7%	606	2.9%	749	2.7%
5 to 9 Units		686	4.4%	736	3.5%	916	3.3%
10 to 19 Units		705	4.6%	817	3.9%	853	3.1%
20 to 49 Units		717	4.6%	767	3.7%	777	2.8%
50 or More Units		626	4.1%	643	3.1%	702	2.5%
Mobile Home or Trailer		695	4.5%	1,543	7.4%	2,666	9.6%
Other Structure		45	0.3%	77	0.4%	100	0.4%
<b>Homes Built By Year (2025)</b>							
Homes Built 2020 or later		108	0.6%	334	1.4%	694	2.2%
Homes Built 2010 to 2019		725	4.0%	1,428	5.9%	2,270	7.1%
Homes Built 2000 to 2009		1,482	8.2%	2,543	10.5%	3,751	11.7%
Homes Built 1990 to 1999		1,425	7.9%	2,232	9.2%	3,169	9.9%
Homes Built 1980 to 1989		2,239	12.3%	3,018	12.5%	3,893	12.1%
Homes Built 1970 to 1979		3,016	16.6%	3,932	16.2%	5,335	16.6%
Homes Built 1960 to 1969		1,744	9.6%	2,092	8.6%	2,810	8.8%
Homes Built 1950 to 1959		2,366	13.0%	2,596	10.7%	2,891	9.0%
Homes Built 1940 to 1949		993	5.5%	1,106	4.6%	1,246	3.9%
Homes Built Before 1939		1,333	7.4%	1,535	6.3%	1,833	5.7%
Median Age of Homes		51.2	yrs	47.3	yrs	44.9	yrs
<b>Home Values (2025)</b>							
Owner Specified Housing Units		8,295		12,515		17,813	
Home Values \$1,000,000 or More		18	0.2%	48	0.4%	93	0.5%
Home Values \$750,000 to \$999,999		46	0.6%	87	0.7%	117	0.7%
Home Values \$500,000 to \$749,999		106	1.3%	210	1.7%	376	2.1%
Home Values \$400,000 to \$499,999		453	5.5%	854	6.8%	1,246	7.0%
Home Values \$300,000 to \$399,999		581	7.0%	1,030	8.2%	1,643	9.2%
Home Values \$250,000 to \$299,999		502	6.0%	854	6.8%	1,361	7.6%
Home Values \$200,000 to \$249,999		1,011	12.2%	1,594	12.7%	2,250	12.6%
Home Values \$175,000 to \$199,999		326	3.9%	615	4.9%	918	5.2%
Home Values \$150,000 to \$174,999		1,367	16.5%	1,857	14.8%	2,424	13.6%
Home Values \$125,000 to \$149,999		590	7.1%	834	6.7%	1,123	6.3%
Home Values \$100,000 to \$124,999		593	7.1%	802	6.4%	1,152	6.5%
Home Values \$90,000 to \$99,999		65	0.8%	126	1.0%	177	1.0%
Home Values \$80,000 to \$89,999		626	7.6%	853	6.8%	1,122	6.3%
Home Values \$70,000 to \$79,999		234	2.8%	414	3.3%	531	3.0%
Home Values \$60,000 to \$69,999		451	5.4%	577	4.6%	863	4.8%
Home Values \$50,000 to \$59,999		110	1.3%	187	1.5%	273	1.5%
Home Values \$35,000 to \$49,999		349	4.2%	427	3.4%	576	3.2%
Home Values \$25,000 to \$34,999		482	5.8%	616	4.9%	766	4.3%
Home Values \$10,000 to \$24,999		269	3.2%	357	2.9%	512	2.9%
Home Values Under \$10,000		115	1.4%	173	1.4%	291	1.6%
Owner-Occupied Median Home Value		\$154,524		\$165,343		\$172,986	
Renter-Occupied Median Rent		\$601		\$609		\$613	

Muskogee, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Total Annual Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$1.2 B		\$1.7 B		\$2.32 B	
Total Non-Retail Expenditure	\$566.2 M		\$798.05 M		\$1.08 B	
Total Retail Expenditure	\$637.59 M		\$900.97 M		\$1.23 B	
Alcoholic Beverages	\$7.25 M		\$10.26 M		\$14 M	
Apparel	\$22.68 M		\$31.94 M		\$43.49 M	
Contributions	\$34.98 M		\$50.09 M		\$68.65 M	
Education	\$25.74 M		\$36.67 M		\$50.17 M	
Entertainment	\$70.71 M		\$99.44 M		\$135.34 M	
Food Away From Home	\$53.42 M		\$75.33 M		\$102.65 M	
Grocery	\$92.63 M		\$127.96 M		\$172.98 M	
Health Care	\$99.46 M		\$135.68 M		\$183.65 M	
Household Furnishings and Equipment	\$31.91 M		\$45.07 M		\$61.46 M	
Household Operations	\$23.38 M		\$32.82 M		\$44.6 M	
Miscellaneous Expenses	\$20.7 M		\$29.2 M		\$39.8 M	
Personal Care	\$17.55 M		\$24.36 M		\$32.99 M	
Shelter	\$211.57 M		\$289.84 M		\$389.27 M	
Tax and Retirement	\$219.21 M		\$323.1 M		\$445.03 M	
Tobacco and Related	\$8.59 M		\$11.56 M		\$15.46 M	
Transportation	\$197.11 M		\$283.45 M		\$393.1 M	
Utilities	\$66.9 M		\$92.26 M		\$124.65 M	
<b>Monthly Household Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$6,501		\$6,802		\$6,924	
Total Non-Retail Expenditure	\$3,058	47.0%	\$3,195	47.0%	\$3,239	46.8%
Total Retail Expenditures	\$3,443	53.0%	\$3,607	53.0%	\$3,685	53.2%
Alcoholic Beverages	\$39	0.6%	\$41	0.6%	\$42	0.6%
Apparel	\$122	1.9%	\$128	1.9%	\$130	1.9%
Contributions	\$189	2.9%	\$201	2.9%	\$205	3.0%
Education	\$139	2.1%	\$147	2.2%	\$150	2.2%
Entertainment	\$382	5.9%	\$398	5.9%	\$404	5.8%
Food Away From Home	\$289	4.4%	\$302	4.4%	\$307	4.4%
Grocery	\$500	7.7%	\$512	7.5%	\$517	7.5%
Health Care	\$537	8.3%	\$543	8.0%	\$549	7.9%
Household Furnishings and Equipment	\$172	2.7%	\$180	2.7%	\$184	2.7%
Household Operations	\$126	1.9%	\$131	1.9%	\$133	1.9%
Miscellaneous Expenses	\$112	1.7%	\$117	1.7%	\$119	1.7%
Personal Care	\$95	1.5%	\$98	1.4%	\$99	1.4%
Shelter	\$1,143	17.6%	\$1,160	17.1%	\$1,163	16.8%
Tax and Retirement	\$1,184	18.2%	\$1,293	19.0%	\$1,330	19.0%
Tobacco and Related	\$46	0.7%	\$46	0.7%	\$46	0.7%
Transportation	\$1,065	16.4%	\$1,135	16.7%	\$1,175	17.0%
Utilities	\$361	5.6%	\$369	5.4%	\$372	5.4%

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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						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$40.42 M / \$33.32 M	18	\$56.56 M / \$33.33 M	41	\$77.01 M / \$34.07 M	56
Men's Clothing Stores	\$1.72 M / -	100	\$2.39 M / -	100	\$3.23 M / -	100
Women's Clothing Stores	\$3.34 M / \$2.82 M	16	\$4.69 M / \$2.82 M	40	\$6.39 M / \$3 M	53
Children's, Infants' Clothing Stores	\$3.02 M / \$-1	100	\$4.29 M / \$-1	100	\$5.86 M / \$-1	100
Family Clothing Stores	\$19.4 M / \$17.83 M	8	\$27.28 M / \$17.83 M	35	\$37.19 M / \$17.83 M	52
Clothing Accessory Stores	\$949.61 K / \$614.45 K	35	\$1.32 M / \$614.45 K	53	\$1.79 M / \$614.45 K	66
Other Apparel Stores	\$1.18 M / \$165.04 K	86	\$1.65 M / \$177.04 K	89	\$2.24 M / \$736.15 K	67
Shoe Stores	\$8.67 M / \$9.42 M	-8	\$12 M / \$9.42 M	21	\$16.3 M / \$9.42 M	42
Jewelry Stores	\$1.89 M / \$2.46 M	-23	\$2.61 M / \$2.46 M	6	\$3.55 M / \$2.46 M	31
Luggage Stores	\$243.28 K / -	100	\$332.6 K / -	100	\$450.07 K / -	100
<b>Furniture, Home Furnishings Stores</b>	\$35.41 M / \$18.41 M	48	\$49.58 M / \$18.41 M	63	\$67.48 M / \$23.13 M	66
Furniture Stores	\$17.16 M / \$17.29 M	-1	\$23.75 M / \$17.29 M	27	\$32.15 M / \$21.63 M	33
Floor Covering Stores	\$2.42 M / \$1.12 M	54	\$3.35 M / \$1.12 M	67	\$4.54 M / \$1.5 M	67
Other Home Furnishing Stores	\$15.83 M / \$-1	100	\$22.47 M / -	100	\$30.79 M / \$-2	100
<b>Electronics, Appliance Stores</b>	\$33.59 M / \$16.47 M	51	\$47.67 M / \$16.47 M	65	\$65.54 M / \$16.47 M	75
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$33.92 M / \$28.34 M	16	\$47.5 M / \$30.05 M	37	\$64.58 M / \$38.35 M	41
Home Centers	\$19.04 M / \$12.98 M	32	\$26.66 M / \$14.62 M	45	\$36.26 M / \$21.23 M	41
Paint, Wallpaper Stores	\$3.83 M / \$4.03 M	-5	\$5.41 M / \$4.03 M	26	\$7.38 M / \$4.03 M	45
Hardware Stores	\$2.12 M / \$1.53 M	28	\$2.97 M / \$1.53 M	48	\$4.04 M / \$2.37 M	41
Other Building Materials Stores	\$6.12 M / \$7.27 M	-16	\$8.53 M / \$7.35 M	14	\$11.58 M / \$8.2 M	29
Outdoor Power Equipment Stores	\$370.72 K / -	100	\$517.13 K / -	100	\$702.17 K / -	100
Nursery, Garden Stores	\$2.43 M / \$2.52 M	-4	\$3.4 M / \$2.52 M	26	\$4.62 M / \$2.52 M	45
<b>Food, Beverage Stores</b>	\$50.47 M / \$139.3 M	-64	\$71.73 M / \$140.29 M	-49	\$98.31 M / \$142.2 M	-31
Grocery Stores	\$39.37 M / \$119.63 M	-67	\$55.81 M / \$119.8 M	-53	\$76.45 M / \$119.85 M	-36
Convenience Stores	\$3.45 M / \$10.31 M	-67	\$4.93 M / \$10.98 M	-55	\$6.79 M / \$11.72 M	-42
Meat Markets	\$233.14 K / \$98.34 K	58	\$328.48 K / \$136.92 K	58	\$447.73 K / \$245.85 K	45
Fish, Seafood Markets	\$79.86 K / -	100	\$112.58 K / -	100	\$153.4 K / -	100
Fruit, Vegetable Markets	\$152.21 K / \$-1	100	\$214.59 K / \$-1	100	\$292.62 K / \$-1	100
Other Specialty Food Markets	\$308.86 K / \$398.85 K	-23	\$436.38 K / \$523.64 K	-17	\$595.73 K / \$599.11 K	-1
Liquor Stores	\$6.88 M / \$8.86 M	-22	\$9.89 M / \$8.86 M	10	\$13.58 M / \$9.79 M	28

Muskogee, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$30.36 M / \$76.07 M	-60	\$45.19 M / \$76.23 M	-41	\$63.53 M / \$91.31 M	-30
Pharmacy, Drug Stores	\$26.73 M / \$72.75 M	-63	\$39.75 M / \$72.75 M	-45	\$55.84 M / \$87.62 M	-36
Cosmetics, Beauty Stores	\$1.5 M / \$837.18 K	44	\$2.27 M / \$837.18 K	63	\$3.2 M / \$837.18 K	74
Optical Goods Stores	\$492.42 K / \$820.71 K	-40	\$735.29 K / \$980.21 K	-25	\$1.04 M / \$1.17 M	-11
Other Health, Personal Care Stores	\$1.63 M / \$1.66 M	-2	\$2.44 M / \$1.66 M	32	\$3.44 M / \$1.68 M	51
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$41.31 M / \$60.17 M	-31	\$57.72 M / \$60.54 M	-5	\$78.59 M / \$62.46 M	21
Sporting Goods Stores	\$15.79 M / \$12.57 M	20	\$22.06 M / \$12.93 M	41	\$29.97 M / \$12.93 M	57
Hobby, Toy, Game Stores	\$11.56 M / \$46.51 M	-75	\$16.05 M / \$46.51 M	-65	\$21.8 M / \$46.51 M	-53
Sewing, Needlecraft Stores	\$8.51 M / \$-2	100	\$11.78 M / \$-2	100	\$16.05 M / \$1.92 M	88
Musical Instrument Stores	\$2.52 M / \$-2	100	\$3.65 M / \$-2	100	\$5.03 M / \$-2	100
Book Stores	\$2.93 M / \$1.1 M	63	\$4.17 M / \$1.1 M	74	\$5.75 M / \$1.1 M	81
<b>General Merchandise Stores</b>	\$128.43 M / \$231.64 M	-45	\$180.99 M / \$244.4 M	-26	\$247.49 M / \$401.53 M	-38
Department Stores	\$44.7 M / \$165.54 M	-73	\$63 M / \$165.54 M	-62	\$86.08 M / \$271.68 M	-68
Warehouse Superstores	\$71.1 M / -	100	\$100.26 M / -	100	\$137.24 M / -	100
Other General Merchandise Stores	\$12.64 M / \$66.1 M	-81	\$17.72 M / \$78.86 M	-78	\$24.17 M / \$129.85 M	-81
<b>Miscellaneous Store Retailers</b>	\$16.87 M / \$28.62 M	-41	\$23.59 M / \$29.92 M	-21	\$32.22 M / \$32.33 M	0
Florists	\$392.31 K / \$610.08 K	-36	\$551.06 K / \$623.96 K	-12	\$751.3 K / \$910.29 K	-17
Office, Stationary Stores	\$1.77 M / \$7.59 M	-77	\$2.44 M / \$7.59 M	-68	\$3.32 M / \$7.59 M	-56
Gift, Souvenir Stores	\$3.34 M / \$984.14 K	71	\$4.69 M / \$1.77 M	62	\$6.41 M / \$1.77 M	72
Used Merchandise Stores	\$1.28 M / \$1.83 M	-30	\$1.76 M / \$1.83 M	-4	\$2.38 M / \$2.18 M	8
Pet, Pet Supply Stores	\$3.23 M / \$2.83 M	13	\$4.46 M / \$2.83 M	37	\$6.03 M / \$2.83 M	53
Art Dealers	\$538.67 K / \$-1	100	\$731.83 K / \$-1	100	\$989.7 K / \$-1	100
Mobile Home Dealers	\$345.15 K / \$4.01 M	-91	\$481.23 K / \$4.01 M	-88	\$652.79 K / \$4.01 M	-84
Other Miscellaneous Retail Stores	\$5.97 M / \$10.77 M	-45	\$8.48 M / \$11.26 M	-25	\$11.69 M / \$13.03 M	-10
<b>Non-Store Retailers</b>	\$74.63 M / \$4.4 M	94	\$106.07 M / \$4.61 M	96	\$145.65 M / \$4.88 M	97
Mail Order, Catalog Stores	\$69.91 M / \$1.56 M	98	\$99.4 M / \$1.56 M	98	\$136.52 M / \$1.56 M	99
Vending Machines	\$320 K / \$2.61 M	-88	\$452.6 K / \$2.61 M	-83	\$617.8 K / \$2.61 M	-76
Fuel Dealers	\$419.45 K / \$94.82 K	77	\$585.54 K / \$135.92 K	77	\$797.31 K / \$230.73 K	71
Other Direct Selling Establishments	\$3.97 M / \$135.8 K	97	\$5.63 M / \$302.56 K	95	\$7.71 M / \$470.73 K	94

Muskogee, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$62 M / \$89.68 M	-31	\$88.59 M / \$89.28 M	-1	\$121.36 M / \$117.21 M	3
Hotels, Other Travel Accommodations	\$3.97 M / \$3.08 M	22	\$5.68 M / \$3.1 M	45	\$7.78 M / \$3.29 M	58
RV Parks	\$41.66 K / \$6.97 K	83	\$58.6 K / \$6.97 K	88	\$79.95 K / \$6.97 K	91
Rooming, Boarding Houses	\$22.51 K / \$-1	100	\$32.08 K / \$-1	100	\$43.91 K / \$-1	100
Full Service Restaurants	\$36.22 M / \$51.92 M	-30	\$51.75 M / \$52.95 M	-2	\$70.9 M / \$69.66 M	2
Limited Service Restaurants	\$16.8 M / \$35.3 M	-52	\$24.01 M / \$35.3 M	-32	\$32.89 M / \$47.24 M	-30
Special Food Services, Catering	\$4.95 M / \$1.22 M	75	\$7.06 M / \$1.22 M	83	\$9.66 M / \$1.22 M	87
Drinking Places	\$3.29 M / \$1.45 M	56	\$4.75 M / \$1.45 M	69	\$6.53 M / \$2.32 M	64
<b>Gasoline Stations</b>	\$25.51 M / \$33.57 M	-24	\$36.43 M / \$37.46 M	-3	\$50.3 M / \$46.88 M	7
<b>Motor Vehicle, Parts Dealers</b>	\$61.39 M / \$106.96 M	-43	\$84.61 M / \$110.75 M	-24	\$114.66 M / \$122.42 M	-6
New Car Dealers	\$36.23 M / \$54.73 M	-34	\$49.57 M / \$56.42 M	-12	\$67.08 M / \$64.39 M	4
Used Car Dealers	\$3.37 M / \$3.43 M	-2	\$4.61 M / \$4.43 M	4	\$6.24 M / \$4.43 M	29
Recreational Vehicle Dealers	\$6.09 M / \$12.76 M	-52	\$8.51 M / \$12.76 M	-33	\$11.56 M / \$12.76 M	-9
Motorcycle, Boat Dealers	\$8.11 M / \$19.77 M	-59	\$11.3 M / \$20.69 M	-45	\$15.34 M / \$20.69 M	-26
Auto Parts, Accessories	\$4.87 M / \$9 M	-46	\$6.82 M / \$9.2 M	-26	\$9.28 M / \$12.36 M	-25
Tire Dealers	\$2.71 M / \$7.27 M	-63	\$3.8 M / \$7.27 M	-48	\$5.17 M / \$7.8 M	-34
2025 Population		39,063		54,096		73,125
2030 Population		38,121		53,513		73,281
% Population Change 2025-2030		-2.4%		-1.1%		0.2%
2025 Adult Population Age 18+		29,186		40,825		55,985
2025 Population Male		19,466		27,317		37,398
2025 Population Female		19,597		26,779		35,727
2025 Households		15,431		20,816		27,891
2025 Median Household Income		51,617		55,629		57,624
2025 Average Household Income		71,514		76,885		78,672

# **Retail Potential**

# Retail Potential Profile



<b>Muskogee, Oklahoma</b>		<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Radius</b>				
2025 Population		39,063	54,096	73,125
2030 Population		38,121	53,513	73,281
% Population Change 2020-2025		-0.9%	-	2.1%
2025 Adult Population Age 18+		\$29,186	\$40,825	\$55,985
2025 Population Male		\$19,466	\$27,317	\$37,398
2025 Population Female		\$19,597	\$26,779	\$35,727
2025 Households		\$15,431	\$20,816	\$27,891
2025 Median Household Income		\$51,617	\$55,629	\$57,624
2025 Average Household Income		\$71,514	\$76,885	\$78,672
<b>Clothing, Clothing Accessories Stores</b>		<b>\$40.42 M</b>	<b>\$56.56 M</b>	<b>\$77.01 M</b>
Men's Clothing Stores		\$1.72 M	\$2.39 M	\$3.23 M
Women's Clothing Stores		\$3.34 M	\$4.69 M	\$6.39 M
Children's, Infants' Clothing Stores		\$3.02 M	\$4.29 M	\$5.86 M
Family Clothing Stores		\$19.4 M	\$27.28 M	\$37.19 M
Clothing Accessory Stores		\$949.61 K	\$1.32 M	\$1.79 M
Other Apparel Stores		\$1.18 M	\$1.65 M	\$2.24 M
Shoe Stores		\$8.67 M	\$12 M	\$16.3 M
Jewelry Stores		\$1.89 M	\$2.61 M	\$3.55 M
Luggage Stores		\$243.28 K	\$332.6 K	\$450.07 K
<b>Furniture, Home Furnishings Stores</b>		<b>\$35.41 M</b>	<b>\$49.58 M</b>	<b>\$67.48 M</b>
Furniture Stores		\$17.16 M	\$23.75 M	\$32.15 M
Floor Covering Stores		\$2.42 M	\$3.35 M	\$4.54 M
Other Home Furnishing Stores		\$15.83 M	\$22.47 M	\$30.79 M
<b>Electronics, Appliance Stores</b>		<b>\$33.59 M</b>	<b>\$47.67 M</b>	<b>\$65.54 M</b>
<b>Gasoline Stations</b>		<b>\$25.51 M</b>	<b>\$36.43 M</b>	<b>\$50.3 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>		<b>\$33.92 M</b>	<b>\$47.5 M</b>	<b>\$64.58 M</b>
Home Centers		\$19.04 M	\$26.66 M	\$36.26 M
Paint, Wallpaper Stores		\$3.83 M	\$5.41 M	\$7.38 M
Hardware Stores		\$2.12 M	\$2.97 M	\$4.04 M
Other Building Materials Stores		\$6.12 M	\$8.53 M	\$11.58 M
Outdoor Power Equipment Stores		\$370.72 K	\$517.13 K	\$702.17 K
Nursery, Garden Stores		\$2.43 M	\$3.4 M	\$4.62 M
<b>Food, Beverage Stores</b>		<b>\$50.47 M</b>	<b>\$71.73 M</b>	<b>\$98.31 M</b>
Grocery Stores		\$39.37 M	\$55.81 M	\$76.45 M
Convenience Stores		\$3.45 M	\$4.93 M	\$6.79 M
Meat Markets		\$233.14 K	\$328.48 K	\$447.73 K
Fish, Seafood Markets		\$79.86 K	\$112.58 K	\$153.4 K
Fruit, Vegetable Markets		\$152.21 K	\$214.59 K	\$292.62 K
Other Specialty Food Markets		\$308.86 K	\$436.38 K	\$595.73 K
Liquor Stores		\$6.88 M	\$9.89 M	\$13.58 M

# Retail Potential Profile



<b>Muskogee, Oklahoma</b>		<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Radius</b>				
<b>Health, Personal Care Stores</b>		\$30.36 M	\$45.19 M	\$63.53 M
Pharmacy, Drug Stores		\$26.73 M	\$39.75 M	\$55.84 M
Cosmetics, Beauty Stores		\$1.5 M	\$2.27 M	\$3.2 M
Optical Goods Stores		\$492.42 K	\$735.29 K	\$1.04 M
Other Health, Personal Care Stores		\$1.63 M	\$2.44 M	\$3.44 M
<b>Sporting Goods, Hobby, Book, Music Stores</b>		\$41.31 M	\$57.72 M	\$78.59 M
Sporting Goods Stores		\$15.79 M	\$22.06 M	\$29.97 M
Hobby, Toy, Game Stores		\$11.56 M	\$16.05 M	\$21.8 M
Sewing, Needlecraft Stores		\$8.51 M	\$11.78 M	\$16.05 M
Musical Instrument Stores		\$2.52 M	\$3.65 M	\$5.03 M
Book Stores		\$2.93 M	\$4.17 M	\$5.75 M
<b>General Merchandise Stores</b>		\$128.43 M	\$180.99 M	\$247.49 M
Department Stores		\$44.7 M	\$63 M	\$86.08 M
Warehouse Superstores		\$71.1 M	\$100.26 M	\$137.24 M
Other General Merchandise Stores		\$12.64 M	\$17.72 M	\$24.17 M
<b>Miscellaneous Store Retailers</b>		\$16.87 M	\$23.59 M	\$32.22 M
Florists		\$392.31 K	\$551.06 K	\$751.3 K
Office, Stationary Stores		\$1.77 M	\$2.44 M	\$3.32 M
Gift, Souvenir Stores		\$3.34 M	\$4.69 M	\$6.41 M
Used Merchandise Stores		\$1.28 M	\$1.76 M	\$2.38 M
Pet, Pet Supply Stores		\$3.23 M	\$4.46 M	\$6.03 M
Art Dealers		\$538.67 K	\$731.83 K	\$989.7 K
Mobile Home Dealers		\$345.15 K	\$481.23 K	\$652.79 K
Other Miscellaneous Retail Stores		\$5.97 M	\$8.48 M	\$11.69 M
<b>Non-Store Retailers</b>		\$74.63 M	\$106.07 M	\$145.65 M
Mail Order, Catalog Stores		\$69.91 M	\$99.4 M	\$136.52 M
Vending Machines		\$320 K	\$452.6 K	\$617.8 K
Fuel Dealers		\$419.45 K	\$585.54 K	\$797.31 K
Other Direct Selling Establishments		\$3.97 M	\$5.63 M	\$7.71 M
<b>Accommodation, Food Services</b>		\$65.3 M	\$93.34 M	\$127.89 M
Hotels, Other Travel Accommodations		\$3.97 M	\$5.68 M	\$7.78 M
RV Parks		\$41.66 K	\$58.6 K	\$79.95 K
Rooming, Boarding Houses		\$22.51 K	\$32.08 K	\$43.91 K
Full Service Restaurants		\$36.22 M	\$51.75 M	\$70.9 M
Limited Service Restaurants		\$16.8 M	\$24.01 M	\$32.89 M
Special Food Services, Catering		\$4.95 M	\$7.06 M	\$9.66 M
Drinking Places		\$3.29 M	\$4.75 M	\$6.53 M
<b>Motor Vehicle, Parts Dealers</b>		\$61.39 M	\$84.61 M	\$114.66 M
New Car Dealers		\$36.23 M	\$49.57 M	\$67.08 M
Used Car Dealers		\$3.37 M	\$4.61 M	\$6.24 M
Recreational Vehicle Dealers		\$6.09 M	\$8.51 M	\$11.56 M
Motorcycle, Boat Dealers		\$8.11 M	\$11.3 M	\$15.34 M
Auto Parts, Accessories		\$4.87 M	\$6.82 M	\$9.28 M
Tire Dealers		\$2.71 M	\$3.8 M	\$5.17 M

# **Income Summary**

# Income Summary Report



Muskogee, Oklahoma		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Population</b>							
Estimated Population (2025)		39,063		54,096		73,125	
Projected Population (2030)		38,121		53,513		73,281	
Census Population (2020)		39,418		54,091		71,643	
Census Population (2010)		41,755		56,968		75,427	
Projected Annual Growth (2025 to 2030)		-941	-0.5%	-583	-0.2%	156	-
Historical Annual Growth (2020 to 2025)		-356	-0.2%	5	-	1,482	0.4%
Historical Annual Growth (2010 to 2020)		-2,337	-0.6%	-2,876	-0.5%	-3,784	-0.5%
<b>Households</b>							
Estimated Households (2025)		15,431		20,816		27,891	
Projected Households (2030)		14,958		20,496		27,993	
Census Households (2020)		15,984		21,272		27,640	
Census Households (2010)		16,696		22,154		28,798	
Projected Annual Growth (2025 to 2030)		-473	-0.6%	-320	-0.3%	102	-
Historical Annual Growth (2020 to 2025)		-553	-0.7%	-456	-0.4%	252	0.2%
Historical Annual Growth (2010 to 2020)		-712	-0.4%	-883	-0.4%	-1,158	-0.4%
<b>Average Household Income</b>							
Estimated Average Household Income (2025)		\$71,514		\$76,885		\$78,672	
Projected Average Household Income (2030)		\$71,216		\$76,768		\$78,516	
Census Average Household Income (2020)		\$45,218		\$47,676		\$48,390	
Census Average Household Income (2010)		\$38,447		\$39,350		\$39,584	
Projected Annual Growth (2025 to 2030)		-\$298	-	-\$118	-	-\$155	-
Historical Annual Growth (2020 to 2025)		\$26,296	3.9%	\$29,209	4.1%	\$30,282	4.2%
Historical Annual Growth (2010 to 2020)		\$6,771	1.8%	\$8,326	2.1%	\$8,806	2.2%
<b>Median Household Income</b>							
Estimated Median Household Income (2025)		\$51,617		\$55,629		\$57,624	
Projected Median Household Income (2030)		\$51,145		\$55,236		\$57,197	
Census Median Household Income (2020)		\$36,451		\$38,687		\$39,675	
Census Median Household Income (2010)		\$29,042		\$30,586		\$31,181	
Projected Annual Growth (2025 to 2030)		-\$472	-0.2%	-\$393	-0.1%	-\$427	-0.1%
Historical Annual Growth (2020 to 2025)		\$15,167	2.8%	\$16,942	2.9%	\$17,950	3.0%
Historical Annual Growth (2010 to 2020)		\$7,408	2.6%	\$8,101	2.6%	\$8,494	2.7%
<b>Per Capita Income</b>							
Estimated Per Capita Income (2025)		\$28,452		\$29,742		\$30,136	
Projected Per Capita Income (2030)		\$28,150		\$29,562		\$30,122	
Census Per Capita Income (2020)		\$18,082		\$18,542		\$18,475	
Census Per Capita Income (2010)		\$15,408		\$15,306		\$15,087	
Projected Annual Growth (2025 to 2030)		-\$302	-0.2%	-\$180	-0.1%	-\$14	-
Historical Annual Growth (2020 to 2025)		\$10,369	3.8%	\$11,200	4.0%	\$11,661	4.2%
Historical Annual Growth (2010 to 2020)		\$2,675	1.7%	\$3,236	2.1%	\$3,388	2.2%
<b>Other Income</b>							
Estimated Families (2025)		9,433		13,147		17,809	
Estimated Average Family Income (2025)		\$86,572		\$95,039		\$97,132	
Estimated Median Family Income (2025)		\$66,258		\$72,135		\$73,720	
Estimated Average Household Net Worth (2025)		\$617,133		\$703,172		\$745,638	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Muskogee, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population		39,063		54,096		73,125
Estimated Households		15,431		20,816		27,891
<b>Household Expenditure</b>		\$1.2 B		\$1.7 B		\$2.32 B
Per Household ~ Per Capita	\$78,012	\$30,817	\$81,623	\$31,408	\$83,083	\$31,690
Non-Retail Expenditures	\$566.2 M	47.0%	\$798.05 M	47.0%	\$1.08 B	46.8%
Per Household ~ Per Capita	\$36,693	\$14,495	\$38,339	\$14,752	\$38,867	\$14,825
Retail Expenditures	\$637.59 M	53.0%	\$900.97 M	53.0%	\$1.23 B	53.2%
Per Household ~ Per Capita	\$41,319	\$16,322	\$43,284	\$16,655	\$44,216	\$16,865
Alcoholic Beverages	\$7.25 M	0.6%	\$10.26 M	0.6%	\$14 M	0.6%
Per Household ~ Per Capita	\$470	\$186	\$493	\$190	\$502	\$191
Apparel	\$22.68 M	1.9%	\$31.94 M	1.9%	\$43.49 M	1.9%
Per Household ~ Per Capita	\$1,470	\$581	\$1,534	\$590	\$1,559	\$595
Contributions	\$34.98 M	2.9%	\$50.09 M	2.9%	\$68.65 M	3.0%
Per Household ~ Per Capita	\$2,267	\$895	\$2,406	\$926	\$2,461	\$939
Education	\$25.74 M	2.1%	\$36.67 M	2.2%	\$50.17 M	2.2%
Per Household ~ Per Capita	\$1,668	\$659	\$1,762	\$678	\$1,799	\$686
Entertainment	\$70.71 M	5.9%	\$99.44 M	5.9%	\$135.34 M	5.8%
Per Household ~ Per Capita	\$4,582	\$1,810	\$4,777	\$1,838	\$4,852	\$1,851
Food Away From Home	\$53.42 M	4.4%	\$75.33 M	4.4%	\$102.65 M	4.4%
Per Household ~ Per Capita	\$3,462	\$1,368	\$3,619	\$1,393	\$3,680	\$1,404
Grocery	\$92.63 M	7.7%	\$127.96 M	7.5%	\$172.98 M	7.5%
Per Household ~ Per Capita	\$6,003	\$2,371	\$6,147	\$2,365	\$6,202	\$2,366
Health Care	\$99.46 M	8.3%	\$135.68 M	8.0%	\$183.65 M	7.9%
Per Household ~ Per Capita	\$6,446	\$2,546	\$6,518	\$2,508	\$6,584	\$2,511
Household Furnishings and Equipment	\$31.91 M	2.7%	\$45.07 M	2.7%	\$61.46 M	2.7%
Per Household ~ Per Capita	\$2,068	\$817	\$2,165	\$833	\$2,204	\$841
Household Operations	\$23.38 M	1.9%	\$32.82 M	1.9%	\$44.6 M	1.9%
Per Household ~ Per Capita	\$1,515	\$599	\$1,576	\$607	\$1,599	\$610
Miscellaneous Expenses	\$20.7 M	1.7%	\$29.2 M	1.7%	\$39.8 M	1.7%
Per Household ~ Per Capita	\$1,341	\$530	\$1,403	\$540	\$1,427	\$544
Personal Care	\$17.55 M	1.5%	\$24.36 M	1.4%	\$32.99 M	1.4%
Per Household ~ Per Capita	\$1,137	\$449	\$1,170	\$450	\$1,183	\$451
Shelter	\$211.57 M	17.6%	\$289.84 M	17.1%	\$389.27 M	16.8%
Per Household ~ Per Capita	\$13,711	\$5,416	\$13,924	\$5,358	\$13,956	\$5,323
Tax and Retirement	\$219.21 M	18.2%	\$323.1 M	19.0%	\$445.03 M	19.2%
Per Household ~ Per Capita	\$14,206	\$5,612	\$15,522	\$5,973	\$15,956	\$6,086
Tobacco and Related	\$8.59 M	0.7%	\$11.56 M	0.7%	\$15.46 M	0.7%
Per Household ~ Per Capita	\$557	\$220	\$556	\$214	\$554	\$211
Transportation	\$197.11 M	16.4%	\$283.45 M	16.7%	\$393.1 M	17.0%
Per Household ~ Per Capita	\$12,774	\$5,046	\$13,617	\$5,240	\$14,094	\$5,376
Utilities	\$66.9 M	5.6%	\$92.26 M	5.4%	\$124.65 M	5.4%
Per Household ~ Per Capita	\$4,335	\$1,713	\$4,432	\$1,706	\$4,469	\$1,705

# Consumer Expenditure Trend



Muskogee, Oklahoma						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Population / Households (2025)</b>						
Estimated Population	39,063		54,096		73,125	
Estimated Households	15,431		20,816		27,891	
<b>Total Annual Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$1.2 B		\$1.7 B		\$2.32 B	
Total Non-Retail Expenditure	\$566.2 M		\$798.05 M		\$1.08 B	
Total Retail Expenditure	\$637.59 M		\$900.97 M		\$1.23 B	
Alcoholic Beverages	\$7.25 M		\$10.26 M		\$14 M	
Apparel	\$22.68 M		\$31.94 M		\$43.49 M	
Contributions	\$34.98 M		\$50.09 M		\$68.65 M	
Education	\$25.74 M		\$36.67 M		\$50.17 M	
Entertainment	\$70.71 M		\$99.44 M		\$135.34 M	
Food Away From Home	\$53.42 M		\$75.33 M		\$102.65 M	
Grocery	\$92.63 M		\$127.96 M		\$172.98 M	
Health Care	\$99.46 M		\$135.68 M		\$183.65 M	
Household Furnishings and Equipment	\$31.91 M		\$45.07 M		\$61.46 M	
Household Operations	\$23.38 M		\$32.82 M		\$44.6 M	
Miscellaneous Expenses	\$20.7 M		\$29.2 M		\$39.8 M	
Personal Care	\$17.55 M		\$24.36 M		\$32.99 M	
Shelter	\$211.57 M		\$289.84 M		\$389.27 M	
Tax and Retirement	\$219.21 M		\$323.1 M		\$445.03 M	
Tobacco and Related	\$8.59 M		\$11.56 M		\$15.46 M	
Transportation	\$197.11 M		\$283.45 M		\$393.1 M	
Utilities	\$66.9 M		\$92.26 M		\$124.65 M	
<b>Monthly Household Consumer Expenditure (2025)</b>						
Total Household Expenditure	\$6,501		\$6,802		\$6,924	
Total Non-Retail Expenditure	\$3,058	47.0%	\$3,195	47.0%	\$3,239	46.8%
Total Retail Expenditure	\$3,443	53.0%	\$3,607	53.0%	\$3,685	53.2%
Alcoholic Beverages	\$39	0.6%	\$41	0.6%	\$42	0.6%
Apparel	\$122	1.9%	\$128	1.9%	\$130	1.9%
Contributions	\$189	2.9%	\$201	2.9%	\$205	3.0%
Education	\$139	2.1%	\$147	2.2%	\$150	2.2%
Entertainment	\$382	5.9%	\$398	5.9%	\$404	5.8%
Food Away From Home	\$289	4.4%	\$302	4.4%	\$307	4.4%
Grocery	\$500	7.7%	\$512	7.5%	\$517	7.5%
Health Care	\$537	8.3%	\$543	8.0%	\$549	7.9%
Household Furnishings and Equipment	\$172	2.7%	\$180	2.7%	\$184	2.7%
Household Operations	\$126	1.9%	\$131	1.9%	\$133	1.9%
Miscellaneous Expenses	\$112	1.7%	\$117	1.7%	\$119	1.7%
Personal Care	\$95	1.5%	\$98	1.4%	\$99	1.4%
Shelter	\$1,143	17.6%	\$1,160	17.1%	\$1,163	16.8%
Tax and Retirement	\$1,184	18.2%	\$1,293	19.0%	\$1,330	19.2%
Tobacco and Related	\$46	0.7%	\$46	0.7%	\$46	0.7%
Transportation	\$1,065	16.4%	\$1,135	16.7%	\$1,175	17.0%
Utilities	\$361	5.6%	\$369	5.4%	\$372	5.4%

# Consumer Expenditure Trend



<b>Muskogee, Oklahoma</b>			
<b>Radius</b>	<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Population / Households (2030)</b>			
Projected Population	38,121	53,513	73,281
Projected Households	-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>			
Total Household Expenditure	\$1.14 B	\$1.64 B	\$2.28 B
Total Non-Retail Expenditure	\$534.6 M	\$770.58 M	\$1.07 B
Total Retail Expenditure	\$602.18 M	\$869.72 M	\$1.22 B
Alcoholic Beverages	\$6.83 M	\$9.9 M	\$13.79 M
Apparel	\$21.39 M	\$30.81 M	\$42.84 M
Contributions	\$32.94 M	\$48.28 M	\$67.63 M
Education	\$24.25 M	\$35.36 M	\$49.42 M
Entertainment	\$66.66 M	\$95.92 M	\$133.31 M
Food Away From Home	\$50.38 M	\$72.67 M	\$101.13 M
Grocery	\$87.49 M	\$123.56 M	\$170.42 M
Health Care	\$94.97 M	\$131.49 M	\$180.79 M
Household Furnishings and Equipment	\$30.09 M	\$43.48 M	\$60.55 M
Household Operations	\$22.05 M	\$31.66 M	\$43.93 M
Miscellaneous Expenses	\$19.51 M	\$28.16 M	\$39.21 M
Personal Care	\$16.57 M	\$23.52 M	\$32.5 M
Shelter	\$200.04 M	\$280.05 M	\$383.76 M
Tax and Retirement	\$206.05 M	\$311.13 M	\$438.05 M
Tobacco and Related	\$8.13 M	\$11.18 M	\$15.24 M
Transportation	\$186.25 M	\$274.04 M	\$388.52 M
Utilities	\$63.2 M	\$89.1 M	\$122.81 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>			
Total Household Expenditure	\$-67 M	\$-58.72 M	\$-33.4 M
Total Non-Retail Expenditure	\$-31.59 M	\$-27.47 M	\$-15.4 M
Total Retail Expenditure	\$-35.41 M	\$-31.25 M	\$-18 M
Alcoholic Beverages	\$-415.79 K	\$-364.06 K	\$-207.75 K
Apparel	\$-1.29 M	\$-1.13 M	\$-646.51 K
Contributions	\$-2.04 M	\$-1.8 M	\$-1.02 M
Education	\$-1.49 M	\$-1.31 M	\$-744.55 K
Entertainment	\$-4.04 M	\$-3.52 M	\$-2.03 M
Food Away From Home	\$-3.05 M	\$-2.66 M	\$-1.52 M
Grocery	\$-5.14 M	\$-4.4 M	\$-2.56 M
Health Care	\$-4.49 M	\$-4.19 M	\$-2.86 M
Household Furnishings and Equipment	\$-1.83 M	\$-1.6 M	\$-911.16 K
Household Operations	\$-1.33 M	\$-1.15 M	\$-668.24 K
Miscellaneous Expenses	\$-1.19 M	\$-1.04 M	\$-594.54 K
Personal Care	\$-979.33 K	\$-842 K	\$-488.49 K
Shelter	\$-11.53 M	\$-9.79 M	\$-5.51 M
Tax and Retirement	\$-13.16 M	\$-11.96 M	\$-6.98 M
Tobacco and Related	\$-465.65 K	\$-386.3 K	\$-226.85 K
Transportation	\$-10.86 M	\$-9.4 M	\$-4.59 M
Utilities	\$-3.7 M	\$-3.16 M	\$-1.84 M

# **Crime Risk**

Muskogee, Oklahoma			
Radius	5 mi radius	10 mi radius	15 mi radius
<b>Demographics</b>			
Population	39,063	54,096	73,125
Census Population	39,418	54,091	71,643
Households	15,431	20,816	27,891
Average Household Income	\$71,514	\$76,885	\$78,672
Median Household Income	\$51,617	\$55,629	\$57,624
Per Capita Income	\$28,452	\$29,742	\$30,136
<b>Total Crime</b>			
Crime Index	183	151	130
Crime Level	Very High	High Risk	Above Average
<b>Personal Crime</b>			
Crime Index	261	208	172
Crime Level	Very High	Very High	High Risk
<b>Murder</b>			
Crime Index	177	161	156
Crime Level	High Risk	High Risk	High Risk
<b>Rape</b>			
Crime Index	207	180	162
Crime Level	Very High	High Risk	High Risk
<b>Robbery</b>			
Crime Index	118	90	70
Crime Level	Average	Average	Below Average
<b>Assault</b>			
Crime Index	310	246	201
Crime Level	Very High	Very High	Very High
<b>Property Crime</b>			
Crime Index	167	139	122
Crime Level	High Risk	Above Average	Above Average
<b>Burglary</b>			
Crime Index	284	235	214
Crime Level	Very High	Very High	Very High
<b>Larceny</b>			
Crime Index	156	129	111
Crime Level	High Risk	Above Average	Average
<b>Motor Vehicle Theft</b>			
Crime Index	109	98	90
Crime Level	Average	Average	Below Average

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

# **Void Analysis**

Muskogee, Oklahoma	Site / Market	Avg Square	Closest Location
Radius	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	5 / 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	12 / 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	8 / 7	3,200	
Conoco	1 / 1	2,500	
Love's	1 / 1	7,300	
Murphy USA	2 / 1	2,100	
Phillips 66	10 / 9	2,500	
Pilot Travel Centers	1 / 1	3,200	
QuikTrip	3 / 2	4,800	
Shell	4 / 2	1,800	
Sinclair	2 / 4	2,000	
Valero	1 / 1	3,200	
<b>Craft Fabric Stores</b>			
Hobby Lobby	1 / 1	68,500	
<b>Dealerships</b>			

Muskogee, Oklahoma		Site / Market	Avg Square	Closest Location
Radius		Locations	Footage	
	Chevrolet	1 / 1		
	Chrysler	1 / 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>				
	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	2 / 1	189,700	
<b>Dollar Stores</b>				
	Dollar General	14 / 13	9,600	
	Dollar Tree	3 / 2	11,800	
	Family Dollar	4 / 4	9,400	
	Family Dollar   Dollar Tree	1 / 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	26 / 26		
	High School	9 / 11		
	Junior College	0 / 1		17.78 Mi SE

Muskogee, Oklahoma	Site / Market Locations	Avg Square Footage	Closest Location
Radius			
PK - 8	25 / 25		
PK - 8 (Private)	3 / 3		
Trade Schools	1 / 1		
<b>Entertainment</b>			
Theatres	2 / 2		
<b>EV Charging Stations</b>			
Independent	5 / 3		
Tesla	1 / 1		
<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	1 / 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		
Emergency Medicine	5 / 4		
Endocrinology	1 / 1		

Muskogee, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
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	12 / 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	
Lowe's	1 / 1	141,200	
Sherwin-Williams	1 / 1	7,300	

Muskogee, Oklahoma Radius	Site / Market Locations	Avg Square Footage	Closest Location
Tractor Supply Company	2 / 1	26,300	
True Value	1 / 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	
Burger King	2 / 2	4,000	
Chick-fil-A	1 / 1	4,300	

Muskogee, Oklahoma	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
KFC	1 / 1	3,100	
McDonald's	6 / 6	4,600	
Sonic	4 / 5	2,800	
Taco Bell	3 / 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	4 / 6	2,000	
<b>Restaurants Sandwich</b>			
McAlister's Deli	1 / 1	5,000	
Subway	7 / 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>			
Dunham's Sports	1 / 1	39,300	
Hibbett Sports	1 / 1	7,600	

Muskogee, Oklahoma	Site / Market	Avg Square	Closest Location
Radius	Locations	Footage	
<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	8 / 9		
Christian	2 / 1		
Judaic	1 / 1		
Methodist Episcopal	4 / 4		