

POPULATION

2009 (Estimated) - Primary Trade	14,193
2009 (Estimated) - City Limits	1,999
Growth 2000-09 - Primary Trade	-0.14%
Growth 2000-09 - City Limits	-4.58%
Growth 2009-14 (Estimated) - Primary Trade	0.57%
Growth 2009-14 (Estimated) - City Limits	-2.60%

EDUCATIONAL ATTAINMENT

Earned a College Degree	17.56%
Some Post-Secondary Education	40.76%

COMPOSITION

Family Households	78.37%
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AVERAGE INCOME (2009 Estimate)

Household Income	\$50,465
Family Household Income	\$55,419

OCCUPATION

White Collar Workers	47.88%
Blue Collar Workers	38.25%
Service/Farm Workers	13.88%

HOUSING

Owner Occupied Housing	85.83%
Median Housing Value	\$85,725
Houses less than 10 years old	10.13%

OPPORTUNITY GAP HIGHLIGHTS

TOTAL RETAIL LEAKAGE **\$145,591,029**

Furniture and Home Furnishings	\$3,821,401
Electronics and Appliances	\$4,039,556
Building Materials and Garden Eqpt	\$22,003,084
Grocery Stores	\$20,611,510
Beer, Wine and Liquor Stores	\$1,260,315
Clothing and Clothing Accessories	\$8,150,996
Sporting Goods, Hobby, Books and Music	\$2,969,350
Office Supplies, Stationery, Gift	\$1,947,762
Health and Personal Care	\$10,646,886
Full Service Restaurants	\$6,246,878
Limited Service Restaurants	\$4,931,969
Special Food	\$1,537,070

The Opportunity Gap represents the difference between retail sales in specific categories of goods and services where reported demand (purchases by consumers living in an area) exceeds reported sales by merchants (supply) within the same defined trade area. Data is derived from the Consumer Expenditure Survey as administered by the U.S. Bureau of Labor Statistics and from the Census of Retail Trade, made available through the U.S. Census.

About the City of Mannford

Mannford, Oklahoma is 20 miles west of Tulsa, Oklahoma in Creek County. Mannford is ideally situated on Highway 51, a major east-west link from Tulsa to Stillwater. With more than 13,700 cars per day traveling through Mannford on the highway, Mannford is the obvious choice for retail development in the area. Mannford has median income, home prices and education levels above the surrounding communities and the state averages. Located on the beautiful Keystone Lake, Mannford enjoys a significant number of visitors to area campsites, marinas and sporting event that are not included in the demographic information provided.

Mannford is experiencing considerable retail leakage to surrounding communities and is highly motivated to recruit retailers to stop the leakage. Mannford has taken a proactive approach to growth and incentives are available to retailers locating in Mannford. The City of Mannford is committed to supporting new and existing businesses.

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