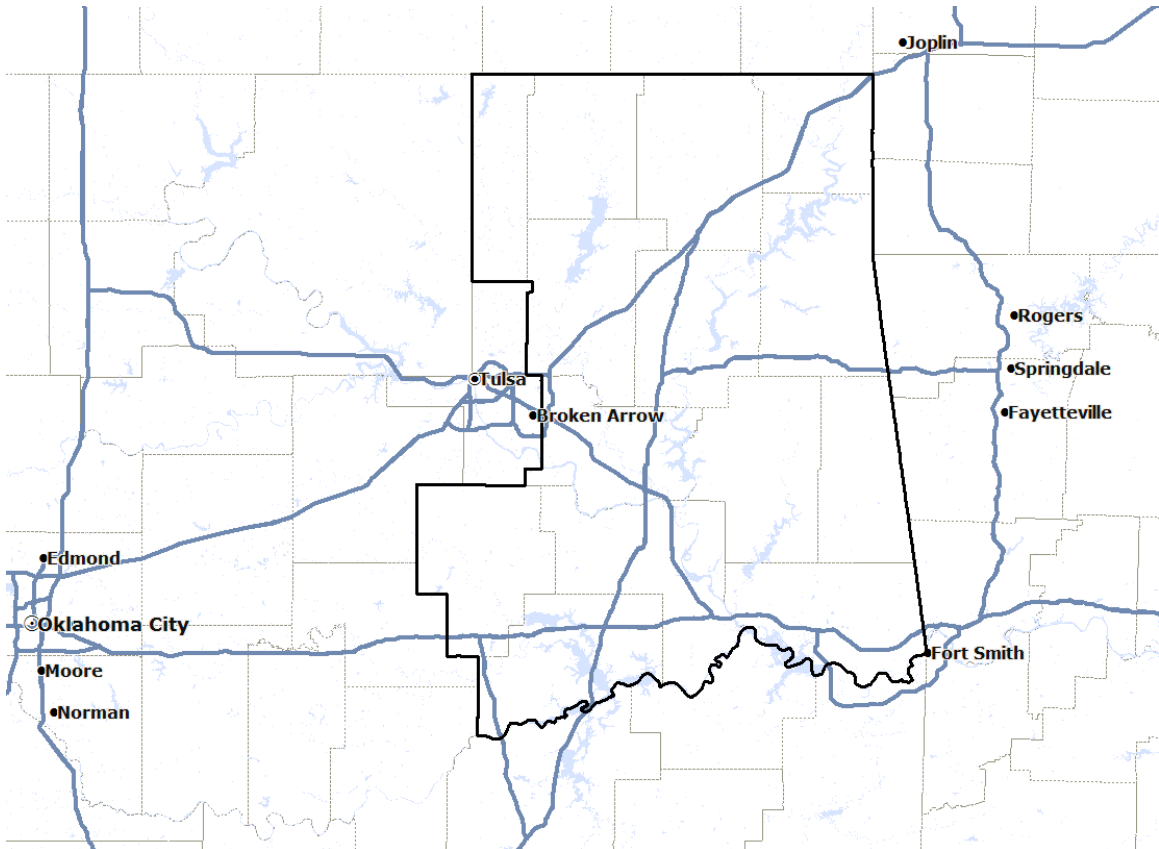


Northeast Oklahoma Regional Alliance



PREPARED FOR

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NORA Demographic Summary

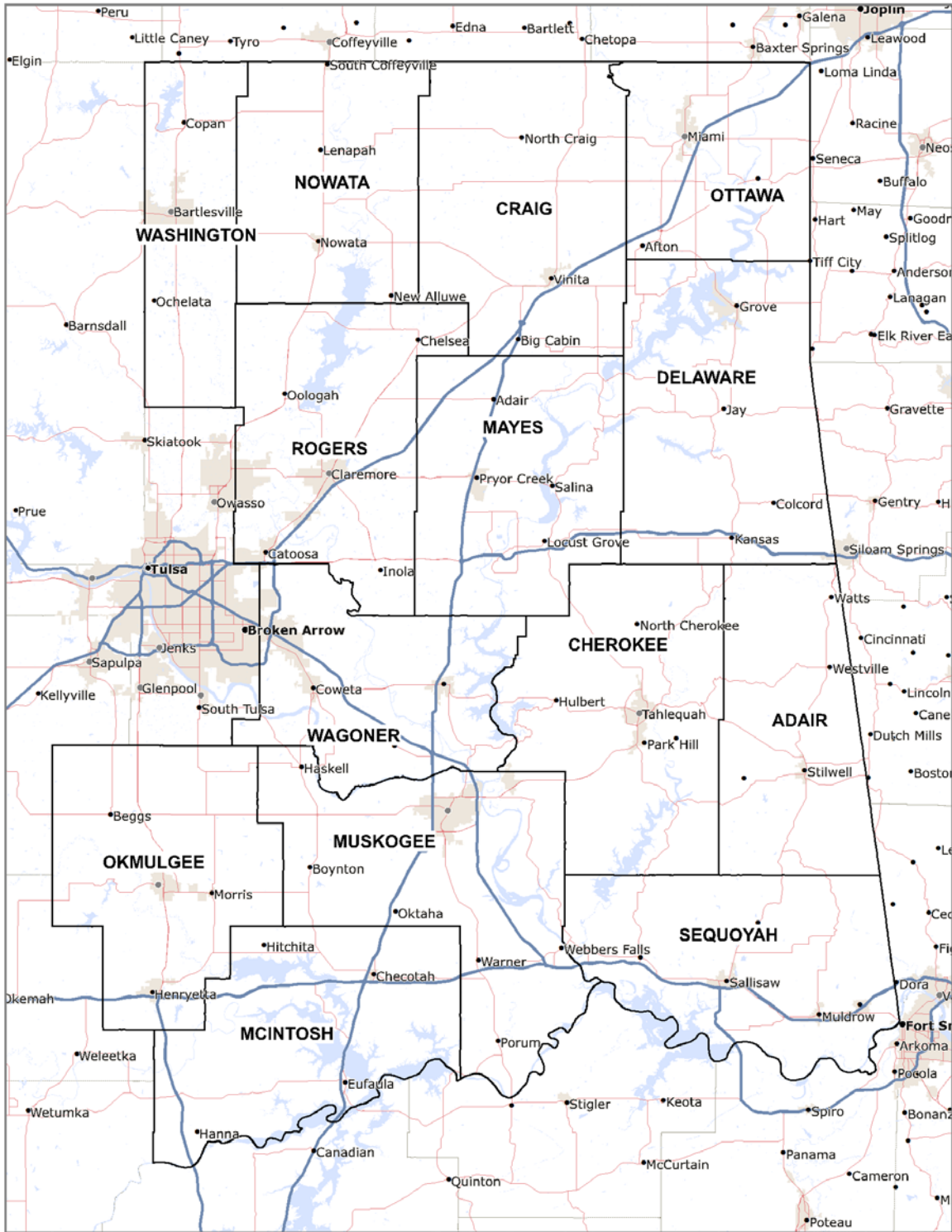
STI: PopStats - Demographic Snapshot Report



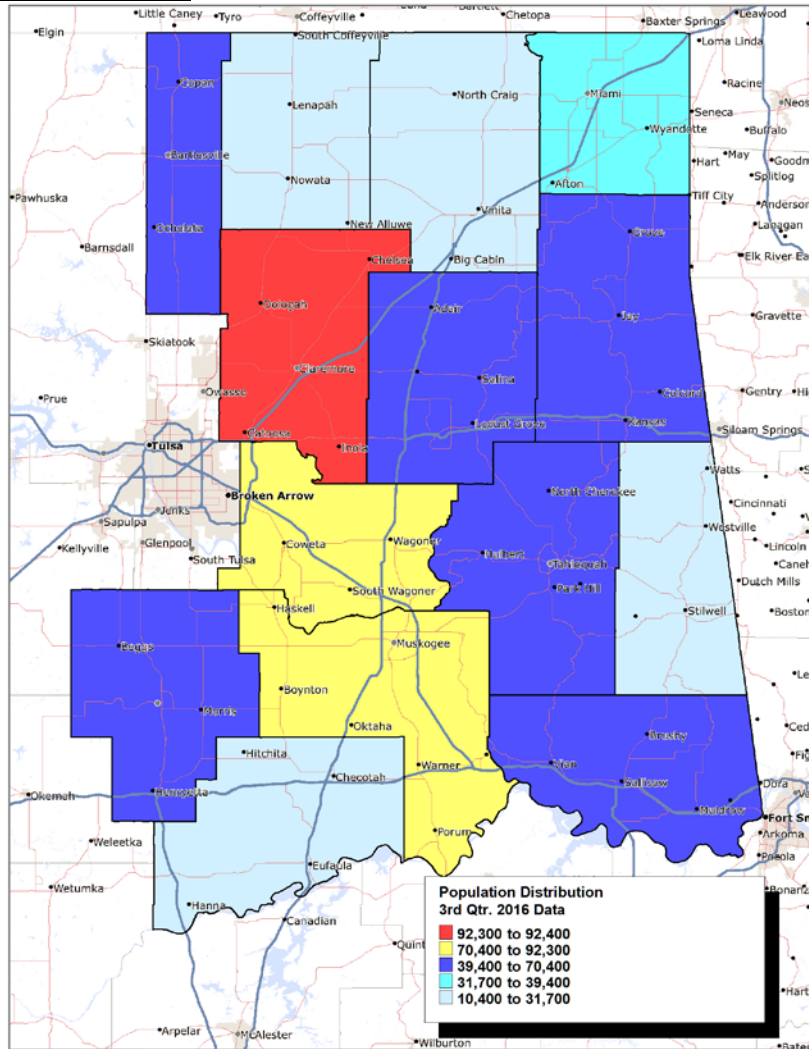
	NORA
<hr/>	
Population Demographics - Q3 2016	
<hr/>	
Total Population	604,919
Daytime Population	575,507
Population Change 2010-2016	1.75%
Households	
Total Households	232,016
Average Household Income	\$57,970
Median Housing Value	\$114,095
Percent Owner Occupied	64.32%
No. Households with Income > \$100k	33,476
No. Households with Income > \$250k	2,106
Age Groups	
Age 0 - 13 Years	106,242
Age 18 - 44 Years	202,625
Age 50 Years Plus	225,953
Education Levels	
High School	144,259
Bachelor's Degree	52,708
Post Bachelor's Degree	22,882
Business % Employees	
Employees (Full Time)	168,728
Establishments	11,897
Average Salary	\$37,224
Workforce Availability	
In Labor Force	276,985
Percent Unemployment	7.51%

Daytime Population is the sum of the following subcategories: retired and disabled people, homemakers and working age people not in the labor force, unemployed people, employed people, persons working at home (both self-employed and employed by a company), children at home (typically preschool), and students (Pre-K to 12th and post-secondary, including college and vocational).

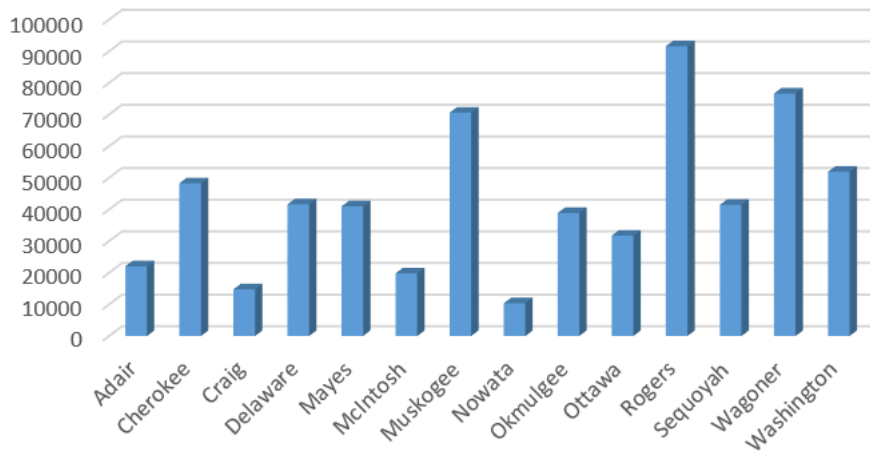
NORA County Analysis



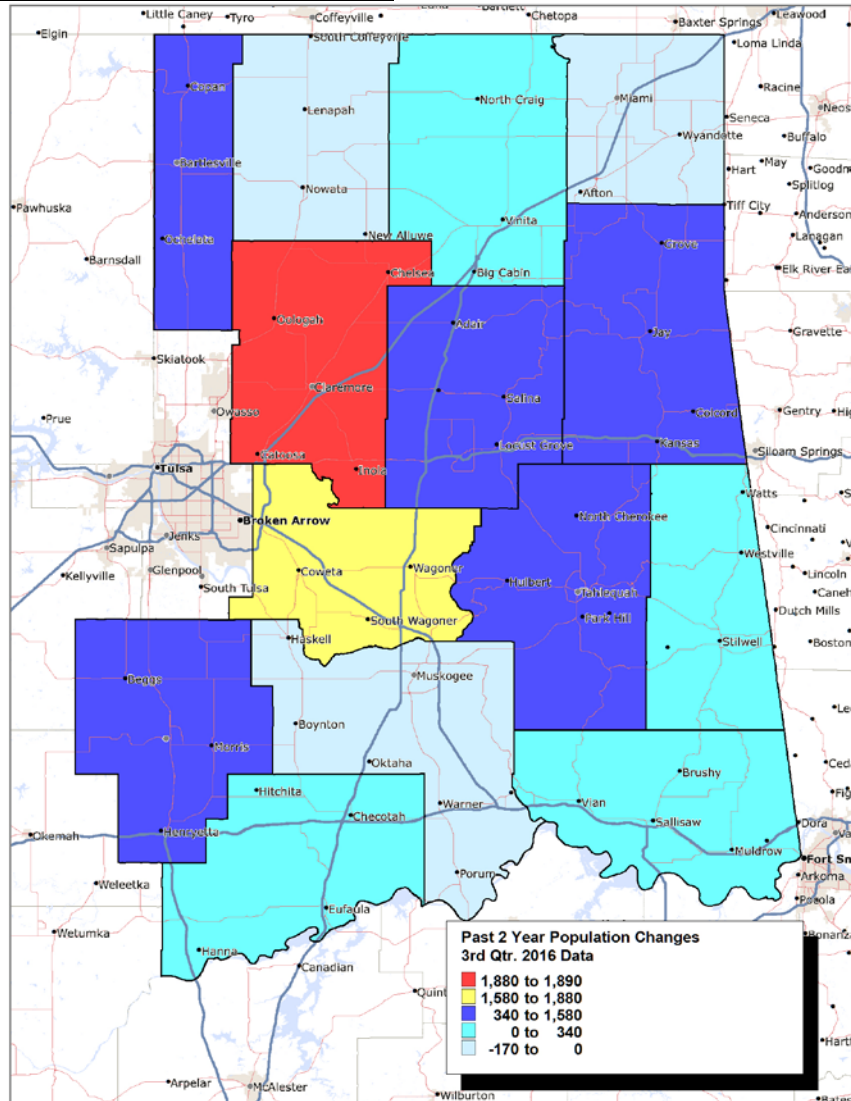
Population Distribution



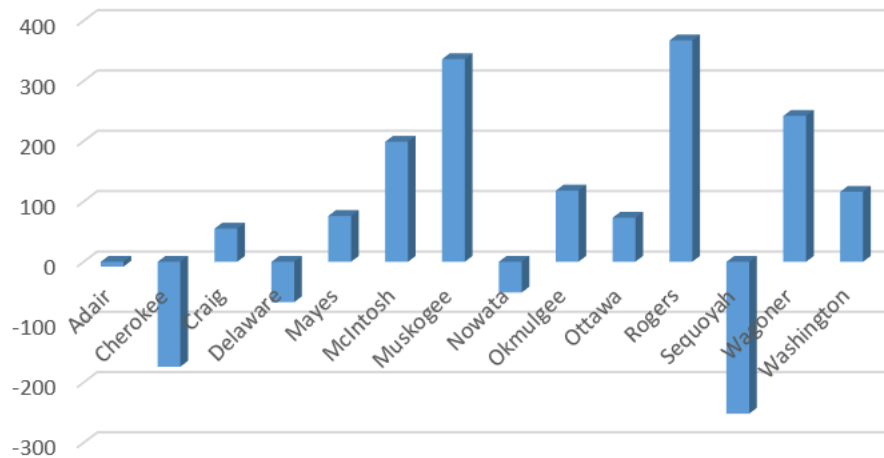
Total Population



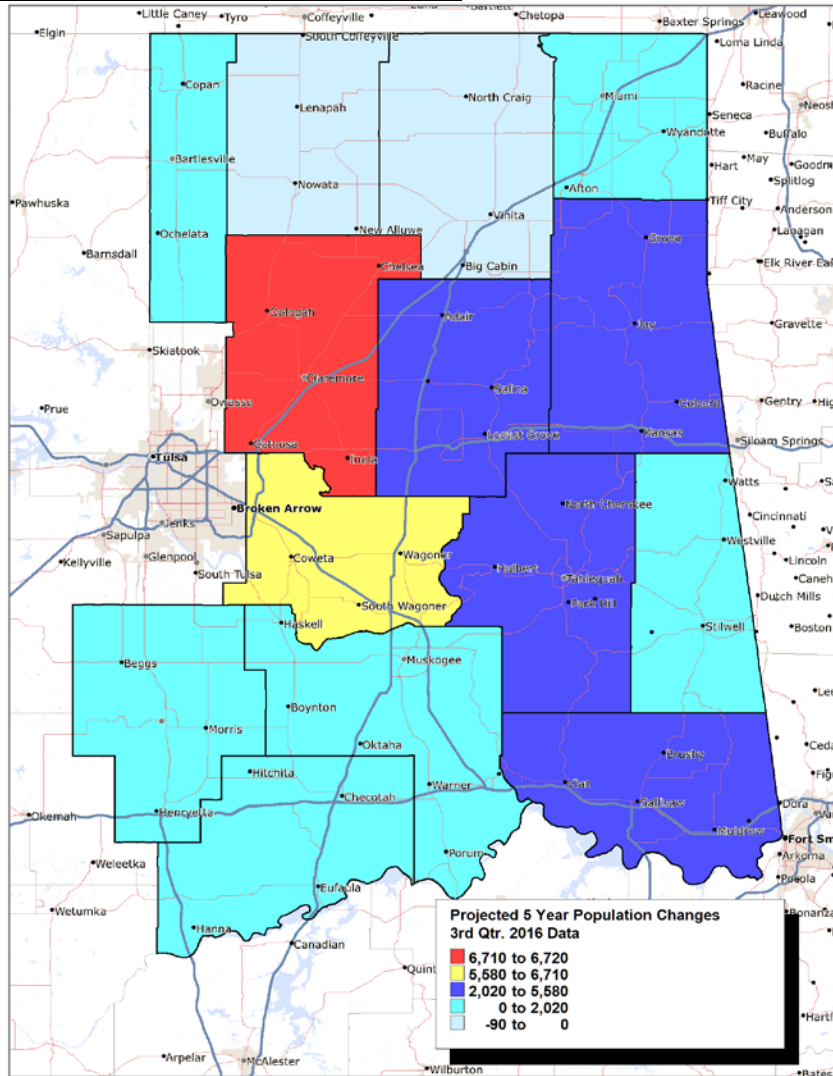
Population Changes – Past 2 Years



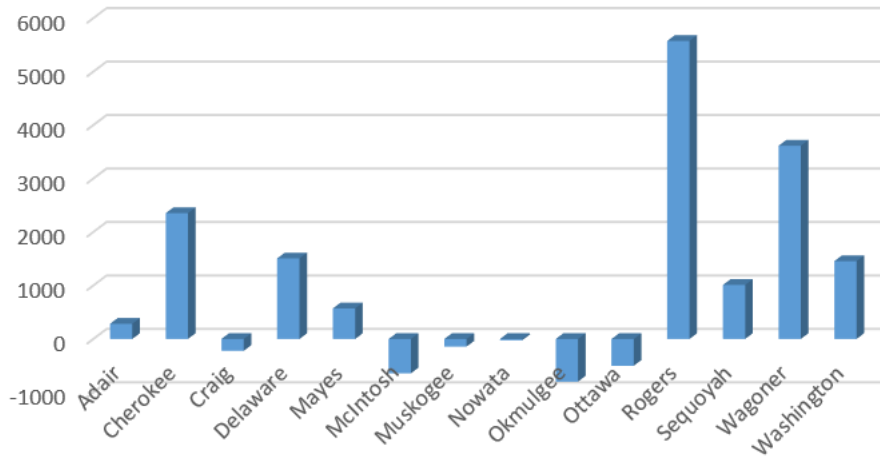
Pop Change Past 2 Years



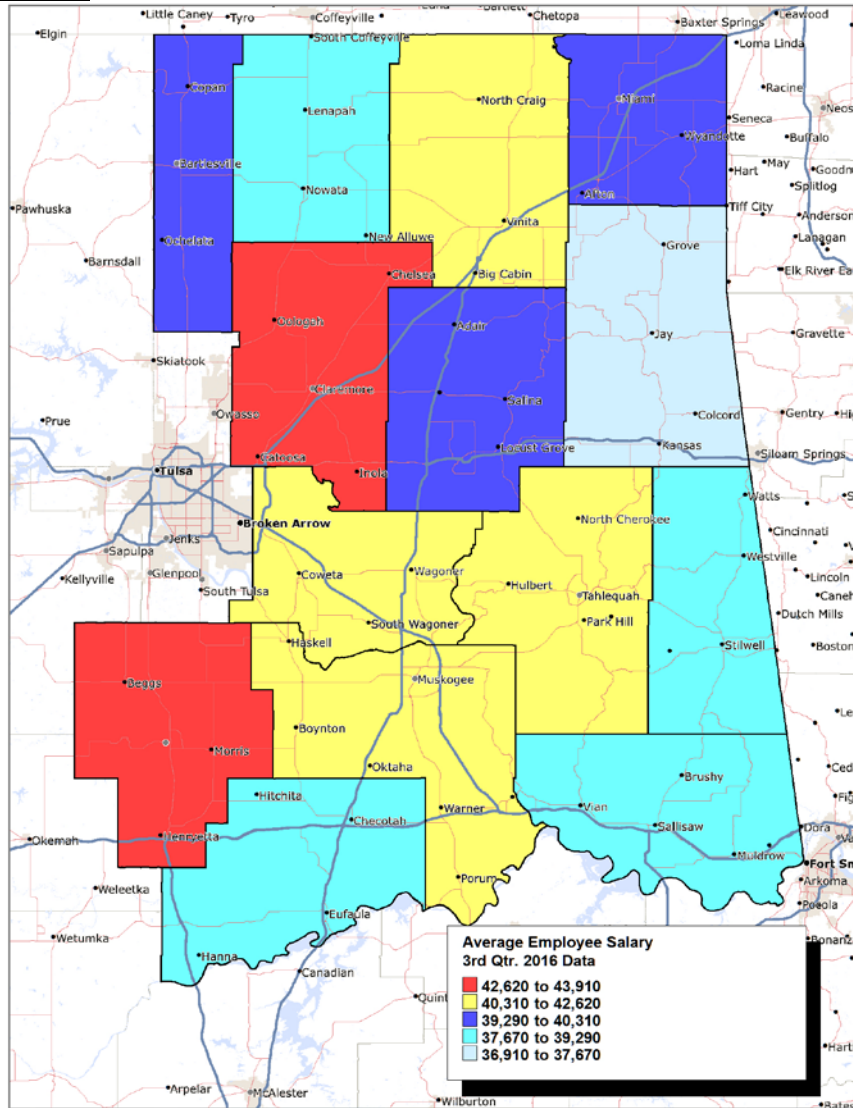
Population Changes – Projected 5 Years



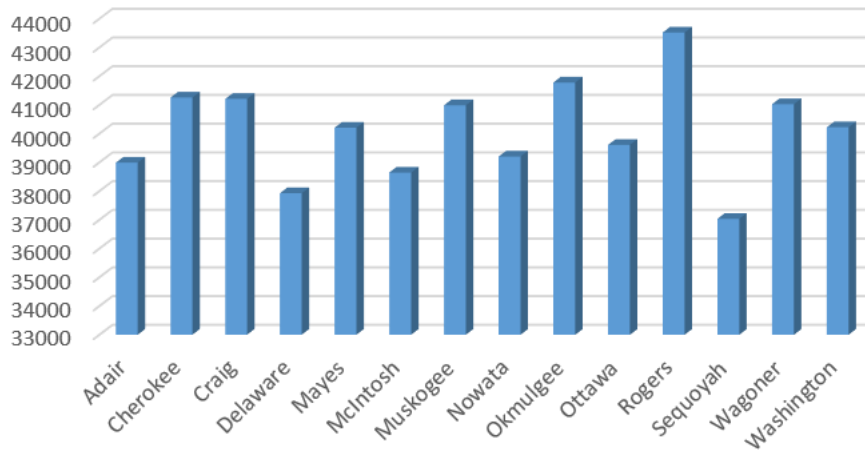
Projected 5 Year Pop Change



Average Salary



Average Employee Salary



STI: PopStats - Demographic Snapshot Report



	Adair	Cherokee	Craig	Delaware	Mayes
Population Demographics - Q3 2016					
Total Population	22,105	48,650	15,003	42,042	41,210
Daytime Population	18,325	55,974	15,218	35,839	40,235
Population Change 2010-2016	-2.55%	3.54%	-0.18%	1.34%	-0.12%
Households					
Total Households	7,983	18,501	5,676	17,298	15,986
Average Household Income	\$44,386	\$52,429	\$51,635	\$53,347	\$52,932
Median Housing Value	\$75,614	\$120,755	\$96,103	\$116,856	\$104,057
Percent Owner Occupied	63.75%	56.21%	63.03%	56.64%	63.96%
No. Households with Income > \$100k	580	2,310	620	1,882	1,814
No. Households with Income > \$250k	23	131	36	199	103
Age Groups					
Age 0 - 13 Years	4,168	8,599	2,342	6,578	7,381
Age 18 - 44 Years	7,629	18,853	4,921	12,195	13,453
Age 50 Years Plus	7,497	16,109	5,998	18,754	15,653
Education Levels					
High School	5,924	9,347	4,163	11,282	10,508
Bachelor's Degree	1,329	4,582	1,025	3,256	2,996
Post Bachelor's Degree	504	2,940	416	1,552	1,283
Business % Employees					
Employees (Full Time)	2,734	12,677	4,776	8,320	13,928
Establishments	277	834	442	869	887
Average Salary	\$33,347	\$35,658	\$33,957	\$34,733	\$34,871
Workforce Availability					
In Labor Force	9,262	21,340	6,431	17,920	18,488
Percent Unemployment	7.76%	9.00%	6.27%	9.00%	6.81%

Daytime Population is the sum of the following subcategories: retired and disabled people, homemakers and working age people not in the labor force, unemployed people, employed people, persons working at home (both self-employed and employed by a company), children at home (typically preschool), and students (Pre-K to 12th and post-secondary, including college and vocational).

STI: PopStats - Demographic Snapshot Report



	McIntosh	Muskogee	Nowata	Okmulgee	Ottawa
Population Demographics - Q3 2016					
Total Population	19,954	70,401	10,476	39,438	31,793
Daytime Population	16,844	81,242	8,438	41,198	32,704
Population Change 2010-2016	-1.47%	-0.83%	-0.58%	-1.57%	-0.17%
Households					
Total Households	8,328	26,807	4,197	15,106	12,328
Average Household Income	\$50,924	\$53,070	\$48,773	\$51,303	\$47,118
Median Housing Value	\$82,520	\$95,088	\$89,727	\$90,295	\$90,092
Percent Owner Occupied	52.13%	59.23%	69.05%	61.63%	64.81%
No. Households with Income > \$100k	939	3,143	430	1,681	1,044
No. Households with Income > \$250k	59	181	10	89	52
Age Groups					
Age 0 - 13 Years	2,919	12,766	1,720	6,948	5,678
Age 18 - 44 Years	5,614	24,740	3,294	13,412	10,785
Age 50 Years Plus	9,367	24,945	4,260	14,605	11,792
Education Levels					
High School	5,580	16,400	2,901	9,773	7,493
Bachelor's Degree	1,257	6,057	652	2,707	1,882
Post Bachelor's Degree	685	2,597	254	980	950
Business % Employees					
Employees (Full Time)	3,475	29,511	1,524	9,649	9,233
Establishments	446	1,669	185	818	701
Average Salary	\$34,914	\$33,913	\$34,616	\$39,791	\$33,427
Workforce Availability					
In Labor Force	7,994	30,543	4,691	17,085	14,584
Percent Unemployment	11.15%	7.55%	7.90%	10.09%	9.02%

Daytime Population is the sum of the following subcategories: retired and disabled people, homemakers and working age people not in the labor force, unemployed people, employed people, persons working at home (both self-employed and employed by a company), children at home (typically preschool), and students (Pre-K to 12th and post-secondary, including college and vocational).

STI: PopStats - Demographic Snapshot Report



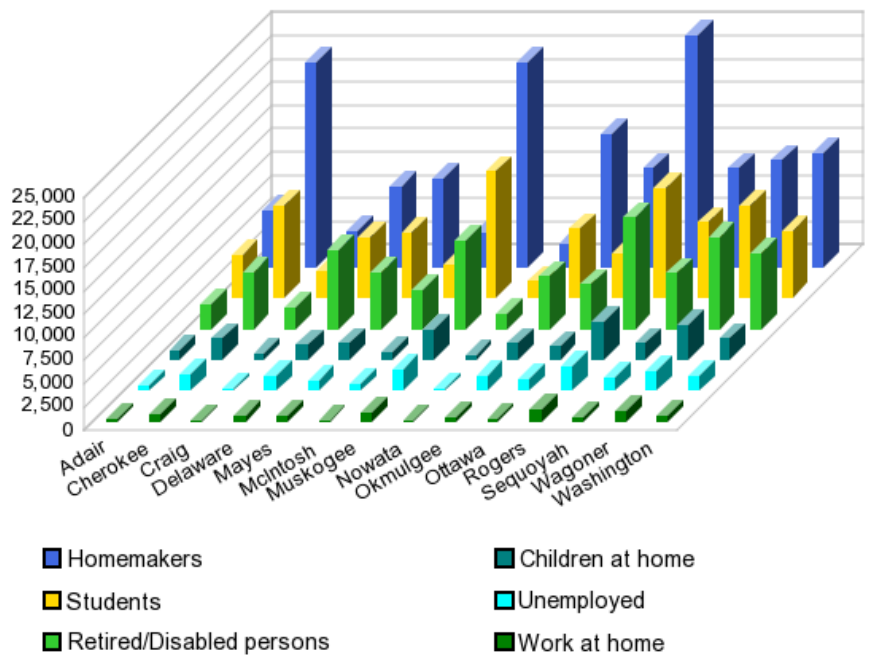
	Rogers	Sequoyah	Wagoner	Washington
Population Demographics - Q3 2016				
Total Population	92,312	41,784	77,687	52,065
Daytime Population	89,731	36,850	49,813	53,097
Population Change 2010-2016	6.22%	-1.43%	6.30%	2.14%
Households				
Total Households	33,847	15,965	28,522	21,471
Average Household Income	\$73,365	\$48,660	\$68,879	\$66,674
Median Housing Value	\$147,795	\$88,153	\$145,659	\$124,247
Percent Owner Occupied	72.82%	64.91%	74.95%	66.42%
No. Households with Income > \$100k	7,563	1,465	5,858	4,147
No. Households with Income > \$250k	390	68	307	458
Age Groups				
Age 0 - 13 Years	15,988	7,348	14,665	9,142
Age 18 - 44 Years	31,304	13,688	26,007	16,729
Age 50 Years Plus	33,444	15,621	27,349	20,558
Education Levels				
High School	19,926	11,205	17,711	12,045
Bachelor's Degree	10,053	2,456	8,229	6,228
Post Bachelor's Degree	3,997	1,186	2,702	2,836
Business % Employees				
Employees (Full Time)	32,830	8,175	11,297	20,599
Establishments	1,762	676	1,033	1,298
Average Salary	\$42,696	\$36,194	\$41,559	\$36,061
Workforce Availability				
In Labor Force	47,410	17,944	38,613	24,680
Percent Unemployment	5.69%	7.98%	5.62%	6.94%

Daytime Population is the sum of the following subcategories: retired and disabled people, homemakers and working age people not in the labor force, unemployed people, employed people, persons working at home (both self-employed and employed by a company), children at home (typically preschool), and students (Pre-K to 12th and post-secondary, including college and vocational).

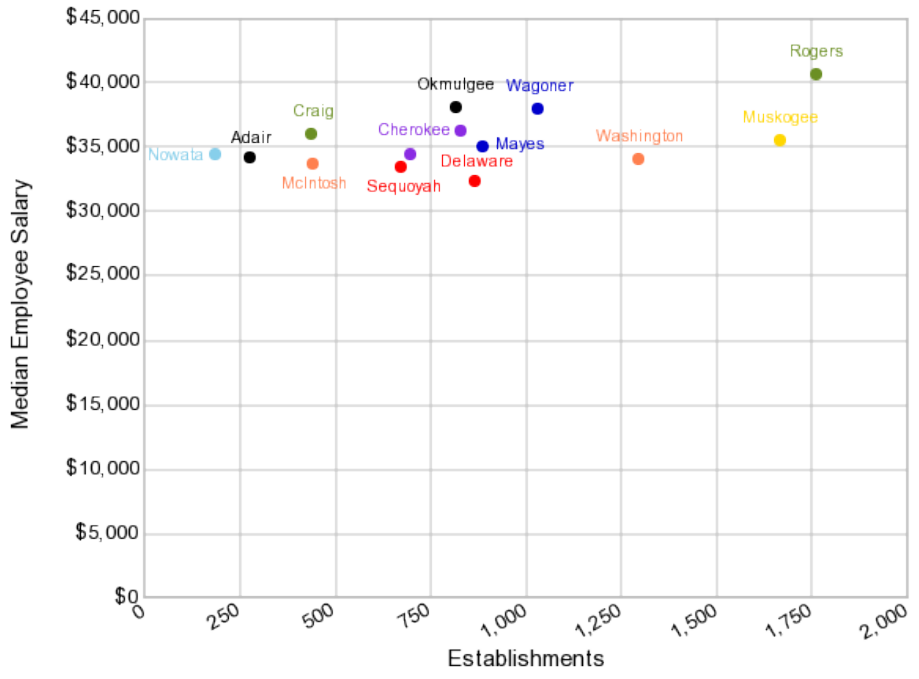


STI: WorkPlace - Comparison Charts

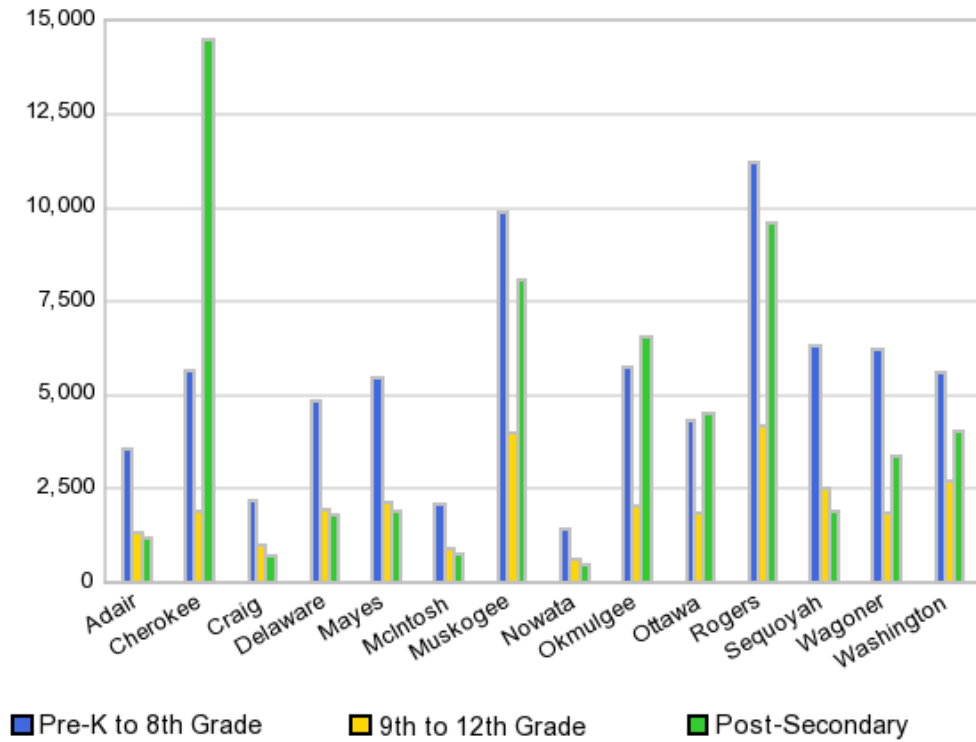
Q3 2016 Daytime Population



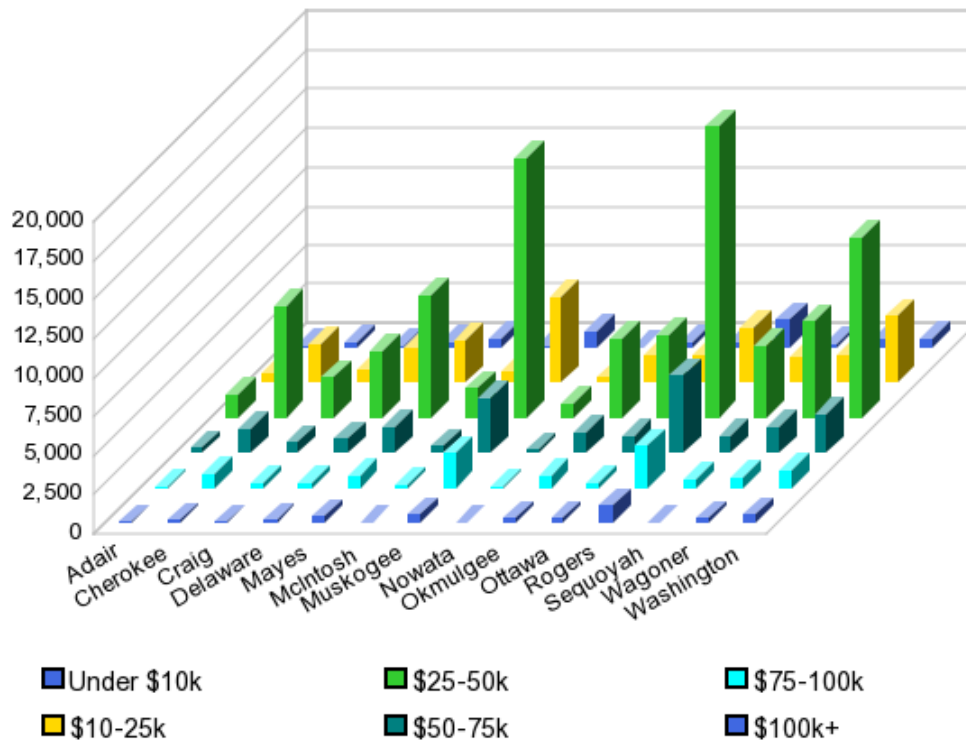
Q3 2016 Median Employee Salary vs Establishments



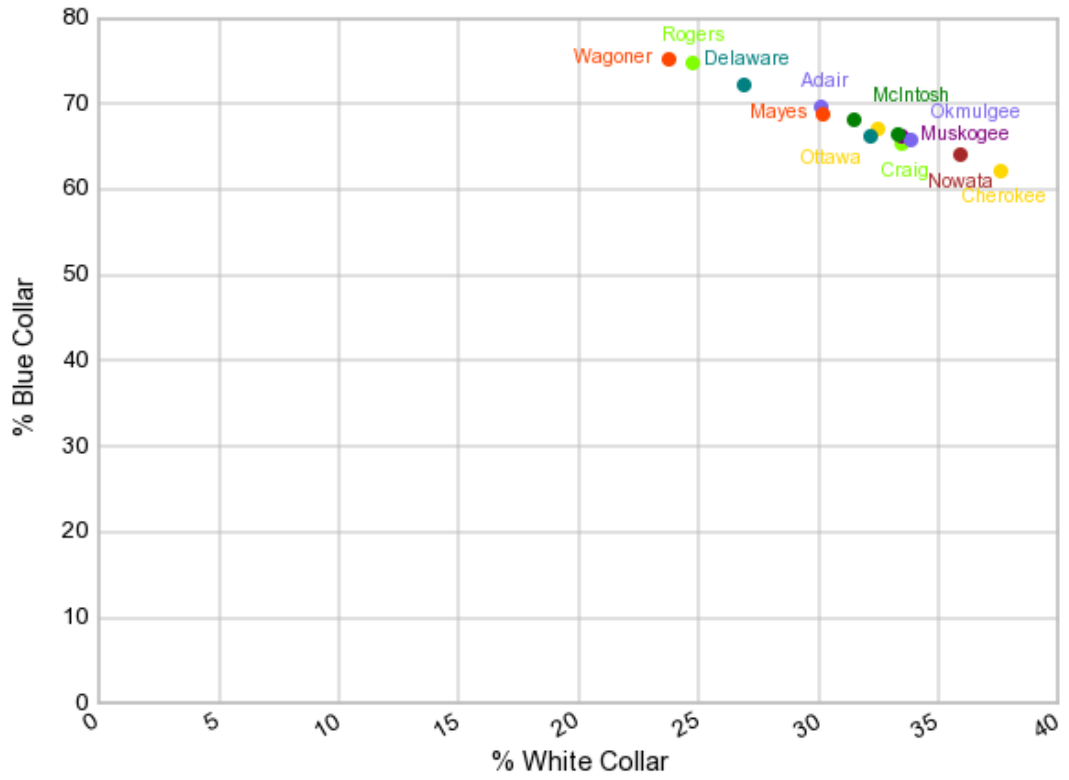
Q3 2016 Student Populations



Q3 2016 Salary per Employee per Annum



Q3 2016 Blue vs White Collar Occupations



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STI: WorkPlace - Comparison Report

	Adair Cherokee	Craig Delaware	Mayes		
Q3 2016 WorkPlace Totals					
Employees Est	2,734	12,677	4,776	8,320	13,928
Establishment Est	277	834	442	869	887
Salary/Wage per Employee per Annum CrYr					
Average Employee Salary	\$38,372	\$40,312	\$40,789	\$36,910	\$39,797
Median Employee Salary	\$34,170	\$36,225	\$35,932	\$32,296	\$34,973
Under \$10,000	3.5%	2.7%	3.0%	3.8%	3.8%
\$10,000 to \$19,999	2.6%	2.5%	2.8%	3.2%	2.9%
\$20,000 to \$29,999	32.6%	29.4%	29.3%	36.8%	29.5%
\$30,000 to \$39,999	28.8%	25.6%	25.7%	25.2%	26.1%
\$40,000 to \$49,999	13.2%	18.9%	15.5%	13.7%	17.2%
\$50,000 to \$59,999	6.1%	6.5%	7.4%	5.7%	6.1%
\$60,000 to \$74,999	6.0%	5.8%	6.8%	5.1%	5.8%
\$75,000 to \$84,999	2.2%	2.3%	3.1%	2.2%	2.1%
\$85,000 to \$99,999	1.1%	4.7%	4.4%	1.6%	3.3%
\$100,000 or more	3.9%	1.7%	2.1%	2.6%	3.1%
Employees by Occupation					
<i>"White Collar" Employees</i>	825	4,775	1,603	2,245	4,216
Management occupations	5.6%	5.4%	5.9%	5.5%	5.5%
Business and financial operations occupations	3.5%	3.6%	4.4%	3.2%	3.5%
Computer and mathematical science occupations	1.2%	1.4%	1.7%	1.2%	1.3%
Architecture and engineering occupations	0.7%	1.3%	0.8%	1.0%	1.3%
Life, physical, and social science occupations	0.6%	1.2%	0.7%	0.6%	0.7%
Community and social services occupations	4.0%	3.7%	3.6%	2.8%	2.7%
Legal occupations	0.4%	0.7%	1.1%	0.6%	0.8%
Education, training, and library occupations	5.0%	8.7%	4.2%	3.2%	3.7%
Arts, design, entertainment, sports, and media occupations	1.5%	1.4%	1.1%	1.5%	1.2%
Healthcare practitioners and technical occupations	5.3%	7.3%	5.9%	4.7%	5.9%
Healthcare support occupations	2.3%	3.1%	4.1%	2.8%	3.7%
<i>"Blue Collar" Employees</i>	1,900	7,858	3,111	5,999	9,574
Protective service occupations	1.2%	3.0%	1.2%	1.4%	1.2%
Food preparation and serving related occupations	7.4%	6.8%	6.3%	9.0%	6.3%
Building and grounds cleaning and maintenance occupations	2.7%	3.2%	4.0%	5.5%	2.7%
Personal care and service occupations	2.7%	2.4%	3.8%	4.7%	2.7%
Sales and related occupations	16.5%	13.0%	11.8%	14.4%	13.8%
Office and administrative support occupations	18.8%	17.7%	19.2%	17.7%	17.8%
Farming, fishing, and forestry occupations	0.2%	0.3%	0.1%	0.3%	0.1%
Construction and extraction occupations	1.1%	4.1%	2.8%	2.8%	4.4%
Installation, maintenance, and repair occupations	3.9%	3.7%	5.0%	4.1%	5.1%
Production occupations	7.2%	3.1%	4.7%	6.0%	8.0%
Transportation and material moving occupations	7.8%	4.8%	6.2%	6.2%	6.6%

<i>Military</i>	0	0	0	0	0
<i>Unclassified</i>	9	44	62	76	138

By Industry - Employees

Agriculture, Forestry, Fishing and Hunting	0.1%	0.4%	1.2%	1.1%	1.1%
Mining	0.0%	0.3%	0.4%	0.1%	0.0%
Utilities	3.4%	1.2%	2.6%	1.6%	0.6%
Construction	0.5%	4.4%	3.0%	3.1%	5.6%
Manufacturing	9.8%	3.1%	6.2%	9.1%	11.5%
Wholesale Trade	0.9%	0.5%	0.4%	0.3%	0.3%
Retail Trade	23.4%	17.4%	14.5%	18.6%	21.1%
Transportation and Storage	4.4%	1.0%	1.8%	3.4%	3.7%
Information	2.7%	1.3%	3.2%	1.3%	2.3%
Finance and Insurance	5.9%	1.9%	8.1%	5.5%	4.7%
Real Estate and Rental and Leasing	1.6%	3.7%	2.7%	2.4%	1.6%
Professional, Scientific, and Technical Services	1.2%	2.2%	3.9%	3.0%	3.6%
Management of Companies and Enterprises	0.0%	0.3%	0.9%	0.0%	0.0%
Admin/Support and Waste Management and Remediation Services	0.8%	1.3%	2.0%	1.9%	1.3%
Educational services	2.3%	6.1%	1.9%	2.4%	2.2%
Health Care and Social Assistance	14.6%	17.4%	18.4%	13.2%	16.1%
Arts, Entertainment, and Recreation	1.7%	2.1%	2.9%	8.5%	1.0%
Accommodation and Food Services	7.9%	7.2%	8.1%	11.7%	7.8%
Other Services (except Public Administration)	7.9%	3.3%	9.9%	7.0%	5.8%
Public Administration	10.7%	24.9%	8.0%	5.6%	9.7%
Military	0.0%	0.0%	0.0%	0.0%	0.0%

By Industry - Establishments

Agriculture, Forestry, Fishing and Hunting	0.4%	0.6%	1.6%	1.7%	1.8%
Mining	0.0%	0.1%	0.2%	0.1%	0.0%
Utilities	1.4%	1.2%	1.1%	0.9%	0.6%
Construction	1.1%	6.5%	4.1%	7.0%	7.0%
Manufacturing	2.5%	1.9%	2.9%	3.2%	3.8%
Wholesale Trade	1.8%	1.2%	1.8%	1.7%	1.9%
Retail Trade	20.6%	17.3%	12.0%	16.7%	18.3%
Transportation and Storage	1.1%	0.8%	2.5%	2.0%	2.0%
Information	1.8%	1.3%	2.0%	0.9%	1.5%
Finance and Insurance	7.6%	6.5%	6.8%	5.3%	5.7%
Real Estate and Rental and Leasing	2.5%	4.2%	3.6%	5.5%	3.4%
Professional, Scientific, and Technical Services	4.3%	6.5%	7.9%	5.8%	6.5%
Management of Companies and Enterprises	0.0%	0.1%	0.2%	0.0%	0.1%
Admin/Support and Waste Management and Remediation Services	0.7%	2.2%	2.3%	2.6%	1.6%
Educational services	1.4%	3.0%	2.0%	2.3%	2.4%
Health Care and Social Assistance	9.4%	17.4%	12.9%	11.9%	11.7%
Arts, Entertainment, and Recreation	1.4%	2.5%	1.6%	3.9%	1.1%
Accommodation and Food Services	5.1%	5.6%	4.5%	7.2%	7.3%
Other Services (except Public Administration)	14.1%	10.7%	15.6%	13.6%	14.0%
Public Administration	21.7%	9.1%	13.8%	6.6%	8.9%
Military	0.0%	0.0%	0.0%	0.0%	0.0%



STI: WorkPlace - Comparison Report

	McIntosh	Muskogee	Nowata	Okmulgee	Ottawa
Q3 2016 WorkPlace Totals					
Employees Est	3,475	29,511	1,524	9,649	9,233
Establishment Est	446	1,669	185	818	701
Salary/Wage per Employee per Annum CrYr					
Average Employee Salary	\$37,977	\$40,350	\$38,585	\$42,622	\$39,290
Median Employee Salary	\$33,720	\$35,541	\$34,438	\$38,155	\$34,383
Under \$10,000	2.9%	3.5%	2.8%	3.5%	3.3%
\$10,000 to \$19,999	3.2%	3.6%	7.0%	1.5%	4.0%
\$20,000 to \$29,999	34.6%	28.0%	28.7%	26.5%	29.3%
\$30,000 to \$39,999	26.0%	26.5%	28.2%	23.8%	28.1%
\$40,000 to \$49,999	14.8%	17.1%	13.9%	18.7%	15.9%
\$50,000 to \$59,999	6.2%	6.1%	5.5%	8.0%	6.5%
\$60,000 to \$74,999	5.6%	5.8%	6.4%	6.1%	5.6%
\$75,000 to \$84,999	2.1%	2.5%	2.3%	4.6%	2.0%
\$85,000 to \$99,999	3.2%	5.1%	3.3%	3.8%	2.1%
\$100,000 or more	1.4%	1.9%	2.0%	3.4%	3.3%
Employees by Occupation					
<i>"White Collar" Employees</i>					
Management occupations	1,096	9,907	548	3,275	3,005
Business and financial operations occupations	5.8%	5.4%	6.0%	5.5%	5.7%
Computer and mathematical science occupations	3.4%	3.3%	3.7%	3.7%	3.7%
Architecture and engineering occupations	1.3%	1.2%	1.2%	1.4%	1.3%
Life, physical, and social science occupations	0.7%	1.2%	1.4%	0.9%	1.3%
Community and social services occupations	0.7%	0.8%	0.9%	1.0%	0.8%
Legal occupations	3.5%	3.8%	5.0%	4.3%	4.4%
Education, training, and library occupations	0.5%	0.8%	0.5%	0.9%	0.5%
Arts, design, entertainment, sports, and media occupations	5.0%	4.1%	5.6%	5.9%	5.0%
Healthcare practitioners and technical occupations	1.8%	1.4%	1.8%	1.6%	1.7%
Healthcare support occupations	5.7%	7.4%	6.4%	5.7%	5.1%
<i>"Blue Collar" Employees</i>					
Protective service occupations	3.1%	4.1%	3.3%	3.1%	3.1%
Food preparation and serving related occupations	2,361	19,509	975	6,338	6,174
Building and grounds cleaning and maintenance occupations	1.8%	1.4%	1.5%	1.4%	1.6%
Personal care and service occupations	8.3%	5.9%	7.7%	6.7%	6.0%
Sales and related occupations	3.2%	2.7%	3.8%	3.1%	3.1%
Office and administrative support occupations	3.8%	3.3%	4.4%	2.9%	3.7%
Farming, fishing, and forestry occupations	15.4%	12.7%	10.8%	14.3%	14.6%
Construction and extraction occupations	18.3%	17.5%	18.2%	19.8%	18.8%
Installation, maintenance, and repair occupations	0.1%	0.2%	0.2%	0.1%	0.1%
Production occupations	1.8%	5.4%	2.4%	2.8%	3.8%
Transportation and material moving occupations	4.3%	4.3%	4.1%	4.1%	4.4%
	4.8%	6.7%	4.1%	4.0%	4.0%
	6.2%	6.1%	6.8%	6.4%	6.9%

<i>Military</i>	0	0	0	0	0
<i>Unclassified</i>	18	94	1	36	54

By Industry - Employees

Agriculture, Forestry, Fishing and Hunting	0.3%	0.3%	0.0%	0.3%	0.3%
Mining	0.4%	0.2%	0.2%	0.2%	1.4%
Utilities	3.8%	0.9%	0.2%	0.7%	0.2%
Construction	1.3%	6.7%	2.9%	3.0%	4.4%
Manufacturing	5.0%	9.4%	4.7%	4.8%	4.2%
Wholesale Trade	0.6%	1.1%	2.6%	0.4%	0.8%
Retail Trade	22.3%	17.2%	14.2%	20.8%	20.4%
Transportation and Storage	3.0%	2.1%	3.8%	3.5%	3.2%
Information	2.6%	1.5%	0.5%	2.8%	2.3%
Finance and Insurance	2.8%	3.3%	3.7%	5.6%	6.5%
Real Estate and Rental and Leasing	2.1%	1.7%	2.4%	1.2%	1.6%
Professional, Scientific, and Technical Services	1.8%	4.9%	3.9%	3.7%	4.1%
Management of Companies and Enterprises	0.9%	0.2%	1.9%	0.2%	0.3%
Admin/Support and Waste Management and Remediation Services	0.6%	2.4%	1.8%	2.4%	1.7%
Educational services	2.4%	1.4%	2.6%	4.4%	3.1%
Health Care and Social Assistance	15.4%	21.7%	18.4%	16.5%	17.8%
Arts, Entertainment, and Recreation	3.5%	2.0%	5.0%	1.3%	3.5%
Accommodation and Food Services	10.8%	6.0%	7.9%	8.1%	6.7%
Other Services (except Public Administration)	6.8%	7.3%	11.1%	9.2%	9.8%
Public Administration	13.3%	9.8%	12.1%	10.7%	7.4%
Military	0.0%	0.0%	0.0%	0.0%	0.0%

By Industry - Establishments

Agriculture, Forestry, Fishing and Hunting	0.7%	0.4%	0.0%	0.9%	0.9%
Mining	0.2%	0.1%	0.5%	0.6%	0.6%
Utilities	1.8%	0.6%	1.1%	0.9%	0.3%
Construction	2.9%	5.6%	4.9%	6.1%	6.3%
Manufacturing	2.0%	4.1%	2.2%	2.4%	1.9%
Wholesale Trade	1.3%	2.9%	3.8%	2.6%	2.0%
Retail Trade	17.3%	15.0%	13.0%	14.4%	15.1%
Transportation and Storage	1.6%	1.6%	2.2%	1.1%	2.4%
Information	1.8%	1.4%	0.5%	1.6%	1.3%
Finance and Insurance	6.7%	6.6%	5.9%	6.6%	6.0%
Real Estate and Rental and Leasing	4.3%	4.8%	3.8%	3.5%	3.7%
Professional, Scientific, and Technical Services	6.3%	6.4%	4.9%	7.0%	6.8%
Management of Companies and Enterprises	0.2%	0.1%	0.5%	0.1%	0.4%
Admin/Support and Waste Management and Remediation Services	0.7%	2.4%	2.2%	2.1%	1.6%
Educational services	2.2%	2.6%	1.6%	2.4%	2.7%
Health Care and Social Assistance	14.6%	16.1%	10.8%	13.7%	14.0%
Arts, Entertainment, and Recreation	2.9%	1.7%	2.7%	1.0%	2.0%
Accommodation and Food Services	6.3%	5.0%	4.3%	4.8%	4.1%
Other Services (except Public Administration)	13.0%	14.2%	17.8%	14.8%	13.3%
Public Administration	11.4%	7.2%	16.8%	12.5%	13.1%
Military	0.0%	0.0%	0.0%	0.0%	0.0%



STI: WorkPlace - Comparison Report

Rogers Sequoyah Wagoner Washington

Q3 2016 WorkPlace Totals

Employees Est	32,830	8,175	11,297	20,599
Establishment Est	1,762	676	1,033	1,298

Salary/Wage per Employee per Annum CrYr

Average Employee Salary	\$43,903	\$37,672	\$41,483	\$39,613
Median Employee Salary	\$40,662	\$33,347	\$38,040	\$34,068
Under \$10,000	5.3%	2.9%	4.8%	2.7%
\$10,000 to \$19,999	0.7%	4.2%	1.9%	2.7%
\$20,000 to \$29,999	19.0%	33.8%	24.1%	32.9%
\$30,000 to \$39,999	23.6%	24.8%	24.2%	26.4%
\$40,000 to \$49,999	24.5%	13.7%	20.4%	15.2%
\$50,000 to \$59,999	9.1%	6.3%	9.3%	6.2%
\$60,000 to \$74,999	6.1%	7.4%	5.9%	6.0%
\$75,000 to \$84,999	3.7%	4.9%	3.9%	2.4%
\$85,000 to \$99,999	4.5%	1.6%	2.2%	3.0%
\$100,000 or more	3.4%	0.3%	3.3%	2.6%

Employees by Occupation

<i>"White Collar" Employees</i>	8,135	2,632	2,688	6,889
Management occupations	5.4%	5.4%	5.5%	5.6%
Business and financial operations occupations	2.8%	3.5%	3.6%	3.1%
Computer and mathematical science occupations	1.0%	1.0%	1.1%	1.5%
Architecture and engineering occupations	2.1%	0.8%	1.6%	1.1%
Life, physical, and social science occupations	0.7%	0.5%	0.5%	0.7%
Community and social services occupations	2.5%	3.3%	2.6%	3.9%
Legal occupations	0.5%	0.4%	0.5%	0.6%
Education, training, and library occupations	2.5%	4.6%	3.0%	4.6%
Arts, design, entertainment, sports, and media occupations	1.1%	1.3%	1.2%	1.9%
Healthcare practitioners and technical occupations	4.1%	6.3%	2.8%	7.1%
Healthcare support occupations	1.9%	5.0%	1.4%	3.4%
<i>"Blue Collar" Employees</i>	24,517	5,401	8,462	13,633
Protective service occupations	0.7%	1.2%	1.1%	0.9%
Food preparation and serving related occupations	4.6%	8.3%	6.5%	7.4%
Building and grounds cleaning and maintenance occupations	3.0%	3.9%	4.9%	3.8%
Personal care and service occupations	2.0%	4.3%	2.5%	3.8%
Sales and related occupations	10.2%	14.4%	11.8%	13.5%
Office and administrative support occupations	15.8%	16.9%	16.4%	18.4%
Farming, fishing, and forestry occupations	0.3%	0.1%	0.2%	0.2%
Construction and extraction occupations	6.2%	2.6%	6.4%	3.6%
Installation, maintenance, and repair occupations	5.3%	4.0%	4.7%	4.2%
Production occupations	16.7%	4.8%	12.0%	5.6%
Transportation and material moving occupations	9.7%	5.5%	8.3%	4.8%

<i>Military</i>	0	0	0	0
<i>Unclassified</i>	178	142	147	77

By Industry - Employees

Agriculture, Forestry, Fishing and Hunting	0.8%	1.4%	1.3%	0.5%
Mining	0.2%	0.0%	0.0%	0.3%
Utilities	0.4%	1.0%	0.8%	2.2%
Construction	7.2%	2.9%	8.4%	4.0%
Manufacturing	26.9%	6.0%	19.7%	6.0%
Wholesale Trade	3.2%	0.9%	0.6%	1.0%
Retail Trade	13.0%	20.6%	14.5%	17.8%
Transportation and Storage	5.2%	1.7%	6.0%	2.0%
Information	1.4%	0.7%	1.0%	2.9%
Finance and Insurance	2.4%	5.2%	3.7%	3.2%
Real Estate and Rental and Leasing	2.1%	2.6%	2.3%	1.6%
Professional, Scientific, and Technical Services	4.0%	3.3%	4.3%	6.9%
Management of Companies and Enterprises	0.0%	0.6%	0.9%	0.0%
Admin/Support and Waste Management and Remediation Services	2.8%	1.8%	3.9%	1.4%
Educational services	1.5%	2.5%	1.6%	4.6%
Health Care and Social Assistance	11.9%	21.4%	7.9%	20.3%
Arts, Entertainment, and Recreation	1.5%	2.1%	4.2%	4.4%
Accommodation and Food Services	5.0%	11.1%	7.3%	8.3%
Other Services (except Public Administration)	7.2%	6.8%	7.2%	9.5%
Public Administration	3.1%	7.1%	4.3%	2.9%
Military	0.0%	0.0%	0.0%	0.0%

By Industry - Establishments

Agriculture, Forestry, Fishing and Hunting	1.1%	1.8%	1.5%	0.9%
Mining	0.3%	0.0%	0.0%	0.8%
Utilities	0.7%	0.9%	0.8%	0.5%
Construction	8.5%	4.6%	12.4%	7.2%
Manufacturing	5.7%	2.2%	6.9%	3.2%
Wholesale Trade	4.5%	1.5%	2.8%	2.4%
Retail Trade	13.5%	17.0%	13.6%	14.3%
Transportation and Storage	2.1%	0.7%	2.4%	1.1%
Information	1.5%	0.4%	1.1%	1.5%
Finance and Insurance	5.7%	7.4%	4.6%	6.5%
Real Estate and Rental and Leasing	4.9%	5.2%	5.0%	4.3%
Professional, Scientific, and Technical Services	7.2%	5.9%	5.9%	8.8%
Management of Companies and Enterprises	0.1%	0.1%	0.4%	0.0%
Admin/Support and Waste Management and Remediation Services	3.2%	2.2%	4.4%	2.5%
Educational services	2.0%	2.5%	1.6%	2.6%
Health Care and Social Assistance	14.9%	14.2%	8.7%	17.6%
Arts, Entertainment, and Recreation	1.8%	1.2%	2.3%	2.1%
Accommodation and Food Services	4.4%	6.2%	4.5%	4.9%
Other Services (except Public Administration)	11.9%	12.1%	14.6%	13.9%
Public Administration	4.8%	11.7%	4.5%	4.1%
Military	0.0%	0.0%	0.0%	0.0%

NORA Region

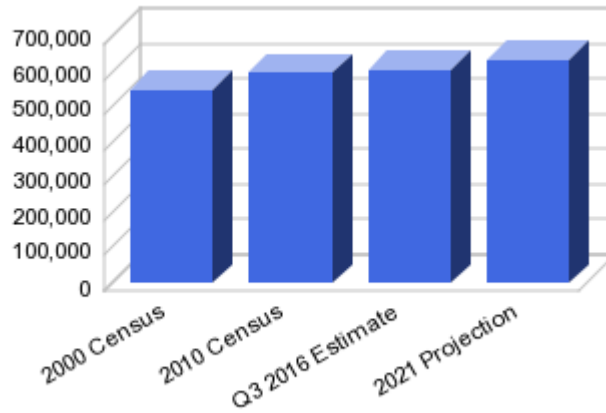
STI: PopStats - Executive Summary Report with Charts



Geography: NORA

Population Demographics - Q3 2016

Households and Population

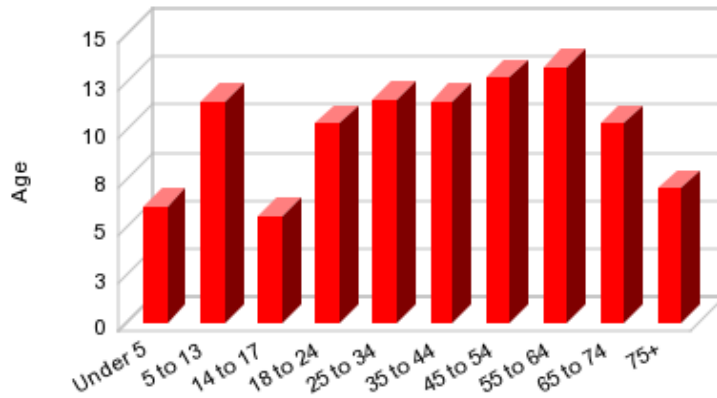


The number of households in the study area in 2000 was **207,742**. The household count in Q3 2016 is estimated to be **232,016**. For #F#, the High Range of the Five Year forecast was **257,466** and the Low Range was **226,320** with the actual household projection estimated at **242,149**, a change of **4.37%**. The population in the study area in 2000 it was **542,406**. The population in Q3 2016 is estimated to be **604,919**. For #F#, the High Range of the Five Year forecast was **669,429** and the Low Range was **591,000** with the actual household projection estimated at **631,560** representing a change of **4.40%**.

	2010 Census	Q3 2016 Estimate	2021 Projection	Percent Change Q3 2016 to 2021
Total Population	594,495	604,919	631,560	4.40%
Total Households	228,235	232,016	242,149	4.37%

Population by Age - Q3 2016

Population by Age



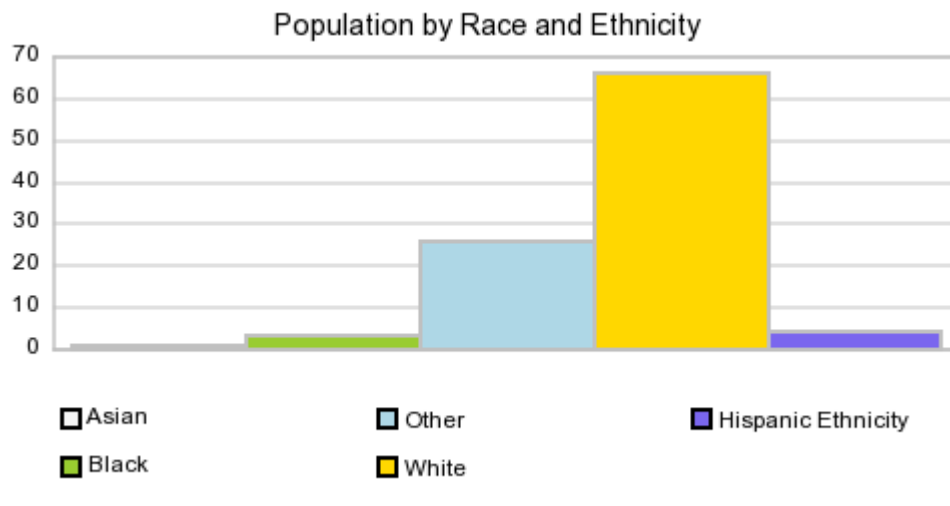
In 2000, the median age of the population was **37**. The median age in Q3 2016 is estimated to be **39** and it is predicted to change in five years to **39** years.

In Q3 2016, females represented **50.73%** of the population with a median age of **41** and males represented **49.27%** of the population with a median age of **38** years.

In Q3 2016, the most prominent age group in this geography is **55 to 64** years. The age group least represented in this geography is **14 to 17** years.

	2000 Census		Q3 2016 Estimate		2021 Projection		Percent Change Q3 2016 to 2021
0 to 4	36,346	6.70%	36,545	6.04%	38,408	6.08%	5.10%
5 to 13	64,958	11.98%	69,697	11.52%	68,379	10.83%	-1.89%
14 to 17	42,793	7.89%	33,873	5.60%	32,773	5.19%	-3.25%
18 to 24	47,286	8.72%	62,891	10.40%	65,329	10.34%	3.88%
25 to 34	62,166	11.46%	70,315	11.62%	81,160	12.85%	15.42%
35 to 44	81,444	15.02%	69,419	11.48%	70,281	11.13%	1.24%
45 to 54	72,387	13.35%	76,778	12.69%	73,178	11.59%	-4.69%
55 to 64	56,525	10.42%	80,278	13.27%	82,407	13.05%	2.65%
65 to 74	43,487	8.02%	62,682	10.36%	69,367	10.98%	10.67%
75 +	35,015	6.46%	42,443	7.02%	50,280	7.96%	18.46%

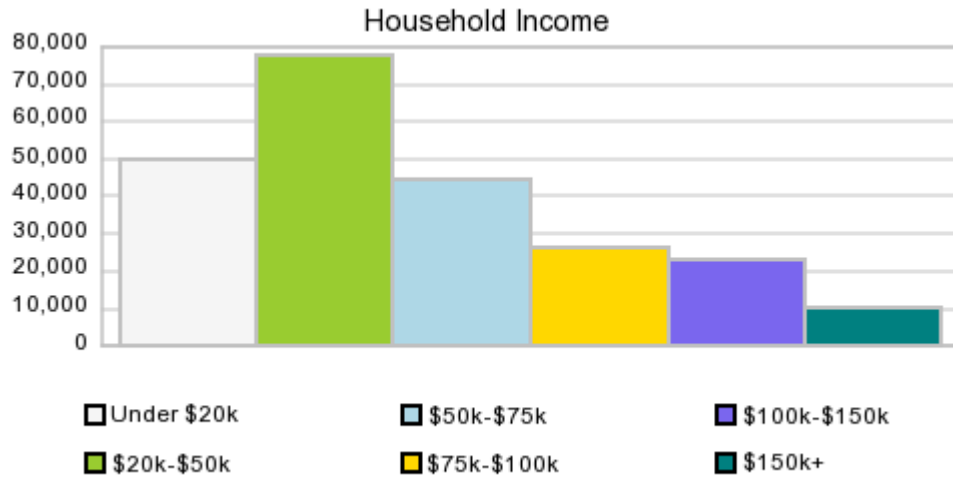
Population by Race/Ethnicity (Hispanic Shown Separately) - Q3 2016



In Q3 2016, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**.

	2000 Census		Q3 2016 Estimate	
White	380,274	70.11%	399,268	66.00%
Black	20,024	3.69%	19,061	3.15%
Asian	2,007	0.37%	4,823	0.80%
Other Race	127,842	23.57%	156,205	25.82%
Hispanic Ethnicity	12,260	2.26%	25,563	4.23%

Households by Income - Q3 2016



In Q3 2016 the predominant household income category in this study area is **\$20k to \$50k**, and the income group that is least represented in this geography is **\$150K +**. The following table ranks income groups by the Q3 2016 Income Classes.

	2000 Census		Q3 2016 Estimate	
\$0 - \$19,999	65,135	31.35%	49,798	21.46%
\$20,000 - \$49,999	83,842	40.36%	78,138	33.68%
\$50,000 - \$74,999	34,295	16.51%	44,441	19.15%
\$75,000 - \$99,999	13,530	6.51%	26,163	11.28%
\$100,000 - \$149,999	7,203	3.47%	23,269	10.03%
\$150,000 +	3,737	1.80%	10,207	4.40%
Average Hhld Income	\$41,188		\$57,970	
Median Hhld Income	\$31,748		\$44,448	
Per Capita Income	\$15,775		\$22,234	

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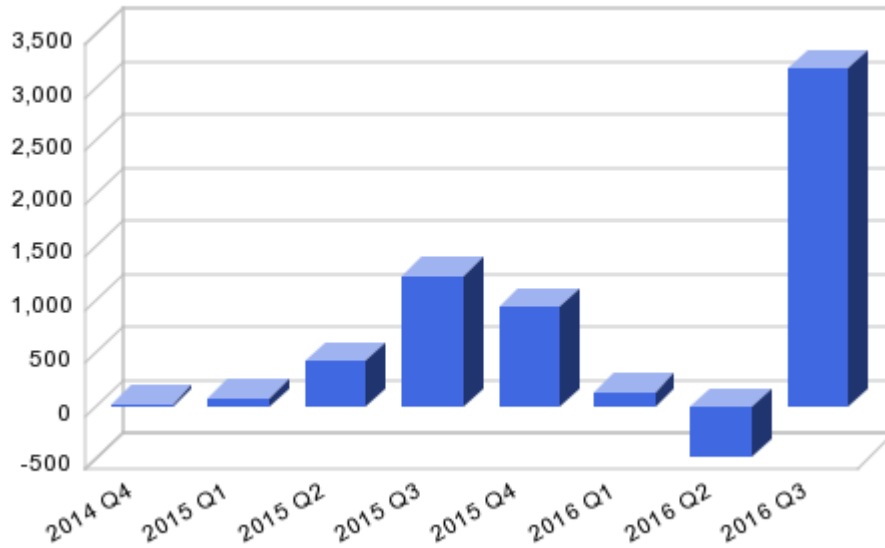
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STI: PopStats - Growth Summary Report



Geography: **NORA**

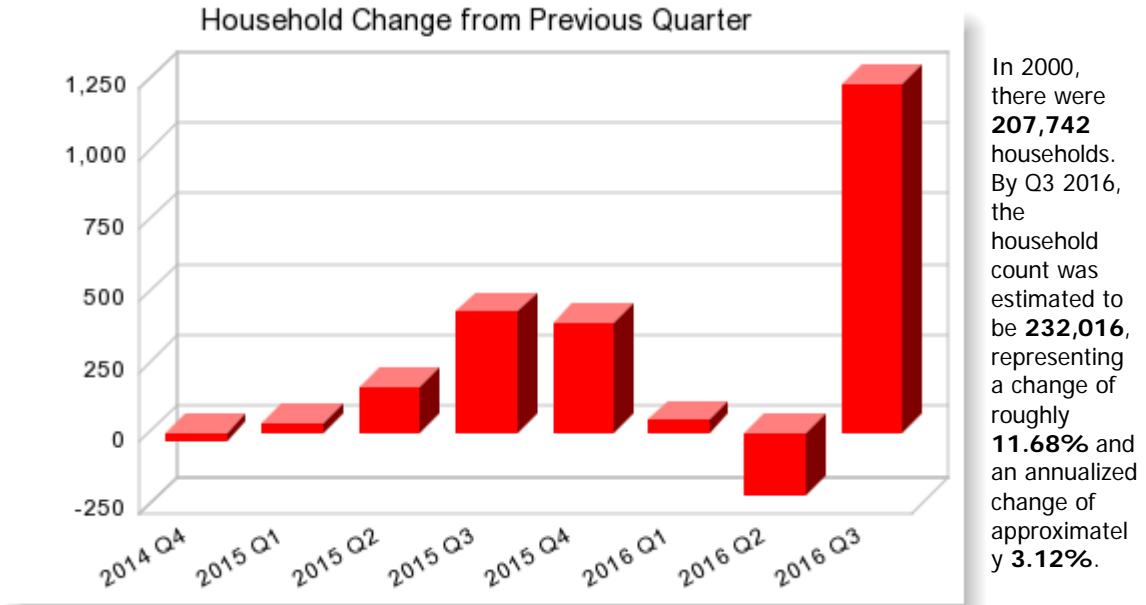
Population Change from Previous Quarter



In 2000, the population was **542,406**. By Q3 2016, the population was estimated to be **604,919**, representing a change of roughly **11.53%** and an annualized change of approximately **3.07%**.

Population Change

Quarter	Population Change from Previous Quarter		
	Population	Change	% Change
2014 Q4	599,405	22	0.00%
2015 Q1	599,486	81	0.01%
2015 Q2	599,918	432	0.07%
2015 Q3	601,137	1,219	0.20%
2015 Q4	602,067	930	0.15%
2016 Q1	602,203	136	0.02%
2016 Q2	601,730	-473	-0.08%
Current Quarter	604,919	3,189	0.53%



Household Change

Quarter	Household Change from Previous Quarter		
	Households	Change	% Change
2014 Q4	229,921	-25	-0.01%
2015 Q1	229,957	36	0.02%
2015 Q2	230,124	167	0.07%
2015 Q3	230,557	433	0.19%
2015 Q4	230,947	390	0.17%
2016 Q1	230,994	437	0.19%
2016 Q2	230,777	-217	-0.09%
Current Quarter	232,016	1,239	0.54%

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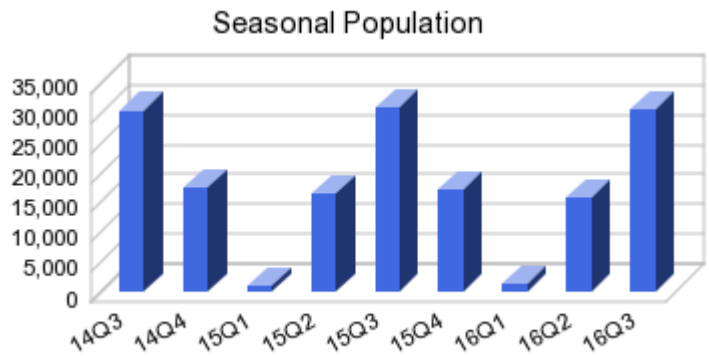
STI: PopStats - Transient and Seasonal Population Report



Geography: NORA

Seasonal Population by Quarter

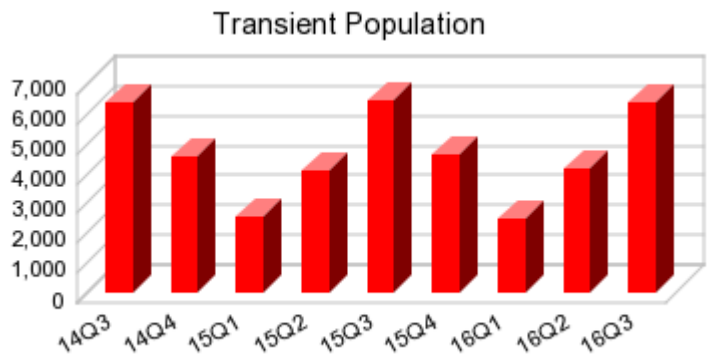
	Q3 2016 Estimate
Est 14Q3	30,328
Est 14Q4	17,229
Est 15Q1	887
Est 15Q2	16,508
Est 15Q3	30,797
Est 15Q4	17,176
Est 16Q1	1,341
Est 16Q2	15,909
Est 16Q3	30,505



Population that resides in a housing unit specifically designated as seasonal housing, such as a summer cottage or winter chalet. Unlike traditional housing, the unit is typically vacant during the off-season times of the year. Seasonal housing must not be confused with second homes, which are typically occupied at various times of the year as oppose to limited to specific seasons. Although all seasonal housing might be considered second homes, all second homes are not necessarily seasonal and therefore, most importantly, not counted in this estimate. For trending purposes, eight quarters of history are provided.

Transient Population by Quarter

	Q3 2016 Estimate
Est 14Q3	6,379
Est 14Q4	4,529
Est 15Q1	2,510
Est 15Q2	4,091
Est 15Q3	6,404
Est 15Q4	4,596
Est 16Q1	2,465
Est 16Q2	4,185
Est 16Q3	6,340



The average number of people per night who reside in a hotel/motel, campground, or recreational vehicle (RV) park for at least one night and up to six weeks. This estimate does not count daytime visitors to an area, only overnight visitors. The eight quarters of history help retailers identify trends within transient populations.

STI: PopStats - Housing Value Summary

Geography: **NORA**

Housing Units Q3 2016

Housing Units	268,505
Owner-Occupied	64.32%
Renter-Occupied	22.09%
Vacant	13.59%

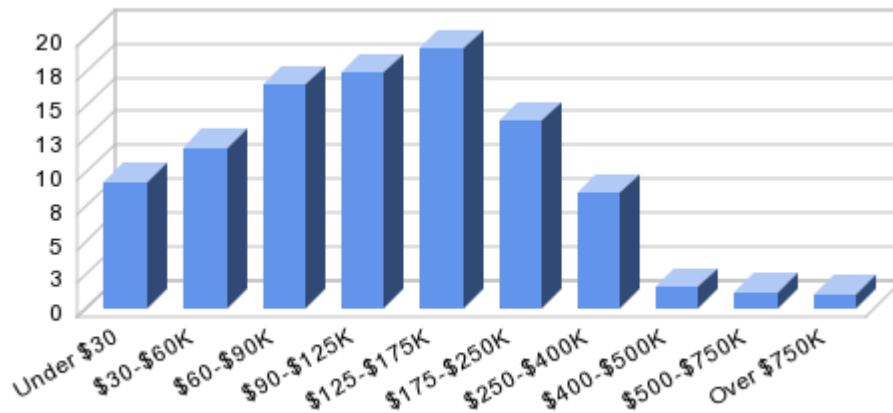
Housing Value

Under \$30,000	9.33%
\$ 30,000 to \$59,999	11.80%
\$ 60,000 to \$89,999	16.44%
\$ 90,000 to \$124,999	17.33%
\$ 125,000 to \$174,999	19.12%
\$ 175,000 to \$249,999	13.84%
\$ 250,000 to \$399,999	8.39%
\$ 400,000 to \$499,999	1.61%
\$ 500,000 to \$749,999	1.09%
over \$750,000	1.04%

Average Home Value by Quarter

Average Home Value 14Q3	\$130,651
Average Home Value 14Q4	\$131,906
Average Home Value 15Q1	\$132,670
Average Home Value 15Q2	\$132,684
Average Home Value 15Q3	\$137,072
Average Home Value 15Q4	\$137,762
Average Home Value 16Q1	\$139,039
Average Home Value 16Q2	\$138,019
Average Home Value 16Q3	\$139,841
Median Home Value Q3 2016	\$114,095

Housing Value by Percentage



A set of 29 econometric variables that contain the current estimated value of owner-occupied housing (not renter-occupied apartments or houses). Home values can be used as a proxy for general economic trend analysis in targeted geographies. Quarterly data is available for two-year trending.

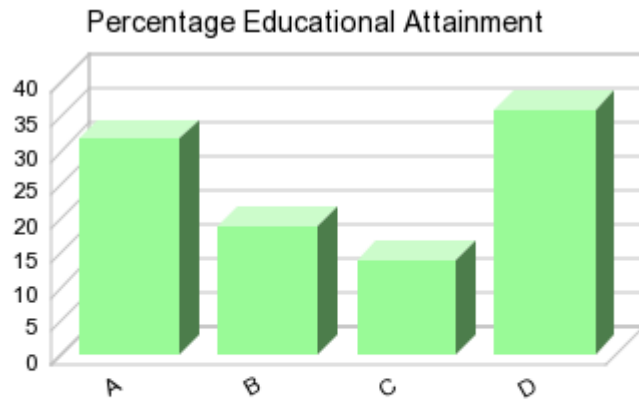
STI: PopStats - Educational Attainment Report



Geography: NORA

Educational Attainment

	Q3 2016 Est
Associate	31,999
Bachelor's	52,708
Doctorate	2,593
Masters	17,218
Professional	3,071
Grade Less than 9	16,438
Grade 9 to 12	38,955
High School	144,259
Some College	94,673



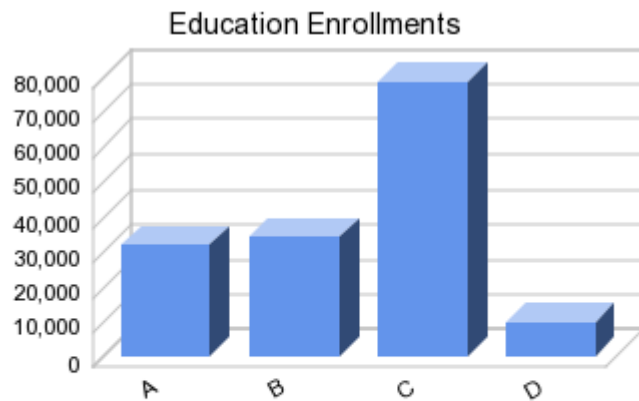
Total Educated

401,914

A: College Less Than 4 Years
 B: College 4 Plus Years
 C: Less Than High School
 D: High School Completion Only

Education Enrollments

	Q3 2016 Est
College/Gradate/Prof	31,748
High School	34,183
Kinder/Elementary	78,794
Not Enrolled	450,103
Nursery/Preschool	10,092



A: College/Graduate/Professional School
 B: High School
 C: Kindergarten/Elementary School
 D: Nursery School/Preschool

STI: PopStats - Economic Snapshot Summary



Geography: NORA

Population Demographics

	2000 Census	Q3 2016 Est	2016 Projection	Percent Change 2016 to 2021
Total Population	542,406	604,919	631,560	4.40%
Total Households	207,742	232,016	242,149	4.37%

Households by Income

	2000 Census		Q3 2016 Est		2016 Projection		% Change 2016 to 2021
\$0 - \$19,999	65,135	31.35%	49,798	21.46%	44,785	18.49%	-10.07%
\$20,000 - \$49,999	83,842	40.36%	78,138	33.68%	76,252	31.49%	-2.41%
\$50,000 - \$74,999	34,295	16.51%	44,441	19.15%	46,249	19.10%	4.07%
\$75,000 - \$99,999	13,530	6.51%	26,163	11.28%	29,532	12.20%	12.88%
\$100,000 - \$149,999	7,203	3.47%	23,269	10.03%	29,937	12.36%	28.66%
\$150,000 +	3,737	1.80%	10,207	4.40%	15,394	6.36%	50.82%
Average Hhld Income	\$41,188		\$57,970		\$64,993		
Median Hhld Income	\$31,748		\$44,448		\$50,018		

Residential Employment

	2000 Census		Q3 2016 Est		% Change 2000 to 2016
Total Labor Force	415,748		481,658		15.9%
In Labor force	245,021	58.93%	276,985	57.51%	13.05%
Employed	230,759	94.18%	256,468	92.59%	11.14%
Unemployed	14,016	5.72%	20,246	7.31%	44.45%
In Armed Forces	246	0.06%	271	0.06%	15.85%
Not in Labor force	170,728	41.07%	204,672	42.49%	19.88%

Residential Employment by Industry

	2000 Census		Q3 2016 Est		% Change 2000 to 2016
Admin Waste Services	6,199	2.69%	7,907	3.08%	27.55%
Agriculture/Mining/Construction	26,459	11.47%	27,766	10.83%	4.94%
Education Services	47,794	20.71%	60,115	23.44%	25.78%
Financial/Insurance/Real Estate	15,741	6.82%	22,349	8.71%	41.98%
Information Services	4,510	1.95%	3,918	1.53%	-13.13%
Management Services	136	0.06%	133	0.05%	0.88%
Manufacturing	40,291	17.46%	35,630	13.89%	-11.57%
Other Professional Services	11,911	5.16%	13,018	5.08%	9.29%
Professional Services	6,204	2.69%	8,606	3.36%	38.72%

Public Administration	10,277	4.45%	13,497	5.26%	31.33%
Transportation	15,042	6.52%	15,049	5.87%	0.05%
Wholesale/Retail	34,862	15.11%	36,321	14.16%	4.19%

Residential Occupation

	2000 Census		Q3 2016 Est		% Change 2000 to 2016
<i>Blue Collar</i>	106,883	46.32%	110,664	43.15%	3.54%
Building Maintenance & Cleaning	8,196	3.55%	10,668	4.16%	30.16%
Construction	29,149	12.63%	29,084	11.34%	-0.22%
Farming, Fishing & Forestry	2,767	1.20%	2,260	0.88%	-18.32%
Food Preparation/Serving	6,688	2.90%	8,765	3.42%	31.06%
Personal Care	11,812	5.12%	14,016	5.47%	18.66%
Production/Transportation	44,526	19.30%	40,315	15.72%	-9.46%
Protective	3,745	1.62%	5,556	2.17%	48.36%
<i>White Collar</i>	123,873	53.68%	145,804	56.85%	17.71%
Healthcare support	6,271	2.72%	7,417	2.89%	18.27%
Managerial/Executive	24,358	10.56%	30,767	12.00%	26.31%
Office Administration	31,961	13.85%	35,042	13.66%	9.64%
Professional Specialty	36,888	15.99%	47,296	18.44%	28.21%
Sales	24,395	10.57%	25,283	9.86%	3.64%

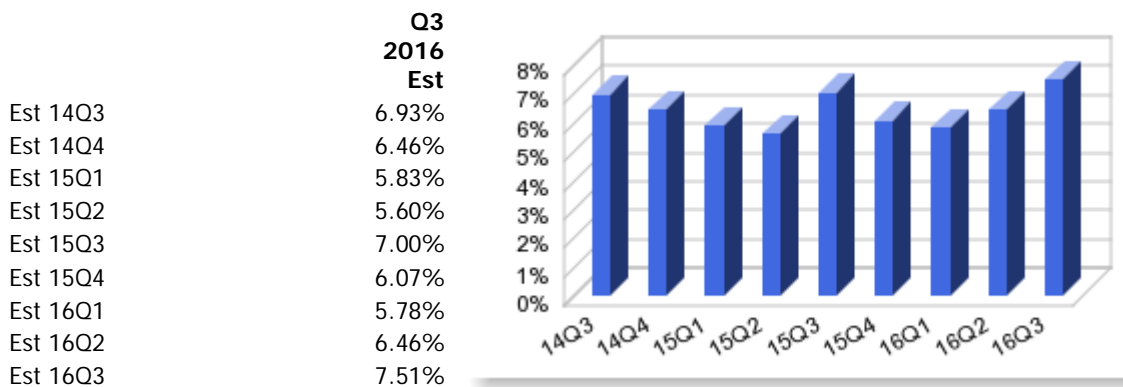
Businesses & Employees

Workplace Employees (Full Time)	168,728
Workplace Establishments	11,897

Employee Salary and Demand

Average Salary	\$37,224
National Average Salary	\$45,922

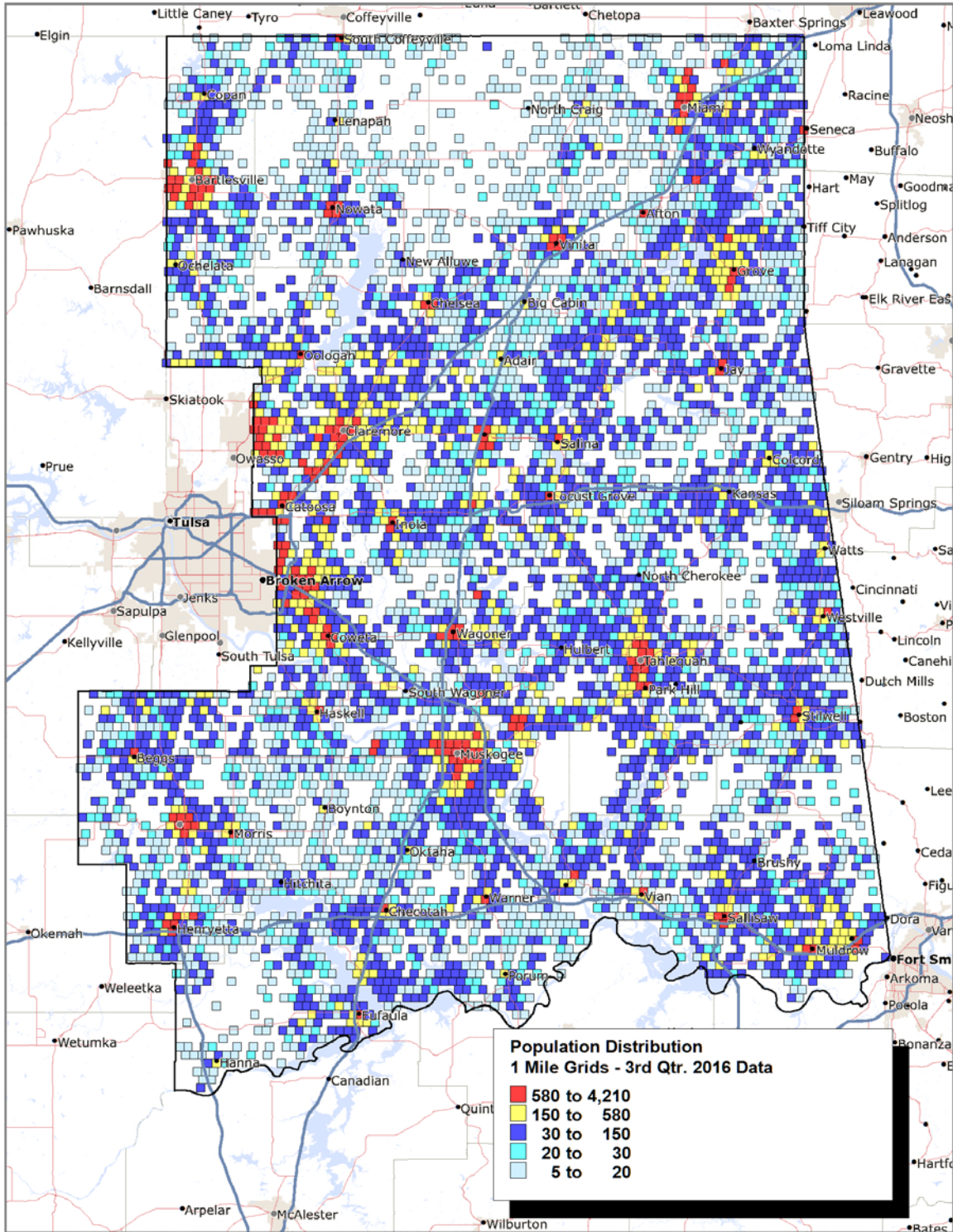
% Unemployment Rate by Quarter



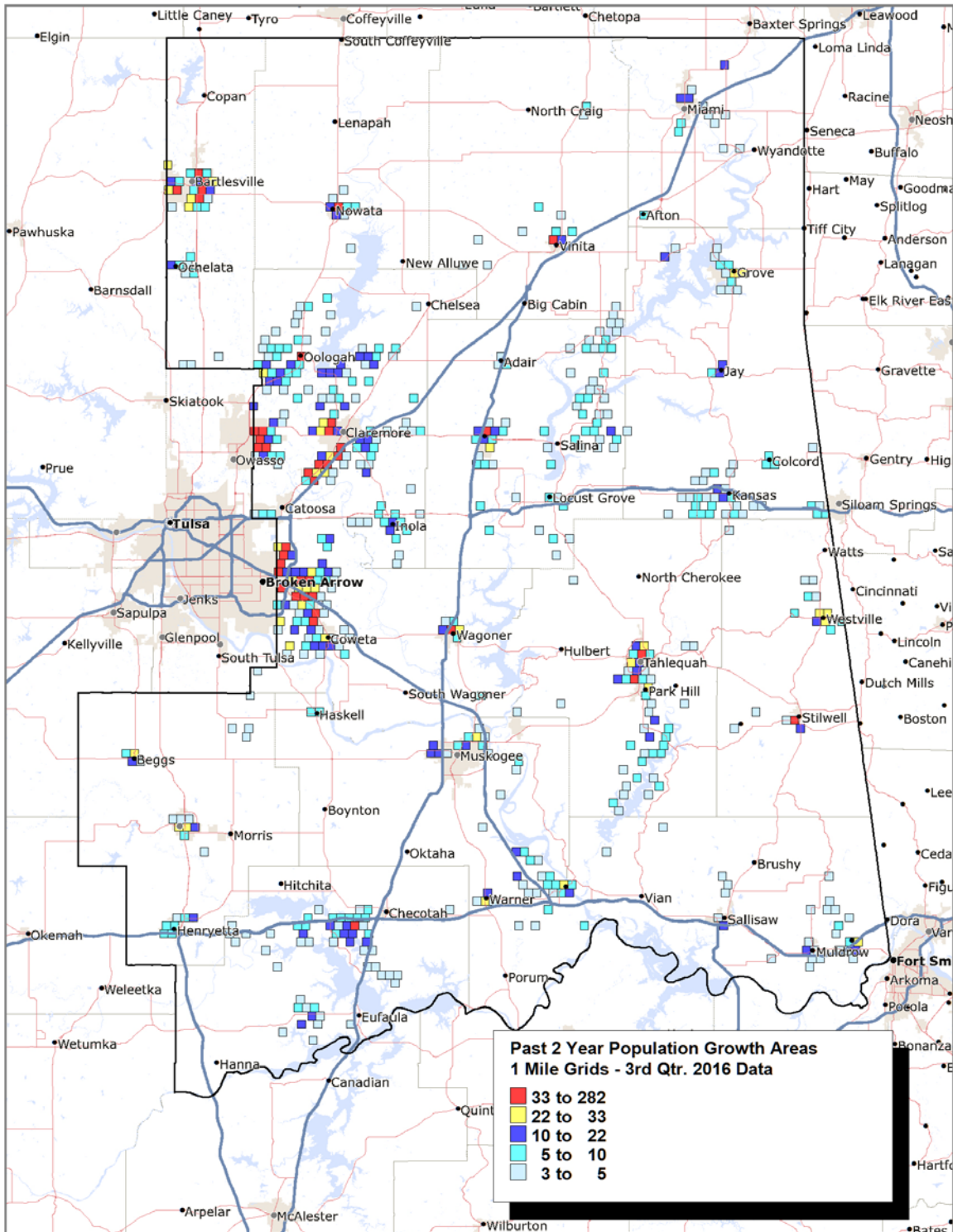
Labor Force: A standard ratio analysis of populations over 16 is used to determine those in the labor force. BLS data is used to determine those who are employed and those who are unemployed.

The Unemployment Rate is based on the Census Bureau's definition of unemployment. "Are you able to or desire to work?" and "If so, are you currently employed?"

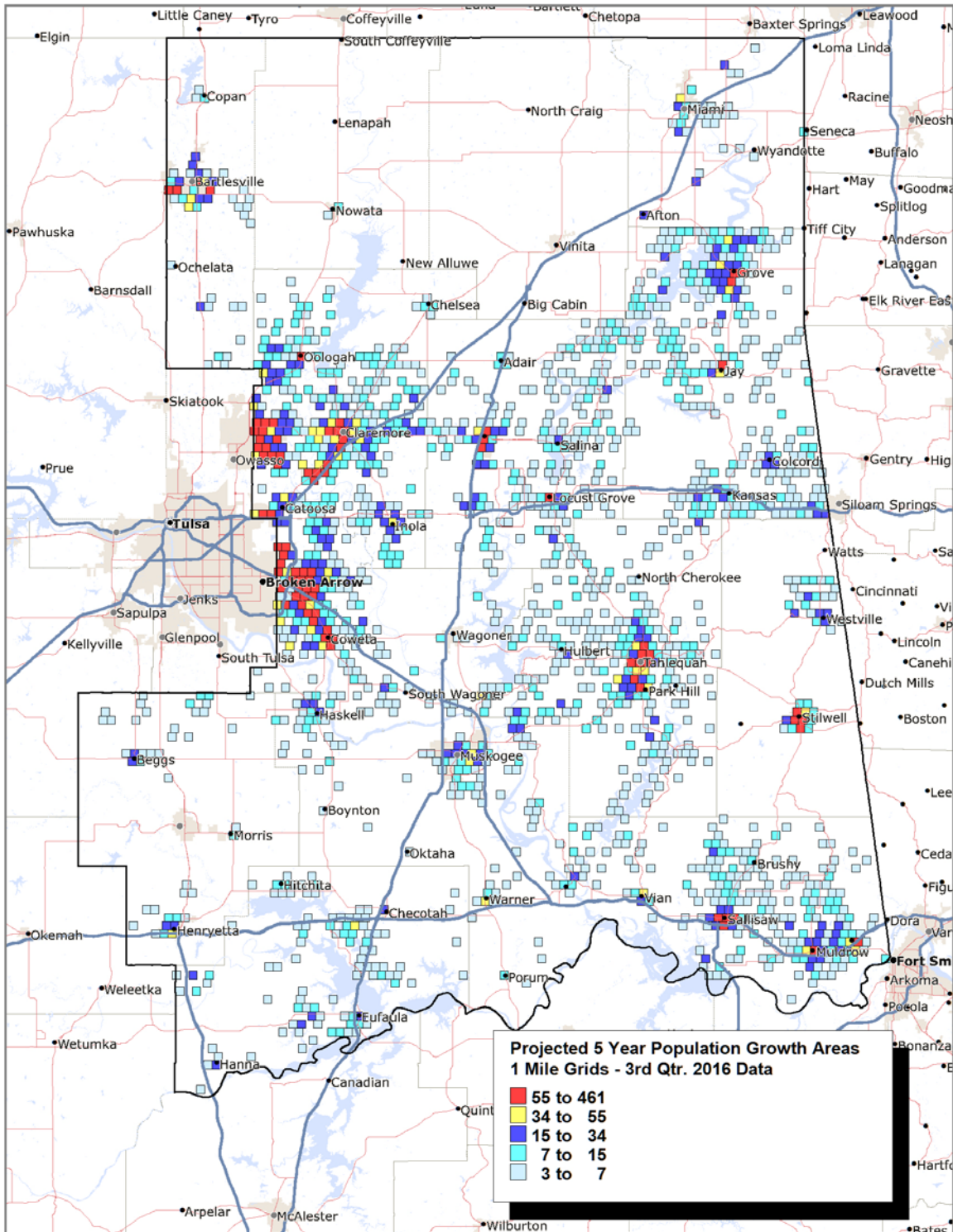
Population Distribution



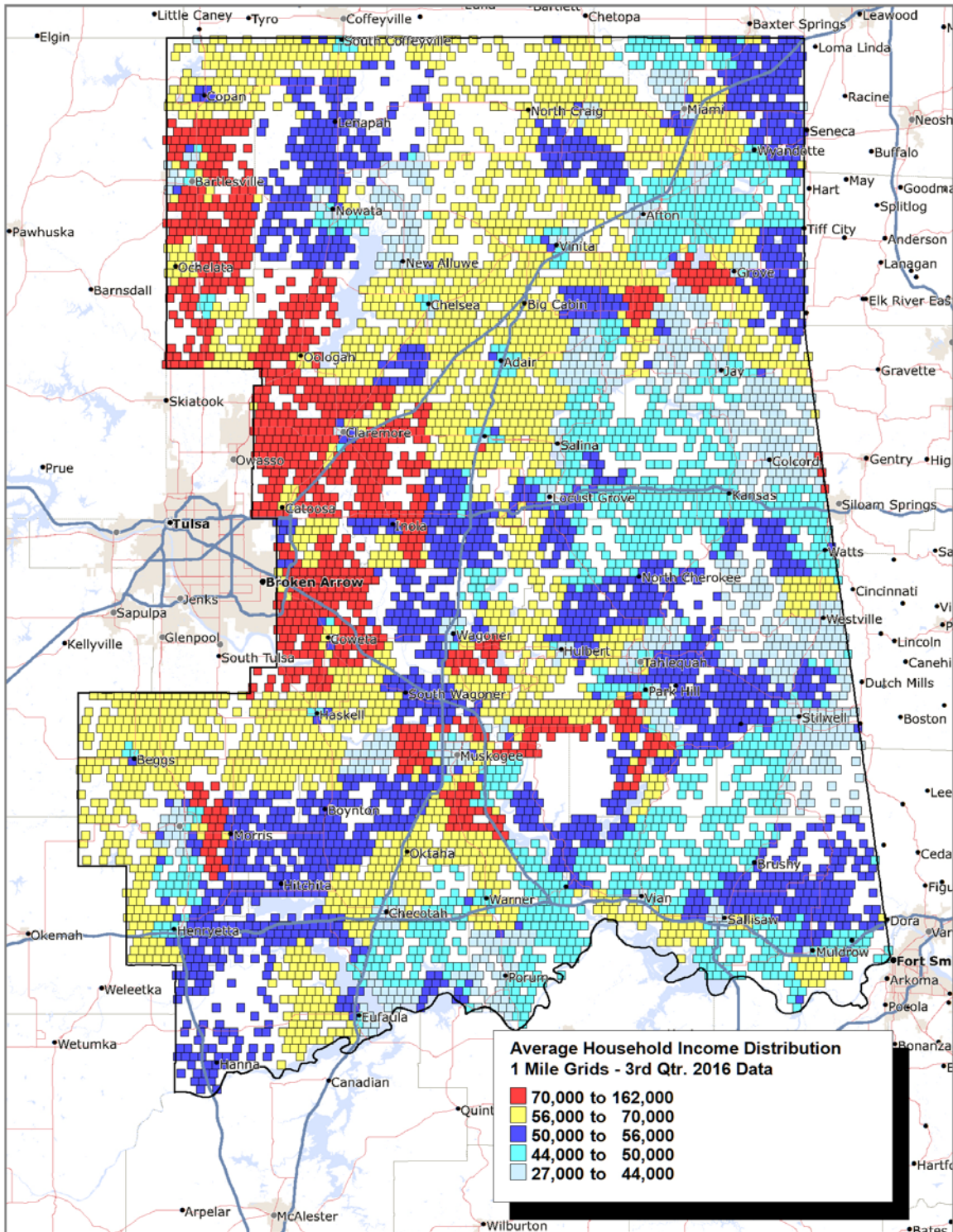
Past 2 Year Population Growth Areas



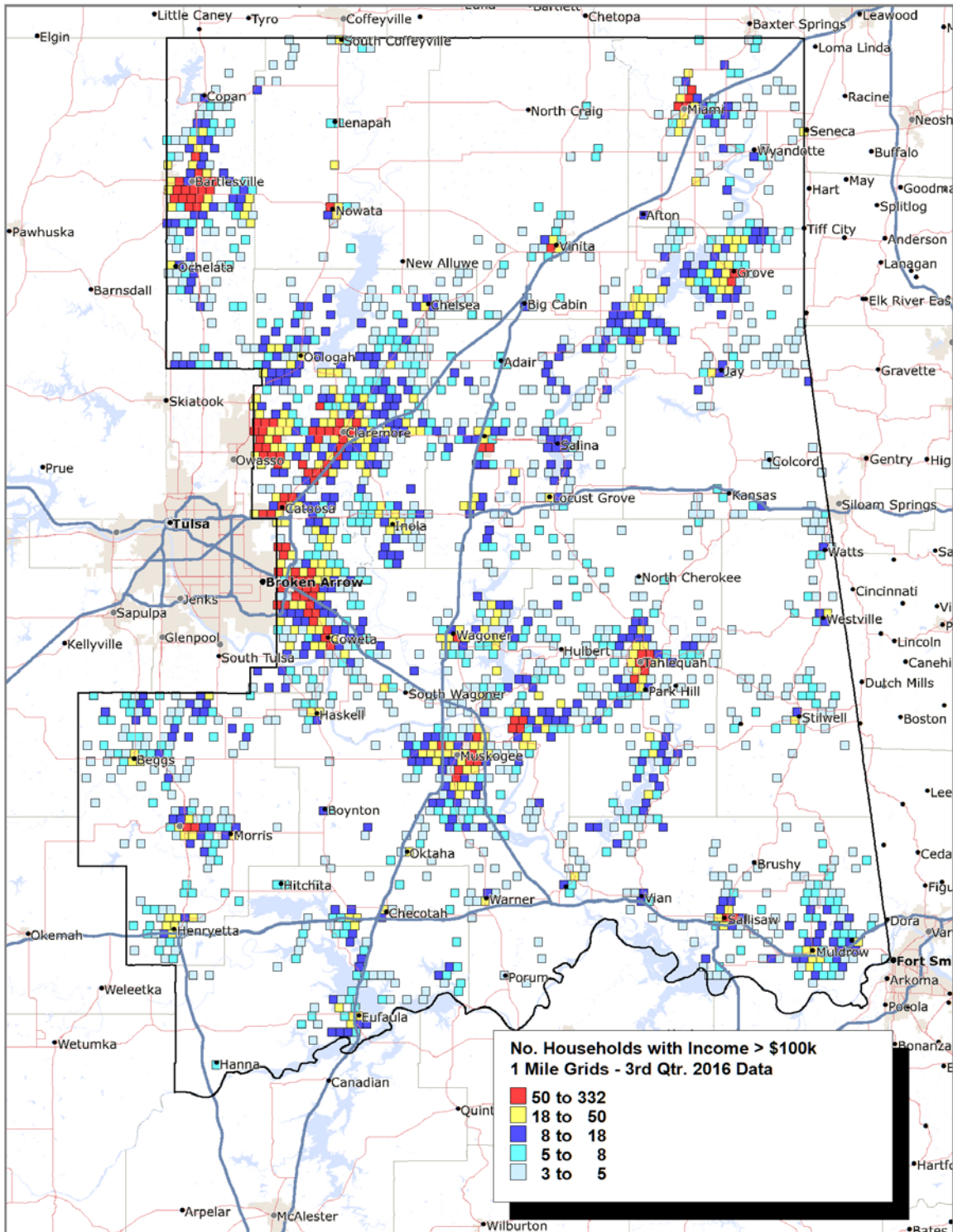
Projected 5 Year Population Growth Areas



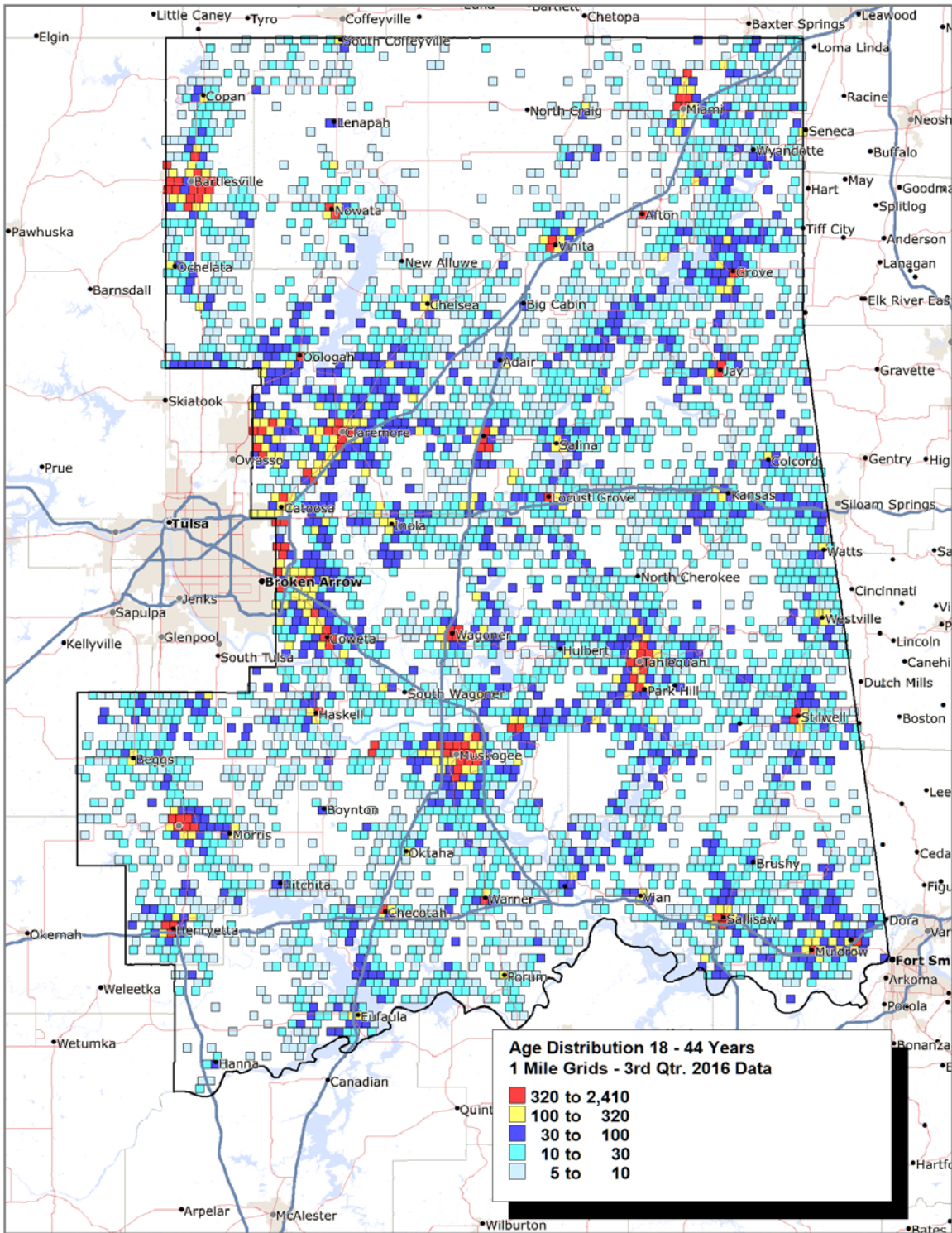
Average Household Income Distribution



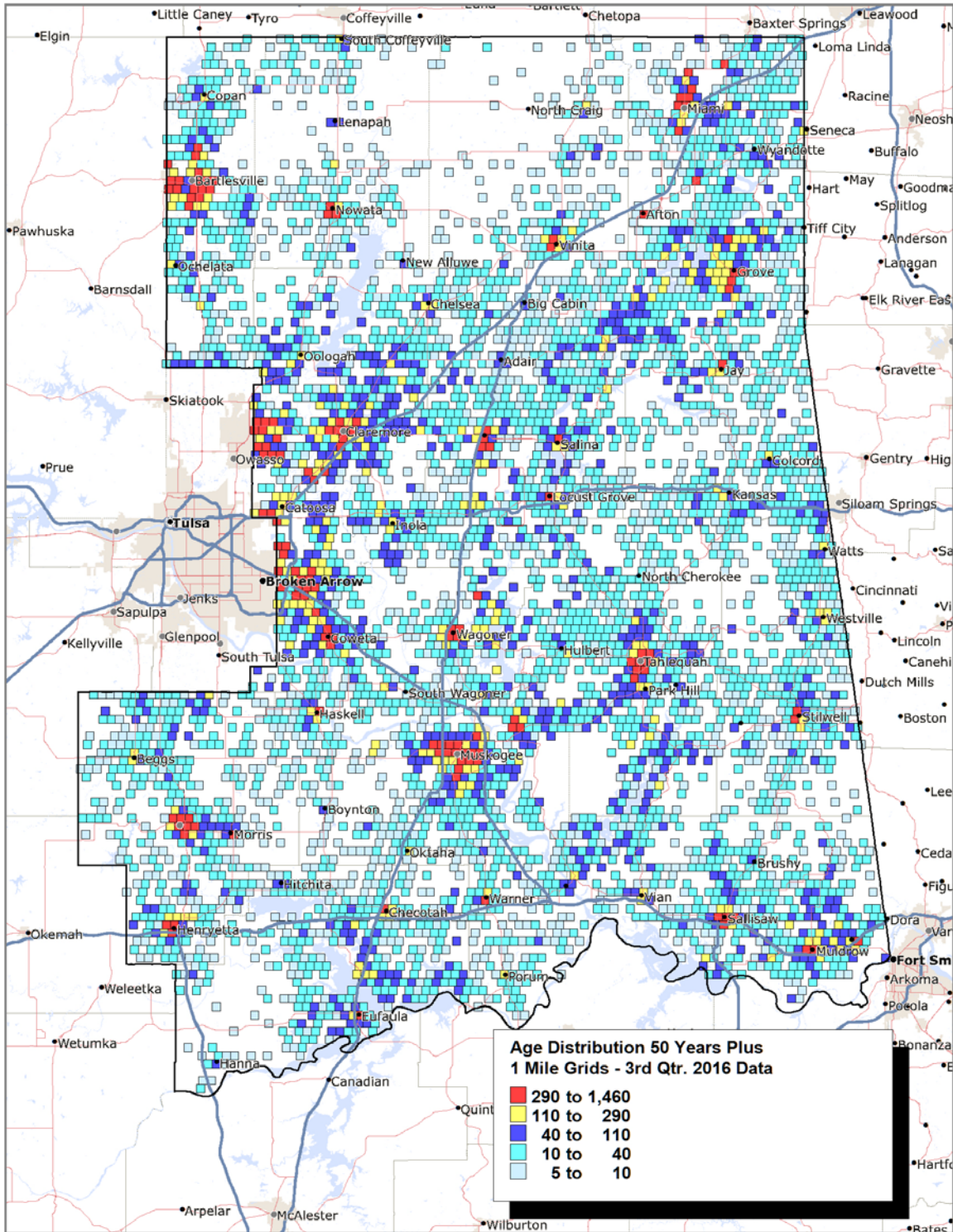
Number of Households with Incomes Greater than \$100,000



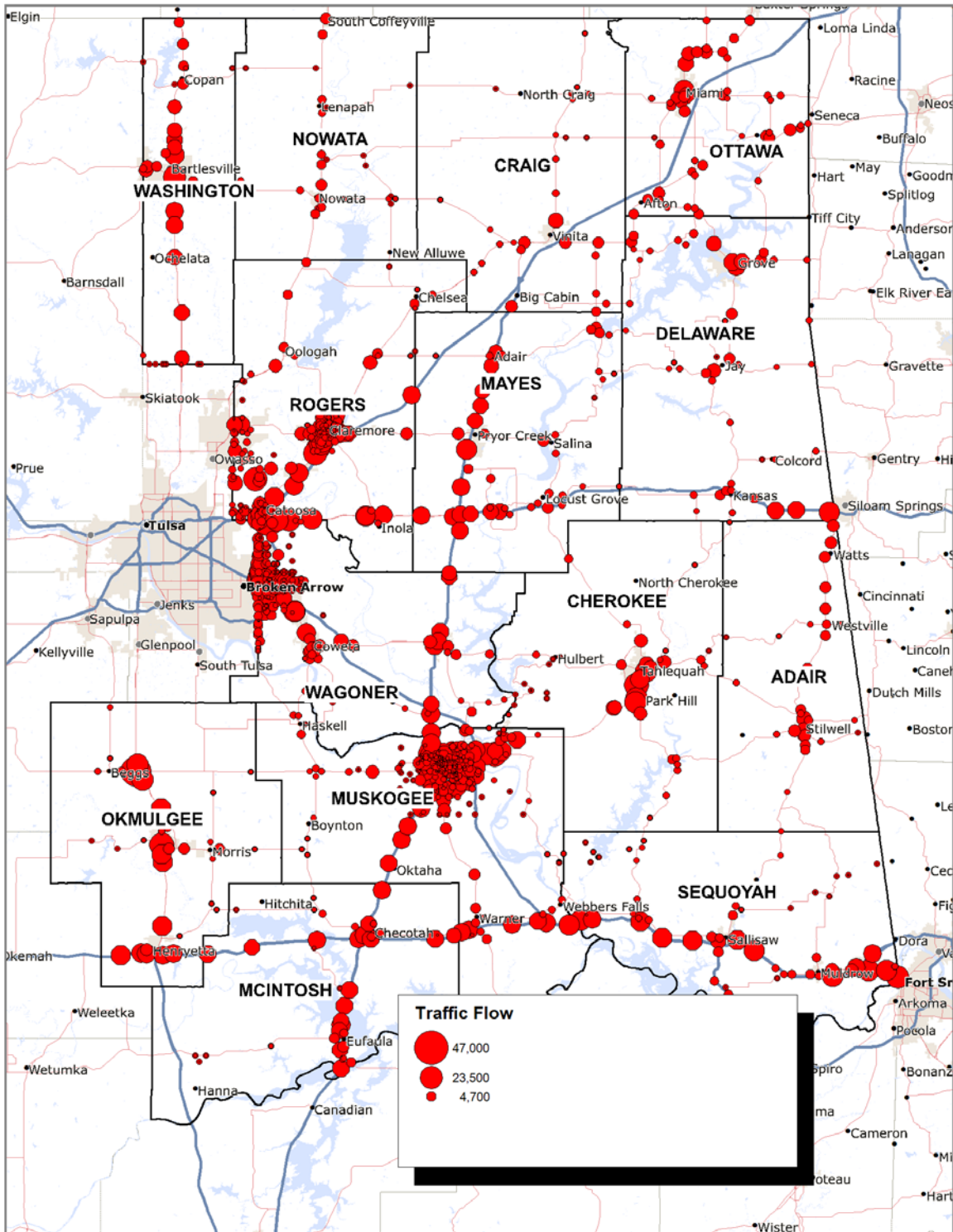
Age Distribution 18 – 44 Years



Age Distribution 50 Years Plus



Traffic Flow



County Market Outlook – Demand Supply GAP Analysis

Market Outlook Comparison - GAP Analysis



Geography: **Adair**

Supporting Demographics

Population Estimate	22,105
Average Household Income	\$44,386
Workplace Employees	2,734
Workplace Establishments	277

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$5,669,336	\$2,485,518	\$3,183,818
Book, periodical & music stores	\$1,677,228	\$0	\$1,677,228
Building material & supplies dealers	\$17,765,934	\$1,002,980	\$16,762,954
Clothing Stores	\$9,176,279	\$4,925,580	\$4,250,699
Department Stores	\$11,960,994	\$0	\$11,960,994
Direct selling establishments	\$1,526,093	\$1,294,370	\$231,724
Electronic shopping & mail-order houses	\$10,615,775	\$0	\$10,615,775
Electronics & appliance stores	\$3,676,697	\$2,679,911	\$996,786
Florists and miscellaneous store retailers	\$344,683	\$494,346	-\$149,663
Full-service restaurants	\$10,066,726	\$3,761,516	\$6,305,210
Furniture Stores	\$2,812,969	\$0	\$2,812,969
Gasoline Stations	\$36,715,687	\$23,666,569	\$13,049,118
Grocery Stores	\$33,510,415	\$14,484,293	\$19,026,123
Health & personal care stores	\$20,581,211	\$5,420,165	\$15,161,046
Home furnishings stores	\$3,342,876	\$1,569,870	\$1,773,007
Jewelry, luggage & leather goods stores	\$1,899,882	\$0	\$1,899,882
Lawn & garden equipment & supplies stores	\$3,844,607	\$0	\$3,844,607
Limited-service eating places	\$12,712,575	\$7,141,327	\$5,571,248
Office supplies, stationery & gift stores	\$1,927,235	\$634,839	\$1,292,396
Other General Merchandise Stores	\$32,962,661	\$35,238,078	-\$2,275,417
Other miscellaneous store retailers	\$5,552,261	\$0	\$5,552,261
Other motor vehicle dealers	\$3,884,441	\$0	\$3,884,441
Shoe Stores	\$1,910,430	\$2,669,154	-\$758,723
Special food services	\$1,791,592	\$1,057,883	\$733,709
Specialty food stores	\$739,756	\$466,846	\$272,910
Sporting goods, hobby & musical instrument stores	\$3,972,848	\$2,765,000	\$1,207,848
Used Merchandise Stores	\$1,580,513	\$1,085,014	\$495,500

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Market Outlook Comparison - GAP Analysis



Geography: **Cherokee**

Supporting Demographics

Population Estimate	48,650
Average Household Income	\$52,429
Workplace Employees	12,677
Workplace Establishments	834

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$11,976,745	\$500,654	\$11,476,091
Book, periodical & music stores	\$3,644,328	\$1,778,649	\$1,865,679
Building material & supplies dealers	\$37,754,208	\$24,717,919	\$13,036,289
Clothing Stores	\$19,704,910	\$10,132,719	\$9,572,192
Department Stores	\$25,799,279	\$48,314,235	\$-22,514,956
Direct selling establishments	\$3,265,511	\$1,165,371	\$2,100,140
Electronic shopping & mail-order houses	\$24,173,642	\$73,557,471	\$-49,383,829
Electronics & appliance stores	\$9,592,017	\$5,264,510	\$4,327,506
Florists and miscellaneous store retailers	\$736,561	\$295,629	\$440,933
Full-service restaurants	\$26,888,379	\$8,393,643	\$18,494,736
Furniture Stores	\$6,058,857	\$0	\$6,058,857
Gasoline Stations	\$78,043,701	\$69,551,435	\$8,492,266
Grocery Stores	\$72,126,223	\$40,172,320	\$31,953,903
Health & personal care stores	\$43,691,826	\$14,713,562	\$28,978,264
Home furnishings stores	\$7,131,359	\$2,284,275	\$4,847,084
Jewelry, luggage & leather goods stores	\$4,076,034	\$1,002,340	\$3,073,694
Lawn & garden equipment & supplies stores	\$8,208,959	\$4,053,731	\$4,155,228
Limited-service eating places	\$32,790,980	\$10,779,019	\$22,011,960
Office supplies, stationery & gift stores	\$4,501,270	\$1,385,481	\$3,115,790
Other General Merchandise Stores	\$71,184,657	\$9,651,507	\$61,533,150
Other miscellaneous store retailers	\$11,955,378	\$5,178,177	\$6,777,201
Other motor vehicle dealers	\$8,330,507	\$1,494,337	\$6,836,170
Shoe Stores	\$4,102,229	\$3,002,529	\$1,099,701
Special food services	\$4,681,478	\$9,851,322	\$-5,169,844
Specialty food stores	\$1,597,421	\$211,392	\$1,386,029
Sporting goods, hobby & musical instrument stores	\$8,536,599	\$9,810,960	\$-1,274,360
Used Merchandise Stores	\$3,414,681	\$202,647	\$3,212,034

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Market Outlook Comparison - GAP Analysis



Geography: **Craig**

Supporting Demographics

Population Estimate	15,003
Average Household Income	\$51,635
Workplace Employees	4,776
Workplace Establishments	442

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$3,536,229	\$2,048,193	\$1,488,035
Book, periodical & music stores	\$1,086,158	\$0	\$1,086,158
Building material & supplies dealers	\$11,279,380	\$5,971,310	\$5,308,070
Clothing Stores	\$5,918,344	\$2,110,885	\$3,807,458
Department Stores	\$7,793,777	\$56,372	\$7,737,405
Direct selling establishments	\$974,815	\$1,165,146	-\$190,331
Electronic shopping & mail-order houses	\$7,536,590	\$0	\$7,536,590
Electronics & appliance stores	\$3,198,839	\$1,334,452	\$1,864,387
Florists and miscellaneous store retailers	\$222,332	\$117,715	\$104,617
Full-service restaurants	\$9,085,582	\$4,089,354	\$4,996,228
Furniture Stores	\$1,836,395	\$0	\$1,836,395
Gasoline Stations	\$22,975,951	\$15,934,991	\$7,040,960
Grocery Stores	\$21,944,782	\$13,391,484	\$8,553,298
Health & personal care stores	\$13,109,650	\$7,485,118	\$5,624,532
Home furnishings stores	\$2,139,355	\$1,427,198	\$712,157
Jewelry, luggage & leather goods stores	\$1,217,444	\$751,709	\$465,735
Lawn & garden equipment & supplies stores	\$2,472,390	\$2,208,642	\$263,749
Limited-service eating places	\$10,911,173	\$7,114,096	\$3,797,077
Office supplies, stationery & gift stores	\$1,424,952	\$634,955	\$789,997
Other General Merchandise Stores	\$21,622,459	\$13,598,767	\$8,023,692
Other miscellaneous store retailers	\$3,612,245	\$4,726,965	-\$1,114,719
Other motor vehicle dealers	\$2,485,704	\$1,992,525	\$493,179
Shoe Stores	\$1,221,775	\$2,276,163	-\$1,054,388
Special food services	\$1,566,665	\$1,057,874	\$508,791
Specialty food stores	\$487,910	\$0	\$487,910
Sporting goods, hobby & musical instrument stores	\$2,563,244	\$2,106,631	\$456,613
Used Merchandise Stores	\$1,029,941	\$304,407	\$725,533

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Market Outlook Comparison - GAP Analysis



Geography: **Delaware**

Supporting Demographics

Population Estimate	42,042
Average Household Income	\$53,347
Workplace Employees	8,320
Workplace Establishments	869

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$10,641,910	\$4,368,991	\$6,272,920
Book, periodical & music stores	\$3,193,424	\$2,615,681	\$577,743
Building material & supplies dealers	\$33,764,540	\$24,153,285	\$9,611,255
Clothing Stores	\$17,523,126	\$4,906,794	\$12,616,332
Department Stores	\$22,979,253	\$169,130	\$22,810,123
Direct selling establishments	\$2,888,716	\$605,150	\$2,283,566
Electronic shopping & mail-order houses	\$20,901,184	\$98,079,621	\$-77,178,437
Electronics & appliance stores	\$7,782,462	\$6,220,792	\$1,561,670
Florists and miscellaneous store retailers	\$663,585	\$306,009	\$357,576
Full-service restaurants	\$21,752,906	\$13,741,677	\$8,011,229
Furniture Stores	\$5,424,824	\$0	\$5,424,824
Gasoline Stations	\$68,820,296	\$28,138,555	\$40,681,740
Grocery Stores	\$64,679,991	\$22,199,825	\$42,480,166
Health & personal care stores	\$39,218,511	\$22,048,025	\$17,170,487
Home furnishings stores	\$6,390,905	\$3,958,840	\$2,432,065
Jewelry, luggage & leather goods stores	\$3,631,218	\$751,480	\$2,879,738
Lawn & garden equipment & supplies stores	\$7,383,932	\$1,578,632	\$5,805,299
Limited-service eating places	\$27,025,018	\$18,953,350	\$8,071,668
Office supplies, stationery & gift stores	\$3,868,714	\$2,828,655	\$1,040,059
Other General Merchandise Stores	\$63,556,716	\$56,143,452	\$7,413,264
Other miscellaneous store retailers	\$10,758,666	\$3,612,235	\$7,146,431
Other motor vehicle dealers	\$7,422,473	\$10,734,476	\$-3,312,003
Shoe Stores	\$3,630,660	\$3,502,883	\$127,777
Special food services	\$3,832,277	\$2,790,863	\$1,041,413
Specialty food stores	\$1,432,422	\$898,455	\$533,967
Sporting goods, hobby & musical instrument stores	\$7,615,421	\$4,456,522	\$3,158,900
Used Merchandise Stores	\$3,033,756	\$2,893,311	\$140,445

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Market Outlook Comparison - GAP Analysis



Geography: **Mayes**

Supporting Demographics

Population Estimate	41,210
Average Household Income	\$52,932
Workplace Employees	13,928
Workplace Establishments	887

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$10,472,530	\$14,064,715	\$-3,592,185
Book, periodical & music stores	\$3,258,526	\$1,360,345	\$1,898,181
Building material & supplies dealers	\$33,330,997	\$24,549,224	\$8,781,773
Clothing Stores	\$17,728,625	\$7,999,597	\$9,729,028
Department Stores	\$23,215,870	\$36,933,434	\$-13,717,564
Direct selling establishments	\$2,833,879	\$1,098,770	\$1,735,109
Electronic shopping & mail-order houses	\$21,982,141	\$0	\$21,982,141
Electronics & appliance stores	\$9,140,720	\$5,168,921	\$3,971,799
Florists and miscellaneous store retailers	\$659,144	\$729,866	\$-70,722
Full-service restaurants	\$26,216,973	\$16,172,800	\$10,044,173
Furniture Stores	\$5,445,622	\$0	\$5,445,622
Gasoline Stations	\$68,987,688	\$69,933,146	\$-945,458
Grocery Stores	\$65,155,291	\$23,845,576	\$41,309,715
Health & personal care stores	\$38,627,722	\$25,966,782	\$12,660,940
Home furnishings stores	\$6,340,660	\$5,410,484	\$930,175
Jewelry, luggage & leather goods stores	\$3,606,853	\$877,262	\$2,729,591
Lawn & garden equipment & supplies stores	\$7,333,067	\$19,572,064	\$-12,238,997
Limited-service eating places	\$31,793,846	\$24,213,548	\$7,580,298
Office supplies, stationery & gift stores	\$4,163,566	\$6,928,149	\$-2,764,583
Other General Merchandise Stores	\$64,211,648	\$20,619,169	\$43,592,480
Other miscellaneous store retailers	\$10,888,131	\$4,896,042	\$5,992,089
Other motor vehicle dealers	\$7,427,636	\$6,311,217	\$1,116,419
Shoe Stores	\$3,709,969	\$1,000,825	\$2,709,144
Special food services	\$4,550,091	\$3,320,271	\$1,229,820
Specialty food stores	\$1,447,922	\$1,427,049	\$20,873
Sporting goods, hobby & musical instrument stores	\$7,656,192	\$2,436,021	\$5,220,172
Used Merchandise Stores	\$3,074,737	\$4,196,204	\$-1,121,467

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Market Outlook Comparison - GAP Analysis



Geography: **McIntosh**

Supporting Demographics

Population Estimate	19,954
Average Household Income	\$50,924
Workplace Employees	3,475
Workplace Establishments	446

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$5,207,202	\$4,368,828	\$838,374
Book, periodical & music stores	\$1,526,299	\$2,824,837	\$-1,298,539
Building material & supplies dealers	\$16,444,893	\$13,430,897	\$3,013,997
Clothing Stores	\$8,362,140	\$2,955,201	\$5,406,939
Department Stores	\$11,082,043	\$112,753	\$10,969,291
Direct selling establishments	\$1,455,419	\$1,035,496	\$419,923
Electronic shopping & mail-order houses	\$10,108,190	\$0	\$10,108,190
Electronics & appliance stores	\$3,699,499	\$3,158,199	\$541,300
Florists and miscellaneous store retailers	\$320,763	\$282,495	\$38,268
Full-service restaurants	\$10,197,448	\$8,669,135	\$1,528,313
Furniture Stores	\$2,568,280	\$2,866,429	\$-298,149
Gasoline Stations	\$33,474,810	\$28,412,513	\$5,062,297
Grocery Stores	\$32,767,885	\$47,358,328	\$-14,590,443
Health & personal care stores	\$19,170,248	\$21,395,687	\$-2,225,439
Home furnishings stores	\$3,093,017	\$999,100	\$2,093,918
Jewelry, luggage & leather goods stores	\$1,754,923	\$1,378,214	\$376,709
Lawn & garden equipment & supplies stores	\$3,568,443	\$0	\$3,568,443
Limited-service eating places	\$12,565,146	\$8,531,971	\$4,033,176
Office supplies, stationery & gift stores	\$1,844,806	\$2,193,746	\$-348,940
Other General Merchandise Stores	\$31,577,002	\$20,093,058	\$11,483,944
Other miscellaneous store retailers	\$5,086,567	\$3,601,734	\$1,484,834
Other motor vehicle dealers	\$3,562,287	\$1,949,265	\$1,613,022
Shoe Stores	\$1,710,025	\$1,500,849	\$209,176
Special food services	\$1,784,186	\$1,951,669	\$-167,483
Specialty food stores	\$732,389	\$369,982	\$362,406
Sporting goods, hobby & musical instrument stores	\$3,646,752	\$2,041,079	\$1,605,673
Used Merchandise Stores	\$1,444,584	\$650,929	\$793,655

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Market Outlook Comparison - GAP Analysis



Geography: **Muskogee**

Supporting Demographics

Population Estimate	70,401
Average Household Income	\$53,070
Workplace Employees	29,511
Workplace Establishments	1,669

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$17,301,087	\$9,795,370	\$7,505,717
Book, periodical & music stores	\$5,245,955	\$12,135,829	\$-6,889,874
Building material & supplies dealers	\$54,624,827	\$80,821,736	\$-26,196,909
Clothing Stores	\$28,324,187	\$20,577,248	\$7,746,939
Department Stores	\$37,645,292	\$50,585,191	\$-12,939,899
Direct selling establishments	\$4,816,885	\$4,790,288	\$26,597
Electronic shopping & mail-order houses	\$37,927,523	\$0	\$37,927,523
Electronics & appliance stores	\$17,064,574	\$10,229,212	\$6,835,361
Florists and miscellaneous store retailers	\$1,066,905	\$1,057,457	\$9,448
Full-service restaurants	\$48,083,987	\$37,655,066	\$10,428,921
Furniture Stores	\$8,719,452	\$0	\$8,719,452
Gasoline Stations	\$113,463,195	\$101,063,446	\$12,399,749
Grocery Stores	\$108,778,747	\$42,680,903	\$66,097,844
Health & personal care stores	\$63,467,091	\$33,371,198	\$30,095,893
Home furnishings stores	\$10,318,820	\$1,855,623	\$8,463,197
Jewelry, luggage & leather goods stores	\$5,887,955	\$2,665,981	\$3,221,974
Lawn & garden equipment & supplies stores	\$11,880,910	\$24,309,171	\$-12,428,261
Limited-service eating places	\$56,515,418	\$59,429,350	\$-2,913,932
Office supplies, stationery & gift stores	\$7,180,906	\$10,358,200	\$-3,177,295
Other General Merchandise Stores	\$106,351,965	\$68,748,165	\$37,603,800
Other miscellaneous store retailers	\$17,131,157	\$19,808,006	\$-2,676,849
Other motor vehicle dealers	\$11,995,091	\$9,006,810	\$2,988,281
Shoe Stores	\$5,840,154	\$3,734,759	\$2,105,395
Special food services	\$8,173,870	\$5,965,167	\$2,208,702
Specialty food stores	\$2,433,250	\$1,365,050	\$1,068,199
Sporting goods, hobby & musical instrument stores	\$12,289,734	\$14,616,836	\$-2,327,102
Used Merchandise Stores	\$4,937,694	\$15,735,378	\$-10,797,684

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Market Outlook Comparison - GAP Analysis



Geography: **Nowata**

Supporting Demographics

Population Estimate	10,476
Average Household Income	\$48,773
Workplace Employees	1,524
Workplace Establishments	185

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$2,675,649	\$819,109	\$1,856,540
Book, periodical & music stores	\$816,888	\$0	\$816,888
Building material & supplies dealers	\$8,520,920	\$4,909,891	\$3,611,029
Clothing Stores	\$4,489,429	\$0	\$4,489,429
Department Stores	\$5,856,742	\$0	\$5,856,742
Direct selling establishments	\$743,340	\$647,323	\$96,017
Electronic shopping & mail-order houses	\$5,145,581	\$0	\$5,145,581
Electronics & appliance stores	\$1,808,867	\$765,588	\$1,043,279
Florists and miscellaneous store retailers	\$168,134	\$0	\$168,134
Full-service restaurants	\$5,131,494	\$2,616,947	\$2,514,548
Furniture Stores	\$1,382,470	\$0	\$1,382,470
Gasoline Stations	\$17,351,353	\$2,561,751	\$14,789,601
Grocery Stores	\$16,715,063	\$10,452,704	\$6,262,359
Health & personal care stores	\$9,912,767	\$3,613,201	\$6,299,566
Home furnishings stores	\$1,616,590	\$0	\$1,616,590
Jewelry, luggage & leather goods stores	\$920,200	\$947,652	\$-27,452
Lawn & garden equipment & supplies stores	\$1,871,049	\$2,841,590	\$-970,541
Limited-service eating places	\$6,479,113	\$3,056,816	\$3,422,298
Office supplies, stationery & gift stores	\$947,379	\$404,025	\$543,353
Other General Merchandise Stores	\$16,293,378	\$3,509,081	\$12,784,297
Other miscellaneous store retailers	\$2,752,713	\$1,125,353	\$1,627,360
Other motor vehicle dealers	\$1,880,487	\$0	\$1,880,487
Shoe Stores	\$935,465	\$0	\$935,465
Special food services	\$913,232	\$820,785	\$92,447
Specialty food stores	\$371,579	\$0	\$371,579
Sporting goods, hobby & musical instrument stores	\$1,941,134	\$1,053,357	\$887,778
Used Merchandise Stores	\$773,965	\$0	\$773,965

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Market Outlook Comparison - GAP Analysis



Geography: **Okmulgee**

Supporting Demographics

Population Estimate	39,438
Average Household Income	\$51,303
Workplace Employees	9,649
Workplace Establishments	818

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$9,800,885	\$3,499,082	\$6,301,804
Book, periodical & music stores	\$2,931,163	\$1,046,164	\$1,884,998
Building material & supplies dealers	\$30,886,117	\$17,414,669	\$13,471,447
Clothing Stores	\$15,991,052	\$4,998,083	\$10,992,968
Department Stores	\$21,089,020	\$109,622	\$20,979,398
Direct selling establishments	\$2,723,716	\$4,713,669	\$-1,989,954
Electronic shopping & mail-order houses	\$19,577,182	\$0	\$19,577,182
Electronics & appliance stores	\$7,603,974	\$1,457,305	\$6,146,668
Florists and miscellaneous store retailers	\$604,432	\$315,034	\$289,398
Full-service restaurants	\$21,326,385	\$8,355,341	\$12,971,044
Furniture Stores	\$4,923,558	\$4,148,436	\$775,122
Gasoline Stations	\$64,207,076	\$28,689,923	\$35,517,153
Grocery Stores	\$61,115,690	\$96,937,976	\$-35,822,286
Health & personal care stores	\$35,915,343	\$15,627,593	\$20,287,750
Home furnishings stores	\$5,838,940	\$3,259,542	\$2,579,398
Jewelry, luggage & leather goods stores	\$3,328,989	\$1,709,218	\$1,619,770
Lawn & garden equipment & supplies stores	\$6,734,659	\$3,619,512	\$3,115,147
Limited-service eating places	\$25,980,540	\$17,965,559	\$8,014,981
Office supplies, stationery & gift stores	\$3,622,103	\$929,733	\$2,692,370
Other General Merchandise Stores	\$59,419,448	\$112,191,562	\$-52,772,115
Other miscellaneous store retailers	\$9,706,147	\$5,402,781	\$4,303,366
Other motor vehicle dealers	\$6,808,525	\$1,945,938	\$4,862,587
Shoe Stores	\$3,294,549	\$0	\$3,294,549
Special food services	\$3,707,202	\$3,868,749	\$-161,547
Specialty food stores	\$1,363,730	\$187,836	\$1,175,895
Sporting goods, hobby & musical instrument stores	\$6,946,774	\$5,267,359	\$1,679,415
Used Merchandise Stores	\$2,768,972	\$3,098,369	\$-329,397

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Market Outlook Comparison - GAP Analysis



Geography: **Ottawa**

Supporting Demographics

Population Estimate	31,793
Average Household Income	\$47,118
Workplace Employees	9,233
Workplace Establishments	701

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$7,899,501	\$3,822,768	\$4,076,733
Book, periodical & music stores	\$2,385,592	\$1,465,077	\$920,515
Building material & supplies dealers	\$25,173,918	\$36,497,949	\$-11,324,031
Clothing Stores	\$13,006,009	\$11,401,319	\$1,604,691
Department Stores	\$17,085,233	\$56,369	\$17,028,864
Direct selling establishments	\$2,142,350	\$167,659	\$1,974,691
Electronic shopping & mail-order houses	\$16,057,820	\$0	\$16,057,820
Electronics & appliance stores	\$6,311,229	\$4,307,600	\$2,003,629
Florists and miscellaneous store retailers	\$489,815	\$494,454	\$-4,638
Full-service restaurants	\$17,543,641	\$6,706,521	\$10,837,120
Furniture Stores	\$4,002,143	\$0	\$4,002,143
Gasoline Stations	\$50,138,676	\$21,483,993	\$28,654,683
Grocery Stores	\$47,599,074	\$17,201,474	\$30,397,600
Health & personal care stores	\$29,281,733	\$21,166,850	\$8,114,883
Home furnishings stores	\$4,738,457	\$1,427,272	\$3,311,185
Jewelry, luggage & leather goods stores	\$2,696,826	\$854,196	\$1,842,629
Lawn & garden equipment & supplies stores	\$5,447,482	\$0	\$5,447,482
Limited-service eating places	\$21,420,734	\$13,026,034	\$8,394,700
Office supplies, stationery & gift stores	\$2,976,036	\$1,154,718	\$1,821,317
Other General Merchandise Stores	\$47,035,019	\$55,419,482	\$-8,384,464
Other miscellaneous store retailers	\$7,909,659	\$6,078,294	\$1,831,365
Other motor vehicle dealers	\$5,456,110	\$6,643,632	\$-1,187,522
Shoe Stores	\$2,690,732	\$2,002,110	\$688,623
Special food services	\$3,056,689	\$1,513,988	\$1,542,701
Specialty food stores	\$1,052,109	\$0	\$1,052,109
Sporting goods, hobby & musical instrument stores	\$5,643,500	\$9,481,884	\$-3,838,384
Used Merchandise Stores	\$2,253,749	\$723,612	\$1,530,137

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Market Outlook Comparison - GAP Analysis



Geography: **Rogers**

Supporting Demographics

Population Estimate	92,312
Average Household Income	\$73,365
Workplace Employees	32,830
Workplace Establishments	1,762

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$23,520,333	\$17,464,441	\$6,055,892
Book, periodical & music stores	\$7,459,952	\$5,021,690	\$2,438,262
Building material & supplies dealers	\$74,759,153	\$43,957,381	\$30,801,772
Clothing Stores	\$40,422,439	\$17,467,013	\$22,955,427
Department Stores	\$52,743,865	\$2,521,135	\$50,222,730
Direct selling establishments	\$6,479,102	\$16,833,233	\$-10,354,131
Electronic shopping & mail-order houses	\$50,393,403	\$0	\$50,393,403
Electronics & appliance stores	\$21,879,996	\$6,896,273	\$14,983,723
Florists and miscellaneous store retailers	\$1,498,144	\$1,928,856	\$-430,712
Full-service restaurants	\$63,594,932	\$54,218,767	\$9,376,165
Furniture Stores	\$12,542,593	\$0	\$12,542,593
Gasoline Stations	\$159,014,574	\$126,858,394	\$32,156,180
Grocery Stores	\$146,475,708	\$101,848,363	\$44,627,345
Health & personal care stores	\$86,111,713	\$47,536,521	\$38,575,192
Home furnishings stores	\$14,374,534	\$4,500,290	\$9,874,244
Jewelry, luggage & leather goods stores	\$8,302,906	\$1,367,065	\$6,935,841
Lawn & garden equipment & supplies stores	\$16,682,253	\$25,569,914	\$-8,887,661
Limited-service eating places	\$76,462,604	\$45,663,807	\$30,798,797
Office supplies, stationery & gift stores	\$9,671,441	\$4,340,995	\$5,330,446
Other General Merchandise Stores	\$144,920,388	\$130,916,945	\$14,003,444
Other miscellaneous store retailers	\$24,540,337	\$15,685,717	\$8,854,620
Other motor vehicle dealers	\$17,149,349	\$11,933,891	\$5,215,458
Shoe Stores	\$8,412,516	\$1,823,137	\$6,589,379
Special food services	\$10,980,029	\$7,222,894	\$3,757,136
Specialty food stores	\$3,263,538	\$6,511,896	\$-3,248,358
Sporting goods, hobby & musical instrument stores	\$17,470,043	\$14,418,272	\$3,051,770
Used Merchandise Stores	\$7,039,741	\$1,801,854	\$5,237,886

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Market Outlook Comparison - GAP Analysis



Geography: **Sequoyah**

Supporting Demographics

Population Estimate	41,784
Average Household Income	\$48,660
Workplace Employees	8,175
Workplace Establishments	676

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$10,610,041	\$7,661,073	\$2,948,967
Book, periodical & music stores	\$3,122,165	\$2,016,681	\$1,105,484
Building material & supplies dealers	\$33,245,513	\$5,711,908	\$27,533,606
Clothing Stores	\$17,083,943	\$20,451,744	\$-3,367,801
Department Stores	\$22,455,846	\$224,033	\$22,231,812
Direct selling establishments	\$2,903,598	\$793,963	\$2,109,636
Electronic shopping & mail-order houses	\$20,489,812	\$0	\$20,489,812
Electronics & appliance stores	\$7,613,380	\$0	\$7,613,380
Florists and miscellaneous store retailers	\$646,837	\$398,672	\$248,165
Full-service restaurants	\$21,052,679	\$14,997,867	\$6,054,812
Furniture Stores	\$5,247,130	\$4,478,882	\$768,248
Gasoline Stations	\$69,293,426	\$105,304,145	\$-36,010,719
Grocery Stores	\$64,422,430	\$71,335,231	\$-6,912,801
Health & personal care stores	\$38,473,010	\$18,139,613	\$20,333,397
Home furnishings stores	\$6,261,061	\$5,183,674	\$1,077,387
Jewelry, luggage & leather goods stores	\$3,572,388	\$0	\$3,572,388
Lawn & garden equipment & supplies stores	\$7,213,136	\$0	\$7,213,136
Limited-service eating places	\$25,957,862	\$17,695,771	\$8,262,091
Office supplies, stationery & gift stores	\$3,758,219	\$1,225,493	\$2,532,726
Other General Merchandise Stores	\$62,846,912	\$59,905,743	\$2,941,169
Other miscellaneous store retailers	\$10,331,661	\$6,212,354	\$4,119,307
Other motor vehicle dealers	\$7,321,216	\$0	\$7,321,216
Shoe Stores	\$3,504,251	\$2,392,268	\$1,111,983
Special food services	\$3,687,930	\$4,521,422	\$-833,492
Specialty food stores	\$1,432,388	\$999,230	\$433,158
Sporting goods, hobby & musical instrument stores	\$7,432,451	\$6,711,089	\$721,362
Used Merchandise Stores	\$2,952,050	\$4,331,626	\$-1,379,576

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Market Outlook Comparison - GAP Analysis



Geography: **Wagoner**

Supporting Demographics

Population Estimate	77,687
Average Household Income	\$68,879
Workplace Employees	11,297
Workplace Establishments	1,033

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$19,860,368	\$3,615,718	\$16,244,650
Book, periodical & music stores	\$6,103,225	\$2,406,346	\$3,696,879
Building material & supplies dealers	\$62,955,782	\$25,611,322	\$37,344,459
Clothing Stores	\$33,634,806	\$5,896,422	\$27,738,384
Department Stores	\$43,662,426	\$4,658,490	\$39,003,937
Direct selling establishments	\$5,510,635	\$1,823,751	\$3,686,884
Electronic shopping & mail-order houses	\$37,858,048	\$0	\$37,858,048
Electronics & appliance stores	\$13,394,267	\$1,093,770	\$12,300,497
Florists and miscellaneous store retailers	\$1,254,888	\$367,575	\$887,313
Full-service restaurants	\$38,617,748	\$8,283,937	\$30,333,811
Furniture Stores	\$10,402,630	\$0	\$10,402,630
Gasoline Stations	\$132,477,656	\$65,373,421	\$67,104,236
Grocery Stores	\$124,058,076	\$28,437,161	\$95,620,916
Health & personal care stores	\$72,655,974	\$30,756,531	\$41,899,443
Home furnishings stores	\$12,056,075	\$1,707,347	\$10,348,728
Jewelry, luggage & leather goods stores	\$6,953,222	\$2,221,655	\$4,731,566
Lawn & garden equipment & supplies stores	\$13,977,411	\$4,782,624	\$9,194,787
Limited-service eating places	\$48,665,562	\$23,312,970	\$25,352,591
Office supplies, stationery & gift stores	\$7,017,406	\$587,209	\$6,430,197
Other General Merchandise Stores	\$120,958,534	\$38,267,545	\$82,690,989
Other miscellaneous store retailers	\$20,327,357	\$2,250,981	\$18,076,376
Other motor vehicle dealers	\$14,330,778	\$7,133,746	\$7,197,032
Shoe Stores	\$6,948,104	\$0	\$6,948,104
Special food services	\$6,864,690	\$3,683,617	\$3,181,072
Specialty food stores	\$2,766,136	\$1,127,090	\$1,639,045
Sporting goods, hobby & musical instrument stores	\$14,568,800	\$2,699,540	\$11,869,260
Used Merchandise Stores	\$5,805,055	\$3,178,345	\$2,626,709

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Market Outlook Comparison - GAP Analysis



Geography: **Washington**

Supporting Demographics

Population Estimate	52,065
Average Household Income	\$66,674
Workplace Employees	20,599
Workplace Establishments	1,298

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automotive parts, accessories & tire stores	\$13,135,241	\$5,735,432	\$7,399,810
Book, periodical & music stores	\$4,085,874	\$3,871,595	\$214,278
Building material & supplies dealers	\$41,919,620	\$33,577,202	\$8,342,419
Clothing Stores	\$22,107,520	\$15,803,285	\$6,304,235
Department Stores	\$29,222,932	\$31,010,629	\$-1,787,697
Direct selling establishments	\$3,700,736	\$2,020,058	\$1,680,678
Electronic shopping & mail-order houses	\$28,845,778	\$0	\$28,845,778
Electronics & appliance stores	\$12,827,759	\$8,007,657	\$4,820,101
Florists and miscellaneous store retailers	\$831,211	\$1,224,247	\$-393,036
Full-service restaurants	\$36,688,510	\$38,586,387	\$-1,897,877
Furniture Stores	\$6,869,989	\$5,735,295	\$1,134,694
Gasoline Stations	\$86,291,295	\$104,147,129	\$-17,855,834
Grocery Stores	\$83,092,726	\$52,917,422	\$30,175,304
Health & personal care stores	\$48,681,423	\$41,817,179	\$6,864,244
Home furnishings stores	\$7,988,256	\$1,142,012	\$6,846,244
Jewelry, luggage & leather goods stores	\$4,587,584	\$1,002,484	\$3,585,100
Lawn & garden equipment & supplies stores	\$9,243,761	\$5,998,641	\$3,245,120
Limited-service eating places	\$43,534,925	\$47,928,044	\$-4,393,120
Office supplies, stationery & gift stores	\$5,508,016	\$6,373,890	\$-865,874
Other General Merchandise Stores	\$81,613,705	\$186,366,144	\$-104,752,439
Other miscellaneous store retailers	\$13,479,325	\$11,255,338	\$2,223,987
Other motor vehicle dealers	\$9,340,277	\$1,660,476	\$7,679,801
Shoe Stores	\$4,562,822	\$2,975,187	\$1,587,635
Special food services	\$6,277,803	\$8,850,106	\$-2,572,303
Specialty food stores	\$1,856,127	\$1,902,813	\$-46,687
Sporting goods, hobby & musical instrument stores	\$9,598,610	\$17,053,324	\$-7,454,714
Used Merchandise Stores	\$3,861,470	\$3,328,205	\$533,265
Vending machine operators (Nonstore retailers)	\$6,736,803	\$0	\$6,736,803

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PopStats Demographic Data

This PopStats demographic data utilized in this report is provided by Synergos Technologies. This data is updated quarterly to end users based on new ZIP+4 data (note that new data and statistics are delivered monthly, updated quarterly). This data is modeled where a growth factor is derived for every ZIP+4 in the country. This application occurs via a proprietary model that uses this information as well as other pertinent factors (see below) to generate a current estimate. The data sources for PopStats datasets come from:

- United States Postal Service (USPS)
- United States Department of Defense (DMDC)
- United States Census Bureau
- National Center for Education Statistics (NCES)
- Federal Financial Institutions Examination Council (FFIEC)
- Internal Revenue Service (IRS)
- Bureau of Economic Analysis (BEA)
- Bureau of Labor Statistics (BLS)
- Office of Federal Housing Enterprise Oversight (OFHEO)

Most data vendors and therefore most data analysts are using information that is delivered once annually and is based upon trended census growth figures (i.e., 1990 to 2000). Census trended data misses any new growth that may occur, particularly isolated hot communities that tend to flare up in a few years and sometimes a few quarters.

Market Outlook provides a direct comparison between annual retail sales and consumer spending in 31 retail segments and 40 major retail lines for both supply and demand, as identified by NAICS (the North American Industry Classification System). A negative value notes Supply potentially exceeds Demand.

The consumer demand and supply data for STI: Market Outlook is derived for annual retail sales and expenditures from the following three major sources of information for Demand and Supply Variables.

- **Demand data** is derived from **U.S. Bureau of Labor Statistics' Consumer Expenditure Survey (CE)**.
- The annual and monthly reports from **U.S. Census Bureau's Census of Retail Trade (CRT) reports and the US Census Bureau's Economic Census** contribute to Market Outlook's **supply data**.

STI: Market Outlook delivers nearly 300 market supply and demand variables at four levels of geography: block group, tract, county, and state. The variables include the following: current year data, recent historical demand data, and supporting demographic data.