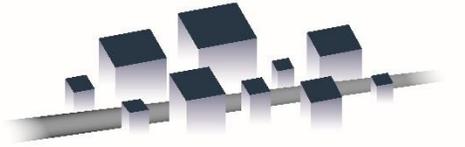


OPPORTUNITY GAP

RETAIL CATEGORY ANNUAL LEAKAGE	CITY LIMITS
Motor Vehicle & Parts Dealers	\$24,655,630
General Merchandise Stores	\$10,970,218
Foodservice & Drinking Places	\$10,411,445
Non-Store Retailers	\$9,418,292
Supermarkets, Grocery (Except Convenience) Store	\$8,782,458
Gasoline Stations with Convenience Stores	\$5,947,576
Building Material, Garden Equipment Stores	\$5,599,711
Clothing & Clothing Accessories Stores	\$4,898,572
TOTAL LEAKAGE	\$80,683,902

The Opportunity Gap represents the difference between retail sales in specific categories of goods and services where reported demand (purchase 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 Statics and from the Censes of Retail Trade, made available through the U.S. Census. *The Total Retail Leakage listed includes other categories not included in the Opportunity Gap Highlights.

For more information about the City of Piedmont contact Retail Attractions at (918) 376-6707 or info@retailattractions.com
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RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Piedmont, Oklahoma

City Limits

POPULATION	CITY LIMITS	HOUSING	CITY LIMITS
Est. 2016 Population	6,682	Median Housing Value	\$194,061
Projected 2021 Population	7,452	Owner Occupied Housing	2,015
Population 2010 Census	5,720	Homes Built 2010 or Later	379

EDUCATION	CITY LIMITS	INCOME	CITY LIMITS
High School Graduate	20.62%	Average Household Income	\$96,440
Some Post-Secondary	25.85%	Median Household Income	\$75,227
College Degree	47.86%		



About the City of Piedmont

Piedmont is a city primarily in Canadian County, Oklahoma, though a small part of it is in Kingfisher County. It is a part of the Oklahoma City Metropolitan Area. It is located just 10 miles north of Yukon. Piedmont is rich in history with a planned focus for business and community development. People are drawn to Piedmont because of its friendly small-town atmosphere in a suburban location with Oklahoma City just minutes away. Piedmont schools are one of the top-performing districts in the state with a history of academic excellence and a variety of extra-curricular activities, including an award-winning band. Piedmont is a home rule city served by a council-manager government.

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