

OPPORTUNITY GAP

RETAIL CATEGORY ANNUAL LEAKAGE	5 MILE	RETAIL CATEGORY ANNUAL LEAKAGE	10 MILE
Motor Vehicles & Parts Dealers	\$52,574,433	Gasoline Stations	\$110,152,660
General Merchandise Stores	\$24,892,046	Motor Vehicle & Parts Dealers	\$104,301,673
Foodservice & Drinking Places	\$24,072,900	General Merchandise Stores	\$86,933,220
Non-Store Retailers	\$22,224,468	Foodservice & Drinking Places	\$83,144,333
Supermarkets, Grocery (Except Convenience)	\$19,817,568	Clothing & Clothing Accessories Stores	\$80,599,347
Building Material & Supply Dealers	\$17,682,324	Food & Beverage Stores	\$73,559,180
Gasoline Stations with Convenience Stores	\$13,404,567	Beer, Wine & Liquor Stores	\$43,545,698
Clothing & Clothing Accessories Stores	\$11,687,706	Full-Service Restaurants	\$43,349,725
TOTAL LEAKAGE	\$186,356,012	TOTAL LEAKAGE	\$625,585,836

RETAIL CATEGORY ANNUAL LEAKAGE	15 MILE
Food & Beverage Stores	\$258,729,831
Gasoline Stations with Convenience Stores	\$181,401,309
Department Stores, Excluding Leased Departments	\$146,146,195
Other Motor Vehicle Dealers	\$64,530,714
Special Foodservices	\$45,924,171
Office Supplies, Stationery, Gift Stores	\$35,577,225
Nursery & Garden Centers	\$21,432,478
Miscellaneous Store Retailers	\$12,745,121
TOTAL LEAKAGE	\$766,487,044

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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Piedmont, Oklahoma

5, 10, 15 Mile Radius

POPULATION	5 MILE	10 MILE	15 MILE	HOUSING	5 MILE	10 MILE	15 MILE
Est. 2016 Population	14,552	126,932	463,755	Median Housing Value	\$191,498	\$188,579	\$162,754
Projected 2021 Population	16,214	137,358	498,834	Owner Occupied Housing	4,605	35,509	121,234
Population 2010 Census	11,828	110,848	412,517	Homes Built 2010 or Later	1,167	7,204	23,586

EDUCATION	5 MILE	10 MILE	15 MILE	INCOME	5 MILE	10 MILE	15 MILE
High School Graduate	20.71%	21.37%	22.95%	Average Household Income	\$94,937	\$89,478	\$77,580
Some Post-Secondary	25.80%	23.97%	24.94%	Median Household Income	\$78,414	\$70,467	\$58,044
College Degree	47.42%	49.21%	42.86%				



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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