

### OPPORTUNITY GAP

RETAIL CATEGORY ANNUAL LEAKAGE	10 MIN
Motor Vehicle & Parts Dealers	\$30,026,808
General Merchandise Stores	\$14,996,394
Foodservice & Drinking Places	\$13,756,997
Non-Store Retailers	\$11,988,660
Food & Beverage Stores	\$10,410,657
Building Material & Supply Dealers	\$7,433,157
Gasoline Stations with Convenience Stores	\$7,305,905
Clothing & Clothing Accessories Stores	\$6,214,837
<b>TOTAL LEAKAGE</b>	<b>\$102,133,415</b>

RETAIL CATEGORY ANNUAL LEAKAGE	15 MIN
Motor Vehicle & Parts Dealers	\$51,556,719
General Merchandise Stores	\$23,521,626
Foodservice & Drinking Places	\$23,048,742
Non-Store Retailers	\$22,303,992
Supermarkets, Grocery (Except Convenience)	\$19,761,561
Building Material & Supply Dealers	\$17,589,930
Gasoline Stations with Convenience Stores	\$13,489,739
Clothing & Clothing Accessories Stores	\$11,643,440
<b>TOTAL LEAKAGE</b>	<b>\$182,915,749</b>

RETAIL CATEGORY ANNUAL LEAKAGE	30 MIN
Gasoline Stations with Convenience Stores	\$197,964,475
Food & Beverage Stores	\$162,917,940
General Merchandise Stores	\$125,687,481
Other Motor Vehicle Dealers	\$31,849,983
Special Foodservices	\$26,651,355
Other Clothing Stores	\$6,094,139
Hobby, Toy & Game Stores	\$5,547,549
Miscellaneous Store Retailers	\$2,786,372
<b>TOTAL LEAKAGE</b>	<b>\$559,499,294</b>

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.

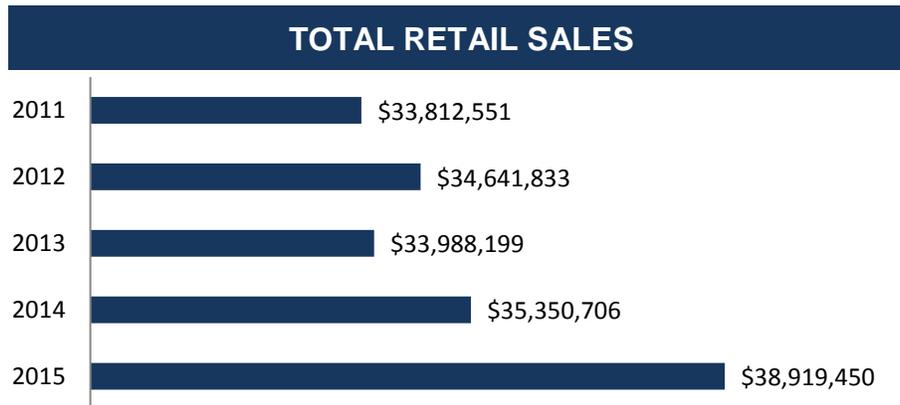
For more information about the City of Piedmont contact Retail Attractions at (918) 376-6707 or [info@retailattractions.com](mailto:info@retailattractions.com)  
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# Piedmont, Oklahoma

## 10, 15, 30 Minute Drive Time

POPULATION	10 MIN	15 MIN	30 MIN	HOUSING	10 MIN	15 MIN	30 MIN
Est. 2016 Population	8,090	14,539	354,251	Median Housing Value	\$193,808	\$191,045	\$161,972
Projected 2021 Population	9,078	16,191	380,481	Owner Occupied Housing	2,442	4,615	93,274
Population 2010 Census	6,581	11,886	315,499	Homes Built 2010 or Later	547	1,119	18,278

EDUCATION	10 MIN	15 MIN	30 MIN	INCOME	10 MIN	15 MIN	30 MIN
High School Graduate	21.16%	20.71%	22.99%	Average Household Income	\$95,352	\$85,221	\$77,020
Some Post-Secondary	26.14%	25.81%	25.16%	Median Household Income	\$77,248	\$78,577	\$57,494
College Degree	46.93%	47.40%	42.50%				



### 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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