Business Development Series: *Oklahoma Trade Pull Factor*

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Introduction:

Trade Pull Factor measures the effectiveness of retail market performance, and its ability to attract resident and non-resident consumers to a particular region. This report presents the trade pull factor of Oklahoma's seventy-seven counties and fifty cities on taxable goods and services.

County Trade Pull Factor: County Trade Pull Factor (CTPF) in Oklahoma ranges from the minimum 0.15 in Osage county to the maximum 1.55 in Oklahoma county within the seventy-seven counties. County with *Per Capita Sales* greater than the *Per Capita Sales of the state* would result in a trade pull factor greater than 1.00. Trade pull factor greater than 1.00 represents that the local retail businesses are able to attract or capture more trade from nonresident consumers, and vice versa.

Nine counties (11.7%) of Oklahoma's seventy-seven counties had trade pull factors greater than 1.00 in the 2009 calendar year. Among these counties, Oklahoma and Tulsa took the lead with trade pull factors equal to 1.55 and 1.58 respectively. A higher trade pull factor of these two counties was partially accounted for by their diverse retail trade and large metropolitan areas, which attracted a wide majority of consumers. Other counties with trade pull factors greater than 1.00 include Beckham (1.39), Woodward (1.34), Garfield (1.17), Carter (1.11), Custer (1.10), Washington (1.06), and Woods (1.03). Counties of this grouping are shaded in dark blue on the map of county trade pull factor (page 10).

The county trade pull factor map (page 10) displays five different color codes that grouped counties with the same range of trade pull factors under a given color coding. Counties with strong trade pull factors are highlighted in dark blue, which has a trade pull factor of 1.00 and higher. Counties with trade pull factors varying from 0.80 to 1.00 are colored in light blue. Thirty-nine counties with trade pull factors ranging from 0.40 to 0.79 are presented in white color. The remaining counties with trade pull factors spanning from 0.30 to 0.39 are shaded in yellow-green, and counties with trade pull factor lesser than 0.29 are displayed in green.

Additionally, there are three numbers reported for each county on the map of county trade pull factor (page 10), where the first number represents the county's population in 2009; the second number refers to the trade pull factor for the given county; while the last number signifies the trade capture area. *Trade Capture Area* is computed by multiplying population by trade pull factor. It represents the number of 'full time equivalent' consumers making retail purchases in the region. [1]

Eleven counties had trade pull factors varying from 0.80 to 1.00. These counties are shaded in light blue on the county trade pull factor map, which included Pittsburg and Payne (0.97), Jackson (0.95), Comanche (0.94), Pontotoc (0.93), Kay and Stephens (0.92), Cleveland (0.88), Muskogee (0.86), McClain (0.81), and Kingfisher (0.80). With the exception of Cleveland and Kingfisher counties that are located in or near the Oklahoma City metropolitan area, each of these eleven counties sites some distance away from the major metro areas, and each has at least one city serving as a central shopping point. These cities are Ponca City in Kay County; Stillwater in Payne County, Ada in Pontotoc County; Altus in Jackson County; Lawton in Comanche County; Muskogee in Muskogee County; Alva in Woods County; Norman in Cleveland County; Duncan in Stephens County; McAlester in Pittsburg County; Purcell in McClain County; and Kingfisher in Kingfisher County.

The twelve counties shaded in yellow-green (page 10) had trade pull factors ranging from 0.30 to 0.39. Counties in this grouping include Harmon and Tillman (0.39); Pushmataha and Washita (0.38); Logan, Pawnee and Roger Mills (0.37); Love (0.36); Okfuskee (0.35); Johnston and Jefferson (0.33); and Adair (0.32). Counties in the last grouping had relatively small trade pull factors, lesser than 0.29 in 2009. These counties are Beaver, Cotton and Nowata (0.29); and Osage (0.15).

Trade Pull Trend & Analysis: In 2009, eight of the following nine counties: Oklahoma, Tulsa, Woodward, Beckham, Garfield,

Carter, Custer, Payne, and Washington managed to maintain a trade pull factor higher than 1.0 since the last study period (calendar year 2007). Comparing the trade pull factor performance of these counties, two counties shed improvement, with Custer County increased from 1.08 in 2007 to 1.10 in 2009; and Garfield County progressed from 1.14 in 2007 to 1.17 in 2009. On the contrary, Woodward County reflected the largest declined of 0.14 (from 1.48 in 2007 to 1.34 in 2009).

While trade pull factor measures the relative strength of the retail business market, trade capture area measures the number of consumers that the community retailers captured.[2] Referring to Table 1 (page 7-9), Oklahoma County drew the largest consumer base in the state. While generating a total market share of 30.11%, Oklahoma County's trade capture area topped 1.110 million people.

Tulsa County, on the other hand, earned 24.23% of the market share with 0.893 million people in trade capture area in 2009. Other huge trade capture areas included Cleveland (0.214 million people and 5.81% in market share), Comanche (0.107 million people and 2.89% in market share), Canadian (77.054 thousand people and 2.09% in market share), and Payne (76.954 thousand people and 2.08% in market share).

Table 1 (page 7-9) includes additional trade measure information. The second last column represents *Per Capita Personal Income (PCPI)* of 2009, and the last column represents *County Trade Pull Factors Adjusted for Per Capita Personal Income (CTPF Adjusted for PCPI)*. The difference between the '*CTPF*' and '*CTPF Adjusted for PCPI*' is that the latter took into consideration income differences between counties.

City Trade Pull Factor: In addition to county trade pull factor, fifty cities' trade pull factors are documented in this report for reader's or user's convenience. Table 2 (page 11-12) presents fifty cities' trade pull factors, where each city is organized into a different population grouping according to six different color codings. In 2009, the combined retail trade's sales subject to sales taxes for these fifty cities accounted for 86.4% of the total retail trade business in the state of Oklahoma. *Market Share* shown in the last column of Table 2 computes the city's proportion of total sales subject to sales tax in Oklahoma.

The color codings found on the map of cities trade pull factor (page 13) are corresponded to the color groupings in Table 2 (from page 11-12). Each city has two circles around it. The colored circle refers to the city's population, whereas the white circle represents the relative strength of the city's trade capture area. Therefore, if a city has an inner circle colored while surrounded by a white circle, this city is said to have a trade pull factor greater than one and vice versa. Under normal circumstances, a city's trade pull factor is usually greater than the county's trade pull factor of where it is located. For example, Lawton had a trade pull factor of 1.12, while Comanche county had a weaker trade pull factor of 0.94. In this case, Lawton probably pulled-in more trade from other population areas than Comanche County did from its surrounding counties.

In Table 2, the first grouping has a population of less than 10,000 people and is coded in grey. This group consists of nine cities with population ranging from 6,828 people in Seminole City to 9,849 people in The Village. The average score of trade pull factor in this grouping was 1.38. Two of the nine cities had trade pull factors lesser than 1.00, which included Blackwell (0.78) and The Village (0.91). Among the cities, Poteau had the highest trade pull factor (1.95), and Pryor, on the other hand, captured a larger market share of 0.54%.

The second grouping displayed in light blue has populations ranging from 10,001 to 15,000 people. There are eight cities fallen fallen in this group, with population ranging from 10,387 people (Weatherford) to 12,910 people (Miami). The average trade pull factor of this grouping was equal to 1.31. Seven of the eight cities had trade pull factors higher than 1.00, which were topped by Elk City (2.19) and Woodward (2.11) respectively. The city with trade pull factors less than 1.00 was Choctaw (0.50). A low scoring of Choctaw could be partially attributed to its geographic region and stiff competition it faced from the surrounding regions with close proximity to Oklahoma City, the largest metropolitan areas in Oklahoma.

The third grouping (in dark-blue) is comprised of twelve cities with population ranging from 16,143 people in Jenks to 19,767 people in Bethany. The average trade pull factor for these eleven cities was 1.42. Cities with trade pull factors greater than 1.00 were Durant (1.71), El Reno (1.03), Tahlequah (1.03), Ada (1.98), Chickasha (1.31), Claremore (1.87), McAlester (2.07), Sand Springs (1.39), and Altus (1.22). Cities located near the Oklahoma City Metro Area with trade pull factors less than 1.00 include Mustang (0.99) and Bethany (0.51). El-Reno and Claremore were the exceptions with trade pull factors greater than 1.00 in spite of their close proximity to the Oklahoma City MSA and Tulsa MSA. This could be partially attributed to the facts that Claremore and Tulsa are separated by a toll road and Claremore does not actually border Tulsa. And to some extent, El Reno, on the other hand, is able draw some 30,000 to 40,000 visitors annually to its Fried Onion Burger Day festival alone,

which has benefited and boosted trade in the region.

The forth grouping (in yellow-green), had population ranging from 21,433 people (Bixby) to 39,994 people (Muskogee). The average trade pull factor for the eleven cities in this group is 1.45. All cities in this grouping had trade pull factors greater than 1.00 in 2009, with Bixby (0.90) being the only exception.

The second largest grouping comprised of seven cities (coded in yellow) with population ranging from 40,001 to 100,000. Lawton had the highest population base (91,187 people) compared to Stillwater with the least population, 46,156 people. Whereas, Edmond had the largest trade capture area of 126,438 people. All cities in this group had trade pull factors higher than 1.00.

The last grouping includes Oklahoma City MSA, Tulsa MSA and Norman. This final grouping is presented in red color. Oklahoma City had the largest population base of 560,333 people and the highest trade capture area of 832,153 people in 2009. However, Tulsa had a higher pull factor (1.69) than Oklahoma City (1.49). Norman's population increased from 106,707 people in 2007 to 109,062 people in 2009, with a trade pull factor of 1.35. The average trade pull factor of all three cities was standing at 1.51. Oklahoma City MSA and Tulsa MSA combined had captured as much as 47% of total market share in 2009. Cities with trade pull factors less than 1.00 are situated near larger cities that have stronger trade pull factors. It is apparent from the map (page 13) that the geographic location of cities with negative trade pull factors are located near the Oklahoma City MSA or Tulsa MSA.

Endnotes:

1. While others may have made mention of 'full-time equivalent' shopper earlier, the first report we noticed the term used was written by David Darling at Kansas State University. David Darling. Leadership for Health Communities. Building a Healthy Retail Community: Lessons from Little Giants in Kansas. Kansas State University.

2. Counties with pull factors greater than 1.0, may not neccesarily have larger trade capture area.

What is Trade Pull Factor?

Trade Pull Factor measures the relative strength of a region's ability to attract people from other regions.

Why is it important?

A region with ability to attract more non-resident consumers could 'capture' more dollars for the region. Region that is able to capture non-resident dollars would benefit not only from increased employment opportunities, but also from the county and city sales taxes paid by nonresident consumers.

How are the numbers calculated?

The first step to compute Per Capita Sales is to divide Sales Subject To Sales Tax (SSTST) in a given geographic region by its respective population.

Once Per Capita Sales figures are computed, County Trade Pull Factor can be derived by dividing the County Per Capita Sales by Per Capita Sales of the state. Similarly, City Trade Pull Factor is computed by dividing the City Per Capita Sales by Per Capita Sales of the state.

How are they interpreted?

Trade Pull Factor compares a given county or city's per capita sales to the state's per capita sales.

County or city with Per Capita Sales greater than the Per Capita Sales of the state would result in a Trade Pull Factor greater than 1.00. Trade Pull Factor greater than 1.00 represents the local retail businesses that are able to attract or capture more trade from nonresident consumers.

Counties or cities with per capita sales equal to the per capita sales of the state would result in a trade pull factor equal to 1.00. A trade pull factor equal to 1.00 represents that the county or city is able to sustain its retail businesses from local community.

Likewise, Trade Pull Factor equals to 1.00 also indicates that the region attracts as many nonresident consumers as it loses resident consumers to other regions by replacing dollars that leak from the region with captured dollars.

Similarly, county or city with Per Capita Sales less than the Per Capita Sales of the state will result in a Trade Pull Factor less than 1.00. This indicates that the region loses its resident consumers to other regions through retail consumptions.

Who benefits from this?

Trade Pull Factor can be used by business entrepreneurs, bankers, economic developers, and local government officials to assess relative strengths and weaknesses of the retail sector within a geographic region.

Why do bankers benefit?

Commercial lending bankers can utilize it as an additional tool to gauge the viability of a business in the retail sector.

Why do economic developers benefit?

Economic developers can use it as a measurement tool to enhance their decision making process to estimate the relative strength of a region's performance. A trade pull factor higher than 1.00 in a region of less than ideal population may reveal possible development potential from a prospective developer's point of view.

Why do business entrepreneurs/ managers benefit?

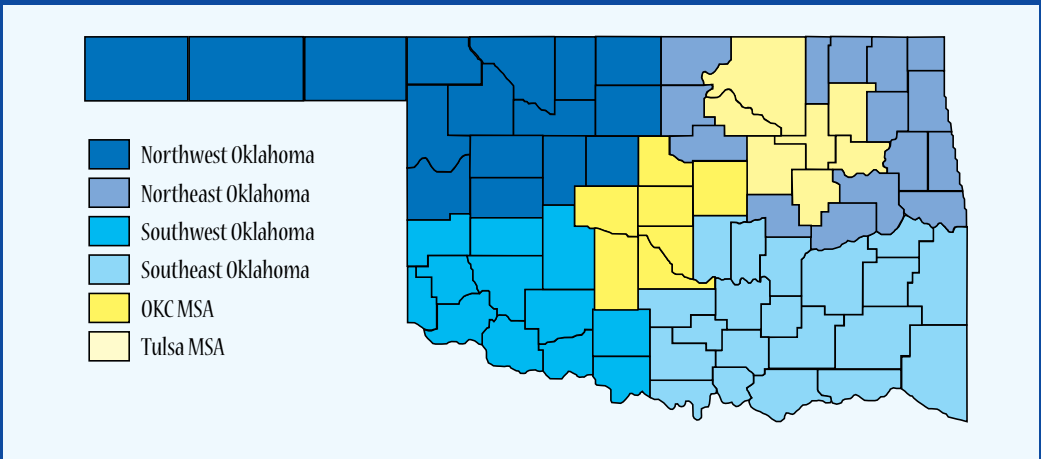
Business owners or managers can use it as a tool to locate the ideal business opportunity in the existing retail market. It helps business owners and managers to identify the relative strength of the retail market in a region as well as its trade capture area.

What is Trade Area Capture?

Trade Area Capture estimates the number of people who buy from a community. County that has a Pull Factor greater than 1.00 will capture a greater number of people in its trade area than the number of people residing in the county. This, therefore, indicates that people are traveling to the county for some of their retail purchases. County with a Pull Factor less than 1.00 will loss population since residents are traveling outside county borders to purchase goods and services.

Where is the geographic area?

This report presents Trade Pull Factor of 77 counties and 50 cities in Oklahoma.



What time period?

Trade Pull Factor in this report uses 2009 population estimates from the US Census and 2009 Sales Subject to Sales Tax (SSTST) figures from the ORIGINS database, 2009 Per Capita Personal Income (PCPI) from the Bureau of Economic Analysis - REIS database.

Table 1: County Trade Pull Factors - 77 Counties in Oklahoma

County	2009 SSTST[1] (mil$)	2009 Population	County Per capita sales	County Trade Pull Factor	Trade Capture Area	Market share	2009 PCPI[2]	CTPF Adjusted for PCPI
Adair	$75.15	21,857	$3,438.28	0.32	7,062	0.19%	$22,476	0.52
Alfalfa	$25.82	5,481	$4,711.05	0.44	2,426	0.07%	$25,074	0.63
Atoka	$81,14	14,498	$5,596.43	0.53	7,624	0.21%	$23,602	0.80
Beaver	$16.24	5,270	$3,082.00	0.29	1,526	0.04%	$32,774	0.32
Beckham	$313.31	21,116	$14,837.52	1.39	29,441	0.80%	$31,084	1.61
Blaine	$69.02	12,609	$5,473.60	0.51	6,485	0.18%	$22,134	0.83
Bryan	$339.95	40,783	$8,335.68	0.78	31,945	0.87%	$29,431	0.95
Caddo	$153.28	30,393	$5,043.14	0.47	14,403	0.39%	$24,455	0.69
Canadian	$819.99	109,668	$7,477.07	0.70	77,054	2.09%	$36,325	0.69
Carter	$569.36	48,326	$11,781.71	1.11	53,502	1.45%	$34,717	1.14
Cherokee	$273.20	46,029	$5,935.38	0.56	25,672	0.70%	$27,739	0.72
Choctaw	$95.69	14,872	$6,434.52	0.60	8,992	0.24%	$26,826	0.81
Cimarron	$12.09	2,630	$4,598.40	0.43	1,136	0.03%	$30,942	0.50
Cleveland	$2,280.53	244,589	$9,323.93	0.88	214,298	5.81%	$35,381	0.89
Coal	$30.97	5,856	$5,287.98	0.50	2,910	0.08%	$24,145	0.74
Comanche	$1,135.80	113,228	$10,031.09	0.94	106,729	2.89%	$36,564	0.92
Cotton	$19.23	6,281	$3,062.28	0.29	1,807	0.05%	$31,646	0.33
Craig	$103.80	15,158	$6,847.54	0.64	9,753	0.26%	$30,123	0.77
Creek	$431.20	70,244	$6,138.66	0.58	40,520	1.10%	$30,451	0.68
Custer	$313.29	26,717	$11,726.38	1.10	29,440	0.80%	$31,350	1.26
Delaware	$230.13	40,555	$5,674.42	0.53	21,625	0.59%	$29,763	0.64
Dewey	$24.22	4,404	$5,500.24	0.52	2,276	0.06%	$31,790	0.58
Ellis	$24.86	3,925	$6,332.73	0.60	2,336	0.06%	$30,318	0.70
Garfield	$735.02	58,928	$12,473.24	1.17	69,069	1.87%	$36,772	1.14
Garvin	$198.40	27,113	$7,317.41	0.69	18,643	0.51%	$33,227	0.74
Grady	$305.02	51,649	$5,905.61	0.55	28,662	0.78%	$28,505	0.70
Grant	$18.67	4,317	$4,324.51	0.41	1,754	0.05%	$36,273	0.40
Greer	$24.58	5,830	$4,215.59	0.40	2,309	0.06%	$27,969	0.51
Harmon	$11.78	2,843	$4,143.56	0.39	1,107	0.03%	$27,837	0.50
Harper	$20.69	3,377	$6,127.90	0.58	1,945	0.05%	$33,917	0.61

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County	2009 SSTST[1] (mil$)	2009 Population	County Per capita sales	County Trade Pull Factor	Trade Capture Area	Market share	2009 PCPI[2]	CTPF Adjusted for PCPI
Haskell	$67.03	12,393	$5,408.53	0.51	6,299	0.17%	$28,272	0.64
Hughes	$74.16	13,819	$5,366.69	0.50	6,969	0.19%	$24,318	0.74
Jackson	$255.76	25,369	$10,081.73	0.95	24,034	0.65%	$31,872	1.07
Jefferson	$22.34	6,319	$3,535.68	0.33	2,099	0.06%	$25,455	0.47
Johnston	$37.12	10,468	$3,546.50	0.33	3,489	0.09%	$26,019	0.46
Kay	$450.43	46,110	$9,768.62	0.92	42,326	1.15%	$35,915	0.92
Kingfisher	$122.94	14,384	$8,547.02	0.80	11,553	0.31%	$35,924	0.80
Kiowa	$46.77	9,101	$5,138.81	0.48	4,395	0.12%	$28,452	0.61
Latimer	$52.78	10,621	$4,969.71	0.47	4,960	0.13%	$30,007	0.56
Le Flore	$265.81	49,915	$5,325.33	0.50	24,978	0.68%	$26,725	0.67
Lincoln	$150.39	32,199	$4,670.49	0.44	14,131	0.38%	$29,093	0.54
Logan	$152.96	39,301	$3,891.95	0.37	14,373	0.39%	$35,052	0.37
Love	$35.31	9,124	$3,869.79	0.36	3,318	0.09%	$35,856	0.36
Major	$47.69	7,189	$6,634.21	0.62	4,482	0.12%	$31,295	0.71
Marshall	$84.56	15,014	$5,631.80	0.53	7,946	0.22%	$26,858	0.71
Mayes	$272.44	40,,065	$6,799.84	0.64	25,600	0.69%	$28,600	0.80
McClain	$285.78	33,168	$8,616.11	0.81	26,854	0.73%	$38,203	0.76
McCurtain	$199.31	33,370	$5,972.68	0.56	18,729	0.51%	$25,883	0.78
McIntosh	$141.43	19,801	$7,142.55	0.67	13,290	0.36%	$28,141	0.85
Murray	$95.39	12,960	$7,360.29	0.69	8,964	0.24%	$33,511	0.74
Muskogee	$655.36	71,412	$9,177.11	0.86	61,583	1.67%	$29,575	1.04
Noble	$56.63	10,950	$5,172.06	0.49	5,322	0.14%	$29,956	0.58
Nowata	$32.48	10,528	$3,085.34	0.29	3,052	0.08%	$26,161	0.40
Okfuskee	$40.76	10,924	$3,731.01	0.35	3,830	0.10%	$25,703	0.49
Oklahoma	$11,812.85	716,704	$16,482.19	1.55	1,110,035	30.11%	$41,657	1.33
Okmulgee	$237.37	39,292	$6,041.20	0.57	22,305	0.60%	$28,900	0.70
Osage	$72.28	45,051	$1,604.49	0.15	6,792	0.18%	$33,985	0.16
Ottawa	$199.50	31,629	$6,307.36	0.59	18,746	0.51%	$32,107	0.66
Pawnee	$64.46	16,419	$3,925.84	0.37	6,057	0.16%	$30,012	0.44
Payne	$818.93	79,727	$10,271.69	0.97	76,954	2.08%	$29,030	1.19

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County	2009 SSTST[1] (mil$)	2009 Population	County Per capita sales	County Trade Pull Factor	Trade Capture Area	Market share	2009 PCPI[2]	CTPF Adjusted for PCPI
Pittsburg	$468.43	45,211	$10,360.99	0.97	44,018	1.19%	$31,231	1.12
Pontotoc	$372.08	37,422	$9,942.69	0.93	34,963	0.95%	$31,679	1.06
Pottawatomie	$590.87	70,274	$8,408.12	0.79	55,523	1.51%	$30,292	0.93
Pushmataha	$47.60	11,812	$4,030.22	0.38	4,473	0.12%	$25,617	0.53
Roger Mills	$13.36	3,407	$3,920.65	0.37	1,225	0.03%	$34,739	0.38
Rogers	$481.46	85,654	$5,620.93	0.53	45,242	1.23%	$34,726	0.55
Seminole	$150.86	24,296	$6,209.28	0.58	14,176	0.38%	$28,955	0.72
Sequoyah	$210.29	41,433	$5,075.42	0.48	19,761	0.54%	$27,291	0.63
Stephens	$425.35	43,487	$9,781.18	0.92	39,970	1.08%	$33,929	0.97
Texas	$161.95	21,135	$7,662.64	0,73	15,218	0,41%	$28,108	0.92
Tillman	$32.49	7,796	$4,167.55	0.39	3,053	0.08%	$24,790	0.57
Tulsa	$9,506.07	601,961	$15,791.84	1.48	893.271	24,23%	$44,912	1.18
Wagoner	$190.56	70,394	$2,707.06	0.25	17,907	0.49%	$31,626	0.29
Washington	$557.62	50,706	$10,997.18	1.03	52,399	1.42%	$39,940	0.93
Washita	$47.29	11,813	$4,002.80	0.38	4,443	0.12%	$25,954	0.52
Woods	$92.13	8,418	$10,944.60	1.03	8,657	0.23%	$30,208	1.22
Woodward	$285.24	19,959	$14,291.14	1.34	26,803	0.73%	$32,383	1.49
STATE	**$39,237.11**	**3,687,050**	**$10,641.87**	**1.00**	**3,687,050**	**100.00%**	**$35,837**	**1.00**

1. SSTST = Sales Subject to Sales Tax
2. PCPI = Per Capita Personal Income
Source: US Census Bureau, ORIGINS database, Bureau of Economic Analysis - REIS database

County Trade Pull Factor

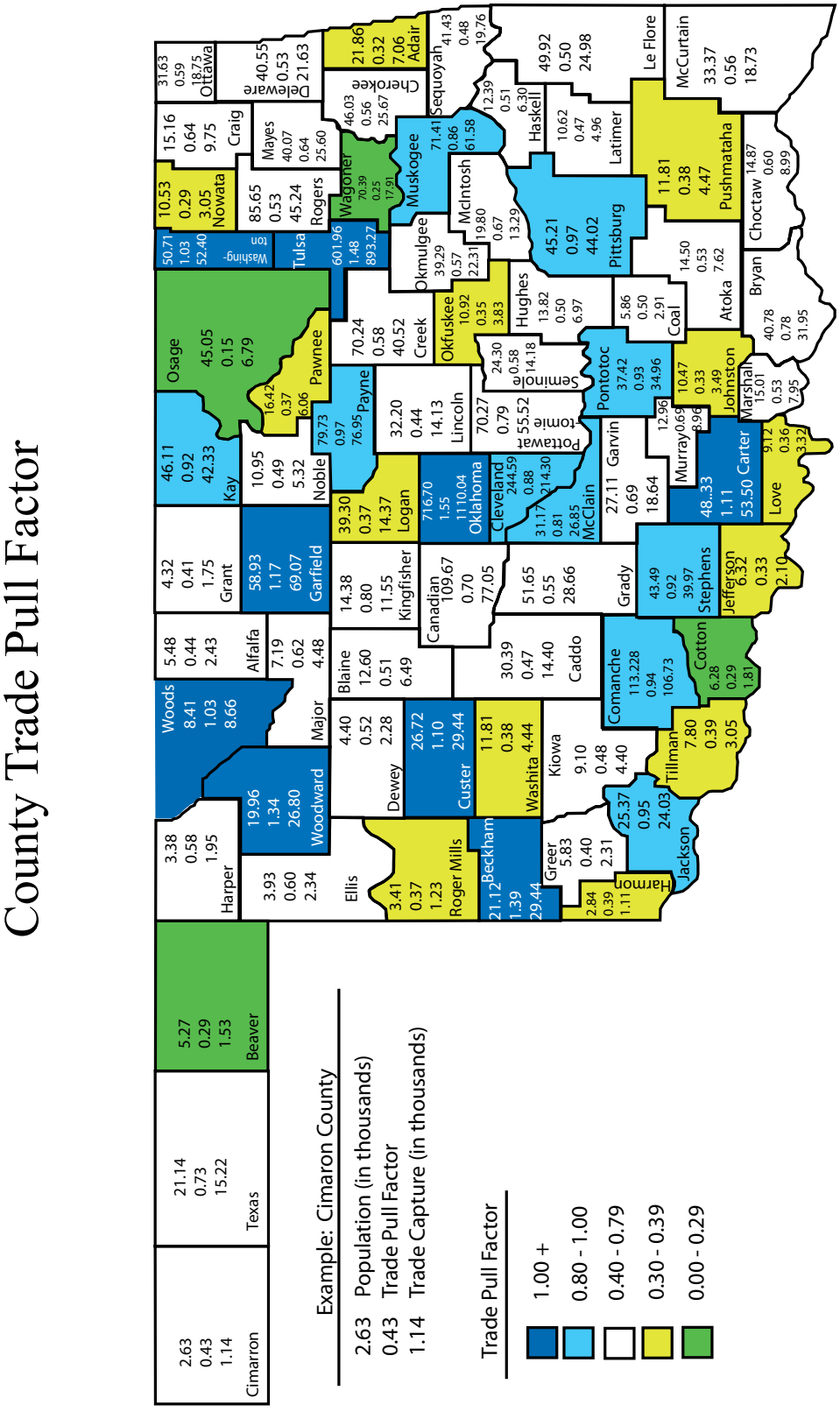


Table 2: City Trade Pull Factors - 50 Cities in Oklahoma

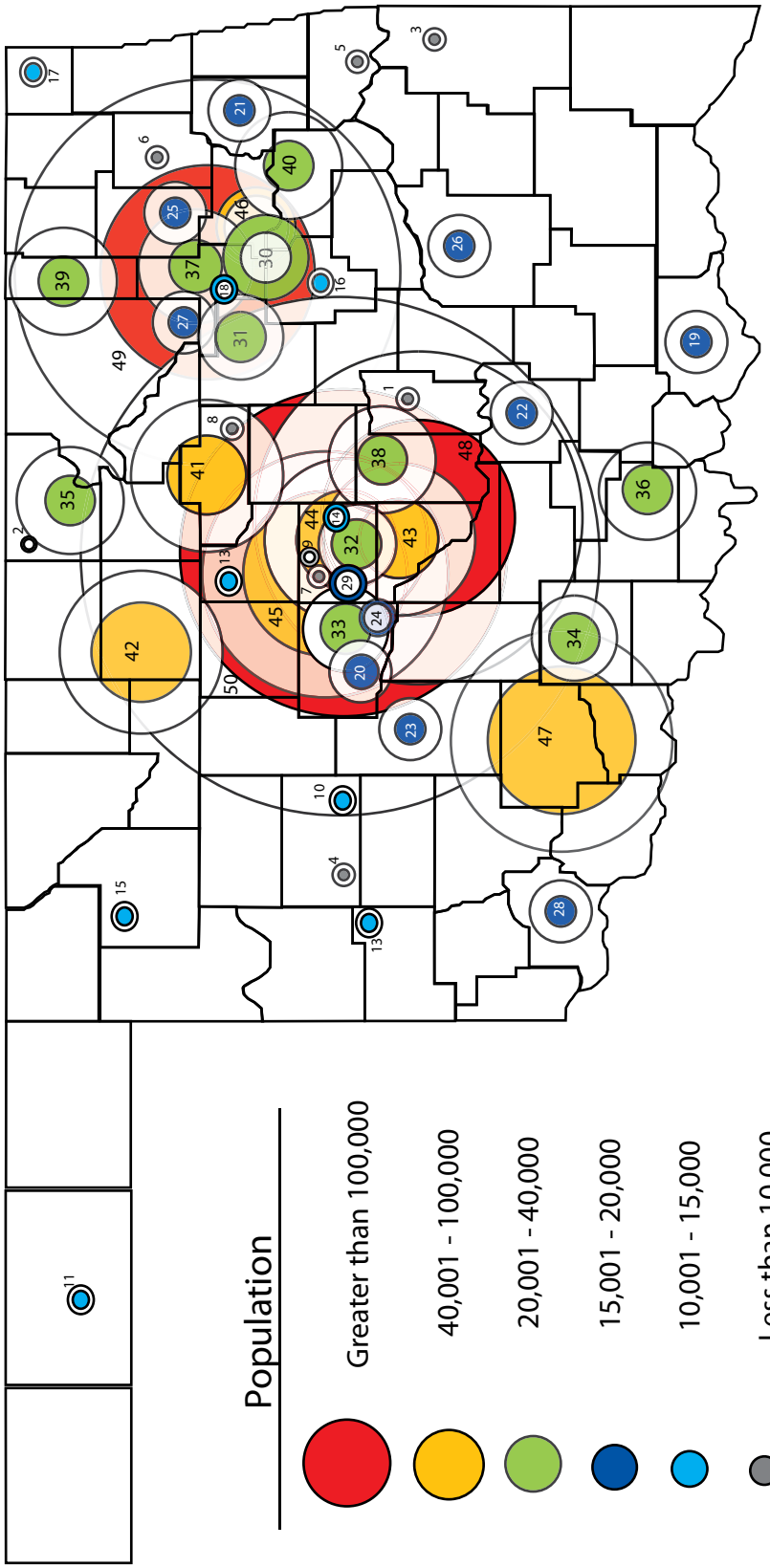
	City	2009 SSTST (mil$)	2009 Population	Per Capita Sales	City Trade Pull Factor	Trade Capture Area	Market Share
Population < 10,000	Seminole	$119.50	6,828	$17,501.25	1.64	11,229	0.35%
	Blackwell	$59.80	7,203	$8,302.56	0.78	5,620	0.18%
	Poteau	$171.91	8,291	$20,734.26	1.95	16,154	0.51%
	Clinton	$130.80	8,852	$14,776.61	1.39	12,291	0.39%
	Sallisaw	$133.98	8,812	$15,203.90	1.43	12,590	0.40%
	Pryor	$183.01	9,260	$19,762.99	1.86	17,197	0.54%
	Warr Acres	$129.44	9,501	$13,624.12	1.28	12,164	0.38%
	Cushing	$120.19	9,597	$12,523.36	1.18	11,294	0.35%
	The Village	$95.21	9,849	$9,667.13	0.91	8,947	0.28%
10,001 - 15,000	Weatherford	$167.15	10,387	$16,091.89	1.51	15,707	0.49%
	Guymon	$142.71	11,117	$12,836.75	1.21	13,410	0.42%
	Guthrie	$132.01	11,503	$11,475.99	1.08	12,405	0.39%
	Elk City	$268.09	11,517	$23,277.76	2.19	25,999	0.79%
	Choctaw	$61.52	11,587	$5,309.04	0.50	5,780	0.18%
	Woodward	$276.68	12,348	$22,406.87	2.11	25,191	0.79%
	Okmulgee	$156.31	12,558	$12,447.02	1.17	14,688	0.46%
	Miami	$169.86	12,910	$13,157.05	1.24	15,961	0.50%
15,001 - 20,000	Jenks	$144.35	16,143	$8,942.24	0.84	13,564	0.43%
	Durant	$306.28	16,877	$18,148.05	1.71	28,781	0.90%
	El Reno	$187.21	16,999	$11,013.06	1.03	17,591	0.55%
	Tahlequah	$269.84	16,999	$11,013.06	1.03	25,356	0.80%
	Ada	$358.06	17,019	$21,038.89	1.98	33,646	1.06%
	Chickasha	$240.19	17,191	$13,971.77	1.31	22,570	0.71%
	Mustang	$193.49	18,384	$10,524.81	0.99	18,181	0.57%
	Claremore	$345.55	17,397	$19,862.46	1.87	32,470	1.02%
	McAlester	$405.60	18,414	$22,026.83	2.07	38,113	1.20%
	Sand Springs	$278.13	18,868	$14,740.96	1.39	26,135	0.82%
	Altus	$247.32	19,000	$13,017.07	1.22	23,240	0.73%
	Bethany	$107.44	19,767	$5,435.47	0.51	10,096	0.32%

Table 2: City Trade Pull Factors - 50 Cities in Oklahoma

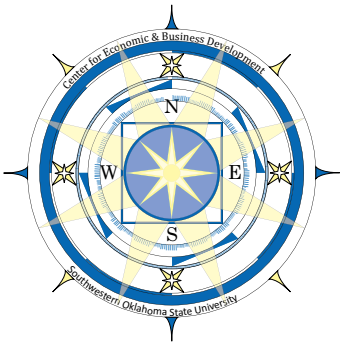
	City	2009 SSTST (mil$)	2009 Population	Per Capita Sales	City Trade Pull Factor	Trade Capture Area	Market Share
20,001 - 40,000	Bixby	$205.84	21,433	$9,603.75	0.90	19,342	0.61%
	Sapulpa	$291.76	21,230	$13,742.62	1.29	27,415	0.86%
	Del City	$243.34	22,297	$10,913.59	1.03	22,866	0.72%
	Yukon	$400.04	23,511	$17,015.16	1.60	37,591	1.18%
	Duncan	$358.96	22,569	$15,904.98	1.49	33,731	1.06%
	Ponca City	$354.54	24,782	$14,306.29	1.34	33,315	1.05%
	Ardmore	$496.17	24,852	$19,965.07	1.88	46,624	1.46%
	Owasso	$592.10	28,865	$20,512.67	1.93	55,639	1.75%
	Shawnee	$538.97	30,536	$17,650.18	1.66	50,646	1.59%
	Bartlesville	$523.95	36,071	$14,525.48	1.36	49,234	1.54%
	Muskogee	$586.04	39,994	$14,653.20	1.38	55,069	1.73%
40,001 - 100,000	Stillwater	$668.71	46,156	$14,488.13	1.36	62,838	1.97%
	Enid	$713.87	47,968	$14,488.13	1.36	67,081	2.10%
	Moore	$663.64	53,763	$12,343.72	1.16	62,361	1.96%
	Midwest City	$785.76	57,193	$13,738.67	1.29	73,836	2.32%
	Edmond	$1,345.54	81,093	$16,592.52	1.56	126.438	3.97%
	Broken Arrow	$1,029.17	94,996	$10,833.82	1.02	96,709	3.03%
	Lawton	$1,084.65	91,187	$11,894.82	1.12	101,923	3.20%
100,001 +	Norman	$1,571.23	109,062	$14,406.78	1.35	147,646	4.63%
	Tulsa	$7,002.51	389,625	$17,972.44	1.69	658,015	20.65%
	Oklahoma City	$8,855.67	560,333	$15,804.30	1.49	832,153	26.11%
	STATE	**$39,237.11**	**3,687,050**	**$10,641.87**	**1.00**	**3,687,050**	**100%**

1. SSTST = Sales Subject to Sales Tax
Source: US Census Bureau, ORIGINS database, Bureau of Economic Analysis -REIS database

Oklahoma Trade Pull Factors: 50 Oklahoma Cities, 2009



1 - Seminole
2 - Blackwell
3 - Poteau
4 - Clinton
5 - Sallisaw
6 - Pryor
7 - Warr Acres
8 - Cushing
9 - The Village
10 - Weatherford
11 - Guymond
12 - Guthrie
13 - Elk City
14 - Choctaw
15 - Woodward
16 - Okmulgee
17 - Miami
18 - Jenks
19 - Durant
20 - El Reno
21 - Tahlequah
22 - Ada
23 - Chickasha
24 - Mustang
25 - Claremore
26 - McAlester
27 - Sand Springs
28 - Altus
29 - Bethany
30 - Bixby
31 - Sapulpa
32 - Del City
33 - Yukon
34 - Duncan
35 - Ponca City
36 - Ardmore
37 - Owasso
38 - Shawnee
39 - Bartlesville
40 - Muskogee
41 - Stillwater
42 - Enid
43 - Moore
44 - Midwest City
45 - Edmond
46 - Broken Arrow
47 - Lawton
48 - Norman
49 - Tulsa
50 - Oklahoma City



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