



RETAIL ATTRACTIONS, LLC
 Economic Development Consulting

Population - Trade Area

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|----------------------|--------|
| 2009 Est, Population | 10,367 |
| Growth, 2000-2009 | -0.91% |
| Growth, 2009-2014 | 0.35% |

Educational Attainment

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|-------------------------|--------|
| Earned a College Degree | 17.95% |
|-------------------------|--------|

Composition

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|-------------------|--------|
| Family Households | 71.50% |
|-------------------|--------|

Average Income - 2009 Estimates

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|------------------|-------------|
| HH Income | \$49,960.21 |
| FAMILY HH Income | \$57,105.00 |

Occupation/Workforce

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|----------------------|--------|
| White Collar Workers | 48.09% |
| Blue Collar Workers | 32.32% |
| Service/Farm | 19.59% |

Housing

| | |
|------------------------|-------------|
| Owner-Occupied Housing | 78.72% |
| Median Housing Value | \$64,199.22 |
| % less than 10 yrs old | 7.76% |

About Dewey

Dewey, Oklahoma is a suburb of Bartlesville, Oklahoma and is located along Highway 75, a major north-south arterial highway connecting Dallas, Tulsa and Kansas City. Dewey is located just North of Bartlesville, a recognized micropolitan area. Traffic approaching Bartlesville from the North funnels through Dewey to get to Bartlesville. Though the area doesn't have a large population, it is an affluent population when compared to most non-urban areas of Oklahoma.

While the trade area overall is just returning to growth, portions are growing quickly and will continue to attract new residents who want the conveniences of a larger community but are seeking the less expensive housing in Dewey.

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|--------------------------------------|-----------------------|
| Total Opportunity Gap | \$6,549,954.00 |
| Automotive Dealers | \$16,203,213.00 |
| Building Materials | \$2,766,386.00 |
| Grocery Stores | \$6,092,428.00 |
| Electronics & Appliances | \$3,253,343.00 |
| Health & Personal Care | \$6,896,267.00 |
| Clothing & Clothing Accessories | \$5,050,112.00 |
| Sporting Goods, Hobby, Books | \$1,876,847.00 |
| Department Stores | \$9,446,673.00 |
| Office Supplies / Stationery / Gifts | \$1,283,656.00 |
| Full-Service Restaurants | \$2,819,802.00 |

The Opportunity Gap represents the difference between retail sales in specific categories of goods or services where reported demand (purchases 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 Statistics and from the Census of Retail Trade, made available through the U.S. Census.