

## **DETAILED ANALYSIS OF SALES TAXES FOR DURANT, OKLAHOMA**

Robert Bourne, Extension Director, Bryan County  
(580) 924-5312

Dave Shideler, Extension Economist, OSU, Stillwater  
(405) 744-6170

OKLAHOMA COOPERATIVE EXTENSION SERVICE  
OKLAHOMA STATE UNIVERSITY



February 2017

**Detailed Analysis of Sales Taxes  
For Durant, Oklahoma**

Robert Bourne  
Bryan County Extension Director  
1901 South 9th Avenue  
Durant, OK 74701  
Robert.bourne@okstate.edu

Dave Shideler  
Extension Economist  
323 Ag Hall  
Oklahoma State University  
Stillwater, OK 74078-6026  
dave.shideler@okstate.edu

ABSTRACT

The goal of this paper is to provide a detailed analysis of sales taxes for the community of Durant. Oklahoma Tax Commission sales tax collections data is used to provide estimates of trade area capture and gap coefficients. The data reported provide insights into trends of most sectors subject to sales tax present in Durant between fiscal years 2014 and 2016.

"Oklahoma State University, in compliance with Title VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Americans with Disabilities Act of 1990, and other federal laws and regulations, does not discriminate on the basis of race, color, national origin, sex, age, religion, disability, or status as a veteran in any of its policies, practices or procedures. This includes but is not limited to admissions, employment financial aid, and educational services."

"Readers may make verbatim copies of this document for non-commercial purposes by any means."

# DETAILED ANALYSIS OF SALES TAXES FOR DURANT, OKLAHOMA

## INTRODUCTION

Local leaders in Durant requested the following sales tax analysis to examine new opportunities. The importance of sales tax collections cannot be understated, since Oklahoma cities and towns depend upon them to fund local government services. The analysis uses sales gap coefficients, calculated from Oklahoma Tax Commission sales tax collections data for Durant, to help local officials identify opportunities for new businesses.

The specific objectives of the study are:

1. Utilize reported sales tax data to analyze trends in the city for different sectors.
2. Provide estimates of market attraction by sectors.

## METHODOLOGY AND DATA SOURCES

A trade area analysis model frequently used is "trade area capture." Trade area capture is calculated by dividing the city's retail sales by state per capita retail sales; this provides an estimate of the number of shoppers in the community. The figure is adjusted by income differences between the state and relevant local area, since one would expect higher levels of spending in areas with higher income. The specific equation utilized is:

$$TAC_c = \frac{RS_c}{\frac{RS_s}{P_s} \times \frac{PCI_c}{PCI_s}}$$

Where:

- TAC<sub>c</sub>= trade area capture by city,
- RS<sub>c</sub>= retail sales by city,
- RS<sub>s</sub>= retail sales for the state,
- P<sub>s</sub>= state population,
- PCI<sub>c</sub>= per capita income by county, and
- PCI<sub>s</sub>= per capita income for the state.

Trade area capture figures incorporate both income and expenditure factors, which may be influencing retail trade trends. An underlying assumption of the trade area capture estimate is that local tastes and preferences are similar to that of the state as a whole. If a trade area capture estimate is larger than city population then two explanations are possible: 1) the city is attracting customers from outside its boundaries, or 2) residents of the city are spending more than the state average.

Trade area capture figures can be utilized to estimate the amount of sales going to outside consumers. To do this, a sales gap coefficient, which is a measure of an economy's retail sales gap, is derived using trade area capture figures and city population:

$$SGC_c = \frac{TAC_c}{P_c}$$

Where:

$SGC_i$  = sales gap coefficient for sector i, and  
 $P_c$  = city population.

A sales gap coefficient of 1.0 means the city is drawing all its customers from within its boundary but none from the outside. A sales gap coefficient greater than 1, say 1.50, means the city is drawing non-local customers into the community, equal to 50 percent of the city population in this example. A sales gap coefficient of less than one means the city is not capturing the shoppers within its boundaries, or they are spending relatively less than the state average. This is considered a leakage of retail sales. Additional discussion of trade area capture and sales gap coefficients can be found in the references cited in this report (Barta and Woods; Harris; Stone and McConnon; Hustedde, Shatter, and Pulver). The Oklahoma Cooperative Extension Service has been conducting sales gap coefficient/gap analysis and sales tax analysis since 1991 (Woods, 1991).

The term “sales gap coefficient” is often used to differentiate values for specific sectors or subsectors from total retail sales activity, which is known as a pull factor. This report provides sales gap coefficients calculated for 106 sectors between fiscal years 2014 and 2016. Data used

were sales tax collections returned as reported by the Oklahoma Tax Commission (OTC). These figures include only taxable sales collected in Durant; those sectors for which there were no sales taxes collected in Durant have been excluded. The data is reported using the North American Industrial Classification System (NAICS) specified by the business when applying for its sales tax permit; the NAICS code used could correspond to the 2007, 2012 or 2017 versions of NAICS down to the six digit level; some sectors in this report have been aggregated to the four digit level, as disaggregation to the six digit level was not useful for Durant (either because the more detailed sectors did not report sales tax for Durant, or one would not expect to find such specialized businesses in Durant due to its size). The aggregation scheme is provided in Table 1. Population estimates data were obtained from the U.S. Census Bureau. Income figures were taken from the Bureau of Economic Analysis (BEA) estimates for counties, 2014 and 2015; 2016 was estimated by multiplying the compounded growth rate of per capita income between 2010 and 2015 by the 2015 per capita income. Similar income data for cities is not available, so county income is used as a proxy. The population and per capita income values used in the calculations are provided in Table 2.

**IMPORTANT:** Readers should note that BEA continually updates its estimates—sometimes for all years back to 1969. These updates affect the values for trade area capture and sales gap coefficients. Because of this, trade area capture and sales gap coefficient values in this report may differ slightly from values previously published. The most recent update occurred in November 2015, so the results presented here for overall apparel trade area capture and sales gap coefficients may differ from the earlier report provided to Durant.

## DETAILED SALES TAX ANALYSIS

Sales tax collections for a given municipality are largely driven by two factors: population and household income. All other characteristics the same, a community with a larger population will have higher volumes of retail sales than a community with a smaller population. The quantity consumed for most goods and services will rise with an increase in household income, assuming that all other conditions remain the same; in economic terms, these goods are thought to be “normal goods.” Table 2 presents the population and per capita income in both Durant and Oklahoma for the period 2014-2016. Based upon Table 2, one would expect that sales would increase in both Durant and Oklahoma due to the increase in population and increase in per capita income; population grew by 1.6% and 0.8%, respectively, between 2014 and 2016, while per capita income grew by 5.7% and 5.9% over the same period.

Table 3 presents the sales gap coefficients and estimated sales by sectors for fiscal years 2014-2016 in Durant. Additionally, Figures 1-21 present the sales gap coefficients for each sector. The reader is reminded that values greater than or equal to 1.25 are considered attractive sectors, drawing shoppers into Durant; values less than or equal to 0.75 are considered leakage sectors, sectors for which residents of Durant most go somewhere else to shop. Values between 0.75 and 1.25 are considered sufficient, that is the level of sales serve the resident population in Durant.

Before continuing with the analysis of the sales gap coefficients, the reader is cautioned that the sales tax data provided contains errors in how the sales taxes are classified. Since NAICS codes are self-reported by the individual businesses, it is possible that the business chooses the wrong NAICS code, does not update its NAICS code when either the business or the NAICS codes change, or the NAICS code could be missed typed when entered into the system. Such

errors in misclassification will affect the sales gap coefficients. Durant did provide a list of sales tax permit holders dated December 2016, so that readers can determine the specific businesses reporting in a given sector. This list is presented in Table 4; shaded business names reflect businesses which are misclassified according to the definitions provided on the U.S. Census Bureau's NAICS website (<http://www.census.gov/eos/www/naics/>). Sectors for which no businesses are listed in Table 4 are likely receiving sales taxes from deliveries, since sales taxes are levied based upon the point of delivery.

Here are the attractive sectors in Durant:

- New and Used Cars
- Car Parts and Tires
- Other Home Furnishings
- Appliance, TV and Other Electronics Stores
- Computer Stores
- Paint and Wallpaper Stores
- Other Building Materials
- Outdoor Power Equipment Stores
- Supermarkets
- Meat Markets
- All Other Specialty Foods
- Alcoholic Beverages
- Pharmacies
- Cosmetics
- Men's Clothing

- Women's Clothing
- Family Clothing Stores
- Shoe Stores
- Department Stores
- Other General Merchandise Stores
- Hobby, Toy and Game Stores
- Book Stores and News Dealers
- Used Merchandisers
- All Other Miscellaneous Store Retailers
- All Other Miscellaneous Store Retailers (except Tobacco)
- Electronic Shopping and Mail Order Houses
- Other Direct Selling Establishments
- Software Publishers
- Wired Telecommunications Carriers
- Wireless Telecommunication Carriers
- Other Telecommunication Services
- Lessors of Real Estate
- Commercial and Industrial Machinery and Equipment Rental
- Veterinary Services
- All Other Information Services
- Theater Companies and Dinner Theaters
- Spectator Sports
- Hotels



- Full-Service Restaurants
- Limited-Service Eating Places
- Specialty Food Services
- Automobile Body Repair
- Other Automobile Repair and Maintenance
- Consumer Electronics Repair and Maintenance
- Beauty Salons
- Other Personal Care Services
- Death Care Services
- Drycleaning and Laundry Services
- Linen and Uniform Supply

Here are the leakage sectors:

- Other Motor Vehicle Dealers
- Floor Covering Stores
- Home Centers
- Hardware Stores
- Nursery, Garden Center, and Farm Supply
- Convenience Stores (no fuel)
- Fruit and Vegetable Markets
- Other Specialty Foods
- Candy and Nuts
- Clothing Stores
- Clothing Accessory Stores

- Other Clothing Stores
- Jewelry Stores
- Luggage and Leather Goods Stores
- Sporting Goods Stores
- Sewing, Needlework and Fabric Stores
- Musical Instruments and Supplies Stores
- Prerecorded Music Stores
- Office Supply Stores
- Other Miscellaneous Store Retailers
- Art Dealers
- Tobacco Stores
- Vending Machine Operators
- Fuel Dealers
- Print Publishers
- Other Sound Recording Industries
- Cable and Subscription Programming
- Satellite Telecommunications
- Data Processing, Hosting and Related Services
- All Other Information Services
- Automobile Equipment Rental and Leasing Services
- General Rental Centers
- Promoters of Arts, Sports and Similar
- Drinking Places

- Automotive Repair and Maintenance
- Commercial and Industrial Machinery and Equipment Repair and Maintenance
- Personal and Household Goods Repair and Maintenance
- Personal Care Services
- Pet Care (except Veterinary Services)

Here is a list of the sectors that satisfy local demand:

- Furniture Stores
- Baked Goods Stores
- Optical Goods Stores
- Other Health and Personal Care Stores
- Gasoline Stations
- Children's Clothing Stores
- Florists
- Gifts, Novelties and Souvenir Stores
- Direct Selling Establishments
- Internet Publishers
- Consumer Goods Rental and Leasing
- Photographic Services
- Independent Artists, Writers and Performers
- Fitness and Recreational Sports Centers

## CONCLUSIONS

This report provides the leadership of Durant with insights into which sectors that collect sales taxes should be grown and which satisfy or satiate local demand. There are two approaches to thinking through these opportunities:

- Leakage sectors represent sectors of goods and services that residents of Durant must purchase somewhere else; these present opportunities for new businesses to enter Durant.
- Attraction sectors represents sectors of goods and services that sell higher quantities of goods and services that one would expect for Durant, and these could represent unique shopping experiences or products; Durant could capitalize on these strong sectors by encouraging new, complementary businesses and/or promoting the uniqueness of its existing businesses.

Those businesses classified as sufficient are probably not appropriate targets for local policymakers to encourage, since they already meet the demands of residents and may or may not attract additional consumers from outside of Durant.

**Table 1**  
**NAICS Codes for Sectors Included in the Analysis**

<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
4411	Automobile Dealers Automobile Dealers Automobile Dealers Automobile Dealers Automobile Dealers	4411 44111 441110 44112 441120	Automobile Dealers New Car Dealers New Car Dealers Used Car Dealers Used Car Dealers
4412	Other Motor Vehicle Dealers Other Motor Vehicle Dealers Other Motor Vehicle Dealers Other Motor Vehicle Dealers  Other Motor Vehicle Dealers  Other Motor Vehicle Dealers Other Motor Vehicle Dealers	4412 44121 441210 44122  441221  441222 441229	Other Motor Vehicle Dealers Recreational Vehicle Dealers Recreational Vehicle Dealers Motorcycle, Boat, and Other Motor Vehicle Dealers  Motorcycle, ATV, and Personal Watercraft Dealers  Boat Dealers All Other Motor Vehicle Dealers
4413	Automotive Parts, Accessories and Tire Stores Automotive Parts, Accessories and Tire Stores Automotive Parts, Accessories and Tire Stores Automotive Parts, Accessories and Tire Stores Automotive Parts, Accessories and Tire Stores	4413 44131 441310 44132 441320	Automotive Parts, Accessories, and Tire Stores Automotive Parts and Accessories Stores Automotive Parts and Accessories Stores Tire Dealers Tire Dealers
4421	Furniture Stores Furniture Stores Furniture Stores	4421 44211 442110	Furniture Stores Furniture Stores Furniture Stores
4422	Home Furnishings Stores	4422	Home Furnishings Stores
44221	Floor Covering Stores Floor Covering Stores	44221 442210	Floor Covering Stores Floor Covering Stores
44229	Other Home Furnishings Stores Other Home Furnishings Stores Other Home Furnishings Stores	44229 442291 442299	Other Home Furnishings Stores Window Treatment Stores All Other Home Furnishings Stores
4431	Electronics and Appliance Stores	4431	Electronics and Appliance Stores
44311	Appliance, Television, and Other Electronics Stores Appliance, Television, and Other Electronics Stores Radio, Television, and Other Electronics Stores	44311 443111 443112	Appliance, Television, and Other Electronics Stores Household Appliance Stores Radio, Television, and Other Electronics Stores
44312	Computer and Software Stores Computer and Software Stores	44312 443120	Computer and Software Stores Computer and Software Stores
44313	Camera and Photographic Supplies Stores Camera and Photographic Supplies Stores	44313 443130	Camera and Photographic Supplies Stores Camera and Photographic Supplies Stores
4441	Building Material Supplies Dealers	4441	Building Material and Supplies Dealers
44411	Home Centers Home Centers	44411 444110	Home Centers Home Centers
44412	Paint and Wallpaper Stores	44412	Paint and Wallpaper Stores

<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
	Paint and Wallpaper Stores	444120	Paint and Wallpaper Stores
44413	Hardware Stores	44413	Hardware Stores
	Hardware Stores	444130	Hardware Stores
44419	Other Building Material Dealers	44419	Other Building Material Dealers
	Other Building Material Dealers	444190	Other Building Material Dealers
4442	Lawn and Garden Equipment and Supplies Dealers	4442	Lawn and Garden Equipment and Supplies Stores
44421	Outdoor Power Equipment Stores	44421	Outdoor Power Equipment Stores
	Outdoor Power Equipment Stores	444210	Outdoor Power Equipment Stores
44422	Nursery, Garden Center, and Farm Supply Stores	44422	Nursery, Garden Center, and Farm Supply Stores
	Nursery, Garden Center, and Farm Supply Stores	444220	Nursery, Garden Center, and Farm Supply Stores
4451	Grocery Stores	4451	Grocery Stores
44511	Supermarkets and Other Grocery (except Convenience) Stores	44511	Supermarkets and Other Grocery (except Convenience) Stores
	Supermarkets and Other Grocery (except Convenience) Stores	445110	Supermarkets and Other Grocery (except Convenience) Stores
44512	Grocery Stores	44512	Convenience Stores
	Grocery Stores	445120	Convenience Stores
4452	Specialty Food Stores	4452	Specialty Food Stores
44521	Meat Markets	44521	Meat Markets
	Meat Markets	445210	Meat Markets
44522	Fish and Seafood Markets	44522	Fish and Seafood Markets
	Fish and Seafood Markets	445220	Fish and Seafood Markets
44523	Fruit and Vegetable Markets	44523	Fruit and Vegetable Markets
	Fruit and Vegetable Markets	445230	Fruit and Vegetable Markets
44529	Other Specialty Food Stores	44529	Other Specialty Food Stores
445291	Baked Goods Stores	445291	Baked Goods Stores
445292	Confectionery and Nut Stores	445292	Confectionery and Nut Stores
445299	Specialty Food Stores	445299	All Other Specialty Food Stores
4453	Beer, Wine, and Liquor Stores	4453	Beer, Wine, and Liquor Stores
	Beer, Wine, and Liquor Stores	44531	Beer, Wine, and Liquor Stores
	Beer, Wine, and Liquor Stores	445310	Beer, Wine, and Liquor Stores
4461	Health and Personal Care Stores	4461	Health and Personal Care Stores
44611	Pharmacies and Drug Stores	44611	Pharmacies and Drug Stores
	Pharmacies and Drug Stores	446110	Pharmacies and Drug Stores
44612	Cosmetics, Beauty Supplies, and Perfume Stores	44612	Cosmetics, Beauty Supplies, and Perfume Stores
	Cosmetics, Beauty Supplies, and Perfume Stores	446120	Cosmetics, Beauty Supplies, and Perfume Stores
44613	Optical Goods Stores	44613	Optical Goods Stores
	Optical Goods Stores	446130	Optical Goods Stores
44619	Other Health and Personal Care Stores	44619	Other Health and Personal Care Stores
	Other Health and Personal Care Stores	446191	Food (Health) Supplement Stores
	Other Health and Personal Care Stores	446199	All Other Health and Personal Care Stores
4471	Gasoline Stations	4471	Gasoline Stations
	Gasoline Stations	44711	Gasoline Stations with Convenience Stores
	Gasoline Stations	447110	Gasoline Stations with Convenience Stores

<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
	Gasoline Stations	44719	Other Gasoline Stations
	Gasoline Stations	447190	Other Gasoline Stations
4481	Clothing Stores	4481	Clothing Stores
44811	Men's Clothing Stores	44811	Men's Clothing Stores
	Men's Clothing Stores	448110	Men's Clothing Stores
44812	Women's Clothing Stores	44812	Women's Clothing Stores
	Women's Clothing Stores	448120	Women's Clothing Stores
44813	Children's and Infants' Clothing Stores	44813	Children's and Infants' Clothing Stores
	Children's and Infants' Clothing Stores	448130	Children's and Infants' Clothing Stores
44814	Family Clothing Stores	44814	Family Clothing Stores
	Family Clothing Stores	448140	Family Clothing Stores
44815	Clothing Accessories Stores	44815	Clothing Accessories Stores
	Clothing Accessories Stores	448150	Clothing Accessories Stores
44819	Other Clothing Stores	44819	Other Clothing Stores
	Other Clothing Stores	448190	Other Clothing Stores
4482	Shoe Stores	4482	Shoe Stores
	Shoe Stores	44821	Shoe Stores
	Shoe Stores	448210	Shoe Stores
452	General Merchandise Stores	452	General Merchandise Stores
4521	Department Stores	4521	Department Stores
45211	Department Stores	45211	Department Stores
452111	Department Stores (except Discount Department Stores)	452111	Department Stores (except Discount Department Stores)
452112	Discount Department Stores	452112	Discount Department Stores
4529	Other General Merchandise Stores	4529	Other General Merchandise Stores
	Other General Merchandise Stores	45291	Warehouse Clubs and Supercenters
	Other General Merchandise Stores	452910	Warehouse Clubs and Supercenters
	Other General Merchandise Stores	45299	All Other General Merchandise Stores
	Other General Merchandise Stores	452990	All Other General Merchandise Stores
4483	Jewelry, Luggage, and Leather Goods Stores	4483	Jewelry, Luggage, and Leather Goods Stores
44831	Jewelry Stores	44831	Jewelry Stores
	Jewelry Stores	448310	Jewelry Stores
44832	Luggage and Leather Goods Stores	44832	Luggage and Leather Goods Stores
	Luggage and Leather Goods Stores	448320	Luggage and Leather Goods Stores
4511	Sporting Goods, Hobby, Book, and Music Stores	4511	Sporting Goods, Hobby, and Musical Instrument Stores
45111	Sporting Goods Stores	45111	Sporting Goods Stores
	Sporting Goods Stores	451110	Sporting Goods Stores
45112	Hobby, Toy, and Game Stores	45112	Hobby, Toy, and Game Stores
	Hobby, Toy, and Game Stores	451120	Hobby, Toy, and Game Stores
45113	Sewing, Needlework, and Piece Goods Stores	45113	Sewing, Needlework, and Piece Goods Stores
	Sewing, Needlework, and Piece Goods Stores	451130	Sewing, Needlework, and Piece Goods Stores
45114	Musical Instrument and Supplies Stores	45114	Musical Instrument and Supplies Stores
	Musical Instrument and Supplies Stores	451140	Musical Instrument and Supplies Stores
4512	Book, Periodical, and Music Stores	4512	Book, Periodical, and Music Stores

<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
45121	Book Stores and News Dealers Book Stores and News Dealers Book Stores and News Dealers	45121 451211 451212	Book Stores and News Dealers Book Stores News Dealers and Newsstands
45122	Prerecorded Tape, Compact Disc, and Record Stores Prerecorded Tape, Compact Disc, and Record Stores	45122 451220	Prerecorded Tape, Compact Disc, and Record Stores Prerecorded Tape, Compact Disc, and Record Stores
45311	Florists Florists Florists	4531 45311 453110	Florists Florists Florists
4532	Office Supplies, Stationery, and Gift Stores	4532	Office Supplies, Stationery, and Gift Stores
45321	Office Supplies and Stationery Stores Office Supplies and Stationery Stores	45321 453210	Office Supplies and Stationery Stores Office Supplies and Stationery Stores
45322	Gift, Novelty, and Souvenir Stores Gift, Novelty, and Souvenir Stores	45322 453220	Gift, Novelty, and Souvenir Stores Gift, Novelty, and Souvenir Stores
4533	Used Merchandise Stores Used Merchandise Stores Used Merchandise Stores	4533 45331 453310	Used Merchandise Stores Used Merchandise Stores Used Merchandise Stores
4539	Miscellaneous Store Retailers	4539	Other Miscellaneous Store Retailers
45391	Pet and Pet Supplies Stores Pet and Pet Supplies Stores	45391 453910	Pet and Pet Supplies Stores Pet and Pet Supplies Stores
45392	Art Dealers Art Dealers	45392 453920	Art Dealers Art Dealers
45393	Manufactured (Mobile) Home Dealers Manufactured (Mobile) Home Dealers	45393 453930	Manufactured (Mobile) Home Dealers Manufactured (Mobile) Home Dealers
45399	All Other Miscellaneous Store Retailers	45399	All Other Miscellaneous Store Retailers
453991	Tobacco Stores	453991	Tobacco Stores
453998	All Other Miscellaneous Store Retailers (except Tobacco Stores)	453998	All Other Miscellaneous Store Retailers (except Tobacco Stores)
4541	Electronic Shopping and Mail-Order Houses	4541	Electronic Shopping and Mail-Order Houses
45411	Electronic Shopping and Mail-Order Houses Electronic Shopping and Mail-Order Houses Electronic Shopping and Mail-Order Houses Electronic Shopping and Mail-Order Houses	45411 454111 454112 454113	Electronic Shopping and Mail-Order Houses Electronic Shopping Electronic Auctions Mail-Order Houses
4542	Vending Machine Operators Vending Machine Operators Vending Machine Operators	4542 45421 454210	Vending Machine Operators Vending Machine Operators Vending Machine Operators
4543	Direct Selling Establishments	4543	Direct Selling Establishments
45431	Fuel Dealers Fuel Dealers Fuel Dealers Fuel Dealers	45431 454311 454312 454319	Fuel Dealers Heating Oil Dealers Liquefied Petroleum Gas (Bottled Gas) Dealers Other Fuel Dealers
45439	Other Direct Selling Establishments Other Direct Selling Establishments	45439 454390	Other Direct Selling Establishments Other Direct Selling Establishments
5111	Newspaper, Periodical, Book, and Directory Publishers	5111	Newspaper, Periodical, Book, and Directory Publishers



<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
	Newspaper, Periodical, Book, and Directory Publishers	51111	Newspaper Publishers
	Newspaper, Periodical, Book, and Directory Publishers	511110	Newspaper Publishers
	Newspaper, Periodical, Book, and Directory Publishers	51112	Periodical Publishers
	Newspaper, Periodical, Book, and Directory Publishers	511120	Periodical Publishers
	Newspaper, Periodical, Book, and Directory Publishers	51113	Book Publishers
	Newspaper, Periodical, Book, and Directory Publishers	511130	Book Publishers
	Newspaper, Periodical, Book, and Directory Publishers	51114	Directory and Mailing List Publishers
	Newspaper, Periodical, Book, and Directory Publishers	511140	Directory and Mailing List Publishers
	Newspaper, Periodical, Book, and Directory Publishers	51119	Other Publishers
	Newspaper, Periodical, Book, and Directory Publishers	511191	Greeting Card Publishers
	Newspaper, Periodical, Book, and Directory Publishers	511199	All Other Publishers
5112	Software Publishers	5112	Software Publishers
	Software Publishers	51121	Software Publishers
	Software Publishers	511210	Software Publishers
5121	Motion Picture and Sound Recording Industries	5121	Motion Picture and Video Industries
51211	Motion Picture and Video Production	51211	Motion Picture and Video Production
	Motion Picture and Video Production	512110	Motion Picture and Video Production
51212	Motion Picture and Video Distribution	51212	Motion Picture and Video Distribution
	Motion Picture and Video Distribution	512120	Motion Picture and Video Distribution
51213	Motion Picture and Video Exhibition	51213	Motion Picture and Video Exhibition
	Motion Picture and Video Exhibition	512131	Motion Picture Theaters (except Drive-Ins)
	Motion Picture and Video Exhibition	512132	Drive-In Motion Picture Theaters
51219	Postproduction Services and Other Motion Picture and Video Industries	51219	Postproduction Services and Other Motion Picture and Video Industries
	Postproduction Services and Other Motion Picture and Video Industries	512191	Teleproduction and Other Postproduction Services
	Postproduction Services and Other Motion Picture and Video Industries	512199	Other Motion Picture and Video Industries
5122	Sound Recording Industries	5122	Sound Recording Industries
51221	Record Production	51221	Record Production
	Record Production	512210	Record Production
51222	Integrated Record Production/Distribution	51222	Integrated Record Production/Distribution
	Integrated Record Production/Distribution	512220	Integrated Record Production/Distribution
51223	Music Publishers	51223	Music Publishers
	Music Publishers	512230	Music Publishers
51224	Sound Recording Studios	51224	Sound Recording Studios
	Sound Recording Studios	512240	Sound Recording Studios
51229	Other Sound Recording Industries	51229	Other Sound Recording Industries
	Other Sound Recording Industries	512290	Other Sound Recording Industries

<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
515	Broadcasting (except Internet)	5151	Radio and Television Broadcasting
51511	Radio Broadcasting	51511	Radio Broadcasting
	Radio Broadcasting	515111	Radio Networks
	Radio Broadcasting	515112	Radio Stations
51512	Television Broadcasting	51512	Television Broadcasting
	Television Broadcasting	515120	Television Broadcasting
5152	Cable and Other Subscription Programming	5152	Cable and Other Subscription Programming
	Cable and Other Subscription Programming	51521	Cable and Other Subscription Programming
	Cable and Other Subscription Programming	515210	Cable and Other Subscription Programming
5171	Wired Telecommunications Carriers	5171	Wired Telecommunications Carriers
	Wired Telecommunications Carriers	51711	Wired Telecommunications Carriers
	Wired Telecommunications Carriers	517110	Wired Telecommunications Carriers
5172	Wireless Telecommunications Carriers (except Satellite)	5172	Wireless Telecommunications Carriers (except Satellite)
	Wireless Telecommunications Carriers (except Satellite)	51721	Wireless Telecommunications Carriers (except Satellite)
	Wireless Telecommunications Carriers (except Satellite)	517210	Wireless Telecommunications Carriers (except Satellite)
5174	Satellite Telecommunications	5174	Satellite Telecommunications
	Satellite Telecommunications	51741	Satellite Telecommunications
	Satellite Telecommunications	517410	Satellite Telecommunications
5179	Other Telecommunications	5179	Other Telecommunications
	Other Telecommunications	51791	Other Telecommunications
	Other Telecommunications	517911	Telecommunications Resellers
	Other Telecommunications	517919	All Other Telecommunications
5182	Data Processing, Hosting, and Related Services	5182	Data Processing, Hosting, and Related Services
	Data Processing, Hosting, and Related Services	51821	Data Processing, Hosting, and Related Services
	Data Processing, Hosting, and Related Services	518210	Data Processing, Hosting, and Related Services
519	Other Information Services	5191	Other Information Services
51911	News Syndicates	51911	News Syndicates
	News Syndicates	519110	News Syndicates
51912	Libraries and Archives	51912	Libraries and Archives
	Libraries and Archives	519120	Libraries and Archives
51913	Internet Publishing and Broadcasting and Web Search Portals	51913	Internet Publishing and Broadcasting and Web Search Portals
	Internet Publishing and Broadcasting and Web Search Portals	519130	Internet Publishing and Broadcasting and Web Search Portals
51919	All Other Information Services	51919	All Other Information Services
	All Other Information Services	519190	All Other Information Services
5311	Lessors of Real Estate	5311	Lessors of Real Estate
	Lessors of Real Estate	53111	Lessors of Residential Buildings and Dwellings
	Lessors of Real Estate	531110	Lessors of Residential Buildings and Dwellings

<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
	Lessors of Real Estate	53112	Lessors of Nonresidential Buildings (except Miniwarehouses)
	Lessors of Real Estate	531120	Lessors of Nonresidential Buildings (except Miniwarehouses)
	Lessors of Real Estate	53113	Lessors of Miniwarehouses and Self-Storage Units
	Lessors of Real Estate	531130	Lessors of Miniwarehouses and Self-Storage Units
	Lessors of Real Estate	53119	Lessors of Other Real Estate Property
	Lessors of Real Estate	531190	Lessors of Other Real Estate Property
5312	Offices of Real Estate Agents and Brokers	5312	Offices of Real Estate Agents and Brokers
	Offices of Real Estate Agents and Brokers	53121	Offices of Real Estate Agents and Brokers
	Offices of Real Estate Agents and Brokers	531210	Offices of Real Estate Agents and Brokers
5313	Activities Related to Real Estate	5313	Activities Related to Real Estate
	Activities Related to Real Estate	53131	Real Estate Property Managers
	Activities Related to Real Estate	531311	Residential Property Managers
	Activities Related to Real Estate	531312	Nonresidential Property Managers
	Activities Related to Real Estate	53132	Offices of Real Estate Appraisers
	Activities Related to Real Estate	531320	Offices of Real Estate Appraisers
	Activities Related to Real Estate	53139	Other Activities Related to Real Estate
	Activities Related to Real Estate	531390	Other Activities Related to Real Estate
5321	Automotive Equipment Rental and Leasing	5321	Automotive Equipment Rental and Leasing
	Automotive Equipment Rental and Leasing	53211	Passenger Car Rental and Leasing
	Automotive Equipment Rental and Leasing	532111	Passenger Car Rental
	Automotive Equipment Rental and Leasing	532112	Passenger Car Leasing
	Automotive Equipment Rental and Leasing	53212	Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing
	Automotive Equipment Rental and Leasing	532120	Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing
5322	Consumer Goods Rental	5322	Consumer Goods Rental
	Consumer Goods Rental	53221	Consumer Electronics and Appliances Rental
	Consumer Goods Rental	532210	Consumer Electronics and Appliances Rental
	Consumer Goods Rental	53222	Formal Wear and Costume Rental
	Consumer Goods Rental	532220	Formal Wear and Costume Rental
	Consumer Goods Rental	53223	Video Tape and Disc Rental
	Consumer Goods Rental	532230	Video Tape and Disc Rental
	Consumer Goods Rental	53229	Other Consumer Goods Rental
	Consumer Goods Rental	532291	Home Health Equipment Rental
	Consumer Goods Rental	532292	Recreational Goods Rental
	Consumer Goods Rental	532299	All Other Consumer Goods Rental
5323	General Rental Centers	5323	General Rental Centers
	General Rental Centers	53231	General Rental Centers
	General Rental Centers	532310	General Rental Centers
5324	Commercial and Industrial Machinery and Equipment Rental and Leasing	5324	Commercial and Industrial Machinery and Equipment Rental and Leasing
	Commercial and Industrial Machinery and Equipment Rental and Leasing	53241	Construction, Transportation, Mining, and Forestry Machinery and Equipment Rental and Leasing

<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
	Commercial and Industrial Machinery and Equipment Rental and Leasing	532411	Commercial Air, Rail, and Water Transportation Equipment Rental and Leasing
	Commercial and Industrial Machinery and Equipment Rental and Leasing	532412	Construction, Mining, and Forestry Machinery and Equipment Rental and Leasing
	Commercial and Industrial Machinery and Equipment Rental and Leasing	53242	Office Machinery and Equipment Rental and Leasing
	Commercial and Industrial Machinery and Equipment Rental and Leasing	532420	Office Machinery and Equipment Rental and Leasing
	Commercial and Industrial Machinery and Equipment Rental and Leasing	53249	Other Commercial and Industrial Machinery and Equipment Rental and Leasing
	Commercial and Industrial Machinery and Equipment Rental and Leasing	532490	Other Commercial and Industrial Machinery and Equipment Rental and Leasing
5411	Legal Services	5411	Legal Services
	Legal Services	54111	Offices of Lawyers
	Legal Services	541110	Offices of Lawyers
	Legal Services	54112	Offices of Notaries
	Legal Services	541120	Offices of Notaries
	Legal Services	54119	Other Legal Services
	Legal Services	541191	Title Abstract and Settlement Offices
	Legal Services	541199	All Other Legal Services
5412	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	5412	Accounting, Tax Preparation, Bookkeeping, and Payroll Services
	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	54121	Accounting, Tax Preparation, Bookkeeping, and Payroll Services
	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	541211	Offices of Certified Public Accountants
	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	541213	Tax Preparation Services
	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	541214	Payroll Services
	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	541219	Other Accounting Services
54192	Photographic Services	54192	Photographic Services
	Photographic Services	541921	Photography Studios, Portrait
	Photographic Services	541922	Commercial Photography
54193	Translation and Interpretation Services	54193	Translation and Interpretation Services
	Translation and Interpretation Services	541930	Translation and Interpretation Services
54194	Veterinary Services	54194	Veterinary Services
	Veterinary Services	541940	Veterinary Services
54199	All Other Professional, Scientific, and Technical Services	54199	All Other Professional, Scientific, and Technical Services
	All Other Professional, Scientific, and Technical Services	541990	All Other Professional, Scientific, and Technical Services
71111	Theater Companies and Dinner Theaters	71111	Theater Companies and Dinner Theaters
	Theater Companies and Dinner Theaters	711110	Theater Companies and Dinner Theaters
71112	Dance Companies	71112	Dance Companies
	Dance Companies	711120	Dance Companies

<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
71113	Musical Groups and Artists Musical Groups and Artists	71113 711130	Musical Groups and Artists Musical Groups and Artists
71119	Other Performing Arts Companies Other Performing Arts Companies	71119 711190	Other Performing Arts Companies Other Performing Arts Companies
7112	Spectator Sports Spectator Sports Spectator Sports Spectator Sports Spectator Sports	7112 71121 711211 711212 711219	Spectator Sports Spectator Sports Sports Teams and Clubs Racetracks Other Spectator Sports
7113	Promoters of Performing Arts, Sports, and Similar Events Promoters of Performing Arts, Sports, and Similar Events Promoters of Performing Arts, Sports, and Similar Events Promoters of Performing Arts, Sports, and Similar Events Promoters of Performing Arts, Sports, and Similar Events	7113 71131 711310 71132 711320	Promoters of Performing Arts, Sports, and Similar Events Promoters of Performing Arts, Sports, and Similar Events with Facilities Promoters of Performing Arts, Sports, and Similar Events with Facilities Promoters of Performing Arts, Sports, and Similar Events without Facilities Promoters of Performing Arts, Sports, and Similar Events without Facilities
7114	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	7114 71141 711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
7115	Independent Artists, Writers, and Performers Independent Artists, Writers, and Performers Independent Artists, Writers, and Performers	7115 71151 711510	Independent Artists, Writers, and Performers Independent Artists, Writers, and Performers Independent Artists, Writers, and Performers
7121	Museums, Historical Sites, and Similar Institutions Museums, Historical Sites, and Similar Institutions Museums, Historical Sites, and Similar Institutions Museums, Historical Sites, and Similar Institutions Museums, Historical Sites, and Similar Institutions Museums, Historical Sites, and Similar Institutions Museums, Historical Sites, and Similar Institutions Museums, Historical Sites, and Similar Institutions Museums, Historical Sites, and Similar Institutions Museums, Historical Sites, and Similar Institutions	7121 71211 712110 71212 712120 71213 712130 71219 712190	Museums, Historical Sites, and Similar Institutions Museums Museums Historical Sites Historical Sites Zoos and Botanical Gardens Zoos and Botanical Gardens Nature Parks and Other Similar Institutions Nature Parks and Other Similar Institutions
7131	Amusement Parks and Arcades	7131	Amusement Parks and Arcades
71311	Amusement and Theme Parks Amusement and Theme Parks	71311 713110	Amusement and Theme Parks Amusement and Theme Parks

<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
71312	Amusement Arcades Amusement Arcades	71312 713120	Amusement Arcades Amusement Arcades
7132	Gambling Industries Gambling Industries Gambling Industries Gambling Industries Gambling Industries	7132 71321 713210 71329 713290	Gambling Industries Casinos (except Casino Hotels) Casinos (except Casino Hotels) Other Gambling Industries Other Gambling Industries
7139	Other Amusement and Recreation Industries	7139	Other Amusement and Recreation Industries
71391	Golf Courses and Country Clubs Golf Courses and Country Clubs	71391 713910	Golf Courses and Country Clubs Golf Courses and Country Clubs
71392	Skiing Facilities Skiing Facilities	71392 713920	Skiing Facilities Skiing Facilities
71393	Marinas Marinas	71393 713930	Marinas Marinas
71394	Fitness and Recreational Sports Centers Fitness and Recreational Sports Centers	71394 713940	Fitness and Recreational Sports Centers Fitness and Recreational Sports Centers
71395	Bowling Centers Bowling Centers	71395 713950	Bowling Centers Bowling Centers
71399	All Other Amusement and Recreation Industries All Other Amusement and Recreation Industries	71399 713990	All Other Amusement and Recreation Industries All Other Amusement and Recreation Industries
72111	Hotels (except Casino Hotels) and Motels Hotels (except Casino Hotels) and Motels	72111 721110	Hotels (except Casino Hotels) and Motels Hotels (except Casino Hotels) and Motels
72112	Casino Hotels Casino Hotels	72112 721120	Casino Hotels Casino Hotels
72119	Other Traveler Accommodation Other Traveler Accommodation Other Traveler Accommodation	72119 721191 721199	Other Traveler Accommodation Bed-and-Breakfast Inns All Other Traveler Accommodation
7212	RV (Recreational Vehicle) Parks and Recreational Camps RV (Recreational Vehicle) Parks and Recreational Camps RV (Recreational Vehicle) Parks and Recreational Camps RV (Recreational Vehicle) Parks and Recreational Camps	7212 72121 721211 721214	RV (Recreational Vehicle) Parks and Recreational Camps RV (Recreational Vehicle) Parks and Recreational Camps RV (Recreational Vehicle) Parks and Campgrounds Recreational and Vacation Camps (except Campgrounds)
7213	Rooming and Boarding Houses Rooming and Boarding Houses Rooming and Boarding Houses	7213 72131 721310	Rooming and Boarding Houses Rooming and Boarding Houses Rooming and Boarding Houses
7221	Full-Service Restaurants Full-Service Restaurants Full-Service Restaurants	7221 72211 722110	Full-Service Restaurants Full-Service Restaurants Full-Service Restaurants
7222	Limited-Service Eating Places Limited-Service Eating Places Limited-Service Eating Places Limited-Service Eating Places Limited-Service Eating Places	7222 72221 722211 722212 722213	Limited-Service Eating Places Limited-Service Eating Places Limited-Service Restaurants Cafeterias, Grill Buffets, and Buffets Snack and Nonalcoholic Beverage Bars

<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
7223	Special Food Services Special Food Services Special Food Services Special Food Services Special Food Services Special Food Services Special Food Services	7223 72231 722310 72232 722320 72233 722330	Special Food Services Food Service Contractors Food Service Contractors Caterers Caterers Mobile Food Services Mobile Food Services
7224	Drinking Places (Alcoholic Beverages) Drinking Places (Alcoholic Beverages) Drinking Places (Alcoholic Beverages)	7224 72241 722410	Drinking Places (Alcoholic Beverages) Drinking Places (Alcoholic Beverages) Drinking Places (Alcoholic Beverages)
8111	Automotive Repair and Maintenance	8111	Automotive Repair and Maintenance
81111	Automotive Mechanical and Electrical Repair and Maintenance Automotive Mechanical and Electrical Repair and Maintenance Automotive Mechanical and Electrical Repair and Maintenance Automotive Mechanical and Electrical Repair and Maintenance Automotive Mechanical and Electrical Repair and Maintenance Automotive Mechanical and Electrical Repair and Maintenance	81111 811111 811112 811113 811118	Automotive Mechanical and Electrical Repair and Maintenance General Automotive Repair Automotive Exhaust System Repair Automotive Transmission Repair Other Automotive Mechanical and Electrical Repair and Maintenance
81112	Automotive Body, Paint, Interior, and Glass Repair Automotive Body, Paint, Interior, and Glass Repair Automotive Body, Paint, Interior, and Glass Repair	81112 811121 811122	Automotive Body, Paint, Interior, and Glass Repair Automotive Body, Paint, and Interior Repair and Maintenance Automotive Glass Replacement Shops
81119	Other Automotive Repair and Maintenance Other Automotive Repair and Maintenance  Other Automotive Repair and Maintenance Other Automotive Repair and Maintenance	81119 811191  811192 811198	Other Automotive Repair and Maintenance Automotive Oil Change and Lubrication Shops Car Washes All Other Automotive Repair and Maintenance
8112	Electronic and Precision Equipment Repair and Maintenance Electronic and Precision Equipment Repair and Maintenance	8112 81121	Electronic and Precision Equipment Repair and Maintenance Electronic and Precision Equipment Repair and Maintenance
811211	Consumer Electronics Repair and Maintenance Consumer Electronics Repair and Maintenance Consumer Electronics Repair and Maintenance Consumer Electronics Repair and Maintenance	811211 811212 811213 811219	Consumer Electronics Repair and Maintenance Computer and Office Machine Repair and Maintenance Communication Equipment Repair and Maintenance Other Electronic and Precision Equipment Repair and Maintenance
8113	Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance Commercial and Industrial Machinery and	8113 81131 811310	Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance Commercial and Industrial Machinery and

<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
	Equipment (except Automotive and Electronic) Repair and Maintenance		Equipment (except Automotive and Electronic) Repair and Maintenance
8114	Personal and Household Goods Repair and Maintenance	8114	Personal and Household Goods Repair and Maintenance
	Personal and Household Goods Repair and Maintenance	81141	Home and Garden Equipment and Appliance Repair and Maintenance
	Personal and Household Goods Repair and Maintenance	811411	Home and Garden Equipment Repair and Maintenance
	Personal and Household Goods Repair and Maintenance	811412	Appliance Repair and Maintenance
	Personal and Household Goods Repair and Maintenance	81142	Reupholstery and Furniture Repair
	Personal and Household Goods Repair and Maintenance	811420	Reupholstery and Furniture Repair
	Personal and Household Goods Repair and Maintenance	81143	Footwear and Leather Goods Repair
	Personal and Household Goods Repair and Maintenance	811430	Footwear and Leather Goods Repair
	Personal and Household Goods Repair and Maintenance	81149	Other Personal and Household Goods Repair and Maintenance
	Personal and Household Goods Repair and Maintenance	811490	Other Personal and Household Goods Repair and Maintenance
8121	Personal Care Services	8121	Personal Care Services
	Personal Care Services	81211	Hair, Nail, and Skin Care Services
812111	Barber Shops	812111	Barber Shops
812112	Beauty Salons	812112	Beauty Salons
812113	Nail Salons	812113	Nail Salons
81219	Other Personal Care Services	81219	Other Personal Care Services
	Other Personal Care Services	812191	Diet and Weight Reducing Centers
	Other Personal Care Services	812199	Other Personal Care Services
8122	Death Care Services	8122	Death Care Services
	Death Care Services	81221	Funeral Homes and Funeral Services
	Death Care Services	812210	Funeral Homes and Funeral Services
	Death Care Services	81222	Cemeteries and Crematories
	Death Care Services	812220	Cemeteries and Crematories
8123	Drycleaning and Laundry Services	8123	Drycleaning and Laundry Services
81231	Coin-Operated Laundries and Drycleaners	81231	Coin-Operated Laundries and Drycleaners
	Coin-Operated Laundries and Drycleaners	812310	Coin-Operated Laundries and Drycleaners
81232	Drycleaning and Laundry Services (except Coin-Operated)	81232	Drycleaning and Laundry Services (except Coin-Operated)
	Drycleaning and Laundry Services (except Coin-Operated)	812320	Drycleaning and Laundry Services (except Coin-Operated)
81233	Linen and Uniform Supply	81233	Linen and Uniform Supply
	Linen and Uniform Supply	812331	Linen Supply
	Linen and Uniform Supply	812332	Industrial Launderers
8129	Other Personal Services	8129	Other Personal Services
81291	Pet Care (except Veterinary) Services	81291	Pet Care (except Veterinary) Services
	Pet Care (except Veterinary) Services	812910	Pet Care (except Veterinary) Services
81292	Photofinishing	81292	Photofinishing
	Photofinishing	812921	Photofinishing Laboratories (except One-Hour)



<b>Summary Code</b>	<b>Summary Description</b>	<b>NAICS Code</b>	<b>Detailed Description</b>
	Photofinishing	812922	One-Hour Photofinishing
81293	Parking Lots and Garages	81293	Parking Lots and Garages
	Parking Lots and Garages	812930	Parking Lots and Garages
81299	All Other Personal Services	81299	All Other Personal Services
	All Other Personal Services	812990	All Other Personal Services
99999	Total	999999	Total

**Table 2  
Population and Per Capita Income Durant and Oklahoma  
Fiscal Years 2014– 2016**

<b>Year</b>	<b>Population</b>	<b>Per Capita Income*</b>
<b>Oklahoma</b>		
2014	3,879,610	\$45,117
2015	3,911,338	\$45,573
2016	3,911,338	\$47,797
<b>Durant</b>		
2014	17,011	\$30,321
2015	17,286	\$31,039
2016	17,286	\$32,061

\* Population estimates from US Census Bureau and Per Capita Income from Bureau of Economic Analysis are only available through 2015; 2015 population numbers will be used in calculating gap 2016 values of trade area capture, sales gap coefficients and sales coefficients, while the compounded growth rate between 2010-2015 was used to estimate the 2016 per capita income values.