City of Norman Retail Market Analysis

Retail Market Analysis

In July 2014, the City of Norman completed a city-wide Retail Market Analysis. Conducted by The Retail Coach, LLC, the study included a retail gap analysis, psychographic data and demographic data for three customized trade areas for the Norman retail/restaurant market. The study also included analysis of eight (8) different sub-market study areas, along with demographic data, psychographic data, recommendations and other items related to Norman's retail market.

The information and recommendations from this analysis will be utilized to assist in the City and business community's efforts to establish, redevelop and expand existing Norman retail and restaurant business, along with providing detailed information for new retail/restaurant business looking to locate in Norman.

The results and information provided in this analysis (linked below) are made publicly available to prospective retail/restaurant outlets, developers, property owners, business organizations and others to assist in potential entrepreneurial, expansion and recruitment efforts that they may be pursuing.

Retail Market Analysis Report and Downloads

- **Full Report**
- **Executive Summary**
- **Community Demographic Profile**

Primary Retail Trade Area Data

- Gap Analysis
- Demographic Profile
- Psychographic Profile

Secondary Retail Trade Area Data

- Gap Analysis
- Demographic Profile
- Psychographic Profile

Tertiary Retail Trade Area Data

- Gap Analysis
- Demographic Profile
- Psychographic Profile

City of Norman Resident Retail/Restaurant Survey

In April 2014, the City conducted an online retail and restaurant survey designed to gather feedback from residents about retail shopping and restaurant opportunities that they would like to see locate and/or expand in Norman. The survey was designed to provide additional insight into specific citizen dining and shopping preferences and patterns. Over a three-month survey period, 544 individual resident surveys were submitted online. In addition to seeking input on retail and resaurant opportunities, survey respondents also contributed demographic and shopping preference information. The information collected from the survey is now used in conjunction with the data from the Retail Market Analysis to help develop future City retail recruitment strategies.

- Survey Results - Executive Summary