



COMMUNITY DEMOGRAPHIC PROFILE

Norman, Oklahoma



Prepared for
City of Norman
May 2014

 TheRetailCoach®

Community Demographics

Norman, Oklahoma

DESCRIPTION	DATA	%
Population		
2019 Projection	123,791	
2014 Estimate	117,256	
2010 Census	110,925	
2000 Census	96,771	
Growth 2014-2019	5.57%	
Growth 2010-2014	5.71%	
Growth 2000-2010	14.63%	
2014 Est. Pop by Single Race Class	117,256	
White Alone	91,282	77.85
Black or African American Alone	5,567	4.75
Amer. Indian and Alaska Native Alone	5,815	4.96
Asian Alone	4,843	4.13
Native Hawaiian and Other Pac. Isl. Alone	106	0.09
Some Other Race Alone	2,394	2.04
Two or More Races	7,249	6.18
2014 Est. Pop Hisp or Latino by Origin	117,256	
Not Hispanic or Latino	108,877	92.85
Hispanic or Latino:	8,379	7.15
Mexican	5,487	65.49
Puerto Rican	480	5.73
Cuban	144	1.72
All Other Hispanic or Latino	2,268	27.07

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	8,379	
White Alone	4,775	56.99
Black or African American Alone	139	1.66
American Indian and Alaska Native Alone	284	3.39
Asian Alone	38	0.45
Native Hawaiian and Other Pacific Islander Alone	20	0.24
Some Other Race Alone	2,241	26.75
Two or More Races	882	10.53
2014 Est. Pop. Asian Alone Race by Cat	4,843	
Chinese, except Taiwanese	1,107	22.86
Filipino	474	9.79
Japanese	325	6.71
Asian Indian	977	20.17
Korean	467	9.64
Vietnamese	860	17.76
Cambodian	0	0.00
Hmong	24	0.50
Laotian	67	1.38
Thai	84	1.73
All Other Asian Races Including 2+ Category	458	9.46
2014 Est. Population by Ancestry	117,256	
Pop, Arab	561	0.48
Pop, Czech	389	0.33
Pop, Danish	241	0.21
Pop, Dutch	689	0.59
Pop, English	9,647	8.23
Pop, French (except Basque)	1,786	1.52
Pop, French Canadian	200	0.17
Pop, German	13,076	11.15
Pop, Greek	311	0.27

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DESCRIPTION	DATA	%
Pop, Hungarian	122	0.10
Pop, Irish	10,001	8.53
Pop, Italian	2,004	1.71
Pop, Lithuanian	38	0.03
Pop, United States or American	10,626	9.06
Pop, Norwegian	418	0.36
Pop, Polish	1,209	1.03
Pop, Portuguese	147	0.13
Pop, Russian	269	0.23
Pop, Scottish	2,154	1.84
Pop, Scotch-Irish	1,294	1.10
Pop, Slovak	33	0.03
Pop, Sub-Saharan African	1,178	1.00
Pop, Swedish	608	0.52
Pop, Swiss	137	0.12
Pop, Ukrainian	208	0.18
Pop, Welsh	441	0.38
Pop, West Indian (exc Hisp groups)	105	0.09
Pop, Other ancestries	40,364	34.42
Pop, Ancestry Unclassified	19,000	16.20
2014 Est. Pop Age 5+ by Language Spoken At Home	110,806	
Speak Only English at Home	99,490	89.79
Speak Asian/Pac. Isl. Lang. at Home	2,526	2.28
Speak Indo-European Language at Home	3,132	2.83
Speak Spanish at Home	4,546	4.10
Speak Other Language at Home	1,112	1.00
2014 Est. Population by Sex	117,256	
Male	58,322	49.74
Female	58,934	50.26

DESCRIPTION	DATA	%
2014 Est. Population by Age	117,256	
Age 0 - 4	6,450	5.50
Age 5 - 9	6,591	5.62
Age 10 - 14	6,329	5.40
Age 15 - 17	4,026	3.43
Age 18 - 20	9,519	8.12
Age 21 - 24	13,751	11.73
Age 25 - 34	19,092	16.28
Age 35 - 44	13,441	11.46
Age 45 - 54	12,836	10.95
Age 55 - 64	12,159	10.37
Age 65 - 74	7,559	6.45
Age 75 - 84	3,849	3.28
Age 85 and over	1,654	1.41
Age 16 and over	96,575	82.36
Age 18 and over	93,860	80.05
Age 21 and over	84,341	71.93
Age 65 and over	13,062	11.14
2014 Est. Median Age	31.3	
2014 Est. Average Age	35.50	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	58,322	
Age 0 - 4	3,306	5.67
Age 5 - 9	3,425	5.87
Age 10 - 14	3,271	5.61
Age 15 - 17	2,006	3.44
Age 18 - 20	4,721	8.09
Age 21 - 24	7,045	12.08
Age 25 - 34	10,086	17.29
Age 35 - 44	6,793	11.65
Age 45 - 54	6,243	10.70
Age 55 - 64	5,719	9.81
Age 65 - 74	3,468	5.95
Age 75 - 84	1,648	2.83
Age 85 and over	591	1.01
2014 Est. Median Age, Male	30.3	
2014 Est. Average Age, Male	34.50	
2014 Est. Female Population by Age	58,934	
Age 0 - 4	3,144	5.33
Age 5 - 9	3,166	5.37
Age 10 - 14	3,058	5.19
Age 15 - 17	2,020	3.43
Age 18 - 20	4,798	8.14
Age 21 - 24	6,706	11.38
Age 25 - 34	9,006	15.28
Age 35 - 44	6,648	11.28
Age 45 - 54	6,593	11.19
Age 55 - 64	6,440	10.93
Age 65 - 74	4,091	6.94
Age 75 - 84	2,201	3.73
Age 85 and over	1,063	1.80

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	32.3	
2014 Est. Average Age, Female	36.60	
2014 Est. Pop Age 15+ by Marital Status	97,886	
Total, Never Married	39,348	40.20
Males, Never Married	21,200	21.66
Females, Never Married	18,148	18.54
Married, Spouse present	38,230	39.06
Married, Spouse absent	4,068	4.16
Widowed	4,810	4.91
Males Widowed	1,245	1.27
Females Widowed	3,565	3.64
Divorced	11,430	11.68
Males Divorced	4,814	4.92
Females Divorced	6,616	6.76
2014 Est. Pop. Age 25+ by Edu. Attainment	70,590	
Less than 9th grade	1,193	1.69
Some High School, no diploma	3,280	4.65
High School Graduate (or GED)	15,276	21.64
Some College, no degree	16,409	23.25
Associate Degree	4,429	6.27
Bachelor's Degree	17,120	24.25
Master's Degree	8,439	11.95
Professional School Degree	1,539	2.18
Doctorate Degree	2,905	4.12
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	3,901	
CY Pop 25+, Hisp/Lat, < High School Diploma	933	23.92
CY Pop 25+, Hisp/Lat, High School Graduate	922	23.63
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	1,052	26.97
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	994	25.48

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DESCRIPTION	DATA	%
Households		
2019 Projection	50,822	
2014 Estimate	47,775	
2010 Census	44,663	
2000 Census	39,185	
Growth 2014-2019	6.38%	
Growth 2010-2014	6.97%	
Growth 2000-2010	13.98%	
2014 Est. Households by Household Type	47,775	
Family Households	26,667	55.82
Nonfamily Households	21,108	44.18
2014 Est. Group Quarters Population	6,694	
2014 HHs by Ethnicity, Hispanic/Latino	2,455	5.14
2014 Est. HHs by HH Income	47,775	
CY HHs, Inc < \$15,000	8,036	16.82
CY HHs, Inc \$15,000 - \$24,999	4,968	10.40
CY HHs, Inc \$25,000 - \$34,999	5,525	11.56
CY HHs, Inc \$35,000 - \$49,999	7,268	15.21
CY HHs, Inc \$50,000 - \$74,999	7,754	16.23
CY HHs, Inc \$75,000 - \$99,999	5,416	11.34
CY HHs, Inc \$100,000 - \$124,999	3,427	7.17
CY HHs, Inc \$125,000 - \$149,999	1,810	3.79
CY HHs, Inc \$150,000 - \$199,999	1,955	4.09
CY HHs, Inc \$200,000 - \$249,999	669	1.40
CY HHs, Inc \$250,000 - \$499,999	751	1.57
CY HHs, Inc \$500,000+	196	0.41

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$64,027	
2014 Est. Median Household Income	\$46,059	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	47,117	
Black or African American Alone	31,197	
American Indian and Alaska Native Alone	40,976	
Asian Alone	42,231	
Native Hawaiian and Other Pacific Islander Alone	20,833	
Some Other Race Alone	48,953	
Two or More Races	44,485	
Hispanic or Latino	36,406	
Not Hispanic or Latino	46,434	
2014 Est. Family HH Type, Presence Own Children	26,667	
Married-Couple Family, own children	8,221	30.83
Married-Couple Family, no own children	11,627	43.60
Male Householder, own children	958	3.59
Male Householder, no own children	1,026	3.85
Female Householder, own children	2,811	10.54
Female Householder, no own children	2,024	7.59
2014 Est. Households by Household Size	47,775	
1-person household	15,041	31.48
2-person household	16,303	34.12
3-person household	7,707	16.13
4-person household	5,526	11.57
5-person household	2,092	4.38
6-person household	759	1.59
7 or more person household	347	0.73

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DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.31	
2014 Est. Households by Presence of People	47,775	
Households with 1 or more People under Age 18:	13,020	27.25
Married-Couple Family	8,630	66.28
Other Family, Male Householder	1,076	8.26
Other Family, Female Householder	3,178	24.41
Nonfamily, Male Householder	97	0.75
Nonfamily, Female Householder	39	0.30
Households no People under Age 18:	34,755	72.75
Married-Couple Family	11,219	32.28
Other Family, Male Householder	912	2.62
Other Family, Female Householder	1,656	4.76
Nonfamily, Male Householder	10,328	29.72
Nonfamily, Female Householder	10,640	30.61
2014 Est. Households by Number of Vehicles	47,775	
No Vehicles	2,717	5.69
1 Vehicle	18,181	38.06
2 Vehicles	18,174	38.04
3 Vehicles	6,297	13.18
4 Vehicles	1,917	4.01
5 or more Vehicles	489	1.02
2014 Est. Average Number of Vehicles	1.76	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	28,388	
2014 Estimate	26,667	
2010 Census	24,917	
2000 Census	22,876	
Growth 2014-2019	6.45%	
Growth 2010-2014	7.02%	
Growth 2000-2010	8.92%	
2014 Est. Families by Poverty Status	26,667	
2014 Families at or Above Poverty	23,671	88.77
2014 Families at or Above Poverty with Children	11,164	41.86
2014 Families Below Poverty	2,996	11.23
2014 Families Below Poverty with Children	2,187	8.20
2014 Est. Pop Age 16+ by Employment Status	96,575	
In Armed Forces	362	0.37
Civilian - Employed	58,794	60.88
Civilian - Unemployed	3,838	3.97
Not in Labor Force	33,581	34.77
2014 Est. Civ Employed Pop 16+ Class of Worker	60,607	
For-Profit Private Workers	35,998	59.40
Non-Profit Private Workers	3,484	5.75
Local Government Workers	3,732	6.16
State Government Workers	8,641	14.26
Federal Government Workers	2,379	3.93
Self-Emp Workers	6,209	10.24
Unpaid Family Workers	164	0.27

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	60,607	
Architect/Engineer	1,228	2.03
Arts/Entertain/Sports	1,233	2.03
Building Grounds Maint	2,080	3.43
Business/Financial Ops	2,627	4.33
Community/Soc Svcs	1,292	2.13
Computer/Mathematical	1,475	2.43
Construction/Extraction	2,572	4.24
Edu/Training/Library	6,537	10.79
Farm/Fish/Forestry	54	0.09
Food Prep/Serving	5,055	8.34
Health Practitioner/Tec	3,541	5.84
Healthcare Support	1,309	2.16
Maintenance Repair	1,696	2.80
Legal	971	1.60
Life/Phys/Soc Science	1,089	1.80
Management	5,096	8.41
Office/Admin Support	8,784	14.49
Production	1,971	3.25
Protective Svcs	1,195	1.97
Sales/Related	6,948	11.46
Personal Care/Svc	2,054	3.39
Transportation/Moving	1,800	2.97
2014 Est. Pop 16+ by Occupation Classification	60,607	
Blue Collar	8,039	13.26
White Collar	40,821	67.35
Service and Farm	11,747	19.38

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	59,842	
Drove Alone	48,771	81.50
Car Pooled	5,019	8.39
Public Transportation	392	0.66
Walked	2,516	4.20
Bicycle	823	1.38
Other Means	638	1.07
Worked at Home	1,683	2.81
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	23,582	
15 - 29 Minutes	18,402	
30 - 44 Minutes	10,648	
45 - 59 Minutes	3,285	
60 or more Minutes	2,090	
2014 Est. Avg Travel Time to Work in Minutes	22.86	
2014 Est. Tenure of Occupied Housing Units	47,775	
Owner Occupied	26,016	54.46
Renter Occupied	21,759	45.54
2014 Owner Occ. HUs: Avg. Length of Residence	14.5	
2014 Renter Occ. HUs: Avg. Length of Residence	5.6	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	26,016	
Value Less than \$20,000	531	2.04
Value \$20,000 - \$39,999	441	1.70
Value \$40,000 - \$59,999	605	2.33
Value \$60,000 - \$79,999	990	3.81
Value \$80,000 - \$99,999	2,190	8.42
Value \$100,000 - \$149,999	7,448	28.63
Value \$150,000 - \$199,999	5,845	22.47
Value \$200,000 - \$299,999	4,783	18.38
Value \$300,000 - \$399,999	1,672	6.43
Value \$400,000 - \$499,999	727	2.79
Value \$500,000 - \$749,999	553	2.13
Value \$750,000 - \$999,999	103	0.40
Value \$1,000,000 or more	128	0.49
2014 Est. Median All Owner-Occupied Housing Value	\$156,869	
2014 Est. Housing Units by Units in Structure	51,096	
1 Unit Attached	1,990	3.89
1 Unit Detached	32,279	63.17
2 Units	1,408	2.76
3 or 4 Units	2,896	5.67
5 to 19 Units	8,293	16.23
20 to 49 Units	897	1.76
50 or More Units	1,263	2.47
Mobile Home or Trailer	2,038	3.99
Boat, RV, Van, etc.	32	0.06

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	51,096	
Housing Unit Built 2005 or later	5,113	10.01
Housing Unit Built 2000 to 2004	4,963	9.71
Housing Unit Built 1990 to 1999	7,310	14.31
Housing Unit Built 1980 to 1989	9,261	18.12
Housing Unit Built 1970 to 1979	10,808	21.15
Housing Unit Built 1960 to 1969	6,417	12.56
Housing Unit Built 1950 to 1959	3,476	6.80
Housing Unit Built 1940 to 1949	1,979	3.87
Housing Unit Built 1939 or Earlier	1,769	3.46
2014 Est. Median Year Structure Built **	1981	



About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

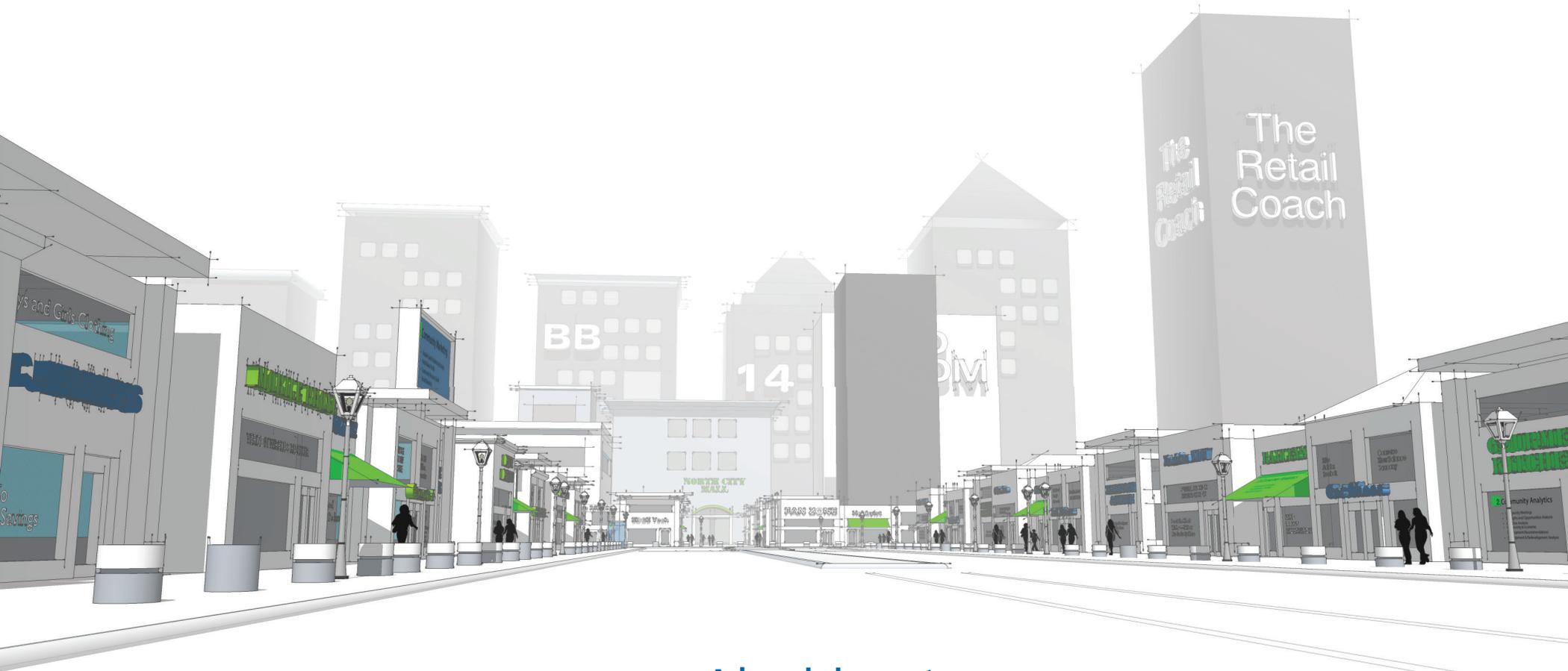
Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach - It’s not about data. It’s about your success.

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Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.