



PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Norman, Oklahoma

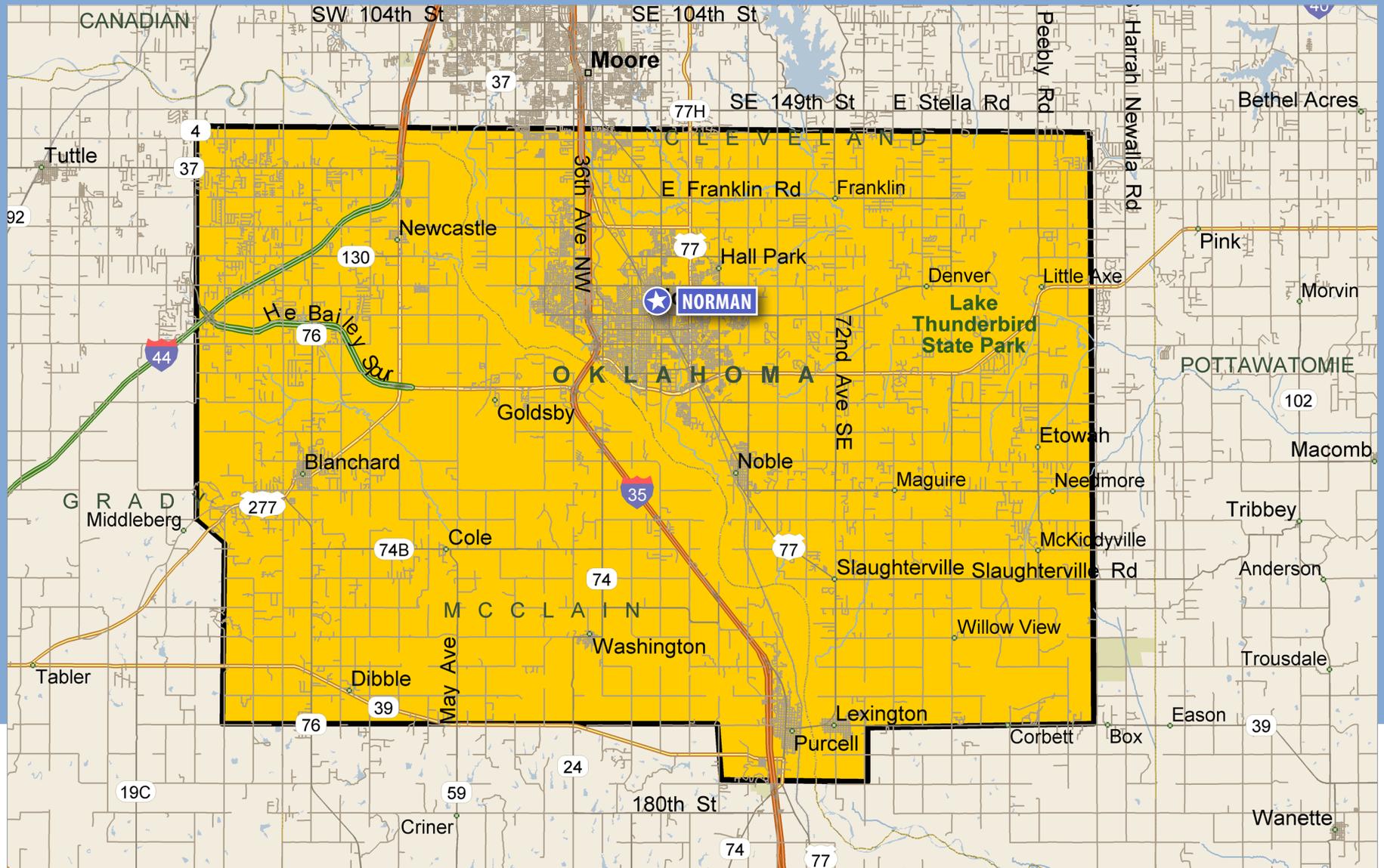


Prepared for
City of Norman
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 **TheRetailCoach®**

Primary Retail Trade Area

Norman, Oklahoma



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Primary Retail Trade Area | Demographics

Norman, Oklahoma

DESCRIPTION	DATA	%
Population		
2019 Projection	198,648	
2014 Estimate	187,325	
2010 Census	176,830	
2000 Census	145,552	
Growth 2014-2019	6.04%	
Growth 2010-2014	5.93%	
Growth 2000-2010	21.49%	
2014 Est. Pop by Single Race Class	187,325	
White Alone	149,198	79.65
Black or African American Alone	7,508	4.01
Amer. Indian and Alaska Native Alone	9,889	5.28
Asian Alone	5,552	2.96
Native Hawaiian and Other Pac. Isl. Alone	153	0.08
Some Other Race Alone	4,078	2.18
Two or More Races	10,948	5.84
2014 Est. Pop Hisp or Latino by Origin	187,325	
Not Hispanic or Latino	174,324	93.06
Hispanic or Latino:	13,001	6.94
Mexican	9,384	72.18
Puerto Rican	623	4.79
Cuban	182	1.40
All Other Hispanic or Latino	2,812	21.63

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	13,001	
White Alone	7,130	54.84
Black or African American Alone	179	1.38
American Indian and Alaska Native Alone	453	3.48
Asian Alone	49	0.38
Native Hawaiian and Other Pacific Islander Alone	23	0.18
Some Other Race Alone	3,902	30.01
Two or More Races	1,264	9.72
2014 Est. Pop. Asian Alone Race by Cat	5,552	
Chinese, except Taiwanese	1,148	20.68
Filipino	680	12.25
Japanese	440	7.93
Asian Indian	1,088	19.60
Korean	531	9.56
Vietnamese	1,008	18.16
Cambodian	0	0.00
Hmong	27	0.49
Laotian	71	1.28
Thai	86	1.55
All Other Asian Races Including 2+ Category	475	8.56
2014 Est. Population by Ancestry	187,325	
Pop, Arab	724	0.39
Pop, Czech	523	0.28
Pop, Danish	360	0.19
Pop, Dutch	1,334	0.71
Pop, English	13,760	7.35
Pop, French (except Basque)	2,639	1.41
Pop, French Canadian	297	0.16
Pop, German	21,456	11.45
Pop, Greek	359	0.19

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DESCRIPTION	DATA	%
Pop, Hungarian	183	0.10
Pop, Irish	17,204	9.18
Pop, Italian	2,768	1.48
Pop, Lithuanian	42	0.02
Pop, United States or American	18,373	9.81
Pop, Norwegian	560	0.30
Pop, Polish	1,634	0.87
Pop, Portuguese	174	0.09
Pop, Russian	299	0.16
Pop, Scottish	3,050	1.63
Pop, Scotch-Irish	1,829	0.98
Pop, Slovak	34	0.02
Pop, Sub-Saharan African	1,209	0.65
Pop, Swedish	896	0.48
Pop, Swiss	157	0.08
Pop, Ukrainian	237	0.13
Pop, Welsh	511	0.27
Pop, West Indian (exc Hisp groups)	385	0.21
Pop, Other ancestries	62,473	33.35
Pop, Ancestry Unclassified	33,858	18.07
2014 Est. Pop Age 5+ by Language Spoken At Home	176,233	
Speak Only English at Home	161,004	91.36
Speak Asian/Pac. Isl. Lang. at Home	2,829	1.61
Speak Indo-European Language at Home	3,766	2.14
Speak Spanish at Home	7,340	4.16
Speak Other Language at Home	1,294	0.73
2014 Est. Population by Sex	187,325	
Male	94,545	50.47
Female	92,780	49.53

DESCRIPTION	DATA	%
2014 Est. Population by Age	187,325	
Age 0 - 4	11,092	5.92
Age 5 - 9	11,371	6.07
Age 10 - 14	11,320	6.04
Age 15 - 17	7,056	3.77
Age 18 - 20	12,246	6.54
Age 21 - 24	17,241	9.20
Age 25 - 34	28,035	14.97
Age 35 - 44	22,953	12.25
Age 45 - 54	22,995	12.28
Age 55 - 64	20,925	11.17
Age 65 - 74	13,275	7.09
Age 75 - 84	6,432	3.43
Age 85 and over	2,384	1.27
Age 16 and over	151,236	80.73
Age 18 and over	146,485	78.20
Age 21 and over	134,239	71.66
Age 65 and over	22,090	11.79
2014 Est. Median Age	33.3	
2014 Est. Average Age	36.40	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	94,545	
Age 0 - 4	5,674	6.00
Age 5 - 9	5,857	6.19
Age 10 - 14	5,860	6.20
Age 15 - 17	3,620	3.83
Age 18 - 20	6,226	6.59
Age 21 - 24	9,013	9.53
Age 25 - 34	14,885	15.74
Age 35 - 44	11,779	12.46
Age 45 - 54	11,571	12.24
Age 55 - 64	10,143	10.73
Age 65 - 74	6,242	6.60
Age 75 - 84	2,824	2.99
Age 85 and over	851	0.90
2014 Est. Median Age, Male	32.4	
2014 Est. Average Age, Male	35.50	
2014 Est. Female Population by Age	92,780	
Age 0 - 4	5,418	5.84
Age 5 - 9	5,515	5.94
Age 10 - 14	5,460	5.88
Age 15 - 17	3,436	3.70
Age 18 - 20	6,021	6.49
Age 21 - 24	8,228	8.87
Age 25 - 34	13,149	14.17
Age 35 - 44	11,174	12.04
Age 45 - 54	11,424	12.31
Age 55 - 64	10,782	11.62
Age 65 - 74	7,032	7.58
Age 75 - 84	3,608	3.89
Age 85 and over	1,533	1.65

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	34.4	
2014 Est. Average Age, Female	37.30	
2014 Est. Pop Age 15+ by Marital Status	153,542	
Total, Never Married	50,816	33.10
Males, Never Married	28,211	18.37
Females, Never Married	22,605	14.72
Married, Spouse present	68,894	44.87
Married, Spouse absent	6,731	4.38
Widowed	7,710	5.02
Males Widowed	1,975	1.29
Females Widowed	5,735	3.74
Divorced	19,390	12.63
Males Divorced	8,985	5.85
Females Divorced	10,405	6.78
2014 Est. Pop. Age 25+ by Edu. Attainment	116,998	
Less than 9th grade	2,579	2.20
Some High School, no diploma	7,532	6.44
High School Graduate (or GED)	31,728	27.12
Some College, no degree	28,882	24.69
Associate Degree	7,556	6.46
Bachelor's Degree	23,461	20.05
Master's Degree	10,387	8.88
Professional School Degree	1,725	1.47
Doctorate Degree	3,147	2.69
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	6,120	
CY Pop 25+, Hisp/Lat, < High School Diploma	1,676	27.39
CY Pop 25+, Hisp/Lat, High School Graduate	1,570	25.65
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	1,600	26.14
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	1,274	20.82

Primary Retail Trade Area | Demographics

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DESCRIPTION	DATA	%
Households		
2019 Projection	77,296	
2014 Estimate	72,482	
2010 Census	67,840	
2000 Census	56,614	
Growth 2014-2019	6.64%	
Growth 2010-2014	6.84%	
Growth 2000-2010	19.83%	
2014 Est. Households by Household Type	72,482	
Family Households	45,684	63.03
Nonfamily Households	26,799	36.97
2014 Est. Group Quarters Population	9,987	
2014 HHs by Ethnicity, Hispanic/Latino	3,573	4.93
2014 Est. HHs by HH Income	72,482	
CY HHs, Inc < \$15,000	10,170	14.03
CY HHs, Inc \$15,000 - \$24,999	7,378	10.18
CY HHs, Inc \$25,000 - \$34,999	7,920	10.93
CY HHs, Inc \$35,000 - \$49,999	10,645	14.69
CY HHs, Inc \$50,000 - \$74,999	12,591	17.37
CY HHs, Inc \$75,000 - \$99,999	9,099	12.55
CY HHs, Inc \$100,000 - \$124,999	5,999	8.28
CY HHs, Inc \$125,000 - \$149,999	3,429	4.73
CY HHs, Inc \$150,000 - \$199,999	2,971	4.10
CY HHs, Inc \$200,000 - \$249,999	1,011	1.39
CY HHs, Inc \$250,000 - \$499,999	1,011	1.39
CY HHs, Inc \$500,000+	258	0.36

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$66,871	
2014 Est. Median Household Income	\$50,254	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	51,534	
Black or African American Alone	33,157	
American Indian and Alaska Native Alone	47,706	
Asian Alone	43,671	
Native Hawaiian and Other Pacific Islander Alone	23,135	
Some Other Race Alone	48,551	
Two or More Races	48,530	
Hispanic or Latino	40,749	
Not Hispanic or Latino	50,839	
2014 Est. Family HH Type, Presence Own Children	45,684	
Married-Couple Family, own children	14,785	32.36
Married-Couple Family, no own children	20,457	44.78
Male Householder, own children	1,642	3.59
Male Householder, no own children	1,521	3.33
Female Householder, own children	4,249	9.30
Female Householder, no own children	3,030	6.63
2014 Est. Households by Household Size	72,482	
1-person household	19,734	27.23
2-person household	25,187	34.75
3-person household	12,195	16.82
4-person household	9,434	13.02
5-person household	3,866	5.33
6-person household	1,384	1.91
7 or more person household	682	0.94

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DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.45	
2014 Est. Households by Presence of People	72,482	
Households with 1 or more People under Age 18:	22,644	31.24
Married-Couple Family	15,717	69.41
Other Family, Male Householder	1,849	8.17
Other Family, Female Householder	4,863	21.48
Nonfamily, Male Householder	165	0.73
Nonfamily, Female Householder	50	0.22
Households no People under Age 18:	49,838	68.76
Married-Couple Family	19,533	39.19
Other Family, Male Householder	1,323	2.65
Other Family, Female Householder	2,407	4.83
Nonfamily, Male Householder	13,033	26.15
Nonfamily, Female Householder	13,543	27.17
2014 Est. Households by Number of Vehicles	72,482	
No Vehicles	3,176	4.38
1 Vehicle	24,156	33.33
2 Vehicles	28,995	40.00
3 Vehicles	11,335	15.64
4 Vehicles	3,533	4.87
5 or more Vehicles	1,288	1.78
2014 Est. Average Number of Vehicles	1.90	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	48,790	
2014 Estimate	45,684	
2010 Census	42,739	
2000 Census	36,607	
Growth 2014-2019	6.80%	
Growth 2010-2014	6.89%	
Growth 2000-2010	16.75%	
2014 Est. Families by Poverty Status	45,684	
2014 Families at or Above Poverty	40,969	89.68
2014 Families at or Above Poverty with Children	19,464	42.61
2014 Families Below Poverty	4,715	10.32
2014 Families Below Poverty with Children	3,571	7.82
2014 Est. Pop Age 16+ by Employment Status	151,236	
In Armed Forces	486	0.32
Civilian - Employed	91,374	60.42
Civilian - Unemployed	5,877	3.89
Not in Labor Force	53,498	35.37
2014 Est. Civ Employed Pop 16+ Class of Worker	93,937	
For-Profit Private Workers	56,891	60.56
Non-Profit Private Workers	4,897	5.21
Local Government Workers	5,915	6.30
State Government Workers	11,573	12.32
Federal Government Workers	4,054	4.32
Self-Emp Workers	10,371	11.04
Unpaid Family Workers	235	0.25

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	93,937	
Architect/Engineer	1,731	1.84
Arts/Entertain/Sports	1,433	1.53
Building Grounds Maint	3,505	3.73
Business/Financial Ops	4,076	4.34
Community/Soc Svcs	1,780	1.89
Computer/Mathematical	2,186	2.33
Construction/Extraction	5,379	5.73
Edu/Training/Library	8,320	8.86
Farm/Fish/Forestry	348	0.37
Food Prep/Serving	6,572	7.00
Health Practitioner/Tec	5,342	5.69
Healthcare Support	2,217	2.36
Maintenance Repair	3,443	3.67
Legal	1,203	1.28
Life/Phys/Soc Science	1,218	1.30
Management	8,026	8.54
Office/Admin Support	13,325	14.19
Production	3,923	4.18
Protective Svcs	2,258	2.40
Sales/Related	10,638	11.32
Personal Care/Svc	2,921	3.11
Transportation/Moving	4,092	4.36
2014 Est. Pop 16+ by Occupation Classification	93,937	
Blue Collar	16,837	17.92
White Collar	59,278	63.10
Service and Farm	17,822	18.97

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	92,755	
Drove Alone	75,980	81.91
Car Pooled	8,836	9.53
Public Transportation	406	0.44
Walked	2,745	2.96
Bicycle	829	0.89
Other Means	1,079	1.16
Worked at Home	2,880	3.10
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	30,516	
15 - 29 Minutes	29,119	
30 - 44 Minutes	18,897	
45 - 59 Minutes	7,020	
60 or more Minutes	4,089	
2014 Est. Avg Travel Time to Work in Minutes	25.33	
2014 Est. Tenure of Occupied Housing Units	72,482	
Owner Occupied	45,932	63.37
Renter Occupied	26,550	36.63
2014 Owner Occ. HUs: Avg. Length of Residence	14.5	
2014 Renter Occ. HUs: Avg. Length of Residence	5.9	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	45,932	
Value Less than \$20,000	1,759	3.83
Value \$20,000 - \$39,999	1,401	3.05
Value \$40,000 - \$59,999	1,605	3.49
Value \$60,000 - \$79,999	2,195	4.78
Value \$80,000 - \$99,999	3,915	8.52
Value \$100,000 - \$149,999	11,845	25.79
Value \$150,000 - \$199,999	9,662	21.04
Value \$200,000 - \$299,999	8,448	18.39
Value \$300,000 - \$399,999	2,894	6.30
Value \$400,000 - \$499,999	1,066	2.32
Value \$500,000 - \$749,999	738	1.61
Value \$750,000 - \$999,999	180	0.39
Value \$1,000,000 or more	224	0.49
2014 Est. Median All Owner-Occupied Housing Value	\$151,274	
2014 Est. Housing Units by Units in Structure	77,500	
1 Unit Attached	2,294	2.96
1 Unit Detached	52,411	67.63
2 Units	1,634	2.11
3 or 4 Units	3,129	4.04
5 to 19 Units	8,887	11.47
20 to 49 Units	921	1.19
50 or More Units	1,293	1.67
Mobile Home or Trailer	6,884	8.88
Boat, RV, Van, etc.	48	0.06

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	77,500	
Housing Unit Built 2005 or later	8,796	11.35
Housing Unit Built 2000 to 2004	8,819	11.38
Housing Unit Built 1990 to 1999	11,772	15.19
Housing Unit Built 1980 to 1989	14,187	18.31
Housing Unit Built 1970 to 1979	15,490	19.99
Housing Unit Built 1960 to 1969	8,544	11.02
Housing Unit Built 1950 to 1959	4,513	5.82
Housing Unit Built 1940 to 1949	2,683	3.46
Housing Unit Built 1939 or Earlier	2,696	3.48
2014 Est. Median Year Structure Built **	1983	



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.