



PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Norman, Oklahoma

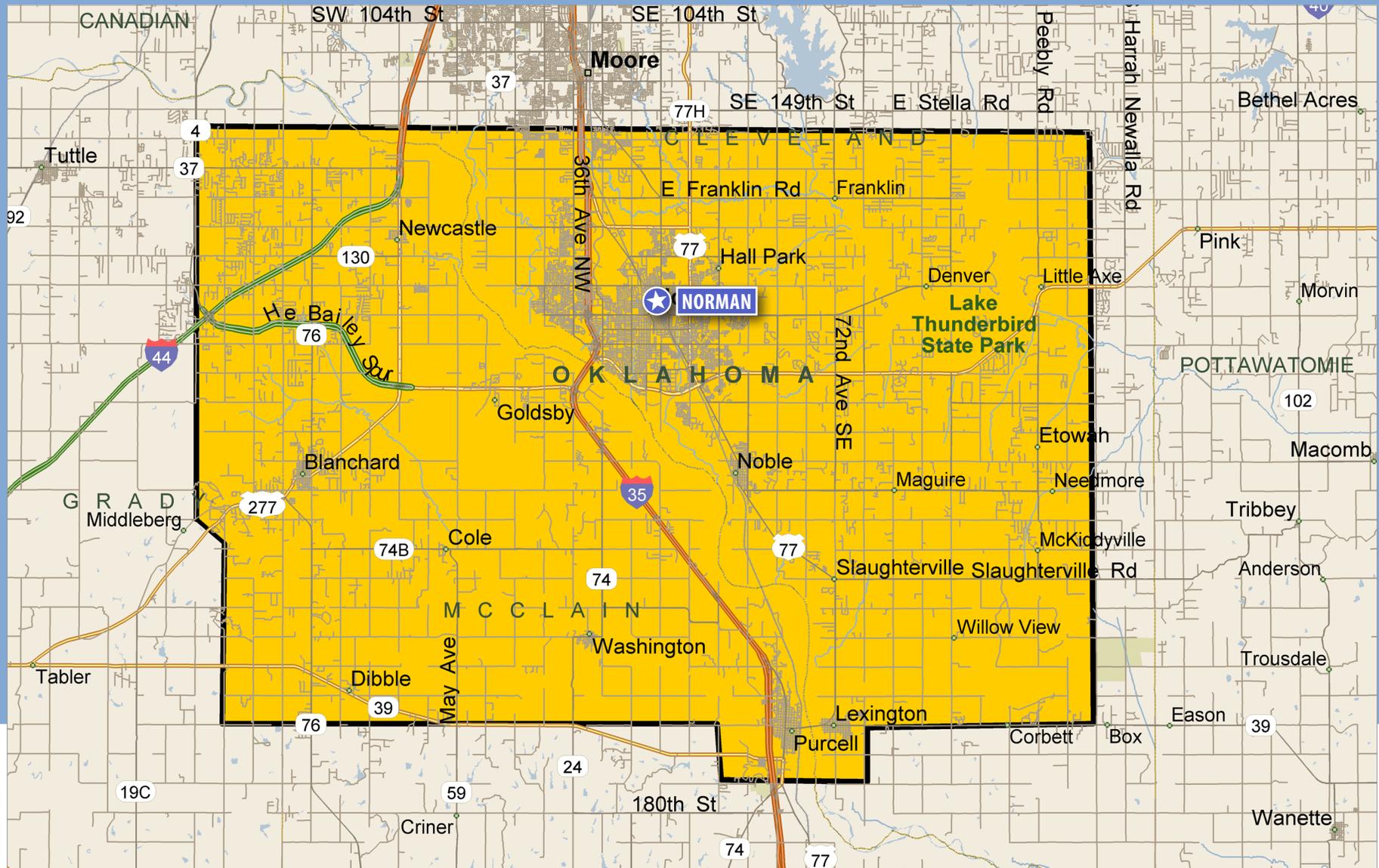


Prepared for
City of Norman
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 **TheRetailCoach®**

Primary Retail Trade Area

Norman, Oklahoma



Contact Information

Terry Floyd, Development Coordinator
City of Norman
201 West Gray Street
Norman, Oklahoma 73069

Phone 405.366.5446
Fax 405.364.2609
terry.floyd@normanok.gov
www.normanok.gov

Primary Retail Trade Area | Gap/Opportunity Analysis Summary

Norman, Oklahoma

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	Total Retail Sales Incl Eating and Drinking Places	3,308,429,217	1,787,189,579	(1,521,239,638)	-46%
441	Motor Vehicle and Parts Dealers	647,322,885	448,414,370	(198,908,515)	-31%
4411	Automotive Dealers	525,429,322	425,950,293	(99,479,029)	-19%
4412	Other Motor Vehicle Dealers	73,545,292	6,910,161	(66,635,131)	-91%
4413	Automotive Parts/Accsrs, Tire Stores	48,348,271	15,553,916	(32,794,355)	-68%
442	Furniture and Home Furnishings Stores	62,258,790	31,229,029	(31,029,761)	-50%
4421	Furniture Stores	32,981,065	14,340,937	(18,640,128)	-57%
4422	Home Furnishing Stores	29,277,725	16,888,092	(12,389,633)	-42%
443	Electronics and Appliance Stores	63,117,684	51,636,995	(11,480,689)	-18%
44311	Appliances, TVs, Electronics Stores	45,598,762	36,439,654	(9,159,108)	-20%
443111	Household Appliances Stores	8,113,158	1,312,633	(6,800,525)	-84%
443112	Radio, Television, Electronics Stores	37,485,604	35,127,021	(2,358,583)	-6%
44312	Computer and Software Stores	15,905,484	15,197,341	(708,143)	-4%
44313	Camera and Photographic Equipment Stores	1,613,439	0	(1,613,439)	-100%
444	Building Material, Garden Equip Stores	328,147,845	89,653,189	(238,494,656)	-73%
4441	Building Material and Supply Dealers	278,557,378	76,768,245	(201,789,133)	-72%
44411	Home Centers	113,163,328	37,285,872	(75,877,456)	-67%
44412	Paint and Wallpaper Stores	4,663,425	19,482,373	14,818,948	318%
44413	Hardware Stores	28,507,332	5,000,000	(23,507,332)	-82%
44419	Other Building Materials Dealers	132,223,293	15,000,000	(117,223,293)	-89%
4442	Lawn, Garden Equipment, Supplies Stores	49,590,468	12,884,944	(36,705,524)	-74%
44421	Outdoor Power Equipment Stores	16,672,607	698,310	(15,974,297)	-96%
44422	Nursery and Garden Centers	32,917,861	12,186,634	(20,731,227)	-63%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	405,574,734	160,678,586	(244,896,148)	-60%
4451	Grocery Stores	256,984,907	128,792,803	(128,192,104)	-50%
44511	Supermarkets, Grocery (Ex Conv) Stores	239,520,577	119,738,232	(119,782,345)	-50%
44512	Convenience Stores	17,464,330	9,054,571	(8,409,759)	-48%
4452	Specialty Food Stores	31,097,146	1,885,783	(29,211,363)	-94%
4453	Beer, Wine and Liquor Stores	117,492,681	30,000,000	(87,492,681)	-74%
446	Health and Personal Care Stores	173,398,917	103,022,399	(70,376,518)	-41%
44611	Pharmacies and Drug Stores	138,812,450	65,778,359	(73,034,091)	-53%
44612	Cosmetics, Beauty Supplies, Perfume Stores	12,267,562	12,529,428	261,866	2%
44613	Optical Goods Stores	6,711,668	10,461,768	3,750,100	56%
44619	Other Health and Personal Care Stores	15,607,237	14,252,844	(1,354,393)	-9%
447	Gasoline Stations	327,597,995	110,154,024	(217,443,971)	-66%
44711	Gasoline Stations With Conv Stores	239,153,346	60,732,380	(178,420,966)	-75%
44719	Other Gasoline Stations	88,444,649	49,421,644	(39,023,005)	-44%
448	Clothing and Clothing Accessories Stores	149,035,566	99,683,678	(49,351,888)	-33%
4481	Clothing Stores	81,146,470	73,502,263	(7,644,207)	-9%
44811	Men's Clothing Stores	4,242,620	1,029,262	(3,213,358)	-76%
44812	Women's Clothing Stores	19,683,633	11,046,382	(8,637,251)	-44%
44813	Childrens, Infants Clothing Stores	4,488,266	8,446,579	3,958,313	88%
44814	Family Clothing Stores	42,136,872	40,000,000	(2,136,872)	-5%
44815	Clothing Accessories Stores	3,567,647	2,897,454	(670,193)	-19%
44819	Other Clothing Stores	7,027,432	10,082,586	3,055,154	43%
4482	Shoe Stores	12,274,158	18,659,403	6,385,245	52%
4483	Jewelry, Luggage, Leather Goods Stores	55,614,938	7,522,012	(48,092,926)	-86%
44831	Jewelry Stores	49,486,974	6,660,613	(42,826,361)	-87%
44832	Luggage and Leather Goods Stores	6,127,964	861,399	(5,266,565)	-86%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	67,059,499	50,079,019	(16,980,480)	-25%
4511	Sportng Goods, Hobby, Musical Inst Stores	55,860,372	30,673,574	(25,186,798)	-45%
45111	Sporting Goods Stores	29,914,638	3,633,149	(26,281,489)	-88%
45112	Hobby, Toys and Games Stores	15,653,722	4,000,000	(11,653,722)	-74%
45113	Sew/Needlework/Piece Goods Stores	4,766,088	7,814,301	3,048,213	64%
45114	Musical Instrument and Supplies Stores	5,525,923	15,226,124	9,700,201	176%
4512	Book, Periodical and Music Stores	11,199,128	19,405,445	8,206,317	73%
45121	Book Stores and News Dealers	9,927,251	19,405,445	9,478,194	95%
451211	Book Stores	8,982,796	19,405,445	10,422,649	116%
451212	News Dealers and Newsstands	944,455	0	(944,455)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	1,271,877	0	(1,271,877)	-100%
452	General Merchandise Stores	379,313,497	429,644,927	50,331,430	13%
4521	Department Stores Excl Leased Depts	162,222,075	111,283,175	(50,938,900)	-31%
4529	Other General Merchandise Stores	217,091,423	318,361,752	101,270,329	47%
453	Miscellaneous Store Retailers	92,274,235	54,549,795	(37,724,440)	-41%
4531	Florists	3,230,380	1,257,796	(1,972,584)	-61%
4532	Office Supplies, Stationery, Gift Stores	42,989,338	31,809,580	(11,179,758)	-26%
45321	Office Supplies and Stationery Stores	20,790,964	11,809,580	(8,981,384)	-43%
45322	Gift, Novelty and Souvenir Stores	22,198,373	20,000,000	(2,198,373)	-10%
4533	Used Merchandise Stores	7,066,125	2,596,608	(4,469,517)	-63%
4539	Other Miscellaneous Store Retailers	38,988,392	18,885,811	(20,102,581)	-52%
454	Non-Store Retailers	272,887,730	22,877,306	(250,010,424)	-92%
722	Foodservice and Drinking Places	340,439,838	135,566,262	(204,873,576)	-60%
7221	Full-Service Restaurants	154,478,691	53,963,016	(100,515,675)	-65%
7222	Limited-Service Eating Places	135,110,741	63,691,610	(71,419,131)	-53%
7223	Special Foodservices	36,199,992	13,916,509	(22,283,483)	-62%
7224	Drinking Places -Alcoholic Beverages	14,650,413	3,995,127	(10,655,286)	-73%

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	

Primary Retail Trade Area | Demographics

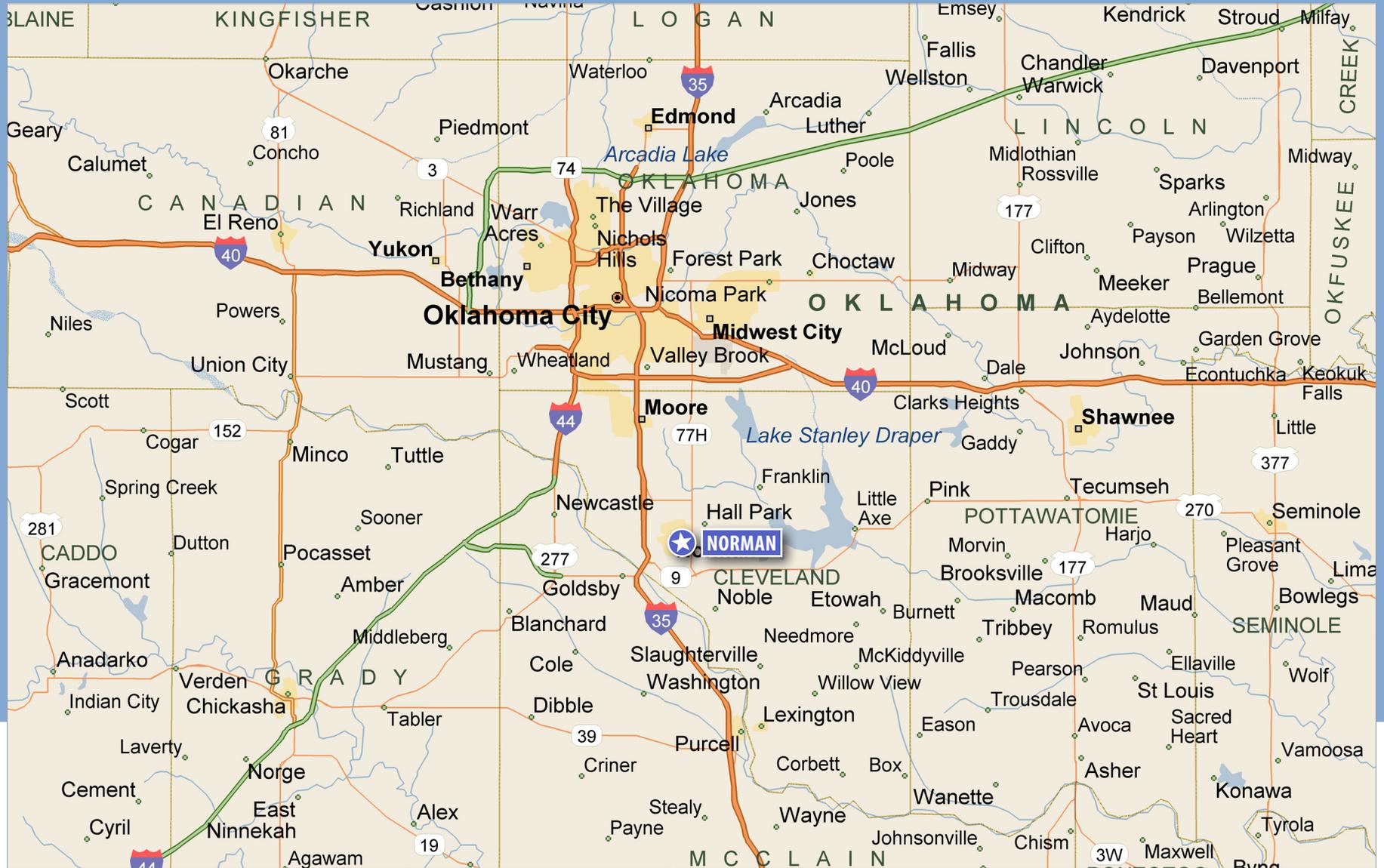
Norman, Oklahoma

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	

Location Map

Norman, Oklahoma



Contact Information

Terry Floyd, Development Coordinator
 City of Norman
 201 West Gray Street
 Norman, Oklahoma 73069

Phone 405.366.5446
 Fax 405.364.2609
terry.floyd@normanok.gov
www.normanok.gov

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

Community Demographics

Norman, Oklahoma

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	

Community Demographics

Norman, Oklahoma

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

Community Demographics

Norman, Oklahoma

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

Community Demographics

Norman, Oklahoma

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

Community Demographics

Norman, Oklahoma

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	

Community Demographics

Norman, Oklahoma

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.

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
tel 800.851.0962 | fax 662.844.2738 | e-mail info@theretailcoach.net | web www.theretailcoach.net



C. Kelly Cofer
President & CEO
The Retail Coach, LLC



Acknowledgements

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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.