



TERTIARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Norman, Oklahoma



Prepared for
City of Norman
May 2014

 TheRetailCoach®

Tertiary Retail Trade Area | Demographics

Norman, Oklahoma

DESCRIPTION	DATA	%
Population		
2019 Projection	591,858	
2014 Estimate	562,402	
2010 Census	537,330	
2000 Census	461,322	
Growth 2014-2019	5.24%	
Growth 2010-2014	4.67%	
Growth 2000-2010	16.48%	
2014 Est. Pop by Single Race Class	562,402	
White Alone	417,947	74.31
Black or African American Alone	31,532	5.61
Amer. Indian and Alaska Native Alone	34,855	6.20
Asian Alone	14,974	2.66
Native Hawaiian and Other Pac. Isl. Alone	528	0.09
Some Other Race Alone	27,826	4.95
Two or More Races	34,740	6.18
2014 Est. Pop Hisp or Latino by Origin	562,402	
Not Hispanic or Latino	499,245	88.77
Hispanic or Latino:	63,157	11.23
Mexican	51,700	81.86
Puerto Rican	1,959	3.10
Cuban	425	0.67
All Other Hispanic or Latino	9,071	14.36

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	63,157	
White Alone	26,946	42.67
Black or African American Alone	860	1.36
American Indian and Alaska Native Alone	2,282	3.61
Asian Alone	165	0.26
Native Hawaiian and Other Pacific Islander Alone	56	0.09
Some Other Race Alone	27,362	43.32
Two or More Races	5,486	8.69
2014 Est. Pop. Asian Alone Race by Cat	14,974	
Chinese, except Taiwanese	1,679	11.21
Filipino	1,461	9.76
Japanese	890	5.94
Asian Indian	1,562	10.43
Korean	1,278	8.53
Vietnamese	5,940	39.67
Cambodian	55	0.37
Hmong	109	0.73
Laotian	442	2.95
Thai	414	2.76
All Other Asian Races Including 2+ Category	1,142	7.63
2014 Est. Population by Ancestry	562,402	
Pop, Arab	1,184	0.21
Pop, Czech	1,330	0.24
Pop, Danish	732	0.13
Pop, Dutch	4,112	0.73
Pop, English	32,953	5.86
Pop, French (except Basque)	7,425	1.32
Pop, French Canadian	762	0.14
Pop, German	56,261	10.00
Pop, Greek	567	0.10

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DESCRIPTION	DATA	%
Pop, Hungarian	508	0.09
Pop, Irish	47,933	8.52
Pop, Italian	6,876	1.22
Pop, Lithuanian	81	0.01
Pop, United States or American	66,333	11.79
Pop, Norwegian	1,916	0.34
Pop, Polish	3,564	0.63
Pop, Portuguese	508	0.09
Pop, Russian	802	0.14
Pop, Scottish	6,809	1.21
Pop, Scotch-Irish	4,482	0.80
Pop, Slovak	98	0.02
Pop, Sub-Saharan African	2,442	0.43
Pop, Swedish	2,236	0.40
Pop, Swiss	594	0.11
Pop, Ukrainian	370	0.07
Pop, Welsh	1,252	0.22
Pop, West Indian (exc Hisp groups)	2,019	0.36
Pop, Other ancestries	211,258	37.56
Pop, Ancestry Unclassified	96,994	17.25
2014 Est. Pop Age 5+ by Language Spoken At Home	523,831	
Speak Only English at Home	466,667	89.09
Speak Asian/Pac. Isl. Lang. at Home	10,340	1.97
Speak Indo-European Language at Home	6,392	1.22
Speak Spanish at Home	37,150	7.09
Speak Other Language at Home	3,281	0.63
2014 Est. Population by Sex	562,402	
Male	279,420	49.68
Female	282,982	50.32

DESCRIPTION	DATA	%
2014 Est. Population by Age	562,402	
Age 0 - 4	38,571	6.86
Age 5 - 9	38,458	6.84
Age 10 - 14	37,745	6.71
Age 15 - 17	22,755	4.05
Age 18 - 20	27,482	4.89
Age 21 - 24	37,388	6.65
Age 25 - 34	80,172	14.26
Age 35 - 44	70,153	12.47
Age 45 - 54	71,397	12.70
Age 55 - 64	65,527	11.65
Age 65 - 74	42,787	7.61
Age 75 - 84	22,035	3.92
Age 85 and over	7,932	1.41
Age 16 and over	440,174	78.27
Age 18 and over	424,873	75.55
Age 21 and over	397,390	70.66
Age 65 and over	72,754	12.94
2014 Est. Median Age	34.8	
2014 Est. Average Age	36.90	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	279,420	
Age 0 - 4	19,740	7.06
Age 5 - 9	19,777	7.08
Age 10 - 14	19,489	6.97
Age 15 - 17	11,738	4.20
Age 18 - 20	14,157	5.07
Age 21 - 24	19,286	6.90
Age 25 - 34	40,790	14.60
Age 35 - 44	35,200	12.60
Age 45 - 54	35,441	12.68
Age 55 - 64	31,705	11.35
Age 65 - 74	19,908	7.12
Age 75 - 84	9,476	3.39
Age 85 and over	2,713	0.97
2014 Est. Median Age, Male	33.7	
2014 Est. Average Age, Male	35.90	
2014 Est. Female Population by Age	282,982	
Age 0 - 4	18,831	6.65
Age 5 - 9	18,681	6.60
Age 10 - 14	18,256	6.45
Age 15 - 17	11,017	3.89
Age 18 - 20	13,325	4.71
Age 21 - 24	18,103	6.40
Age 25 - 34	39,381	13.92
Age 35 - 44	34,952	12.35
Age 45 - 54	35,957	12.71
Age 55 - 64	33,822	11.95
Age 65 - 74	22,879	8.08
Age 75 - 84	12,559	4.44
Age 85 and over	5,219	1.84

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	36.1	
2014 Est. Average Age, Female	37.90	
2014 Est. Pop Age 15+ by Marital Status	447,628	
Total, Never Married	125,130	27.95
Males, Never Married	68,873	15.39
Females, Never Married	56,257	12.57
Married, Spouse present	218,272	48.76
Married, Spouse absent	20,872	4.66
Widowed	25,726	5.75
Males Widowed	5,998	1.34
Females Widowed	19,728	4.41
Divorced	57,628	12.87
Males Divorced	26,584	5.94
Females Divorced	31,044	6.94
2014 Est. Pop. Age 25+ by Edu. Attainment	360,002	
Less than 9th grade	15,431	4.29
Some High School, no diploma	31,477	8.74
High School Graduate (or GED)	115,053	31.96
Some College, no degree	89,974	24.99
Associate Degree	23,606	6.56
Bachelor's Degree	55,343	15.37
Master's Degree	20,957	5.82
Professional School Degree	3,719	1.03
Doctorate Degree	4,442	1.23
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	29,796	
CY Pop 25+, Hisp/Lat, < High School Diploma	12,408	41.64
CY Pop 25+, Hisp/Lat, High School Graduate	7,736	25.96
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	6,505	21.83
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	3,147	10.56

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DESCRIPTION	DATA	%
Households		
2019 Projection	226,450	
2014 Estimate	215,005	
2010 Census	205,310	
2000 Census	178,148	
Growth 2014-2019	5.32%	
Growth 2010-2014	4.72%	
Growth 2000-2010	15.25%	
2014 Est. Households by Household Type	215,005	
Family Households	145,238	67.55
Nonfamily Households	69,767	32.45
2014 Est. Group Quarters Population	15,513	
2014 HHs by Ethnicity, Hispanic/Latino	16,938	7.88
2014 Est. HHs by HH Income	215,005	
CY HHs, Inc < \$15,000	28,662	13.33
CY HHs, Inc \$15,000 - \$24,999	24,018	11.17
CY HHs, Inc \$25,000 - \$34,999	25,158	11.70
CY HHs, Inc \$35,000 - \$49,999	33,773	15.71
CY HHs, Inc \$50,000 - \$74,999	41,393	19.25
CY HHs, Inc \$75,000 - \$99,999	25,708	11.96
CY HHs, Inc \$100,000 - \$124,999	15,869	7.38
CY HHs, Inc \$125,000 - \$149,999	8,547	3.98
CY HHs, Inc \$150,000 - \$199,999	6,844	3.18
CY HHs, Inc \$200,000 - \$249,999	2,273	1.06
CY HHs, Inc \$250,000 - \$499,999	2,187	1.02
CY HHs, Inc \$500,000+	575	0.27

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$62,260	
2014 Est. Median Household Income	\$48,176	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	50,064	
Black or African American Alone	35,006	
American Indian and Alaska Native Alone	46,421	
Asian Alone	47,334	
Native Hawaiian and Other Pacific Islander Alone	28,788	
Some Other Race Alone	37,309	
Two or More Races	44,222	
Hispanic or Latino	38,073	
Not Hispanic or Latino	49,196	
2014 Est. Family HH Type, Presence Own Children	145,238	
Married-Couple Family, own children	45,024	31.00
Married-Couple Family, no own children	63,557	43.76
Male Householder, own children	5,867	4.04
Male Householder, no own children	5,095	3.51
Female Householder, own children	14,709	10.13
Female Householder, no own children	10,986	7.56
2014 Est. Households by Household Size	215,005	
1-person household	55,556	25.84
2-person household	72,645	33.79
3-person household	36,318	16.89
4-person household	28,739	13.37
5-person household	13,475	6.27
6-person household	5,315	2.47
7 or more person household	2,958	1.38

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DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.54	
2014 Est. Households by Presence of People	215,005	
Households with 1 or more People under Age 18:	73,692	34.27
Married-Couple Family	48,724	66.12
Other Family, Male Householder	6,801	9.23
Other Family, Female Householder	17,451	23.68
Nonfamily, Male Householder	531	0.72
Nonfamily, Female Householder	186	0.25
Households no People under Age 18:	141,313	65.73
Married-Couple Family	59,867	42.36
Other Family, Male Householder	4,178	2.96
Other Family, Female Householder	8,227	5.82
Nonfamily, Male Householder	33,360	23.61
Nonfamily, Female Householder	35,681	25.25
2014 Est. Households by Number of Vehicles	215,005	
No Vehicles	10,450	4.86
1 Vehicle	70,737	32.90
2 Vehicles	86,350	40.16
3 Vehicles	34,460	16.03
4 Vehicles	9,715	4.52
5 or more Vehicles	3,293	1.53
2014 Est. Average Number of Vehicles	1.89	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	153,091	
2014 Estimate	145,238	
2010 Census	138,647	
2000 Census	123,720	
Growth 2014-2019	5.41%	
Growth 2010-2014	4.75%	
Growth 2000-2010	12.07%	
2014 Est. Families by Poverty Status	145,238	
2014 Families at or Above Poverty	128,823	88.70
2014 Families at or Above Poverty with Children	60,897	41.93
2014 Families Below Poverty	16,415	11.30
2014 Families Below Poverty with Children	12,809	8.82
2014 Est. Pop Age 16+ by Employment Status	440,174	
In Armed Forces	2,657	0.60
Civilian - Employed	260,901	59.27
Civilian - Unemployed	18,518	4.21
Not in Labor Force	158,098	35.92
2014 Est. Civ Employed Pop 16+ Class of Worker	267,354	
For-Profit Private Workers	171,048	63.98
Non-Profit Private Workers	14,019	5.24
Local Government Workers	16,093	6.02
State Government Workers	24,124	9.02
Federal Government Workers	14,715	5.50
Self-Emp Workers	26,770	10.01
Unpaid Family Workers	585	0.22

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	267,354	
Architect/Engineer	4,147	1.55
Arts/Entertain/Sports	3,368	1.26
Building Grounds Maint	10,182	3.81
Business/Financial Ops	11,419	4.27
Community/Soc Svcs	4,237	1.58
Computer/Mathematical	5,102	1.91
Construction/Extraction	20,190	7.55
Edu/Training/Library	17,689	6.62
Farm/Fish/Forestry	1,106	0.41
Food Prep/Serving	15,353	5.74
Health Practitioner/Tec	14,111	5.28
Healthcare Support	6,974	2.61
Maintenance Repair	11,629	4.35
Legal	2,643	0.99
Life/Phys/Soc Science	2,014	0.75
Management	21,933	8.20
Office/Admin Support	39,850	14.91
Production	16,194	6.06
Protective Svcs	7,033	2.63
Sales/Related	27,645	10.34
Personal Care/Svc	8,738	3.27
Transportation/Moving	15,797	5.91
2014 Est. Pop 16+ by Occupation Classification	267,354	
Blue Collar	63,810	23.87
White Collar	154,158	57.66
Service and Farm	49,386	18.47

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	264,390	
Drove Alone	219,487	83.02
Car Pooled	27,742	10.49
Public Transportation	879	0.33
Walked	4,720	1.79
Bicycle	1,025	0.39
Other Means	2,799	1.06
Worked at Home	7,737	2.93
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	79,992	
15 - 29 Minutes	99,367	
30 - 44 Minutes	49,947	
45 - 59 Minutes	14,889	
60 or more Minutes	11,876	
2014 Est. Avg Travel Time to Work in Minutes	24.77	
2014 Est. Tenure of Occupied Housing Units	215,005	
Owner Occupied	144,876	67.38
Renter Occupied	70,129	32.62
2014 Owner Occ. HUs: Avg. Length of Residence	15.9	
2014 Renter Occ. HUs: Avg. Length of Residence	6.4	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	144,876	
Value Less than \$20,000	5,432	3.75
Value \$20,000 - \$39,999	6,446	4.45
Value \$40,000 - \$59,999	8,535	5.89
Value \$60,000 - \$79,999	13,046	9.00
Value \$80,000 - \$99,999	18,197	12.56
Value \$100,000 - \$149,999	37,166	25.65
Value \$150,000 - \$199,999	25,953	17.91
Value \$200,000 - \$299,999	19,451	13.43
Value \$300,000 - \$399,999	5,966	4.12
Value \$400,000 - \$499,999	2,161	1.49
Value \$500,000 - \$749,999	1,578	1.09
Value \$750,000 - \$999,999	442	0.31
Value \$1,000,000 or more	501	0.35
2014 Est. Median All Owner-Occupied Housing Value	\$127,957	
2014 Est. Housing Units by Units in Structure	234,461	
1 Unit Attached	4,638	1.98
1 Unit Detached	172,432	73.54
2 Units	4,407	1.88
3 or 4 Units	6,836	2.92
5 to 19 Units	19,983	8.52
20 to 49 Units	2,438	1.04
50 or More Units	3,352	1.43
Mobile Home or Trailer	20,269	8.64
Boat, RV, Van, etc.	105	0.04

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	234,461	
Housing Unit Built 2005 or later	21,995	9.38
Housing Unit Built 2000 to 2004	22,767	9.71
Housing Unit Built 1990 to 1999	28,920	12.33
Housing Unit Built 1980 to 1989	41,348	17.64
Housing Unit Built 1970 to 1979	48,258	20.58
Housing Unit Built 1960 to 1969	31,005	13.22
Housing Unit Built 1950 to 1959	20,661	8.81
Housing Unit Built 1940 to 1949	9,559	4.08
Housing Unit Built 1939 or Earlier	9,948	4.24
2014 Est. Median Year Structure Built **	1980	



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.