OPPORTUNITY

COMMUNITY DEMOGRAPHIC PROFILE
Norman, Oklahoma

NORMAN

The**Retail**Coach®

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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

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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, Subsaharan 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 IndoEuropean 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

Community Demographics
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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

Community Demographics
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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	

OPPORTUNITY

PRIMARY RETAIL TRADE AREA
DEMOGRAPHIC PROFILE
Norman, Oklahoma

The**Retail**Coach®

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

Primary Retail Trade Area | Demographics
Norman, Oklahoma

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, Subsaharan 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 IndoEuropean 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	

Primary Retail Trade Area | Demographics
Norman, Oklahoma

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
Norman, Oklahoma

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

Primary Retail Trade Area | Demographics
Norman, Oklahoma

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

Primary Retail Trade Area | Demographics
Norman, Oklahoma

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	

PRIMARY RETAIL TRADE AREA
PSYCHOGRAPHIC PROFILE
Norman, Oklahoma

Prepared for
City of Norman
June 2014

TheRetailCoach®

What Is Tapestry Segmentation?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 65 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

Who Should Use Tapestry Segmentation?

All companies, agencies, and organizations need to understand consumers/ constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

Tapestry Segmentation Summary Groups

Esri's Tapestry Segmentation provides a robust, powerful portrait of the 65 US consumer markets. To provide a broader view of these 65 segments, Esri combined them into 12 LifeMode Summary Groups based on lifestyle and lifestage composition.

L1 High Society
L2 Upscale Avenues
L3 Metropolis
L4 Solo Acts
L5 Senior Styles
L6 Scholars and Patriots
L7 High Hopes
L8 Global Roots
L9 Family Portrait
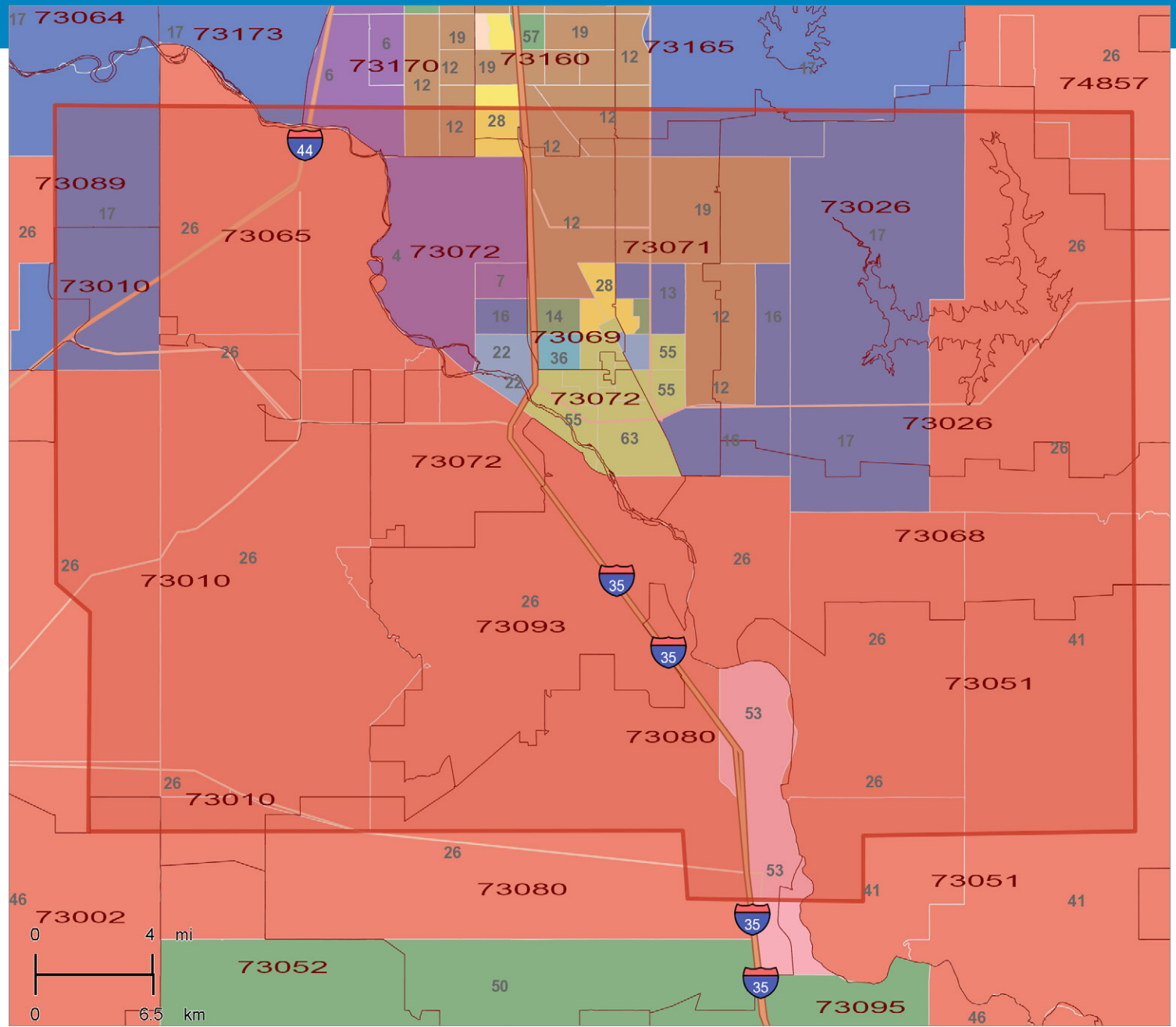L10 Traditional Living
L11 Factories and Farms
L12 American Quilt

Income Range of LifeMode Summary Groups

$16,820 per year $182,041 per year

L1 High Society	
L2 Upscale Avenues	
L3 Metropolis	
L4 Solo Acts	
L5 Senior Styles	
L6 Scholars and Patriots	
L7 High Hopes	
L8 Global Roots	
L9 Family Portrait	
L10 Traditional Living	
L11 Factories and Farms	
L12 American Quilt	

L1 High Society
Affluent, well educated, married-couple homeowners

L2 Upscale Avenues
Prosperous, married-couple homeowners in different housing

L3 Metropolis
City dwellers in older homes reflecting the diversity of urban culture

L4 Solo Acts
Urban young singles on the move

L5 Senior Styles
Senior lifestyles by income, age and housing

L6 Scholars and Patriots
College, military environments

L7 High Hopes
Young households striving for the "American Dream"

L8 Global Roots
Ethnic and culturally diverse families

L9 Family Portrait
Youth, family life and children

L10 Traditional Living
Middle aged, middle income - Middle America

L11 Factories and Farms
Hardworking families in small communities, settled near jobs

L12 American Quilt
Households in small towns in rural areas

Primary Retail Trade Area | Top Tapestry Segments
Norman, Oklahoma

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	26. Midland Crowd	15.9%	15.9%	3.2%	3.2%	494
2	55. College Towns	11.7%	27.6%	0.9%	4.1%	1,250
3	17. Green Acres	8.1%	35.7%	3.1%	7.2%	261
4	12. Up and Coming Families	8.0%	43.7%	4.1%	11.3%	194
5	22. Metropolitans	5.9%	49.6%	1.4%	12.7%	412
	Subtotal	**49.6%**		**12.7%**		
6	48. Great Expectations	5.2%	54.8%	1.7%	14.4%	305
7	19. Milk and Cookies	4.5%	59.3%	2.2%	16.6%	201
8	16. Enterprising Professionals	4.0%	63.3%	1.9%	18.5%	209
9	07. Exurbanites	3.8%	67.1%	2.5%	21.0%	156
10	63. Dorms to Diplomas	3.5%	70.6%	0.5%	21.5%	707
	Subtotal	**21.0%**		**8.8%**		
11	13. In Style	3.4%	74.0%	2.3%	23.8%	147
12	28. Aspiring Young Families	3.1%	77.1%	2.3%	26.1%	132
13	36. Old and Newcomers	2.6%	79.7%	2.0%	28.1%	129
14	04. Boomburbs	2.6%	82.3%	2.4%	30.5%	108
15	41. Crossroads	2.0%	84.3%	1.5%	32.0%	141
	Subtotal	**13.7%**		**10.5%**		
16	39. Young and Restless	2.0%	86.3%	1.5%	33.5%	136
17	14. Prosperous Empty Nesters	1.8%	88.1%	2.1%	35.6%	88
18	53. Home Town	1.8%	89.9%	1.4%	37.0%	126
19	32. Rustbelt Traditions	1.5%	91.4%	2.4%	39.4%	62
20	50. Heartland Communities	1.5%	92.9%	2.0%	41.4%	73
	Subtotal	**8.6%**		**9.4%**		
	Total	**93.0%**		**41.6%**		**224**

26. *Midland Crowd* – 15.9%
Norman, Oklahoma

Summary

Household/Median Age	Married-couple families/37.2
Median Household Income	$50,096
Employment	Skilled, professional, management
Education	HS graduate, some college
Housing/Median Home Value	Single family, mobile home/$121,782
Race/Ethnicity	White
Lifestyle	Own pets; go hunting and fishing

26 Midland Crowd

Segment Code 26
Segment Name ....*Midland Crowd*
LifeMode Summary Group ....L12 *American Quilt*
Urbanization Summary Group ....U10 *Rural I*

Demographic
The growing population of 12 million, approximately 4 percent of the US population, identifies Midland Crowd as Tapestry Segmentation's largest segment. Since 2000, the population has grown by 2.18 percent annually. The median age of 37.2 years parallels that of the US median. Sixty-two percent of the households are married couple families; half of them have children. Twenty percent of the households are singles who live alone. Midland Crowd neighborhoods are not diverse.

Socioeconomic
Median household income is $50,096, slightly lower than the US median. Most income is earned from wages and salaries; however, self-employment ventures are slightly higher for this segment than the national average. The median net worth is $88,854. Unemployment is below average. Half of the residents who work hold white collar jobs. More than 45 percent of the residents aged 25 years and older have attended college; 16 percent have earned a bachelor's or graduate degree.

Residential
Midland Crowd residents live in housing developments in rural villages and towns throughout the United States, mainly in the South. Three-fourths of the housing was built after 1969. The home ownership rate is 81 percent, higher than the national rate of 66 percent. The median home value is $121,782. Two-thirds of the housing is single-family houses; 28 percent are mobile homes.

Preferences
These politically active, conservative residents vote, work for their candidates, and serve on local committees. Their rural location and traditional lifestyle dictate their product preferences. A fourth of the households own three or more vehicles; they typically own or lease a truck, and many own a motorcycle. Proficient do-it-yourselfers, they work on their vehicles, homes, and gardens and keep everything in tip-top shape. They hunt, fish, and do woodworking. Dogs are their favorite pets. They patronize local stores or shop by mail order. They have recently bought radial tires. They often go to the drive-through at a fast-food restaurant.

Many households own a satellite dish so they can watch CMT, the Speed Channel, Home & Garden Television, NASCAR racing, rodeo/bull riding, truck and tractor pulls, fishing programs, and a variety of news programs. They listen to country music on the radio and read fishing and hunting magazines.

55. College Towns – 11.7%
Norman, Oklahoma

Summary

Household/Median Age	Singles, shared/24.4
Median Household Income	$31,271
Employment	Students, professional, management, services
Education	Some college, bachelor, graduate
Housing/Median Home Value	Multiunit rental/$137,707
Race/Ethnicity	White
Lifestyle	Work for political party, candidate; attend college sports events, go to bars

55 College Towns

Segment Code 55
Segment Name ....*College Towns*
LifeMode Summary Group ....L6 *Scholars and Patriots*
Urbanization Summary Group ....U6 *Urban Outskirts II*

Demographic

With a median age of 24.4 years, College Towns is the third youngest of all the Tapestry segments. Most residents are aged between 18 and 34 years and live in single-person or shared households. One-fourth of households are occupied by married-couple families. The race profile of this market is somewhat similar to the US profile. Approximately three-fourths of the residents are white.

Socioeconomic

College Towns residents are focused on their education; 59 percent are enrolled in college or graduate school. After graduation, other residents stayed on to teach or do research. Because many students only work part-time, the median household income of $31,271 ranks near the low end. The median net worth is $12,027. Fifty-two percent of the employed residents work part-time. This segment ranks second to the Dorms to Diplomas segment for the highest proportion of part-time employment. Most of the employed residents work in the service industry, holding on- and off-campus jobs in educational services, health care, and food preparation.

Residential

One in seven College Towns residents lives in a dorm on campus. Students in off-campus housing live in low-income apartment rentals. Thirty percent of housing is owner-occupied, typically by town residents, who live with their families in single-family dwellings. The median home value is $137,707. One-third of the housing is single-family structures.

Preferences

Convenience dictates food choices; they usually buy ready-made, easy-to-prepare, or frozen meals, frozen pasta, pizza crusts, and peanut butter and jelly at the closest grocery store. With their busy lifestyles, they frequently eat out or order in from fast-food restaurants, particularly McDonald's, Wendy's, and pizza outlets during the week; however, many cook at home over the weekend. They buy books online and in stores. They have student loans and bank online or by ATM. These computer-savvy students own laptop computers or expensive desktop personal computers and the peripherals to match. Connecting to the Internet is essential; they go online to research assignments, look for jobs, check e-mail, and download music. Keeping in touch is also important; they buy and use cell phones and accessories.

New to living on their own, many College Towns residents purchase bedding, bath, and cooking products. They own few appliances but, at a minimum, have a microwave oven, a toaster, and an upright vacuum cleaner. Their lifestyle is very casual. They rank high for participating in nearly every outdoor sport and athletic activity.

College Towns residents attend country music and rock concerts and college basketball and football games, play pool, and go to movies and bars. They also participate in public activities including fund-raising and volunteer work. They usually listen to alternative music on their MP3 players, tune in to public radio, and watch MTV and Comedy Central on cable TV. They shop at discount stores but prefer to buy branded clothes from Old Navy, Gap, and Target.

17. Green Acres – 8.1%
Norman, Oklahoma

17 Green Acres

Segment Code 17
Segment Name ....*Green Acres*
LifeMode Summary Group ....L2 *Upscale Avenues*
Urbanization Summary Group ....U10 *Rural I*

Summary

Household/Median Age	Married-couple families/41.0
Median Household Income	$63,430
Employment	Professional, management, skilled
Education	Some college
Housing/Median Home Value	Single Family/$179,073
Race/Ethnicity	White
Lifestyle	Do gardening; attend country music shows

Demographic

Seventy-one percent of the households in Green Acres neighborhoods are married couples with and without children. Many families are blue-collar Baby Boomers, many with children aged 6–17 years. With more than 10 million people, Green Acres represents Tapestry Segmentation's third largest segment, currently more than 3 percent of the US population and growing by 1.92 percent annually. The median age is 41 years. This segment is not ethnically diverse; 92 percent of the residents are white.

Socioeconomic

Educated and hard-working, more than one-fourth of Green Acres residents hold a bachelor's or graduate degree; more than half have attended college. Labor force participation is 67.5 percent, with higher employment concentrations in the manufacturing, construction, health care, and retail trade industry sectors. Occupation distributions are similar to those of the United States. Seventeen percent of the households earn income from self-employment ventures. The median household income is $63,430; the median net worth is $174,417.

Residential

Although Green Acres neighborhoods are located throughout the country, they are found primarily in the Midwest and South, with the highest concentrations in Michigan, Ohio, and Pennsylvania. A "little bit country," these residents live in pastoral settings of developing suburban fringe areas. Home ownership is at 86 percent, and median home value is $179,073. Typical of rural residents, Green Acres households own multiple vehicles; 78 percent own two or more vehicles.

Preferences

Country living describes the lifestyle of Green Acres residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include roofing and installing carpet or insulation. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents also have the right tools to maintain their lawns, flower gardens, and vegetable gardens. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Continuing the do-it-yourself mode, it is not surprising that Green Acres is the top market for owning a sewing machine. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks.

For exercise, Green Acres residents ride their mountain bikes and go fishing, canoeing, and kayaking. They also ride horseback and go power boating, bird watching, target shooting, hunting, motorcycling, and bowling. They listen to auto racing and country music on the radio and read fishing and hunting magazines. Many own satellite dishes so they can watch news programs, the Speed Channel, and auto racing on TV. A favorite channel is Country Music Television.

12. *Up and Coming Families* – 8.0%
Norman, Oklahoma

12 Up and Coming Families

Segment Code 12
Segment Name ....*Up and Coming Families*
LifeMode Summary Group ....*L9 Family Portrait*
Urbanization Summary Group ....*U7 Suburban Periphery I*

Summary

Household/Median Age	Married couples with kids/31.9
Median Household Income	$76,135
Employment	Professional, management
Education	Some college, bachelor, graduate degree
Housing/Median Home Value	Single family/$175,637
Race/Ethnicity	White
Lifestyle	Eat at Chic-fil-A; own a dog

Demographic

With an annual household growth rate of 4.56 percent, Up and Coming Families represents Tapestry Segmentation's second highest household growth market. A mix of Generation Xers and Baby Boomers with a median age of 31.9 years, this segment is the youngest of Tapestry Segmentation's affluent family markets. Residents of these neighborhoods are young, affluent families with younger children. Eighty percent of the households are families. Most of the residents are white; however, diversity is increasing as the segment grows.

Socioeconomic

Beginning their careers, residents of Up and Coming Families are earning above-average incomes. The median household income is $76,135, higher than the national median. The median net worth is $175,142. Nearly two-thirds of the residents aged 25 years and older have attended college; more than one in five holds a bachelor's degree. Labor force participation is well above average at 71 percent; unemployment is low. Ninety-one percent of households earn income from wages and salaries. Although half of the households have children, they also have working parents.

Residential

In the suburban outskirts of midsized metropolitan areas with populations higher than 250,000, approximately half of Up and Coming Families neighborhoods are concentrated in the South, the other half in the West and Midwest. Most residents live in new single-family housing; more than half the housing units were built in the last 10 years. Home ownership is at 83 percent. The median home value is $175,637.

Preferences

Family and home dictate the products these residents buy. Many are beginning or expanding their families, so baby equipment, children's clothing, and toys are essential purchases. Because many are first-time homeowners, basic household furniture and lawn fertilizer, weed control, and insecticide products are important. Car loans and mortgage payments are major household budget items. They are most likely to own or lease an SUV or a minivan. They eat out at family restaurants, especially on the weekends, and buy fast food at the drive-through or for takeout.

They play softball, take the kids to the zoo, and visit theme parks (generally Sea World or Disney World) where they make good use of their digital camera or camcorder. They rent comedy, family, and action/adventure DVDs. Cable station favorites include Country Music Channel, ESPN news, The Learning Channel, and the Disney Channel. They listen to country, soft rock, and contemporary hit radio.

22. *Metropolitans – 5.9%*
Norman, Oklahoma

22 Metropolitans

Segment Code 22
Segment Name ....*Metropolitans*
LifeMode Summary Group ....L3 *Metropolis*
Urbanization Summary Group ....U3 *Metro Cities I*

Summary

Household/Median Age	Singles, shared/37.7
Median Household Income	$60,191
Employment	Professional, management
Education	Some college, bachelor, graduate degree
Housing/Median Home Value	Single family, multiunit/$192,372
Race/Ethnicity	White
Lifestyle	Visit museums; plays water sports

Demographic
Residents of Metropolitans communities prefer to live in older city neighborhoods. Approximately half of these households are singles who live alone or with others; 40 percent are married-couple families. One in four of the residents is aged 20–34 years; the median age is 37.7 years. Diversity is low; most of the population is white.

Socioeconomic
The labor force participation rate of 67.2 percent is well above average; the unemployment rate is 8.3 percent. Half of the residents who are employed work in professional or managerial positions. More than 75 percent of the population aged 25 years and older have attended college or completed a degree program. Thirty percent have earned a bachelor's degree, and 23 percent hold a graduate degree. The median household income is $60,191; the median net worth is $102,460. Nearly half of the households earn extra income from interest, dividends, and rental properties.

Residential
Distributed throughout the country, residents of Metropolitans neighborhoods live in an eclectic mix of single-family homes and multiunit buildings. Sixty percent of the housing units were built before 1960. These neighborhoods change slowly; since 2000, the annual household growth is 0.28 percent. The home ownership rate is 60 percent, and the median home value is $192,372.

Preferences
Metropolitans residents are no different from other owners of older homes who incur costs for maintenance and remodeling. They will contract for lawn maintenance and professional housecleaning services. Many will own or lease a station wagon. Planning for the future, residents own shares in investment funds, contribute to IRA savings accounts, and hold large life insurance policies.

These residents pursue an active, urbane lifestyle. They travel frequently for business and pleasure. They listen to jazz, classical, public, and alternative music radio. They go to rock concerts, watch foreign films on DVD, read women's fashion magazines, and play a musical instrument. They also practice yoga and go kayaking, hiking/backpacking, and water and snow skiing.

Active members of their communities, Metropolitans residents join civic clubs, volunteer for environmental causes, address public meetings, and work for a political party or candidate. They also belong to business clubs and contribute to PBS. They prefer to own and use a laptop computer, preferably an Apple. They go online daily to download music and buy books, airline tickets, CDs, and clothes. They also order merchandise by mail or over the phone.

Primary Retail Trade Area | Tapestry LifeMode Groups

Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
Total:	**70,913**	**100.0%**		**184,645**	**100.0%**	
L1. High Society	**5,033**	**7.1%**	**56**	**13,471**	**7.3%**	**53**
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	374	0.5%	31	960	0.5%	28
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	1,839	2.6%	108	5,315	2.9%	102
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	93	0.1%	5	232	0.1%	5
07 Exurbanites	2,727	3.8%	156	6,964	3.8%	154
L2. Upscale Avenues	**10,942**	**15.4%**	**117**	**27,957**	**15.1%**	**116**
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	2,406	3.4%	147	6,058	3.3%	154
16 Enterprising Professionals	2,807	4.0%	209	6,255	3.4%	202
17 Green Acres	5,729	8.1%	261	15,644	8.5%	267
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	**4,164**	**5.9%**	**111**	**9,025**	**4.9%**	**94**
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	4,164	5.9%	412	9,025	4.9%	412
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	**3,298**	**4.7%**	**63**	**7,171**	**3.9%**	**70**
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0

Primary Retail Trade Area | Tapestry LifeMode Groups
Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,867	2.6%	129	3,891	2.1%	133
39 Young and Restless	1,431	2.0%	136	3,280	1.8%	152
L5. Senior Styles	**4,205**	**5.9%**	**47**	**12,881**	**7.0%**	**66**
14 Prosperous Empty Nesters	1,308	1.8%	88	3,084	1.7%	88
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	401	0.6%	29	1,075	0.6%	33
30 Retirement Communities	747	1.1%	66	1,461	0.8%	65
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	163	0.2%	20	3,329	1.8%	184
50 Heartland Communities	1,043	1.5%	73	2,629	1.4%	77
57 Simple Living	502	0.7%	51	1,031	0.6%	48
65 Social Security Set	41	0.1%	8	272	0.1%	27
L6. Scholars & Patriots	**10,822**	**15.3%**	**955**	**24,939**	**13.5%**	**740**
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	8,306	11.7%	1250	18,815	10.2%	1160
63 Dorms to Diplomas	2,516	3.5%	707	6,124	3.3%	492
L7. High Hopes	**5,865**	**8.3%**	**205**	**14,472**	**7.8%**	**203**
28 Aspiring Young Families	2,201	3.1%	132	6,210	3.4%	145
48 Great Expectations	3,664	5.2%	305	8,262	4.5%	290
L8. Global Roots	**704**	**1.0%**	**12**	**1,536**	**0.8%**	**8**
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	704	1.0%	71	1,536	0.8%	62
58 NeWest Residents	0	0.0%	0	0	0.0%	0

Primary Retail Trade Area | Tapestry LifeMode Groups
Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	**8,856**	**12.5%**	**140**	**23,903**	**12.9%**	**123**
12 Up and Coming Families	5,697	8.0%	194	15,452	8.4%	176
19 Milk and Cookies	3,159	4.5%	201	8,451	4.6%	187
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	**1,657**	**2.3%**	**29**	**4,248**	**2.3%**	**30**
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,056	1.5%	62	2,753	1.5%	64
33 Midlife Junction	601	0.8%	33	1,495	0.8%	36
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	**2,498**	**3.5%**	**38**	**6,532**	**3.5%**	**38**
25 Salt of the Earth	697	1.0%	37	1,855	1.0%	38
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	542	0.8%	29	1,479	0.8%	31
53 Home Town	1,259	1.8%	126	3,198	1.7%	124
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	**12,860**	**18.1%**	**209**	**34,846**	**18.9%**	**220**
26 Midland Crowd	11,289	15.9%	494	30,593	16.6%	496
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	1,448	2.0%	141	3,915	2.1%	137
46 Rooted Rural	123	0.2%	8	338	0.2%	8
66 Unclassified	9	0.0%	777	3,664	2.0%	624

The 65 distinct market segments in Tapestry Segmentation profile the diversity of the American population and provide two ways to summarize and simplify these differences—LifeMode summary groups and Urbanization summary groups. Segments within a LifeMode summary group share an experience such as being born in the same time period or a trait such as affluence. Urbanization summary groups share a locale, from the urban canyons of the largest cities to the rural lanes of villages or farms.

LifeMode Group: L1 High Society
Segment Codes: 01, 02, 03, 04, 05, 06, 07

Residents of the seven High Society neighborhoods are affluent and well educated. They represent slightly more than 12 percent of all US households but generate nearly one-quarter of the total US income. Employment in high paying positions, such as professional or managerial occupations, is a primary reason why the median household income for this group is $100,983. Most households are married couple families who live in affluent neighborhoods where the median home value is $320,065. Although this is one of the least ethnically diverse groups in the United States, it is one of the fastest growing, increasing by more than 2 percent annually since 2000. Residents of High Society are affluent and active—financially, civically, and physically. They participate in a wide variety of public activities and sports and travel extensively. Try the Internet or radio instead of television to reach these markets.

LifeMode Group: L2 Upscale Avenues
Segment Codes: 09, 10, 11, 13, 16, 17, 18

Prosperity is the overriding attribute shared by the seven segments in Upscale Avenues. Residents have earned their success from years of hard work. Similar to the High Society segments, many in this group are also well educated with above-average earnings. However, their housing choices reveal their distinct preferences. Urban markets such as Urban Chic and Pacific Heights favor townhouses and high-rises, Pleasant-Ville residents prefer single-family homes in suburban neighborhoods, and Green Acres residents opt for open spaces. Some have not settled on a home yet, such as the renters among Enterprising Professionals; others, such as Cozy and Comfortable residents, have been settled for years. The median household income for the group is $69,770, and their median net worth is $182,330. Prosperous domesticity also characterizes the lifestyle in Upscale Avenues. They invest in their homes; the owners work on landscaping and home remodeling projects, and the renters buy new furnishings and appliances. They play golf, lift weights, go bicycling, and take domestic vacations. Although they are partial to new cars, they also save and invest their earnings.

LifeMode Group: L3 Metropolis
Segment Codes: 20, 22, 45, 51, 54, 62

Residents in the six segments of the Metropolis group live and work in America's cities. They live in older, single-family homes or row houses built in the 1940s or earlier. Those living in larger cities tend to own fewer vehicles and rely more on public transportation; however, workers in most of the Metropolis segments commute to service-related jobs. The median value of their homes is $139,511. The Metropolis group reflects the segments' diversity in housing, age, and income. For example, ages among the segments range from Generation Xers to retirees; households include married couples with children and single parents with children. Employment status also varies from well-educated professionals to unemployed. The median household income of the group is $43,234. Their lifestyle is also uniquely urban and media oriented. They like music, especially urban and contemporary formats, which they listen to during their commutes. They watch a variety of TV programs, from news to syndicated sitcoms, and would rather see movies than read books.

LifeMode Group: L4 Solo Acts
Segment Codes: 08, 23, 27, 36, 39

Residents of the Solo Acts summary group segments are singles who prefer city life. Many are young, just starting out in more densely populated US neighborhoods; others are well-established singles who have no home ownership or child-rearing responsibilities. Second only to High Society, residents of this group tend to be well-educated, working professionals who are either attending college or already hold a degree. Their incomes reflect their employment experience, ranging from a low median of $44,601 (Old and Newcomers) among the newest households to approximately $93,899 (Laptops & Lattes) among established singles. Home ownership is at 28 percent; the median home value is $236,054. Contrary to modern migration patterns that flow away from the largest cities, Solo Acts' residents are moving into major cities such as New York City; Chicago; Washington, D.C.; Boston; Los Angeles; and San Francisco. With considerable discretionary income and few commitments, their lifestyle is urban, including the best of city life—dining out, attending plays and concerts, and visiting museums—and, for a break from constant connectivity, extensive travel domestically and abroad.

LifeMode Group: L5 Senior Styles
Segment Codes: 14, 15, 29, 30, 43, 49, 50, 57, 65

More than 14.4 million households in the nine Senior Styles segments comprise one of the largest LifeMode summary groups. As the US population ages, two of the fastest-growing American markets are found among The Elders and the Silver and Gold segments. Senior Styles segments illustrate the diversity among today's senior markets. Although incomes within this group cover a wide range, the median is $45,261, attributable mostly to retirement income or Social Security payments. Younger, more affluent seniors, freed of their child-rearing responsibilities, are traveling and relocating to warmer climates. Settled seniors are looking forward to retirement and remaining in their homes. Residents in some of the older, less privileged segments live alone and collect Social Security and other benefits. Their choice of housing depends on their income. This group may reside in single-family homes, retirement homes, or high-rises. Their lifestyles can be as diverse as their circumstances, but senior markets do have common traits among their preferences. Golf is their favorite sport; they play and watch golf on TV. They read the newspaper daily and prefer to watch news shows on television. Although their use of the Internet is nearly average, they are more likely to shop through QVC than online.

LifeMode Group: L6 Scholars and Patriots
Segment Codes: 40, 55, 63

This summary group is unique in the Tapestry Segmentation system. Their shared traits include youth, with the attendant lower incomes, and atypical environments such as college life or military service. Because of their transient lifestyle and lifestage, their home ownership rate is low. Most live in townhouses or apartments, although one-quarter reside in single-family homes. One segment, Military Proximity, is dominated by military life; the other two, College Towns and Dorms and Diplomas, are predominantly students who are pursuing college degrees. Although most of the residents in the military segment are either on active duty or employed in civilian jobs on military bases, the students tend to work part-time at low-paying jobs to support themselves while attending school. However, low personal income does not inhibit their lifestyles. Scholars and Patriots residents' eclectic tastes in sports range from yoga to football. Electronically savvy, they have wireless Internet connections, notebook computers, iPods, and digital cameras.

LifeMode Group: L7 High Hopes
Segment Codes: 28, 48

The High Hopes summary group includes Aspiring Young Families and Great Expectations. These residents are a mix of married couples, single parents, and singles who seek the "American Dream" of home ownership and a rewarding job. Most live in single-family houses or multiunit buildings; approximately half own their homes. The median home value is $119,508. Many would move to a new location for better opportunities. Many are young, mobile, and college educated; one-third are younger than 35 years. The median household income is $47,263, and the median net worth is $29,218.

LifeMode Group: L8 Global Roots
Segment Codes: 35, 38, 44, 47, 52, 58, 60, 61

Ethnic diversity is the common thread among the eight segments in Global Roots; the diversity index stands at 89. Las Casas and NeWest Residents represent a strong Hispanic influence in addition to a broad mix of cultural and racial diversity found in Urban Melting Pot and International Marketplace. Typical of new households, Global Roots' residents are young, earn modest incomes, and tend to rent in multiunit buildings. Their youth reflects recent immigration trends; half of all households have immigrated to the United States within the past 10 years. Married couples, usually with children; single parents; and people who live alone are typical of the household types in the Global Roots segments. Because households with children dominate, it is not surprising that spending is high for baby products, children's clothing, and toys. Residents of Global Roots are less likely than other groups to have home PCs but just as likely to use cell phones. They maintain ties with friends and relatives in their countries of origin with foreign travel.

LifeMode Group: L9 Family Portrait
Segment Codes: 12, 19, 21, 59, 64

Family Portrait has the fastest-growing population of the LifeMode summary groups, driven primarily by the rapid increase in the Up and Coming Families segment. Youth, family life, and the presence of children are the common characteristics across the five markets in Family Portrait. The group is also ethnically diverse: more than 30 percent of the residents are of Hispanic descent. The neighborhoods are predominantly composed of homeowners who live in single-family homes. Most households include married couples with children who contribute to the group's large household size, averaging more than 3.1 persons per household. Their lifestyle reflects their youth and family orientation—buying infant and children's clothing and toys and visiting theme parks and zoos.LifeMode Group:

LifeMode Group: L10 Traditional Living
Segment Codes: 24, 32, 33, 34

The four segments in Traditional Living convey the perception of real middle America—hardworking, settled families. The group's higher median age of 38.2 years also conveys their lifestage—a number of older residents who are completing their child-rearing responsibilities and anticipating retirement. Even though they're older, many still work hard to earn a modest living. They typically own single-family homes in established, slow-growing neighborhoods. They buy standard, four-door American cars, belong to veterans' clubs and fraternal organizations, take care of their homes and gardens, and rely on traditional media such as newspapers for their news.

LifeMode Group: L11 Factories and Farms
Segment Codes: 25, 37, 42, 53, 56

The segments in the Factories and Farms summary group represent rural life—from small towns and villages to farms. Employment in manufacturing and agricultural industries is typical in these small, settled communities across America's breadbasket. Population change is nominal, and the profile is classic. Most households are families, either married couples or married couples with children. By age, the residents of Factories and Farms mirror the US distribution, with slightly more retirees. Median household income is a bit lower, almost $40,611, but so is the home value of $91,798. Most own their homes. Their lifestyle reflects their locale, emphasizing home and garden care, fishing and hunting, pets, and membership in local clubs.

LifeMode Group: L12 American Quilt
Segment Codes: 26, 31, 41, 46

Location in America's small towns and rural areas links the four segments in American Quilt. Unlike Factories and Farms, this group represents a more diverse microcosm of small-town life, including the largest segment of Tapestry Segmentation, Midland Crowd. Manufacturing and agriculture remain part of the local economy, but American Quilt also includes workers in local government, service, construction, communication, and utilities. In addition to farmers, American Quilt includes the Rural Resort Dwellers segment, an older population that is retiring to seasonal vacation spots, and Crossroads, young families who live in mobile homes. Households in American Quilt are also more affluent, with a median household income of $45,501, and more are homeowners. However, the rural lifestyle is also evident, with a preference for fishing, hunting, power boats, pickups, and country music.

PRIMARY RETAIL TRADE AREA
GAP/OPPORTUNITY ANALYSIS
Norman, Oklahoma
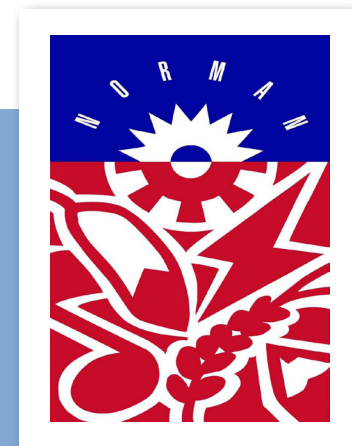
Prepared for
City of Norman
May 2014

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%

Primary Retail Trade Area | Gap/Opportunity Analysis Summary
Norman, Oklahoma

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%

Primary Retail Trade Area | Gap/Opportunity Analysis Summary
Norman, Oklahoma

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

Primary Retail Trade Area | Demographics
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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, Subsaharan 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 IndoEuropean 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	

Primary Retail Trade Area | Demographics
Norman, Oklahoma

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
Norman, Oklahoma

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

Primary Retail Trade Area | Demographics
Norman, Oklahoma

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

Primary Retail Trade Area | Demographics
Norman, Oklahoma

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	

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, Subsaharan 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 IndoEuropean 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	

SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE
Norman, Oklahoma

Prepared for
City of Norman
May 2014

OPPORTUNITY

NORMAN

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Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
Population		
2019 Projection	397,722	
2014 Estimate	375,076	
2010 Census	354,964	
2000 Census	289,640	
Growth 2014-2019	6.04%	
Growth 2010-2014	5.67%	
Growth 2000-2010	22.55%	
2014 Est. Pop by Single Race Class	375,076	
White Alone	291,862	77.81
Black or African American Alone	17,552	4.68
Amer. Indian and Alaska Native Alone	19,488	5.20
Asian Alone	12,823	3.42
Native Hawaiian and Other Pac. Isl. Alone	315	0.08
Some Other Race Alone	10,410	2.78
Two or More Races	22,626	6.03
2014 Est. Pop Hisp or Latino by Origin	375,076	
Not Hispanic or Latino	345,075	92.00
Hispanic or Latino:	30,001	8.00
Mexican	22,611	75.37
Puerto Rican	1,382	4.61
Cuban	310	1.03
All Other Hispanic or Latino	5,698	18.99

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	30,001	
White Alone	15,085	50.28
Black or African American Alone	444	1.48
American Indian and Alaska Native Alone	1,160	3.87
Asian Alone	113	0.38
Native Hawaiian and Other Pacific Islander Alone	38	0.13
Some Other Race Alone	10,092	33.64
Two or More Races	3,069	10.23
2014 Est. Pop. Asian Alone Race by Cat	12,823	
Chinese, except Taiwanese	1,542	12.03
Filipino	1,104	8.61
Japanese	682	5.32
Asian Indian	1,494	11.65
Korean	1,135	8.85
Vietnamese	5,288	41.24
Cambodian	45	0.35
Hmong	40	0.31
Laotian	388	3.03
Thai	342	2.67
All Other Asian Races Including 2+ Category	764	5.96
2014 Est. Population by Ancestry	375,076	
Pop, Arab	1,049	0.28
Pop, Czech	925	0.25
Pop, Danish	619	0.17
Pop, Dutch	2,878	0.77
Pop, English	24,177	6.45
Pop, French (except Basque)	5,510	1.47
Pop, French Canadian	495	0.13
Pop, German	42,157	11.24
Pop, Greek	456	0.12

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
Pop, Hungarian	349	0.09
Pop, Irish	34,417	9.18
Pop, Italian	5,183	1.38
Pop, Lithuanian	60	0.02
Pop, United States or American	39,840	10.62
Pop, Norwegian	1,242	0.33
Pop, Polish	2,618	0.70
Pop, Portuguese	376	0.10
Pop, Russian	625	0.17
Pop, Scottish	5,084	1.36
Pop, Scotch-Irish	3,046	0.81
Pop, Slovak	44	0.01
Pop, Subsaharan African	2,005	0.53
Pop, Swedish	1,658	0.44
Pop, Swiss	446	0.12
Pop, Ukrainian	331	0.09
Pop, Welsh	890	0.24
Pop, West Indian (exc Hisp groups)	1,149	0.31
Pop, Other ancestries	132,677	35.37
Pop, Ancestry Unclassified	64,768	17.27
2014 Est. Pop Age 5+ by Language Spoken At Home	351,129	
Speak Only English at Home	318,571	90.73
Speak Asian/Pac. Isl. Lang. at Home	8,507	2.42
Speak IndoEuropean Language at Home	5,379	1.53
Speak Spanish at Home	16,309	4.64
Speak Other Language at Home	2,363	0.67
2014 Est. Population by Sex	375,076	
Male	186,823	49.81
Female	188,253	50.19

DESCRIPTION	DATA	%
2014 Est. Population by Age	375,076	
Age 0 - 4	23,947	6.38
Age 5 - 9	24,287	6.48
Age 10 - 14	24,311	6.48
Age 15 - 17	15,004	4.00
Age 18 - 20	19,713	5.26
Age 21 - 24	27,351	7.29
Age 25 - 34	54,800	14.61
Age 35 - 44	47,658	12.71
Age 45 - 54	47,901	12.77
Age 55 - 64	43,767	11.67
Age 65 - 74	27,851	7.43
Age 75 - 84	13,619	3.63
Age 85 and over	4,869	1.30
Age 16 and over	297,621	79.35
Age 18 and over	287,527	76.66
Age 21 and over	267,815	71.40
Age 65 and over	46,338	12.35
2014 Est. Median Age	34.7	
2014 Est. Average Age	36.80	

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	186,823	
Age 0 - 4	12,242	6.55
Age 5 - 9	12,492	6.69
Age 10 - 14	12,582	6.73
Age 15 - 17	7,741	4.14
Age 18 - 20	10,076	5.39
Age 21 - 24	14,071	7.53
Age 25 - 34	28,192	15.09
Age 35 - 44	23,997	12.84
Age 45 - 54	23,776	12.73
Age 55 - 64	21,107	11.30
Age 65 - 74	13,009	6.96
Age 75 - 84	5,872	3.14
Age 85 and over	1,667	0.89
2014 Est. Median Age, Male	33.6	
2014 Est. Average Age, Male	35.90	
2014 Est. Female Population by Age	188,253	
Age 0 - 4	11,705	6.22
Age 5 - 9	11,796	6.27
Age 10 - 14	11,729	6.23
Age 15 - 17	7,263	3.86
Age 18 - 20	9,636	5.12
Age 21 - 24	13,280	7.05
Age 25 - 34	26,607	14.13
Age 35 - 44	23,661	12.57
Age 45 - 54	24,125	12.82
Age 55 - 64	22,660	12.04
Age 65 - 74	14,842	7.88
Age 75 - 84	7,746	4.11
Age 85 and over	3,201	1.70

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	35.9	
2014 Est. Average Age, Female	37.80	
2014 Est. Pop Age 15+ by Marital Status	302,531	
Total, Never Married	86,762	28.68
Males, Never Married	47,415	15.67
Females, Never Married	39,347	13.01
Married, Spouse present	148,958	49.24
Married, Spouse absent	13,595	4.49
Widowed	15,393	5.09
Males Widowed	3,805	1.26
Females Widowed	11,587	3.83
Divorced	37,823	12.50
Males Divorced	17,127	5.66
Females Divorced	20,696	6.84
2014 Est. Pop. Age 25+ by Edu. Attainment	240,464	
Less than 9th grade	6,371	2.65
Some High School, no diploma	17,125	7.12
High School Graduate (or GED)	71,906	29.90
Some College, no degree	62,484	25.98
Associate Degree	16,871	7.02
Bachelor's Degree	42,722	17.77
Master's Degree	16,226	6.75
Professional School Degree	2,914	1.21
Doctorate Degree	3,845	1.60
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	14,292	
CY Pop 25+, Hisp/Lat, < High School Diploma	4,542	31.78
CY Pop 25+, Hisp/Lat, High School Graduate	3,758	26.29
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	3,723	26.05
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	2,269	15.88

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
Households		
2019 Projection	153,209	
2014 Estimate	144,224	
2010 Census	136,239	
2000 Census	110,758	
Growth 2014-2019	6.23%	
Growth 2010-2014	5.86%	
Growth 2000-2010	23.01%	
2014 Est. Households by Household Type	144,224	
Family Households	96,826	67.14
Nonfamily Households	47,398	32.86
2014 Est. Group Quarters Population	11,886	
2014 HHs by Ethnicity, Hispanic/Latino	8,288	5.75
2014 Est. HHs by HH Income	144,224	
CY HHs, Inc < $15,000	16,957	11.76
CY HHs, Inc $15,000 - $24,999	13,863	9.61
CY HHs, Inc $25,000 - $34,999	15,469	10.73
CY HHs, Inc $35,000 - $49,999	21,910	15.19
CY HHs, Inc $50,000 - $74,999	28,920	20.05
CY HHs, Inc $75,000 - $99,999	18,892	13.10
CY HHs, Inc $100,000 - $124,999	12,315	8.54
CY HHs, Inc $125,000 - $149,999	6,711	4.65
CY HHs, Inc $150,000 - $199,999	5,344	3.71
CY HHs, Inc $200,000 - $249,999	1,736	1.20
CY HHs, Inc $250,000 - $499,999	1,706	1.18
CY HHs, Inc $500,000+	401	0.28

DESCRIPTION	DATA	%
2014 Est. Average Household Income	$66,885	
2014 Est. Median Household Income	$53,382	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	54,962	
Black or African American Alone	39,599	
American Indian and Alaska Native Alone	51,461	
Asian Alone	47,475	
Native Hawaiian and Other Pacific Islander Alone	24,481	
Some Other Race Alone	49,868	
Two or More Races	49,320	
Hispanic or Latino	44,413	
Not Hispanic or Latino	54,019	
2014 Est. Family HH Type, Presence Own Children	96,826	
Married-Couple Family, own children	31,183	32.21
Married-Couple Family, no own children	43,258	44.68
Male Householder, own children	3,724	3.85
Male Householder, no own children	3,114	3.22
Female Householder, own children	8,905	9.20
Female Householder, no own children	6,643	6.86
2014 Est. Households by Household Size	144,224	
1-person household	36,833	25.54
2-person household	49,579	34.38
3-person household	24,887	17.26
4-person household	19,614	13.60
5-person household	8,525	5.91
6-person household	3,211	2.23
7 or more person household	1,575	1.09

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.52	
2014 Est. Households by Presence of People	144,224	
Households with 1 or more People under Age 18:	48,630	33.72
Married-Couple Family	33,492	68.87
Other Family, Male Householder	4,243	8.73
Other Family, Female Householder	10,432	21.45
Nonfamily, Male Householder	341	0.70
Nonfamily, Female Householder	122	0.25
Households no People under Age 18:	95,594	66.28
Married-Couple Family	40,961	42.85
Other Family, Male Householder	2,609	2.73
Other Family, Female Householder	5,104	5.34
Nonfamily, Male Householder	22,676	23.72
Nonfamily, Female Householder	24,244	25.36
2014 Est. Households by Number of Vehicles	144,224	
No Vehicles	5,417	3.76
1 Vehicle	46,483	32.23
2 Vehicles	59,400	41.19
3 Vehicles	24,231	16.80
4 Vehicles	6,388	4.43
5 or more Vehicles	2,305	1.60
2014 Est. Average Number of Vehicles	1.92	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	102,990	
2014 Estimate	96,826	
2010 Census	91,426	
2000 Census	76,929	
Growth 2014-2019	6.37%	
Growth 2010-2014	5.91%	
Growth 2000-2010	18.84%	
2014 Est. Families by Poverty Status	96,826	
2014 Families at or Above Poverty	87,989	90.87
2014 Families at or Above Poverty with Children	41,779	43.15
2014 Families Below Poverty	8,837	9.13
2014 Families Below Poverty with Children	6,699	6.92
2014 Est. Pop Age 16+ by Employment Status	297,621	
In Armed Forces	1,468	0.49
Civilian - Employed	181,633	61.03
Civilian - Unemployed	11,364	3.82
Not in Labor Force	103,156	34.66
2014 Est. Civ Employed Pop 16+ Class of Worker	186,256	
For-Profit Private Workers	117,262	62.96
Non-Profit Private Workers	10,045	5.39
Local Government Workers	11,193	6.01
State Government Workers	17,660	9.48
Federal Government Workers	10,147	5.45
Self-Emp Workers	19,535	10.49
Unpaid Family Workers	416	0.22

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	186,256	
Architect/Engineer	3,215	1.73
Arts/Entertain/Sports	2,636	1.42
Building Grounds Maint	6,478	3.48
Business/Financial Ops	8,477	4.55
Community/Soc Svcs	3,041	1.63
Computer/Mathematical	4,075	2.19
Construction/Extraction	11,978	6.43
Edu/Training/Library	13,235	7.11
Farm/Fish/Forestry	663	0.36
Food Prep/Serving	10,680	5.73
Health Practitioner/Tec	10,693	5.74
Healthcare Support	4,629	2.49
Maintenance Repair	8,208	4.41
Legal	2,173	1.17
Life/Phys/Soc Science	1,658	0.89
Management	15,972	8.58
Office/Admin Support	27,693	14.87
Production	10,088	5.42
Protective Svcs	4,938	2.65
Sales/Related	20,169	10.83
Personal Care/Svc	6,129	3.29
Transportation/Moving	9,430	5.06
2014 Est. Pop 16+ by Occupation Classification	186,256	
Blue Collar	39,704	21.32
White Collar	113,035	60.69
Service and Farm	33,517	18.00

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	184,148	
Drove Alone	153,833	83.54
Car Pooled	18,112	9.84
Public Transportation	599	0.33
Walked	3,367	1.83
Bicycle	883	0.48
Other Means	1,891	1.03
Worked at Home	5,463	2.97
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	53,358	
15 - 29 Minutes	67,751	
30 - 44 Minutes	37,154	
45 - 59 Minutes	11,887	
60 or more Minutes	8,104	
2014 Est. Avg Travel Time to Work in Minutes	25.39	
2014 Est. Tenure of Occupied Housing Units	144,224	
Owner Occupied	98,764	68.48
Renter Occupied	45,460	31.52
2014 Owner Occ. HUs: Avg. Length of Residence	14.8	
2014 Renter Occ. HUs: Avg. Length of Residence	6.1	

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	98,764	
Value Less than $20,000	3,411	3.45
Value $20,000 - $39,999	3,090	3.13
Value $40,000 - $59,999	3,532	3.58
Value $60,000 - $79,999	5,699	5.77
Value $80,000 - $99,999	10,689	10.82
Value $100,000 - $149,999	28,186	28.54
Value $150,000 - $199,999	20,456	20.71
Value $200,000 - $299,999	15,311	15.50
Value $300,000 - $399,999	4,806	4.87
Value $400,000 - $499,999	1,753	1.77
Value $500,000 - $749,999	1,158	1.17
Value $750,000 - $999,999	310	0.31
Value $1,000,000 or more	363	0.37
2014 Est. Median All Owner-Occupied Housing Value	$140,732	
2014 Est. Housing Units by Units in Structure	154,568	
1 Unit Attached	3,847	2.49
1 Unit Detached	112,099	72.52
2 Units	2,943	1.90
3 or 4 Units	4,508	2.92
5 to 19 Units	14,328	9.27
20 to 49 Units	1,563	1.01
50 or More Units	2,240	1.45
Mobile Home or Trailer	12,965	8.39
Boat, RV, Van, etc.	74	0.05

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	154,568	
Housing Unit Built 2005 or later	17,835	11.54
Housing Unit Built 2000 to 2004	18,589	12.03
Housing Unit Built 1990 to 1999	22,324	14.44
Housing Unit Built 1980 to 1989	29,749	19.25
Housing Unit Built 1970 to 1979	31,189	20.18
Housing Unit Built 1960 to 1969	16,808	10.87
Housing Unit Built 1950 to 1959	8,001	5.18
Housing Unit Built 1940 to 1949	4,614	2.99
Housing Unit Built 1939 or Earlier	5,460	3.53
2014 Est. Median Year Structure Built **	1984	

SECONDARY RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE
Norman, Oklahoma

Prepared for
City of Norman
June 2014

TheRetailCoach®

What Is Tapestry Segmentation?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 65 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

Who Should Use Tapestry Segmentation?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

Tapestry Segmentation Summary Groups

Esri's Tapestry Segmentation provides a robust, powerful portrait of the 65 US consumer markets. To provide a broader view of these 65 segments, Esri combined them into 12 LifeMode Summary Groups based on lifestyle and lifestage composition.

L1 High Society
L2 Upscale Avenues
L3 Metropolis
L4 Solo Acts
L5 Senior Styles
L6 Scholars and Patriots
L7 High Hopes
L8 Global Roots
L9 Family Portrait
L10 Traditional Living
L11 Factories and Farms
L12 American Quilt

Income Range of LifeMode Summary Groups

$16,820 per year $182,041 per year

- L1 High Society
- L2 Upscale Avenues
- L3 Metropolis
- L4 Solo Acts
- L5 Senior Styles
- L6 Scholars and Patriots
- L7 High Hopes
- L8 Global Roots
- L9 Family Portrait
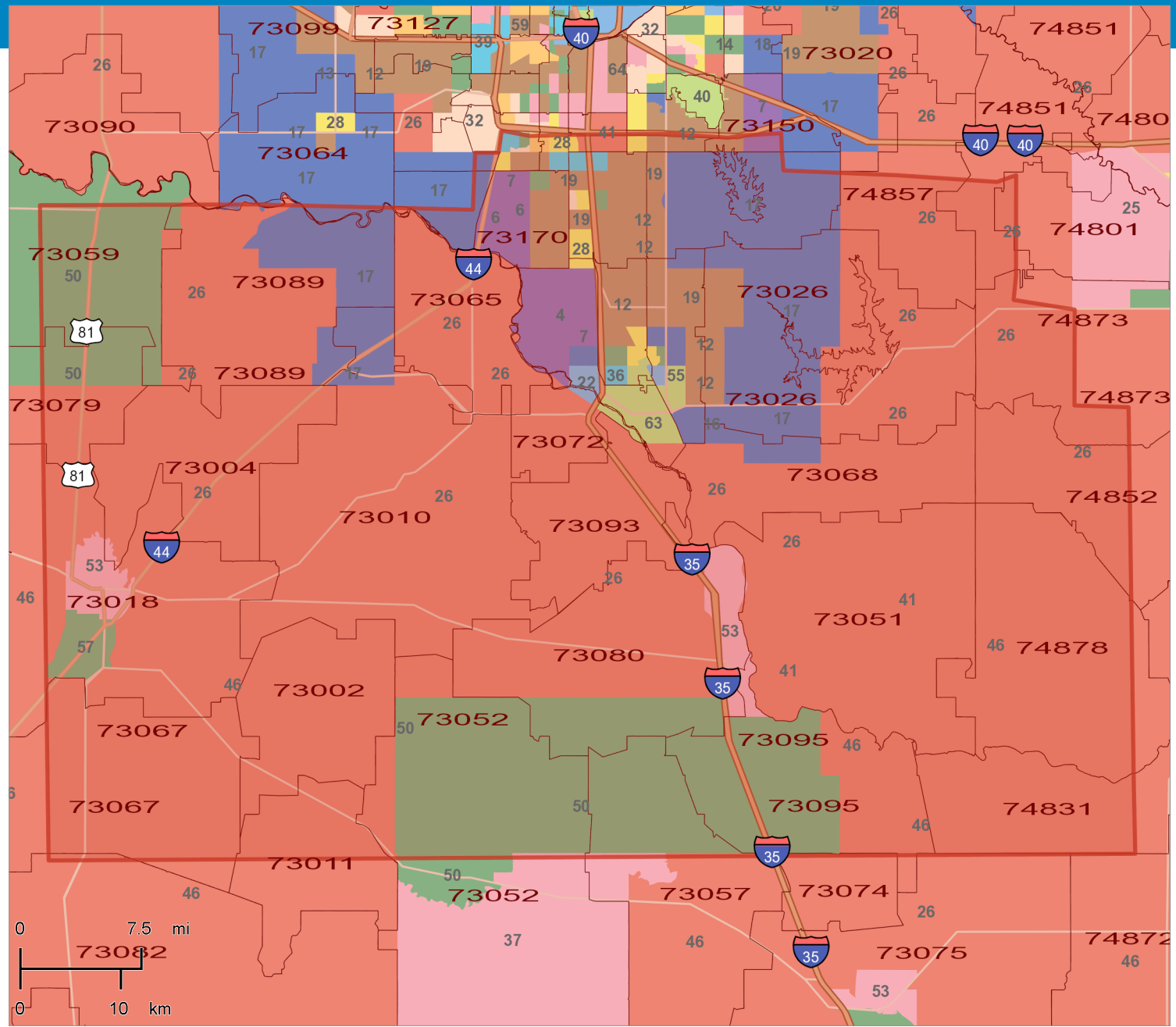- L10 Traditional Living
- L11 Factories and Farms
- L12 American Quilt

L1 High Society
Affluent, well educated, married-couple homeowners

L2 Upscale Avenues
Prosperous, married-couple homeowners in different housing

L3 Metropolis
City dwellers in older homes reflecting the diversity of urban culture

L4 Solo Acts
Urban young singles on the move

L5 Senior Styles
Senior lifestyles by income, age and housing

L6 Scholars and Patriots
College, military environments

L7 High Hopes
Young households striving for the "American Dream"

L8 Global Roots
Ethnic and culturally diverse families

L9 Family Portrait
Youth, family life and children

L10 Traditional Living
Middle aged, middle income - Middle America

L11 Factories and Farms
Hardworking families in small communities, settled near jobs

L12 American Quilt
Households in small towns in rural areas

Secondary Retail Trade Area | *Top Tapestry Segments*
Norman, Oklahoma

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	19. Milk and Cookies	13.6%	13.6%	2.2%	2.2%	614
2	26. Midland Crowd	12.5%	26.1%	3.2%	5.4%	387
3	12. Up and Coming Families	9.1%	35.2%	4.1%	9.5%	221
4	55. College Towns	5.9%	41.1%	0.9%	10.4%	627
5	17. Green Acres	5.7%	46.8%	3.1%	13.5%	183
	Subtotal	**46.8%**		**13.5%**		
6	48. Great Expectations	4.3%	51.1%	1.7%	15.2%	253
7	32. Rustbelt Traditions	3.7%	54.8%	2.4%	17.6%	155
8	39. Young and Restless	3.2%	58.0%	1.5%	19.1%	215
9	07. Exurbanites	3.1%	61.1%	2.5%	21.6%	126
10	22. Metropolitans	2.9%	64.0%	1.4%	23.0%	207
	Subtotal	**17.2%**		**9.5%**		
11	28. Aspiring Young Families	2.9%	66.9%	2.3%	25.3%	124
12	53. Home Town	2.9%	69.8%	1.4%	26.7%	202
13	14. Prosperous Empty Nesters	2.7%	72.5%	2.1%	28.8%	128
14	50. Heartland Communities	2.6%	75.1%	2.0%	30.8%	128
15	46. Rooted Rural	2.1%	77.2%	2.3%	33.1%	90
	Subtotal	**13.2%**		**10.1%**		
16	06. Sophisticated Squires	2.1%	79.3%	2.5%	35.6%	84
17	16. Enterprising Professionals	2.0%	81.3%	1.9%	37.5%	105
18	36. Old and Newcomers	2.0%	83.3%	2.0%	39.5%	97
19	57. Simple Living	1.8%	85.1%	1.4%	40.9%	129
20	63. Dorms to Diplomas	1.8%	86.9%	0.5%	41.4%	355
	Subtotal	**9.7%**		**8.3%**		
	Total	**86.7%**		**41.6%**		**209**

19. Milk and Cookies – 13.6%
Norman, Oklahoma

19 Milk and Cookies

Segment Code 19
Segment Name ....*Milk and Cookies*
LifeMode Summary Group ....L9 *Family Portrait*
Urbanization Summary Group ....U3 *Metro Cities I*

Demographic
Upscale living on a family allowance, Milk and Cookies represents young, affluent married couples who are starting their families or already have young children. The median age of 33.8 years represents the presence of kids; nearly half of the households include children. One in four householders is between the ages of 45 and 54. The population diversity is comparable to that of the United States, and the proportions of the population by race approximate the US distributions with slightly above-average ratios of black and Hispanic residents.

Socioeconomic
Ninety percent of Milk and Cookies households earn income from wages. The labor force participation rate of 69.8 percent is above average. The median household income is $64,880, and the median net worth is $135,190. Fifty-eight percent have attended college; more than 20 percent hold bachelor's or graduate degrees.

Residential
Milk and Cookies residents prefer single-family homes in suburban neighborhoods of cities, largely in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is $128,801. Housing units are generally 20–30 years old. Given the concentration of dual-income families, 71 percent of households have at least two vehicles. A family with two or more workers, more than one child, and two or more vehicles is the norm for these neighborhoods.

Summary

Household/Median Age	Married couples with kids/33.8
Median Household Income	$64,880
Employment	Professional, management, skilled
Education	Some college
Housing/Median Home Value	Single family/$128,801
Race/Ethnicity	White
Lifestyle	Fast food, drive-in restaurants; buys children's toys and games

Preferences
As Milk and Cookies residents settle into their family-oriented lifestyle, they focus on family and the future. They are properly insured, carrying life and accidental death and dismemberment policies. They use a credit union, have overdraft protection, and usually have a new car loan. Although they may still own a motorcycle or small car, they prefer larger vehicles. When they move, they rent a U-Haul and move their own belongings. Many households own a dog. The presence of children in Milk and Cookies households drives their large purchases of baby and children's products including baby food, baby equipment, clothes, shoes, medicine, vitamins, board games, bicycles, toys, video games, and children's DVDs. Most households own one of the latest video game systems and a large-screen TV.

To save time in their busy lives, they frequently buy prepared dinners from the grocery store and fast food. They play video games, go bowling, and visit theme parks such as Six Flags and Sea World. They watch professional football and basketball games. Favorite cable channels include Cartoon Network, Discovery Channel, National Geographic Channel, and BET. They also work on their lawns, tackle interior painting projects, or do minor maintenance on their vehicles.

26. Midland Crowd – 12.5%
Norman, Oklahoma

26 Midland Crowd

Segment Code 26
Segment Name ....*Midland Crowd*
LifeMode Summary Group ....L12 *American Quilt*
Urbanization Summary Group ....U10 *Rural I*

Summary

Household/Median Age	Married-couple families/37.2
Median Household Income	$50,096
Employment	Skilled, professional, management
Education	HS graduate, some college
Housing/Median Home Value	Single family, mobile home/$121,782
Race/Ethnicity	White
Lifestyle	Own pets; go hunting and fishing

Demographic

The growing population of 12 million, approximately 4 percent of the US population, identifies Midland Crowd as Tapestry Segmentation's largest segment. Since 2000, the population has grown by 2.18 percent annually. The median age of 37.2 years parallels that of the US median. Sixty-two percent of the households are married couple families; half of them have children. Twenty percent of the households are singles who live alone. Midland Crowd neighborhoods are not diverse.

Socioeconomic

Median household income is $50,096, slightly lower than the US median. Most income is earned from wages and salaries; however, self-employment ventures are slightly higher for this segment than the national average. The median net worth is $88,854. Unemployment is below average. Half of the residents who work hold white collar jobs. More than 45 percent of the residents aged 25 years and older have attended college; 16 percent have earned a bachelor's or graduate degree.

Residential

Midland Crowd residents live in housing developments in rural villages and towns throughout the United States, mainly in the South. Three-fourths of the housing was built after 1969. The home ownership rate is 81 percent, higher than the national rate of 66 percent. The median home value is $121,782. Two-thirds of the housing is single-family houses; 28 percent are mobile homes.

Preferences

These politically active, conservative residents vote, work for their candidates, and serve on local committees. Their rural location and traditional lifestyle dictate their product preferences. A fourth of the households own three or more vehicles; they typically own or lease a truck, and many own a motorcycle. Proficient do-it-yourselfers, they work on their vehicles, homes, and gardens and keep everything in tip-top shape. They hunt, fish, and do woodworking. Dogs are their favorite pets. They patronize local stores or shop by mail order. They have recently bought radial tires. They often go to the drive-through at a fast-food restaurant.

Many households own a satellite dish so they can watch CMT, the Speed Channel, Home & Garden Television, NASCAR racing, rodeo/bull riding, truck and tractor pulls, fishing programs, and a variety of news programs. They listen to country music on the radio and read fishing and hunting magazines.

12. Up and Coming Families – 9.1%
Norman, Oklahoma

12 Up and Coming Families

Segment Code 12
Segment Name ....Up and Coming Families
LifeMode Summary Group ....L9 Family Portrait
Urbanization Summary Group ....U7 Suburban Periphery I

Summary

Household/Median Age	Married couples with kids/31.9
Median Household Income	$76,135
Employment	Professional, management
Education	Some college, bachelor, graduate degree
Housing/Median Home Value	Single family/$175,637
Race/Ethnicity	White
Lifestyle	Eat at Chic-fil-A; own a dog

Demographic

With an annual household growth rate of 4.56 percent, Up and Coming Families represents Tapestry Segmentation's second highest household growth market. A mix of Generation Xers and Baby Boomers with a median age of 31.9 years, this segment is the youngest of Tapestry Segmentation's affluent family markets. Residents of these neighborhoods are young, affluent families with younger children. Eighty percent of the households are families. Most of the residents are white; however, diversity is increasing as the segment grows.

Socioeconomic

Beginning their careers, residents of Up and Coming Families are earning above-average incomes. The median household income is $76,135, higher than the national median. The median net worth is $175,142. Nearly two-thirds of the residents aged 25 years and older have attended college; more than one in five holds a bachelor's degree. Labor force participation is well above average at 71 percent; unemployment is low. Ninety-one percent of households earn income from wages and salaries. Although half of the households have children, they also have working parents.

Residential

In the suburban outskirts of midsized metropolitan areas with populations higher than 250,000, approximately half of Up and Coming Families neighborhoods are concentrated in the South, the other half in the West and Midwest. Most residents live in new single-family housing; more than half the housing units were built in the last 10 years. Home ownership is at 83 percent. The median home value is $175,637.

Preferences

Family and home dictate the products these residents buy. Many are beginning or expanding their families, so baby equipment, children's clothing, and toys are essential purchases. Because many are first-time homeowners, basic household furniture and lawn fertilizer, weed control, and insecticide products are important. Car loans and mortgage payments are major household budget items. They are most likely to own or lease an SUV or a minivan. They eat out at family restaurants, especially on the weekends, and buy fast food at the drive-through or for takeout.

They play softball, take the kids to the zoo, and visit theme parks (generally Sea World or Disney World) where they make good use of their digital camera or camcorder. They rent comedy, family, and action/adventure DVDs. Cable station favorites include Country Music Channel, ESPN news, The Learning Channel, and the Disney Channel. They listen to country, soft rock, and contemporary hit radio.

55. College Towns – 5.9%
Norman, Oklahoma

55 College Towns

Segment Code 55
Segment Name ....*College Towns*
LifeMode Summary Group ....L6 *Scholars and Patriots*
Urbanization Summary Group ....U6 *Urban Outskirts II*

Demographic
With a median age of 24.4 years, College Towns is the third youngest of all the Tapestry segments. Most residents are aged between 18 and 34 years and live in single-person or shared households. One-fourth of households are occupied by married-couple families. The race profile of this market is somewhat similar to the US profile. Approximately three-fourths of the residents are white.

Socioeconomic
College Towns residents are focused on their education; 59 percent are enrolled in college or graduate school. After graduation, other residents stayed on to teach or do research. Because many students only work part-time, the median household income of $31,271 ranks near the low end. The median net worth is $12,027. Fifty-two percent of the employed residents work part-time. This segment ranks second to the Dorms to Diplomas segment for the highest proportion of part-time employment. Most of the employed residents work in the service industry, holding on- and off-campus jobs in educational services, health care, and food preparation.

Residential
One in seven College Towns residents lives in a dorm on campus. Students in off-campus housing live in low-income apartment rentals. Thirty percent of housing is owner-occupied, typically by town residents, who live with their families in single-family dwellings. The median home value is $137,707. One-third of the housing is single-family structures.

Summary

Household/Median Age	Singles, shared/24.4
Median Household Income	$31,271
Employment	Students, professional, management, services
Education	Some college, bachelor, graduate
Housing/Median Home Value	Multiunit rental/$137,707
Race/Ethnicity	White
Lifestyle	Work for political party, candidate; attend college sports events, go to bars

Preferences
Convenience dictates food choices; they usually buy ready-made, easy-to-prepare, or frozen meals, frozen pasta, pizza crusts, and peanut butter and jelly at the closest grocery store. With their busy lifestyles, they frequently eat out or order in from fast-food restaurants, particularly McDonald's, Wendy's, and pizza outlets during the week; however, many cook at home over the weekend. They buy books online and in stores. They have student loans and bank online or by ATM. These computer-savvy students own laptop computers or expensive desktop personal computers and the peripherals to match. Connecting to the Internet is essential; they go online to research assignments, look for jobs, check e-mail, and download music. Keeping in touch is also important; they buy and use cell phones and accessories.

New to living on their own, many College Towns residents purchase bedding, bath, and cooking products. They own few appliances but, at a minimum, have a microwave oven, a toaster, and an upright vacuum cleaner. Their lifestyle is very casual. They rank high for participating in nearly every outdoor sport and athletic activity.

College Towns residents attend country music and rock concerts and college basketball and football games, play pool, and go to movies and bars. They also participate in public activities including fund-raising and volunteer work. They usually listen to alternative music on their MP3 players, tune in to public radio, and watch MTV and Comedy Central on cable TV. They shop at discount stores but prefer to buy branded clothes from Old Navy, Gap, and Target.

17. Green Acres – 5.7%
Norman, Oklahoma

17 Green Acres

Segment Code 17
Segment Name ....*Green Acres*
LifeMode Summary Group ....L2 *Upscale Avenues*
Urbanization Summary Group ....U10 *Rural I*

Summary

Household/Median Age	Married-couple families/41.0
Median Household Income	$63,430
Employment	Professional, management, skilled
Education	Some college
Housing/Median Home Value	Single Family/$179,073
Race/Ethnicity	White
Lifestyle	Do gardening; attend country music shows

Demographic

Seventy-one percent of the households in Green Acres neighborhoods are married couples with and without children. Many families are blue-collar Baby Boomers, many with children aged 6–17 years. With more than 10 million people, Green Acres represents Tapestry Segmentation's third largest segment, currently more than 3 percent of the US population and growing by 1.92 percent annually. The median age is 41 years. This segment is not ethnically diverse; 92 percent of the residents are white.

Socioeconomic

Educated and hard-working, more than one-fourth of Green Acres residents hold a bachelor's or graduate degree; more than half have attended college. Labor force participation is 67.5 percent, with higher employment concentrations in the manufacturing, construction, health care, and retail trade industry sectors. Occupation distributions are similar to those of the United States. Seventeen percent of the households earn income from self-employment ventures. The median household income is $63,430; the median net worth is $174,417.

Residential

Although Green Acres neighborhoods are located throughout the country, they are found primarily in the Midwest and South, with the highest concentrations in Michigan, Ohio, and Pennsylvania. A "little bit country," these residents live in pastoral settings of developing suburban fringe areas. Home ownership is at 86 percent, and median home value is $179,073. Typical of rural residents, Green Acres households own multiple vehicles; 78 percent own two or more vehicles.

Preferences

Country living describes the lifestyle of Green Acres residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include roofing and installing carpet or insulation. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents also have the right tools to maintain their lawns, flower gardens, and vegetable gardens. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Continuing the do-it-yourself mode, it is not surprising that Green Acres is the top market for owning a sewing machine. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks.

For exercise, Green Acres residents ride their mountain bikes and go fishing, canoeing, and kayaking. They also ride horseback and go power boating, bird watching, target shooting, hunting, motorcycling, and bowling. They listen to auto racing and country music on the radio and read fishing and hunting magazines. Many own satellite dishes so they can watch news programs, the Speed Channel, and auto racing on TV. A favorite channel is Country Music Television.

Secondary Retail Trade Area | Tapestry LifeMode Groups
Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
Total:	141,301	100.0%		367,365	100.0%	
L1. High Society	**9,513**	**6.7%**	**53**	**26,270**	**7.2%**	**52**
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	374	0.3%	16	960	0.3%	14
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	1,839	1.3%	54	5,315	1.4%	51
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	2,929	2.1%	84	8,533	2.3%	85
07 Exurbanites	4,371	3.1%	126	11,462	3.1%	128
L2. Upscale Avenues	**14,449**	**10.2%**	**77**	**37,304**	**10.2%**	**78**
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	2,406	1.7%	74	6,058	1.6%	78
16 Enterprising Professionals	2,807	2.0%	105	6,255	1.7%	102
17 Green Acres	8,003	5.7%	183	21,959	6.0%	188
18 Cozy and Comfortable	1,233	0.9%	39	3,032	0.8%	38
L3. Metropolis	**4,503**	**3.2%**	**60**	**9,798**	**2.7%**	**51**
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	4,164	2.9%	207	9,025	2.5%	207
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	339	0.2%	26	773	0.2%	23
L4. Solo Acts	**7,308**	**5.2%**	**70**	**15,015**	**4.1%**	**74**
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0

Secondary Retail Trade Area | Tapestry LifeMode Groups
Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	2,792	2.0%	97	5,930	1.6%	102
39 Young and Restless	4,516	3.2%	215	9,085	2.5%	211
L5. Senior Styles	**12,452**	**8.8%**	**70**	**32,043**	**8.7%**	**82**
14 Prosperous Empty Nesters	3,765	2.7%	128	8,288	2.3%	118
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,537	1.1%	56	3,849	1.0%	59
30 Retirement Communities	747	0.5%	33	1,461	0.4%	32
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	163	0.1%	10	3,329	0.9%	93
50 Heartland Communities	3,663	2.6%	128	9,313	2.5%	137
57 Simple Living	2,536	1.8%	129	5,531	1.5%	129
65 Social Security Set	41	0.0%	4	272	0.1%	14
L6. Scholars & Patriots	**10,822**	**7.7%**	**479**	**24,939**	**6.8%**	**372**
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	8,306	5.9%	627	18,815	5.1%	583
63 Dorms to Diplomas	2,516	1.8%	355	6,124	1.7%	247
L7. High Hopes	**10,175**	**7.2%**	**178**	**24,833**	**6.8%**	**175**
28 Aspiring Young Families	4,109	2.9%	124	10,299	2.8%	121
48 Great Expectations	6,066	4.3%	253	14,534	4.0%	257
L8. Global Roots	**1,325**	**0.9%**	**11**	**3,306**	**0.9%**	**9**
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	908	0.6%	46	2,107	0.6%	43
58 NeWest Residents	0	0.0%	0	0	0.0%	0

Secondary Retail Trade Area | Tapestry LifeMode Groups

Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
60 City Dimensions	417	0.3%	34	1,199	0.3%	35
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	**32,108**	**22.7%**	**255**	**87,748**	**23.9%**	**227**
12 Up and Coming Families	12,911	9.1%	221	35,534	9.7%	203
19 Milk and Cookies	19,197	13.6%	614	52,214	14.2%	581
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	**7,260**	**5.1%**	**64**	**18,158**	**4.9%**	**65**
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	5,275	3.7%	155	13,869	3.8%	162
33 Midlife Junction	1,985	1.4%	55	4,289	1.2%	51
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	**8,345**	**5.9%**	**63**	**21,917**	**6.0%**	**65**
25 Salt of the Earth	2,218	1.6%	59	5,783	1.6%	60
37 Prairie Living	926	0.7%	56	2,385	0.6%	57
42 Southern Satellites	1,163	0.8%	31	3,181	0.9%	33
53 Home Town	4,038	2.9%	202	10,568	2.9%	206
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	**23,032**	**16.3%**	**188**	**62,370**	**17.0%**	**198**
26 Midland Crowd	17,612	12.5%	387	48,040	13.1%	392
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	2,476	1.8%	121	6,742	1.8%	119
46 Rooted Rural	2,944	2.1%	90	7,588	2.1%	93
66 Unclassified	9	0.0%	390	3,664	1.0%	314

The 65 distinct market segments in Tapestry Segmentation profile the diversity of the American population and provide two ways to summarize and simplify these differences—LifeMode summary groups and Urbanization summary groups. Segments within a LifeMode summary group share an experience such as being born in the same time period or a trait such as affluence. Urbanization summary groups share a locale, from the urban canyons of the largest cities to the rural lanes of villages or farms.

LifeMode Group: L1 High Society
Segment Codes: 01, 02, 03, 04, 05, 06, 07

Residents of the seven High Society neighborhoods are affluent and well educated. They represent slightly more than 12 percent of all US households but generate nearly one-quarter of the total US income. Employment in high paying positions, such as professional or managerial occupations, is a primary reason why the median household income for this group is $100,983. Most households are married couple families who live in affluent neighborhoods where the median home value is $320,065. Although this is one of the least ethnically diverse groups in the United States, it is one of the fastest growing, increasing by more than 2 percent annually since 2000. Residents of High Society are affluent and active—financially, civically, and physically. They participate in a wide variety of public activities and sports and travel extensively. Try the Internet or radio instead of television to reach these markets.

LifeMode Group: L2 Upscale Avenues
Segment Codes: 09, 10, 11, 13, 16, 17, 18

Prosperity is the overriding attribute shared by the seven segments in Upscale Avenues. Residents have earned their success from years of hard work. Similar to the High Society segments, many in this group are also well educated with above-average earnings. However, their housing choices reveal their distinct preferences. Urban markets such as Urban Chic and Pacific Heights favor townhouses and high-rises, Pleasant-Ville residents prefer single-family homes in suburban neighborhoods, and Green Acres residents opt for open spaces. Some have not settled on a home yet, such as the renters among Enterprising Professionals; others, such as Cozy and Comfortable residents, have been settled for years. The median household income for the group is $69,770, and their median net worth is $182,330. Prosperous domesticity also characterizes the lifestyle in Upscale Avenues. They invest in their homes; the owners work on landscaping and home remodeling projects, and the renters buy new furnishings and appliances. They play golf, lift weights, go bicycling, and take domestic vacations. Although they are partial to new cars, they also save and invest their earnings.

LifeMode Group: L3 Metropolis
Segment Codes: 20, 22, 45, 51, 54, 62

Residents in the six segments of the Metropolis group live and work in America's cities. They live in older, single-family homes or row houses built in the 1940s or earlier. Those living in larger cities tend to own fewer vehicles and rely more on public transportation; however, workers in most of the Metropolis segments commute to service-related jobs. The median value of their homes is $139,511. The Metropolis group reflects the segments' diversity in housing, age, and income. For example, ages among the segments range from Generation Xers to retirees; households include married couples with children and single parents with children. Employment status also varies from well-educated professionals to unemployed. The median household income of the group is $43,234. Their lifestyle is also uniquely urban and media oriented. They like music, especially urban and contemporary formats, which they listen to during their commutes. They watch a variety of TV programs, from news to syndicated sitcoms, and would rather see movies than read books.

LifeMode Group: L4 Solo Acts
Segment Codes: 08, 23, 27, 36, 39

Residents of the Solo Acts summary group segments are singles who prefer city life. Many are young, just starting out in more densely populated US neighborhoods; others are well-established singles who have no home ownership or child-rearing responsibilities. Second only to High Society, residents of this group tend to be well-educated, working professionals who are either attending college or already hold a degree. Their incomes reflect their employment experience, ranging from a low median of $44,601 (Old and Newcomers) among the newest households to approximately $93,899 (Laptops & Lattes) among established singles. Home ownership is at 28 percent; the median home value is $236,054. Contrary to modern migration patterns that flow away from the largest cities, Solo Acts' residents are moving into major cities such as New York City; Chicago; Washington, D.C.; Boston; Los Angeles; and San Francisco. With considerable discretionary income and few commitments, their lifestyle is urban, including the best of city life—dining out, attending plays and concerts, and visiting museums—and, for a break from constant connectivity, extensive travel domestically and abroad.

LifeMode Group: L5 Senior Styles
Segment Codes: 14, 15, 29, 30, 43, 49, 50, 57, 65

More than 14.4 million households in the nine Senior Styles segments comprise one of the largest LifeMode summary groups. As the US population ages, two of the fastest-growing American markets are found among The Elders and the Silver and Gold segments. Senior Styles segments illustrate the diversity among today's senior markets. Although incomes within this group cover a wide range, the median is $45,261, attributable mostly to retirement income or Social Security payments. Younger, more affluent seniors, freed of their child-rearing responsibilities, are traveling and relocating to warmer climates. Settled seniors are looking forward to retirement and remaining in their homes. Residents in some of the older, less privileged segments live alone and collect Social Security and other benefits. Their choice of housing depends on their income. This group may reside in single-family homes, retirement homes, or high-rises. Their lifestyles can be as diverse as their circumstances, but senior markets do have common traits among their preferences. Golf is their favorite sport; they play and watch golf on TV. They read the newspaper daily and prefer to watch news shows on television. Although their use of the Internet is nearly average, they are more likely to shop through QVC than online.

LifeMode Group: L6 Scholars and Patriots
Segment Codes: 40, 55, 63

This summary group is unique in the Tapestry Segmentation system. Their shared traits include youth, with the attendant lower incomes, and atypical environments such as college life or military service. Because of their transient lifestyle and lifestage, their home ownership rate is low. Most live in townhouses or apartments, although one-quarter reside in single-family homes. One segment, Military Proximity, is dominated by military life; the other two, College Towns and Dorms and Diplomas, are predominantly students who are pursuing college degrees. Although most of the residents in the military segment are either on active duty or employed in civilian jobs on military bases, the students tend to work part-time at low-paying jobs to support themselves while attending school. However, low personal income does not inhibit their lifestyles. Scholars and Patriots residents' eclectic tastes in sports range from yoga to football. Electronically savvy, they have wireless Internet connections, notebook computers, iPods, and digital cameras.

LifeMode Group: L7 High Hopes
Segment Codes: 28, 48

The High Hopes summary group includes Aspiring Young Families and Great Expectations. These residents are a mix of married couples, single parents, and singles who seek the "American Dream" of home ownership and a rewarding job. Most live in single-family houses or multiunit buildings; approximately half own their homes. The median home value is $119,508. Many would move to a new location for better opportunities. Many are young, mobile, and college educated; one-third are younger than 35 years. The median household income is $47,263, and the median net worth is $29,218.

LifeMode Group: L8 Global Roots
Segment Codes: 35, 38, 44, 47, 52, 58, 60, 61

Ethnic diversity is the common thread among the eight segments in Global Roots; the diversity index stands at 89. Las Casas and NeWest Residents represent a strong Hispanic influence in addition to a broad mix of cultural and racial diversity found in Urban Melting Pot and International Marketplace. Typical of new households, Global Roots' residents are young, earn modest incomes, and tend to rent in multiunit buildings. Their youth reflects recent immigration trends; half of all households have immigrated to the United States within the past 10 years. Married couples, usually with children; single parents; and people who live alone are typical of the household types in the Global Roots segments. Because households with children dominate, it is not surprising that spending is high for baby products, children's clothing, and toys. Residents of Global Roots are less likely than other groups to have home PCs but just as likely to use cell phones. They maintain ties with friends and relatives in their countries of origin with foreign travel.

LifeMode Group: L9 Family Portrait
Segment Codes: 12, 19, 21, 59, 64

Family Portrait has the fastest-growing population of the LifeMode summary groups, driven primarily by the rapid increase in the Up and Coming Families segment. Youth, family life, and the presence of children are the common characteristics across the five markets in Family Portrait. The group is also ethnically diverse: more than 30 percent of the residents are of Hispanic descent. The neighborhoods are predominantly composed of homeowners who live in single-family homes. Most households include married couples with children who contribute to the group's large household size, averaging more than 3.1 persons per household. Their lifestyle reflects their youth and family orientation—buying infant and children's clothing and toys and visiting theme parks and zoos.LifeMode Group:

LifeMode Group: L10 Traditional Living
Segment Codes: 24, 32, 33, 34

The four segments in Traditional Living convey the perception of real middle America—hardworking, settled families. The group's higher median age of 38.2 years also conveys their lifestage—a number of older residents who are completing their child-rearing responsibilities and anticipating retirement. Even though they're older, many still work hard to earn a modest living. They typically own single-family homes in established, slow-growing neighborhoods. They buy standard, four-door American cars, belong to veterans' clubs and fraternal organizations, take care of their homes and gardens, and rely on traditional media such as newspapers for their news.

LifeMode Group: L11 Factories and Farms
Segment Codes: 25, 37, 42, 53, 56

The segments in the Factories and Farms summary group represent rural life—from small towns and villages to farms. Employment in manufacturing and agricultural industries is typical in these small, settled communities across America's breadbasket. Population change is nominal, and the profile is classic. Most households are families, either married couples or married couples with children. By age, the residents of Factories and Farms mirror the US distribution, with slightly more retirees. Median household income is a bit lower, almost $40,611, but so is the home value of $91,798. Most own their homes. Their lifestyle reflects their locale, emphasizing home and garden care, fishing and hunting, pets, and membership in local clubs.

LifeMode Group: L12 American Quilt
Segment Codes: 26, 31, 41, 46

Location in America's small towns and rural areas links the four segments in American Quilt. Unlike Factories and Farms, this group represents a more diverse microcosm of small-town life, including the largest segment of Tapestry Segmentation, Midland Crowd. Manufacturing and agriculture remain part of the local economy, but American Quilt also includes workers in local government, service, construction, communication, and utilities. In addition to farmers, American Quilt includes the Rural Resort Dwellers segment, an older population that is retiring to seasonal vacation spots, and Crossroads, young families who live in mobile homes. Households in American Quilt are also more affluent, with a median household income of $45,501, and more are homeowners. However, the rural lifestyle is also evident, with a preference for fishing, hunting, power boats, pickups, and country music.

SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS
Norman, Oklahoma
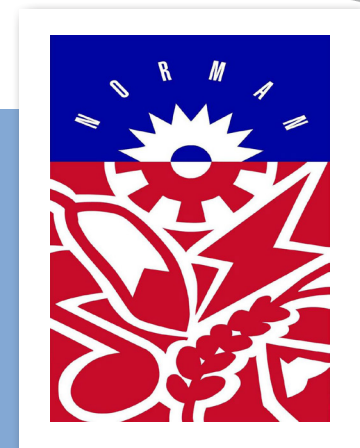
Prepared for
City of Norman
May 2014

The**Retail**Coach®

Secondary 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	**6,470,468,840**	**1,787,189,579**	**(4,683,279,261)**	**-72%**
441	Motor Vehicle and Parts Dealers	1,250,215,620	448,414,370	(801,801,250)	-64%
4411	Automotive Dealers	1,014,908,787	425,950,293	(588,958,494)	-58%
4412	Other Motor Vehicle Dealers	140,417,317	6,910,161	(133,507,156)	-95%
4413	Automotive Parts/Accsrs, Tire Stores	94,889,516	15,553,916	(79,335,600)	-84%
442	Furniture and Home Furnishings Stores	122,636,839	31,229,029	(91,407,810)	-75%
4421	Furniture Stores	64,763,998	14,340,937	(50,423,061)	-78%
4422	Home Furnishing Stores	57,872,841	16,888,092	(40,984,749)	-71%
443	Electronics and Appliance Stores	120,694,239	51,636,995	(69,057,244)	-57%
44311	Appliances, TVs, Electronics Stores	87,557,462	36,439,654	(51,117,808)	-58%
443111	Household Appliances Stores	15,894,038	1,312,633	(14,581,405)	-92%
443112	Radio, Television, Electronics Stores	71,663,424	35,127,021	(36,536,403)	-51%
44312	Computer and Software Stores	30,006,908	15,197,341	(14,809,567)	-49%
44313	Camera and Photographic Equipment Stores	3,129,868	0	(3,129,868)	-100%
444	Building Material, Garden Equip Stores	652,801,713	89,653,189	(563,148,524)	-86%
4441	Building Material and Supply Dealers	555,078,856	76,768,245	(478,310,611)	-86%
44411	Home Centers	224,446,499	37,285,872	(187,160,627)	-83%
44412	Paint and Wallpaper Stores	9,363,030	19,482,373	10,119,343	108%
44413	Hardware Stores	56,283,305	5,000,000	(51,283,305)	-91%
44419	Other Building Materials Dealers	264,986,023	15,000,000	(249,986,023)	-94%
4442	Lawn, Garden Equipment, Supplies Stores	97,722,856	12,884,944	(84,837,912)	-87%
44421	Outdoor Power Equipment Stores	32,708,613	698,310	(32,010,303)	-98%
44422	Nursery and Garden Centers	65,014,243	12,186,634	(52,827,609)	-81%

Secondary Retail Trade Area | Gap/Opportunity Analysis Summary
Norman, Oklahoma

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	800,324,958	160,678,586	(639,646,372)	-80%
4451	Grocery Stores	511,530,567	128,792,803	(382,737,764)	-75%
44511	Supermarkets, Grocery (Ex Conv) Stores	476,824,802	119,738,232	(357,086,570)	-75%
44512	Convenience Stores	34,705,765	9,054,571	(25,651,194)	-74%
4452	Specialty Food Stores	61,794,508	1,885,783	(59,908,725)	-97%
4453	Beer, Wine and Liquor Stores	226,999,883	30,000,000	(196,999,883)	-87%
446	Health and Personal Care Stores	353,725,568	103,022,399	(250,703,169)	-71%
44611	Pharmancies and Drug Stores	283,251,853	65,778,359	(217,473,494)	-77%
44612	Cosmetics, Beauty Supplies, Perfume Stores	25,110,248	12,529,428	(12,580,820)	-50%
44613	Optical Goods Stores	13,561,714	10,461,768	(3,099,946)	-23%
44619	Other Health and Personal Care Stores	31,801,753	14,252,844	(17,548,909)	-55%
447	Gasoline Stations	644,632,811	110,154,024	(534,478,787)	-83%
44711	Gasoline Stations With Conv Stores	471,417,466	60,732,380	(410,685,086)	-87%
44719	Other Gasoline Stations	173,215,345	49,421,644	(123,793,701)	-71%
448	Clothing and Clothing Accessories Stores	287,177,877	99,683,678	(187,494,199)	-65%
4481	Clothing Stores	157,918,738	73,502,263	(84,416,475)	-53%
44811	Men's Clothing Stores	8,042,258	1,029,262	(7,012,996)	-87%
44812	Women's Clothing Stores	38,007,188	11,046,382	(26,960,806)	-71%
44813	Childrens, Infants Clothing Stores	9,286,756	8,446,579	(840,177)	-9%
44814	Family Clothing Stores	82,107,032	40,000,000	(42,107,032)	-51%
44815	Clothing Accessories Stores	6,866,329	2,897,454	(3,968,875)	-58%
44819	Other Clothing Stores	13,609,177	10,082,586	(3,526,591)	-26%
4482	Shoe Stores	23,973,889	18,659,403	(5,314,486)	-22%
4483	Jewelry, Luggage, Leather Goods Stores	105,285,249	7,522,012	(97,763,237)	-93%
44831	Jewelry Stores	93,405,988	6,660,613	(86,745,375)	-93%
44832	Luggage and Leather Goods Stores	11,879,262	861,399	(11,017,863)	-93%

Secondary Retail Trade Area | Gap/Opportunity Analysis Summary
Norman, Oklahoma

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	127,289,943	50,079,019	(77,210,924)	-61%
4511	Sportng Goods, Hobby, Musical Inst Stores	108,561,048	30,673,574	(77,887,474)	-72%
45111	Sporting Goods Stores	57,690,291	3,633,149	(54,057,142)	-94%
45112	Hobby, Toys and Games Stores	30,778,987	4,000,000	(26,778,987)	-87%
45113	Sew/Needlework/Piece Goods Stores	9,594,465	7,814,301	(1,780,164)	-19%
45114	Musical Instrument and Supplies Stores	10,497,305	15,226,124	4,728,819	45%
4512	Book, Periodical and Music Stores	18,728,895	19,405,445	676,550	4%
45121	Book Stores and News Dealers	16,358,408	19,405,445	3,047,037	19%
451211	Book Stores	14,614,936	19,405,445	4,790,509	33%
451212	News Dealers and Newsstands	1,743,473	0	(1,743,473)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	2,370,486	0	(2,370,486)	-100%
452	General Merchandise Stores	749,512,573	429,644,927	(319,867,646)	-43%
4521	Department Stores Excl Leased Depts	320,294,351	111,283,175	(209,011,176)	-65%
4529	Other General Merchandise Stores	429,218,222	318,361,752	(110,856,470)	-26%
453	Miscellaneous Store Retailers	179,155,543	54,549,795	(124,605,748)	-70%
4531	Florists	6,431,918	1,257,796	(5,174,122)	-80%
4532	Office Supplies, Stationery, Gift Stores	82,663,543	31,809,580	(50,853,963)	-62%
45321	Office Supplies and Stationery Stores	39,811,264	11,809,580	(28,001,684)	-70%
45322	Gift, Novelty and Souvenir Stores	42,852,279	20,000,000	(22,852,279)	-53%
4533	Used Merchandise Stores	13,058,783	2,596,608	(10,462,175)	-80%
4539	Other Miscellaneous Store Retailers	77,001,299	18,885,811	(58,115,488)	-75%
454	Non-Store Retailers	528,144,078	22,877,306	(505,266,772)	-96%
722	Foodservice and Drinking Places	654,157,079	135,566,262	(518,590,817)	-79%
7221	Full-Service Restaurants	296,048,166	53,963,016	(242,085,150)	-82%
7222	Limited-Service Eating Places	260,625,783	63,691,610	(196,934,173)	-76%
7223	Special Foodservices	69,843,460	13,916,509	(55,926,951)	-80%
7224	Drinking Places -Alcoholic Beverages	27,639,670	3,995,127	(23,644,543)	-86%

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
Population		
2019 Projection	397,722	
2014 Estimate	375,076	
2010 Census	354,964	
2000 Census	289,640	
Growth 2014-2019	6.04%	
Growth 2010-2014	5.67%	
Growth 2000-2010	22.55%	
2014 Est. Pop by Single Race Class	375,076	
White Alone	291,862	77.81
Black or African American Alone	17,552	4.68
Amer. Indian and Alaska Native Alone	19,488	5.20
Asian Alone	12,823	3.42
Native Hawaiian and Other Pac. Isl. Alone	315	0.08
Some Other Race Alone	10,410	2.78
Two or More Races	22,626	6.03
2014 Est. Pop Hisp or Latino by Origin	375,076	
Not Hispanic or Latino	345,075	92.00
Hispanic or Latino:	30,001	8.00
Mexican	22,611	75.37
Puerto Rican	1,382	4.61
Cuban	310	1.03
All Other Hispanic or Latino	5,698	18.99

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	30,001	
White Alone	15,085	50.28
Black or African American Alone	444	1.48
American Indian and Alaska Native Alone	1,160	3.87
Asian Alone	113	0.38
Native Hawaiian and Other Pacific Islander Alone	38	0.13
Some Other Race Alone	10,092	33.64
Two or More Races	3,069	10.23
2014 Est. Pop. Asian Alone Race by Cat	12,823	
Chinese, except Taiwanese	1,542	12.03
Filipino	1,104	8.61
Japanese	682	5.32
Asian Indian	1,494	11.65
Korean	1,135	8.85
Vietnamese	5,288	41.24
Cambodian	45	0.35
Hmong	40	0.31
Laotian	388	3.03
Thai	342	2.67
All Other Asian Races Including 2+ Category	764	5.96
2014 Est. Population by Ancestry	375,076	
Pop, Arab	1,049	0.28
Pop, Czech	925	0.25
Pop, Danish	619	0.17
Pop, Dutch	2,878	0.77
Pop, English	24,177	6.45
Pop, French (except Basque)	5,510	1.47
Pop, French Canadian	495	0.13
Pop, German	42,157	11.24
Pop, Greek	456	0.12

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
Pop, Hungarian	349	0.09
Pop, Irish	34,417	9.18
Pop, Italian	5,183	1.38
Pop, Lithuanian	60	0.02
Pop, United States or American	39,840	10.62
Pop, Norwegian	1,242	0.33
Pop, Polish	2,618	0.70
Pop, Portuguese	376	0.10
Pop, Russian	625	0.17
Pop, Scottish	5,084	1.36
Pop, Scotch-Irish	3,046	0.81
Pop, Slovak	44	0.01
Pop, Subsaharan African	2,005	0.53
Pop, Swedish	1,658	0.44
Pop, Swiss	446	0.12
Pop, Ukrainian	331	0.09
Pop, Welsh	890	0.24
Pop, West Indian (exc Hisp groups)	1,149	0.31
Pop, Other ancestries	132,677	35.37
Pop, Ancestry Unclassified	64,768	17.27
2014 Est. Pop Age 5+ by Language Spoken At Home	351,129	
Speak Only English at Home	318,571	90.73
Speak Asian/Pac. Isl. Lang. at Home	8,507	2.42
Speak IndoEuropean Language at Home	5,379	1.53
Speak Spanish at Home	16,309	4.64
Speak Other Language at Home	2,363	0.67
2014 Est. Population by Sex	375,076	
Male	186,823	49.81
Female	188,253	50.19

DESCRIPTION	DATA	%
2014 Est. Population by Age	375,076	
Age 0 - 4	23,947	6.38
Age 5 - 9	24,287	6.48
Age 10 - 14	24,311	6.48
Age 15 - 17	15,004	4.00
Age 18 - 20	19,713	5.26
Age 21 - 24	27,351	7.29
Age 25 - 34	54,800	14.61
Age 35 - 44	47,658	12.71
Age 45 - 54	47,901	12.77
Age 55 - 64	43,767	11.67
Age 65 - 74	27,851	7.43
Age 75 - 84	13,619	3.63
Age 85 and over	4,869	1.30
Age 16 and over	297,621	79.35
Age 18 and over	287,527	76.66
Age 21 and over	267,815	71.40
Age 65 and over	46,338	12.35
2014 Est. Median Age	34.7	
2014 Est. Average Age	36.80	

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	186,823	
Age 0 - 4	12,242	6.55
Age 5 - 9	12,492	6.69
Age 10 - 14	12,582	6.73
Age 15 - 17	7,741	4.14
Age 18 - 20	10,076	5.39
Age 21 - 24	14,071	7.53
Age 25 - 34	28,192	15.09
Age 35 - 44	23,997	12.84
Age 45 - 54	23,776	12.73
Age 55 - 64	21,107	11.30
Age 65 - 74	13,009	6.96
Age 75 - 84	5,872	3.14
Age 85 and over	1,667	0.89
2014 Est. Median Age, Male	33.6	
2014 Est. Average Age, Male	35.90	
2014 Est. Female Population by Age	188,253	
Age 0 - 4	11,705	6.22
Age 5 - 9	11,796	6.27
Age 10 - 14	11,729	6.23
Age 15 - 17	7,263	3.86
Age 18 - 20	9,636	5.12
Age 21 - 24	13,280	7.05
Age 25 - 34	26,607	14.13
Age 35 - 44	23,661	12.57
Age 45 - 54	24,125	12.82
Age 55 - 64	22,660	12.04
Age 65 - 74	14,842	7.88
Age 75 - 84	7,746	4.11
Age 85 and over	3,201	1.70

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	35.9	
2014 Est. Average Age, Female	37.80	
2014 Est. Pop Age 15+ by Marital Status	302,531	
Total, Never Married	86,762	28.68
Males, Never Married	47,415	15.67
Females, Never Married	39,347	13.01
Married, Spouse present	148,958	49.24
Married, Spouse absent	13,595	4.49
Widowed	15,393	5.09
Males Widowed	3,805	1.26
Females Widowed	11,587	3.83
Divorced	37,823	12.50
Males Divorced	17,127	5.66
Females Divorced	20,696	6.84
2014 Est. Pop. Age 25+ by Edu. Attainment	240,464	
Less than 9th grade	6,371	2.65
Some High School, no diploma	17,125	7.12
High School Graduate (or GED)	71,906	29.90
Some College, no degree	62,484	25.98
Associate Degree	16,871	7.02
Bachelor's Degree	42,722	17.77
Master's Degree	16,226	6.75
Professional School Degree	2,914	1.21
Doctorate Degree	3,845	1.60
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	14,292	
CY Pop 25+, Hisp/Lat, < High School Diploma	4,542	31.78
CY Pop 25+, Hisp/Lat, High School Graduate	3,758	26.29
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	3,723	26.05
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	2,269	15.88

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
Households		
2019 Projection	153,209	
2014 Estimate	144,224	
2010 Census	136,239	
2000 Census	110,758	
Growth 2014-2019	6.23%	
Growth 2010-2014	5.86%	
Growth 2000-2010	23.01%	
2014 Est. Households by Household Type	144,224	
Family Households	96,826	67.14
Nonfamily Households	47,398	32.86
2014 Est. Group Quarters Population	11,886	
2014 HHs by Ethnicity, Hispanic/Latino	8,288	5.75
2014 Est. HHs by HH Income	144,224	
CY HHs, Inc < $15,000	16,957	11.76
CY HHs, Inc $15,000 - $24,999	13,863	9.61
CY HHs, Inc $25,000 - $34,999	15,469	10.73
CY HHs, Inc $35,000 - $49,999	21,910	15.19
CY HHs, Inc $50,000 - $74,999	28,920	20.05
CY HHs, Inc $75,000 - $99,999	18,892	13.10
CY HHs, Inc $100,000 - $124,999	12,315	8.54
CY HHs, Inc $125,000 - $149,999	6,711	4.65
CY HHs, Inc $150,000 - $199,999	5,344	3.71
CY HHs, Inc $200,000 - $249,999	1,736	1.20
CY HHs, Inc $250,000 - $499,999	1,706	1.18
CY HHs, Inc $500,000+	401	0.28

DESCRIPTION	DATA	%
2014 Est. Average Household Income	$66,885	
2014 Est. Median Household Income	$53,382	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	54,962	
Black or African American Alone	39,599	
American Indian and Alaska Native Alone	51,461	
Asian Alone	47,475	
Native Hawaiian and Other Pacific Islander Alone	24,481	
Some Other Race Alone	49,868	
Two or More Races	49,320	
Hispanic or Latino	44,413	
Not Hispanic or Latino	54,019	
2014 Est. Family HH Type, Presence Own Children	96,826	
Married-Couple Family, own children	31,183	32.21
Married-Couple Family, no own children	43,258	44.68
Male Householder, own children	3,724	3.85
Male Householder, no own children	3,114	3.22
Female Householder, own children	8,905	9.20
Female Householder, no own children	6,643	6.86
2014 Est. Households by Household Size	144,224	
1-person household	36,833	25.54
2-person household	49,579	34.38
3-person household	24,887	17.26
4-person household	19,614	13.60
5-person household	8,525	5.91
6-person household	3,211	2.23
7 or more person household	1,575	1.09

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.52	
2014 Est. Households by Presence of People	144,224	
Households with 1 or more People under Age 18:	48,630	33.72
Married-Couple Family	33,492	68.87
Other Family, Male Householder	4,243	8.73
Other Family, Female Householder	10,432	21.45
Nonfamily, Male Householder	341	0.70
Nonfamily, Female Householder	122	0.25
Households no People under Age 18:	95,594	66.28
Married-Couple Family	40,961	42.85
Other Family, Male Householder	2,609	2.73
Other Family, Female Householder	5,104	5.34
Nonfamily, Male Householder	22,676	23.72
Nonfamily, Female Householder	24,244	25.36
2014 Est. Households by Number of Vehicles	144,224	
No Vehicles	5,417	3.76
1 Vehicle	46,483	32.23
2 Vehicles	59,400	41.19
3 Vehicles	24,231	16.80
4 Vehicles	6,388	4.43
5 or more Vehicles	2,305	1.60
2014 Est. Average Number of Vehicles	1.92	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	102,990	
2014 Estimate	96,826	
2010 Census	91,426	
2000 Census	76,929	
Growth 2014-2019	6.37%	
Growth 2010-2014	5.91%	
Growth 2000-2010	18.84%	
2014 Est. Families by Poverty Status	96,826	
2014 Families at or Above Poverty	87,989	90.87
2014 Families at or Above Poverty with Children	41,779	43.15
2014 Families Below Poverty	8,837	9.13
2014 Families Below Poverty with Children	6,699	6.92
2014 Est. Pop Age 16+ by Employment Status	297,621	
In Armed Forces	1,468	0.49
Civilian - Employed	181,633	61.03
Civilian - Unemployed	11,364	3.82
Not in Labor Force	103,156	34.66
2014 Est. Civ Employed Pop 16+ Class of Worker	186,256	
For-Profit Private Workers	117,262	62.96
Non-Profit Private Workers	10,045	5.39
Local Government Workers	11,193	6.01
State Government Workers	17,660	9.48
Federal Government Workers	10,147	5.45
Self-Emp Workers	19,535	10.49
Unpaid Family Workers	416	0.22

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	186,256	
Architect/Engineer	3,215	1.73
Arts/Entertain/Sports	2,636	1.42
Building Grounds Maint	6,478	3.48
Business/Financial Ops	8,477	4.55
Community/Soc Svcs	3,041	1.63
Computer/Mathematical	4,075	2.19
Construction/Extraction	11,978	6.43
Edu/Training/Library	13,235	7.11
Farm/Fish/Forestry	663	0.36
Food Prep/Serving	10,680	5.73
Health Practitioner/Tec	10,693	5.74
Healthcare Support	4,629	2.49
Maintenance Repair	8,208	4.41
Legal	2,173	1.17
Life/Phys/Soc Science	1,658	0.89
Management	15,972	8.58
Office/Admin Support	27,693	14.87
Production	10,088	5.42
Protective Svcs	4,938	2.65
Sales/Related	20,169	10.83
Personal Care/Svc	6,129	3.29
Transportation/Moving	9,430	5.06
2014 Est. Pop 16+ by Occupation Classification	186,256	
Blue Collar	39,704	21.32
White Collar	113,035	60.69
Service and Farm	33,517	18.00

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	184,148	
Drove Alone	153,833	83.54
Car Pooled	18,112	9.84
Public Transportation	599	0.33
Walked	3,367	1.83
Bicycle	883	0.48
Other Means	1,891	1.03
Worked at Home	5,463	2.97
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	53,358	
15 - 29 Minutes	67,751	
30 - 44 Minutes	37,154	
45 - 59 Minutes	11,887	
60 or more Minutes	8,104	
2014 Est. Avg Travel Time to Work in Minutes	25.39	
2014 Est. Tenure of Occupied Housing Units	144,224	
Owner Occupied	98,764	68.48
Renter Occupied	45,460	31.52
2014 Owner Occ. HUs: Avg. Length of Residence	14.8	
2014 Renter Occ. HUs: Avg. Length of Residence	6.1	

Secondary Retail Trade Area | Demographics
Norman, Oklahoma

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	98,764	
Value Less than $20,000	3,411	3.45
Value $20,000 - $39,999	3,090	3.13
Value $40,000 - $59,999	3,532	3.58
Value $60,000 - $79,999	5,699	5.77
Value $80,000 - $99,999	10,689	10.82
Value $100,000 - $149,999	28,186	28.54
Value $150,000 - $199,999	20,456	20.71
Value $200,000 - $299,999	15,311	15.50
Value $300,000 - $399,999	4,806	4.87
Value $400,000 - $499,999	1,753	1.77
Value $500,000 - $749,999	1,158	1.17
Value $750,000 - $999,999	310	0.31
Value $1,000,000 or more	363	0.37
2014 Est. Median All Owner-Occupied Housing Value	$140,732	
2014 Est. Housing Units by Units in Structure	154,568	
1 Unit Attached	3,847	2.49
1 Unit Detached	112,099	72.52
2 Units	2,943	1.90
3 or 4 Units	4,508	2.92
5 to 19 Units	14,328	9.27
20 to 49 Units	1,563	1.01
50 or More Units	2,240	1.45
Mobile Home or Trailer	12,965	8.39
Boat, RV, Van, etc.	74	0.05

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	154,568	
Housing Unit Built 2005 or later	17,835	11.54
Housing Unit Built 2000 to 2004	18,589	12.03
Housing Unit Built 1990 to 1999	22,324	14.44
Housing Unit Built 1980 to 1989	29,749	19.25
Housing Unit Built 1970 to 1979	31,189	20.18
Housing Unit Built 1960 to 1969	16,808	10.87
Housing Unit Built 1950 to 1959	8,001	5.18
Housing Unit Built 1940 to 1949	4,614	2.99
Housing Unit Built 1939 or Earlier	5,460	3.53
2014 Est. Median Year Structure Built **	1984	

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, Subsaharan 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 IndoEuropean 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	

TERTIARY RETAIL TRADE AREA
DEMOGRAPHIC PROFILE
Norman, Oklahoma

Prepared for
City of Norman
May 2014

TheRetailCoach®

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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

Tertiary Retail Trade Area | *Demographics*
Norman, Oklahoma

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, Subsaharan 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 IndoEuropean 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	

Tertiary Retail Trade Area | Demographics
Norman, Oklahoma

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

Tertiary Retail Trade Area | Demographics
Norman, Oklahoma

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

Tertiary Retail Trade Area | Demographics
Norman, Oklahoma

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

Tertiary Retail Trade Area | *Demographics*
Norman, Oklahoma

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	

Tertiary Retail Trade Area | Demographics
Norman, Oklahoma

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	

TERTIARY RETAIL TRADE AREA PSYCHOGRAPHIC PROFILE

Norman, Oklahoma

Prepared for
City of Norman
June 2014

TheRetailCoach®

What Is Tapestry Segmentation?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 65 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

Who Should Use Tapestry Segmentation?

All companies, agencies, and organizations need to understand consumers/ constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

Tapestry Segmentation Summary Groups

Esri's Tapestry Segmentation provides a robust, powerful portrait of the 65 US consumer markets. To provide a broader view of these 65 segments, Esri combined them into 12 LifeMode Summary Groups based on lifestyle and lifestage composition.

L1 High Society
L2 Upscale Avenues
L3 Metropolis
L4 Solo Acts
L5 Senior Styles
L6 Scholars and Patriots
L7 High Hopes
L8 Global Roots
L9 Family Portrait
L10 Traditional Living
L11 Factories and Farms
L12 American Quilt

Income Range of LifeMode Summary Groups

$16,820 per year ⟷ $182,041 per year

LifeMode Group	Income Range
L1 High Society	
L2 Upscale Avenues	
L3 Metropolis	
L4 Solo Acts	
L5 Senior Styles	
L6 Scholars and Patriots	
L7 High Hopes	
L8 Global Roots	
L9 Family Portrait	
L10 Traditional Living	
L11 Factories and Farms	
L12 American Quilt	

L1 High Society
Affluent, well educated, married-couple homeowners

L2 Upscale Avenues
Prosperous, married-couple homeowners in different housing

L3 Metropolis
City dwellers in older homes reflecting the diversity of urban culture

L4 Solo Acts
Urban young singles on the move

L5 Senior Styles
Senior lifestyles by income, age and housing

L6 Scholars and Patriots
College, military environments

L7 High Hopes
Young households striving for the "American Dream"

L8 Global Roots
Ethnic and culturally diverse families

L9 Family Portrait
Youth, family life and children

L10 Traditional Living
Middle aged, middle income - Middle America

L11 Factories and Farms
Hardworking families in small communities, settled near jobs

L12 American Quilt
Households in small towns in rural areas

Tertiary Retail Trade Area | Top Tapestry Segments
Norman, Oklahoma

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	26. Midland Crowd	11.4%	11.4%	3.2%	3.2%	355
2	19. Milk and Cookies	9.7%	21.1%	2.2%	5.4%	439
3	53. Home Town	6.6%	27.7%	1.4%	6.8%	467
4	12. Up and Coming Families	6.3%	34.0%	4.1%	10.9%	152
5	50. Heartland Communities	5.6%	39.6%	2.0%	12.9%	279
	Subtotal	**39.6%**		**12.9%**		
6	17. Green Acres	5.3%	44.9%	3.1%	16.0%	172
7	32. Rustbelt Traditions	4.8%	49.7%	2.4%	18.4%	198
8	48. Great Expectations	4.4%	54.1%	1.7%	20.1%	260
9	55. College Towns	4.4%	58.5%	0.9%	21.0%	469
10	46. Rooted Rural	3.6%	62.1%	2.3%	23.3%	157
	Subtotal	**22.5%**		**10.4%**		
11	57. Simple Living	3.1%	65.2%	1.4%	24.7%	220
12	14. Prosperous Empty Nesters	2.5%	67.7%	2.1%	26.8%	121
13	07. Exurbanites	2.4%	70.1%	2.5%	29.3%	96
14	28. Aspiring Young Families	2.3%	72.4%	2.3%	31.6%	98
15	25. Salt of the Earth	2.2%	74.6%	2.7%	34.3%	82
	Subtotal	**12.5%**		**11.0%**		
16	39. Young and Restless	2.1%	76.7%	1.5%	35.8%	143
17	41. Crossroads	2.0%	78.7%	1.5%	37.3%	136
18	22. Metropolitans	2.0%	80.7%	1.4%	38.7%	138
19	37. Prairie Living	1.8%	82.5%	1.2%	39.9%	155
20	36. Old and Newcomers	1.7%	84.2%	2.0%	41.9%	83
	Subtotal	**9.6%**		**7.6%**		
	Total	**84.2%**		**42.0%**		**201**

26. Midland Crowd – 11.4%
Norman, Oklahoma

26 Midland Crowd

Segment Code 26
Segment Name ....*Midland Crowd*
LifeMode Summary Group ....L12 *American Quilt*
Urbanization Summary Group ....U10 *Rural I*

Demographic
The growing population of 12 million, approximately 4 percent of the US population, identifies Midland Crowd as Tapestry Segmentation's largest segment. Since 2000, the population has grown by 2.18 percent annually. The median age of 37.2 years parallels that of the US median. Sixty-two percent of the households are married couple families; half of them have children. Twenty percent of the households are singles who live alone. Midland Crowd neighborhoods are not diverse.

Socioeconomic
Median household income is $50,096, slightly lower than the US median. Most income is earned from wages and salaries; however, self-employment ventures are slightly higher for this segment than the national average. The median net worth is $88,854. Unemployment is below average. Half of the residents who work hold white collar jobs. More than 45 percent of the residents aged 25 years and older have attended college; 16 percent have earned a bachelor's or graduate degree.

Residential
Midland Crowd residents live in housing developments in rural villages and towns throughout the United States, mainly in the South. Three-fourths of the housing was built after 1969. The home ownership rate is 81 percent, higher than the national rate of 66 percent. The median home value is $121,782. Two-thirds of the housing is single-family houses; 28 percent are mobile homes.

Summary

Household/Median Age	Married-couple families/37.2
Median Household Income	$50,096
Employment	Skilled, professional, management
Education	HS graduate, some college
Housing/Median Home Value	Single family, mobile home/$121,782
Race/Ethnicity	White
Lifestyle	Own pets; go hunting and fishing

Preferences
These politically active, conservative residents vote, work for their candidates, and serve on local committees. Their rural location and traditional lifestyle dictate their product preferences. A fourth of the households own three or more vehicles; they typically own or lease a truck, and many own a motorcycle. Proficient do-it-yourselfers, they work on their vehicles, homes, and gardens and keep everything in tip-top shape. They hunt, fish, and do woodworking. Dogs are their favorite pets. They patronize local stores or shop by mail order. They have recently bought radial tires. They often go to the drive-through at a fast-food restaurant.

Many households own a satellite dish so they can watch CMT, the Speed Channel, Home & Garden Television, NASCAR racing, rodeo/bull riding, truck and tractor pulls, fishing programs, and a variety of news programs. They listen to country music on the radio and read fishing and hunting magazines.

19. *Milk and Cookies* – 9.7%
Norman, Oklahoma

19 Milk and Cookies

Segment Code 19
Segment Name ....*Milk and Cookies*
LifeMode Summary Group ....L9 *Family Portrait*
Urbanization Summary Group ....U3 *Metro Cities I*

Summary

Household/Median Age	Married couples with kids/33.8
Median Household Income	$64,880
Employment	Professional, management, skilled
Education	Some college
Housing/Median Home Value	Single family/$128,801
Race/Ethnicity	White
Lifestyle	Fast food, drive-in restaurants; buys children's toys and games

Demographic
Upscale living on a family allowance, Milk and Cookies represents young, affluent married couples who are starting their families or already have young children. The median age of 33.8 years represents the presence of kids; nearly half of the households include children. One in four householders is between the ages of 45 and 54. The population diversity is comparable to that of the United States, and the proportions of the population by race approximate the US distributions with slightly above-average ratios of black and Hispanic residents.

Socioeconomic
Ninety percent of Milk and Cookies households earn income from wages. The labor force participation rate of 69.8 percent is above average. The median household income is $64,880, and the median net worth is $135,190. Fifty-eight percent have attended college; more than 20 percent hold bachelor's or graduate degrees.

Residential
Milk and Cookies residents prefer single-family homes in suburban neighborhoods of cities, largely in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is $128,801. Housing units are generally 20–30 years old. Given the concentration of dual-income families, 71 percent of households have at least two vehicles. A family with two or more workers, more than one child, and two or more vehicles is the norm for these neighborhoods.

Preferences
As Milk and Cookies residents settle into their family-oriented lifestyle, they focus on family and the future. They are properly insured, carrying life and accidental death and dismemberment policies. They use a credit union, have overdraft protection, and usually have a new car loan. Although they may still own a motorcycle or small car, they prefer larger vehicles. When they move, they rent a U-Haul and move their own belongings. Many households own a dog. The presence of children in Milk and Cookies households drives their large purchases of baby and children's products including baby food, baby equipment, clothes, shoes, medicine, vitamins, board games, bicycles, toys, video games, and children's DVDs. Most households own one of the latest video game systems and a large-screen TV.

To save time in their busy lives, they frequently buy prepared dinners from the grocery store and fast food. They play video games, go bowling, and visit theme parks such as Six Flags and Sea World. They watch professional football and basketball games. Favorite cable channels include Cartoon Network, Discovery Channel, National Geographic Channel, and BET. They also work on their lawns, tackle interior painting projects, or do minor maintenance on their vehicles.

53. *Home Town* – 6.6%
Norman, Oklahoma

53 Home Town

Segment Code 53
Segment Name ....*Home Town*
LifeMode Summary Group ....L11 *Factories and Farms*
Urbanization Summary Group ....U8 *Suburban Periphery II*

Demographic

Home Town households are a mix of married-couple families, singles who live alone, and single-parent families. With a median age of 34.5 years, this is a slightly younger market than the United States as a whole. However, one in three is aged 65 years or older. Many families encompass two generations who have lived and worked in the community; their children plan to do the same. Seventy-two percent of the residents are white; 15 percent are black.

Socioeconomic

The median household income is $33,823; the median net worth is $20,574. Although 73 percent of households derive income from wages and salaries, some rely on Supplemental Security Income and public assistance for support. The manufacturing, retail trade, and service industry sectors are the primary sources of employment for these residents. Unemployment in this segment is 14.9 percent. Overall, educational attainment is lower for Home Town than for the United States. Only 8 percent hold a bachelor's or graduate degree; 31 percent have attended college.

Residential

Change is rare in these low-density, settled neighborhoods, located primarily in the Midwest and South. Home Town residents may move from one house to another, but they seldom cross the county line. Seventy-three percent of homes are single-family dwellings, and 11 percent are two- to four-unit structures. Home ownership is at 58 percent; the median home value is $63,863. The average gross rent is two-thirds of the US average. Because the population in these neighborhoods hardly grows, new construction is scarce. Most of the housing was built before 1970.

Summary

Household/Median Age	Mixed/34.5
Median Household Income	$33,823
Employment	Skilled, services
Education	No HS diploma, HS graduate
Housing/Median Home Value	Single family/$63,863
Race/Ethnicity	White
Lifestyle	Play football, go fishing; attend country music performance

Preferences

Home Town residents savor their quasi-country lifestyle by spending time outdoors fishing and playing football. Indoors, they play video games or watch TV favorites such as courtroom programs, wrestling, or reality shows. Internet access and cell phone use are less important here than in other markets.

They shop for groceries at Kroger, Aldi, and Wal-Mart Supercenters. They buy clothes at discount department stores such as Wal-Mart and Kmart, typically located in small local malls. When they eat out, they go to Bob Evans and Ryan's family restaurants or fast-food places.

12. *Up and Coming Families – 6.3%*
Norman, Oklahoma

12 Up and Coming Families

Segment Code 12
Segment Name ....*Up and Coming Families*
LifeMode Summary Group ....*L9 Family Portrait*
Urbanization Summary Group ....*U7 Suburban Periphery I*

Summary

Household/Median Age	Married couples with kids/31.9
Median Household Income	$76,135
Employment	Professional, management
Education	Some college, bachelor, graduate degree
Housing/Median Home Value	Single family/$175,637
Race/Ethnicity	White
Lifestyle	Eat at Chic-fil-A; own a dog

Demographic

With an annual household growth rate of 4.56 percent, Up and Coming Families represents Tapestry Segmentation's second highest household growth market. A mix of Generation Xers and Baby Boomers with a median age of 31.9 years, this segment is the youngest of Tapestry Segmentation's affluent family markets. Residents of these neighborhoods are young, affluent families with younger children. Eighty percent of the households are families. Most of the residents are white; however, diversity is increasing as the segment grows.

Socioeconomic

Beginning their careers, residents of Up and Coming Families are earning above-average incomes. The median household income is $76,135, higher than the national median. The median net worth is $175,142. Nearly two-thirds of the residents aged 25 years and older have attended college; more than one in five holds a bachelor's degree. Labor force participation is well above average at 71 percent; unemployment is low. Ninety-one percent of households earn income from wages and salaries. Although half of the households have children, they also have working parents.

Residential

In the suburban outskirts of midsized metropolitan areas with populations higher than 250,000, approximately half of Up and Coming Families neighborhoods are concentrated in the South, the other half in the West and Midwest. Most residents live in new single-family housing; more than half the housing units were built in the last 10 years. Home ownership is at 83 percent. The median home value is $175,637.

Preferences

Family and home dictate the products these residents buy. Many are beginning or expanding their families, so baby equipment, children's clothing, and toys are essential purchases. Because many are first-time homeowners, basic household furniture and lawn fertilizer, weed control, and insecticide products are important. Car loans and mortgage payments are major household budget items. They are most likely to own or lease an SUV or a minivan. They eat out at family restaurants, especially on the weekends, and buy fast food at the drive-through or for takeout.

They play softball, take the kids to the zoo, and visit theme parks (generally Sea World or Disney World) where they make good use of their digital camera or camcorder. They rent comedy, family, and action/adventure DVDs. Cable station favorites include Country Music Channel, ESPN news, The Learning Channel, and the Disney Channel. They listen to country, soft rock, and contemporary hit radio.

50. *Heartland Communities – 5.6%*
Norman, Oklahoma

50 Heartland Communities

Segment Code 50
Segment Name ....*Heartland Communities*
LifeMode Summary Group ....L5 *Senior Styles*
Urbanization Summary Group ....U9 *Small Towns*

Demographic

Settled and close-knit, residents of Heartland Communities have a median age of 42.8 years. Approximately half of the residents have already retired, many in the same towns where they have lived and worked their whole lives. Nearly half are aged 55 years or older. Although married-couple families comprise nearly half of the household types and almost one-third are singles who live alone, other family types and shared housing are also represented. Children are found in 30 percent of the households. Diversity is minimal; nearly 9 in 10 residents are white.

Socioeconomic

The median household income is $35,160. Two-thirds of the households earn wage and salary income, and 39 percent receive Social Security benefits. Because of low home value, their median net worth is $46,091. Employed residents work in occupations ranging from management positions to unskilled labor jobs; approximately 40 percent are employed in service industries. The percentage of the population aged 25 years or older that has completed high school is higher than the US level; the percentage that has attended college is far lower than the US figure.

Residential

Home to six million people, Heartland Communities neighborhoods are found primarily in small towns scattered across the Midwest and South. Low-density neighborhoods dominate, with older homes in urban clusters and rural, nonfarm areas. More than half of the housing units were built before 1960. Home ownership is at 71 percent; the median home value is $78,489, less than half of the US median. More than three-fourths of the housing is single-family dwellings.

Summary

Household/Median Age	Mixed/42.8
Median Household Income	$35,160
Employment	Skilled, professional, management, services
Education	No HS diploma, HS graduate
Housing/Median Home Value	Single family/$78,489
Race/Ethnicity	White
Lifestyle	Work on lawn, gardening, DIY projects; order products from Avon

Preferences

Heartland Communities residents invest time and money in their cherished homes and communities. They take pride in their gardening skills and in growing their own vegetables. Many homes own a riding lawn mower to keep up their relatively large lots. Residents tackle home improvement projects such as exterior painting and faucet replacement and shop at Ace Hardware or Lowe's. Many residents order items from catalogs, QVC, and Avon sales representatives. They also shop at Wal-Mart or Kmart and buy groceries at Wal-Mart Supercenters. Favorite restaurants include Golden Corral and Cracker Barrel. The residents in this segment rarely travel by plane.

Heartland Communities residents have a distinctly country lifestyle. They go hunting and fishing. They also read gardening, fishing, and hunting magazines and listen to country music and auto races on the radio. Reading two or more Sunday newspapers is important to them. Some join fraternal orders or religious clubs and even get involved with local politics. Many Heartland Communities households subscribe to cable and usually watch news programs and movies on TV.

Tertiary Retail Trade Area | Tapestry LifeMode Groups
Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
Total:	**212,022**	**100.0%**		**553,910**	**100.0%**	
L1. High Society	**10,133**	**4.8%**	**38**	**27,980**	**5.1%**	**37**
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	374	0.2%	10	960	0.2%	9
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	1,839	0.9%	36	5,315	1.0%	34
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	2,929	1.4%	56	8,533	1.5%	56
07 Exurbanites	4,991	2.4%	96	13,172	2.4%	97
L2. Upscale Avenues	**18,865**	**8.9%**	**67**	**49,267**	**8.9%**	**68**
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	2,406	1.1%	49	6,058	1.1%	51
16 Enterprising Professionals	2,807	1.3%	70	6,255	1.1%	67
17 Green Acres	11,313	5.3%	172	31,119	5.6%	177
18 Cozy and Comfortable	2,339	1.1%	50	5,835	1.1%	48
L3. Metropolis	**5,172**	**2.4%**	**46**	**11,831**	**2.1%**	**41**
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	4,164	2.0%	138	9,025	1.6%	137
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	669	0.3%	37	2,033	0.4%	40
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	339	0.2%	17	773	0.1%	15
L4. Solo Acts	**8,086**	**3.8%**	**52**	**16,834**	**3.0%**	**55**
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0

Tertiary Retail Trade Area | Tapestry LifeMode Groups
Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	3,570	1.7%	83	7,749	1.4%	88
39 Young and Restless	4,516	2.1%	143	9,085	1.6%	140
L5. Senior Styles	**27,402**	**12.9%**	**102**	**67,672**	**12.2%**	**115**
14 Prosperous Empty Nesters	5,365	2.5%	121	12,197	2.2%	115
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,372	1.1%	57	5,946	1.1%	61
30 Retirement Communities	747	0.4%	22	1,461	0.3%	22
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	426	0.2%	17	3,916	0.7%	72
50 Heartland Communities	11,953	5.6%	279	29,604	5.3%	289
57 Simple Living	6,498	3.1%	220	14,276	2.6%	222
65 Social Security Set	41	0.0%	3	272	0.0%	9
L6. Scholars & Patriots	**12,390**	**5.8%**	**366**	**29,987**	**5.4%**	**296**
40 Military Proximity	547	0.3%	162	1,749	0.3%	115
55 College Towns	9,327	4.4%	469	22,114	4.0%	455
63 Dorms to Diplomas	2,516	1.2%	237	6,124	1.1%	164
L7. High Hopes	**14,218**	**6.7%**	**166**	**35,115**	**6.3%**	**165**
28 Aspiring Young Families	4,861	2.3%	98	12,316	2.2%	96
48 Great Expectations	9,357	4.4%	260	22,799	4.1%	267
L8. Global Roots	**6,397**	**3.0%**	**36**	**16,895**	**3.1%**	**31**
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	1,017	0.5%	28	3,065	0.6%	24
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	3,404	1.6%	115	8,391	1.5%	114
58 NeWest Residents	159	0.1%	8	573	0.1%	8

Tertiary Retail Trade Area | Tapestry LifeMode Groups
Norman, Oklahoma

TAPESTRY LIFEMODE GROUPS	2013 HOUSEHOLDS NUMBER	PERCENT	INDEX	2013 POPULATION NUMBER	PERCENT	INDEX
60 City Dimensions	1,817	0.9%	100	4,866	0.9%	95
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	**35,901**	**16.9%**	**190**	**98,849**	**17.8%**	**170**
12 Up and Coming Families	13,307	6.3%	152	36,575	6.6%	139
19 Milk and Cookies	20,617	9.7%	439	56,165	10.1%	415
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	1,977	0.9%	94	6,109	1.1%	83
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	**13,341**	**6.3%**	**78**	**34,441**	**6.2%**	**81**
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	10,125	4.8%	198	27,236	4.9%	210
33 Midlife Junction	3,216	1.5%	60	7,205	1.3%	57
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	**23,831**	**11.2%**	**120**	**63,469**	**11.5%**	**124**
25 Salt of the Earth	4,617	2.2%	82	12,055	2.2%	83
37 Prairie Living	3,837	1.8%	155	9,842	1.8%	156
42 Southern Satellites	1,340	0.6%	24	3,659	0.7%	25
53 Home Town	14,009	6.6%	467	37,844	6.8%	489
56 Rural Bypasses	28	0.0%	1	69	0.0%	1
L12. American Quilt	**36,277**	**17.1%**	**197**	**97,906**	**17.7%**	**206**
26 Midland Crowd	24,272	11.4%	355	65,940	11.9%	357
31 Rural Resort Dwellers	139	0.1%	4	358	0.1%	4
41 Crossroads	4,182	2.0%	136	11,802	2.1%	138
46 Rooted Rural	7,684	3.6%	157	19,806	3.6%	162
66 Unclassified	9	0.0%	260	3,664	0.7%	208

The 65 distinct market segments in Tapestry Segmentation profile the diversity of the American population and provide two ways to summarize and simplify these differences—LifeMode summary groups and Urbanization summary groups. Segments within a LifeMode summary group share an experience such as being born in the same time period or a trait such as affluence. Urbanization summary groups share a locale, from the urban canyons of the largest cities to the rural lanes of villages or farms.

LifeMode Group: L1 High Society
Segment Codes: 01, 02, 03, 04, 05, 06, 07

Residents of the seven High Society neighborhoods are affluent and well educated. They represent slightly more than 12 percent of all US households but generate nearly one-quarter of the total US income. Employment in high paying positions, such as professional or managerial occupations, is a primary reason why the median household income for this group is $100,983. Most households are married couple families who live in affluent neighborhoods where the median home value is $320,065. Although this is one of the least ethnically diverse groups in the United States, it is one of the fastest growing, increasing by more than 2 percent annually since 2000. Residents of High Society are affluent and active—financially, civically, and physically. They participate in a wide variety of public activities and sports and travel extensively. Try the Internet or radio instead of television to reach these markets.

LifeMode Group: L2 Upscale Avenues
Segment Codes: 09, 10, 11, 13, 16, 17, 18

Prosperity is the overriding attribute shared by the seven segments in Upscale Avenues. Residents have earned their success from years of hard work. Similar to the High Society segments, many in this group are also well educated with above-average earnings. However, their housing choices reveal their distinct preferences. Urban markets such as Urban Chic and Pacific Heights favor townhouses and high-rises, Pleasant-Ville residents prefer single-family homes in suburban neighborhoods, and Green Acres residents opt for open spaces. Some have not settled on a home yet, such as the renters among Enterprising Professionals; others, such as Cozy and Comfortable residents, have been settled for years. The median household income for the group is $69,770, and their median net worth is $182,330. Prosperous domesticity also characterizes the lifestyle in Upscale Avenues. They invest in their homes; the owners work on landscaping and home remodeling projects, and the renters buy new furnishings and appliances. They play golf, lift weights, go bicycling, and take domestic vacations. Although they are partial to new cars, they also save and invest their earnings.

LifeMode Group: L3 Metropolis
Segment Codes: 20, 22, 45, 51, 54, 62

Residents in the six segments of the Metropolis group live and work in America's cities. They live in older, single-family homes or row houses built in the 1940s or earlier. Those living in larger cities tend to own fewer vehicles and rely more on public transportation; however, workers in most of the Metropolis segments commute to service-related jobs. The median value of their homes is $139,511. The Metropolis group reflects the segments' diversity in housing, age, and income. For example, ages among the segments range from Generation Xers to retirees; households include married couples with children and single parents with children. Employment status also varies from well-educated professionals to unemployed. The median household income of the group is $43,234. Their lifestyle is also uniquely urban and media oriented. They like music, especially urban and contemporary formats, which they listen to during their commutes. They watch a variety of TV programs, from news to syndicated sitcoms, and would rather see movies than read books.

LifeMode Group: L4 Solo Acts
Segment Codes: 08, 23, 27, 36, 39

Residents of the Solo Acts summary group segments are singles who prefer city life. Many are young, just starting out in more densely populated US neighborhoods; others are well-established singles who have no home ownership or child-rearing responsibilities. Second only to High Society, residents of this group tend to be well-educated, working professionals who are either attending college or already hold a degree. Their incomes reflect their employment experience, ranging from a low median of $44,601 (Old and Newcomers) among the newest households to approximately $93,899 (Laptops & Lattes) among established singles. Home ownership is at 28 percent; the median home value is $236,054. Contrary to modern migration patterns that flow away from the largest cities, Solo Acts' residents are moving into major cities such as New York City; Chicago; Washington, D.C.; Boston; Los Angeles; and San Francisco. With considerable discretionary income and few commitments, their lifestyle is urban, including the best of city life—dining out, attending plays and concerts, and visiting museums—and, for a break from constant connectivity, extensive travel domestically and abroad.

LifeMode Group: L5 Senior Styles
Segment Codes: 14, 15, 29, 30, 43, 49, 50, 57, 65

More than 14.4 million households in the nine Senior Styles segments comprise one of the largest LifeMode summary groups. As the US population ages, two of the fastest-growing American markets are found among The Elders and the Silver and Gold segments. Senior Styles segments illustrate the diversity among today's senior markets. Although incomes within this group cover a wide range, the median is $45,261, attributable mostly to retirement income or Social Security payments. Younger, more affluent seniors, freed of their child-rearing responsibilities, are traveling and relocating to warmer climates. Settled seniors are looking forward to retirement and remaining in their homes. Residents in some of the older, less privileged segments live alone and collect Social Security and other benefits. Their choice of housing depends on their income. This group may reside in single-family homes, retirement homes, or high-rises. Their lifestyles can be as diverse as their circumstances, but senior markets do have common traits among their preferences. Golf is their favorite sport; they play and watch golf on TV. They read the newspaper daily and prefer to watch news shows on television. Although their use of the Internet is nearly average, they are more likely to shop through QVC than online.

LifeMode Group: L6 Scholars and Patriots
Segment Codes: 40, 55, 63

This summary group is unique in the Tapestry Segmentation system. Their shared traits include youth, with the attendant lower incomes, and atypical environments such as college life or military service. Because of their transient lifestyle and lifestage, their home ownership rate is low. Most live in townhouses or apartments, although one-quarter reside in single-family homes. One segment, Military Proximity, is dominated by military life; the other two, College Towns and Dorms and Diplomas, are predominantly students who are pursuing college degrees. Although most of the residents in the military segment are either on active duty or employed in civilian jobs on military bases, the students tend to work part-time at low-paying jobs to support themselves while attending school. However, low personal income does not inhibit their lifestyles. Scholars and Patriots residents' eclectic tastes in sports range from yoga to football. Electronically savvy, they have wireless Internet connections, notebook computers, iPods, and digital cameras.

LifeMode Group: L7 High Hopes
Segment Codes: 28, 48

The High Hopes summary group includes Aspiring Young Families and Great Expectations. These residents are a mix of married couples, single parents, and singles who seek the "American Dream" of home ownership and a rewarding job. Most live in single-family houses or multiunit buildings; approximately half own their homes. The median home value is $119,508. Many would move to a new location for better opportunities. Many are young, mobile, and college educated; one-third are younger than 35 years. The median household income is $47,263, and the median net worth is $29,218.

LifeMode Group: L8 Global Roots
Segment Codes: 35, 38, 44, 47, 52, 58, 60, 61

Ethnic diversity is the common thread among the eight segments in Global Roots; the diversity index stands at 89. Las Casas and NeWest Residents represent a strong Hispanic influence in addition to a broad mix of cultural and racial diversity found in Urban Melting Pot and International Marketplace. Typical of new households, Global Roots' residents are young, earn modest incomes, and tend to rent in multiunit buildings. Their youth reflects recent immigration trends; half of all households have immigrated to the United States within the past 10 years. Married couples, usually with children; single parents; and people who live alone are typical of the household types in the Global Roots segments. Because households with children dominate, it is not surprising that spending is high for baby products, children's clothing, and toys. Residents of Global Roots are less likely than other groups to have home PCs but just as likely to use cell phones. They maintain ties with friends and relatives in their countries of origin with foreign travel.

LifeMode Group: L9 Family Portrait
Segment Codes: 12, 19, 21, 59, 64

Family Portrait has the fastest-growing population of the LifeMode summary groups, driven primarily by the rapid increase in the Up and Coming Families segment. Youth, family life, and the presence of children are the common characteristics across the five markets in Family Portrait. The group is also ethnically diverse: more than 30 percent of the residents are of Hispanic descent. The neighborhoods are predominantly composed of homeowners who live in single-family homes. Most households include married couples with children who contribute to the group's large household size, averaging more than 3.1 persons per household. Their lifestyle reflects their youth and family orientation—buying infant and children's clothing and toys and visiting theme parks and zoos.LifeMode Group:

LifeMode Group: L10 Traditional Living
Segment Codes: 24, 32, 33, 34

The four segments in Traditional Living convey the perception of real middle America—hardworking, settled families. The group's higher median age of 38.2 years also conveys their lifestage—a number of older residents who are completing their child-rearing responsibilities and anticipating retirement. Even though they're older, many still work hard to earn a modest living. They typically own single-family homes in established, slow-growing neighborhoods. They buy standard, four-door American cars, belong to veterans' clubs and fraternal organizations, take care of their homes and gardens, and rely on traditional media such as newspapers for their news.

LifeMode Group: L11 Factories and Farms
Segment Codes: 25, 37, 42, 53, 56

The segments in the Factories and Farms summary group represent rural life—from small towns and villages to farms. Employment in manufacturing and agricultural industries is typical in these small, settled communities across America's breadbasket. Population change is nominal, and the profile is classic. Most households are families, either married couples or married couples with children. By age, the residents of Factories and Farms mirror the US distribution, with slightly more retirees. Median household income is a bit lower, almost $40,611, but so is the home value of $91,798. Most own their homes. Their lifestyle reflects their locale, emphasizing home and garden care, fishing and hunting, pets, and membership in local clubs.

LifeMode Group: L12 American Quilt
Segment Codes: 26, 31, 41, 46

Location in America's small towns and rural areas links the four segments in American Quilt. Unlike Factories and Farms, this group represents a more diverse microcosm of small-town life, including the largest segment of Tapestry Segmentation, Midland Crowd. Manufacturing and agriculture remain part of the local economy, but American Quilt also includes workers in local government, service, construction, communication, and utilities. In addition to farmers, American Quilt includes the Rural Resort Dwellers segment, an older population that is retiring to seasonal vacation spots, and Crossroads, young families who live in mobile homes. Households in American Quilt are also more affluent, with a median household income of $45,501, and more are homeowners. However, the rural lifestyle is also evident, with a preference for fishing, hunting, power boats, pickups, and country music.

TERTIARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS
Norman, Oklahoma

Prepared for
City of Norman
May 2014

Tertiary 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	**9,226,845,406**	**1,787,189,579**	**(7,439,655,827)**	**-81%**
441	Motor Vehicle and Parts Dealers	1,742,997,379	448,414,370	(1,294,583,009)	-74%
4411	Automotive Dealers	1,413,060,121	425,950,293	(987,109,828)	-70%
4412	Other Motor Vehicle Dealers	196,423,778	6,910,161	(189,513,617)	-96%
4413	Automotive Parts/Accsrs, Tire Stores	133,513,481	15,553,916	(117,959,565)	-88%
442	Furniture and Home Furnishings Stores	171,196,277	31,229,029	(139,967,248)	-82%
4421	Furniture Stores	89,826,633	14,340,937	(75,485,696)	-84%
4422	Home Furnishing Stores	81,369,644	16,888,092	(64,481,552)	-79%
443	Electronics and Appliance Stores	168,902,866	51,636,995	(117,265,871)	-69%
44311	Appliances, TVs, Electronics Stores	122,747,691	36,439,654	(86,308,037)	-70%
443111	Household Appliances Stores	22,363,548	1,312,633	(21,050,915)	-94%
443112	Radio, Television, Electronics Stores	100,384,143	35,127,021	(65,257,122)	-65%
44312	Computer and Software Stores	41,978,278	15,197,341	(26,780,937)	-64%
44313	Camera and Photographic Equipment Stores	4,176,897	0	(4,176,897)	-100%
444	Building Material, Garden Equip Stores	922,538,397	89,653,189	(832,885,208)	-90%
4441	Building Material and Supply Dealers	783,727,064	76,768,245	(706,958,819)	-90%
44411	Home Centers	316,890,289	37,285,872	(279,604,417)	-88%
44412	Paint and Wallpaper Stores	13,115,906	19,482,373	6,366,467	49%
44413	Hardware Stores	80,255,051	5,000,000	(75,255,051)	-94%
44419	Other Building Materials Dealers	373,465,817	15,000,000	(358,465,817)	-96%
4442	Lawn, Garden Equipment, Supplies Stores	138,811,334	12,884,944	(125,926,390)	-91%
44421	Outdoor Power Equipment Stores	46,050,708	698,310	(45,352,398)	-98%
44422	Nursery and Garden Centers	92,760,626	12,186,634	(80,573,992)	-87%

Tertiary Retail Trade Area | Gap/Opportunity Analysis Summary
Norman, Oklahoma

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	1,168,856,159	160,678,586	(1,008,177,573)	-86%
4451	Grocery Stores	751,069,712	128,792,803	(622,276,909)	-83%
44511	Supermarkets, Grocery (Ex Conv) Stores	699,975,331	119,738,232	(580,237,099)	-83%
44512	Convenience Stores	51,094,381	9,054,571	(42,039,810)	-82%
4452	Specialty Food Stores	90,788,845	1,885,783	(88,903,062)	-98%
4453	Beer, Wine and Liquor Stores	326,997,602	30,000,000	(296,997,602)	-91%
446	Health and Personal Care Stores	518,166,844	103,022,399	(415,144,445)	-80%
44611	Pharmacies and Drug Stores	415,365,781	65,778,359	(349,587,422)	-84%
44612	Cosmetics, Beauty Supplies, Perfume Stores	36,875,013	12,529,428	(24,345,585)	-66%
44613	Optical Goods Stores	19,245,680	10,461,768	(8,783,912)	-46%
44619	Other Health and Personal Care Stores	46,680,371	14,252,844	(32,427,527)	-69%
447	Gasoline Stations	932,908,160	110,154,024	(822,754,136)	-88%
44711	Gasoline Stations With Conv Stores	684,236,968	60,732,380	(623,504,588)	-91%
44719	Other Gasoline Stations	248,671,191	49,421,644	(199,249,547)	-80%
448	Clothing and Clothing Accessories Stores	402,468,315	99,683,678	(302,784,637)	-75%
4481	Clothing Stores	224,066,127	73,502,263	(150,563,864)	-67%
44811	Men's Clothing Stores	11,293,758	1,029,262	(10,264,496)	-91%
44812	Women's Clothing Stores	53,272,628	11,046,382	(42,226,246)	-79%
44813	Childrens, Infants Clothing Stores	13,880,497	8,446,579	(5,433,918)	-39%
44814	Family Clothing Stores	116,847,052	40,000,000	(76,847,052)	-66%
44815	Clothing Accessories Stores	9,603,329	2,897,454	(6,705,875)	-70%
44819	Other Clothing Stores	19,168,863	10,082,586	(9,086,277)	-47%
4482	Shoe Stores	34,755,893	18,659,403	(16,096,490)	-46%
4483	Jewelry, Luggage, Leather Goods Stores	143,646,295	7,522,012	(136,124,283)	-95%
44831	Jewelry Stores	126,834,474	6,660,613	(120,173,861)	-95%
44832	Luggage and Leather Goods Stores	16,811,821	861,399	(15,950,422)	-95%

Tertiary Retail Trade Area | *Gap/Opportunity Analysis Summary*
Norman, Oklahoma

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	178,641,970	50,079,019	(128,562,951)	-72%
4511	Sportng Goods, Hobby, Musical Inst Stores	153,437,257	30,673,574	(122,763,683)	-80%
45111	Sporting Goods Stores	81,509,353	3,633,149	(77,876,204)	-96%
45112	Hobby, Toys and Games Stores	43,905,556	4,000,000	(39,905,556)	-91%
45113	Sew/Needlework/Piece Goods Stores	13,488,091	7,814,301	(5,673,790)	-42%
45114	Musical Instrument and Supplies Stores	14,534,257	15,226,124	691,867	5%
4512	Book, Periodical and Music Stores	25,204,713	19,405,445	(5,799,268)	-23%
45121	Book Stores and News Dealers	21,921,158	19,405,445	(2,515,713)	-11%
451211	Book Stores	19,453,383	19,405,445	(47,938)	0%
451212	News Dealers and Newsstands	2,467,775	0	(2,467,775)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	3,283,555	0	(3,283,555)	-100%
452	General Merchandise Stores	1,084,033,862	429,644,927	(654,388,935)	-60%
4521	Department Stores Excl Leased Depts	460,450,012	111,283,175	(349,166,837)	-76%
4529	Other General Merchandise Stores	623,583,850	318,361,752	(305,222,098)	-49%
453	Miscellaneous Store Retailers	256,272,127	54,549,795	(201,722,332)	-79%
4531	Florists	9,117,073	1,257,796	(7,859,277)	-86%
4532	Office Supplies, Stationery, Gift Stores	116,521,483	31,809,580	(84,711,903)	-73%
45321	Office Supplies and Stationery Stores	55,611,843	11,809,580	(43,802,263)	-79%
45322	Gift, Novelty and Souvenir Stores	60,909,640	20,000,000	(40,909,640)	-67%
4533	Used Merchandise Stores	18,183,441	2,596,608	(15,586,833)	-86%
4539	Other Miscellaneous Store Retailers	112,450,130	18,885,811	(93,564,319)	-83%
454	Non-Store Retailers	754,790,948	22,877,306	(731,913,642)	-97%
722	Foodservice and Drinking Places	925,072,103	135,566,262	(789,505,841)	-85%
7221	Full-Service Restaurants	417,655,094	53,963,016	(363,692,078)	-87%
7222	Limited-Service Eating Places	369,408,300	63,691,610	(305,716,690)	-83%
7223	Special Foodservices	98,987,677	13,916,509	(85,071,168)	-86%
7224	Drinking Places -Alcoholic Beverages	39,021,032	3,995,127	(35,025,905)	-90%

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

Tertiary Retail Trade Area | *Demographics*
Norman, Oklahoma

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, Subsaharan 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 IndoEuropean 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	

Tertiary Retail Trade Area | Demographics
Norman, Oklahoma

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

Tertiary Retail Trade Area | *Demographics*
Norman, Oklahoma

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

Tertiary Retail Trade Area | Demographics
Norman, Oklahoma

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

Tertiary Retail Trade Area | Demographics
Norman, Oklahoma

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	

Tertiary Retail Trade Area | Demographics
Norman, Oklahoma

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	

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, Subsaharan 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 IndoEuropean 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	

RETAILER MATCH LIST
Norman, Oklahoma

OPPORTUNITY

TheRetail**Coach**®

Retailer Match List

The following retailers were identified as top targets for Norman's retail recruitment and marketing effort:

The Apple Store
Baskin Robbins
Belk
Cabela's Outpost
Conn's
Costco
Dunkin Donuts
Fazoli's
Foot Locker
Fuddruckers
Gander Mountain
Garden Ridge
Longhorn Steakhouse
Luby's
Macaroni Grill

Macy's
Marble Slab Creamery
Mimi's Cafe
P.F. Changs
SmashBurger
Sports Authority
Steak N Shake
Stein Mart
Taco Cabana
Texas Roadhouse
TGI Friday's
Tractor Supply
World Market

Retail Market Analysis

In February of 2014, the City of Norman, Oklahoma funded a Retail Market Analysis which was conducted and completed by The Retail Coach, LLC. The intent of this strategy was to provide a better understanding of Norman's retail sector in order to provide a foundation for attracting new retailers and developers to Norman. The study included the following phases:

• Regional Market Analysis

• Retail Trade Area Determination and Analysis

• Demographic and Psychographic Profiling

• Retail Gap Analysis

• Retailer/Developer Identification

• Retailer Market Conditions, Market Potential, Retailer Trends

Retail developments have become critical to communities because they exude a certain quality of life, add tax dollars to the community, and help attract other developments to the market. Significant or unique retail developments often become an important part of a community's image and reputation, and attract people from multiple locations.

Based on our on-the-ground analysis and conversations with community leaders and retailers, we believe Norman is underserved in many retail categories.

Norman Retail Trade Areas

The Retail Trade Area is the foundational tool for any retail recruitment or retention strategy. A Retail Trade Area constitutes the largest distance consumers will travel to shop/eat in a community.

The exterior boundaries of the trade area were determined by personally driving the area road systems, cataloging area retailers & restaurants, interviews with community and governmental leadership and interviews with retailers and restaurants in Norman and other local communities.

The Retail Coach has determined three different retail trade areas for Norman. These include the Primary Retail Trade Area, Secondary Retail Trade Area, and Tertiary Retail Trade Area.

Primary Retail Trade Area: Includes those shoppers who consider Norman their daily shopping hub.

Secondary Retail Trade Area: Includes those shoppers who shop/dine in Norman on the weekend.

Tertiary Retail Trade: Includes shoppers who shop/dine in Norman 2-3 times per month. The Tertiary Trade Area is a regional trade area and should be marketed to those retailers with big ticket items, including furniture dealers, car dealers, etc.

Submarkets

Based on The Retail Coach's on the ground analysis, we have identified eight retail submarkets within Norman. (See map below)

It is our opinions that a Retailer/Developer Recruitment Plan needs to be developed for each submarket. The retailers who locate in Downtown Norman will be different than those who locate in the Ed Noble/Sooner Mall Submarket.

These submarkets include:

- Northwest Submarket (blue)

- University North Park Submarket (light blue):

- West Robinson Submarket (light red)

- Ed Noble Parkway/Sooner Mall Submarket (teal)

- Campus Corner Submarket (dark red)

- Downtown Submarket (green)

- Southeast Submarket (yellow)

- 12th Ave. Submarket (orange)

Recommendations

Norman is too large of a community to have one Retailer and Developer Recruitment Strategy. Instead, develop a unique development strategy for each submarket. Each of the eight markets needs a retailer/developer recruitment and retention strategy. The retail real estate market is site and submarket driven. That being said, the City of Norman should focus its efforts on identifying available retail sites within each submarket and then market those sites to specific identified retailers and developers.

As a continuation to the recommendation above, consider maintaining a database of available retail sites currently available in Norman. When a retailer or developer shows internet in Norman, these sites will be available to provide to them immediately.

Begin <u>exhibiting</u> at the ICSC Deal Making – Dallas in November each year. Also consider attending and possibly exhibiting at the ICSC Recon Conference at the Las Vegas Convention Center in May 2015.

Consider initiating a Norman Commercial Exchange that would include regular meetings with the Chamber, City officials, commercial realtors, brokers, and developers. If for no other reason, this forum could help keep everyone on the same page.

Continue to make locating a site in Norman an easy process. Providing all of the information up front a potential retailer or developer needs when deciding to locate a community will help speed up the site location process. Retail is exactly that, a process and not something that happens overnight. Because of this, anything the City, EDC, or Chamber can do to help speed up the process will make Norman more attractive than its surrounding communities.

Although, we are not huge fans of incentives, we do realize they are necessary in certain situations. Specifically, in our opinion, certain situations for incentives include those projects that expand the boundaries of the Retail Trade Area, and those projects involving destination type retailers. We recommend looking at each situation individually and researching what incentive other communities have provide to the retailer or developer.

Continue to focus on the retention of existing businesses. Customer service and marketing specialists are readily available for seminars and workshops. Downtown Norman, for example, will continue to be local/regional retailer driven. Providing workshops and updated information and date to local/regional businesses is key to long term success.