



SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Norman, Oklahoma



Prepared for
City of Norman
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 TheRetailCoach®

Secondary Retail Trade Area

Norman, Oklahoma



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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%

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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	Pharmacies 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%

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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

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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

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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, Sub-Saharan 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 Indo-European 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	

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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

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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

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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

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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

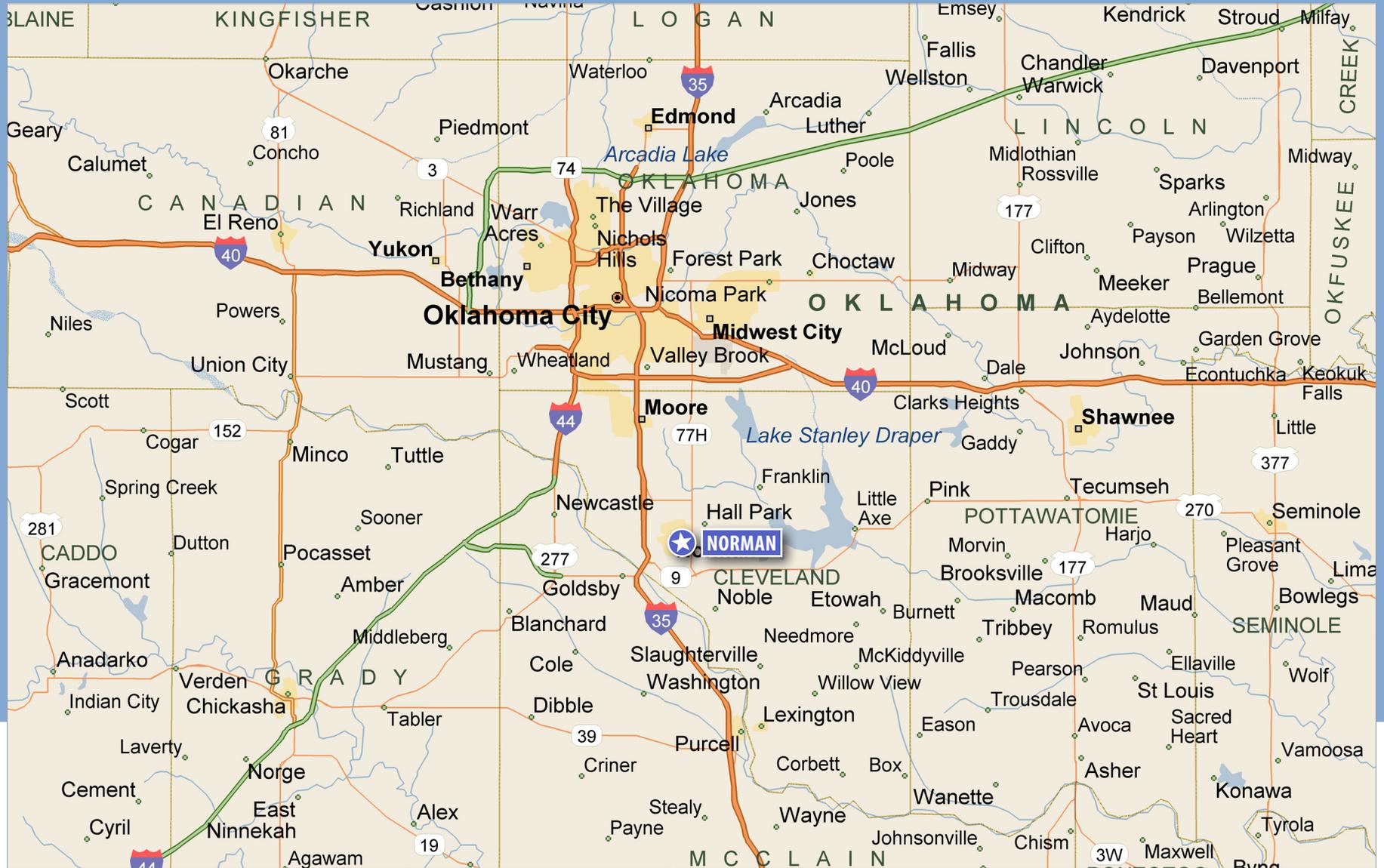
Norman, Oklahoma

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	

Location Map

Norman, Oklahoma



Contact Information

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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

Norman, Oklahoma

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

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

Community Demographics

Norman, Oklahoma

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

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

Community Demographics

Norman, Oklahoma

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

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

Community Demographics

Norman, Oklahoma

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

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

Community Demographics

Norman, Oklahoma

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

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

Community Demographics

Norman, Oklahoma

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

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



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

About The Retail Coach

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

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

Retail:360 Process

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

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

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

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

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Acknowledgements

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

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

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

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