



# TERTIARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Norman, Oklahoma

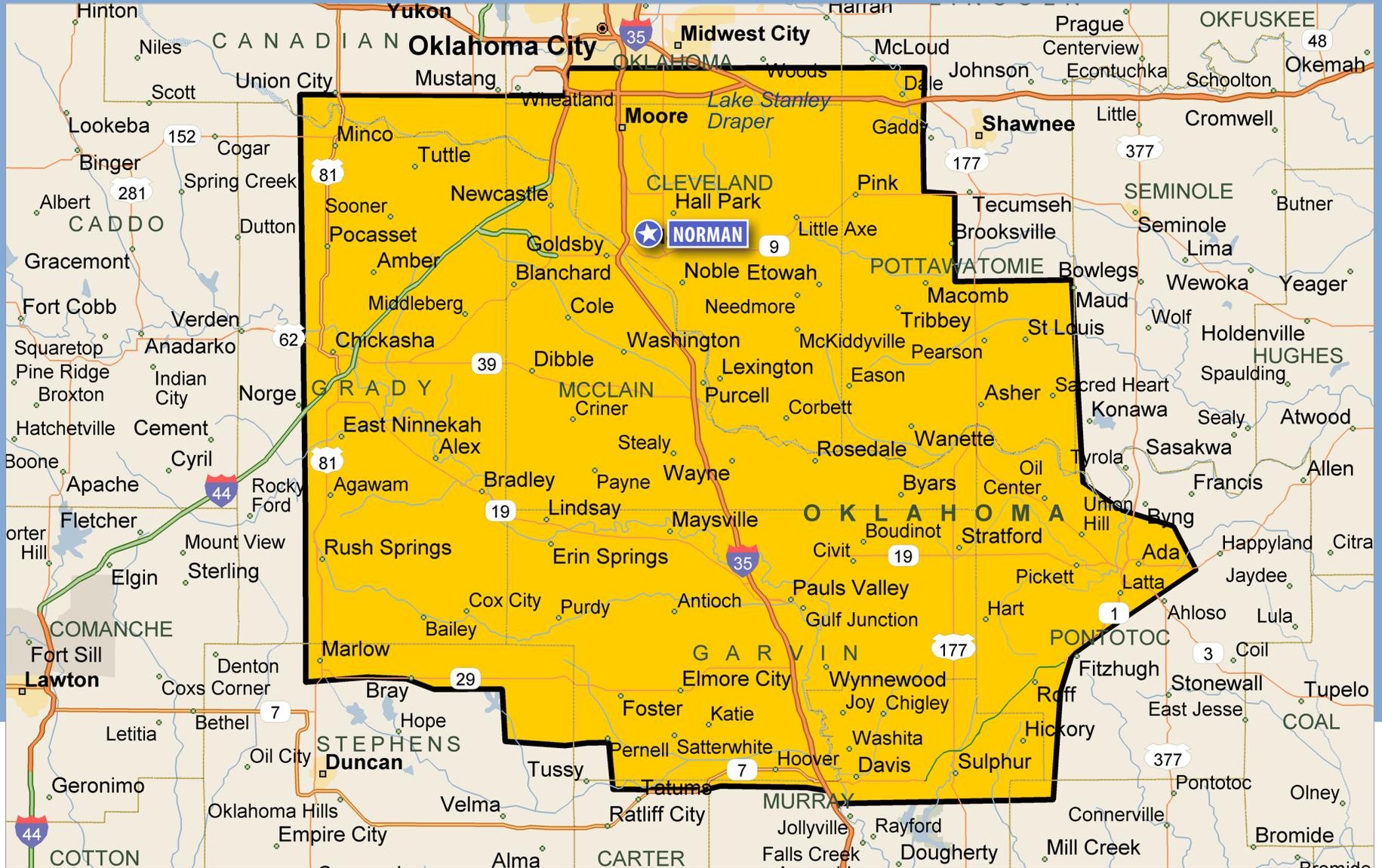


Prepared for  
City of Norman  
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 TheRetailCoach®

# Tertiary Retail Trade Area

## Norman, Oklahoma



### Contact Information

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

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

## Tertiary Retail Trade Area | Gap/Opportunity Analysis Summary

### Norman, Oklahoma

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>9,226,845,406</b>	<b>1,787,189,579</b>	<b>(7,439,655,827)</b>	<b>-81%</b>
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

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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%

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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, Sub-Saharan African	2,442	0.43
Pop, Swedish	2,236	0.40
Pop, Swiss	594	0.11
Pop, Ukrainian	370	0.07
Pop, Welsh	1,252	0.22
Pop, West Indian (exc Hisp groups)	2,019	0.36
Pop, Other ancestries	211,258	37.56
Pop, Ancestry Unclassified	96,994	17.25
2014 Est. Pop Age 5+ by Language Spoken At Home	523,831	
Speak Only English at Home	466,667	89.09
Speak Asian/Pac. Isl. Lang. at Home	10,340	1.97
Speak Indo-European Language at Home	6,392	1.22
Speak Spanish at Home	37,150	7.09
Speak Other Language at Home	3,281	0.63
2014 Est. Population by Sex	562,402	
Male	279,420	49.68
Female	282,982	50.32

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

## 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

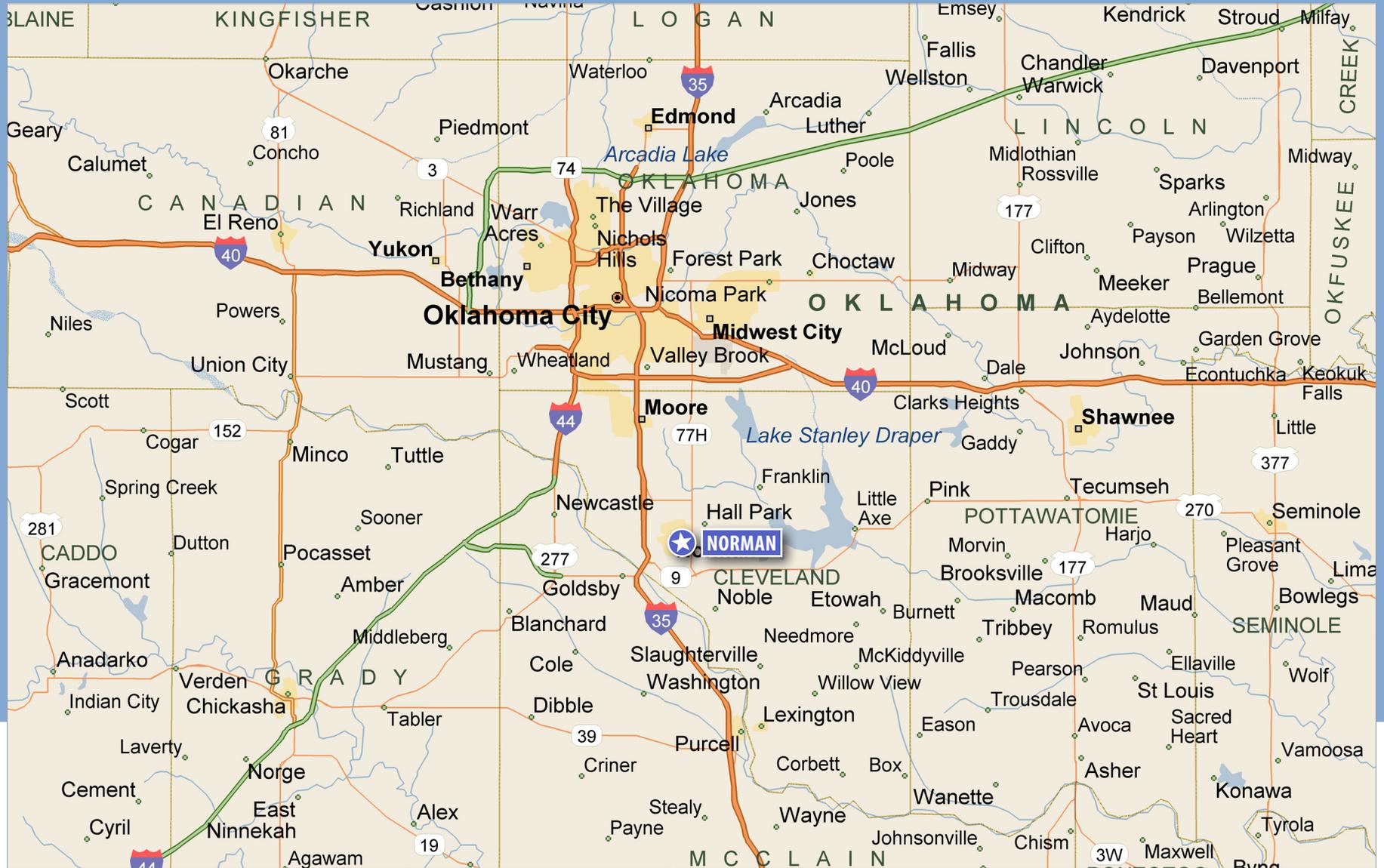
### Norman, Oklahoma

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	

# Location Map

## Norman, Oklahoma



### Contact Information

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

Phone 405.366.5446  
 Fax 405.364.2609  
[terry.floyd@normanok.gov](mailto:terry.floyd@normanok.gov)  
[www.normanok.gov](http://www.normanok.gov)

## Community Demographics

### Norman, Oklahoma

DESCRIPTION	DATA	%
Population		
2019 Projection	123,791	
2014 Estimate	117,256	
2010 Census	110,925	
2000 Census	96,771	
Growth 2014-2019	5.57%	
Growth 2010-2014	5.71%	
Growth 2000-2010	14.63%	
2014 Est. Pop by Single Race Class	117,256	
White Alone	91,282	77.85
Black or African American Alone	5,567	4.75
Amer. Indian and Alaska Native Alone	5,815	4.96
Asian Alone	4,843	4.13
Native Hawaiian and Other Pac. Isl. Alone	106	0.09
Some Other Race Alone	2,394	2.04
Two or More Races	7,249	6.18
2014 Est. Pop Hisp or Latino by Origin	117,256	
Not Hispanic or Latino	108,877	92.85
Hispanic or Latino:	8,379	7.15
Mexican	5,487	65.49
Puerto Rican	480	5.73
Cuban	144	1.72
All Other Hispanic or Latino	2,268	27.07

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	8,379	
White Alone	4,775	56.99
Black or African American Alone	139	1.66
American Indian and Alaska Native Alone	284	3.39
Asian Alone	38	0.45
Native Hawaiian and Other Pacific Islander Alone	20	0.24
Some Other Race Alone	2,241	26.75
Two or More Races	882	10.53
2014 Est. Pop. Asian Alone Race by Cat	4,843	
Chinese, except Taiwanese	1,107	22.86
Filipino	474	9.79
Japanese	325	6.71
Asian Indian	977	20.17
Korean	467	9.64
Vietnamese	860	17.76
Cambodian	0	0.00
Hmong	24	0.50
Laotian	67	1.38
Thai	84	1.73
All Other Asian Races Including 2+ Category	458	9.46
2014 Est. Population by Ancestry	117,256	
Pop, Arab	561	0.48
Pop, Czech	389	0.33
Pop, Danish	241	0.21
Pop, Dutch	689	0.59
Pop, English	9,647	8.23
Pop, French (except Basque)	1,786	1.52
Pop, French Canadian	200	0.17
Pop, German	13,076	11.15
Pop, Greek	311	0.27

## Community Demographics

### Norman, Oklahoma

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

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

## Community Demographics

### Norman, Oklahoma

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

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

## Community Demographics

### Norman, Oklahoma

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

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

## Community Demographics

### Norman, Oklahoma

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

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

## Community Demographics

### Norman, Oklahoma

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

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

## Community Demographics

### Norman, Oklahoma

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

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



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.**

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802  
tel 800.851.0962 | fax 662.844.2738 | e-mail [info@theretailcoach.net](mailto:info@theretailcoach.net) | web [www.theretailcoach.net](http://www.theretailcoach.net)



## Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

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

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

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

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