

Date: August 12, 2005
Current Geography Selection: 15 minute drive time: W INDIAN HILLS RD I 35, NORMAN, OK 73072

Latitude: 35.291040 **Longitude:** -97.487620
City: Norman city **Pop:** 97,805
County: Cleveland County **Pop:** 219,036
Zip: 73072 Norman **Pop:** 39,046

Retail Sales Potential Summary Report

Index Base Average = 100

Index Base File: US

Demographic Overview

Total Population	294,659	Total Households	120,838	Median Income	\$38,371
% Male Population	49.2%	Average Household Size	2.4	Per Capita Income	\$19,907
% Female Population	50.8%	Household Growth from 1990 to 2000	14.7%	Average Household Income	\$48,112
Median Age	32.8	% Owner Occupied Housing Units	56.6%	Employees	118,212
Population Density	1,344.7	% Renter Occupied Housing Units	35.3%	Establishments	10,906
		% Vacant Housing Units	8.0%		

Current Year Annual	Aggregate Dollars	Average Dollars	Percent of Total	Index
Appliances and Electronics Stores	\$36,253,820	\$300.02	1.40%	87
Art Dealers	\$138,645	\$1.15	0.01%	86
Auto Parts and Accessories	\$33,467,274	\$276.96	1.30%	87
Book Stores	\$16,481,068	\$136.39	0.64%	86
Camera and Photography Stores	\$3,759,321	\$31.11	0.15%	86
Childrens' and Infant's Clothing Stores	\$9,145,723	\$75.69	0.35%	86
Clothing Accessory Stores	\$1,881,066	\$15.57	0.07%	87
Computer Stores	\$20,406,571	\$168.88	0.79%	86
Convenience Stores	\$20,957,476	\$173.43	0.81%	87
Costmetics and Beauty Stores	\$2,444,835	\$20.23	0.09%	86
Department Stores	\$212,180,614	\$1,755.91	8.22%	86
Drinking Places	\$8,369,784	\$69.26	0.32%	86
Family Clothing Stores	\$47,036,431	\$389.25	1.82%	86
Fish and Seafood Markets	\$1,389,779	\$11.50	0.05%	87
Floor Covering Stores	\$7,010,133	\$58.01	0.27%	85
Florists	\$2,203,638	\$18.24	0.09%	88
Fruit and Vegetable Markets	\$2,740,998	\$22.68	0.11%	87
Fuel Dealers	\$13,394,365	\$110.85	0.52%	87
Full Service Restaurants	\$112,333,140	\$929.62	4.35%	86
Furniture Stores	\$40,024,953	\$331.23	1.55%	87
Gasoline Stations with Convenience Stores	\$180,875,793	\$1,496.85	7.01%	86
Gasoline Stations without Convenience Stores	\$79,641,188	\$659.08	3.09%	86
Gift and Souvenir Stores	\$5,119,396	\$42.37	0.20%	86
Grocery Stores	\$450,053,730	\$3,724.45	17.44%	86
Hardware Stores	\$16,415,254	\$135.85	0.64%	86
Hobby, Toy, and Game Stores	\$10,649,139	\$88.13	0.41%	87
Home Centers	\$43,514,331	\$360.11	1.69%	87
Hotels and Other Travel Accomodations	\$16,425,910	\$135.93	0.64%	86
Jewelry Stores	\$14,014,167	\$115.98	0.54%	87
Limited Service Restaurants	\$114,066,243	\$943.96	4.42%	86
Liquor Stores	\$16,004,326	\$132.44	0.62%	87
Luggage Stores	\$1,345,793	\$11.14	0.05%	86
Mail Order and Catalog Stores	\$61,642,929	\$510.13	2.39%	86
Meat Markets	\$5,817,870	\$48.15	0.23%	87
Men's Clothing Stores	\$10,103,858	\$83.62	0.39%	86

STDBonline Report – Retail Sales Potential Summary Report

Mobile Home Dealers	\$52,787	\$0.44	0.00%	87
Motorcycle and Boat Dealers	\$19,381,164	\$160.39	0.75%	89
Musical Instrument Stores	\$4,219,801	\$34.92	0.16%	87
New Car Dealers	\$481,422,639	\$3,984.04	18.65%	87
Nursery and Garden Stores	\$10,519,894	\$87.06	0.41%	88
Office and Stationary Stores	\$4,787,106	\$39.62	0.19%	86
Optical Goods Stores	\$10,749,478	\$88.96	0.42%	87
Other Apparel Stores	\$7,382,941	\$61.10	0.29%	87
Other Building Materials Stores	\$41,279,191	\$341.61	1.60%	86
Other Direct Selling Establishments	\$11,984,716	\$99.18	0.46%	87
Other General Merchandise Stores	\$23,725,364	\$196.34	0.92%	87
Other Health and Personal Care Stores	\$5,114,731	\$42.33	0.20%	86
Other Home Furnishing Stores	\$10,117,730	\$83.73	0.39%	86
Other Miscellaneous Retail Stores	\$5,600,657	\$46.35	0.22%	87
Other Specialty Food Markets	\$4,307,291	\$35.65	0.17%	87
Outdoor Power Equipment Stores	\$1,339,792	\$11.09	0.05%	88
Paint and Wallpaper Stores	\$1,458,078	\$12.07	0.06%	87
Pet and Pet Supply Stores	\$6,920,264	\$57.27	0.27%	88
Pharmacy and Drug Stores	\$59,732,096	\$494.32	2.31%	86
RV Parks	\$234,233	\$1.94	0.01%	86
Record, Tape, and CD Stores	\$8,056,926	\$66.68	0.31%	87
Recreational Vehicle Dealers	\$768,435	\$6.36	0.03%	87
Rooming and Boarding Houses	\$116,068	\$0.96	0.00%	86
Sewing and Needlecraft Stores	\$1,516,303	\$12.55	0.06%	88
Shoe Stores	\$26,731,252	\$221.22	1.04%	87
Special Food Services and Catering	\$19,071,331	\$157.83	0.74%	86
Sporting Goods Stores	\$22,178,441	\$183.54	0.86%	90
Tire Dealers	\$15,503,844	\$128.30	0.60%	87
Used Merchandise Stores	\$4,486,264	\$37.13	0.17%	87
User Car Dealers	\$32,749,172	\$271.02	1.27%	87
Vending Machines	\$8,431,292	\$69.77	0.33%	86
Warehouse Superstores	\$86,413,231	\$715.12	3.35%	87
Women's Clothing Stores	\$27,566,079	\$228.12	1.07%	86
Total Annual Retail	\$2,581,228,154	\$21,361.12	100%	87

Current year data is for the year 2004, 5 year projected data is for the year 2009.
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