

Date: August 12, 2005

Current Geography Selection: 1, 3, 5, 10 mile radii: 6 centers: W INDIAN HILLS RD I 35, NORMAN, OK 73072...

Retail Sales Potential Summary Report

Index Base Average = 100

Index Base File: US

Demographic Overview

Total Population	1,406,570	Total Households	577,094	Median Income	\$41,274
% Male Population	49.5%	Average Household Size	2.4	Per Capita Income	\$21,204
% Female Population	50.5%	Household Growth from 1990 to 2000	18.3%	Average Household Income	\$51,197
Median Age	33.0	% Owner Occupied Housing Units	58.9%	Employees	539,751
Population Density	746.2	% Renter Occupied Housing Units	33.8%	Establishments	50,361
		% Vacant Housing Units	7.2%		

Current Year Annual	Aggregate Dollars	Average Dollars	Percent of Total	Index
Appliances and Electronics Stores	\$180,337,097	\$312.49	1.40%	90
Art Dealers	\$690,634	\$1.20	0.01%	90
Auto Parts and Accessories	\$166,248,992	\$288.08	1.30%	90
Book Stores	\$81,914,665	\$141.94	0.64%	90
Camera and Photography Stores	\$18,699,979	\$32.40	0.15%	89
Childrens' and Infant's Clothing Stores	\$45,395,340	\$78.66	0.35%	90
Clothing Accessory Stores	\$9,351,564	\$16.20	0.07%	90
Computer Stores	\$101,470,292	\$175.83	0.79%	89
Convenience Stores	\$104,182,945	\$180.53	0.81%	90
Costmetics and Beauty Stores	\$12,149,579	\$21.05	0.09%	90
Department Stores	\$1,055,713,983	\$1,829.36	8.22%	90
Drinking Places	\$41,674,737	\$72.21	0.32%	90
Family Clothing Stores	\$233,769,125	\$405.08	1.82%	90
Fish and Seafood Markets	\$6,899,771	\$11.96	0.05%	90
Floor Covering Stores	\$34,958,602	\$60.58	0.27%	88
Florists	\$10,984,478	\$19.03	0.09%	91
Fruit and Vegetable Markets	\$13,608,224	\$23.58	0.11%	90
Fuel Dealers	\$66,972,269	\$116.05	0.52%	92
Full Service Restaurants	\$558,599,943	\$967.95	4.35%	90
Furniture Stores	\$199,602,967	\$345.88	1.55%	91
Gasoline Stations with Convenience Stores	\$900,403,073	\$1,560.24	7.01%	90
Gasoline Stations without Convenience Stores	\$396,751,503	\$687.50	3.09%	90
Gift and Souvenir Stores	\$25,488,458	\$44.17	0.20%	90
Grocery Stores	\$2,236,232,533	\$3,874.99	17.42%	90
Hardware Stores	\$81,940,931	\$141.99	0.64%	90
Hobby, Toy, and Game Stores	\$53,092,156	\$92.00	0.41%	91
Home Centers	\$217,063,206	\$376.13	1.69%	91
Hotels and Other Travel Accomodations	\$81,688,405	\$141.55	0.64%	90
Jewelry Stores	\$69,673,447	\$120.73	0.54%	91
Limited Service Restaurants	\$567,117,515	\$982.71	4.42%	90
Liquor Stores	\$79,664,506	\$138.04	0.62%	91
Luggage Stores	\$6,714,377	\$11.63	0.05%	90
Mail Order and Catalog Stores	\$306,551,504	\$531.20	2.39%	90
Meat Markets	\$28,883,910	\$50.05	0.23%	90
Men's Clothing Stores	\$50,213,557	\$87.01	0.39%	90
Mobile Home Dealers	\$263,309	\$0.46	0.00%	91

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Motorcycle and Boat Dealers	\$96,716,288	\$167.59	0.75%	93
Musical Instrument Stores	\$20,960,295	\$36.32	0.16%	90
New Car Dealers	\$2,392,622,607	\$4,145.98	18.64%	90
Nursery and Garden Stores	\$52,437,180	\$90.86	0.41%	91
Office and Stationary Stores	\$23,831,794	\$41.30	0.19%	90
Optical Goods Stores	\$53,044,708	\$91.92	0.41%	90
Other Apparel Stores	\$36,704,460	\$63.60	0.29%	90
Other Building Materials Stores	\$206,233,467	\$357.37	1.61%	90
Other Direct Selling Establishments	\$59,594,802	\$103.27	0.46%	90
Other General Merchandise Stores	\$118,107,186	\$204.66	0.92%	90
Other Health and Personal Care Stores	\$25,407,464	\$44.03	0.20%	90
Other Home Furnishing Stores	\$50,473,237	\$87.46	0.39%	90
Other Miscellaneous Retail Stores	\$27,933,332	\$48.40	0.22%	91
Other Specialty Food Markets	\$21,384,928	\$37.06	0.17%	90
Outdoor Power Equipment Stores	\$6,679,091	\$11.57	0.05%	92
Paint and Wallpaper Stores	\$7,263,659	\$12.59	0.06%	91
Pet and Pet Supply Stores	\$34,507,325	\$59.79	0.27%	92
Pharmacy and Drug Stores	\$296,886,676	\$514.45	2.31%	90
RV Parks	\$1,164,164	\$2.02	0.01%	90
Record, Tape, and CD Stores	\$40,022,172	\$69.35	0.31%	90
Recreational Vehicle Dealers	\$3,820,728	\$6.62	0.03%	91
Rooming and Boarding Houses	\$577,247	\$1.00	0.00%	90
Sewing and Needlecraft Stores	\$7,535,300	\$13.06	0.06%	91
Shoe Stores	\$132,624,527	\$229.81	1.03%	90
Special Food Services and Catering	\$94,822,255	\$164.31	0.74%	90
Sporting Goods Stores	\$110,768,117	\$191.94	0.86%	94
Tire Dealers	\$77,012,285	\$133.45	0.60%	90
Used Merchandise Stores	\$22,316,485	\$38.67	0.17%	90
User Car Dealers	\$162,769,233	\$282.05	1.27%	90
Vending Machines	\$41,873,743	\$72.56	0.33%	90
Warehouse Superstores	\$429,618,708	\$744.45	3.35%	90
Women's Clothing Stores	\$137,081,113	\$237.54	1.07%	90
Total Annual Retail	\$12,837,762,155	\$22,245.53	100%	90

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