

Date: August 13, 2005
Current Geography Selection: 10 mile radius: Commerce
 Parkway Addition Norman – Moore Oklahoma

Latitude: 35.291934 **Longitude:** -97.488285
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	295,419	Total Households	120,777	Median Income	\$39,815
% Male Population	49.4%	Average Household Size	2.4	Per Capita Income	\$20,327
% Female Population	50.6%	Household Growth from 1990 to 2000	16.0%	Average Household Income	\$49,289
Median Age	33.2	% Owner Occupied Housing Units	58.3%	Employees	110,921
Population Density	940.4	% Renter Occupied Housing Units	34.2%	Establishments	10,302
		% Vacant Housing Units	7.5%		

Current Year Annual	Aggregate Dollars	Average Dollars	Percent of Total	Index
Appliances and Electronics Stores	\$36,756,908	\$304.34	1.40%	88
Art Dealers	\$140,642	\$1.16	0.01%	87
Auto Parts and Accessories	\$33,908,404	\$280.75	1.30%	88
Book Stores	\$16,701,670	\$138.29	0.64%	88
Camera and Photography Stores	\$3,811,198	\$31.56	0.15%	87
Childrens' and Infant's Clothing Stores	\$9,264,143	\$76.70	0.35%	87
Clothing Accessory Stores	\$1,906,418	\$15.78	0.07%	88
Computer Stores	\$20,682,950	\$171.25	0.79%	87
Convenience Stores	\$21,241,737	\$175.88	0.81%	88
Costmetics and Beauty Stores	\$2,478,022	\$20.52	0.09%	87
Department Stores	\$215,159,150	\$1,781.46	8.22%	88
Drinking Places	\$8,487,625	\$70.28	0.32%	88
Family Clothing Stores	\$47,668,992	\$394.69	1.82%	88
Fish and Seafood Markets	\$1,407,767	\$11.66	0.05%	88
Floor Covering Stores	\$7,117,027	\$58.93	0.27%	86
Florists	\$2,236,348	\$18.52	0.09%	89
Fruit and Vegetable Markets	\$2,776,502	\$22.99	0.11%	88
Fuel Dealers	\$13,614,778	\$112.73	0.52%	89
Full Service Restaurants	\$113,870,004	\$942.81	4.35%	87
Furniture Stores	\$40,630,320	\$336.41	1.55%	88
Gasoline Stations with Convenience Stores	\$183,459,284	\$1,518.99	7.01%	88
Gasoline Stations without Convenience Stores	\$80,810,411	\$669.09	3.09%	88
Gift and Souvenir Stores	\$5,192,703	\$42.99	0.20%	88
Grocery Stores	\$456,069,521	\$3,776.13	17.43%	88
Hardware Stores	\$16,670,065	\$138.02	0.64%	87
Hobby, Toy, and Game Stores	\$10,810,055	\$89.50	0.41%	88
Home Centers	\$44,178,410	\$365.79	1.69%	88
Hotels and Other Travel Accomodations	\$16,651,033	\$137.87	0.64%	87
Jewelry Stores	\$14,201,095	\$117.58	0.54%	89
Limited Service Restaurants	\$115,620,483	\$957.31	4.42%	87
Liquor Stores	\$16,227,956	\$134.36	0.62%	88
Luggage Stores	\$1,366,476	\$11.31	0.05%	87
Mail Order and Catalog Stores	\$62,487,800	\$517.38	2.39%	88
Meat Markets	\$5,893,207	\$48.79	0.23%	88
Men's Clothing Stores	\$10,238,769	\$84.77	0.39%	88

STDBonline Report – Retail Sales Potential Summary Report

Mobile Home Dealers	\$53,600	\$0.44	0.00%	88
Motorcycle and Boat Dealers	\$19,679,507	\$162.94	0.75%	90
Musical Instrument Stores	\$4,275,291	\$35.40	0.16%	88
New Car Dealers	\$487,882,054	\$4,039.53	18.64%	88
Nursery and Garden Stores	\$10,675,954	\$88.39	0.41%	89
Office and Stationary Stores	\$4,854,957	\$40.20	0.19%	87
Optical Goods Stores	\$10,858,852	\$89.91	0.42%	88
Other Apparel Stores	\$7,483,241	\$61.96	0.29%	88
Other Building Materials Stores	\$41,935,528	\$347.22	1.60%	87
Other Direct Selling Establishments	\$12,149,134	\$100.59	0.46%	88
Other General Merchandise Stores	\$24,064,087	\$199.24	0.92%	88
Other Health and Personal Care Stores	\$5,183,020	\$42.91	0.20%	87
Other Home Furnishing Stores	\$10,272,635	\$85.05	0.39%	87
Other Miscellaneous Retail Stores	\$5,685,573	\$47.08	0.22%	88
Other Specialty Food Markets	\$4,363,119	\$36.13	0.17%	88
Outdoor Power Equipment Stores	\$1,359,728	\$11.26	0.05%	89
Paint and Wallpaper Stores	\$1,479,404	\$12.25	0.06%	88
Pet and Pet Supply Stores	\$7,024,006	\$58.16	0.27%	90
Pharmacy and Drug Stores	\$60,545,513	\$501.30	2.31%	87
RV Parks	\$237,380	\$1.97	0.01%	88
Record, Tape, and CD Stores	\$8,163,136	\$67.59	0.31%	88
Recreational Vehicle Dealers	\$778,906	\$6.45	0.03%	88
Rooming and Boarding Houses	\$117,673	\$0.97	0.00%	87
Sewing and Needlecraft Stores	\$1,536,676	\$12.72	0.06%	89
Shoe Stores	\$27,070,587	\$224.14	1.03%	88
Special Food Services and Catering	\$19,331,369	\$160.06	0.74%	87
Sporting Goods Stores	\$22,529,131	\$186.54	0.86%	91
Tire Dealers	\$15,707,881	\$130.06	0.60%	88
Used Merchandise Stores	\$4,548,506	\$37.66	0.17%	88
User Car Dealers	\$33,189,478	\$274.80	1.27%	88
Vending Machines	\$8,541,916	\$70.72	0.33%	88
Warehouse Superstores	\$87,592,582	\$725.24	3.35%	88
Women's Clothing Stores	\$27,944,170	\$231.37	1.07%	88
Total Annual Retail	\$2,616,852,469	\$21,666.85	100%	88

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