



SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

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 | 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 IndoEuropean 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

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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	

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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	



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.

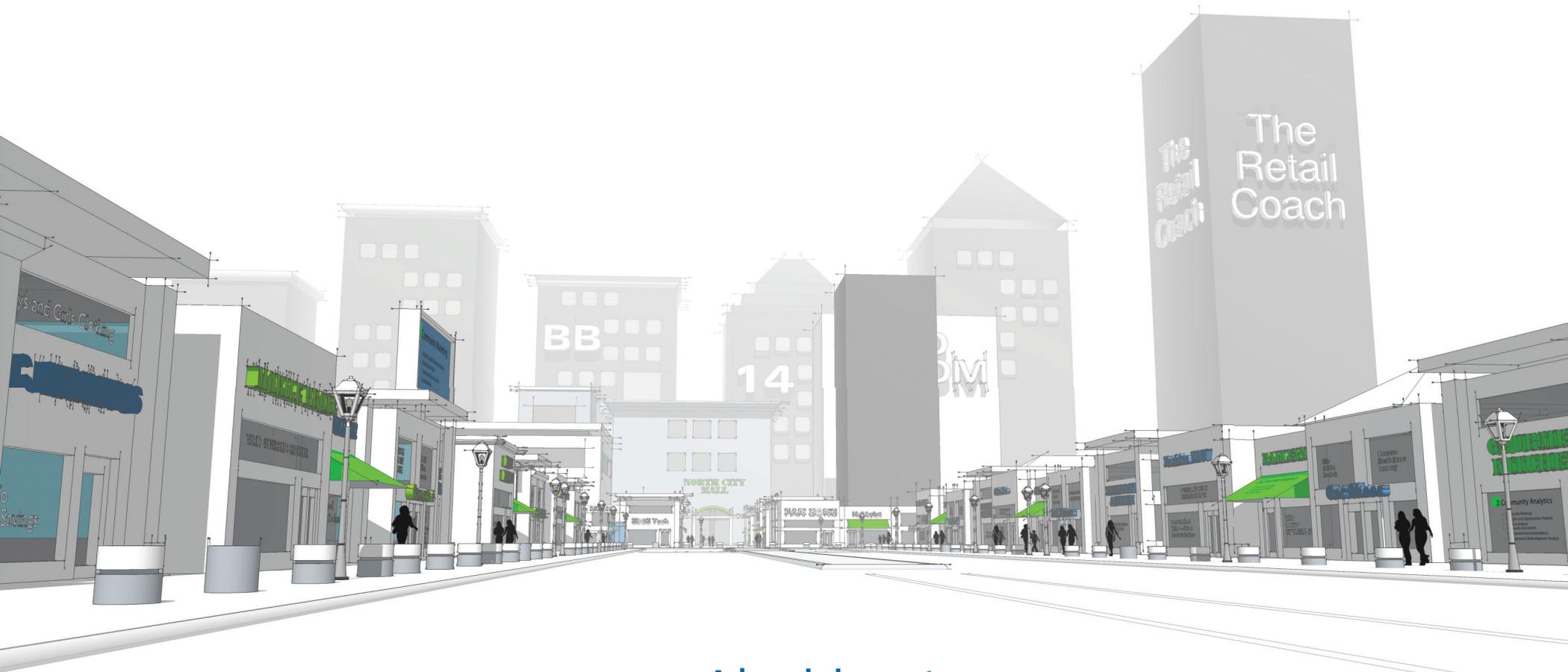
Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

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.

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