



## **Noble, OK – Retail Snapshot, 2017**

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*Oklahoma Opportunities, LLC specializes in independent market / trade area assessment, opportunity identification, public process management and economic development consultation.*

### **Overview:**

Noble, OK is a southeastern, tertiary suburb of Oklahoma City located immediately south of Norman, OK, and east of Classen Boulevard (State Highway 77). Noble is the “next stop” on OKC’s expansion, as witnessed by inner ring suburb Moore, secondary suburb Norman, and in process in tertiary suburb Noble. With a trade basin defined more or less by a western boundary of the Canadian River/I-35, a northern boundary of Lake Thunderbird, a southern boundary of “reasonable driving distance” and an eastern boundary of “closer to Noble than Shawnee” (See Fig. 1), Noble could potentially serve a market of 52,462 people. With rising recent interest in housing in the area, and strong demographic indicators, Noble has attractive market characteristics for new retail development. As in the case of many tertiary suburbs in a larger metropolitan area, Noble will have to overcome the perception of “being too green” to successfully draw new retailers to the area. Smart application of incentives and the ability to offer access to ready-to-go sites are two tools that need to be part of Noble arsenal.

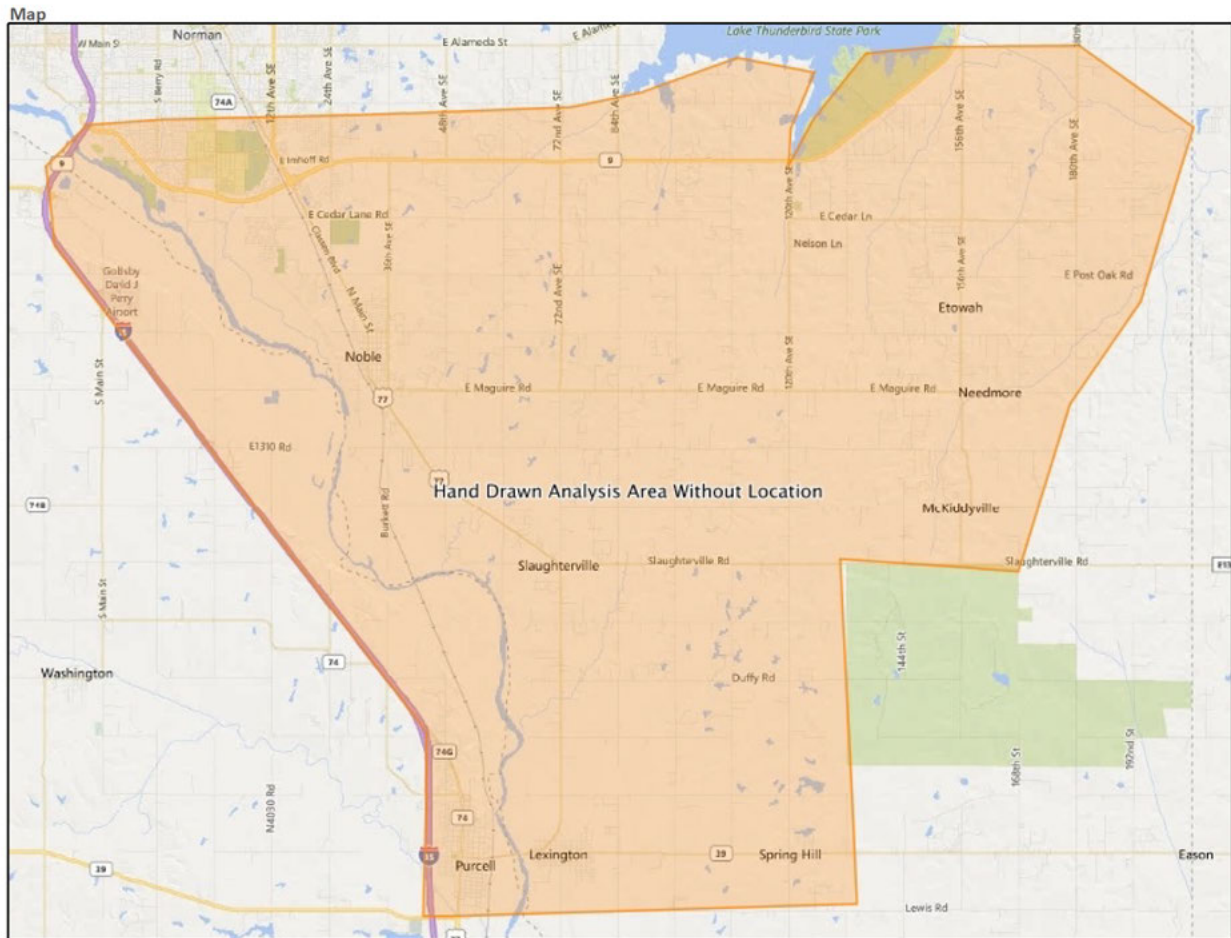


Figure 1: Trade Area Map

## Demographic Data:

Population in the city of Noble grew more than 21% between Census 2000 and Census 2010, with an additional 4.21% growth occurring between 2010 and 2017. The Noble trade area gained 14.17% from Census 2000 to Census 2010 and 11.04% between 2010 and 2017. The trade area is projected to grow another 5.26% over the next 5 years, placing the projected population by 2022 at 55,219 (See Fig. 2).

In contrast, the City of Norman is projected to gain an additional 4.82% over the next 5 years and the state of Oklahoma will gain only 4.06% in population over that timeframe; meaning the Noble trade area is projected to outperform Norman and the state of Oklahoma in growth rate during the next 5 years.

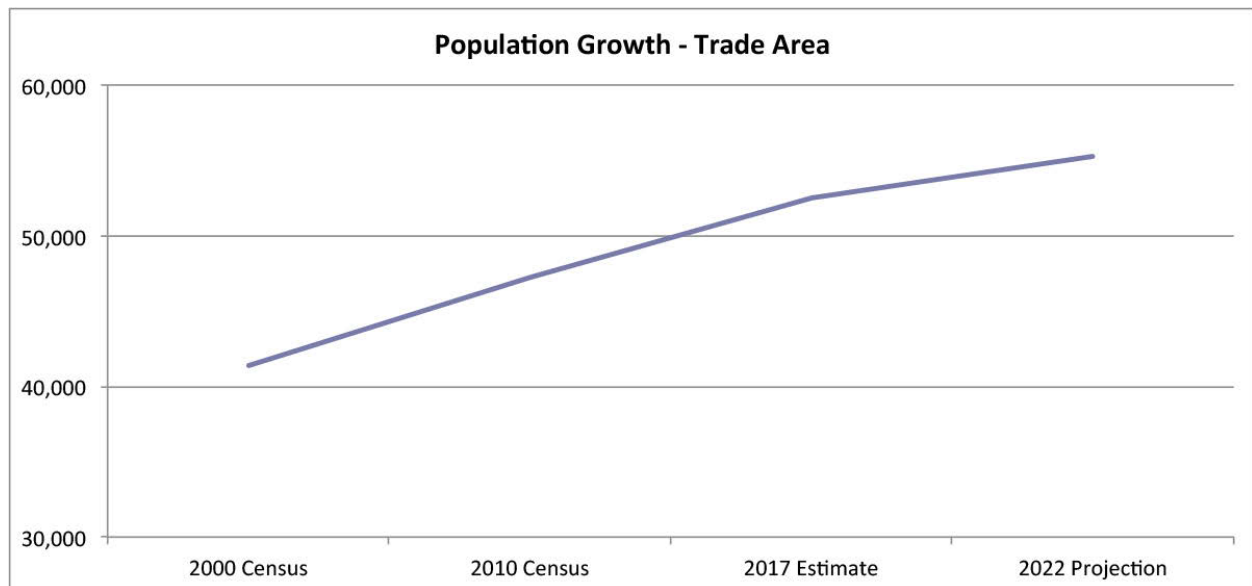


Figure 2: Population Growth, Trade Area

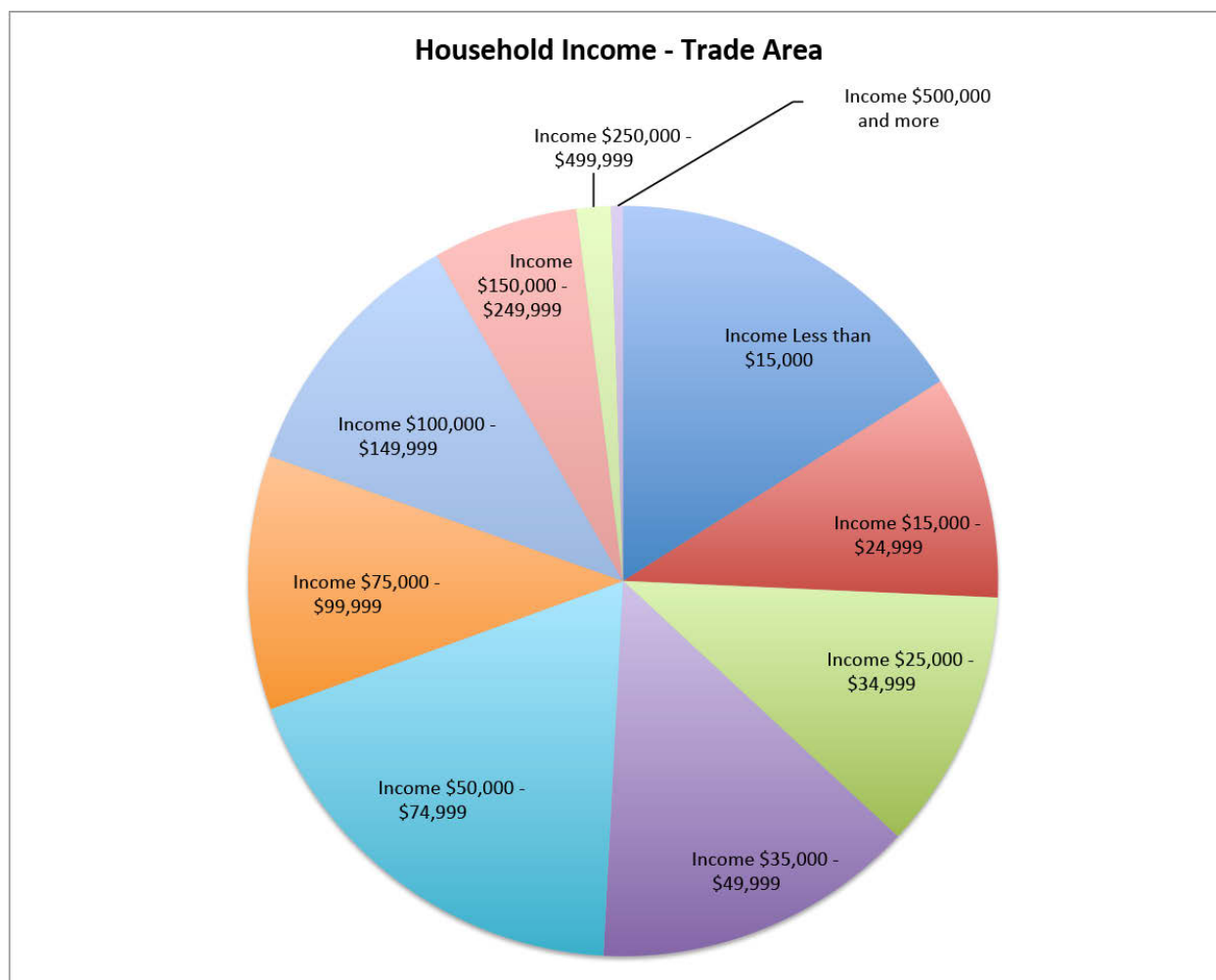
While the growth rate in the trade area is attractive, it's important to note where in the trade area that growth is most likely to occur. Within Noble, building permits for single family residential structures are on the rise. One new subdivision within the city limits of Noble has 400 home sites, and will soon be joined by three to four others that are in the platting process. North of the city limits, but within the trade area, multiple new market rate apartment complexes have been successfully launched.

Attractive land prices, natural expansion corridors, and strong growth metrics will be key parts of marketing Noble for new development.

The average household income in the Noble trade area is \$67,354 (estimated) for 2017, and the median household income is estimated at \$49,099 in the trade area. Within Noble's city limits, the average household income is estimated to be \$66,147 with a median household income of \$52,309. When general area metrics closely mirror the city limit metrics, it supports the case for a valid trade area assessment – one that doesn't "borrow" income from another likely shopping area. (See Table 1 and Fig. 3)

Table 1: Household Income / est. 2017

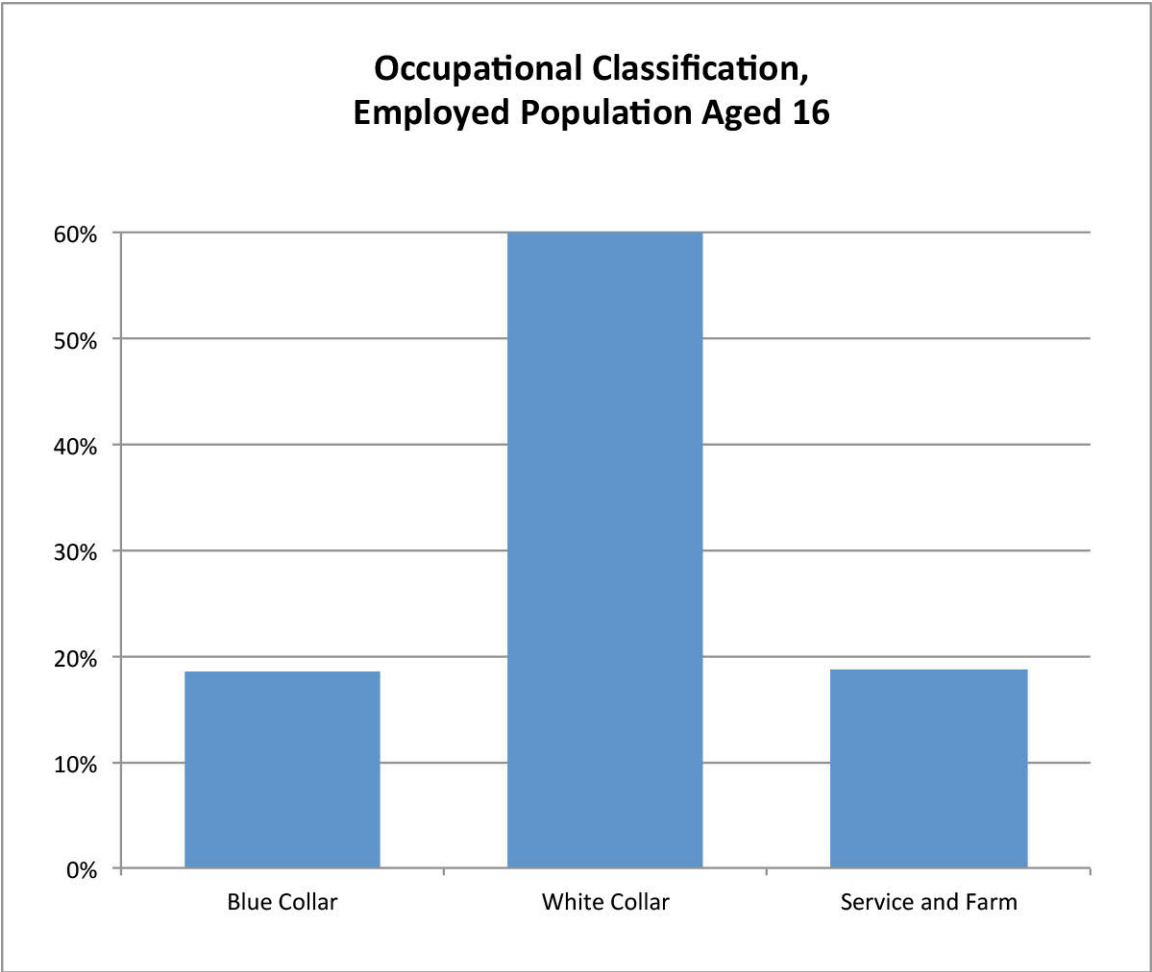
Type of Area	Average	Median
City of Noble	\$66,147.00	\$52,309.00
Noble Trade Area	\$67,354.00	\$49,099.00



*Figure 3: Household Income breakout, Trade Area*

Approximately 60% of the households are family households, with an average household size overall of 2.42 persons. Less than 4% of the civilian population in the trade area is unemployed, and 63% of those who are employed hold a “white collar” job. (See Fig. 4) Income is distributed within the trade area so that 49% of all households report an income of \$50,000 or above and 20% report an income of \$100,000 or above.

Within the trade area, upper educational attainment levels (Bachelor’s Degree, Master’s Degree, Professional Degree, Doctoral Degree) exceed state averages. Lower educational attainment levels (e.g. individuals reporting they lack a high school education) are less than state averages. (See Fig. 5)



*Figure 4: Occupational Classification, Trade Area*

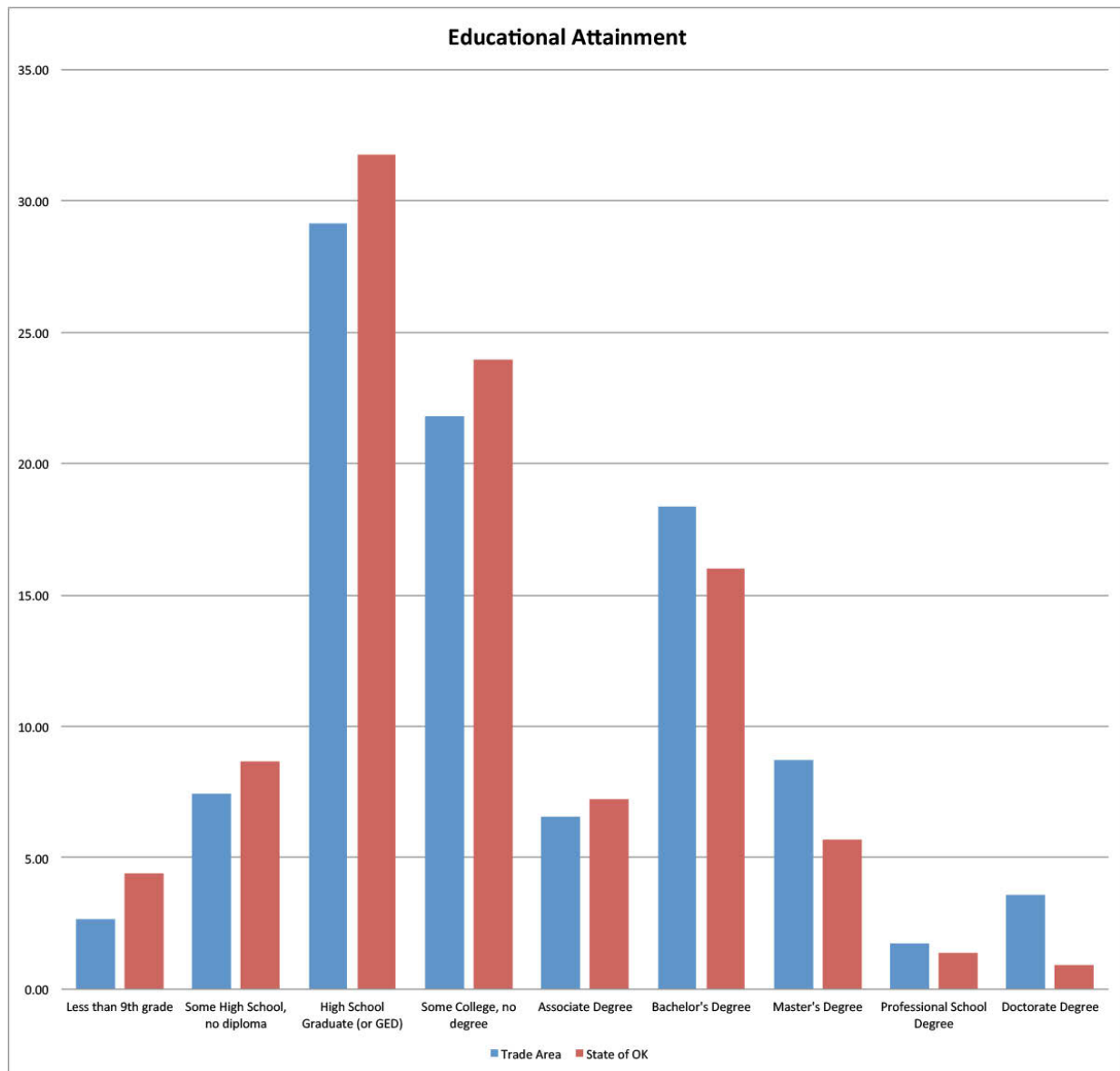


Figure 5: Educational Attainment, Trade Area vs. State of Oklahoma

## Housing Statistics

The median home value in the trade area is \$148,222, a significant difference from the median home value within the City of Noble, calculated to be \$117,179. The difference, and the nature of the trade area as less urban, indicates significant income spread throughout the trade area (as opposed to only clustered within the city limits) and also supports City leadership's stated expectations of a continued strong housing market in Noble. Thirteen percent of the housing stock within the trade area is less than 7 years old, and 60% of it is single-family permanent structure dwelling space. Within the City of Noble, 6% of the single family homes are less than 7 years old, and 77% of the housing stock overall is single-family permanent structure.

## Retail Environment Statistics

Total retail demand in 2017 for the Noble Trade Area is \$932,174,321. The projected supply within the trade area for 2017 is \$578,336,539, leaving an Opportunity Gap of \$353,837,782.

Key categories are listed below in Table 2.

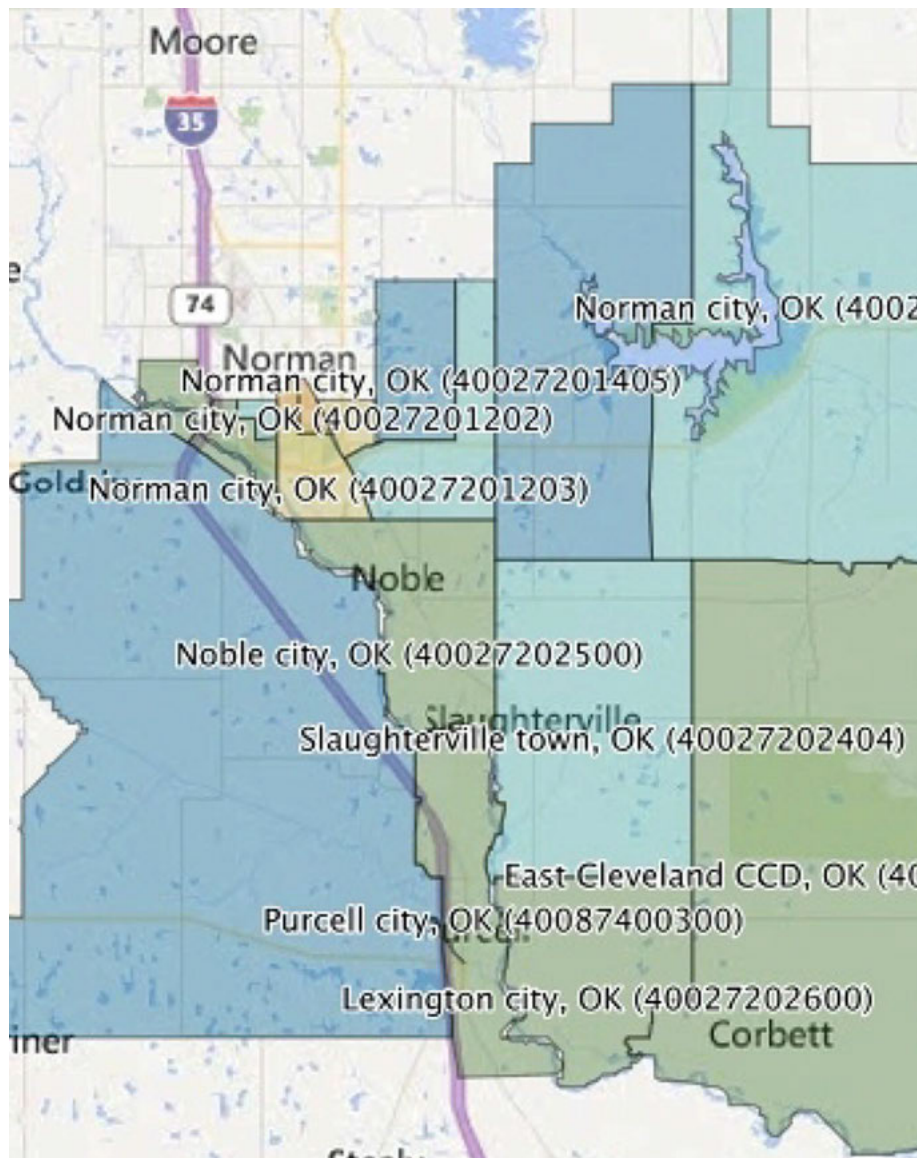
*Table 3 / Opportunity Gap, Noble Trade Area*

Automotive Dealers	\$ 90,323,937
Building Material, Garden Equip	\$ 81,506,279
Furniture & Home Furnishings	\$ 14,093,232
Pharmacy	\$ 12,504,622
Clothing & Clothing Accessories	\$ 35,361,240
Sports, Hobby, Book, Music Instr.	\$ 14,059,651
Department Stores	\$ 49,749,218
Full-Service Restaurants	\$ 27,309,611
Limited-Service Restaurants	\$ 20,093,844

Of special note In the Opportunities/Surplus analysis: A surplus (purchases are made inside the trade area from people who live outside of its boundaries) exists in Groceries (\$124,947,169) and Gasoline Stations (\$52,794,044).



## Maps of interest

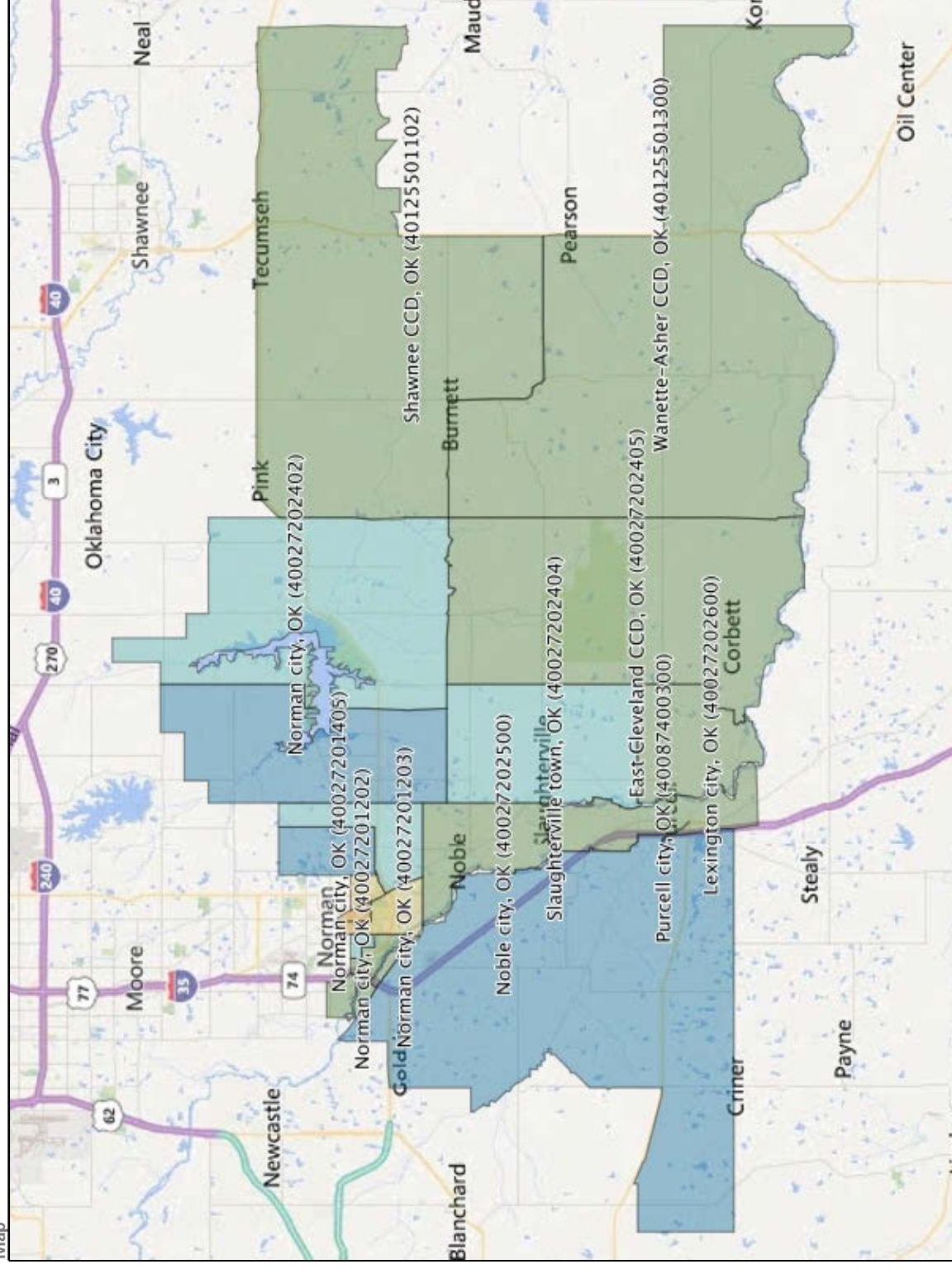


Darker blue areas of the map indicate areas of higher median household income.



# Pop-Facts Demographics

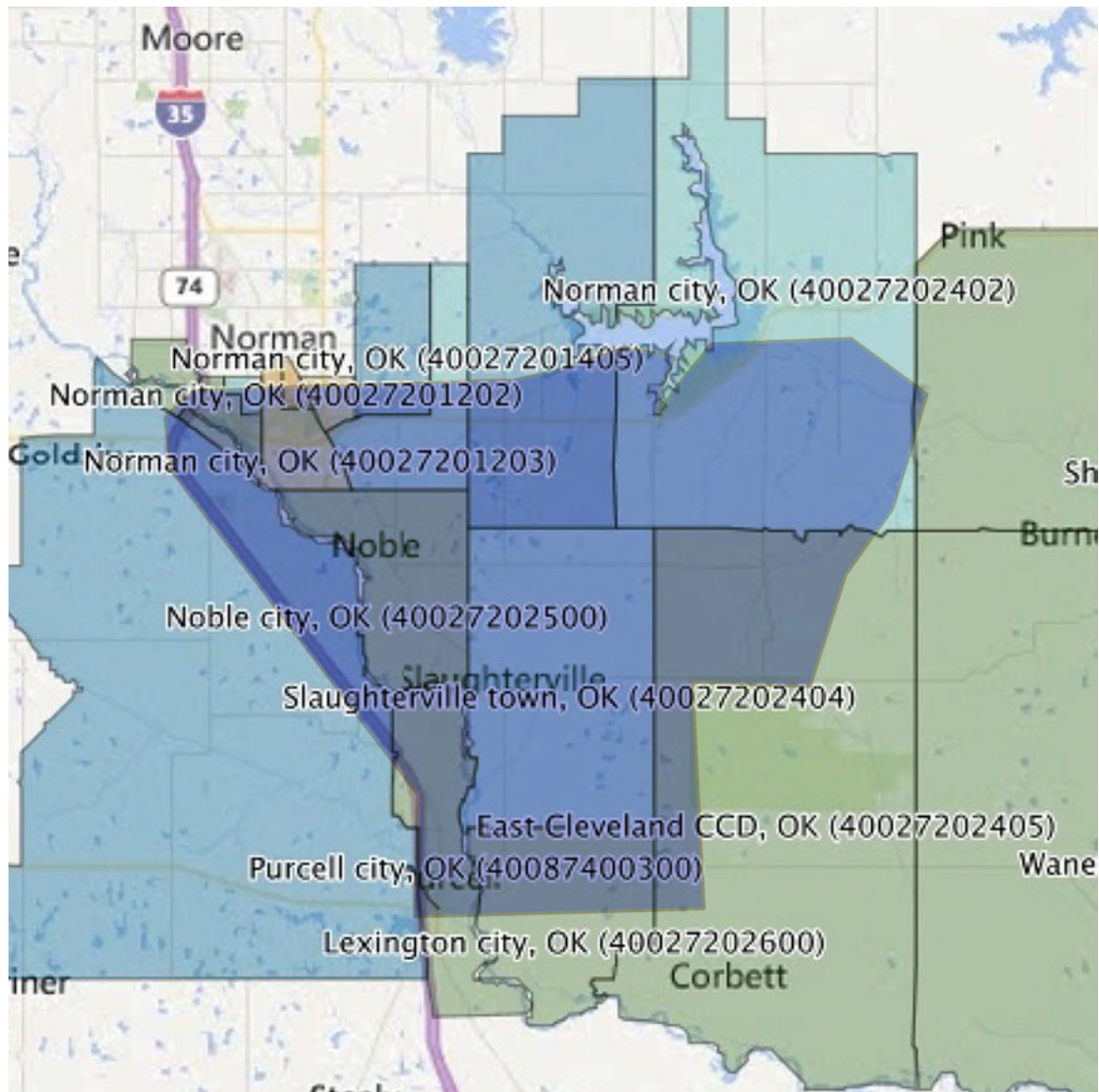
Map



2017 Med HH Inc (2017 Households) :  
Median: Descending by Equal Ranges

List of Report Areas by Census Tract

- Median (\$70,033-\$83,792)
- Median (\$56,275-\$70,033)
- Median (\$42,516-\$56,275)
- Median (\$28,758-\$42,516)
- Median (\$14,999-\$28,758)



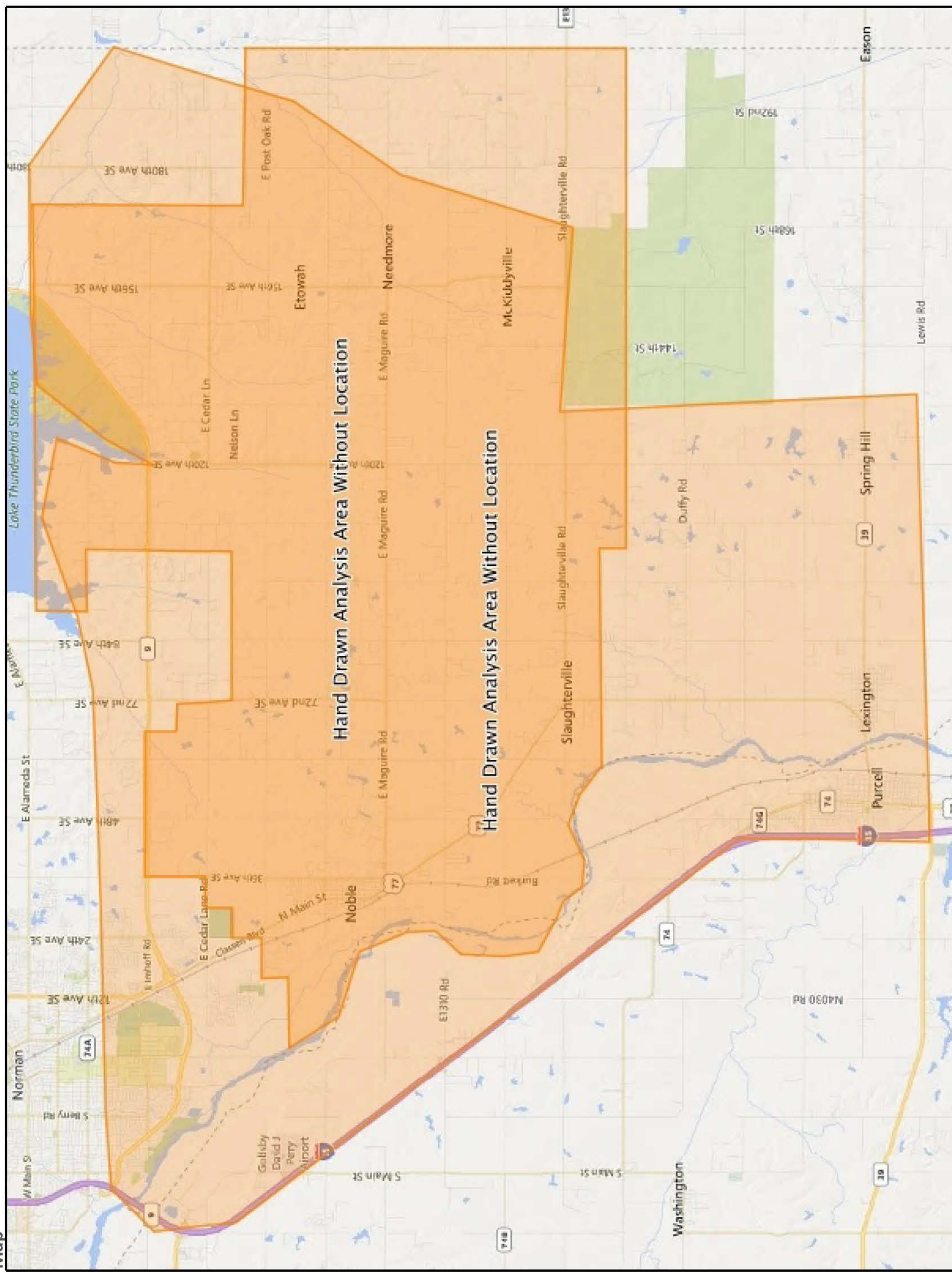
#### *About Oklahoma Opportunities, LLC*

*Oklahoma Opportunities, LLC is a research, marketing and consultation firm specializing in economic development projects and retail recruitment. Based in Tulsa, OK, the firm has worked with numerous communities across the region to accurately define markets, research opportunities, and help cities and site owners market their value to interested parties.*

#### *Data and Sources*

*Data for this report came from Claritas data vintage Dec. 2016 or Jan. 2017; City of Noble officials, and other public and proprietary sources. It is believed to be true and is presented in good faith. Oklahoma Opportunities, LLC is not responsible nor liable for the outcome of any action or inaction; or consequence material or otherwise; resulting from use of this data in any way. All interested parties are encouraged to complete their own due diligence as required or necessary.*





# Pop-Facts Demographics

## Title Page

**Data Version:** 2017 Jan (Quick Market Insights)

**Report Generation Method:** Batch

**Analysis Area:** Census Place - Noble, OK (city) (Census Place)

**Reporting Detail:** As Selected

**Append Area:** None

**Include Map:** Yes

**Include Labels:** Yes

**Map Reporting Detail:** As Selected

**Base Map Style:** Bing Road

**Subtotal Method:** None

**Include Charts:** No

**Analysis Area Detail:** Yes

### Report Sections:

- Pop-Facts Summary

- Pop-Facts Demographic Snapshot

## Pop-Facts Demographics

Description	Census Place - Noble, OK (city) (Census Place)	
	Total	%
<b>Pop-Facts Summary</b>		
<b>Population</b>		
2022 Projection	7,047	
2017 Estimate	6,754	
2010 Census	6,481	
2000 Census	5,343	
Growth 2017 - 2022		4.34%
Growth 2010 - 2017		4.21%
Growth 2000 - 2010		21.30%

<b>Households</b>		
2022 Projection	2,651	
2017 Estimate	2,541	
2010 Census	2,440	
2000 Census	1,991	
Growth 2017 - 2022		4.33%
Growth 2010 - 2017		4.14%
Growth 2000 - 2010		22.55%

<b>Family Households</b>		
2022 Projection	1,904	
2017 Estimate	1,825	
2010 Census	1,750	
2000 Census	1,504	
Growth 2017 - 2022		4.33%
Growth 2010 - 2017		4.29%
Growth 2000 - 2010		16.36%

## Pop-Facts Demographics

Description	Census Place - Noble, OK (city) (Census Place)	
	Total	%
<b>Pop-Facts Demographic Snapshot</b>		
<b>2017 Est. Population by Single-Classification Race</b>	<b>6,754</b>	
White Alone	5,624	83.27%
Black or African American Alone	54	0.80%
Amer. Indian and Alaska Native Alone	481	7.12%
Asian Alone	76	1.13%
Native Hawaiian and Other Pac. Isl. Alone	3	0.04%
Some Other Race Alone	80	1.18%
Two or More Races	436	6.46%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	<b>6,754</b>	
Not Hispanic or Latino	6,475	95.87%
Hispanic or Latino	279	4.13%
Mexican	217	77.78%
Puerto Rican	11	3.94%
Cuban	0	0.00%
All Other Hispanic or Latino	51	18.28%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>279</b>	
White Alone	155	55.56%
Black or African American Alone	3	1.08%
American Indian and Alaska Native Alone	18	6.45%
Asian Alone	2	0.72%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	77	27.60%
Two or More Races	24	8.60%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	<b>76</b>	
Chinese, except Taiwanese	0	0.00%
Filipino	46	60.53%
Japanese	1	1.32%
Asian Indian	13	17.11%
Korean	16	21.05%
Vietnamese	0	0.00%

## Pop-Facts Demographics

Description	Census Place - Noble, OK (city) (Census Place)	
	Total	%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

<b>2017 Est. Population by Ancestry</b>	<b>6,754</b>	
Arab	8	0.12%
Czech	10	0.15%
Danish	21	0.31%
Dutch	18	0.27%
English	394	5.83%
French (except Basque)	15	0.22%
French Canadian	1	0.01%
German	774	11.46%
Greek	1	0.01%
Hungarian	1	0.01%
Irish	742	10.99%
Italian	210	3.11%
Lithuanian	0	0.00%
United States or American	504	7.46%
Norwegian	2	0.03%
Polish	12	0.18%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	111	1.64%
Scotch-Irish	33	0.49%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	14	0.21%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,796	26.59%
Ancestry Unclassified	2,087	30.90%



## Pop-Facts Demographics

Description	Census Place - Noble, OK (city) (Census Place)	
	Total	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>6,293</b>	
Speak Only English at Home	6,056	96.23%
Speak Asian/Pac. Isl. Lang. at Home	0	0.00%
Speak IndoEuropean Language at Home	58	0.92%
Speak Spanish at Home	179	2.84%
Speak Other Language at Home	0	0.00%

<b>2017 Est. Population by Sex</b>	<b>6,754</b>	
Male	3,279	48.55%
Female	3,475	51.45%

<b>2017 Est. Population by Age</b>	<b>6,754</b>	
Age 0 - 4	461	6.83%
Age 5 - 9	477	7.06%
Age 10 - 14	516	7.64%
Age 15 - 17	293	4.34%
Age 18 - 20	272	4.03%
Age 21 - 24	385	5.70%
Age 25 - 34	845	12.51%
Age 35 - 44	875	12.96%
Age 45 - 54	862	12.76%
Age 55 - 64	769	11.39%
Age 65 - 74	545	8.07%
Age 75 - 84	317	4.69%
Age 85 and over	137	2.03%
Age 16 and over	5,206	77.08%
Age 18 and over	5,007	74.13%
Age 21 and over	4,735	70.11%
Age 65 and over	999	14.79%
<b>2017 Est. Median Age</b>	<b>36.5</b>	
<b>2017 Est. Average Age</b>	<b>37.8</b>	

<b>2017 Est. Male Population by Age</b>	<b>3,279</b>	
Age 0 - 4	237	7.23%
Age 5 - 9	241	7.35%
Age 10 - 14	266	8.11%
Age 15 - 17	158	4.82%

## Pop-Facts Demographics

Description	Census Place - Noble, OK (city) (Census Place)	
	Total	%
Age 18 - 20	149	4.54%
Age 21 - 24	212	6.47%
Age 25 - 34	423	12.90%
Age 35 - 44	431	13.14%
Age 45 - 54	412	12.56%
Age 55 - 64	351	10.70%
Age 65 - 74	241	7.35%
Age 75 - 84	122	3.72%
Age 85 and over	36	1.10%
<b>2017 Est. Median Age, Male</b>	<b>33.9</b>	
<b>2017 Est. Average Age, Male</b>	<b>35.8</b>	

<b>2017 Est. Female Population by Age</b>	<b>3,475</b>	
Age 0 - 4	224	6.45%
Age 5 - 9	236	6.79%
Age 10 - 14	250	7.19%
Age 15 - 17	135	3.88%
Age 18 - 20	123	3.54%
Age 21 - 24	173	4.98%
Age 25 - 34	422	12.14%
Age 35 - 44	444	12.78%
Age 45 - 54	450	12.95%
Age 55 - 64	418	12.03%
Age 65 - 74	304	8.75%
Age 75 - 84	195	5.61%
Age 85 and over	101	2.91%
<b>2017 Est. Median Age, Female</b>	<b>38.9</b>	
<b>2017 Est. Average Age, Female</b>	<b>39.7</b>	

<b>2017 Est. Pop Age 15+ by Marital Status</b>	<b>5,300</b>	
Total, Never Married	1,164	21.96%
Males, Never Married	629	11.87%
Females, Never Married	535	10.09%
Married, Spouse present	2,725	51.42%
Married, Spouse absent	311	5.87%
Widowed	279	5.26%
Males Widowed	18	0.34%

## Pop-Facts Demographics

Description	Census Place - Noble, OK (city) (Census Place)	
	Total	%
Females Widowed	261	4.92%
Divorced	821	15.49%
Males Divorced	337	6.36%
Females Divorced	484	9.13%

<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	<b>4,350</b>	
Less than 9th grade	57	1.31%
Some High School, no diploma	367	8.44%
High School Graduate (or GED)	1,780	40.92%
Some College, no degree	1,025	23.56%
Associate Degree	331	7.61%
Bachelor's Degree	506	11.63%
Master's Degree	233	5.36%
Professional School Degree	23	0.53%
Doctorate Degree	28	0.64%

<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	<b>129</b>	
No High School Diploma	18	13.95%
High School Graduate	2	1.55%
Some College or Associate's Degree	62	48.06%
Bachelor's Degree or Higher	47	36.43%

<b>2017 Est. Households by Household Type</b>	<b>2,541</b>	
Family Households	1,825	71.82%
Nonfamily Households	716	28.18%

<b>2017 Est. Group Quarters Population</b>	<b>95</b>	
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<b>2017 HHs by Ethnicity, Hispanic/Latino</b>	<b>83</b>	
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<b>2017 Est. Households by HH Income</b>	<b>2,541</b>	
Income < \$15,000	371	14.60%
Income \$15,000 - \$24,999	218	8.58%
Income \$25,000 - \$34,999	278	10.94%
Income \$35,000 - \$49,999	348	13.70%
Income \$50,000 - \$74,999	601	23.65%
Income \$75,000 - \$99,999	304	11.96%

## Pop-Facts Demographics

Description	Census Place - Noble, OK (city) (Census Place)	
	Total	%
Income \$100,000 - \$124,999	170	6.69%
Income \$125,000 - \$149,999	92	3.62%
Income \$150,000 - \$199,999	71	2.79%
Income \$200,000 - \$249,999	36	1.42%
Income \$250,000 - \$499,999	38	1.50%
Income \$500,000+	14	0.55%
<b>2017 Est. Average Household Income</b>	<b>\$66,147</b>	
<b>2017 Est. Median Household Income</b>	<b>\$52,309</b>	

2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$51,163	
Black or African American Alone	\$47,500	
American Indian and Alaska Native Alone	\$54,383	
Asian Alone	\$50,000	
Native Hawaiian and Other Pacific Islander Alone	\$137,500	
Some Other Race Alone	\$63,542	
Two or More Races	\$57,609	
Hispanic or Latino	\$58,073	
Not Hispanic or Latino	\$51,808	

2017 Est. Family HH Type by Presence of Own Child.		
	<b>1,825</b>	
Married-Couple Family, own children	623	34.14%
Married-Couple Family, no own children	732	40.11%
Male Householder, own children	90	4.93%
Male Householder, no own children	50	2.74%
Female Householder, own children	204	11.18%
Female Householder, no own children	126	6.90%

2017 Est. Households by Household Size		
	<b>2,541</b>	
1-person	599	23.57%
2-person	830	32.66%
3-person	442	17.39%
4-person	402	15.82%
5-person	187	7.36%
6-person	55	2.16%

## Pop-Facts Demographics

Description	Census Place - Noble, OK (city) (Census Place)	
	Total	%
7-or-more-person	26	1.02%

<b>2017 Est. Average Household Size</b>	<b>2.62</b>
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<b>2017 Est. Households by Presence of People Under 18</b>	<b>2,541</b>
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<b>Households with 1 or More People under Age 18:</b>	<b>1,014</b>	<b>39.91%</b>
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Married-Couple Family	666	65.68%
Other Family, Male Householder	103	10.16%
Other Family, Female Householder	233	22.98%
Nonfamily, Male Householder	11	1.08%
Nonfamily, Female Householder	1	0.10%

<b>Households with No People under Age 18:</b>	<b>1,527</b>	<b>60.09%</b>
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Married-Couple Family	688	45.06%
Other Family, Male Householder	36	2.36%
Other Family, Female Householder	97	6.35%
Nonfamily, Male Householder	280	18.34%
Nonfamily, Female Householder	426	27.90%

<b>2017 Est. Households by Number of Vehicles</b>	<b>2,541</b>
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No Vehicles	27	1.06%
1 Vehicle	901	35.46%
2 Vehicles	1,001	39.39%
3 Vehicles	480	18.89%
4 Vehicles	97	3.82%
5 or more Vehicles	35	1.38%

<b>2017 Est. Average Number of Vehicles</b>	<b>1.9</b>
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<b>2017 Est. Families by Poverty Status</b>	<b>1,825</b>
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2017 Families at or Above Poverty	1,630	89.32%
2017 Families at or Above Poverty with Children	757	41.48%
2017 Families Below Poverty	195	10.68%
2017 Families Below Poverty with Children	189	10.36%

<b>2017 Est. Pop Age 16+ by Employment Status</b>	<b>5,206</b>
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In Armed Forces	0	0.00%
Civilian - Employed	2,981	57.26%

## Pop-Facts Demographics

Description	Census Place - Noble, OK (city) (Census Place)	
	Total	%
Civilian - Unemployed	170	3.27%
Not in Labor Force	2,055	39.47%

<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>2,977</b>	
For-Profit Private Workers	1,953	65.60%
Non-Profit Private Workers	117	3.93%
Local Government Workers	198	6.65%
State Government Workers	294	9.88%
Federal Government Workers	169	5.68%
Self-Employed Workers	241	8.10%
Unpaid Family Workers	5	0.17%

<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>2,977</b>	
Architect/Engineer	46	1.55%
Arts/Entertainment/Sports	7	0.24%
Building Grounds Maintenance	220	7.39%
Business/Financial Operations	104	3.49%
Community/Social Services	43	1.44%
Computer/Mathematical	54	1.81%
Construction/Extraction	269	9.04%
Education/Training/Library	165	5.54%
Farming/Fishing/Forestry	2	0.07%
Food Prep/Serving	105	3.53%
Health Practitioner/Technician	150	5.04%
Healthcare Support	130	4.37%
Maintenance Repair	158	5.31%
Legal	9	0.30%
Life/Physical/Social Science	16	0.54%
Management	161	5.41%
Office/Admin. Support	412	13.84%
Production	194	6.52%
Protective Services	21	0.71%
Sales/Related	314	10.55%
Personal Care/Service	191	6.42%
Transportation/Moving	206	6.92%

<b>2017 Est. Pop 16+ by Occupation Classification</b>	<b>2,977</b>
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## Pop-Facts Demographics

Description	Census Place - Noble, OK (city) (Census Place)	
	Total	%
Blue Collar	827	27.78%
White Collar	1,481	49.75%
Service and Farm	669	22.47%

<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	<b>2,922</b>	
Drove Alone	2,525	86.41%
Car Pooled	256	8.76%
Public Transportation	0	0.00%
Walked	2	0.07%
Bicycle	8	0.27%
Other Means	8	0.27%
Worked at Home	123	4.21%

<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	832	
15 - 29 Minutes	1,035	
30 - 44 Minutes	602	
45 - 59 Minutes	197	
60 or more Minutes	141	
<b>2017 Est. Avg Travel Time to Work in Minutes</b>	<b>26.00</b>	

<b>2017 Est. Occupied Housing Units by Tenure</b>	<b>2,541</b>	
Owner Occupied	1,832	72.10%
Renter Occupied	709	27.90%

<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	<b>14.4</b>	
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<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	<b>5.2</b>	
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<b>2017 Est. Owner-Occupied Housing Units by Value</b>	<b>1,832</b>	
Value Less than \$20,000	163	8.90%
Value \$20,000 - \$39,999	105	5.73%
Value \$40,000 - \$59,999	112	6.11%
Value \$60,000 - \$79,999	102	5.57%
Value \$80,000 - \$99,999	300	16.38%



## Pop-Facts Demographics

Description	Census Place - Noble, OK (city) (Census Place)	
	Total	%
Value \$100,000 - \$149,999	390	21.29%
Value \$150,000 - \$199,999	320	17.47%
Value \$200,000 - \$299,999	224	12.23%
Value \$300,000 - \$399,999	69	3.77%
Value \$400,000 - \$499,999	13	0.71%
Value \$500,000 - \$749,999	22	1.20%
Value \$750,000 - \$999,999	4	0.22%
Value \$1,000,000 or more	8	0.44%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	<b>\$117,179</b>	

<b>2017 Est. Housing Units by Units in Structure</b>	<b>2,734</b>	
1 Unit Attached	86	3.15%
1 Unit Detached	2,021	73.92%
2 Units	71	2.60%
3 or 4 Units	54	1.98%
5 to 19 Units	126	4.61%
20 to 49 Units	7	0.26%
50 or More Units	24	0.88%
Mobile Home or Trailer	345	12.62%
Boat, RV, Van, etc.	0	0.00%

<b>2017 Est. Housing Units by Year Structure Built</b>	<b>2,734</b>	
Housing Units Built 2010 or later	170	6.22%
Housing Units Built 2000 to 2009	601	21.98%
Housing Units Built 1990 to 1999	415	15.18%
Housing Units Built 1980 to 1989	413	15.11%
Housing Units Built 1970 to 1979	557	20.37%
Housing Units Built 1960 to 1969	361	13.20%
Housing Units Built 1950 to 1959	53	1.94%
Housing Units Built 1940 to 1949	46	1.68%
Housing Unit Built 1939 or Earlier	118	4.32%
<b>2017 Est. Median Year Structure Built</b>	<b>1986</b>	

# Pop-Facts Demographics

## Title Page

**Data Version:** 2016 Dec (Quick Market Insights)

**Report Generation Method:** Single

**Analysis Area:** Hand Drawn Analysis Area Without Location

**Reporting Detail:** As Selected

**Include Map:** Yes

**Include Labels:** Yes

**Map Reporting Detail:** As Selected

**Base Map Style:** Bing Road

**Subtotal Method:** None

**Include Charts:** No

**Analysis Area Detail:** Yes

### Report Sections:

Pop-Facts Summary

Pop-Facts Demographic Snapshot

Pop-Facts Census Demographic Overview

## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
<b>Pop-Facts Summary</b>		
<b>Population</b>		
2022 Projection	55,219	
2017 Estimate	52,462	
2010 Census	47,248	
2000 Census	41,383	
Growth 2017 - 2022		5.26%
Growth 2010 - 2017		11.04%
Growth 2000 - 2010		14.17%

<b>Households</b>		
2022 Projection	22,347	
2017 Estimate	21,082	
2010 Census	18,612	
2000 Census	16,315	
Growth 2017 - 2022		6.00%
Growth 2010 - 2017		13.27%
Growth 2000 - 2010		14.08%

<b>Family Households</b>		
2022 Projection	13,335	
2017 Estimate	12,611	
2010 Census	11,221	
2000 Census	10,473	
Growth 2017 - 2022		5.74%
Growth 2010 - 2017		12.39%
Growth 2000 - 2010		7.15%

## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
<b>Pop-Facts Demographic Snapshot</b>		
<b>2017 Est. Population by Single-Classification Race</b>	<b>52,462</b>	
White Alone	41,099	78.34%
Black or African American Alone	1,978	3.77%
Amer. Indian and Alaska Native Alone	3,124	5.96%
Asian Alone	1,767	3.37%
Native Hawaiian and Other Pac. Isl. Alone	53	0.10%
Some Other Race Alone	1,229	2.34%
Two or More Races	3,212	6.12%
<b>2017 Est. Population by Hispanic or Latino Origin</b>		
<b>2017 Est. Population by Hispanic or Latino Origin</b>	<b>52,462</b>	
Not Hispanic or Latino	48,737	92.90%
Hispanic or Latino	3,725	7.10%
Mexican	2,761	74.11%
Puerto Rican	199	5.33%
Cuban	38	1.02%
All Other Hispanic or Latino	728	19.53%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>3,725</b>	
White Alone	1,898	50.94%
Black or African American Alone	59	1.58%
American Indian and Alaska Native Alone	161	4.31%
Asian Alone	14	0.37%
Native Hawaiian and Other Pacific Islander Alone	13	0.35%
Some Other Race Alone	1,191	31.97%
Two or More Races	390	10.48%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>		
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,767</b>	
Chinese, except Taiwanese	719	40.66%
Filipino	136	7.71%
Japanese	77	4.36%
Asian Indian	131	7.43%
Korean	371	21.00%
Vietnamese	151	8.54%

## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
Cambodian	20	1.15%
Hmong	4	0.22%
Laotian	6	0.32%
Thai	24	1.38%
All Other Asian Races Including 2+ Category	128	7.23%

<b>2017 Est. Population by Ancestry</b>	<b>52,462</b>	
Arab	88	0.17%
Czech	118	0.22%
Danish	88	0.17%
Dutch	403	0.77%
English	3,823	7.29%
French (except Basque)	467	0.89%
French Canadian	188	0.36%
German	5,702	10.87%
Greek	44	0.08%
Hungarian	14	0.03%
Irish	4,555	8.68%
Italian	917	1.75%
Lithuanian	10	0.02%
United States or American	4,209	8.02%
Norwegian	335	0.64%
Polish	368	0.70%
Portuguese	35	0.07%
Russian	19	0.04%
Scottish	671	1.28%
Scotch-Irish	373	0.71%
Slovak	6	0.01%
Subsaharan African	443	0.84%
Swedish	144	0.27%
Swiss	145	0.28%
Ukrainian	7	0.01%
Welsh	163	0.31%
West Indian (except Hisp. groups)	147	0.28%
Other ancestries	17,216	32.82%
Ancestry Unclassified	11,765	22.43%

## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>49,694</b>	
Speak Only English at Home	44,697	89.94%
Speak Asian/Pac. Isl. Lang. at Home	1,230	2.47%
Speak IndoEuropean Language at Home	1,157	2.33%
Speak Spanish at Home	2,261	4.55%
Speak Other Language at Home	350	0.70%

<b>2017 Est. Population by Sex</b>	<b>52,462</b>	
Male	25,944	49.45%
Female	26,518	50.55%

<b>2017 Est. Population by Age</b>	<b>52,462</b>	
Age 0 - 4	2,768	5.28%
Age 5 - 9	2,936	5.60%
Age 10 - 14	3,113	5.93%
Age 15 - 17	2,177	4.15%
Age 18 - 20	3,314	6.32%
Age 21 - 24	5,941	11.32%
Age 25 - 34	7,772	14.82%
Age 35 - 44	6,174	11.77%
Age 45 - 54	5,621	10.71%
Age 55 - 64	5,580	10.64%
Age 65 - 74	4,143	7.90%
Age 75 - 84	2,106	4.01%
Age 85 and over	817	1.56%
Age 16 and over	42,931	81.83%
Age 18 and over	41,468	79.04%
Age 21 and over	38,154	72.73%
Age 65 and over	7,066	13.47%
<b>2017 Est. Median Age</b>	<b>32.7</b>	
<b>2017 Est. Average Age</b>	<b>36.8</b>	

<b>2017 Est. Male Population by Age</b>	<b>25,944</b>	
Age 0 - 4	1,417	5.46%
Age 5 - 9	1,498	5.78%
Age 10 - 14	1,574	6.07%
Age 15 - 17	1,120	4.32%

## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
Age 18 - 20	1,696	6.54%
Age 21 - 24	3,048	11.75%
Age 25 - 34	4,071	15.69%
Age 35 - 44	3,119	12.02%
Age 45 - 54	2,730	10.52%
Age 55 - 64	2,632	10.15%
Age 65 - 74	1,878	7.24%
Age 75 - 84	886	3.41%
Age 85 and over	276	1.06%
<b>2017 Est. Median Age, Male</b>	<b>31.4</b>	
<b>2017 Est. Average Age, Male</b>	<b>35.5</b>	

<b>2017 Est. Female Population by Age</b>	<b>26,518</b>	
Age 0 - 4	1,351	5.10%
Age 5 - 9	1,438	5.42%
Age 10 - 14	1,539	5.80%
Age 15 - 17	1,057	3.98%
Age 18 - 20	1,619	6.10%
Age 21 - 24	2,892	10.91%
Age 25 - 34	3,702	13.96%
Age 35 - 44	3,055	11.52%
Age 45 - 54	2,891	10.90%
Age 55 - 64	2,948	11.12%
Age 65 - 74	2,266	8.54%
Age 75 - 84	1,220	4.60%
Age 85 and over	541	2.04%
<b>2017 Est. Median Age, Female</b>	<b>34.1</b>	
<b>2017 Est. Average Age, Female</b>	<b>38.0</b>	

<b>2017 Est. Pop Age 15+ by Marital Status</b>	<b>43,645</b>	
Total, Never Married	16,306	37.36%
Males, Never Married	9,016	20.66%
Females, Never Married	7,290	16.70%
Married, Spouse present	18,336	42.01%
Married, Spouse absent	1,889	4.33%
Widowed	2,089	4.79%
Males Widowed	312	0.71%



## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
Females Widowed	1,778	4.07%
Divorced	5,024	11.51%
Males Divorced	2,050	4.70%
Females Divorced	2,974	6.81%

<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	<b>32,213</b>	
Less than 9th grade	852	2.65%
Some High School, no diploma	2,398	7.44%
High School Graduate (or GED)	9,384	29.13%
Some College, no degree	7,015	21.78%
Associate Degree	2,118	6.57%
Bachelor's Degree	5,914	18.36%
Master's Degree	2,808	8.72%
Professional School Degree	564	1.75%
Doctorate Degree	1,160	3.60%

<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	<b>1,712</b>	
No High School Diploma	451	26.33%
High School Graduate	398	23.24%
Some College or Associate's Degree	408	23.85%
Bachelor's Degree or Higher	455	26.57%

<b>2017 Est. Households by Household Type</b>	<b>21,082</b>	
Family Households	12,611	59.82%
Nonfamily Households	8,471	40.18%

<b>2017 Est. Group Quarters Population</b>	<b>1,477</b>	
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<b>2017 HHs by Ethnicity, Hispanic/Latino</b>	<b>1,073</b>	
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<b>2017 Est. Households by HH Income</b>	<b>21,082</b>	
Income < \$15,000	3,386	16.06%
Income \$15,000 - \$24,999	2,033	9.64%
Income \$25,000 - \$34,999	2,363	11.21%
Income \$35,000 - \$49,999	2,935	13.92%
Income \$50,000 - \$74,999	3,924	18.61%
Income \$75,000 - \$99,999	2,310	10.96%

## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
Income \$100,000 - \$124,999	1,459	6.92%
Income \$125,000 - \$149,999	925	4.39%
Income \$150,000 - \$199,999	935	4.43%
Income \$200,000 - \$249,999	391	1.86%
Income \$250,000 - \$499,999	313	1.48%
Income \$500,000+	108	0.51%
<b>2017 Est. Average Household Income</b>	<b>\$67,354</b>	
<b>2017 Est. Median Household Income</b>	<b>\$49,099</b>	

2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$51,766	
Black or African American Alone	\$20,118	
American Indian and Alaska Native Alone	\$42,992	
Asian Alone	\$32,279	
Native Hawaiian and Other Pacific Islander Alone	\$45,777	
Some Other Race Alone	\$58,172	
Two or More Races	\$45,664	
Hispanic or Latino	\$41,905	
Not Hispanic or Latino	\$49,895	

2017 Est. Family HH Type by Presence of Own Child.		
	12,611	
Married-Couple Family, own children	3,852	30.54%
Married-Couple Family, no own children	5,598	44.39%
Male Householder, own children	462	3.67%
Male Householder, no own children	482	3.82%
Female Householder, own children	1,290	10.23%
Female Householder, no own children	928	7.36%

2017 Est. Households by Household Size		
	21,082	
1-person	5,921	28.08%
2-person	7,283	34.54%
3-person	3,522	16.71%
4-person	2,725	12.92%
5-person	1,066	5.06%
6-person	378	1.79%

## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
7-or-more-person	187	0.89%

<b>2017 Est. Average Household Size</b>	<b>2.42</b>
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<b>2017 Est. Households by Presence of People Under 18</b>	<b>21,082</b>
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<b>Households with 1 or More People under Age 18:</b>	<b>6,213</b>	<b>29.47%</b>
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Married-Couple Family	4,125	66.40%
Other Family, Male Householder	523	8.42%
Other Family, Female Householder	1,503	24.19%
Nonfamily, Male Householder	51	0.82%
Nonfamily, Female Householder	11	0.17%

<b>Households with No People under Age 18:</b>	<b>14,869</b>	<b>70.53%</b>
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Married-Couple Family	5,326	35.82%
Other Family, Male Householder	419	2.82%
Other Family, Female Householder	719	4.84%
Nonfamily, Male Householder	3,969	26.69%
Nonfamily, Female Householder	4,436	29.83%

<b>2017 Est. Households by Number of Vehicles</b>	<b>21,082</b>
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No Vehicles	874	4.15%
1 Vehicle	7,146	33.89%
2 Vehicles	8,202	38.91%
3 Vehicles	3,281	15.56%
4 Vehicles	1,226	5.82%
5 or more Vehicles	353	1.67%

<b>2017 Est. Average Number of Vehicles</b>	<b>1.9</b>
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<b>2017 Est. Families by Poverty Status</b>	<b>12,611</b>
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2017 Families at or Above Poverty	10,952	86.85%
2017 Families at or Above Poverty with Children	4,651	36.88%
2017 Families Below Poverty	1,659	13.15%
2017 Families Below Poverty with Children	1,305	10.35%

<b>2017 Est. Pop Age 16+ by Employment Status</b>	<b>42,931</b>
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In Armed Forces	35	0.08%
Civilian - Employed	25,396	59.16%

## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
Civilian - Unemployed	1,414	3.29%
Not in Labor Force	16,086	37.47%

<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>25,358</b>	
For-Profit Private Workers	15,935	62.84%
Non-Profit Private Workers	1,405	5.54%
Local Government Workers	1,350	5.32%
State Government Workers	3,729	14.71%
Federal Government Workers	1,017	4.01%
Self-Employed Workers	1,892	7.46%
Unpaid Family Workers	29	0.11%

<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>25,358</b>	
Architect/Engineer	540	2.13%
Arts/Entertainment/Sports	445	1.76%
Building Grounds Maintenance	804	3.17%
Business/Financial Operations	966	3.81%
Community/Social Services	465	1.83%
Computer/Mathematical	459	1.81%
Construction/Extraction	1,470	5.80%
Education/Training/Library	2,733	10.78%
Farming/Fishing/Forestry	119	0.47%
Food Prep/Serving	1,971	7.77%
Health Practitioner/Technician	1,287	5.07%
Healthcare Support	531	2.09%
Maintenance Repair	895	3.53%
Legal	169	0.67%
Life/Physical/Social Science	341	1.35%
Management	2,097	8.27%
Office/Admin. Support	3,801	14.99%
Production	1,131	4.46%
Protective Services	342	1.35%
Sales/Related	2,617	10.32%
Personal Care/Service	991	3.91%
Transportation/Moving	1,181	4.66%

<b>2017 Est. Pop 16+ by Occupation Classification</b>	<b>25,358</b>	
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## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
Blue Collar	4,678	18.45%
White Collar	15,922	62.79%
Service and Farm	4,758	18.76%

<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	<b>25,029</b>	
Drove Alone	20,214	80.76%
Car Pooled	2,604	10.40%
Public Transportation	195	0.78%
Walked	508	2.03%
Bicycle	380	1.52%
Other Means	257	1.02%
Worked at Home	872	3.48%

<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	8,181	
15 - 29 Minutes	7,464	
30 - 44 Minutes	4,873	
45 - 59 Minutes	2,275	
60 or more Minutes	1,420	
<b>2017 Est. Avg Travel Time to Work in Minutes</b>	<b>26.00</b>	

<b>2017 Est. Occupied Housing Units by Tenure</b>	<b>21,082</b>	
Owner Occupied	12,150	57.63%
Renter Occupied	8,932	42.37%

<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	<b>14.2</b>	
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<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	<b>5.4</b>	
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<b>2017 Est. Owner-Occupied Housing Units by Value</b>	<b>12,150</b>	
Value Less than \$20,000	690	5.68%
Value \$20,000 - \$39,999	662	5.45%
Value \$40,000 - \$59,999	587	4.83%
Value \$60,000 - \$79,999	683	5.62%
Value \$80,000 - \$99,999	1,008	8.30%

## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
Value \$100,000 - \$149,999	2,535	20.87%
Value \$150,000 - \$199,999	2,436	20.05%
Value \$200,000 - \$299,999	2,121	17.46%
Value \$300,000 - \$399,999	758	6.24%
Value \$400,000 - \$499,999	203	1.67%
Value \$500,000 - \$749,999	277	2.28%
Value \$750,000 - \$999,999	85	0.70%
Value \$1,000,000 or more	105	0.87%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	<b>\$148,222</b>	

<b>2017 Est. Housing Units by Units in Structure</b>	<b>22,810</b>	
1 Unit Attached	632	2.77%
1 Unit Detached	12,958	56.81%
2 Units	541	2.37%
3 or 4 Units	813	3.56%
5 to 19 Units	3,966	17.39%
20 to 49 Units	602	2.64%
50 or More Units	603	2.65%
Mobile Home or Trailer	2,671	11.71%
Boat, RV, Van, etc.	24	0.10%

<b>2017 Est. Housing Units by Year Structure Built</b>	<b>22,810</b>	
Housing Units Built 2010 or later	3,070	13.46%
Housing Units Built 2000 to 2009	4,703	20.62%
Housing Units Built 1990 to 1999	2,811	12.32%
Housing Units Built 1980 to 1989	3,597	15.77%
Housing Units Built 1970 to 1979	4,050	17.75%
Housing Units Built 1960 to 1969	2,217	9.72%
Housing Units Built 1950 to 1959	1,072	4.70%
Housing Units Built 1940 to 1949	684	3.00%
Housing Unit Built 1939 or Earlier	606	2.66%
<b>2017 Est. Median Year Structure Built</b>	<b>1988</b>	

## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
<b>Pop-Facts Census Demographic Overview</b>		
<b>2010 Pop by Single Race Classification</b>	<b>47,248</b>	
White Alone	38,153	80.75%
Black or African American Alone	1,515	3.21%
American Indian and Alaska Native Alone	2,619	5.54%
Asian Alone	1,329	2.81%
Native Hawaiian and Other Pacific Islander Alone	32	0.07%
Some Other Race Alone	964	2.04%
Two or More Races	2,636	5.58%
<b>2010 Population by Ethnicity</b>	<b>47,248</b>	
Hispanic or Latino	2,878	93.91%
Not Hispanic or Latino	44,370	6.09%
<b>2010 Hispanic or Latino Pop by Single-Class. Race</b>	<b>2,878</b>	
White Alone	1,482	51.49%
Black or African American Alone	48	1.66%
American Indian and Alaska Native Alone	108	3.74%
Asian Alone	11	0.37%
Native Hawaiian and Other Pacific Islander Alone	8	0.29%
Some Other Race Alone	929	32.29%
Two or More Races	292	10.16%
<b>2010 Population by Sex</b>	<b>47,248</b>	
Male	23,459	49.65%
Female	23,789	50.35%
Male/Female Ratio	0.99	
<b>2010 Population by Age</b>	<b>47,248</b>	
Age 0 - 4	2,775	5.87%
Age 5 - 9	2,912	6.16%
Age 10 - 14	2,817	5.96%
Age 15 - 17	1,675	3.55%
Age 18 - 20	3,744	7.92%
Age 21 - 24	5,378	11.38%
Age 25 - 34	6,560	13.88%
Age 35 - 44	5,256	11.12%
Age 45 - 54	5,857	12.40%
Age 55 - 64	4,926	10.43%

## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
Age 65 - 74	3,124	6.61%
Age 75 - 84	1,589	3.36%
Age 85 and over	634	1.34%
Age 16 and over	38,213	80.88%
Age 18 and over	37,068	78.45%
Age 21 and over	33,323	70.53%
Age 65 and over	5,347	11.32%
<b>2010 Median Age</b>	<b>31.6</b>	
<b>2010 Male Population by Age</b>	<b>23,459</b>	
Age 0 - 4	1,419	6.05%
Age 5 - 9	1,493	6.36%
Age 10 - 14	1,546	6.59%
Age 15 - 17	895	3.82%
Age 18 - 20	1,783	7.60%
Age 21 - 24	2,796	11.92%
Age 25 - 34	3,482	14.84%
Age 35 - 44	2,597	11.07%
Age 45 - 54	2,808	11.97%
Age 55 - 64	2,329	9.93%
Age 65 - 74	1,430	6.09%
Age 75 - 84	685	2.92%
Age 85 and over	196	0.84%
<b>2010 Median Age, Male</b>	<b>30.2</b>	
<b>2010 Female Population by Age</b>	<b>23,789</b>	
Age 0 - 4	1,356	5.70%
Age 5 - 9	1,419	5.97%
Age 10 - 14	1,272	5.35%
Age 15 - 17	780	3.28%
Age 18 - 20	1,962	8.25%
Age 21 - 24	2,582	10.85%
Age 25 - 34	3,078	12.94%
Age 35 - 44	2,659	11.18%
Age 45 - 54	3,049	12.82%
Age 55 - 64	2,597	10.91%
Age 65 - 74	1,694	7.12%
Age 75 - 84	903	3.80%
Age 85 and over	438	1.84%



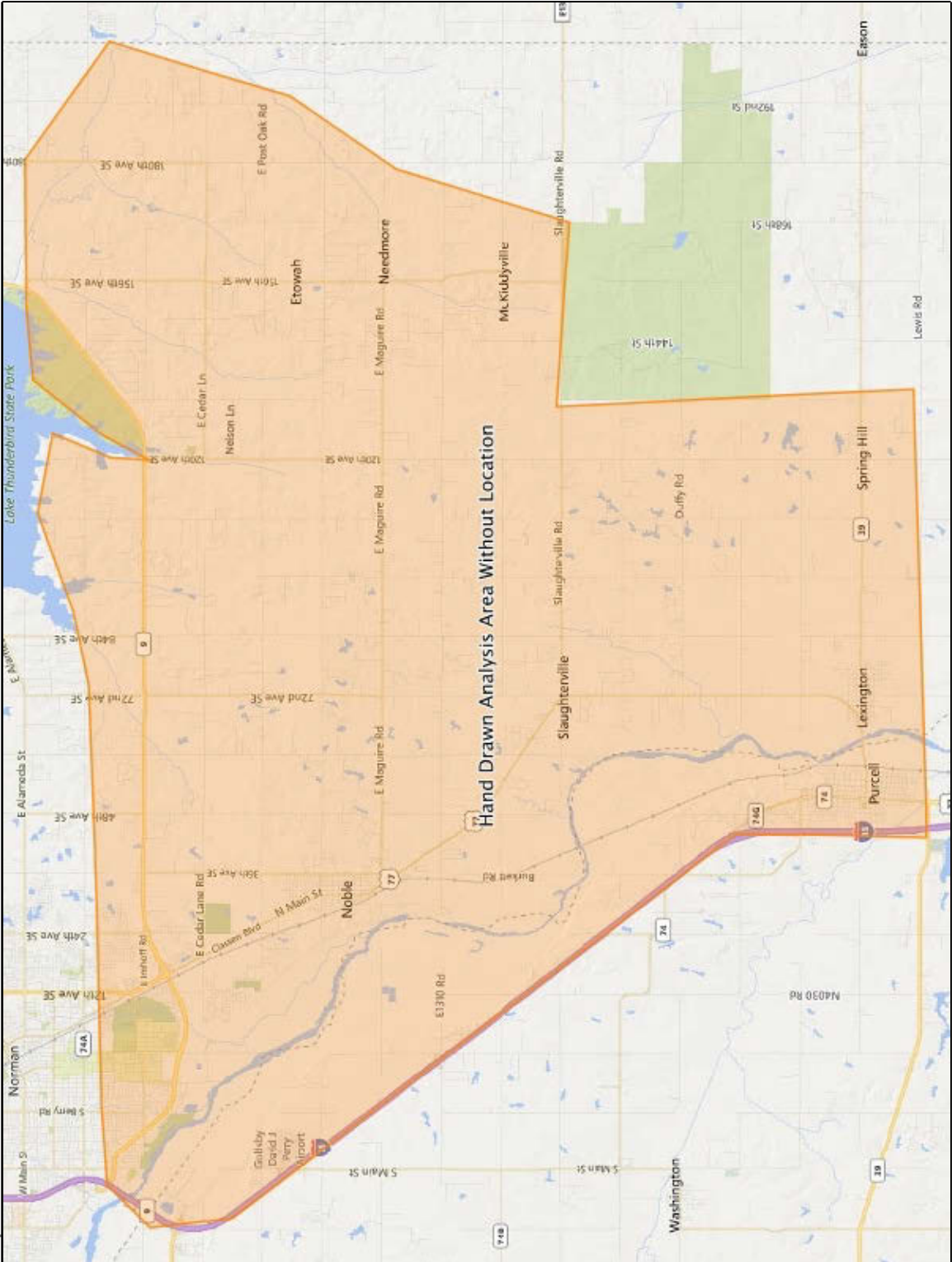
## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
<b>2010 Median Age, Female</b>	<b>33.2</b>	
<b>2010 Households by Household Type</b>	<b>18,612</b>	
Family Households	11,221	60.29%
Nonfamily Households	7,390	39.71%
<b>2010 Group Quarters Population</b>	<b>1,484</b>	
<b>2010 Hispanic or Latino Households</b>	<b>795</b>	
<b>2010 Households by Household Size</b>	<b>18,612</b>	
1-person	4,973	26.72%
2-person	6,524	35.05%
3-person	3,086	16.58%
4-person	2,505	13.46%
5-person	989	5.31%
6-person	343	1.84%
7-or-more-person	191	1.02%
<b>2010 Households by Type by Presence of Children</b>	<b>18,612</b>	
2010 Fam HHs, Own Kids, Married Couple Fam	3,406	18.30%
2010 Fam HHs, Own Kids, Other Fam HH, Male HHldr	421	2.26%
2010 Fam HHs, Own Kids, Other Fam HH, Female HHldr	1,104	5.93%
2010 Fam HHs, No Own Kids, Married Couple Fam	5,038	27.07%
2010 Fam HHs, No Own Kids, Other Fam HH, Male HHldr	433	2.33%
2010 Fam HHs, No Own Kids, Other Fam HH, Female HHldr	819	4.40%
2010 NonFam HHs	7,390	39.71%
<b>2010 Households by Presence of People Under Age 18</b>	<b>18,612</b>	
HHs with 1 or More People Under Age 18:	5,481	29.45%
Married-Couple Family	3,656	66.71%
Other Family, Male Householder	480	8.75%
Other Family, Female Householder	1,288	23.50%
Nonfamily, Male Householder	47	0.86%
Nonfamily, Female Householder	10	0.18%
Households with No People Under Age 18:	13,131	70.55%
Married-Couple Family	4,787	36.46%
Other Family, Male Householder	375	2.85%
Other Family, Female Householder	635	4.84%

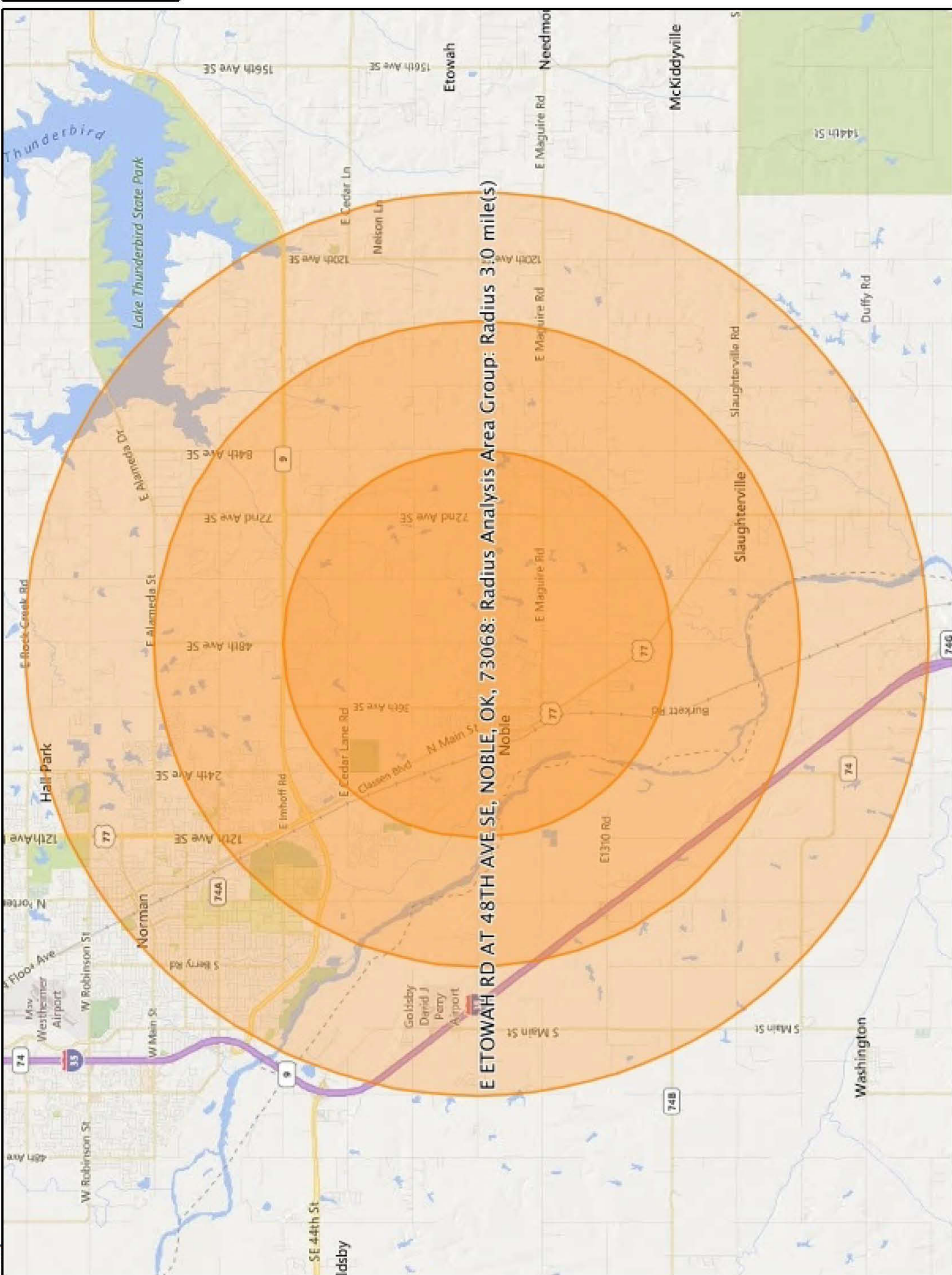
## Pop-Facts Demographics

Description	Hand Drawn Analysis Area Without Location	
	Total	%
Nonfamily, Male Householder	3,475	26.47%
Nonfamily, Female Householder	3,858	26.47%
<b>2010 Occupied Housing Units by Tenure</b>	<b>18,612</b>	
Owner Occupied	10,957	58.87%
Renter Occupied	7,654	41.13%

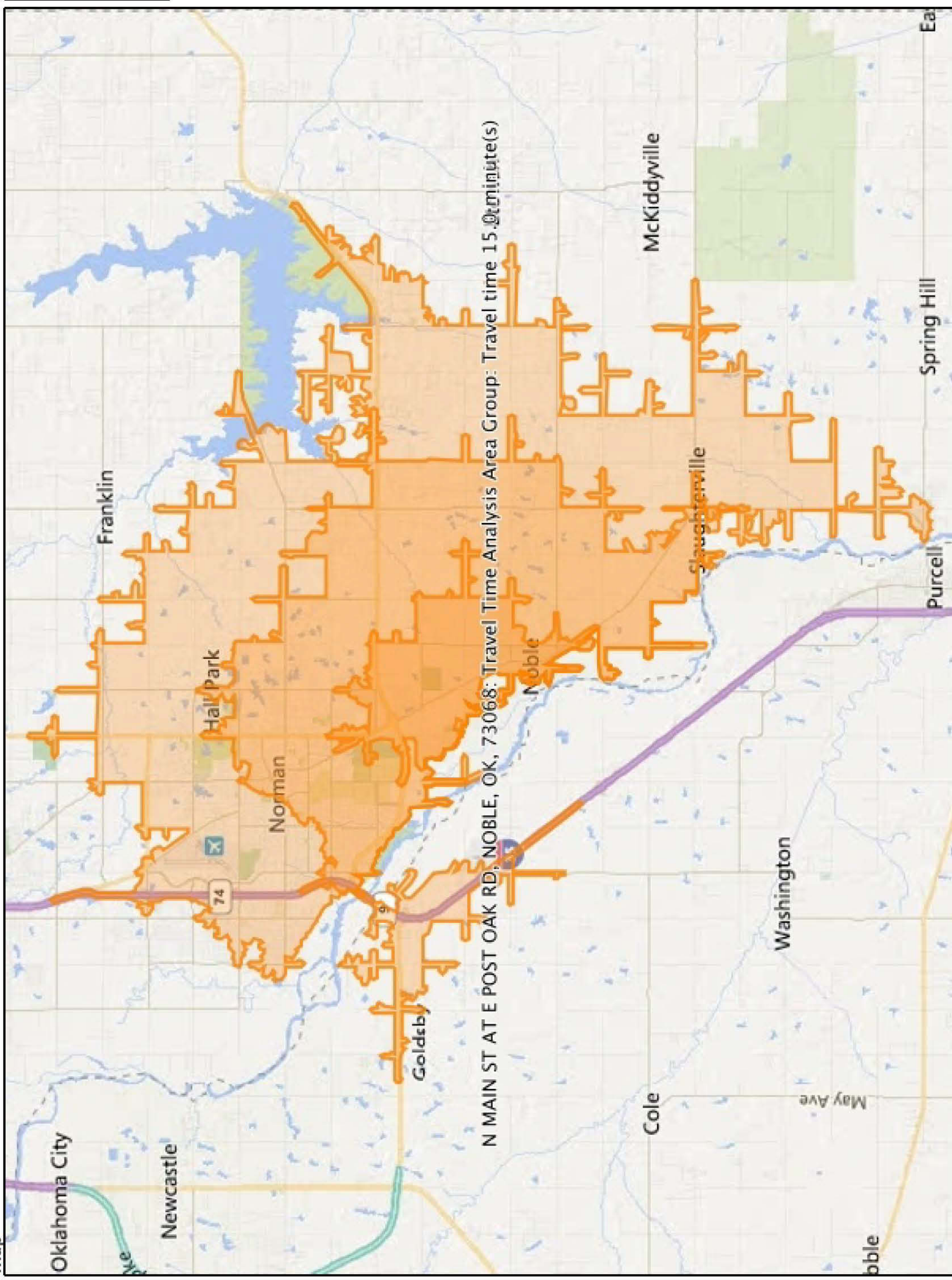
Map



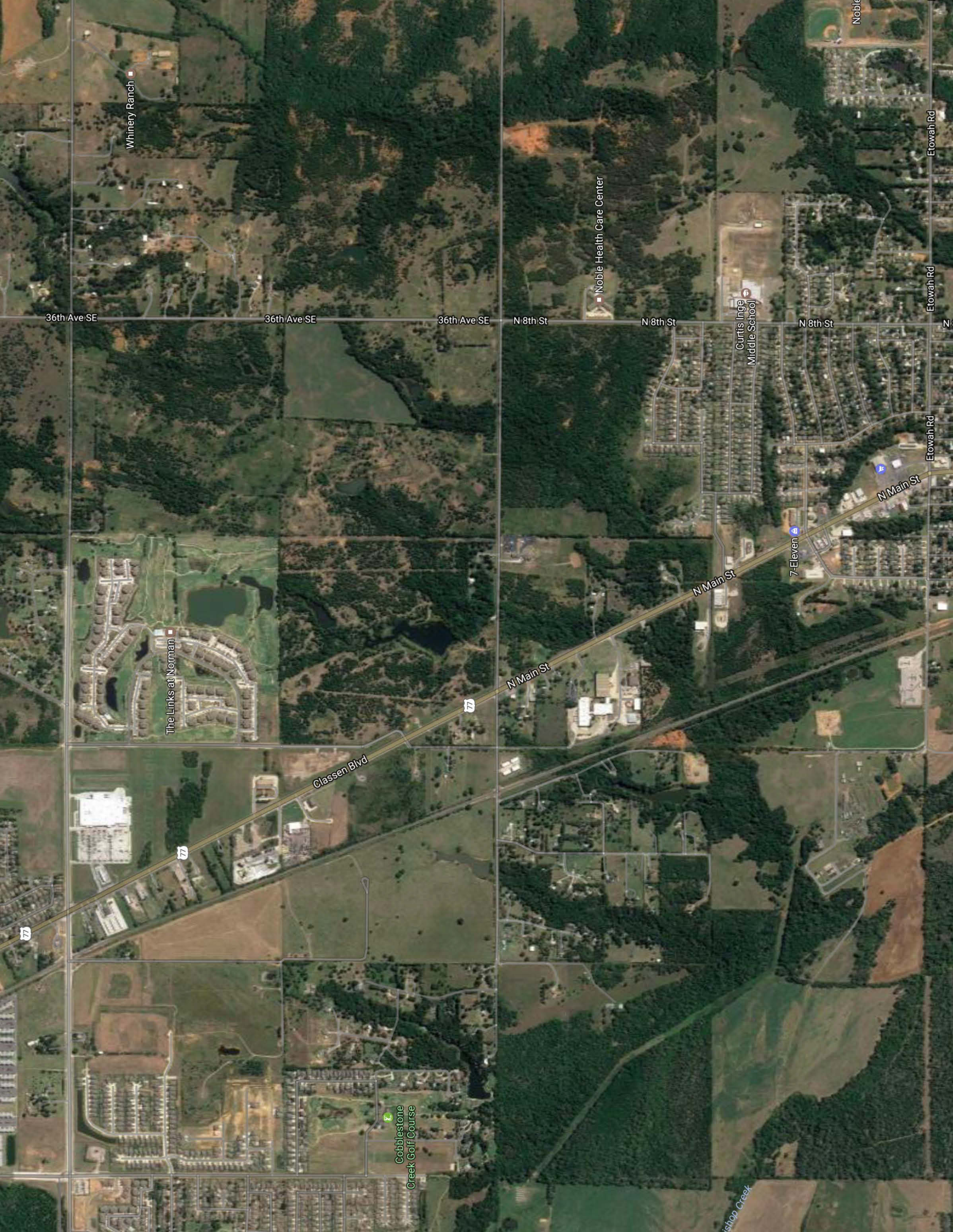












Whinery Ranch

36th Ave SE

36th Ave SE

36th Ave SE

N 8th St

N 8th St

Curtis Inge  
Middle School

N 8th St

Etowah Rd

Etowah Rd

Etowah Rd

N Main St

7-Eleven

N Main St

N Main St

Classen Blvd

77

77

The Links at Norman

Cobblestone  
Creek Golf Course

ishop Creek



# Retail Market Power

## Title Page

**Data Version:** 2017 Jan (Quick Market Insights)

**Report Generation Method:** Batch

**Analysis Area:** Hand Drawn Analysis Area Without Location

**Reporting Detail:** As Selected

**Analysis Area Detail:** Yes

**Append Area:** None

**Report Sections:** Retail Stores Opportunity

**Include Map:** Yes

**Base Map Style:** Bing Hybrid

**Include Labels:** Yes

**Map Reporting Detail:** As Selected

**Subtotal Method:** None

**Completion Notification Email:** Send my files via email

### Report Sections:

Retail Stores Opportunity

Retail Market Power data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey, or CEX), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates. The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line/retail store type in the specified reporting geography. When this difference is positive (demand is greater than the supply), there is an opportunity gap for that merchandise line/retail store type; when the difference is negative (supply is greater than demand), there is a surplus.

GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

## Retail Market Power

Retail Stores	Hand Drawn Analysis Area Without Location		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
<b>Retail Stores Opportunity</b>			
Total Retail Sales & Eating, Drinking Places	\$932,174,321	\$578,336,539	\$353,837,782
Motor Vehicle & Parts Dealers-441	\$202,598,604	\$100,992,518	\$101,606,087
Automotive Dealers-4411	\$174,137,803	\$83,813,867	\$90,323,937
Other Motor Vehicle Dealers-4412	\$13,232,853	\$4,884,185	\$8,348,667
Automotive Parts/Accessories, Tire Stores-4413	\$15,227,948	\$12,294,465	\$2,933,483
Furniture & Home Furnishings Stores-442	\$17,742,988	\$3,649,756	\$14,093,232
Furniture Stores-4421	\$9,540,446	\$2,433,319	\$7,107,127
Home Furnishing Stores-4422	\$8,202,543	\$1,216,437	\$6,986,106
Electronics & Appliances Stores-443	\$15,606,608	\$6,753,671	\$8,852,937
Electronics & Appliance Stores-44314	\$15,606,608	\$6,753,671	\$8,852,937
Household Appliances Stores-443141	\$2,248,962	\$1,810,353	\$438,609
Electronics Stores-443142	\$13,357,645	\$4,943,318	\$8,414,328
Building Material, Garden Equipment Stores - 444	\$93,706,263	\$12,199,984	\$81,506,279
Building Material & Supply Dealers-4441	\$85,720,838	\$8,715,111	\$77,005,727
Home Centers-44411	\$34,642,345	\$613,455	\$34,028,890
Paint & Wallpaper Stores-44412	\$1,635,412	\$0	\$1,635,412
Hardware Stores-44413	\$9,004,563	\$3,412,030	\$5,592,533
Other Building Materials Dealers-44419	\$40,438,517	\$4,689,626	\$35,748,891
Building Materials, Lumberyards-444191	\$15,254,398	\$1,749,710	\$13,504,688
Lawn/Garden Equipment/Supplies Stores-4442	\$7,985,425	\$3,484,874	\$4,500,552
Outdoor Power Equipment Stores-44421	\$1,430,456	\$445,712	\$984,744
Nursery & Garden Centers-44422	\$6,554,969	\$3,039,161	\$3,515,808
Food & Beverage Stores-445	\$115,608,699	\$238,470,197	(\$122,861,498)
Grocery Stores-4451	\$104,426,851	\$229,374,019	(\$124,947,169)
Supermarkets, Grocery (Except Convenience) Stores-44511	\$97,174,725	\$228,097,280	(\$130,922,554)
Convenience Stores-44512	\$7,252,125	\$1,276,740	\$5,975,385
Specialty Food Stores-4452	\$3,804,881	\$1,594,641	\$2,210,239
Beer, Wine & Liquor Stores-4453	\$7,376,968	\$7,501,537	(\$124,569)
Health & Personal Care Stores-446	\$52,640,044	\$34,359,987	\$18,280,057
Pharmacies & Drug Stores-44611	\$43,453,998	\$30,949,377	\$12,504,622
Cosmetics, Beauty Supplies, Perfume Stores-44612	\$4,381,207	\$1,924,503	\$2,456,704



## Retail Market Power

Retail Stores	Hand Drawn Analysis Area Without Location		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Optical Goods Stores-44613	\$1,572,479	\$1,251,947	\$320,532
Other Health & Personal Care Stores-44619	\$3,232,360	\$234,160	\$2,998,200
Gasoline Stations-447	\$58,791,090	\$111,585,134	(\$52,794,044)
Gasoline Stations with Convenience Stores-44711	\$29,510,069	\$0	\$29,510,069
Other Gasoline Stations-44719	\$29,281,021	\$111,585,134	(\$82,304,113)
Clothing & Clothing Accessories Stores-448	\$39,789,954	\$4,428,714	\$35,361,240
Clothing Stores-4481	\$29,772,216	\$3,597,685	\$26,174,532
Men's Clothing Stores-44811	\$1,335,852	\$0	\$1,335,852
Women's Clothing Stores-44812	\$6,633,441	\$172,159	\$6,461,282
Children's, Infants' Clothing Stores-44813	\$1,552,889	\$0	\$1,552,889
Family Clothing Stores-44814	\$16,216,302	\$2,601,046	\$13,615,256
Clothing Accessories Stores-44815	\$1,530,793	\$147,490	\$1,383,303
Other Clothing Stores-44819	\$2,502,939	\$676,989	\$1,825,950
Shoe Stores-4482	\$5,652,348	\$611,982	\$5,040,366
Jewelry, Luggage, Leather Goods Stores-4483	\$4,365,390	\$219,047	\$4,146,343
Jewelry Stores-44831	\$3,924,954	\$219,047	\$3,705,907
Luggage & Leather Goods Stores-44832	\$440,435	\$0	\$440,435
Sporting Goods, Hobby, Book, Music Stores-451	\$17,874,330	\$1,093,274	\$16,781,056
Sporting Goods, Hobby, Musical Instrument Stores-4511	\$14,963,573	\$903,922	\$14,059,651
Sporting Goods Stores-45111	\$10,013,073	\$455,740	\$9,557,333
Hobby, Toy & Game Stores-45112	\$3,488,544	\$330,606	\$3,157,938
Sewing, Needlework & Piece Goods Stores-45113	\$651,953	\$117,576	\$534,377
Musical Instrument & Supplies Stores-45114	\$810,003	\$0	\$810,003
Book, Periodical & Music Stores-4512	\$2,910,757	\$189,352	\$2,721,405
Book Stores & News Dealers-45121	\$2,910,757	\$189,352	\$2,721,405
Book Stores-451211	\$2,547,424	\$189,352	\$2,358,072
News Dealers & Newsstands-451212	\$363,333	\$0	\$363,333
General Merchandise Stores-452	\$100,679,958	\$9,749,059	\$90,930,899
Department Stores, Excluding Leased Departments-4521	\$52,820,622	\$3,071,405	\$49,749,218
Other General Merchandise Stores-4529	\$47,859,335	\$6,677,654	\$41,181,681
Miscellaneous Store Retailers-453	\$26,632,914	\$8,301,362	\$18,331,552

## Retail Market Power

Retail Stores	Hand Drawn Analysis Area Without Location		
	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap/Surplus
Florists-4531	\$1,097,725	\$511,868	\$585,856
Office Supplies, Stationery, Gift Stores-4532	\$8,559,162	\$858,805	\$7,700,357
Office Supplies & Stationery Stores-45321	\$4,833,602	\$127,149	\$4,706,453
Gift, Novelty & Souvenir Stores-45322	\$3,725,560	\$731,656	\$2,993,904
Used Merchandise Stores-4533	\$3,290,595	\$2,201,244	\$1,089,352
Other Miscellaneous Store Retailers-4539	\$13,685,432	\$4,729,446	\$8,955,987
Non-Store Retailers-454	\$82,825,641	\$1,788,537	\$81,037,104
Foodservice & Drinking Places-722	\$107,677,228	\$44,964,347	\$62,712,881
Special Foodservices-7223	\$8,008,819	\$55,402	\$7,953,417
Drinking Places -Alcoholic Beverages-7224	\$3,562,079	\$59,781	\$3,502,298
Full-Service Restaurants-722511	\$53,312,467	\$26,002,855	\$27,309,611
Limited-Service Eating Places-722513	\$36,724,930	\$16,631,086	\$20,093,844
Cafeterias, Grill Buffets, and Buffets-722514	\$967,557	\$0	\$967,557
Snack and Nonalcoholic Beverage Bars-722515	\$5,101,376	\$2,215,222	\$2,886,155
GAFO *	\$200,253,000	\$26,533,278	\$173,719,722
General Merchandise Stores-452	\$100,679,958	\$9,749,059	\$90,930,899
Clothing & Clothing Accessories Stores-448	\$39,789,954	\$4,428,714	\$35,361,240
Furniture & Home Furnishings Stores-442	\$17,742,988	\$3,649,756	\$14,093,232
Electronics & Appliances Stores-443	\$15,606,608	\$6,753,671	\$8,852,937
Sporting Goods, Hobby, Book, Music Stores-451	\$17,874,330	\$1,093,274	\$16,781,056
Office Supplies, Stationery, Gift Stores-4532	\$8,559,162	\$858,805	\$7,700,357

## Map

