

Date: 03/22/06
Current Geography Selection: (3 Selected) 1,3, 5
 mile radii: 3001 W I44 SERVICE ROAD, OKLAHOMA
 CITY, OK 73112 *
Current Index Base: State - Oklahoma

Lat: 35.511727 **Long:** -97.566816
City: Oklahoma City **Pop:** 533,479
County: Oklahoma County **Pop:** 687,070
Zip: 73112 **Pop:** 29,710

Retail Sales Potential Summary Report

Index Base Average = 100

Index Base File: State -
Oklahoma

Demographic Overview

Total Population	218,116	Total Households	92,271	Median Income	\$33,847
% Male Population	48.9%	Average Household Size	2.3	Per Capita Income	\$19,023
% Female Population	51.1%	Household Growth from 1990 to 2000	4.9%	Average Household Income	\$44,167
Median Age	34.9	% Owner Occupied Housing Units	45.1%	Employees	228,490
Population Density	2,777.1	% Renter Occupied Housing Units	40.5%	Establishments	17,333
		% Vacant Housing Units	14.4%		

Current Year Annual	Aggregate Dollars	Average Dollars	Percent of Total	Index
Appliances and Electronics Stores	\$26,890,202	\$291.43	1.50%	94
Art Dealers	\$99,288	\$1.08	0.01%	94
Auto Parts and Accessories	\$17,727,296	\$192.12	0.99%	94
Book Stores	\$10,091,066	\$109.36	0.56%	95
Camera and Photography Stores	\$2,662,978	\$28.86	0.15%	94
Childrens' and Infant's Clothing Stores	\$5,531,016	\$59.94	0.31%	92
Clothing Accessory Stores	\$1,101,412	\$11.94	0.06%	94
Computer Stores	\$12,839,255	\$139.15	0.72%	93
Convenience Stores	\$13,162,427	\$142.65	0.73%	95
Costmetics and Beauty Stores	\$1,505,152	\$16.31	0.08%	94
Department Stores	\$134,325,181	\$1,455.77	7.48%	94
Drinking Places	\$6,909,631	\$74.88	0.38%	95
Family Clothing Stores	\$27,379,429	\$296.73	1.52%	94
Fish and Seafood Markets	\$876,484	\$9.50	0.05%	94
Floor Covering Stores	\$5,252,153	\$56.92	0.29%	93
Florists	\$1,424,656	\$15.44	0.08%	94

Fruit and Vegetable Markets	\$1,721,259	\$18.65	0.10%	94
Fuel Dealers	\$12,537,414	\$135.88	0.70%	93
Full Service Restaurants	\$85,705,025	\$928.84	4.77%	94
Furniture Stores	\$30,348,600	\$328.91	1.69%	92
Gasoline Stations with Convenience Stores	\$126,690,596	\$1,373.03	7.06%	93
Gasoline Stations without Convenience Stores	\$56,779,156	\$615.35	3.16%	93
Gift and Souvenir Stores	\$3,390,741	\$36.75	0.19%	93
Grocery Stores	\$284,103,950	\$3,079.03	15.82%	94
Hardware Stores	\$16,341,778	\$177.11	0.91%	94
Hobby, Toy, and Game Stores	\$7,978,455	\$86.47	0.44%	93
Home Centers	\$34,924,253	\$378.50	1.95%	93
Hotels and Other Travel Accommodations	\$12,578,749	\$136.32	0.70%	94
Jewelry Stores	\$8,384,095	\$90.86	0.47%	94
Limited Service Restaurants	\$85,964,341	\$931.65	4.79%	94
Liquor Stores	\$11,992,837	\$129.97	0.67%	95
Luggage Stores	\$869,214	\$9.42	0.05%	93
Mail Order and Catalog Stores	\$39,566,428	\$428.81	2.20%	94
Meat Markets	\$3,667,834	\$39.75	0.20%	94
Men's Clothing Stores	\$5,583,261	\$60.51	0.31%	94
Mobile Home Dealers	\$42,868	\$0.46	0.00%	93
Motorcycle and Boat Dealers	\$14,805,378	\$160.46	0.82%	92
Musical Instrument Stores	\$3,142,073	\$34.05	0.18%	95
New Car Dealers	\$356,997,033	\$3,869.02	19.88%	93
Nursery and Garden Stores	\$6,900,276	\$74.78	0.38%	94
Office and Stationary Stores	\$3,256,182	\$35.29	0.18%	93
Optical Goods Stores	\$8,945,804	\$96.95	0.50%	97
Other Apparel Stores	\$4,265,681	\$46.23	0.24%	94
Other Building Materials Stores	\$47,480,908	\$514.58	2.64%	94
Other Direct Selling Establishments	\$8,033,016	\$87.06	0.45%	94
Other General Merchandise Stores	\$15,758,790	\$170.79	0.88%	93
Other Health and Personal Care Stores	\$3,143,363	\$34.07	0.18%	94
Other Home Furnishing Stores	\$7,433,445	\$80.56	0.41%	93
Other Miscellaneous Retail Stores	\$3,789,604	\$41.07	0.21%	94
Other Specialty Food Markets	\$2,718,505	\$29.46	0.15%	94
Outdoor Power Equipment Stores	\$865,621	\$9.38	0.05%	94

Paint and Wallpaper Stores	\$1,471,000	\$15.94	0.08%	94
Pet and Pet Supply Stores	\$4,916,553	\$53.28	0.27%	93
Pharmacy and Drug Stores	\$37,422,627	\$405.57	2.08%	94
RV Parks	\$164,982	\$1.79	0.01%	94
Record, Tape, and CD Stores	\$6,018,870	\$65.23	0.34%	94
Recreational Vehicle Dealers	\$447,554	\$4.85	0.02%	93
Rooming and Boarding Houses	\$88,256	\$0.96	0.00%	94
Sewing and Needlecraft Stores	\$1,479,537	\$16.03	0.08%	93
Shoe Stores	\$15,490,452	\$167.88	0.86%	94
Special Food Services and Catering	\$14,402,032	\$156.08	0.80%	94
Sporting Goods Stores	\$16,319,499	\$176.87	0.91%	92
Tire Dealers	\$8,050,453	\$87.25	0.45%	94
Used Merchandise Stores	\$2,906,393	\$31.50	0.16%	93
User Car Dealers	\$24,999,678	\$270.94	1.39%	93
Vending Machines	\$5,471,368	\$59.30	0.30%	94
Warehouse Superstores	\$55,477,804	\$601.25	3.09%	94
Women's Clothing Stores	\$15,988,388	\$173.28	0.89%	94
Total Annual Retail	\$1,795,599,608	\$19,460.13	100%	94

*** Reports requiring summarization use only the largest Radius or Drive Time around each center point to calculate results.**

Current year data is for the year **2005**, 5 year projected data is for the year **2010**.

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