



**Downtown Oklahoma City**  
**200 N Walker Ave**  
**Oklahoma City, OK 73102**

**Site Type: Radius**

**Latitude: 35.468524**  
**Longitude: -97.521264**  
**Radius: 1.0 mile**

### Summary Demographics

2007 Population	6,914
2007 Households	1,975
2007 Median Disposable Income	\$14,072
2007 Per Capita Income	\$12,459

### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$18,659,594	\$384,905,965	\$-366,246,371	-90.8	261
Total Retail Trade (NAICS 44-45)	\$15,827,798	\$328,019,518	\$-312,191,720	-90.8	167
Total Food & Drink (NAICS 722)	\$2,831,796	\$56,886,447	\$-54,054,651	-90.5	94

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$3,933,501	\$108,256,045	\$-104,322,544	-93.0	33
Automobile Dealers (NAICS 4411)	\$3,464,115	\$103,188,463	\$-99,724,348	-93.5	17
Other Motor Vehicle Dealers (NAICS 4412)	\$232,493	\$2,150,083	\$-1,917,590	-80.5	6
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$236,893	\$2,917,499	\$-2,680,606	-85.0	10
Furniture & Home Furnishings Stores (NAICS 442)	\$606,476	\$2,371,656	\$-1,765,180	-59.3	11
Furniture Stores (NAICS 4421)	\$339,815	\$744,317	\$-404,502	-37.3	2
Home Furnishings Stores (NAICS 4422)	\$266,661	\$1,627,339	\$-1,360,678	-71.8	9
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$485,095	\$6,486,627	\$-6,001,532	-86.1	21
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$459,762	\$14,634,686	\$-14,174,924	-93.9	23
Building Material and Supplies Dealers (NAICS 4441)	\$402,222	\$13,764,583	\$-13,362,361	-94.3	19
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$57,540	\$870,103	\$-812,563	-87.6	4
Food & Beverage Stores (NAICS 445)	\$2,683,573	\$4,785,323	\$-2,101,750	-28.1	12
Grocery Stores (NAICS 4451)	\$2,403,636	\$1,743,554	\$660,082	15.9	7
Specialty Food Stores (NAICS 4452)	\$75,315	\$246,364	\$-171,049	-53.2	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$204,622	\$2,795,405	\$-2,590,783	-86.4	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$751,960	\$11,614,469	\$-10,862,509	-87.8	6
Gasoline Stations (NAICS 447/4471)	\$2,118,064	\$61,897,490	\$-59,779,426	-93.4	8
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,025,539	\$8,332,445	\$-7,306,906	-78.1	10
Clothing Stores (NAICS 4481)	\$842,854	\$4,952,408	\$-4,109,554	-70.9	8
Shoe Stores (NAICS 4482)	\$118,314	\$0	\$118,314	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$64,371	\$3,380,037	\$-3,315,666	-96.3	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$320,552	\$27,746,490	\$-27,425,938	-97.7	6
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$164,111	\$24,758,991	\$-24,594,880	-98.7	4
Book, Periodical, and Music Stores (NAICS 4512)	\$156,441	\$2,987,499	\$-2,831,058	-90.0	2

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®

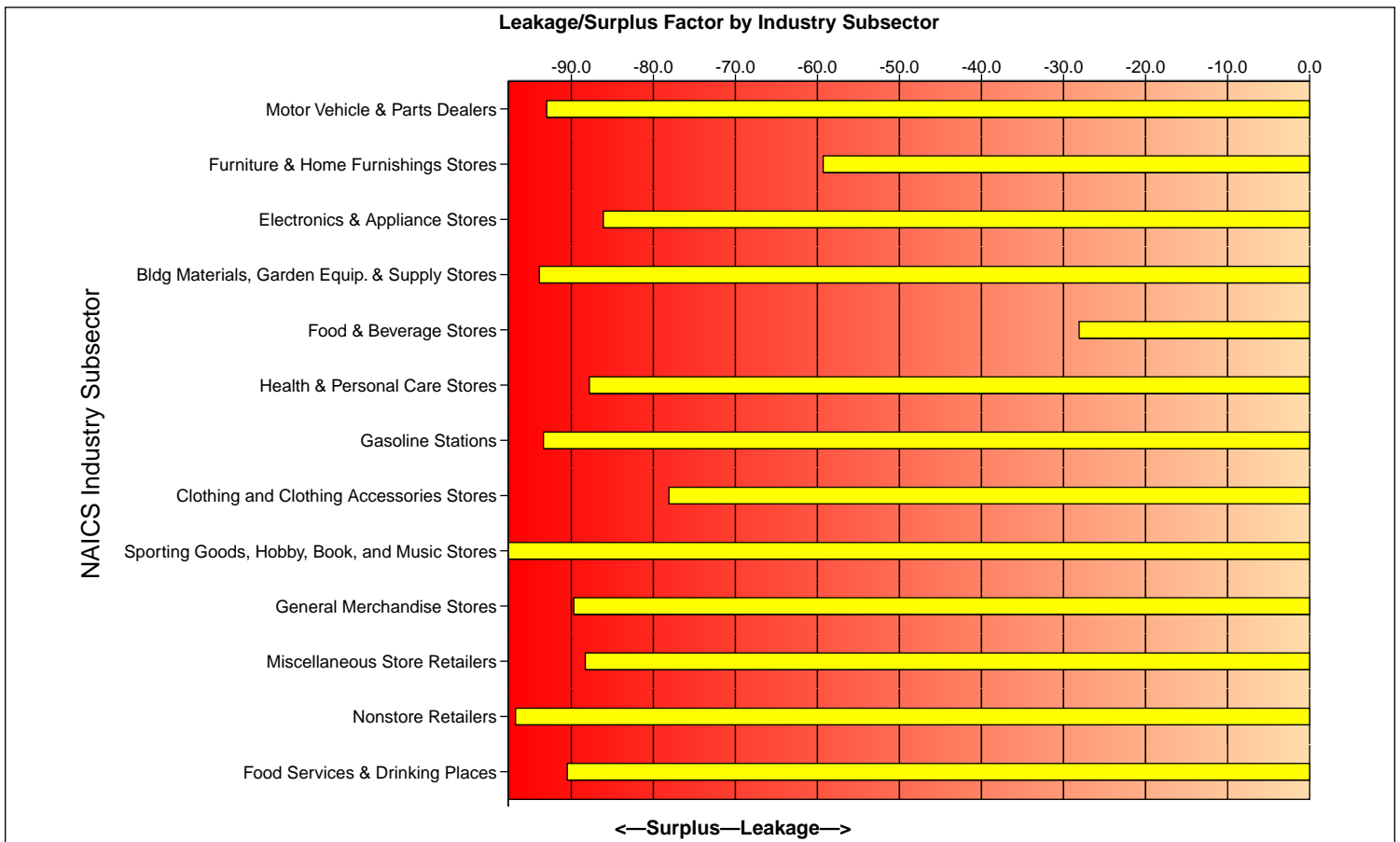


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 Oklahoma City, OK 73102

Site Type: Radius

Latitude: 35.468524  
 Longitude: -97.521264  
 Radius: 1.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$2,586,492	\$47,510,194	\$-44,923,702	-89.7	4
Department Stores Excluding Leased Depts.(NAICS 4521)	\$1,323,159	\$4,772,362	\$-3,449,203	-56.6	1
Other General Merchandise Stores (NAICS 4529)	\$1,263,333	\$42,737,832	\$-41,474,499	-94.3	3
Miscellaneous Store Retailers (NAICS 453)	\$406,022	\$6,544,503	\$-6,138,481	-88.3	25
Florists (NAICS 4531)	\$28,966	\$478,315	\$-449,349	-88.6	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$136,424	\$1,932,653	\$-1,796,229	-86.8	11
Used Merchandise Stores (NAICS 4533)	\$39,063	\$1,919,746	\$-1,880,683	-96.0	5
Other Miscellaneous Store Retailers (NAICS 4539)	\$201,569	\$2,213,789	\$-2,012,220	-83.3	6
Nonstore Retailers (NAICS 454)	\$450,762	\$27,839,590	\$-27,388,828	-96.8	8
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$67,795	\$11,860,881	\$-11,793,086	-98.9	1
Vending Machine Operators (NAICS 4542)	\$115,898	\$14,007,134	\$-13,891,236	-98.4	4
Direct Selling Establishments (NAICS 4543)	\$267,069	\$1,971,575	\$-1,704,506	-76.1	3
Food Services & Drinking Places (NAICS 722)	\$2,831,796	\$56,886,447	\$-54,054,651	-90.5	94
Full-Service Restaurants (NAICS 7221)	\$755,957	\$2,040,096	\$-1,284,139	-45.9	1
Limited-Service Eating Places (NAICS 7222)	\$1,712,178	\$36,560,409	\$-34,848,231	-91.1	78
Special Food Services (NAICS 7223)	\$201,915	\$11,172,176	\$-10,970,261	-96.4	4
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$161,746	\$7,113,766	\$-6,952,020	-95.6	11



Source: ESRI and infoUSA®

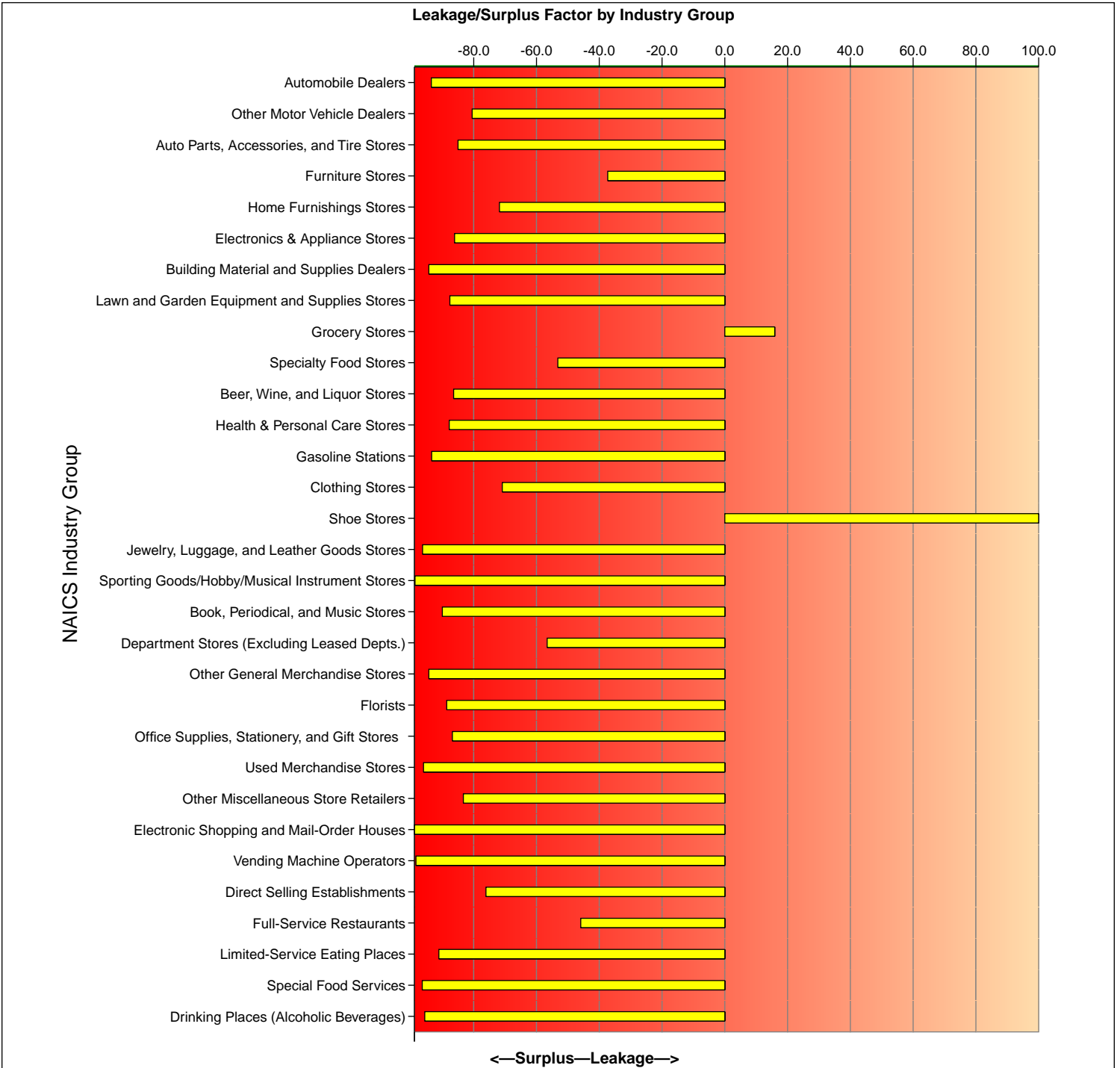


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Leakage/Surplus Factor by Industry Group



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**Downtown Oklahoma City**  
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Site Type: Radius

Latitude: 35.468524  
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### Summary Demographics

2007 Population	211,180
2007 Households	86,487
2007 Median Disposable Income	\$26,966
2007 Per Capita Income	\$17,829

### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,500,593,136	\$3,140,518,671	-\$1,639,925,535	-35.3	2,522
Total Retail Trade (NAICS 44-45)	\$1,280,589,770	\$2,727,591,065	-\$1,447,001,295	-36.1	1,867
Total Food & Drink (NAICS 722)	\$220,003,366	\$412,927,606	-\$192,924,240	-30.5	655

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$341,080,581	\$628,288,485	-\$287,207,904	-29.6	335
Automobile Dealers (NAICS 4411)	\$298,180,173	\$529,651,866	-\$231,471,693	-28.0	192
Other Motor Vehicle Dealers (NAICS 4412)	\$24,239,362	\$35,895,291	-\$11,655,929	-19.4	42
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$18,661,046	\$62,741,328	-\$44,080,282	-54.2	101
Furniture & Home Furnishings Stores (NAICS 442)	\$51,607,531	\$104,560,682	-\$52,953,151	-33.9	108
Furniture Stores (NAICS 4421)	\$28,904,071	\$57,103,933	-\$28,199,862	-32.8	39
Home Furnishings Stores (NAICS 4422)	\$22,703,460	\$47,456,749	-\$24,753,289	-35.3	69
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$39,788,648	\$53,729,130	-\$13,940,482	-14.9	121
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$45,467,442	\$99,856,767	-\$54,389,325	-37.4	144
Building Material and Supplies Dealers (NAICS 4441)	\$39,959,148	\$85,686,129	-\$45,726,981	-36.4	118
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$5,508,294	\$14,170,638	-\$8,662,344	-44.0	26
Food & Beverage Stores (NAICS 445)	\$200,447,464	\$210,458,264	-\$10,010,800	-2.4	238
Grocery Stores (NAICS 4451)	\$179,574,382	\$178,769,646	\$804,736	0.2	166
Specialty Food Stores (NAICS 4452)	\$5,573,555	\$4,627,136	\$946,419	9.3	27
Beer, Wine, and Liquor Stores (NAICS 4453)	\$15,299,527	\$27,061,482	-\$11,761,955	-27.8	45
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$58,556,571	\$160,398,609	-\$101,842,038	-46.5	96
Gasoline Stations (NAICS 447/4471)	\$170,882,906	\$436,949,757	-\$266,066,851	-43.8	122
Clothing and Clothing Accessories Stores (NAICS 448)	\$78,028,446	\$245,972,861	-\$167,944,415	-51.8	223
Clothing Stores (NAICS 4481)	\$64,164,753	\$204,303,356	-\$140,138,603	-52.2	156
Shoe Stores (NAICS 4482)	\$8,484,729	\$17,924,439	-\$9,439,710	-35.7	25
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$5,378,964	\$23,745,066	-\$18,366,102	-63.1	42
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$25,972,544	\$67,998,707	-\$42,026,163	-44.7	76
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$13,354,210	\$48,333,499	-\$34,979,289	-56.7	49
Book, Periodical, and Music Stores (NAICS 4512)	\$12,618,334	\$19,665,208	-\$7,046,874	-21.8	27

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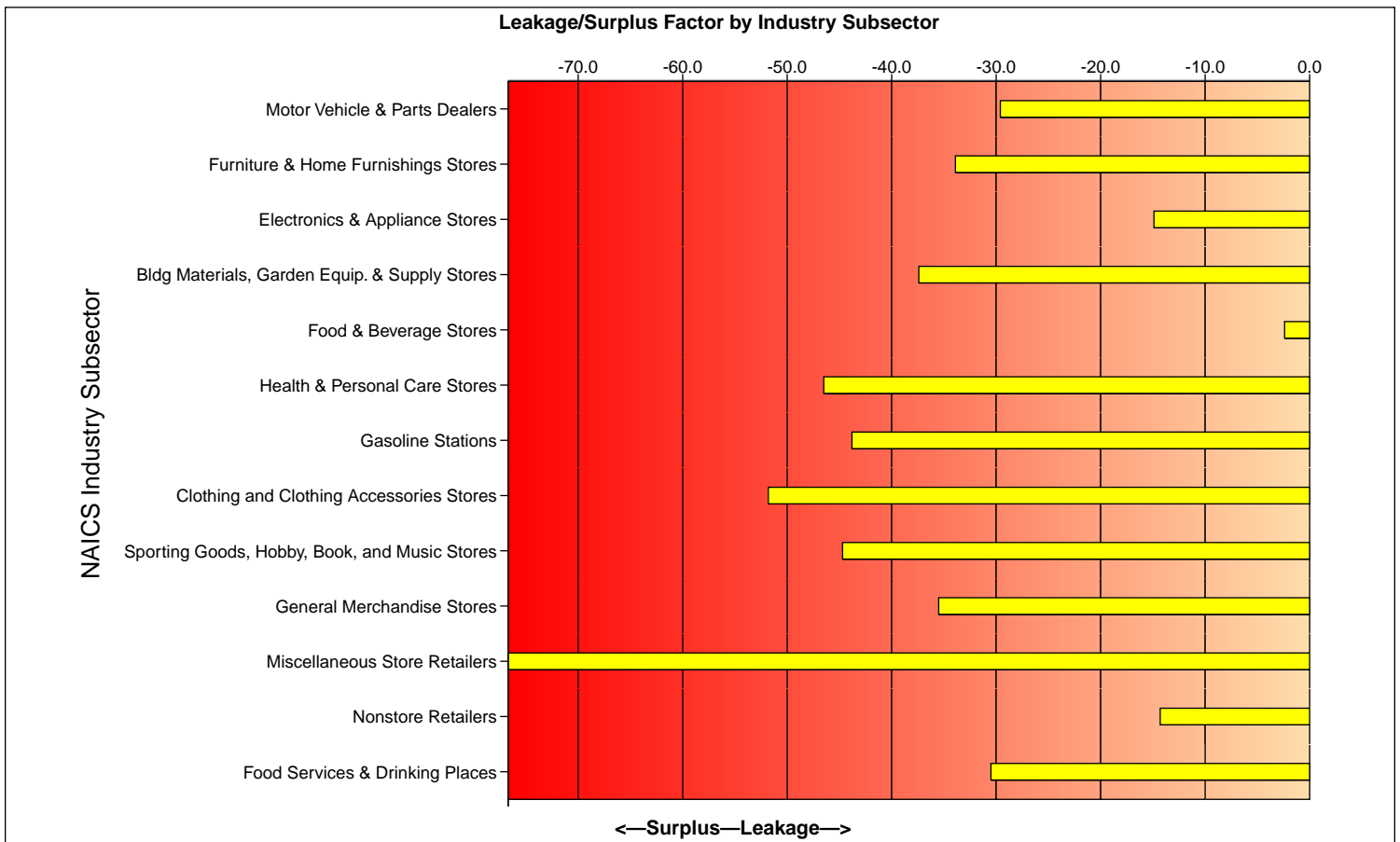


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$201,922,565	\$423,734,797	\$-221,812,232	-35.5	79
Department Stores Excluding Leased Depts.(NAICS 4521)	\$105,177,985	\$135,455,054	\$-30,277,069	-12.6	27
Other General Merchandise Stores (NAICS 4529)	\$96,744,580	\$288,279,743	\$-191,535,163	-49.7	52
Miscellaneous Store Retailers (NAICS 453)	\$32,994,047	\$250,554,216	\$-217,560,169	-76.7	291
Florists (NAICS 4531)	\$2,807,423	\$13,521,728	\$-10,714,305	-65.6	24
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$10,961,714	\$19,994,808	\$-9,033,094	-29.2	73
Used Merchandise Stores (NAICS 4533)	\$3,254,480	\$21,200,084	\$-17,945,604	-73.4	81
Other Miscellaneous Store Retailers (NAICS 4539)	\$15,970,430	\$195,837,596	\$-179,867,166	-84.9	113
Nonstore Retailers (NAICS 454)	\$33,841,025	\$45,088,790	\$-11,247,765	-14.3	34
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$5,370,257	\$11,860,881	\$-6,490,624	-37.7	1
Vending Machine Operators (NAICS 4542)	\$8,661,023	\$20,708,291	\$-12,047,268	-41.0	16
Direct Selling Establishments (NAICS 4543)	\$19,809,745	\$12,519,618	\$7,290,127	22.5	17
Food Services & Drinking Places (NAICS 722)	\$220,003,366	\$412,927,606	\$-192,924,240	-30.5	655
Full-Service Restaurants (NAICS 7221)	\$58,900,001	\$90,121,225	\$-31,221,224	-21.0	19
Limited-Service Eating Places (NAICS 7222)	\$132,589,430	\$248,373,950	\$-115,784,520	-30.4	547
Special Food Services (NAICS 7223)	\$15,595,130	\$53,576,568	\$-37,981,438	-54.9	31
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$12,918,805	\$20,855,863	\$-7,937,058	-23.5	58



Source: ESRI and infoUSA®

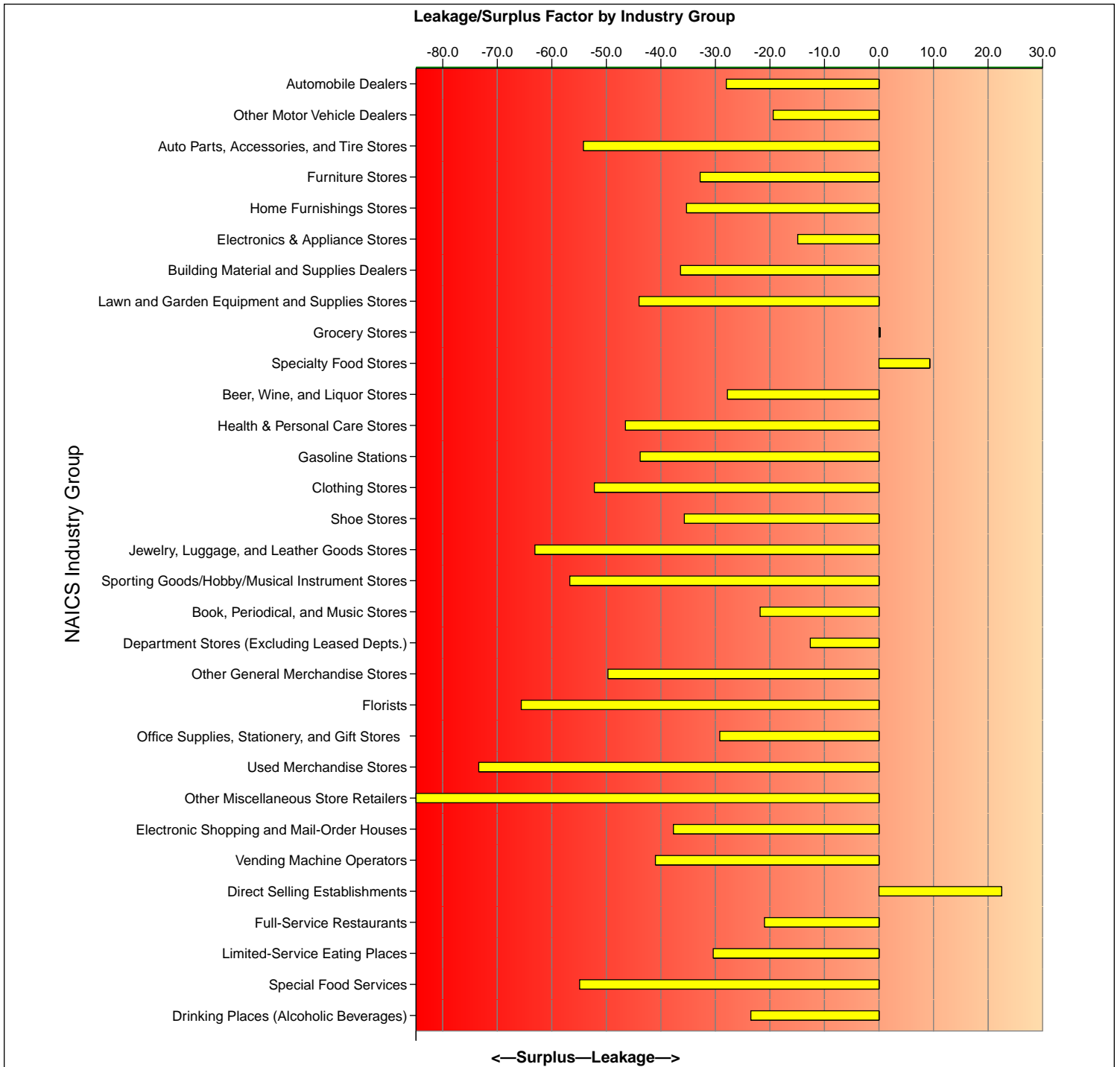


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Leakage/Surplus Factor by Industry Group



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**Latitude: 35.468524**  
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**Radius: 10.0 mile**

### Summary Demographics

2007 Population	583,511
2007 Households	242,275
2007 Median Disposable Income	\$34,060
2007 Per Capita Income	\$22,954

### Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$5,322,541,500	\$8,308,641,432	\$-2,986,099,932	-21.9	5,689
Total Retail Trade (NAICS 44-45)	\$4,541,004,635	\$7,106,811,471	\$-2,565,806,836	-22.0	4,255
Total Food & Drink (NAICS 722)	\$781,536,865	\$1,201,829,961	\$-420,293,096	-21.2	1,434

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$1,231,033,504	\$2,206,648,937	\$-975,615,433	-28.4	720
Automobile Dealers (NAICS 4411)	\$1,070,401,097	\$1,949,879,162	\$-879,478,065	-29.1	393
Other Motor Vehicle Dealers (NAICS 4412)	\$92,166,047	\$104,856,805	\$-12,690,758	-6.4	109
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$68,466,360	\$151,912,970	\$-83,446,610	-37.9	218
Furniture & Home Furnishings Stores (NAICS 442)	\$182,329,164	\$220,057,642	\$-37,728,478	-9.4	222
Furniture Stores (NAICS 4421)	\$106,087,770	\$96,354,545	\$9,733,225	4.8	83
Home Furnishings Stores (NAICS 4422)	\$76,241,394	\$123,703,097	\$-47,461,703	-23.7	139
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$136,267,918	\$155,739,579	\$-19,471,661	-6.7	332
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$169,328,500	\$288,007,613	\$-118,679,113	-26.0	343
Building Material and Supplies Dealers (NAICS 4441)	\$148,789,787	\$244,956,549	\$-96,166,762	-24.4	251
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$20,538,713	\$43,051,064	\$-22,512,351	-35.4	92
Food & Beverage Stores (NAICS 445)	\$727,021,204	\$582,943,039	\$144,078,165	11.0	453
Grocery Stores (NAICS 4451)	\$652,190,976	\$513,730,775	\$138,460,201	11.9	291
Specialty Food Stores (NAICS 4452)	\$19,968,947	\$10,073,313	\$9,895,634	32.9	49
Beer, Wine, and Liquor Stores (NAICS 4453)	\$54,861,281	\$59,138,951	\$-4,277,670	-3.8	113
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$205,531,871	\$420,519,745	\$-214,987,874	-34.3	262
Gasoline Stations (NAICS 447/4471)	\$596,289,000	\$910,158,132	\$-313,869,132	-20.8	282
Clothing and Clothing Accessories Stores (NAICS 448)	\$267,929,728	\$426,622,863	\$-158,693,135	-22.8	484
Clothing Stores (NAICS 4481)	\$219,922,431	\$332,169,274	\$-112,246,843	-20.3	330
Shoe Stores (NAICS 4482)	\$28,012,656	\$43,037,406	\$-15,024,750	-21.1	64
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$19,994,641	\$51,416,183	\$-31,421,542	-44.0	90
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$93,393,315	\$191,966,853	\$-98,573,538	-34.5	244
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$49,380,212	\$142,035,829	\$-92,655,617	-48.4	186
Book, Periodical, and Music Stores (NAICS 4512)	\$44,013,103	\$49,931,024	\$-5,917,921	-6.3	58

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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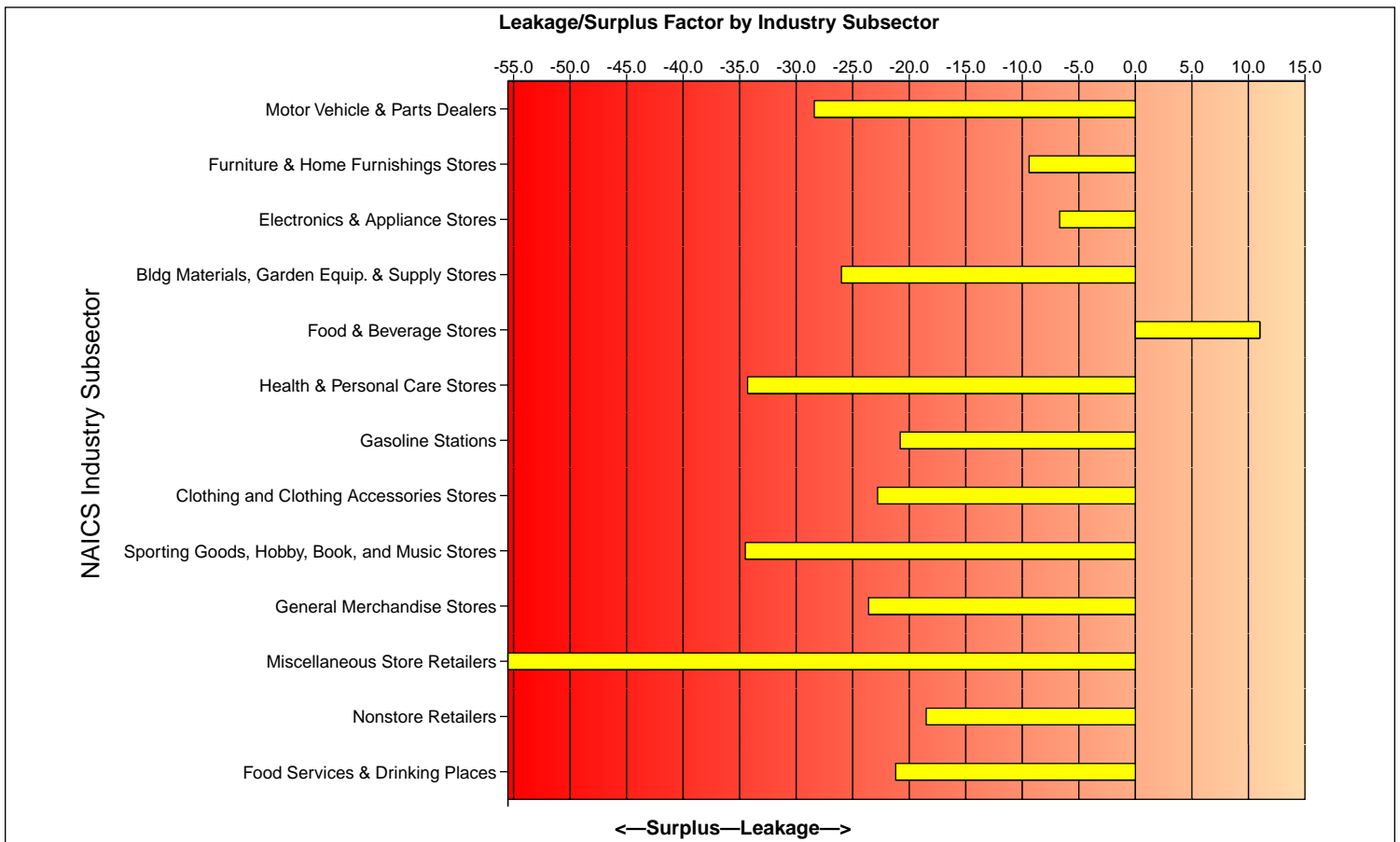


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$711,586,539	\$1,151,803,810	\$-440,217,271	-23.6	168
Department Stores Excluding Leased Depts.(NAICS 4521)	\$422,242,969	\$514,098,354	\$-91,855,385	-9.8	66
Other General Merchandise Stores (NAICS 4529)	\$289,343,570	\$637,705,456	\$-348,361,886	-37.6	102
Miscellaneous Store Retailers (NAICS 453)	\$113,599,484	\$397,105,793	\$-283,506,309	-55.5	670
Florists (NAICS 4531)	\$9,368,044	\$22,745,476	\$-13,377,432	-41.7	71
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$40,717,530	\$58,635,457	\$-17,917,927	-18.0	185
Used Merchandise Stores (NAICS 4533)	\$11,766,142	\$38,616,431	\$-26,850,289	-53.3	160
Other Miscellaneous Store Retailers (NAICS 4539)	\$51,747,768	\$277,108,429	\$-225,360,661	-68.5	254
Nonstore Retailers (NAICS 454)	\$106,694,408	\$155,237,465	\$-48,543,057	-18.5	75
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$16,273,683	\$23,721,762	\$-7,448,079	-18.6	2
Vending Machine Operators (NAICS 4542)	\$27,870,986	\$29,464,207	\$-1,593,221	-2.8	29
Direct Selling Establishments (NAICS 4543)	\$62,549,739	\$102,051,496	\$-39,501,757	-24.0	44
Food Services & Drinking Places (NAICS 722)	\$781,536,865	\$1,201,829,961	\$-420,293,096	-21.2	1,434
Full-Service Restaurants (NAICS 7221)	\$185,549,162	\$388,376,950	\$-202,827,788	-35.3	59
Limited-Service Eating Places (NAICS 7222)	\$491,701,392	\$663,381,207	\$-171,679,815	-14.9	1,228
Special Food Services (NAICS 7223)	\$55,094,430	\$118,596,985	\$-63,502,555	-36.6	60
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$49,191,881	\$31,474,819	\$17,717,062	22.0	87



Source: ESRI and infoUSA®

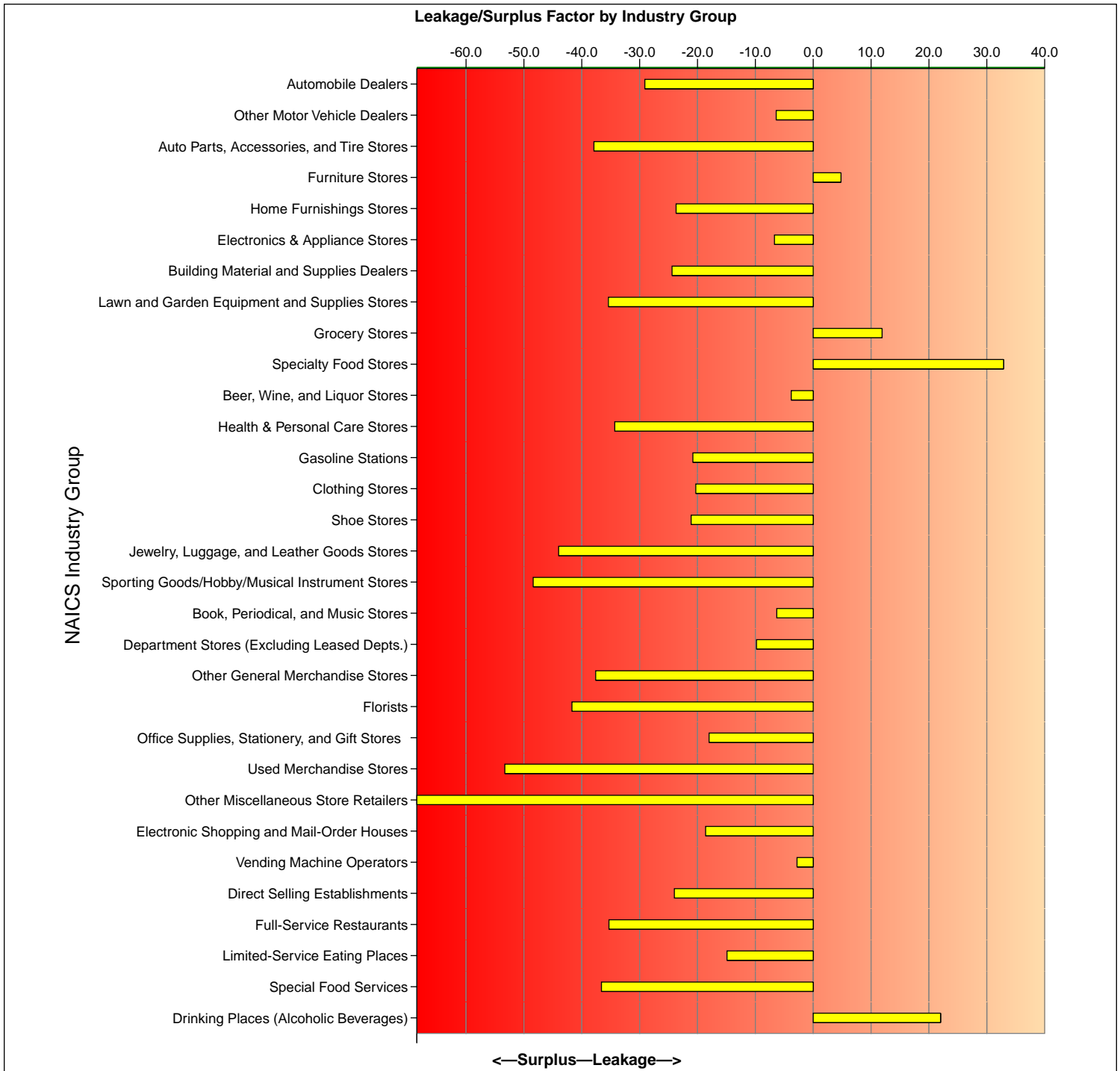


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Leakage/Surplus Factor by Industry Group



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