

Demographic and Income Profile Report

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Ring: 1 mile radius

John Riesenber (405) 297-8974
Latitude: 35.4394
Longitude: -97.52145

Summary	2010	2011	2016
Population	11,074	11,076	11,440
Households	3,576	3,566	3,620
Families	2,301	2,306	2,325
Average Household Size	3.08	3.09	3.15
Owner Occupied Housing Units	1,528	1,511	1,561
Renter Occupied Housing Units	2,048	2,056	2,059
Median Age	28.8	28.8	29.0

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.65%	0.75%	0.67%
Households	0.30%	0.76%	0.71%
Families	0.16%	0.58%	0.57%
Owner HHs	0.65%	0.92%	0.91%
Median Household Income	1.75%	3.35%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	1,148	32.2%	1,165	32.2%
\$15,000 - \$24,999	660	18.5%	542	15.0%
\$25,000 - \$34,999	572	16.0%	483	13.3%
\$35,000 - \$49,999	554	15.5%	604	16.7%
\$50,000 - \$74,999	357	10.0%	478	13.2%
\$75,000 - \$99,999	141	4.0%	184	5.1%
\$100,000 - \$149,999	84	2.4%	105	2.9%
\$150,000 - \$199,999	2	0.1%	3	0.1%
\$200,000+	48	1.3%	57	1.6%

Median Household Income	\$24,441	\$26,661
Average Household Income	\$34,331	\$38,840
Per Capita Income	\$11,305	\$12,555

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,225	11.1%	1,217	11.0%	1,281	11.2%
5 - 9	1,024	9.2%	1,022	9.2%	1,057	9.2%
10 - 14	864	7.8%	866	7.8%	900	7.9%
15 - 19	894	8.1%	892	8.1%	871	7.6%
20 - 24	883	8.0%	894	8.1%	896	7.8%
25 - 34	1,668	15.1%	1,682	15.2%	1,785	15.6%
35 - 44	1,501	13.6%	1,488	13.4%	1,483	13.0%
45 - 54	1,329	12.0%	1,313	11.9%	1,232	10.8%
55 - 64	854	7.7%	863	7.8%	952	8.3%
65 - 74	459	4.1%	466	4.2%	586	5.1%
75 - 84	276	2.5%	274	2.5%	290	2.5%
85+	97	0.9%	97	0.9%	107	0.9%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,073	45.8%	4,975	44.9%	4,657	40.7%
Black Alone	462	4.2%	446	4.0%	390	3.4%
American Indian Alone	554	5.0%	537	4.8%	484	4.2%
Asian Alone	48	0.4%	46	0.4%	39	0.3%
Pacific Islander Alone	12	0.1%	12	0.1%	12	0.1%
Some Other Race Alone	4,345	39.2%	4,482	40.5%	5,278	46.1%
Two or More Races	581	5.2%	577	5.2%	582	5.1%
Hispanic Origin (Any Race)	7,273	65.7%	7,463	67.4%	8,532	74.6%

Data Note: Income is expressed in current dollars.

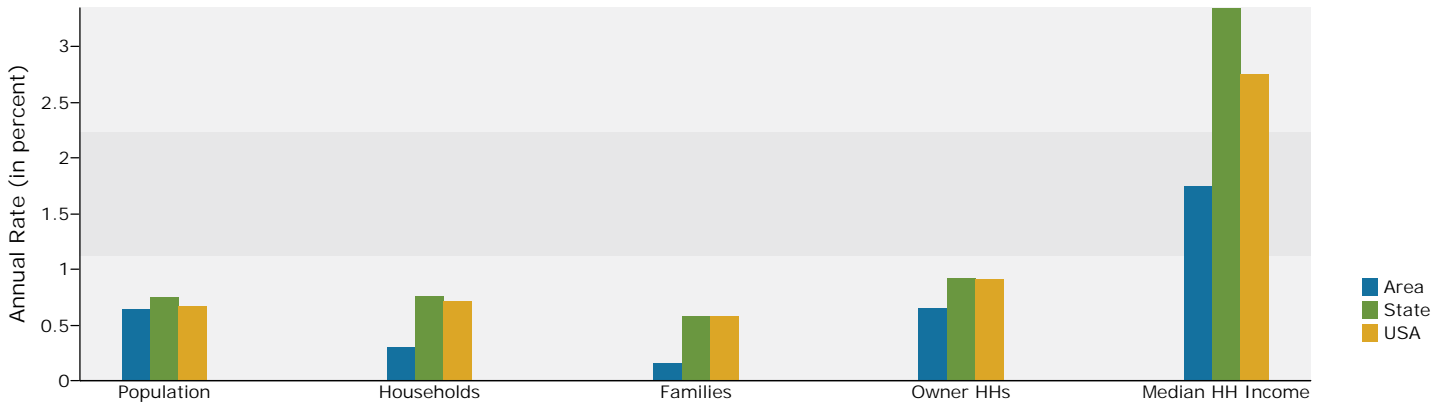
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

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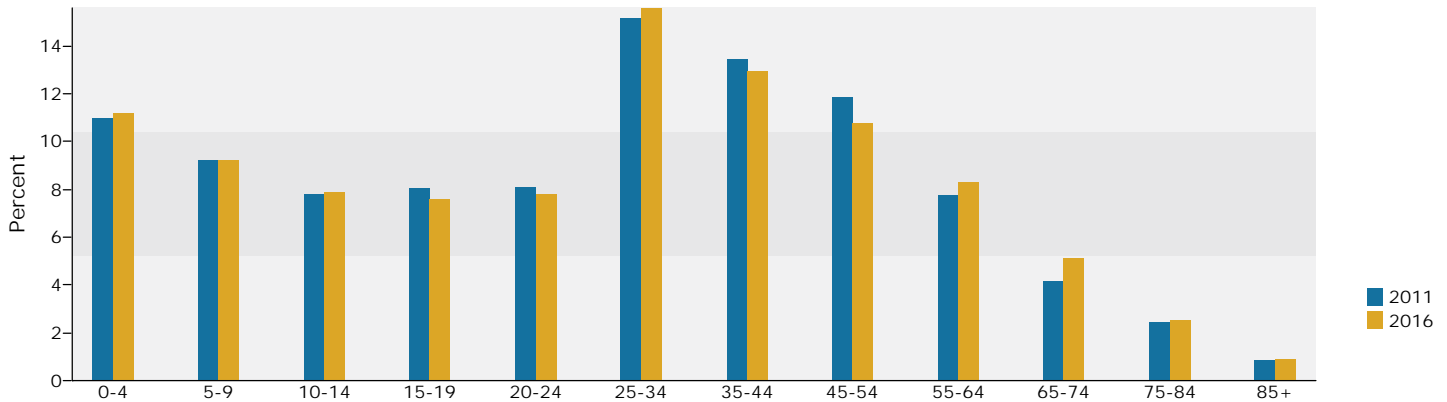
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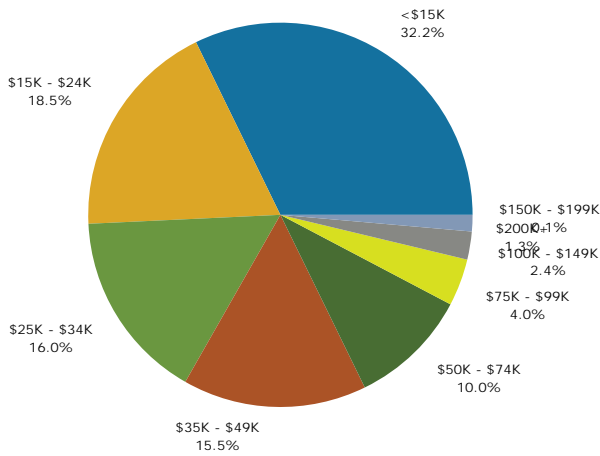
Trends 2011-2016



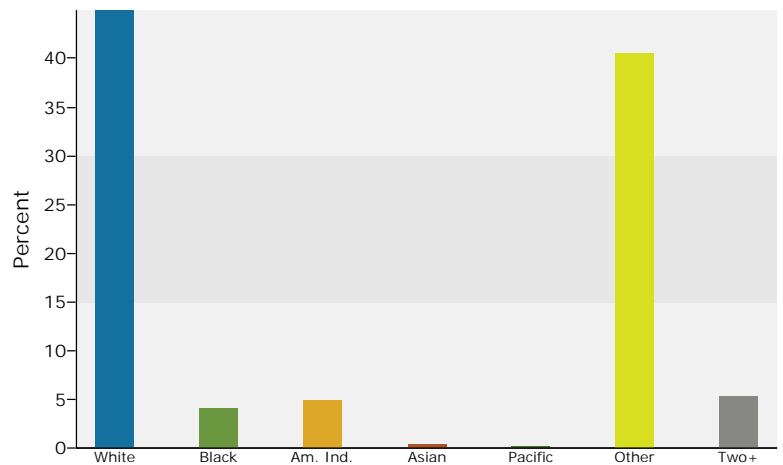
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 67.4%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

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Summary	2010	2011	2016
Population	218,698	218,882	225,595
Households	83,046	83,105	84,958
Families	48,917	49,057	49,424
Average Household Size	2.55	2.55	2.57
Owner Occupied Housing Units	40,396	40,053	41,300
Renter Occupied Housing Units	42,650	43,052	43,658
Median Age	31.6	31.6	32.0
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.61%	0.75%	0.67%
Households	0.44%	0.76%	0.71%
Families	0.15%	0.58%	0.57%
Owner HHs	0.62%	0.92%	0.91%
Median Household Income	3.28%	3.35%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	19,546	23.5%	19,750	23.2%
\$15,000 - \$24,999	14,421	17.4%	11,732	13.8%
\$25,000 - \$34,999	13,117	15.8%	10,696	12.6%
\$35,000 - \$49,999	13,509	16.3%	14,014	16.5%
\$50,000 - \$74,999	12,221	14.7%	16,087	18.9%
\$75,000 - \$99,999	5,419	6.5%	6,963	8.2%
\$100,000 - \$149,999	3,158	3.8%	3,742	4.4%
\$150,000 - \$199,999	810	1.0%	921	1.1%
\$200,000+	903	1.1%	1,052	1.2%
Median Household Income	\$29,980		\$35,222	
Average Household Income	\$41,510		\$46,341	
Per Capita Income	\$16,745		\$18,434	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	19,767	9.0%	19,546	8.9%	20,368	9.0%
5 - 9	17,244	7.9%	17,225	7.9%	17,616	7.8%
10 - 14	14,381	6.6%	14,358	6.6%	14,814	6.6%
15 - 19	14,784	6.8%	14,724	6.7%	14,199	6.3%
20 - 24	18,163	8.3%	18,338	8.4%	18,262	8.1%
25 - 34	36,205	16.6%	36,462	16.7%	38,263	17.0%
35 - 44	27,747	12.7%	27,581	12.6%	27,274	12.1%
45 - 54	27,617	12.6%	27,391	12.5%	25,761	11.4%
55 - 64	20,898	9.6%	21,113	9.6%	23,151	10.3%
65 - 74	11,828	5.4%	12,088	5.5%	15,097	6.7%
75 - 84	7,426	3.4%	7,413	3.4%	7,831	3.5%
85+	2,637	1.2%	2,644	1.2%	2,957	1.3%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	115,755	52.9%	114,711	52.4%	110,668	49.1%
Black Alone	34,173	15.6%	33,879	15.5%	33,491	14.8%
American Indian Alone	10,235	4.7%	10,148	4.6%	9,988	4.4%
Asian Alone	5,244	2.4%	5,176	2.4%	5,073	2.2%
Pacific Islander Alone	221	0.1%	219	0.1%	231	0.1%
Some Other Race Alone	40,527	18.5%	42,206	19.3%	52,628	23.3%
Two or More Races	12,544	5.7%	12,544	5.7%	13,517	6.0%
Hispanic Origin (Any Race)	69,322	31.7%	71,952	32.9%	87,634	38.8%

Data Note: Income is expressed in current dollars.

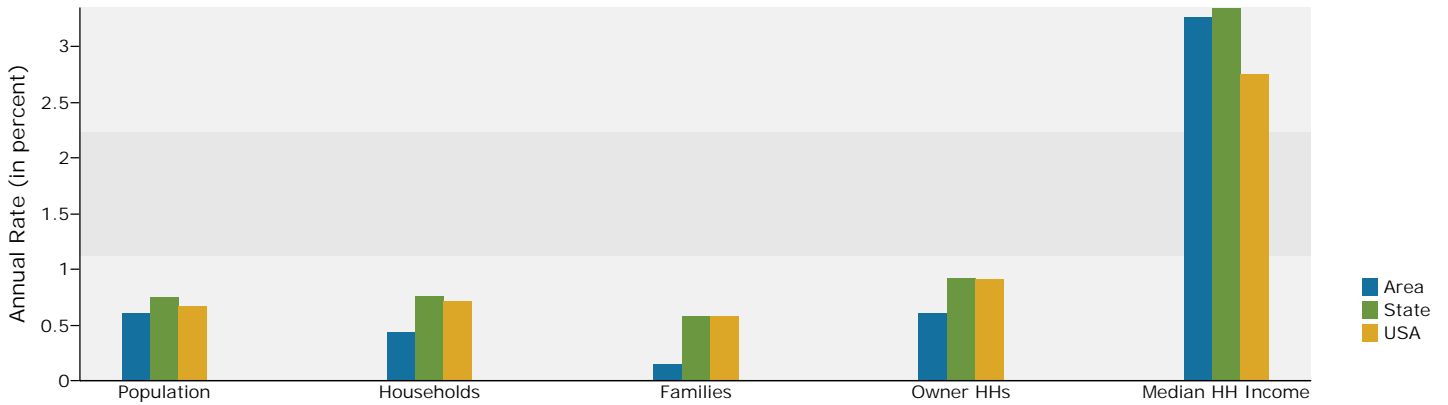
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

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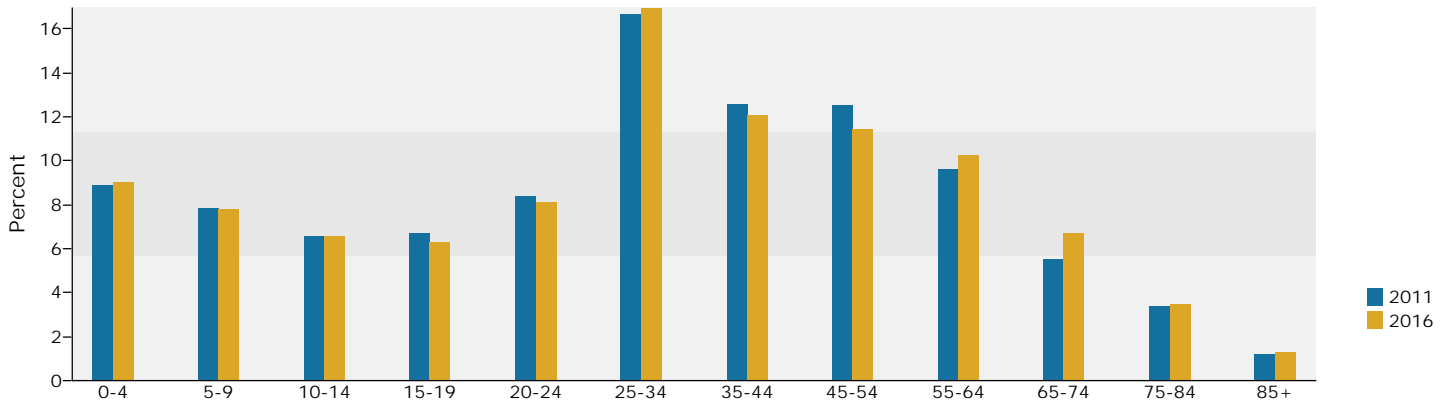
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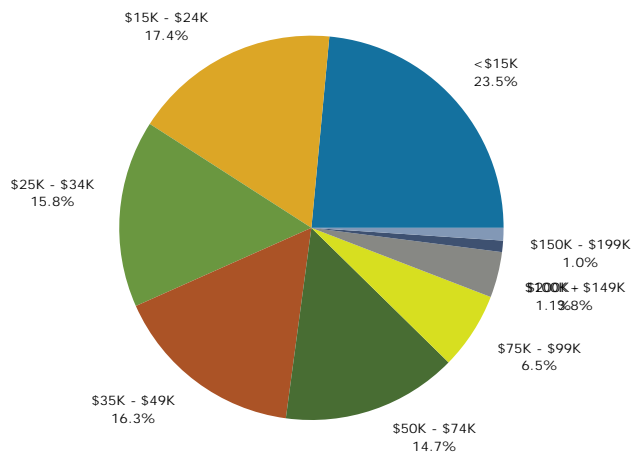
Trends 2011-2016



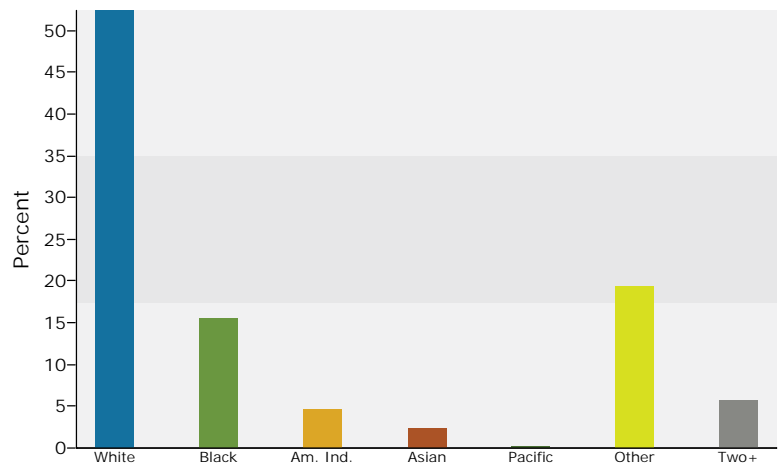
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 32.9%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

Market Profile

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	1 mile	5 miles
Population Summary		
2000 Total Population	10,912	213,736
2000 Group Quarters	27	5,825
2010 Total Population	11,114	220,224
2015 Total Population	11,237	225,492
2010-2015 Annual Rate	0.22%	0.47%
Household Summary		
2000 Households	3,775	85,380
2000 Average Household Size	2.88	2.44
2010 Households	3,693	88,110
2010 Average Household Size	3.00	2.43
2015 Households	3,718	90,456
2015 Average Household Size	3.01	2.43
2010-2015 Annual Rate	0.14%	0.53%
2000 Families	2,375	51,725
2000 Average Family Size	3.68	3.12
2010 Families	2,237	50,951
2010 Average Family Size	3.90	3.18
2015 Families	2,226	51,518
2015 Average Family Size	3.93	3.19
2010-2015 Annual Rate	-0.10%	0.22%
Housing Unit Summary		
2000 Housing Units	4,498	97,874
Owner Occupied Housing Units	39.3%	45.5%
Renter Occupied Housing Units	45.3%	41.6%
Vacant Housing Units	15.4%	12.8%
2010 Housing Units	4,580	103,129
Owner Occupied Housing Units	35.8%	42.5%
Renter Occupied Housing Units	44.8%	42.9%
Vacant Housing Units	19.4%	14.6%
2015 Housing Units	4,655	106,652
Owner Occupied Housing Units	35.0%	41.8%
Renter Occupied Housing Units	44.9%	43.0%
Vacant Housing Units	20.1%	15.2%
Median Household Income		
2000	\$20,624	\$25,987
2010	\$26,076	\$34,477
2015	\$27,280	\$36,840
Median Home Value		
2000	\$31,789	\$47,126
2010	\$43,147	\$64,915
2015	\$49,599	\$74,196
Per Capita Income		
2000	\$11,003	\$13,765
2010	\$11,851	\$17,246
2015	\$12,646	\$18,519
Median Age		
2000	28.8	32.2
2010	30.4	33.4
2015	30.6	33.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income		
Household Income Base	3,804	85,436
<\$15,000	37.8%	28.0%
\$15,000 - \$24,999	20.5%	20.0%
\$25,000 - \$34,999	16.8%	16.7%
\$35,000 - \$49,999	12.0%	16.2%
\$50,000 - \$74,999	8.3%	12.4%
\$75,000 - \$99,999	2.7%	3.9%
\$100,000 - \$149,999	0.5%	1.9%
\$150,000 - \$199,999	0.3%	0.5%
\$200,000+	1.1%	0.6%
Average Household Income	\$30,323	\$33,887
2010 Households by Income		
Household Income Base	3,694	88,106
<\$15,000	30.6%	21.2%
\$15,000 - \$24,999	17.2%	15.5%
\$25,000 - \$34,999	15.2%	13.9%
\$35,000 - \$49,999	17.4%	19.1%
\$50,000 - \$74,999	11.1%	17.2%
\$75,000 - \$99,999	5.2%	8.3%
\$100,000 - \$149,999	1.8%	3.3%
\$150,000 - \$199,999	0.2%	0.8%
\$200,000+	1.2%	0.8%
Average Household Income	\$35,017	\$42,325
2015 Households by Income		
Household Income Base	3,716	90,454
<\$15,000	29.7%	20.3%
\$15,000 - \$24,999	16.1%	14.1%
\$25,000 - \$34,999	14.9%	13.2%
\$35,000 - \$49,999	14.9%	15.8%
\$50,000 - \$74,999	14.9%	21.7%
\$75,000 - \$99,999	5.9%	9.3%
\$100,000 - \$149,999	2.1%	3.8%
\$150,000 - \$199,999	0.3%	0.9%
\$200,000+	1.3%	0.9%
Average Household Income	\$37,555	\$45,301
2000 Owner Occupied Housing Units by Value		
Total	1,720	44,601
<\$50,000	86.8%	54.5%
\$50,000 - \$99,999	12.3%	37.9%
\$100,000 - \$149,999	0.6%	5.1%
\$150,000 - \$199,999	0.3%	1.3%
\$200,000 - \$299,999	0.1%	0.6%
\$300,000 - \$499,999	0.0%	0.2%
\$500,000 - \$999,999	0.0%	0.2%
\$1,000,000 +	0.0%	0.0%
Average Home Value	\$34,556	\$56,279
2000 Specified Renter Occupied Housing Units by Contract Rent		
Total	2,044	40,737
With Cash Rent	94.3%	94.8%
No Cash Rent	5.7%	5.2%
Median Rent	\$292	\$344
Average Rent	\$281	\$338

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Age		
Total	10,914	213,737
0 - 4	9.7%	8.2%
5 - 9	9.2%	7.4%
10 - 14	8.2%	6.8%
15 - 24	16.9%	16.0%
25 - 34	16.0%	15.7%
35 - 44	13.5%	14.6%
45 - 54	10.4%	11.7%
55 - 64	6.6%	7.8%
65 - 74	4.8%	6.3%
75 - 84	3.3%	4.1%
85 +	1.5%	1.3%
18 +	67.9%	73.3%
2010 Population by Age		
Total	11,114	220,223
0 - 4	9.7%	8.3%
5 - 9	9.3%	7.3%
10 - 14	8.4%	6.6%
15 - 24	14.8%	14.6%
25 - 34	14.5%	15.5%
35 - 44	13.2%	12.9%
45 - 54	11.7%	12.7%
55 - 64	8.8%	10.3%
65 - 74	5.2%	6.0%
75 - 84	3.0%	4.0%
85 +	1.4%	1.7%
18 +	67.7%	73.9%
2015 Population by Age		
Total	11,238	225,493
0 - 4	9.5%	8.1%
5 - 9	9.0%	7.3%
10 - 14	8.8%	6.9%
15 - 24	15.4%	14.4%
25 - 34	12.8%	14.9%
35 - 44	12.6%	12.9%
45 - 54	11.2%	11.4%
55 - 64	9.9%	11.2%
65 - 74	6.4%	7.4%
75 - 84	3.0%	3.9%
85 +	1.4%	1.8%
18 +	67.7%	73.9%
2000 Population by Sex		
Males	51.0%	49.5%
Females	49.0%	50.5%
2010 Population by Sex		
Males	51.1%	49.7%
Females	48.9%	50.3%
2015 Population by Sex		
Males	51.0%	49.8%
Females	49.0%	50.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Race/Ethnicity		
Total	10,912	213,737
White Alone	53.1%	61.0%
Black Alone	4.7%	16.5%
American Indian Alone	5.6%	4.8%
Asian or Pacific Islander Alone	0.6%	3.0%
Some Other Race Alone	30.6%	10.0%
Two or More Races	5.4%	4.7%
Hispanic Origin	46.2%	17.9%
Diversity Index	85.5	71.6
2010 Population by Race/Ethnicity		
Total	11,114	220,223
White Alone	43.7%	55.1%
Black Alone	3.9%	16.7%
American Indian Alone	4.2%	4.3%
Asian or Pacific Islander Alone	0.5%	3.6%
Some Other Race Alone	43.0%	15.9%
Two or More Races	4.7%	4.4%
Hispanic Origin	62.9%	27.4%
Diversity Index	89.6	79.9
2015 Population by Race/Ethnicity		
Total	11,237	225,492
White Alone	41.8%	53.3%
Black Alone	3.6%	16.6%
American Indian Alone	3.7%	4.1%
Asian or Pacific Islander Alone	0.5%	3.8%
Some Other Race Alone	46.0%	17.9%
Two or More Races	4.4%	4.3%
Hispanic Origin	68.4%	31.3%
Diversity Index	89.9	82.1
2000 Population 3+ by School Enrollment		
Total	10,248	202,982
Enrolled in Nursery/Preschool	1.2%	1.8%
Enrolled in Kindergarten	2.7%	1.9%
Enrolled in Grade 1-8	15.7%	12.2%
Enrolled in Grade 9-12	6.7%	5.5%
Enrolled in College	1.7%	4.2%
Enrolled in Grad/Prof School	0.3%	1.1%
Not Enrolled in School	71.8%	73.3%
2010 Population 25+ by Educational Attainment		
Total	6,424	139,164
Less Than 9th Grade	26.6%	10.9%
9th to 12th Grade, No Diploma	21.6%	15.2%
High School Graduate	30.9%	32.7%
Some College, No Degree	14.5%	22.5%
Associate Degree	1.6%	4.6%
Bachelor's Degree	3.3%	9.3%
Graduate/Professional Degree	1.6%	4.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status		
Total	8,070	171,388
Never Married	32.7%	32.4%
Married	42.1%	42.6%
Widowed	7.1%	7.4%
Divorced	18.0%	17.6%
2000 Population 16+ by Employment Status		
Total	7,797	162,857
In Labor Force	53.0%	58.6%
Civilian Employed	47.7%	53.5%
Civilian Unemployed	5.2%	4.5%
In Armed Forces	0.2%	0.6%
Not In Labor Force	47.0%	41.4%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed	86.6%	89.3%
Civilian Unemployed	13.4%	10.7%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed	88.1%	90.5%
Civilian Unemployed	11.9%	9.5%
2000 Females 16+ by Employment Status and Age of Children		
Total	3,836	83,354
Own Children < 6 Only	8.7%	8.9%
Employed/in Armed Forces	3.3%	4.5%
Unemployed	1.0%	0.7%
Not in Labor Force	4.5%	3.7%
Own Children <6 and 6-17 Only	9.8%	7.0%
Employed/in Armed Forces	3.7%	3.3%
Unemployed	0.3%	0.5%
Not in Labor Force	5.8%	3.1%
Own Children 6-17 Only	17.1%	14.6%
Employed/in Armed Forces	7.4%	9.4%
Unemployed	1.9%	0.7%
Not in Labor Force	7.9%	4.6%
No Own Children < 18	64.4%	69.5%
Employed/in Armed Forces	23.9%	30.2%
Unemployed	2.5%	2.5%
Not in Labor Force	38.0%	36.8%
2010 Employed Population 16+ by Industry		
Total	3,253	78,682
Agriculture/Mining	1.7%	1.1%
Construction	18.3%	10.5%
Manufacturing	13.7%	8.3%
Wholesale Trade	2.8%	3.6%
Retail Trade	10.3%	11.3%
Transportation/Utilities	3.5%	4.1%
Information	0.9%	2.2%
Finance/Insurance/Real Estate	5.4%	6.8%
Services	39.6%	45.1%
Public Administration	3.8%	7.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Market Profile

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
 SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
 Rings: 1, 5 miles radii

John Riesenber (405) 297-8974
 Latitude: 35.4394
 Longitude: -97.52145

	1 mile	5 miles
2010 Employed Population 16+ by Occupation		
Total	3,253	78,684
White Collar	33.9%	48.3%
Management/Business/Financial	6.1%	8.8%
Professional	8.2%	14.6%
Sales	9.6%	10.8%
Administrative Support	10.0%	14.2%
Services	21.2%	21.0%
Blue Collar	44.9%	30.6%
Farming/Forestry/Fishing	0.5%	0.2%
Construction/Extraction	17.6%	10.1%
Installation/Maintenance/Repair	5.8%	5.1%
Production	13.2%	7.9%
Transportation/Material Moving	7.7%	7.4%
2000 Workers 16+ by Means of Transportation to Work		
Total	3,644	86,090
Drove Alone - Car, Truck, or Van	61.5%	74.4%
Carpooled - Car, Truck, or Van	29.1%	17.5%
Public Transportation	1.5%	1.7%
Walked	2.9%	2.3%
Other Means	3.5%	1.9%
Worked at Home	1.4%	2.2%
2000 Workers 16+ by Travel Time to Work		
Total	3,643	86,088
Did not Work at Home	98.6%	97.8%
Less than 5 minutes	1.5%	2.5%
5 to 9 minutes	7.4%	10.2%
10 to 19 minutes	43.9%	42.2%
20 to 24 minutes	16.5%	18.4%
25 to 34 minutes	21.8%	17.4%
35 to 44 minutes	1.4%	1.6%
45 to 59 minutes	2.4%	2.1%
60 to 89 minutes	2.2%	1.8%
90 or more minutes	1.5%	1.7%
Worked at Home	1.4%	2.2%
Average Travel Time to Work (in min)	21.3	20.4
2000 Households by Vehicles Available		
Total	3,766	85,373
None	17.9%	12.4%
1	41.8%	44.3%
2	30.2%	32.3%
3	7.9%	8.5%
4	1.5%	1.8%
5+	0.7%	0.7%
Average Number of Vehicles Available	1.4	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Market Profile

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SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Rings: 1, 5 miles radii

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	1 mile	5 miles
2000 Households by Type		
Total	3,776	85,380
Family Households	62.9%	60.6%
Married-couple Family	40.7%	38.7%
With Related Children	24.7%	18.4%
Other Family (No Spouse)	22.2%	21.9%
With Related Children	15.9%	15.2%
Nonfamily Households	37.1%	39.4%
Householder Living Alone	31.1%	32.9%
Householder Not Living Alone	6.0%	6.5%
Households with Related Children	40.6%	33.6%
Households with Persons 65+	21.9%	21.9%
2000 Households by Size		
Total	3,775	85,380
1 Person Household	31.1%	32.9%
2 Person Household	22.7%	30.3%
3 Person Household	13.6%	15.2%
4 Person Household	13.1%	11.1%
5 Person Household	10.0%	5.9%
6 Person Household	5.1%	2.6%
7 + Person Household	4.5%	1.9%
2000 Households by Year Householder Moved In		
Total	3,766	85,373
Moved in 1999 to March 2000	31.9%	27.7%
Moved in 1995 to 1998	27.3%	27.4%
Moved in 1990 to 1994	14.1%	13.3%
Moved in 1980 to 1989	11.6%	11.2%
Moved in 1970 to 1979	5.5%	8.7%
Moved in 1969 or Earlier	9.7%	11.8%
Median Year Householder Moved In	1996	1996
2000 Housing Units by Units in Structure		
Total	4,497	97,830
1, Detached	74.2%	68.5%
1, Attached	5.6%	3.4%
2	4.0%	3.5%
3 or 4	3.6%	4.7%
5 to 9	2.3%	7.0%
10 to 19	2.6%	3.3%
20 +	6.5%	6.9%
Mobile Home	1.2%	2.6%
Other	0.0%	0.1%
2000 Housing Units by Year Structure Built		
Total	4,498	97,829
1999 to March 2000	0.6%	0.3%
1995 to 1998	0.2%	1.1%
1990 to 1994	0.3%	1.2%
1980 to 1989	3.4%	8.4%
1970 to 1979	7.6%	15.2%
1969 or Earlier	87.8%	73.8%
Median Year Structure Built	1947	1958

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Market Profile

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Rings: 1, 5 miles radii

John Riesenber (405) 297-8974
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	1 mile	5 miles
Top 3 Tapestry Segments		
1.	Southwestern Families	Home Town
2.	City Dimensions	Inner City Tenants
3.	Home Town	Southwestern Families
2010 Consumer Spending		
Apparel & Services: Total \$	\$3,238,837	\$92,799,302
Average Spent	\$877.11	\$1,053.22
Spending Potential Index	37	44
Computers & Accessories: Total \$	\$404,106	\$12,044,353
Average Spent	\$109.44	\$136.70
Spending Potential Index	50	62
Education: Total \$	\$2,157,676	\$67,816,211
Average Spent	\$584.32	\$769.67
Spending Potential Index	48	63
Entertainment/Recreation: Total \$	\$5,843,319	\$173,152,865
Average Spent	\$1,582.43	\$1,965.18
Spending Potential Index	49	61
Food at Home: Total \$	\$9,151,086	\$255,386,115
Average Spent	\$2,478.21	\$2,898.48
Spending Potential Index	55	65
Food Away from Home: Total \$	\$6,276,127	\$179,945,101
Average Spent	\$1,699.64	\$2,042.27
Spending Potential Index	53	63
Health Care: Total \$	\$7,107,448	\$207,128,397
Average Spent	\$1,924.77	\$2,350.78
Spending Potential Index	52	63
HH Furnishings & Equipment: Total \$	\$3,270,285	\$94,733,802
Average Spent	\$885.63	\$1,075.17
Spending Potential Index	43	52
Investments: Total \$	\$2,417,955	\$80,659,256
Average Spent	\$654.81	\$915.44
Spending Potential Index	38	53
Retail Goods: Total \$	\$45,718,331	\$1,304,186,920
Average Spent	\$12,380.99	\$14,801.75
Spending Potential Index	50	60
Shelter: Total \$	\$29,046,714	\$830,992,746
Average Spent	\$7,866.15	\$9,431.27
Spending Potential Index	50	60
TV/Video/Audio: Total \$	\$2,454,428	\$70,300,486
Average Spent	\$664.68	\$797.87
Spending Potential Index	54	64
Travel: Total \$	\$3,004,041	\$91,620,197
Average Spent	\$813.53	\$1,039.84
Spending Potential Index	43	55
Vehicle Maintenance & Repairs: Total \$	\$1,805,130	\$51,654,754
Average Spent	\$488.85	\$586.25
Spending Potential Index	52	62

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Retail Goods and Services Expenditures

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Ring: 1 mile radius

John Riesenber (405) 297-8974
Latitude: 35.4394
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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Southwestern Families	49.0%	Population	11,114	11,237
City Dimensions	20.2%	Households	3,693	3,718
Home Town	16.5%	Families	2,237	2,226
Social Security Set	8.4%	Median Age	30.4	30.6
Heartland Communities	5.9%	Median Household Income	\$26,076	\$27,280
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		37	\$877.11	\$3,238,837
Men's		34	\$154.67	\$571,121
Women's		31	\$256.31	\$946,470
Children's		43	\$172.75	\$637,886
Footwear		28	\$114.87	\$424,180
Watches & Jewelry		46	\$88.47	\$326,693
Apparel Products and Services (1)		96	\$90.04	\$332,486
Computer				
Computers and Hardware for Home Use		50	\$96.17	\$355,121
Software and Accessories for Home Use		47	\$13.27	\$48,985
Entertainment & Recreation		49	\$1,582.43	\$5,843,319
Fees and Admissions		43	\$265.05	\$978,744
Membership Fees for Clubs (2)		41	\$66.60	\$245,929
Fees for Participant Sports, excl. Trips		45	\$47.94	\$177,036
Admission to Movie/Theatre/Opera/Ballet		48	\$72.07	\$266,143
Admission to Sporting Events, excl. Trips		44	\$26.06	\$96,229
Fees for Recreational Lessons		38	\$52.02	\$192,104
Dating Services		46	\$0.35	\$1,302
TV/Video/Audio		54	\$664.68	\$2,454,428
Community Antenna or Cable TV		56	\$402.13	\$1,484,920
Televisions		51	\$99.40	\$367,033
VCRs, Video Cameras, and DVD Players		52	\$10.61	\$39,172
Video Cassettes and DVDs		53	\$28.11	\$103,796
Video and Computer Game Hardware and Software		51	\$28.58	\$105,529
Satellite Dishes		48	\$0.61	\$2,234
Rental of Video Cassettes and DVDs		54	\$22.04	\$81,395
Streaming/Downloaded Video		46	\$0.64	\$2,374
Audio (3)		47	\$68.97	\$254,683
Rental and Repair of TV/Radio/Sound Equipment		48	\$3.60	\$13,292
Pets		60	\$257.49	\$950,795
Toys and Games (4)		52	\$75.16	\$277,540
Recreational Vehicles and Fees (5)		39	\$124.86	\$461,055
Sports/Recreation/Exercise Equipment (6)		36	\$65.94	\$243,505
Photo Equipment and Supplies (7)		46	\$48.05	\$177,419
Reading (8)		45	\$69.47	\$256,528
Catered Affairs (9)		48	\$11.73	\$43,306
Food		54	\$4,177.85	\$15,427,213
Food at Home		55	\$2,478.21	\$9,151,086
Bakery and Cereal Products		54	\$324.30	\$1,197,515
Meats, Poultry, Fish, and Eggs		57	\$593.13	\$2,190,202
Dairy Products		55	\$272.36	\$1,005,733
Fruits and Vegetables		55	\$432.79	\$1,598,114
Snacks and Other Food at Home (10)		55	\$855.63	\$3,159,522
Food Away from Home		53	\$1,699.64	\$6,276,127
Alcoholic Beverages		49	\$282.27	\$1,042,301
Nonalcoholic Beverages at Home		56	\$246.97	\$911,954

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Ring: 1 mile radius

John Riesenber (405) 297-8974
Latitude: 35.4394
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	38	\$654.81	\$2,417,955
Vehicle Loans	56	\$2,749.87	\$10,154,231
Health			
Nonprescription Drugs	56	\$57.89	\$213,761
Prescription Drugs	54	\$271.63	\$1,003,020
Eyeglasses and Contact Lenses	49	\$37.79	\$139,534
Home			
Mortgage Payment and Basics (11)	45	\$4,179.15	\$15,432,033
Maintenance and Remodeling Services	41	\$812.38	\$2,999,819
Maintenance and Remodeling Materials (12)	44	\$163.16	\$602,505
Utilities, Fuel, and Public Services	57	\$2,571.35	\$9,495,016
Household Furnishings and Equipment			
Household Textiles (13)	49	\$64.94	\$239,809
Furniture	50	\$298.38	\$1,101,804
Floor Coverings	44	\$32.88	\$121,412
Major Appliances (14)	50	\$150.40	\$555,367
Housewares (15)	45	\$39.01	\$144,054
Small Appliances	52	\$17.02	\$62,862
Luggage	43	\$3.99	\$14,716
Telephones and Accessories	38	\$16.07	\$59,331
Household Operations			
Child Care	50	\$230.99	\$852,973
Lawn and Garden (16)	44	\$186.04	\$686,961
Moving/Storage/Freight Express	47	\$28.36	\$104,732
Housekeeping Supplies (17)	55	\$386.17	\$1,425,981
Insurance			
Owners and Renters Insurance	50	\$229.47	\$847,331
Vehicle Insurance	53	\$620.86	\$2,292,611
Life/Other Insurance	46	\$193.38	\$714,089
Health Insurance	51	\$994.47	\$3,672,208
Personal Care Products (18)	56	\$223.06	\$823,678
School Books and Supplies (19)	57	\$60.64	\$223,937
Smoking Products	58	\$248.16	\$916,348
Transportation			
Vehicle Purchases (Net Outlay) (20)	53	\$2,335.03	\$8,622,398
Gasoline and Motor Oil	57	\$1,635.45	\$6,039,093
Vehicle Maintenance and Repairs	52	\$488.85	\$1,805,130
Travel			
Airline Fares	42	\$192.41	\$710,479
Lodging on Trips	41	\$178.87	\$660,481
Auto/Truck/Van Rental on Trips	40	\$14.76	\$54,492
Food and Drink on Trips	44	\$191.57	\$707,404

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Ring: 1 mile radius

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Ring: 5 miles radius

John Riesenber (405) 297-8974
Latitude: 35.4394
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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Home Town	20.8%	Population	220,224	225,492
Inner City Tenants	9.4%	Households	88,110	90,456
Southwestern Families	7.8%	Families	50,951	51,518
Great Expectations	7.7%	Median Age	33.4	33.9
Rustbelt Traditions	7.3%	Median Household Income	\$34,477	\$36,840
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		44	\$1,053.22	\$92,799,302
Men's		41	\$187.87	\$16,552,945
Women's		38	\$318.16	\$28,033,549
Children's		49	\$196.06	\$17,275,083
Footwear		32	\$133.44	\$11,757,235
Watches & Jewelry		58	\$112.73	\$9,932,456
Apparel Products and Services (1)		112	\$104.96	\$9,248,033
Computer				
Computers and Hardware for Home Use		62	\$119.33	\$10,514,267
Software and Accessories for Home Use		61	\$17.37	\$1,530,086
Entertainment & Recreation		61	\$1,965.18	\$173,152,865
Fees and Admissions		55	\$341.52	\$30,091,309
Membership Fees for Clubs (2)		54	\$89.17	\$7,856,385
Fees for Participant Sports, excl. Trips		56	\$60.10	\$5,295,429
Admission to Movie/Theatre/Opera/Ballet		59	\$89.61	\$7,895,847
Admission to Sporting Events, excl. Trips		57	\$34.10	\$3,004,170
Fees for Recreational Lessons		50	\$68.07	\$5,997,441
Dating Services		62	\$0.48	\$42,037
TV/Video/Audio		64	\$797.87	\$70,300,486
Community Antenna or Cable TV		66	\$476.98	\$42,026,676
Televisions		61	\$117.37	\$10,341,709
VCRs, Video Cameras, and DVD Players		65	\$13.15	\$1,159,030
Video Cassettes and DVDs		67	\$35.13	\$3,095,150
Video and Computer Game Hardware and Software		66	\$36.58	\$3,223,139
Satellite Dishes		57	\$0.72	\$63,783
Rental of Video Cassettes and DVDs		67	\$27.40	\$2,414,175
Streaming/Downloaded Video		57	\$0.80	\$70,555
Audio (3)		58	\$85.36	\$7,520,833
Rental and Repair of TV/Radio/Sound Equipment		58	\$4.37	\$385,436
Pets		74	\$317.21	\$27,949,001
Toys and Games (4)		63	\$92.31	\$8,133,034
Recreational Vehicles and Fees (5)		50	\$160.96	\$14,182,093
Sports/Recreation/Exercise Equipment (6)		47	\$84.75	\$7,467,577
Photo Equipment and Supplies (7)		60	\$61.90	\$5,453,954
Reading (8)		59	\$92.14	\$8,118,361
Catered Affairs (9)		67	\$16.54	\$1,457,051
Food		64	\$4,940.75	\$435,331,216
Food at Home		65	\$2,898.48	\$255,386,115
Bakery and Cereal Products		64	\$384.59	\$33,885,935
Meats, Poultry, Fish, and Eggs		65	\$678.85	\$59,813,911
Dairy Products		65	\$320.94	\$28,278,393
Fruits and Vegetables		63	\$497.43	\$43,828,967
Snacks and Other Food at Home (10)		65	\$1,016.67	\$89,578,908
Food Away from Home		63	\$2,042.27	\$179,945,101
Alcoholic Beverages		64	\$367.01	\$32,337,264
Nonalcoholic Beverages at Home		66	\$288.31	\$25,402,958

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Ring: 5 miles radius

John Riesenber (405) 297-8974
Latitude: 35.4394
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	53	\$915.44	\$80,659,256
Vehicle Loans	64	\$3,161.10	\$278,525,191
Health			
Nonprescription Drugs	65	\$66.59	\$5,867,464
Prescription Drugs	66	\$327.80	\$28,882,594
Eyeglasses and Contact Lenses	61	\$47.04	\$4,144,866
Home			
Mortgage Payment and Basics (11)	53	\$4,937.87	\$435,077,090
Maintenance and Remodeling Services	51	\$1,009.07	\$88,909,574
Maintenance and Remodeling Materials (12)	53	\$197.90	\$17,437,363
Utilities, Fuel, and Public Services	66	\$2,978.33	\$262,421,362
Household Furnishings and Equipment			
Household Textiles (13)	60	\$79.49	\$7,003,904
Furniture	59	\$355.09	\$31,287,014
Floor Coverings	56	\$42.28	\$3,725,132
Major Appliances (14)	59	\$178.85	\$15,758,666
Housewares (15)	55	\$47.11	\$4,151,190
Small Appliances	64	\$20.82	\$1,834,249
Luggage	57	\$5.24	\$461,575
Telephones and Accessories	45	\$19.22	\$1,693,405
Household Operations			
Child Care	60	\$276.24	\$24,339,135
Lawn and Garden (16)	55	\$230.44	\$20,303,908
Moving/Storage/Freight Express	59	\$35.57	\$3,133,975
Housekeeping Supplies (17)	64	\$450.05	\$39,653,671
Insurance			
Owners and Renters Insurance	59	\$271.42	\$23,914,576
Vehicle Insurance	63	\$737.85	\$65,012,418
Life/Other Insurance	59	\$244.77	\$21,566,462
Health Insurance	63	\$1,225.93	\$108,017,348
Personal Care Products (18)	64	\$255.04	\$22,471,322
School Books and Supplies (19)	73	\$77.97	\$6,869,848
Smoking Products	74	\$314.94	\$27,749,029
Transportation			
Vehicle Purchases (Net Outlay) (20)	63	\$2,753.46	\$242,608,231
Gasoline and Motor Oil	66	\$1,903.36	\$167,705,352
Vehicle Maintenance and Repairs	62	\$586.25	\$51,654,754
Travel			
Airline Fares	54	\$246.45	\$21,714,823
Lodging on Trips	53	\$233.07	\$20,535,680
Auto/Truck/Van Rental on Trips	53	\$19.64	\$1,730,407
Food and Drink on Trips	56	\$243.04	\$21,414,057

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Ring: 5 miles radius

John Riesenber (405) 297-8974
Latitude: 35.4394
Longitude: -97.52145

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail MarketPlace Profile

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Ring: 1 mile radius

John Riesenber (405) 297-8974
Latitude: 35.4394
Longitude: -97.52145

Summary Demographics

2010 Population	11,114
2010 Households	3,693
2010 Median Disposable Income	\$22,073
2010 Per Capita Income	\$11,852

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$50,830,348	\$92,968,117	\$-42,137,769	-29.3	166
Total Retail Trade	44-45	\$43,440,671	\$83,810,604	\$-40,369,933	-31.7	133
Total Food & Drink	722	\$7,389,677	\$9,157,513	\$-1,767,836	-10.7	32

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,311,360	\$47,629,799	\$-37,318,439	-64.4	65
Automobile Dealers	4411	\$9,083,447	\$42,455,408	\$-33,371,961	-64.8	49
Other Motor Vehicle Dealers	4412	\$633,998	\$2,285,017	\$-1,651,019	-56.6	3
Auto Parts, Accessories & Tire Stores	4413	\$593,916	\$2,889,375	\$-2,295,459	-65.9	13
Furniture & Home Furnishings Stores	442	\$1,371,828	\$3,718,000	\$-2,346,171	-46.1	3
Furniture Stores	4421	\$874,433	\$3,718,000	\$-2,843,567	-61.9	3
Home Furnishings Stores	4422	\$497,396	\$0	\$497,396	100.0	0
Electronics & Appliance Stores	4431	\$1,500,289	\$805,352	\$694,937	30.1	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,550,591	\$957,091	\$593,500	23.7	8
Bldg Material & Supplies Dealers	4441	\$1,341,181	\$800,517	\$540,664	25.2	7
Lawn & Garden Equip & Supply Stores	4442	\$209,410	\$156,574	\$52,836	14.4	1
Food & Beverage Stores	445	\$6,955,149	\$8,433,217	\$-1,478,068	-9.6	21
Grocery Stores	4451	\$6,408,236	\$7,434,319	\$-1,026,083	-7.4	17
Specialty Food Stores	4452	\$117,083	\$386,191	\$-269,107	-53.5	2
Beer, Wine & Liquor Stores	4453	\$429,830	\$612,708	\$-182,877	-17.5	3
Health & Personal Care Stores	446,4461	\$1,795,641	\$117,268	\$1,678,373	87.7	1
Gasoline Stations	447,4471	\$7,786,613	\$13,935,239	\$-6,148,626	-28.3	8
Clothing & Clothing Accessories Stores	448	\$1,894,433	\$4,134,880	\$-2,240,447	-37.2	9
Clothing Stores	4481	\$1,526,777	\$3,588,223	\$-2,061,446	-40.3	6
Shoe Stores	4482	\$190,422	\$368,676	\$-178,254	-31.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$177,234	\$177,981	\$-747	-0.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$470,868	\$119,189	\$351,679	59.6	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$236,032	\$119,189	\$116,843	32.9	3
Book, Periodical & Music Stores	4512	\$234,836	\$0	\$234,836	100.0	0
General Merchandise Stores	452	\$7,928,587	\$3,356,386	\$4,572,202	40.5	2
Department Stores Excluding Leased Depts.	4521	\$2,722,221	\$194,652	\$2,527,570	86.7	1
Other General Merchandise Stores	4529	\$5,206,366	\$3,161,734	\$2,044,632	24.4	1
Miscellaneous Store Retailers	453	\$883,750	\$604,183	\$279,567	18.8	8
Florists	4531	\$45,516	\$62,022	\$-16,506	-15.3	1
Office Supplies, Stationery & Gift Stores	4532	\$307,873	\$161,890	\$145,983	31.1	2
Used Merchandise Stores	4533	\$71,024	\$0	\$71,024	100.0	0
Other Miscellaneous Store Retailers	4539	\$459,338	\$380,271	\$79,067	9.4	5
Nonstore Retailers	454	\$991,561	\$0	\$991,561	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$466,349	\$0	\$466,349	100.0	0
Vending Machine Operators	4542	\$100,737	\$0	\$100,737	100.0	0
Direct Selling Establishments	4543	\$424,475	\$0	\$424,475	100.0	0
Food Services & Drinking Places	722	\$7,389,677	\$9,157,513	\$-1,767,836	-10.7	32
Full-Service Restaurants	7221	\$2,909,057	\$4,703,228	\$-1,794,171	-23.6	19
Limited-Service Eating Places	7222	\$3,963,789	\$3,208,638	\$755,151	10.5	5
Special Food Services	7223	\$321,952	\$332,925	\$-10,973	-1.7	1
Drinking Places - Alcoholic Beverages	7224	\$194,879	\$912,722	\$-717,843	-64.8	8

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. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

February 02, 2012

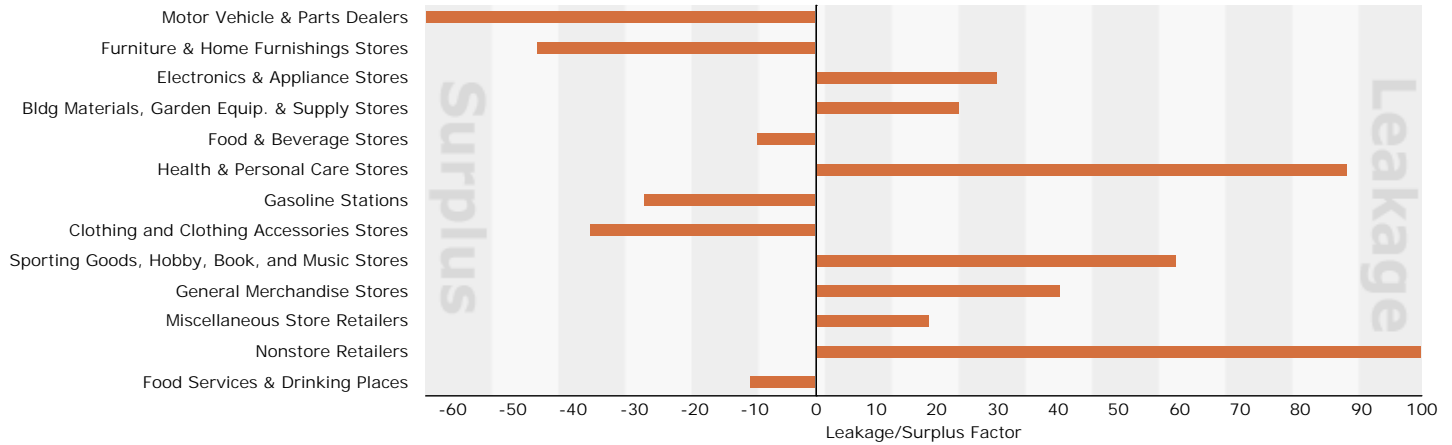
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Retail MarketPlace Profile

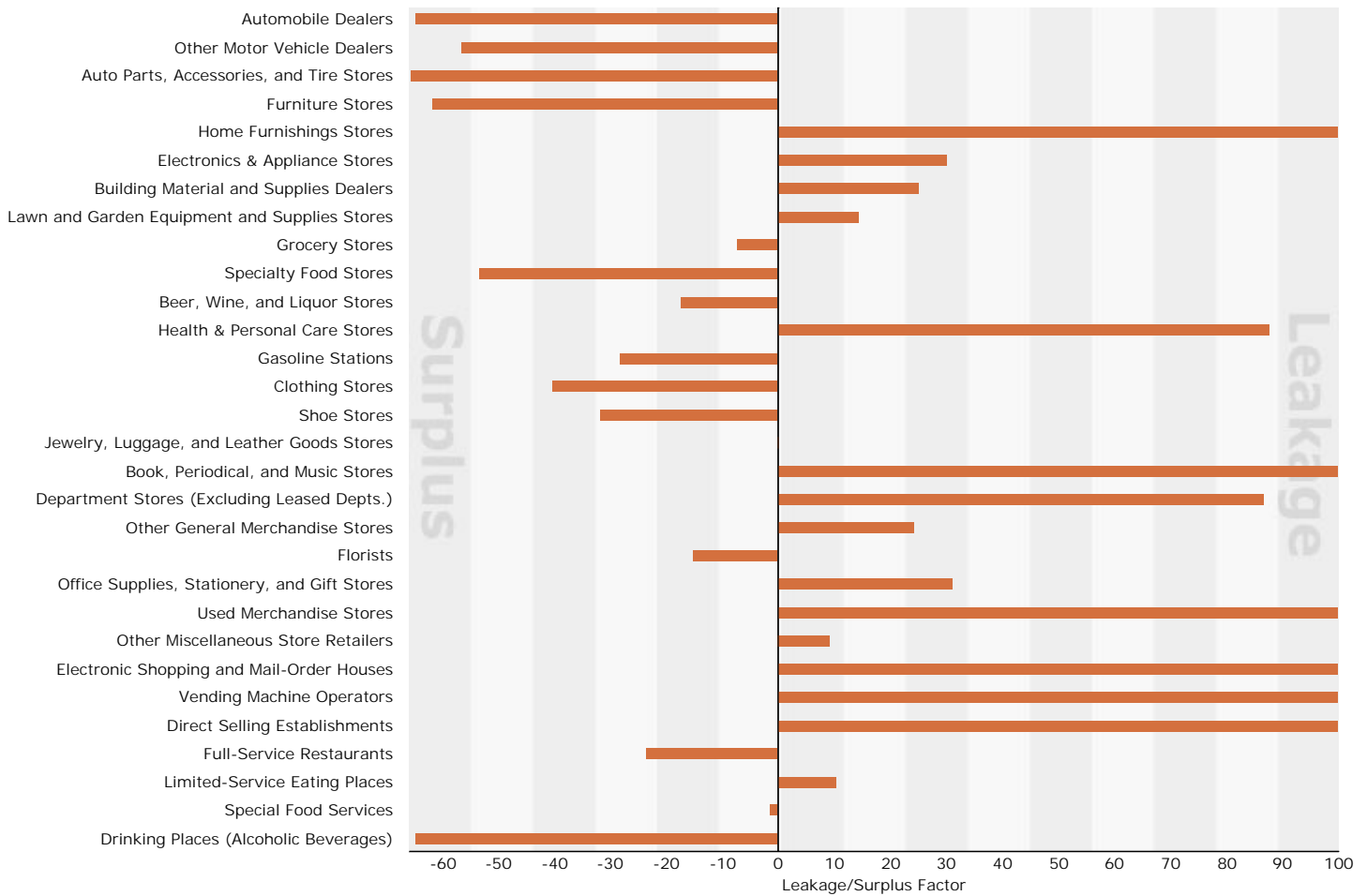
SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Ring: 1 mile radius

John Riesenber (405) 297-8974
Latitude: 35.4394
Longitude: -97.52145

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Retail MarketPlace Profile

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Ring: 5 miles radius

John Riesenber (405) 297-8974
Latitude: 35.4394
Longitude: -97.52145

Summary Demographics

2010 Population	220,224
2010 Households	88,110
2010 Median Disposable Income	\$28,072
2010 Per Capita Income	\$17,246

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,438,938,017	\$3,125,123,848	\$-1,686,185,831	-36.9	2,389
Total Retail Trade	44-45	\$1,223,646,242	\$2,754,675,430	\$-1,531,029,188	-38.5	1,752
Total Food & Drink	722	\$215,291,775	\$370,448,418	\$-155,156,643	-26.5	637

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$287,201,095	\$1,222,499,190	\$-935,298,095	-62.0	366
Automobile Dealers	4411	\$250,637,522	\$1,145,844,110	\$-895,206,587	-64.1	221
Other Motor Vehicle Dealers	4412	\$19,484,604	\$22,231,919	\$-2,747,315	-6.6	36
Auto Parts, Accessories & Tire Stores	4413	\$17,078,969	\$54,423,162	\$-37,344,192	-52.2	109
Furniture & Home Furnishings Stores	442	\$38,958,050	\$104,694,734	\$-65,736,684	-45.8	91
Furniture Stores	4421	\$24,513,237	\$62,087,637	\$-37,574,401	-43.4	36
Home Furnishings Stores	4422	\$14,444,813	\$42,607,096	\$-28,162,283	-49.4	55
Electronics & Appliance Stores	4431	\$43,009,598	\$79,822,348	\$-36,812,750	-30.0	90
Bldg Materials, Garden Equip. & Supply Stores	444	\$45,850,959	\$118,954,241	\$-73,103,282	-44.4	148
Bldg Material & Supplies Dealers	4441	\$39,663,862	\$94,943,776	\$-55,279,914	-41.1	117
Lawn & Garden Equip & Supply Stores	4442	\$6,187,097	\$24,010,465	\$-17,823,367	-59.0	31
Food & Beverage Stores	445	\$195,548,962	\$274,999,591	\$-79,450,629	-16.9	243
Grocery Stores	4451	\$179,063,974	\$251,176,408	\$-72,112,434	-16.8	174
Specialty Food Stores	4452	\$3,212,857	\$8,118,583	\$-4,905,726	-43.3	26
Beer, Wine & Liquor Stores	4453	\$13,272,131	\$15,704,601	\$-2,432,469	-8.4	43
Health & Personal Care Stores	446,4461	\$50,564,773	\$121,497,315	\$-70,932,541	-41.2	97
Gasoline Stations	447,4471	\$214,000,010	\$341,229,681	\$-127,229,671	-22.9	104
Clothing & Clothing Accessories Stores	448	\$54,132,146	\$65,836,136	\$-11,703,990	-9.8	158
Clothing Stores	4481	\$43,344,567	\$48,873,450	\$-5,528,883	-6.0	105
Shoe Stores	4482	\$5,224,537	\$9,118,112	\$-3,893,574	-27.1	22
Jewelry, Luggage & Leather Goods Stores	4483	\$5,563,042	\$7,844,575	\$-2,281,533	-17.0	31
Sporting Goods, Hobby, Book & Music Stores	451	\$14,499,371	\$18,812,614	\$-4,313,243	-12.9	94
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,998,960	\$14,685,342	\$-7,686,382	-35.4	79
Book, Periodical & Music Stores	4512	\$7,500,411	\$4,127,271	\$3,373,139	29.0	15
General Merchandise Stores	452	\$225,926,011	\$311,998,031	\$-86,072,020	-16.0	70
Department Stores Excluding Leased Depts.	4521	\$80,964,485	\$78,457,645	\$2,506,839	1.6	18
Other General Merchandise Stores	4529	\$144,961,526	\$233,540,386	\$-88,578,860	-23.4	52
Miscellaneous Store Retailers	453	\$26,077,528	\$77,691,305	\$-51,613,777	-49.7	262
Florists	4531	\$1,343,818	\$3,710,854	\$-2,367,036	-46.8	27
Office Supplies, Stationery & Gift Stores	4532	\$9,339,542	\$15,896,952	\$-6,557,409	-26.0	58
Used Merchandise Stores	4533	\$2,038,440	\$4,403,402	\$-2,364,962	-36.7	71
Other Miscellaneous Store Retailers	4539	\$13,355,727	\$53,680,097	\$-40,324,370	-60.2	106
Nonstore Retailers	454	\$27,877,739	\$16,640,245	\$11,237,494	25.2	28
Electronic Shopping & Mail-Order Houses	4541	\$12,616,799	\$647,539	\$11,969,260	90.2	1
Vending Machine Operators	4542	\$2,705,651	\$7,293,064	\$-4,587,413	-45.9	11
Direct Selling Establishments	4543	\$12,555,288	\$8,699,642	\$3,855,647	18.1	16
Food Services & Drinking Places	722	\$215,291,775	\$370,448,418	\$-155,156,643	-26.5	637
Full-Service Restaurants	7221	\$85,837,060	\$164,725,100	\$-78,888,040	-31.5	372
Limited-Service Eating Places	7222	\$114,380,062	\$166,793,362	\$-52,413,299	-18.6	172
Special Food Services	7223	\$8,940,593	\$23,942,498	\$-15,001,904	-45.6	26
Drinking Places - Alcoholic Beverages	7224	\$6,134,059	\$14,987,459	\$-8,853,400	-41.9	67

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. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

February 02, 2012

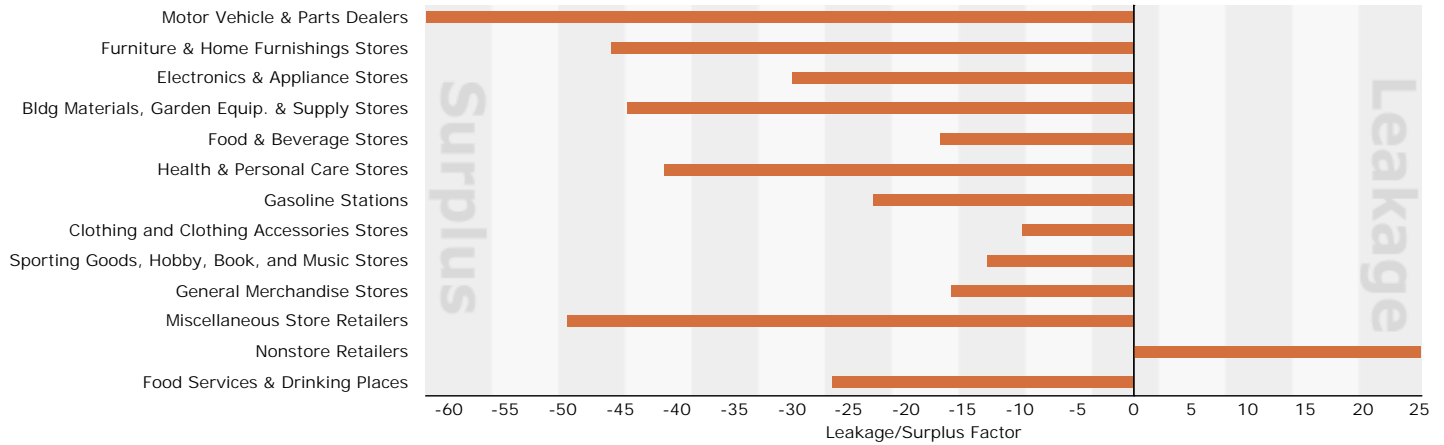
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Retail MarketPlace Profile

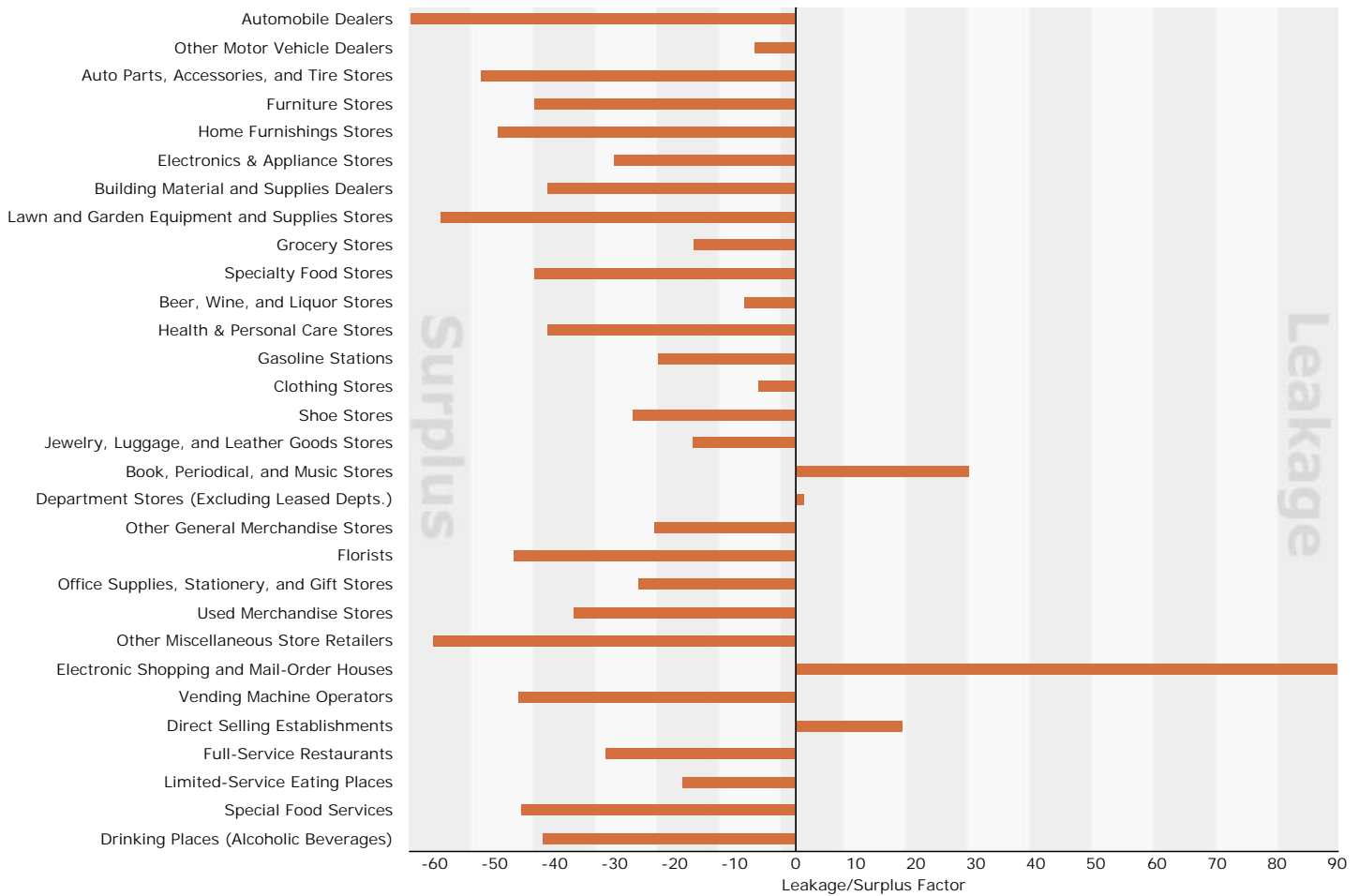
SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
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Leakage/Surplus Factor by Industry Subsector



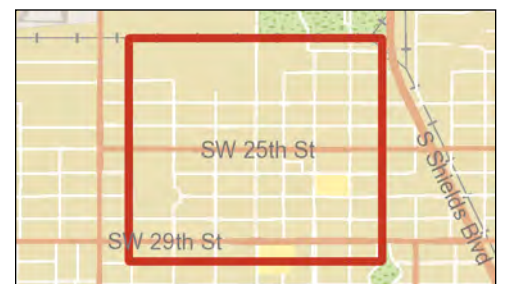
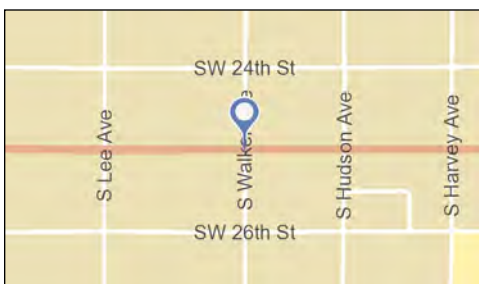
Leakage/Surplus Factor by Industry Group



Site Map on Satellite Imagery - 0.8 Miles Wide

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
Ring: 1, 5 Miles

John Riesenber (405) 297-8974
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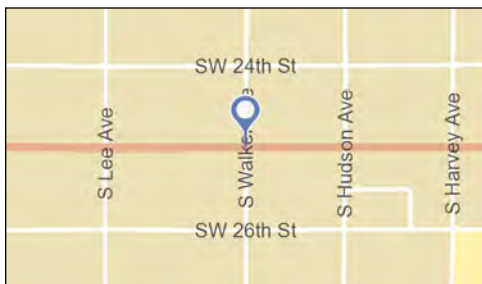
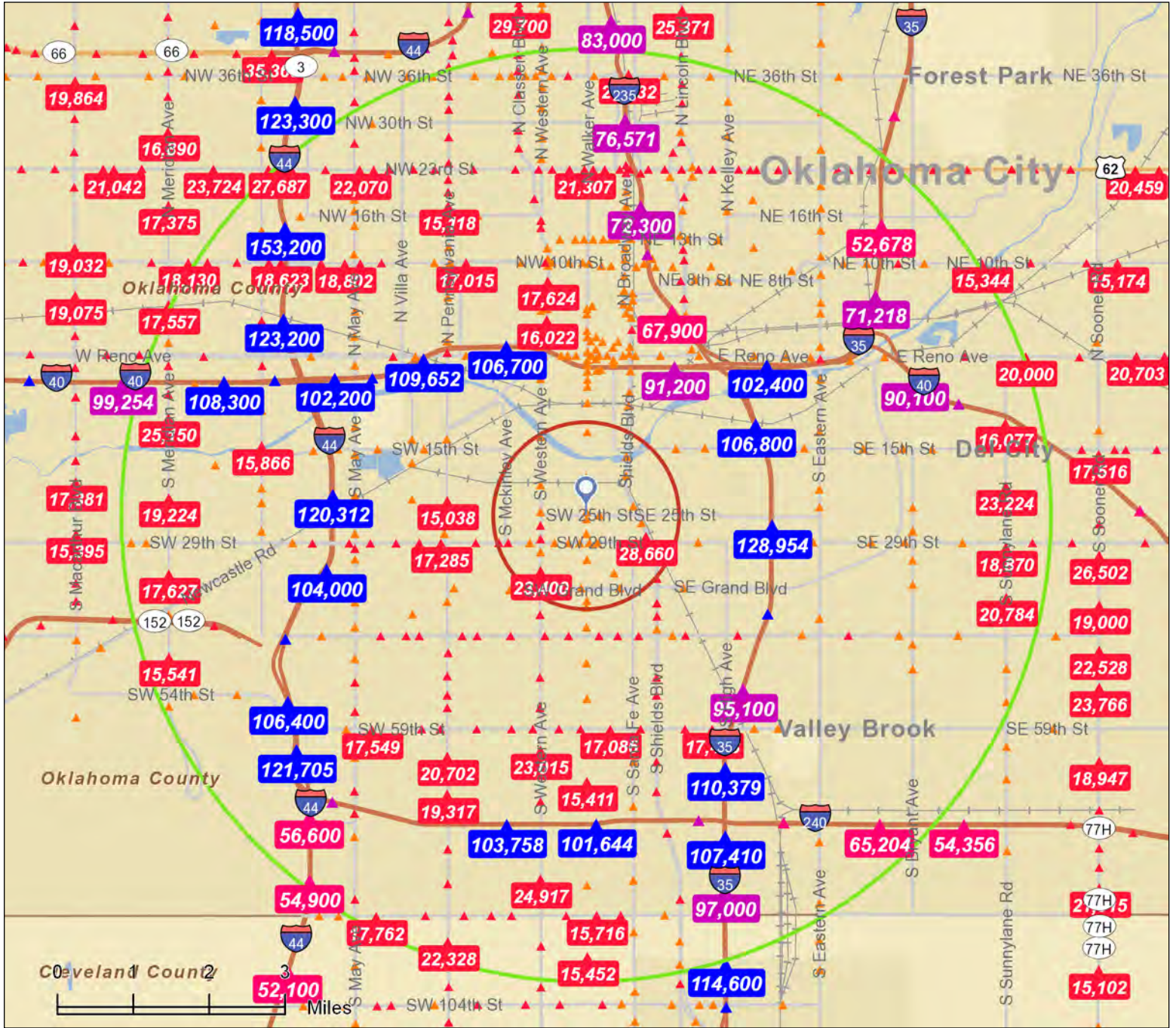
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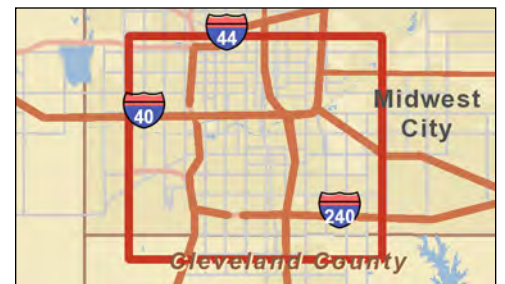
Traffic Count Map

SW 25th St and S Walker Ave, Oklahoma City, OK, 73109
 SW 25th St & S Walker Ave, Oklahoma City, OK, 73109
 Ring: 1, 5 Miles

John Riesenber (405) 297-8974
 Latitude: 35.4394
 Longitude: -97.52145



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



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