

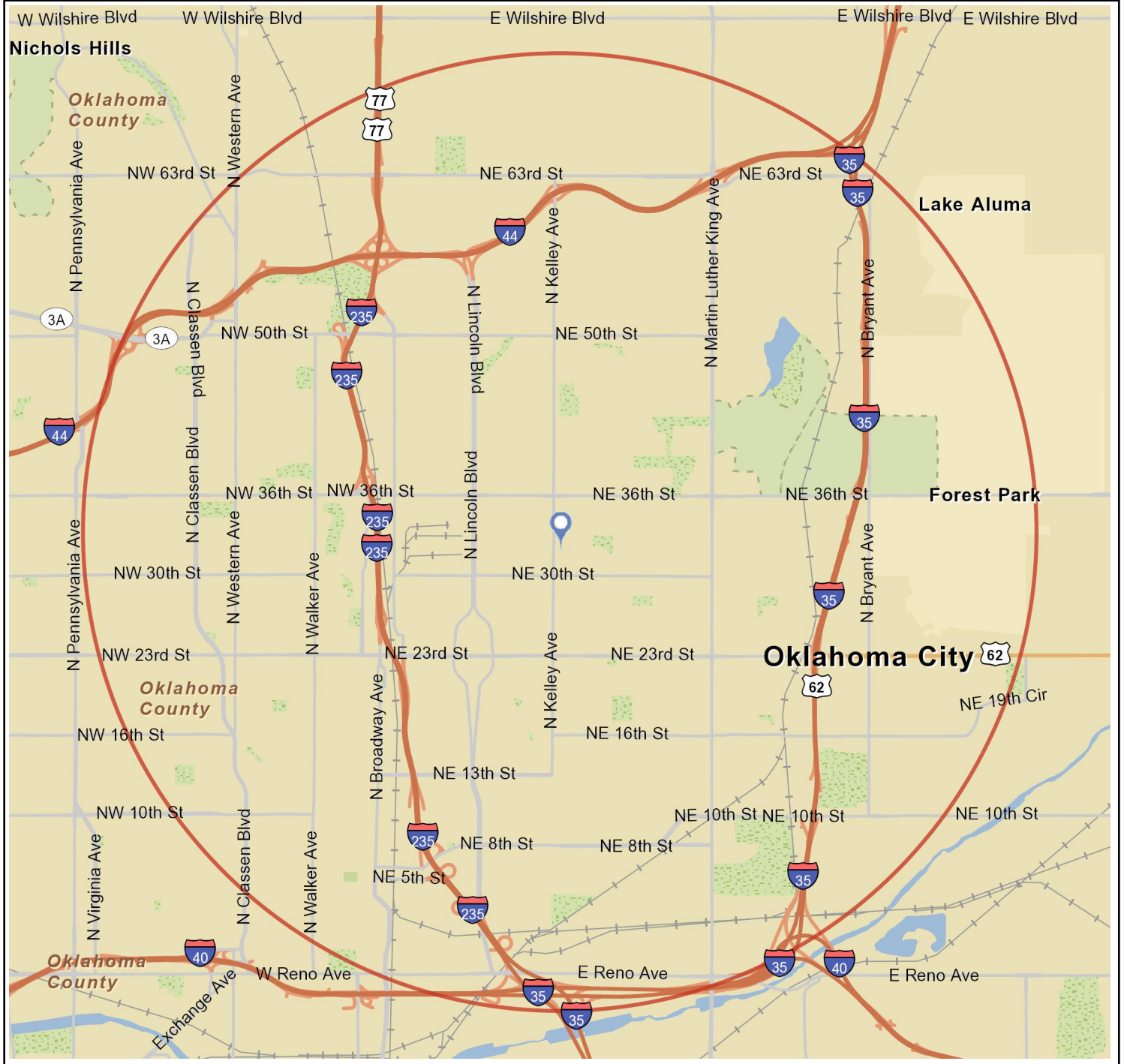
3400 - 3 Miles

Latitude: 35.504414

Longitude: -97.493674

Rings: 3 Miles

Site Type: Ring



This site is located in:

City: Oklahoma City

State: Oklahoma

ZIP Code: 73111

County: Oklahoma County

Census Tract: 40109100400

Census Block Group: 401091004003



3400 - 3 Miles

Latitude: 35.504414  
Longitude: -97.493674  
Radius: 3 Miles

Site Type: Ring

Demographic Summary	2009	2014
Population	55,075	55,915
Households	24,494	25,179
Families	11,946	11,982
Median Age	36.7	37.1
Median Household Income	\$29,666	\$30,774

	Spending Potential Index	Average Amount Spent	Total
<b>Products</b>			
Vehicle Coolant/Brake/Transmission Fluids	67	\$3.29	\$80,498
Gasoline	64	\$1,703.44	\$41,723,939
Motor Oil	62	\$7.58	\$185,724
Vehicle Parts/Equipment and Accessories	60	\$35.08	\$859,270
Tire Purchase/Replacement	60	\$82.31	\$2,016,214
Vehicle Audio/Video Equipment and Installation	64	\$4.94	\$121,001
Vehicle Cleaning Products and Services	61	\$4.55	\$111,331
<b>Services</b>			
Auto Repair Service Policy	58	\$8.76	\$214,687
Membership Fees for Automobile Service Clubs	57	\$13.50	\$330,703
Global Positioning Services	60	\$1.24	\$30,495
Vehicle Air Conditioning Repair	64	\$11.49	\$281,389
Vehicle Body Work and Painting	62	\$26.27	\$643,478
Vehicle Brake Work	62	\$49.09	\$1,202,532
Vehicle Clutch/Transmission Repair	61	\$35.51	\$869,680
Vehicle Cooling System Repair	63	\$18.42	\$451,070
Vehicle Drive Shaft and Rear-end Repair	62	\$5.50	\$134,688
Vehicle Electrical System Repair	64	\$21.15	\$518,049
Vehicle Exhaust System Repair	66	\$8.93	\$218,811
Vehicle Front End Alignment/Wheel Balance & Rotation	66	\$11.42	\$279,731
Lube/Oil Change and Oil Filters	63	\$56.36	\$1,380,547
Vehicle Motor Repair/Replacement	60	\$53.48	\$1,309,852
Vehicle Motor Tune-up	59	\$38.95	\$954,158
Vehicle Shock Absorber Replacement	62	\$4.10	\$100,484
Vehicle Steering/Front End Repair	63	\$15.61	\$382,470
Tire Repair and Other Repair Work	61	\$37.36	\$914,974

**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.

**Source:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.



3400 - 3 Miles

Latitude: 35.504414

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Radius: 3 Miles

Site Type: Ring

Demographic Summary	2009	2014
Population	55,075	55,915
Households	24,494	25,179
Families	11,946	11,982
Median Household Income	\$29,666	\$30,774
Males per 100 Females	95.3	95.9
<b>Population by Age</b>		
Population <5 Years	6.5%	6.5%
Population 5 - 17 Years	15.6%	15.2%
Population 65+ Years	13.5%	15.2%
Median Age	36.7	37.1

	Spending Potential Index	Average Amount Spent	Total
<b>Health Care</b>	64	\$2,397.31	\$58,719,617
<b>Medical Care</b>	63	\$1,165.90	\$28,557,519
Physician Services	61	\$137.51	\$3,368,166
Dental Services	58	\$198.52	\$4,862,442
Eyecare Services	60	\$31.61	\$774,219
Lab Tests, X-Rays	60	\$36.31	\$889,273
Hospital Room and Hospital Service	67	\$87.16	\$2,134,965
Convalescent or Nursing Home Care	64	\$20.71	\$507,204
Other Medical Services <sup>1</sup>	58	\$56.30	\$1,378,960
Nonprescription Drugs	63	\$65.51	\$1,604,644
Prescription Drugs	67	\$370.57	\$9,076,684
Nonprescription Vitamins	65	\$37.17	\$910,418
Medicare Prescription Drug Premium	76	\$27.90	\$683,468
Eyeglasses and Contact Lenses	61	\$45.88	\$1,123,805
Hearing Aids	62	\$13.25	\$324,440
Medical Equipment for General Use	66	\$4.34	\$106,269
Other Medical Supplies <sup>2</sup>	64	\$33.17	\$812,560
<b>Health Insurance</b>	64	\$1,231.41	\$30,162,098
Blue Cross/Blue Shield	62	\$347.49	\$8,511,347
Commercial Health Insurance	61	\$226.41	\$5,545,670
Health Maintenance Organization	60	\$214.10	\$5,244,058
Medicare Payments	73	\$284.85	\$6,977,062
Long Term Care Insurance	62	\$39.48	\$967,108
Other Health Insurance <sup>3</sup>	68	\$119.08	\$2,916,852

**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.

<sup>1</sup> **Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services.

<sup>2</sup> **Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

<sup>3</sup> **Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.



# Pets and Products Market Potential

Prepared by Marc Weinmeister at CommercialOKC.com

3400 - 3 Miles

Latitude: 35.504414

Longitude: -97.493674

Radius: 3 Miles

Site Type: Ring

Demographic Summary	2009	2014
Population	55,075	55,915
Population 18+	42,895	43,788
Households	24,494	25,179
Median Household Income	\$29,666	\$30,774

Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	8,737	35.7%	75
HH owns any bird	588	2.4%	88
HH owns any cat	4,325	17.7%	76
HH owns any dog	6,509	26.6%	77
HH owns 1 cat	2,460	10.0%	80
HH owns 2+ cats	2,173	8.9%	80
HH owns 1 dog	4,456	18.2%	84
HH owns 2+ dogs	2,077	8.5%	65
HH used canned cat food in last 6 months	2,556	10.4%	85
HH used <5 cans of cat food in last 7 days	1,236	5.0%	90
HH used 8+ cans of cat food in last 7 days	927	3.8%	99
HH used packaged dry cat food in last 6 months	4,384	17.9%	77
HH used <5 pounds of packaged dry cat food last mo	1,703	7.0%	84
HH used 9+ pounds of packaged dry cat food last mo	2,117	8.6%	82
HH used cat treats in last 6 months	2,306	9.4%	93
HH used cat litter in last 6 months	4,266	17.4%	85
HH used canned dog food in last 6 months	2,694	11.0%	87
HH used packaged dry dog food in last 6 months	6,357	26.0%	77
HH used <10 pounds of pkgd dry dog food last month	3,189	13.0%	85
HH used 25+ pounds of pkgd dry dog food last month	1,786	7.3%	68
HH used dog biscuits/treats in last 6 months	5,099	20.8%	76
HH used <3 packages of dog biscuits/treats last mo	3,525	14.4%	72
HH used 3+ packages of dog biscuits/treats last mo	1,618	6.6%	86
HH used flea/tick care prod for cat/dog last 12 mo	6,341	25.9%	82
HH member took pet to vet in last 12 mo: 1 time	2,285	9.3%	81
HH member took pet to vet in last 12 mo: 2 times	1,925	7.9%	78
HH member took pet to vet in last 12 mo: 3 times	992	4.0%	76
HH member took pet to vet in last 12 mo: 4 times	698	2.8%	78
HH member took pet to vet in last 12 mo: 5+ times	989	4.0%	80
Bought pet food from vet in last 12 months	878	3.6%	83
Bought flea control product from vet in last 12 mo	2,245	9.2%	75

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



# Recreation Expenditures

Prepared by Marc Weinmeister at CommercialOKC.com

3400 - 3 Miles

Latitude: 35.504414

Longitude: -97.493674

Radius: 3 Miles

Site Type: Ring

Demographic Summary	2009	2014
Population	55,075	55,915
Households	24,494	25,179
Families	11,946	11,982
Median Age	36.7	37.1
Median Household Income	\$29,666	\$30,774

	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	58	\$358.66	\$8,785,049
Admission to Movies, Theater, Opera, Ballet	61	\$93.22	\$2,283,289
Admission to Sporting Events, excl. Trips	56	\$32.99	\$807,974
Fees for Participant Sports, excl. Trips	58	\$64.04	\$1,568,559
Fees for Recreational Lessons	51	\$67.17	\$1,645,160
Membership Fees for Social/Recreation/Civic Clubs	59	\$100.76	\$2,468,102
Dating Services	62	\$0.49	\$11,965
Rental of Video Cassettes and DVDs	64	\$28.32	\$693,698
<b>Toys &amp; Games</b>	63	\$81.90	\$2,006,045
Toys and Playground Equipment	63	\$78.50	\$1,922,727
Play Arcade Pinball/Video Games	68	\$1.85	\$45,233
Online Entertainment and Games	68	\$1.55	\$38,086
<b>Recreational Vehicles and Fees</b>	47	\$165.23	\$4,047,145
Docking and Landing Fees for Boats and Planes	58	\$4.78	\$117,159
Camp Fees	51	\$21.21	\$519,404
Purchase of RVs or Boats	45	\$135.31	\$3,314,276
Rental of RVs or Boats	57	\$3.93	\$96,306
<b>Sports, Recreation and Exercise Equipment</b>	43	\$86.00	\$2,106,401
Exercise Equipment and Gear, Game Tables	42	\$41.87	\$1,025,499
Bicycles	58	\$10.89	\$266,861
Camping Equipment	30	\$3.96	\$96,878
Hunting and Fishing Equipment	36	\$14.17	\$347,106
Winter Sports Equipment	44	\$2.66	\$65,045
Water Sports Equipment	54	\$3.91	\$95,772
Other Sports Equipment	59	\$6.47	\$158,519
Rental/Repair of Sports/Recreation/Exercise Equipment	52	\$2.07	\$50,721
<b>Photographic Equipment and Supplies</b>	57	\$67.13	\$1,644,329
Film	61	\$6.97	\$170,610
Film Processing	58	\$15.06	\$368,944
Photographic Equipment	58	\$26.81	\$656,707
Photographer Fees/Other Supplies & Equip Rental/Repair	56	\$18.29	\$448,068
<b>Reading</b>	61	\$99.72	\$2,442,434
Magazine/Newspaper Subscriptions	61	\$40.02	\$980,184
Magazine/Newspaper Single Copies	68	\$13.38	\$327,702
Books	60	\$46.32	\$1,134,547

**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:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.



3400 - 3 Miles

Latitude: 35.504414

Longitude: -97.493674

Radius: 3 Miles

Site Type: Ring

Demographic Summary	2009	2014
Population	55,075	55,915
Population 18+	42,895	43,788
Households	24,494	25,179
Median Household Income	\$29,666	\$30,774

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	29,437	68.6%	94
Family restaurant/steak house last month: <2 times	10,651	24.8%	95
Family restaurant/steak house last month: 2-4times	10,825	25.2%	92
Family restaurant/steak house last month: 5+ times	7,955	18.5%	95
Family restaurant/steak house last 6 months: breakfast	5,394	12.6%	105
Family restaurant/steak house last 6 months: lunch	10,553	24.6%	97
Family restaurant/steak house last 6 months: snack	1,339	3.1%	112
Family restaurant/steak house last 6 months: dinner	20,068	46.8%	88
Family restaurant/steak house last 6 months: weekday	14,346	33.4%	86
Family restaurant/steak house last 6 months: weekend	17,660	41.2%	93
Family restaurant/steak house last 6 months: Applebee`s	10,492	24.5%	95
Family restaurant/steak house last 6 months: Bennigan`s	1,420	3.3%	115
Family restaurant/steak house last 6 months: Bob Evans Farm	1,950	4.5%	99
Family restaurant/steak house last 6 months: Cheesecake Factory	2,168	5.1%	77
Family restaurant/steak house last 6 months: Chili`s Grill & Bar	3,735	8.7%	78
Family restaurant/steak house last 6 months: Cracker Barrel	4,740	11.1%	91
Family restaurant/steak house last 6 months: Denny`s	3,963	9.2%	98
Family restaurant/steak house last 6 months: Friendly`s	1,602	3.7%	99
Family restaurant/steak house last 6 months: Golden Corral	4,103	9.6%	124
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	4,406	10.3%	92
Family restaurant/steak house last 6 months: Lone Star Steakhouse	1,201	2.8%	92
Family restaurant/steak house last 6 months: Old Country Buffet	1,893	4.4%	140
Family restaurant/steak house last 6 months: Olive Garden	6,124	14.3%	84
Family restaurant/steak house last 6 months: Outback Steakhouse	4,542	10.6%	89
Family restaurant/steak house last 6 months: Perkins	1,692	3.9%	106
Family restaurant/steak house last 6 months: Red Lobster	6,136	14.3%	99
Family restaurant/steak house last 6 months: Red Robin	1,823	4.3%	86
Family restaurant/steak house last 6 months: Ruby Tuesday	3,260	7.6%	85
Family restaurant/steak house last 6 months: Ryan`s	3,084	7.2%	159
Family restaurant/steak house last 6 months: Sizzler	1,200	2.8%	89
Family restaurant/steak house last 6 months: T.G.I. Friday`s	4,464	10.4%	98
Went to fast food/drive-in restaurant in last 6 months	37,544	87.5%	98
Went to fast food/drive-in restaurant <5 times/month	13,038	30.4%	99
Went to fast food/drive-in restaurant 5-12 times/month	12,152	28.3%	90
Went to fast food/drive-in restaurant 13+ times/month	12,353	28.8%	104
Fast food/drive-in last 6 months: breakfast	11,479	26.8%	96
Fast food/drive-in last 6 months: lunch	23,105	53.9%	91
Fast food/drive-in last 6 months: snack	7,370	17.2%	96
Fast food/drive-in last 6 months: dinner	19,756	46.1%	94

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



3400 - 3 Miles

Latitude: 35.504414  
Longitude: -97.493674  
Radius: 3 Miles

Site Type: Ring

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	26,550	61.9%	92
Fast food/drive-in last 6 months: weekend	20,445	47.7%	98
Fast food/drive-in last 6 months: A & W	2,186	5.1%	100
Fast food/drive-in last 6 months: Arby's	8,272	19.3%	92
Fast food/drive-in last 6 months: Boston Market	2,174	5.1%	95
Fast food/drive-in last 6 months: Burger King	16,413	38.3%	103
Fast food/drive-in last 6 months: Captain D's	3,385	7.9%	145
Fast food/drive-in last 6 months: Carl's Jr.	2,115	4.9%	84
Fast food/drive-in last 6 months: Checkers	1,644	3.8%	113
Fast food/drive-in last 6 months: Chick-fil-A	5,447	12.7%	101
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	1,981	4.6%	85
Fast food/drive-in last 6 months: Chuck E. Cheese's	2,175	5.1%	110
Fast food/drive-in last 6 months: Church's Fr. Chicken	3,659	8.5%	191
Fast food/drive-in last 6 months: Dairy Queen	6,421	15.0%	90
Fast food/drive-in last 6 months: Del Taco	1,202	2.8%	86
Fast food/drive-in last 6 months: Domino's Pizza	6,242	14.6%	103
Fast food/drive-in last 6 months: Dunkin' Donuts	3,773	8.8%	76
Fast food/drive-in last 6 months: Fuddruckers	1,026	2.4%	83
Fast food/drive-in last 6 months: Hardee's	4,004	9.3%	119
Fast food/drive-in last 6 months: Jack in the Box	3,871	9.0%	83
Fast food/drive-in last 6 months: KFC	12,696	29.6%	102
Fast food/drive-in last 6 months: Little Caesars	3,230	7.5%	110
Fast food/drive-in last 6 months: Long John Silver's	3,493	8.1%	112
Fast food/drive-in last 6 months: McDonald's	24,079	56.1%	99
Fast food/drive-in last 6 months: Panera Bread	3,807	8.9%	95
Fast food/drive-in last 6 months: Papa John's	4,092	9.5%	106
Fast food/drive-in last 6 months: Pizza Hut	10,080	23.5%	100
Fast food/drive-in last 6 months: Popeyes	4,371	10.2%	141
Fast food/drive-in last 6 months: Quiznos	3,331	7.8%	81
Fast food/drive-in last 6 months: Sonic Drive-In	5,040	11.8%	102
Fast food/drive-in last 6 months: Starbucks	5,519	12.9%	88
Fast food/drive-in last 6 months: Steak n Shake	2,509	5.8%	107
Fast food/drive-in last 6 months: Subway	12,494	29.1%	92
Fast food/drive-in last 6 months: Taco Bell	12,758	29.7%	93
Fast food/drive-in last 6 months: Wendy's	14,621	34.1%	105
Fast food/drive-in last 6 months: Whataburger	1,492	3.5%	77
Fast food/drive-in last 6 months: White Castle	2,126	5.0%	114
Fast food/drive-in last 6 months: eat in	14,184	33.1%	86
Fast food/drive-in last 6 months: home delivery	5,081	11.8%	106
Fast food/drive-in last 6 months: take-out/drive-thru	21,298	49.7%	95
Fast food/drive-in last 6 months: take-out/walk-in	11,365	26.5%	108

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



# Retail Goods and Services Expenditures

Prepared by Marc Weinmeister at CommercialOKC.com

3400 - 3 Miles

Latitude: 35.504414

Longitude: -97.493674

Radius: 3 Miles

Site Type: Ring

Top Tapestry Segments:		Demographic Summary		
			2009	2014
Modest Income Homes	22.4%	Population	55,075	55,915
Great Expectations	11.8%	Households	24,494	25,179
Metropolitans	10.1%	Families	11,946	11,982
Social Security Set	9.7%	Median Age	36.7	37.1
City Dimensions	7.9%	Median Household Income	\$29,666	\$30,774

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	45	\$1,115.74	\$27,328,840
Men's	42	\$200.72	\$4,916,376
Women's	40	\$343.66	\$8,417,607
Children's	47	\$195.16	\$4,780,198
Footwear	31	\$134.94	\$3,305,228
Watches & Jewelry	60	\$127.93	\$3,133,441
Apparel Products and Services <sup>1</sup>	112	\$113.33	\$2,775,989
<b>Computer</b>			
Computers and Hardware for Home Use	61	\$122.78	\$3,007,402
Software and Accessories for Home Use	59	\$16.84	\$412,497
<b>Entertainment &amp; Recreation</b>	60	\$1,948.43	\$47,724,747
<b>Fees and Admissions</b>	58	\$358.66	\$8,785,049
Membership Fees for Clubs <sup>2</sup>	59	\$100.76	\$2,468,102
Fees for Participant Sports, excl. Trips	58	\$64.04	\$1,568,559
Admission to Movie/Theatre/Opera/Ballet	61	\$93.22	\$2,283,289
Admission to Sporting Events, excl. Trips	56	\$32.99	\$807,974
Fees for Recreational Lessons	51	\$67.17	\$1,645,160
Dating Services	62	\$0.49	\$11,965
<b>TV/Video/Sound Equipment</b>	65	\$785.72	\$19,245,330
Community Antenna or Cable TV	67	\$485.65	\$11,895,495
Televisions	60	\$97.80	\$2,395,509
VCRs, Video Cameras, and DVD Players	64	\$16.10	\$394,279
Video Cassettes and DVDs	67	\$39.58	\$969,477
Video Game Hardware and Software	64	\$28.24	\$691,747
Satellite Dishes	52	\$0.59	\$14,457
Rental of Video Cassettes and DVDs	64	\$28.32	\$693,698
Streaming/Downloaded Video	66	\$0.71	\$17,388
Sound Equipment <sup>3</sup>	58	\$84.23	\$2,063,113
Rental and Repair of TV/Radio/Sound Equipment	66	\$4.50	\$110,168
Pets	69	\$304.08	\$7,448,015
Toys and Games <sup>4</sup>	63	\$81.90	\$2,006,045
Recreational Vehicles and Fees <sup>5</sup>	47	\$165.23	\$4,047,145
Sports/Recreation/Exercise Equipment <sup>6</sup>	43	\$86.00	\$2,106,401
Photo Equipment and Supplies <sup>7</sup>	57	\$67.13	\$1,644,329
Reading <sup>8</sup>	61	\$99.72	\$2,442,434
<b>Food</b>	64	\$5,062.36	\$123,997,509
<b>Food at Home</b>	65	\$2,947.38	\$72,193,168
Bakery and Cereal Products	65	\$394.73	\$9,668,563
Meat, Poultry, Fish, and Eggs	65	\$700.43	\$17,156,354
Dairy Products	64	\$326.84	\$8,005,713
Fruit and Vegetables	64	\$500.56	\$12,260,685
Snacks and Other Food at Home <sup>9</sup>	65	\$1,024.82	\$25,101,851
<b>Food Away from Home</b>	64	\$2,114.98	\$51,804,343
Alcoholic Beverages	66	\$378.62	\$9,273,960
Nonalcoholic Beverages at Home	65	\$294.97	\$7,225,042





# Retail Goods and Services Expenditures

Prepared by Marc Weinmeister at CommercialOKC.com

3400 - 3 Miles

Latitude: 35.504414

Longitude: -97.493674

Radius: 3 Miles

Site Type: Ring

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	50	\$718.22	\$17,592,086
Vehicle Loans	61	\$3,233.88	\$79,210,676
<b>Health</b>			
Nonprescription Drugs	63	\$65.51	\$1,604,644
Prescription Drugs	67	\$370.57	\$9,076,684
Eyeglasses and Contact Lenses	61	\$45.88	\$1,123,805
<b>Home</b>			
Mortgage Payment and Basics <sup>10</sup>	52	\$4,738.04	\$116,053,595
Maintenance and Remodeling Services	50	\$1,068.52	\$26,172,269
Maintenance and Remodeling Materials <sup>11</sup>	48	\$199.94	\$4,897,264
Utilities, Fuel, and Public Services	65	\$2,953.24	\$72,336,689
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>12</sup>	60	\$83.18	\$2,037,433
Furniture	59	\$379.45	\$9,294,141
Floor Coverings	58	\$50.89	\$1,246,460
Major Appliances <sup>13</sup>	56	\$170.75	\$4,182,372
Housewares <sup>14</sup>	50	\$46.89	\$1,148,621
Small Appliances	62	\$21.26	\$520,774
Luggage	57	\$5.79	\$141,913
Telephones and Accessories	39	\$17.35	\$425,083
<b>Household Operations</b>			
Child Care	59	\$261.57	\$6,406,819
Lawn and Garden <sup>15</sup>	56	\$233.01	\$5,707,423
Moving/Storage/Freight Express	62	\$33.33	\$816,471
Housekeeping Supplies <sup>16</sup>	63	\$459.78	\$11,261,771
<b>Insurance</b>			
Owners and Renters Insurance	58	\$272.79	\$6,681,626
Vehicle Insurance	63	\$779.50	\$19,093,168
Life/Other Insurance	59	\$283.44	\$6,942,643
Health Insurance	64	\$1,231.41	\$30,162,098
Personal Care Products <sup>17</sup>	63	\$249.06	\$6,100,466
School Books and Supplies <sup>18</sup>	70	\$78.95	\$1,933,874
Smoking Products	74	\$326.18	\$7,989,539
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>19</sup>	60	\$2,852.76	\$69,875,481
Gasoline and Motor Oil	63	\$1,735.80	\$42,516,571
Vehicle Maintenance and Repairs	61	\$575.01	\$14,084,310
<b>Travel</b>			
Airline Fares	56	\$238.71	\$5,846,996
Lodging on Trips	55	\$232.12	\$5,685,538
Auto/Truck/Van Rental on Trips	55	\$20.59	\$504,224
Food and Drink on Trips	57	\$251.95	\$6,171,287

**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 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

Prepared by Marc Weinmeister at CommercialOKC.com

3400 - 3 Miles

Latitude: 35.504414

Longitude: -97.493674

Radius: 3 Miles

Site Type: Ring

<sup>1</sup>**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.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes 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.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**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.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**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.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**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.

<sup>12</sup>**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.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**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.

<sup>17</sup>**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.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



3400 - 3 Miles

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Site Type: Ring

## Summary Demographics

2009 Population	55,075
2009 Households	24,494
2009 Median Disposable Income	\$25,748
2009 Per Capita Income	\$19,646

## Industry Summary

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)	\$406,992,011	\$827,048,030	\$-420,056,019	-34.0	776
Total Retail Trade (NAICS 44-45)	\$342,156,500	\$649,496,625	\$-307,340,125	-31.0	496
Total Food & Drink (NAICS 722)	\$64,835,511	\$177,551,405	\$-112,715,894	-46.5	280

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$83,451,343	\$171,618,598	\$-88,167,255	-34.6	55
Automobile Dealers (NAICS 4411)	\$73,105,726	\$157,911,917	\$-84,806,191	-36.7	26
Other Motor Vehicle Dealers (NAICS 4412)	\$5,429,065	\$8,760,082	\$-3,331,017	-23.5	12
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,916,552	\$4,946,599	\$-30,047	-0.3	17
Furniture & Home Furnishings Stores (NAICS 442)	\$13,350,085	\$13,813,428	\$-463,343	-1.7	20
Furniture Stores (NAICS 4421)	\$7,959,168	\$7,563,036	\$396,132	2.6	6
Home Furnishings Stores (NAICS 4422)	\$5,390,917	\$6,250,392	\$-859,475	-7.4	14
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$11,017,592	\$12,887,296	\$-1,869,704	-7.8	39
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$13,911,734	\$15,499,094	\$-1,587,360	-5.4	39
Building Material and Supplies Dealers (NAICS 4441)	\$12,224,235	\$11,084,195	\$1,140,040	4.9	31
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,687,499	\$4,414,899	\$-2,727,400	-44.7	8
Food & Beverage Stores (NAICS 445)	\$53,339,195	\$64,112,675	\$-10,773,480	-9.2	67
Grocery Stores (NAICS 4451)	\$48,196,825	\$50,178,919	\$-1,982,094	-2.0	40
Specialty Food Stores (NAICS 4452)	\$1,497,287	\$3,073,707	\$-1,576,420	-34.5	12
Beer, Wine, and Liquor Stores (NAICS 4453)	\$3,645,083	\$10,860,049	\$-7,214,966	-49.7	15
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$15,018,782	\$52,080,421	\$-37,061,639	-55.2	36
Gasoline Stations (NAICS 447/4471)	\$59,755,994	\$209,374,717	\$-149,618,723	-55.6	36
Clothing and Clothing Accessories Stores (NAICS 448)	\$16,055,601	\$30,524,158	\$-14,468,557	-31.1	61
Clothing Stores (NAICS 4481)	\$12,999,878	\$25,870,619	\$-12,870,741	-33.1	47
Shoe Stores (NAICS 4482)	\$1,300,023	\$1,104,799	\$195,224	8.1	4
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,755,700	\$3,548,740	\$-1,793,040	-33.8	10
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$5,993,455	\$14,738,841	\$-8,745,386	-42.2	28
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,794,164	\$7,307,878	\$-4,513,714	-44.7	17
Book, Periodical, and Music Stores (NAICS 4512)	\$3,199,291	\$7,430,963	\$-4,231,672	-39.8	11

**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®



3400 - 3 Miles

Latitude: 35.504414

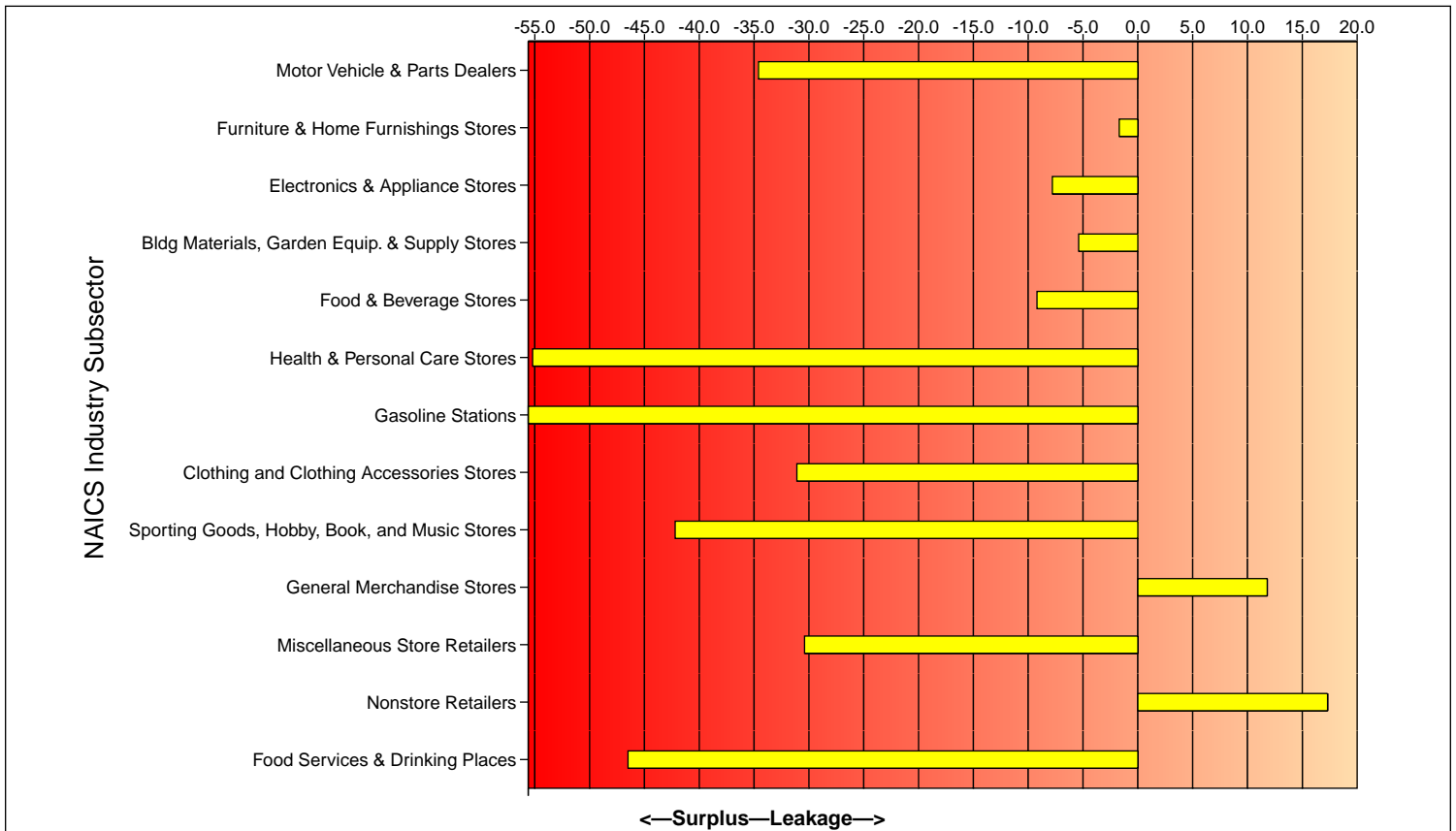
Longitude: -97.493674

Radius: 3 Miles

Site Type: Ring

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$51,291,085	\$40,454,200	\$10,836,885	11.8	15
Department Stores Excluding Leased Depts.(NAICS 4521)	\$25,527,731	\$12,124,513	\$13,403,218	35.6	5
Other General Merchandise Stores (NAICS 4529)	\$25,763,354	\$28,329,687	\$-2,566,333	-4.7	10
Miscellaneous Store Retailers (NAICS 453)	\$9,420,599	\$17,657,612	\$-8,237,013	-30.4	87
Florists (NAICS 4531)	\$857,076	\$1,240,397	\$-383,321	-18.3	8
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,784,286	\$5,249,050	\$-2,464,764	-30.7	26
Used Merchandise Stores (NAICS 4533)	\$866,404	\$2,194,361	\$-1,327,957	-43.4	17
Other Miscellaneous Store Retailers (NAICS 4539)	\$4,912,833	\$8,973,804	\$-4,060,971	-29.2	36
Nonstore Retailers (NAICS 454)	\$9,551,035	\$6,735,585	\$2,815,450	17.3	13
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,364,071	\$490,826	\$873,245	47.1	1
Vending Machine Operators (NAICS 4542)	\$2,361,798	\$299,348	\$2,062,450	77.5	2
Direct Selling Establishments (NAICS 4543)	\$5,825,166	\$5,945,411	\$-120,245	-1.0	10
Food Services & Drinking Places (NAICS 722)	\$64,835,511	\$177,551,405	\$-112,715,894	-46.5	280
Full-Service Restaurants (NAICS 7221)	\$17,773,301	\$99,360,439	\$-81,587,138	-69.7	172
Limited-Service Eating Places (NAICS 7222)	\$38,096,598	\$43,529,039	\$-5,432,441	-6.7	58
Special Food Services (NAICS 7223)	\$4,518,482	\$21,894,948	\$-17,376,466	-65.8	25
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,447,130	\$12,766,979	\$-8,319,849	-48.3	25

Leakage/Surplus Factor by Industry Subsector



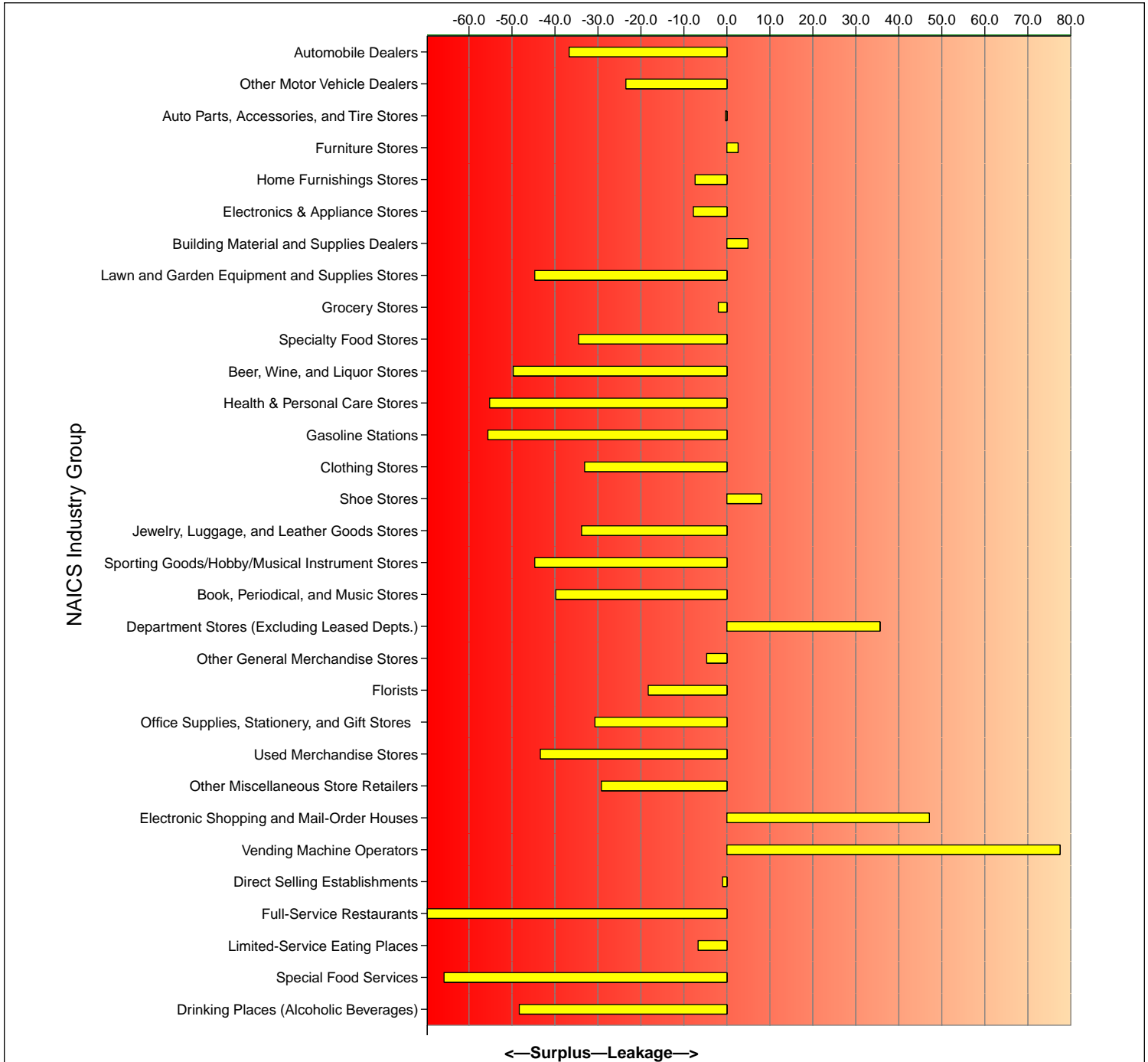
Source: ESRI and infoUSA®

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Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®