

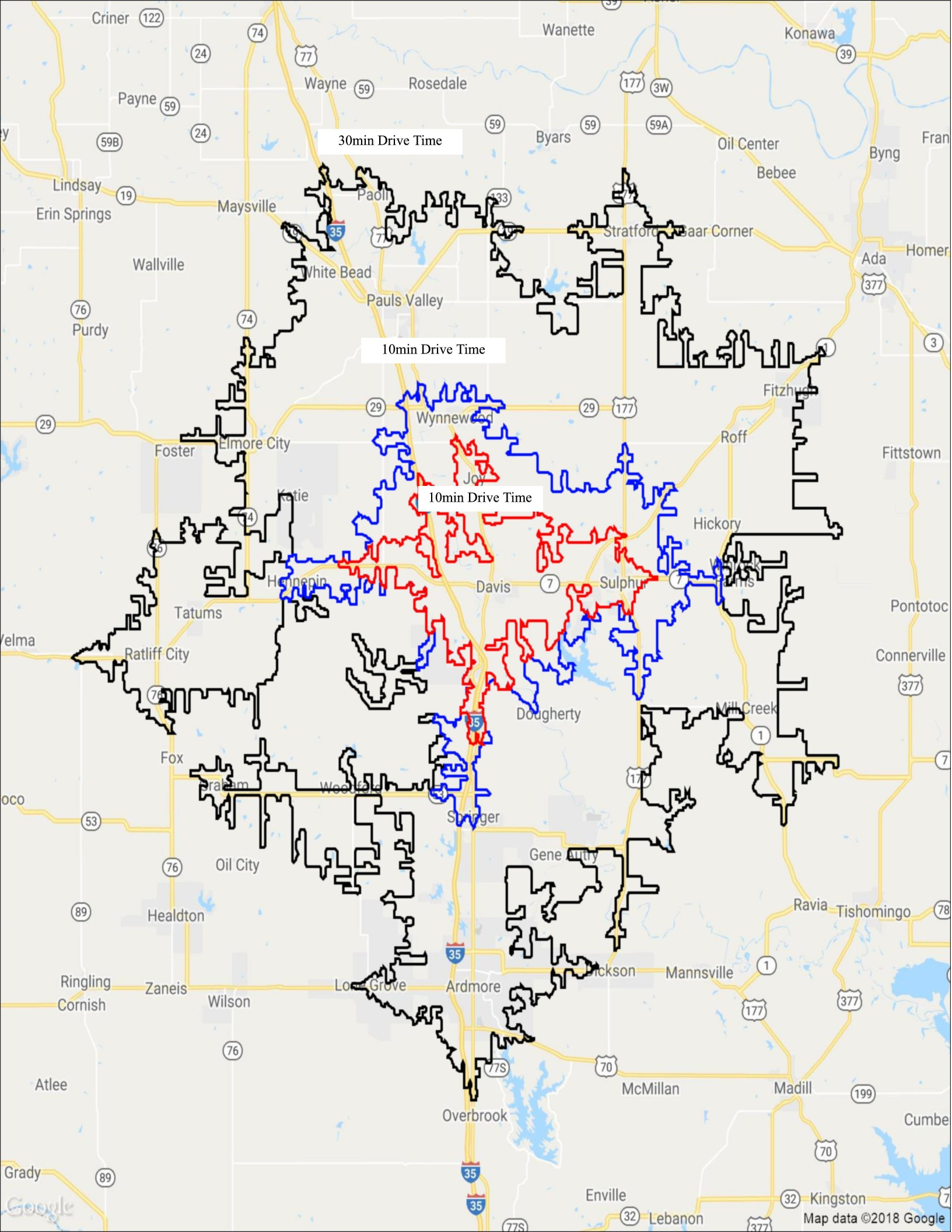
RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Davis, OK
Drive Time

As with so many Oklahoma towns, Davis owes its existence to the Atchison, Topeka and Santa Fe Railway. Although trains still clatter along the rails, more traffic flows down U.S. Interstate 35, situated two miles west of Davis, along State Highway 7, Davis's Main Street, and U.S. Highway 77, which runs north-south through town. Davis is located in Murray County, twenty-three miles north of Ardmore and twenty-three miles south of Pauls Valley. It has a council-manager form of government.

Davis is the home of Turner Falls Park, which the citizens voted to purchase for \$21,000 in 1925. Located in the Arbuckle Mountains, Turner Falls is named for pioneer resident Mazeppa Turner, who represented Murray County in the Oklahoma Legislature from 1907 until 1911. Oklahoma's Initial Point, from which all of Oklahoma except the Panhandle was surveyed, and Fort Arbuckle are about eight miles west of Davis. The Initial Point (NR 70000533) and the Davis Santa Fe Depot (NR 94001507) are listed in the National Register of Historic Places.



GRAPHIC PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5095/-97.1127

RGRAP3

Davis, OK

10 min drivetime

15 min drivetime

30 min drivetime

Population

Estimated Population (2018)

10,266

15,433

67,049

Projected Population (2023)

10,195

15,417

66,633

Census Population (2010)

10,014

15,037

65,554

Census Population (2000)

9,491

14,389

63,247

Projected Annual Growth (2018-2023)

-71

-0.1%

-16

-

-416

-0.1%

Historical Annual Growth (2010-2018)

252

0.7%

396

0.5%

1,495

0.4%

Historical Annual Growth (2000-2010)

523

0.6%

648

0.5%

2,307

0.4%

Estimated Population Density (2018)

100

psm

63

psm

58

psm

Trade Area Size

102.5

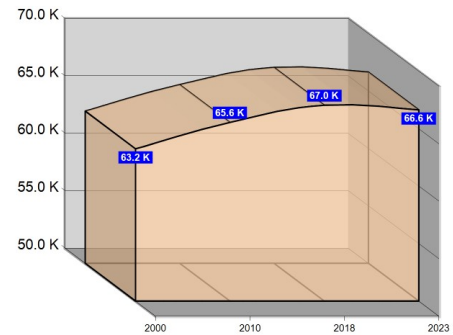
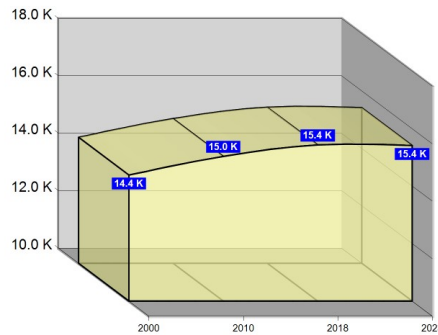
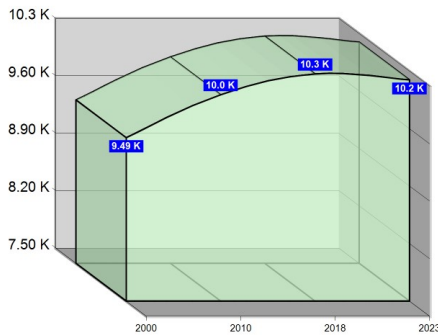
sq mi

243.8

sq mi

1,165.8

sq mi



Race and Ethnicity (2018)

Not Hispanic or Latino Population

9,549

93.0%

14,395

93.3%

White

7,362

77.1%

11,123

77.3%

Black or African American

190

2.0%

442

3.1%

3,759

6.1%

American Indian or Alaska Native

851

8.9%

1,204

8.4%

4,543

7.4%

Asian

66

0.7%

91

0.6%

827

1.4%

Hawaiian or Pacific Islander

1

-

4

-

10

-

Other Race

14

0.1%

18

0.1%

33

0.1%

Two or More Races

1,063

11.1%

1,513

10.5%

5,965

9.7%

Hispanic or Latino Population

717

7.0%

1,038

6.7%

5,808

8.7%

White

239

33.3%

356

34.2%

1,887

32.5%

Black or African American

3

0.4%

8

0.8%

130

2.2%

American Indian or Alaska Native

48

6.7%

69

6.6%

236

4.1%

Asian

-

-

1

0.1%

17

0.3%

Hispanic Hawaiian or Pacific Islander

4

0.6%

4

0.4%

6

0.1%

Other Race

333

46.4%

472

45.4%

2,708

46.6%

Two or More Races

91

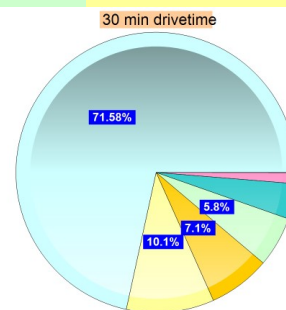
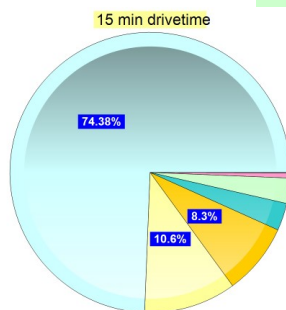
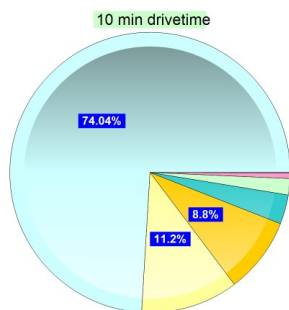
12.7%

130

12.5%

824

14.2%



White Black or African American American Indian or Alaska Native Asian Hawaiian or Pacific Islander Other Race 2+ Races

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GRAPHIC PROFILE

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RGRAP3

Davis, OK

10 min drivetime

15 min drivetime

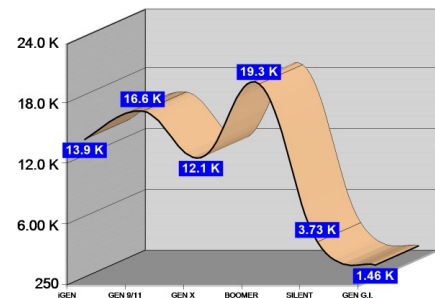
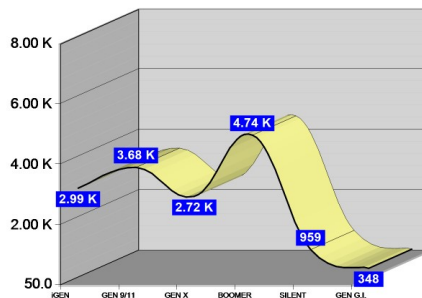
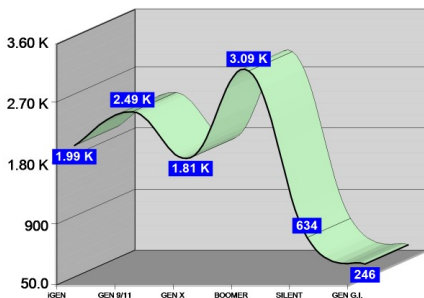
30 min drivetime

Age Distribution (2018)

Age Under 5 Years	635	6.2%	1,001	6.5%	4,718	7.0%
Age 5 to 9 Years	650	6.3%	971	6.3%	4,510	6.7%
Age 10 to 14 Years	704	6.9%	1,015	6.6%	4,630	6.9%
Age 15 to 19 Years	673	6.6%	994	6.4%	4,297	6.4%
Age 20 to 24 Years	601	5.9%	875	5.7%	3,997	6.0%
Age 25 to 29 Years	621	6.1%	903	5.9%	4,279	6.4%
Age 30 to 34 Years	595	5.8%	907	5.9%	4,060	6.1%
Age 35 to 39 Years	617	6.0%	929	6.0%	4,161	6.2%
Age 40 to 44 Years	571	5.6%	852	5.5%	3,905	5.8%
Age 45 to 49 Years	625	6.1%	935	6.1%	3,988	5.9%
Age 50 to 54 Years	574	5.6%	888	5.8%	3,961	5.9%
Age 55 to 59 Years	688	6.7%	1,074	7.0%	4,483	6.7%
Age 60 to 64 Years	723	7.0%	1,083	7.0%	4,411	6.6%
Age 65 to 69 Years	585	5.7%	913	5.9%	3,559	5.3%
Age 70 to 74 Years	524	5.1%	785	5.1%	2,902	4.3%
Age 75 to 79 Years	384	3.7%	585	3.8%	2,247	3.4%
Age 80 to 84 Years	250	2.4%	375	2.4%	1,484	2.2%
Age 85 Years or Over	246	2.4%	348	2.3%	1,457	2.2%
Median Age	39.5		39.8		37.9	

Generation (2018)

iGeneration (Age Under 15 Years)	1,989	19.4%	2,986	19.4%	13,857	20.7%
Generation 9/11 Millennials (Age 15 to 34 Years)	2,491	24.3%	3,679	23.8%	16,633	24.8%
Gen Xers (Age 35 to 49 Years)	1,813	17.7%	2,716	17.6%	12,054	18.0%
Baby Boomers (Age 50 to 74 Years)	3,093	30.1%	4,744	30.7%	19,317	28.8%
Silent Generation (Age 75 to 84 Years)	634	6.2%	959	6.2%	3,731	5.6%
G.I. Generation (Age 85 Years or Over)	246	2.4%	348	2.3%	1,457	2.2%



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GRAPHIC PROFILE

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Lat/Lon: 34.5095/-97.1127

RGRAP3

Davis, OK

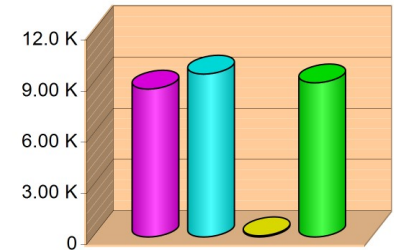
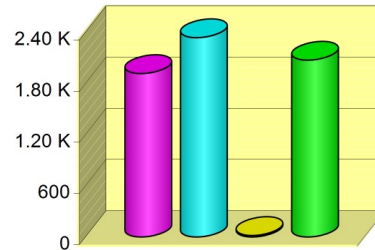
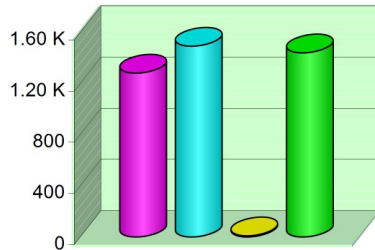
10 min drivetime

15 min drivetime

30 min drivetime

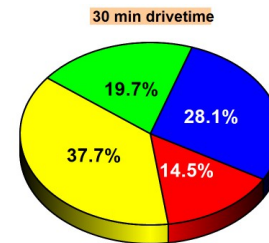
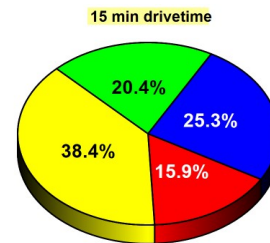
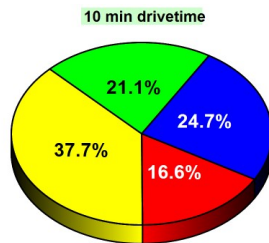
Household Type (2018)

Total Households	4,223	6,349	27,355
Family Households	2,774 65.7%	4,256 67.0%	18,236 66.7%
Family Households with Children	1,282 46.2%	1,918 45.1%	8,679 47.6%
Family Households No Children	1,492 53.8%	2,339 54.9%	9,558 52.4%
Non-Family Households	1,449 34.3%	2,092 33.0%	9,119 33.3%
Non-Family Households with Children	9 0.6%	18 0.8%	74 0.8%
Non-Family Households No Children	1,440 99.4%	2,075 99.2%	9,045 99.2%



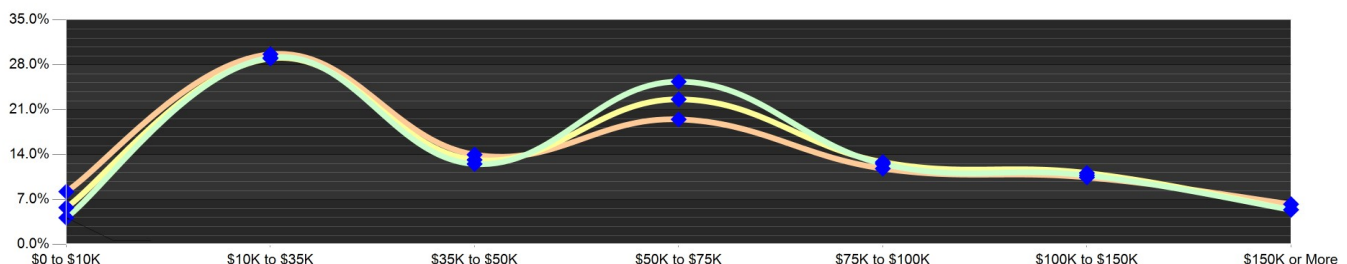
Education Attainment (2018)

Elementary or Some High School	1,159 16.6%	1,677 15.9%	6,496 14.5%
High School Graduate	2,636 37.7%	4,065 38.4%	16,914 37.7%
Some College or Associate Degree	1,728 24.7%	2,673 25.3%	12,637 28.1%
Bachelor or Graduate Degree	1,478 21.1%	2,162 20.4%	8,850 19.7%

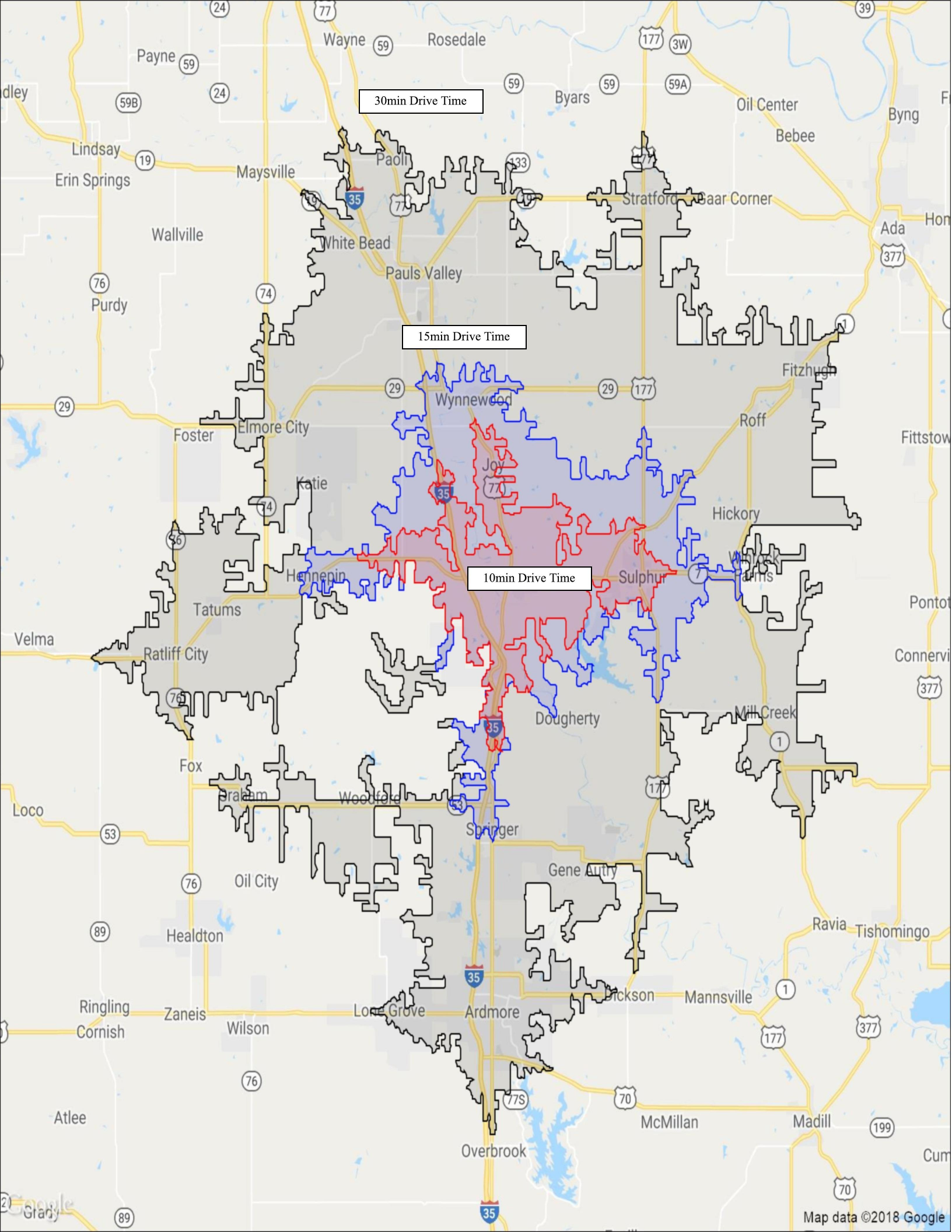


Household Income (2018)

Estimated Average Household Income	\$59,743	\$61,069	\$62,497
Estimated Median Household Income	\$53,676	\$51,504	\$49,356
HH Income Under \$10,000	176 4.2%	365 5.8%	2,254 8.2%
HH Income \$10,000 to \$34,999	1,230 29.1%	1,841 29.0%	8,115 29.7%
HH Income \$35,000 to \$49,999	530 12.6%	838 13.2%	3,832 14.0%
HH Income \$50,000 to \$74,999	1,072 25.4%	1,437 22.6%	5,336 19.5%
HH Income \$75,000 to \$99,999	531 12.6%	816 12.8%	3,237 11.8%
HH Income \$100,000 to \$149,999	455 10.8%	708 11.1%	2,862 10.5%
HH Income \$150,000 or More	229 5.4%	344 5.4%	1,718 6.3%



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30min Drive Time

15min Drive Time

10min Drive Time

COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5095/-97.1127

RFULL9

Davis, OK

10 min drivetime 15 min drivetime 30 min drivetime

Population

Estimated Population (2018)	10,266	15,433	67,049
Projected Population (2023)	10,195	15,417	66,633
Census Population (2010)	10,014	15,037	65,554
Census Population (2000)	9,491	14,389	63,247
Projected Annual Growth (2018-2023)	-71 -0.1%	-16 -	-416 -0.1%
Historical Annual Growth (2010-2018)	252 0.3%	396 0.3%	1,495 0.3%
Historical Annual Growth (2000-2010)	523 0.6%	648 0.5%	2,307 0.4%
Estimated Population Density (2018)	100 psm	63 psm	58 psm
Trade Area Size	102.5 sq mi	243.8 sq mi	1,165.8 sq mi

Households

Estimated Households (2018)	4,223	6,349	27,355
Projected Households (2023)	4,249	6,410	27,549
Census Households (2010)	3,967	5,982	26,055
Census Households (2000)	3,772	5,733	25,162
Projected Annual Growth (2018-2023)	25 0.1%	61 0.2%	194 0.1%
Historical Annual Change (2000-2018)	451 0.7%	616 0.6%	2,193 0.5%

Average Household Income

Estimated Average Household Income (2018)	\$59,743	\$61,069	\$62,497
Projected Average Household Income (2023)	\$69,042	\$71,272	\$73,637
Census Average Household Income (2010)	\$45,404	\$47,319	\$48,964
Census Average Household Income (2000)	\$38,403	\$37,968	\$38,559
Projected Annual Change (2018-2023)	\$9,298 3.1%	\$10,202 3.3%	\$11,139 3.6%
Historical Annual Change (2000-2018)	\$21,340 3.1%	\$23,102 3.4%	\$23,939 3.4%

Median Household Income

Estimated Median Household Income (2018)	\$53,676	\$51,504	\$49,356
Projected Median Household Income (2023)	\$62,223	\$59,373	\$56,069
Census Median Household Income (2010)	\$38,216	\$38,611	\$38,790
Census Median Household Income (2000)	\$29,864	\$30,084	\$30,170
Projected Annual Change (2018-2023)	\$8,546 3.2%	\$7,869 3.1%	\$6,713 2.7%
Historical Annual Change (2000-2018)	\$23,812 4.4%	\$21,419 4.0%	\$19,186 3.5%

Per Capita Income

Estimated Per Capita Income (2018)	\$24,769	\$25,274	\$25,688
Projected Per Capita Income (2023)	\$28,967	\$29,784	\$30,636
Census Per Capita Income (2010)	\$17,985	\$18,824	\$19,461
Census Per Capita Income (2000)	\$15,220	\$15,172	\$15,362
Projected Annual Change (2018-2023)	\$4,197 3.4%	\$4,511 3.6%	\$4,948 3.9%
Historical Annual Change (2000-2018)	\$9,550 3.5%	\$10,101 3.7%	\$10,326 3.7%
Estimated Average Household Net Worth (2018)	\$343,345	\$338,904	\$359,744

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COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5095/-97.1127

RFULL9

Davis, OK

10 min drivetime 15 min drivetime 30 min drivetime

Race and Ethnicity

Total Population (2018)	10,266		15,433		67,049	
White (2018)	7,601	74.0%	11,479	74.4%	47,991	71.6%
Black or African American (2018)	193	1.9%	449	2.9%	3,889	5.8%
American Indian or Alaska Native (2018)	899	8.8%	1,273	8.3%	4,779	7.1%
Asian (2018)	66	0.6%	91	0.6%	844	1.3%
Hawaiian or Pacific Islander (2018)	5	0.1%	8	-	16	-
Other Race (2018)	347	3.4%	489	3.2%	2,741	4.1%
Two or More Races (2018)	1,154	11.2%	1,643	10.6%	6,789	10.1%
Population < 18 (2018)	2,386	23.2%	3,595	23.3%	16,554	24.7%
White Not Hispanic	1,346	56.4%	2,080	57.9%	9,207	55.6%
Black or African American	53	2.2%	120	3.3%	987	6.0%
Asian	15	0.6%	24	0.7%	260	1.6%
Other Race Not Hispanic	713	29.9%	996	27.7%	3,893	23.5%
Hispanic	260	10.9%	375	10.4%	2,207	13.3%
Not Hispanic or Latino Population (2018)	9,549	93.0%	14,395	93.3%	61,240	91.3%
Not Hispanic White	7,362	77.1%	11,123	77.3%	46,104	75.3%
Not Hispanic Black or African American	190	2.0%	442	3.1%	3,759	6.1%
Not Hispanic American Indian or Alaska Native	851	8.9%	1,204	8.4%	4,543	7.4%
Not Hispanic Asian	66	0.7%	91	0.6%	827	1.4%
Not Hispanic Hawaiian or Pacific Islander	1	-	4	-	10	-
Not Hispanic Other Race	14	0.1%	18	0.1%	33	0.1%
Not Hispanic Two or More Races	1,063	11.1%	1,513	10.5%	5,965	9.7%
Hispanic or Latino Population (2018)	717	7.0%	1,038	6.7%	5,808	8.7%
Hispanic White	239	33.3%	356	34.2%	1,887	32.5%
Hispanic Black or African American	3	0.4%	8	0.8%	130	2.2%
Hispanic American Indian or Alaska Native	48	6.7%	69	6.6%	236	4.1%
Hispanic Asian	-	-	1	0.1%	17	0.3%
Hispanic Hawaiian or Pacific Islander	4	0.6%	4	0.4%	6	0.1%
Hispanic Other Race	333	46.4%	472	45.4%	2,708	46.6%
Hispanic Two or More Races	91	12.7%	130	12.5%	824	14.2%
Not Hispanic or Latino Population (2010)	9,501	94.9%	14,311	95.2%	61,440	93.7%
Hispanic or Latino Population (2010)	513	5.1%	725	4.8%	4,114	6.3%
Not Hispanic or Latino Population (2000)	9,207	97.0%	13,971	97.1%	61,056	96.5%
Hispanic or Latino Population (2000)	284	3.0%	418	2.9%	2,191	3.5%
Not Hispanic or Latino Population (2023)	9,437	92.6%	14,318	92.9%	60,580	90.9%
Hispanic or Latino Population (2023)	758	7.4%	1,099	7.1%	6,053	9.1%
Projected Annual Growth (2018-2023)	40	1.1%	60	1.2%	245	0.8%
Historical Annual Growth (2000-2010)	229	8.1%	308	7.4%	1,923	8.8%

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2000-2010 Census, 2018 Estimates with 2023 Projections

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RFULL9

Davis, OK

10 min drivetime 15 min drivetime 30 min drivetime

Total Age Distribution (2018)

Total Population	10,266		15,433		67,049	
Age Under 5 Years	635	6.2%	1,001	6.5%	4,718	7.0%
Age 5 to 9 Years	650	6.3%	971	6.3%	4,510	6.7%
Age 10 to 14 Years	704	6.9%	1,015	6.6%	4,630	6.9%
Age 15 to 19 Years	673	6.6%	994	6.4%	4,297	6.4%
Age 20 to 24 Years	601	5.9%	875	5.7%	3,997	6.0%
Age 25 to 29 Years	621	6.1%	903	5.9%	4,279	6.4%
Age 30 to 34 Years	595	5.8%	907	5.9%	4,060	6.1%
Age 35 to 39 Years	617	6.0%	929	6.0%	4,161	6.2%
Age 40 to 44 Years	571	5.6%	852	5.5%	3,905	5.8%
Age 45 to 49 Years	625	6.1%	935	6.1%	3,988	5.9%
Age 50 to 54 Years	574	5.6%	888	5.8%	3,961	5.9%
Age 55 to 59 Years	688	6.7%	1,074	7.0%	4,483	6.7%
Age 60 to 64 Years	723	7.0%	1,083	7.0%	4,411	6.6%
Age 65 to 69 Years	585	5.7%	913	5.9%	3,559	5.3%
Age 70 to 74 Years	524	5.1%	785	5.1%	2,902	4.3%
Age 75 to 79 Years	384	3.7%	585	3.8%	2,247	3.4%
Age 80 to 84 Years	250	2.4%	375	2.4%	1,484	2.2%
Age 85 Years or Over	246	2.4%	348	2.3%	1,457	2.2%
Median Age	39.5		39.8		37.9	
Age 19 Years or Less	2,663	25.9%	3,981	25.8%	18,154	27.1%
Age 20 to 64 Years	5,616	54.7%	8,446	54.7%	37,245	55.5%
Age 65 Years or Over	1,988	19.4%	3,006	19.5%	11,650	17.4%

Female Age Distribution (2018)

Female Population	5,151	50.2%	7,727	50.1%	34,174	51.0%
Age Under 5 Years	318	6.2%	478	6.2%	2,264	6.6%
Age 5 to 9 Years	307	6.0%	464	6.0%	2,215	6.5%
Age 10 to 14 Years	347	6.7%	490	6.3%	2,261	6.6%
Age 15 to 19 Years	326	6.3%	493	6.4%	2,078	6.1%
Age 20 to 24 Years	283	5.5%	419	5.4%	2,019	5.9%
Age 25 to 29 Years	313	6.1%	444	5.7%	2,129	6.2%
Age 30 to 34 Years	285	5.5%	436	5.6%	1,993	5.8%
Age 35 to 39 Years	327	6.4%	490	6.3%	2,130	6.2%
Age 40 to 44 Years	289	5.6%	437	5.7%	1,943	5.7%
Age 45 to 49 Years	312	6.1%	456	5.9%	2,017	5.9%
Age 50 to 54 Years	279	5.4%	436	5.6%	1,975	5.8%
Age 55 to 59 Years	343	6.7%	534	6.9%	2,283	6.7%
Age 60 to 64 Years	374	7.3%	552	7.1%	2,317	6.8%
Age 65 to 69 Years	297	5.8%	474	6.1%	1,848	5.4%
Age 70 to 74 Years	270	5.2%	410	5.3%	1,582	4.6%
Age 75 to 79 Years	194	3.8%	295	3.8%	1,252	3.7%
Age 80 to 84 Years	152	3.0%	225	2.9%	914	2.7%
Age 85 Years or Over	135	2.6%	192	2.5%	952	2.8%
Female Median Age	40.2		40.6		39.2	
Age 19 Years or Less	1,298	25.2%	1,926	24.9%	8,818	25.8%
Age 20 to 64 Years	2,805	54.4%	4,204	54.4%	18,808	55.0%
Age 65 Years or Over	1,048	20.4%	1,597	20.7%	6,549	19.2%

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COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5095/-97.1127

RFULL9

Davis, OK

10 min drivetime 15 min drivetime 30 min drivetime

Male Age Distribution (2018)

Male Population	5,115	49.8%	7,706	49.9%	32,875	49.0%
Age Under 5 Years	317	6.2%	523	6.8%	2,454	7.5%
Age 5 to 9 Years	342	6.7%	506	6.6%	2,295	7.0%
Age 10 to 14 Years	357	7.0%	524	6.8%	2,368	7.2%
Age 15 to 19 Years	348	6.8%	501	6.5%	2,219	6.8%
Age 20 to 24 Years	318	6.2%	456	5.9%	1,978	6.0%
Age 25 to 29 Years	308	6.0%	459	6.0%	2,150	6.5%
Age 30 to 34 Years	310	6.1%	471	6.1%	2,067	6.3%
Age 35 to 39 Years	289	5.7%	439	5.7%	2,030	6.2%
Age 40 to 44 Years	283	5.5%	415	5.4%	1,962	6.0%
Age 45 to 49 Years	313	6.1%	478	6.2%	1,971	6.0%
Age 50 to 54 Years	295	5.8%	453	5.9%	1,986	6.0%
Age 55 to 59 Years	345	6.7%	539	7.0%	2,200	6.7%
Age 60 to 64 Years	349	6.8%	532	6.9%	2,094	6.4%
Age 65 to 69 Years	287	5.6%	439	5.7%	1,711	5.2%
Age 70 to 74 Years	253	5.0%	375	4.9%	1,320	4.0%
Age 75 to 79 Years	190	3.7%	289	3.8%	995	3.0%
Age 80 to 84 Years	98	1.9%	150	1.9%	570	1.7%
Age 85 Years or Over	111	2.2%	156	2.0%	505	1.5%
Male Median Age	38.8		39.0		36.6	
Age 19 Years or Less	1,364	26.7%	2,055	26.7%	9,336	28.4%
Age 20 to 64 Years	2,811	55.0%	4,242	55.0%	18,437	56.1%
Age 65 Years or Over	939	18.4%	1,409	18.3%	5,101	15.5%

Males per 100 Females (2018)

Overall Comparison	99		100		96	
Age Under 5 Years	100	49.9%	109	52.2%	108	52.0%
Age 5 to 9 Years	111	52.7%	109	52.1%	104	50.9%
Age 10 to 14 Years	103	50.7%	107	51.7%	105	51.2%
Age 15 to 19 Years	107	51.6%	102	50.4%	107	51.6%
Age 20 to 24 Years	112	52.9%	109	52.1%	98	49.5%
Age 25 to 29 Years	98	49.6%	103	50.8%	101	50.2%
Age 30 to 34 Years	109	52.1%	108	52.0%	104	50.9%
Age 35 to 39 Years	88	46.9%	90	47.2%	95	48.8%
Age 40 to 44 Years	98	49.5%	95	48.7%	101	50.2%
Age 45 to 49 Years	100	50.1%	105	51.2%	98	49.4%
Age 50 to 54 Years	106	51.4%	104	51.0%	101	50.1%
Age 55 to 59 Years	101	50.2%	101	50.2%	96	49.1%
Age 60 to 64 Years	93	48.3%	96	49.1%	90	47.5%
Age 65 to 69 Years	97	49.2%	93	48.1%	93	48.1%
Age 70 to 74 Years	94	48.4%	91	47.8%	83	45.5%
Age 75 to 79 Years	98	49.4%	98	49.5%	79	44.3%
Age 80 to 84 Years	64	39.1%	66	39.9%	62	38.4%
Age 85 Years or Over	83	45.3%	81	44.9%	53	34.7%
Age 19 Years or Less	105	51.2%	107	51.6%	106	51.4%
Age 20 to 39 Years	101	50.3%	102	50.5%	99	49.9%
Age 40 to 64 Years	99	49.8%	100	50.0%	97	49.2%
Age 65 Years or Over	90	47.3%	88	46.9%	78	43.8%

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Davis, OK

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Household Type (2018)

Total Households	4,223		6,349		27,355	
Households with Children	1,291	30.6%	1,935	30.5%	8,752	32.0%
Average Household Size	2.4		2.4		2.4	
Household Density per Square Mile	41		26		23	
Population Family	8,325	81.1%	12,648	82.0%	55,131	82.2%
Population Non-Family	1,651	16.1%	2,426	15.7%	10,610	15.8%
Population Group Quarters	290	2.8%	359	2.3%	1,308	2.0%
Family Households	2,774	65.7%	4,256	67.0%	18,236	66.7%
Married Couple Households	2,099	75.7%	3,255	76.5%	13,437	73.7%
Other Family Households	675	24.3%	1,002	23.5%	4,800	26.3%
Family Households with Children	1,282	46.2%	1,918	45.1%	8,679	47.6%
Married Couple with Children	829	64.7%	1,260	65.7%	5,474	63.1%
Other Family Households with Children	453	35.3%	658	34.3%	3,205	36.9%
Family Households No Children	1,492	53.8%	2,339	54.9%	9,558	52.4%
Married Couple No Children	1,271	85.1%	1,995	85.3%	7,963	83.3%
Other Family Households No Children	222	14.9%	344	14.7%	1,595	16.7%
Non-Family Households	1,449	34.3%	2,092	33.0%	9,119	33.3%
Non-Family Households with Children	9	0.6%	18	0.8%	74	0.8%
Non-Family Households No Children	1,440	99.4%	2,075	99.2%	9,045	99.2%
Average Family Household Size	3.0		3.0		3.0	
Average Family Income	\$74,047		\$74,030		\$76,484	
Median Family Income	\$67,915		\$64,383		\$64,164	
Average Non-Family Household Size	1.1		1.2		1.2	

Marital Status (2018)

Population Age 15 Years or Over	8,277		12,447		53,192	
Never Married	1,948	23.5%	2,880	23.1%	13,935	26.2%
Currently Married	4,045	48.9%	6,214	49.9%	24,715	46.5%
Previously Married	2,284	27.6%	3,352	26.9%	14,542	27.3%
Separated	329	14.4%	532	15.9%	2,374	16.3%
Widowed	673	29.5%	990	29.5%	4,317	29.7%
Divorced	1,282	56.1%	1,831	54.6%	7,850	54.0%

Educational Attainment (2018)

Adult Population Age 25 Years or Over	7,002		10,577		44,898	
Elementary (Grade Level 0 to 8)	353	5.0%	466	4.4%	2,023	4.5%
Some High School (Grade Level 9 to 11)	807	11.5%	1,211	11.5%	4,473	10.0%
High School Graduate	2,636	37.7%	4,065	38.4%	16,914	37.7%
Some College	1,319	18.8%	2,050	19.4%	9,803	21.8%
Associate Degree Only	409	5.8%	623	5.9%	2,834	6.3%
Bachelor Degree Only	1,009	14.4%	1,463	13.8%	5,805	12.9%
Graduate Degree	468	6.7%	699	6.6%	3,045	6.8%
Any College (Some College or Higher)	3,206	45.8%	4,835	45.7%	21,487	47.9%
College Degree + (Bachelor Degree or Higher)	1,478	21.1%	2,162	20.4%	8,850	19.7%

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Davis, OK

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Housing

Total Housing Units (2018)	5,067		7,545		31,080	
Total Housing Units (2010)	4,997		7,441		30,408	
Historical Annual Growth (2010-2018)	70	0.2%	104	0.2%	673	0.3%
Housing Units Occupied (2018)	4,223	83.3%	6,349	84.1%	27,355	88.0%
Housing Units Owner-Occupied	2,939	69.6%	4,537	71.5%	18,508	67.7%
Housing Units Renter-Occupied	1,284	30.4%	1,811	28.5%	8,847	32.3%
Housing Units Vacant (2018)	844	20.0%	1,196	18.8%	3,725	13.6%

Household Size (2018)

Total Households	4,223		6,349		27,355	
1 Person Households	1,280	30.3%	1,822	28.7%	7,943	29.0%
2 Person Households	1,483	35.1%	2,333	36.8%	9,667	35.3%
3 Person Households	585	13.9%	898	14.1%	4,072	14.9%
4 Person Households	510	12.1%	748	11.8%	3,172	11.6%
5 Person Households	238	5.6%	365	5.8%	1,575	5.8%
6 Person Households	88	2.1%	126	2.0%	595	2.2%
7 or More Person Households	38	0.9%	57	0.9%	331	1.2%

Household Income Distribution (2018)

HH Income \$200,000 or More	116	2.8%	166	2.6%	897	3.3%
HH Income \$150,000 to \$199,999	112	2.7%	178	2.8%	821	3.0%
HH Income \$125,000 to \$149,999	196	4.6%	281	4.4%	1,030	3.8%
HH Income \$100,000 to \$124,999	260	6.2%	426	6.7%	1,833	6.7%
HH Income \$75,000 to \$99,999	531	12.6%	816	12.8%	3,237	11.8%
HH Income \$50,000 to \$74,999	1,072	25.4%	1,437	22.6%	5,336	19.5%
HH Income \$35,000 to \$49,999	530	12.6%	838	13.2%	3,832	14.0%
HH Income \$25,000 to \$34,999	440	10.4%	657	10.4%	3,272	12.0%
HH Income \$15,000 to \$24,999	534	12.7%	773	12.2%	3,278	12.0%
HH Income \$10,000 to \$14,999	256	6.1%	411	6.5%	1,564	5.7%
HH Income Under \$10,000	176	4.2%	365	5.8%	2,254	8.2%

Household Vehicles (2018)

Households 0 Vehicles Available	208	4.9%	316	5.0%	1,512	5.5%
Households 1 Vehicle Available	1,188	28.1%	1,714	27.0%	8,547	31.2%
Households 2 Vehicles Available	1,648	39.0%	2,473	38.9%	10,847	39.7%
Households 3 or More Vehicles Available	1,179	27.9%	1,846	29.1%	6,449	23.6%
Total Vehicles Available	8,641		13,177		52,437	
Average Vehicles per Household	2.0		2.1		1.9	
Owner-Occupied Household Vehicles	6,489	75.1%	10,148	77.0%	39,684	75.7%
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.1	
Renter-Occupied Household Vehicles	2,152	24.9%	3,030	23.0%	12,753	24.3%
Average Vehicles per Renter-Occupied Household	1.7		1.7		1.4	

Travel Time (2015)

Worker Base Age 16 years or Over	4,526		6,626		28,273	
Travel to Work in 14 Minutes or Less	2,239	49.5%	3,045	46.0%	13,455	47.6%
Travel to Work in 15 to 29 Minutes	854	18.9%	1,527	23.1%	7,821	27.7%
Travel to Work in 30 to 59 Minutes	1,029	22.7%	1,411	21.3%	4,747	16.8%
Travel to Work in 60 Minutes or More	240	5.3%	424	6.4%	1,514	5.4%
Work at Home	110	2.4%	180	2.7%	776	2.7%
Average Minutes Travel to Work	14.7		15.5		15.2	

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Davis, OK

10 min drivetime 15 min drivetime 30 min drivetime

Transportation To Work (2015)

Worker Base Age 16 years or Over	4,526		6,626		28,273	
Drive to Work Alone	3,679	81.3%	5,512	83.2%	23,880	84.5%
Drive to Work in Carpool	542	12.0%	675	10.2%	2,731	9.7%
Travel to Work by Public Transportation	40	0.9%	49	0.7%	167	0.6%
Drive to Work on Motorcycle	1	-	13	0.2%	55	0.2%
Bicycle to Work	-	-	8	0.1%	56	0.2%
Walk to Work	144	3.2%	168	2.5%	476	1.7%
Other Means	10	0.2%	20	0.3%	132	0.5%
Work at Home	110	2.4%	180	2.7%	776	2.7%

Daytime Demographics (2018)

Total Businesses	611		742		3,725	
Total Employees	5,795		6,969		38,036	
Company Headquarter Businesses	7	1.1%	7	0.9%	21	0.6%
Company Headquarter Employees	568	9.8%	574	8.2%	1,535	4.0%
Employee Population per Business	9.5 to 1		9.4 to 1		10.2 to 1	
Residential Population per Business	16.8 to 1		20.8 to 1		18.0 to 1	
Adj. Daytime Demographics Age 16 Years or Over	9,435		12,580		61,947	

Labor Force

Labor Population Age 16 Years or Over (2018)	8,131		12,227		52,298	
Labor Force Total Males (2018)	4,019	49.4%	6,034	49.3%	25,294	48.4%
Male Civilian Employed	2,367	58.9%	3,542	58.7%	15,364	60.7%
Male Civilian Unemployed	79	2.0%	107	1.8%	514	2.0%
Males in Armed Forces	22	0.5%	24	0.4%	26	0.1%
Males Not in Labor Force	1,551	38.6%	2,361	39.1%	9,391	37.1%
Labor Force Total Females (2018)	4,112	50.6%	6,193	50.7%	27,003	51.6%
Female Civilian Employed	2,091	50.8%	3,038	49.1%	12,984	48.1%
Female Civilian Unemployed	58	1.4%	104	1.7%	528	2.0%
Females in Armed Forces	12	0.3%	13	0.2%	13	-
Females Not in Labor Force	1,952	47.5%	3,038	49.1%	13,479	49.9%
Unemployment Rate	1.7%		1.7%		2.0%	
Labor Force Growth (2010-2018)	-13	-0.3%	-8	-0.1%	39	0.1%
Male Labor Force Growth (2010-2018)	-7	-0.3%	-4	-0.1%	20	0.1%
Female Labor Force Growth (2010-2018)	-6	-0.3%	-4	-0.1%	18	0.1%

Occupation (2015)

Occupation Population Age 16 Years or Over	4,470		6,588		28,310	
Occupation Total Males	2,374	53.1%	3,546	53.8%	15,344	54.2%
Occupation Total Females	2,097	46.9%	3,042	46.2%	12,966	45.8%
Management, Business, Financial Operations	547	12.2%	797	12.1%	3,504	12.4%
Professional, Related	715	16.0%	1,100	16.7%	4,710	16.6%
Service	1,062	23.8%	1,436	21.8%	5,398	19.1%
Sales, Office	1,035	23.2%	1,495	22.7%	6,583	23.3%
Farming, Fishing, Forestry	6	0.1%	27	0.4%	181	0.6%
Construction, Extraction, Maintenance	485	10.8%	734	11.1%	3,057	10.8%
Production, Transport, Material Moving	620	13.9%	1,000	15.2%	4,876	17.2%
White Collar Workers	2,297	51.4%	3,392	51.5%	14,797	52.3%
Blue Collar Workers	2,173	48.6%	3,196	48.5%	13,512	47.7%

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10 min drivetime 15 min drivetime 30 min drivetime

Units In Structure (2015)

Total Units	3,967		5,982		26,055	
1 Detached Unit	3,519	88.7%	5,325	89.0%	22,189	85.2%
1 Attached Unit	28	0.7%	41	0.7%	510	2.0%
2 Units	57	1.4%	98	1.6%	350	1.3%
3 to 4 Units	83	2.1%	106	1.8%	531	2.0%
5 to 9 Units	53	1.3%	71	1.2%	449	1.7%
10 to 19 Units	45	1.1%	48	0.8%	337	1.3%
20 to 49 Units	2	0.1%	3	-	206	0.8%
50 or More Units	10	0.2%	12	0.2%	350	1.3%
Mobile Home or Trailer	438	11.0%	642	10.7%	2,374	9.1%
Other Structure	1	-	10	0.2%	28	0.1%

Homes Built By Year (2015)

Homes Built 2014 or later	9	0.2%	11	0.2%	69	0.3%
Homes Built 2010 to 2013	154	3.9%	236	3.9%	786	3.0%
Homes Built 2000 to 2009	564	14.2%	789	13.2%	3,176	12.2%
Homes Built 1990 to 1999	691	17.4%	910	15.2%	3,091	11.9%
Homes Built 1980 to 1989	586	14.8%	861	14.4%	3,697	14.2%
Homes Built 1970 to 1979	807	20.3%	1,291	21.6%	5,398	20.7%
Homes Built 1960 to 1969	455	11.5%	782	13.1%	3,147	12.1%
Homes Built 1950 to 1959	514	13.0%	761	12.7%	3,950	15.2%
Homes Built 1940 to 1949	213	5.4%	331	5.5%	1,927	7.4%
Homes Built Before 1939	243	6.1%	385	6.4%	2,083	8.0%
Median Age of Homes	38.5 yrs		39.6 yrs		42.1 yrs	

Home Values (2015)

Owner Specified Housing Units	2,764		4,277		17,671	
Home Values \$1,000,000 or More	3	0.1%	7	0.2%	55	0.3%
Home Values \$750,000 to \$999,999	6	0.2%	13	0.3%	84	0.5%
Home Values \$500,000 to \$749,999	15	0.5%	30	0.7%	339	1.9%
Home Values \$400,000 to \$499,999	55	2.0%	72	1.7%	260	1.5%
Home Values \$300,000 to \$399,999	51	1.8%	103	2.4%	725	4.1%
Home Values \$250,000 to \$299,999	229	8.3%	342	8.0%	1,101	6.2%
Home Values \$200,000 to \$249,999	258	9.3%	408	9.5%	1,357	7.7%
Home Values \$175,000 to \$199,999	116	4.2%	172	4.0%	845	4.8%
Home Values \$150,000 to \$174,999	279	10.1%	383	9.0%	1,500	8.5%
Home Values \$125,000 to \$149,999	130	4.7%	226	5.3%	1,073	6.1%
Home Values \$100,000 to \$124,999	236	8.5%	406	9.5%	1,987	11.2%
Home Values \$90,000 to \$99,999	147	5.3%	214	5.0%	1,006	5.7%
Home Values \$80,000 to \$89,999	327	11.8%	452	10.6%	1,488	8.4%
Home Values \$70,000 to \$79,999	252	9.1%	363	8.5%	1,208	6.8%
Home Values \$60,000 to \$69,999	292	10.6%	417	9.7%	1,298	7.3%
Home Values \$50,000 to \$59,999	179	6.5%	293	6.9%	1,202	6.8%
Home Values \$35,000 to \$49,999	165	6.0%	301	7.0%	1,135	6.4%
Home Values \$25,000 to \$34,999	88	3.2%	136	3.2%	661	3.7%
Home Values \$10,000 to \$24,999	96	3.5%	156	3.6%	827	4.7%
Home Values Under \$10,000	26	1.0%	49	1.2%	330	1.9%
Owner-Occupied Median Home Value	\$102,328		\$103,033		\$111,933	
Renter-Occupied Median Rent	\$494		\$470		\$500	

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Total Annual Consumer Expenditure (2018)

Total Household Expenditure	\$208 M	\$317 M	\$1.38 B
Total Non-Retail Expenditure	\$107 M	\$163 M	\$713 M
Total Retail Expenditure	\$101 M	\$154 M	\$667 M
Apparel	\$7.21 M	\$11.0 M	\$47.9 M
Contributions	\$8.41 M	\$12.8 M	\$56.8 M
Education	\$6.94 M	\$10.6 M	\$47.4 M
Entertainment	\$11.6 M	\$17.6 M	\$76.8 M
Food and Beverages	\$31.0 M	\$47.3 M	\$205 M
Furnishings and Equipment	\$6.98 M	\$10.7 M	\$46.3 M
Gifts	\$4.88 M	\$7.45 M	\$32.7 M
Health Care	\$17.2 M	\$26.2 M	\$114 M
Household Operations	\$5.64 M	\$8.59 M	\$37.6 M
Miscellaneous Expenses	\$3.10 M	\$4.73 M	\$20.6 M
Personal Care	\$2.70 M	\$4.12 M	\$17.9 M
Personal Insurance	\$1.46 M	\$2.23 M	\$9.77 M
Reading	\$460 K	\$701 K	\$3.05 M
Shelter	\$42.8 M	\$65.4 M	\$285 M
Tobacco	\$1.36 M	\$2.09 M	\$9.07 M
Transportation	\$40.1 M	\$61.1 M	\$264 M
Utilities	\$16.0 M	\$24.4 M	\$106 M

Monthly Household Consumer Expenditure (2018)

Total Household Expenditure	\$4,101	\$4,163	\$4,205
Total Non-Retail Expenditure	\$2,110 51.5%	\$2,143 51.5%	\$2,172 51.7%
Total Retail Expenditures	\$1,991 48.5%	\$2,020 48.5%	\$2,033 48.3%
Apparel	\$142 3.5%	\$144 3.5%	\$146 3.5%
Contributions	\$166 4.0%	\$169 4.0%	\$173 4.1%
Education	\$137 3.3%	\$140 3.4%	\$145 3.4%
Entertainment	\$228 5.6%	\$231 5.6%	\$234 5.6%
Food and Beverages	\$611 14.9%	\$621 14.9%	\$626 14.9%
Furnishings and Equipment	\$138 3.4%	\$140 3.4%	\$141 3.4%
Gifts	\$96 2.3%	\$98 2.3%	\$100 2.4%
Health Care	\$339 8.3%	\$344 8.3%	\$347 8.3%
Household Operations	\$111 2.7%	\$113 2.7%	\$115 2.7%
Miscellaneous Expenses	\$61 1.5%	\$62 1.5%	\$63 1.5%
Personal Care	\$53 1.3%	\$54 1.3%	\$55 1.3%
Personal Insurance	\$29 0.7%	\$29 0.7%	\$30 0.7%
Reading	\$9 0.2%	\$9 0.2%	\$9 0.2%
Shelter	\$845 20.6%	\$858 20.6%	\$868 20.6%
Tobacco	\$27 0.7%	\$27 0.7%	\$28 0.7%
Transportation	\$792 19.3%	\$802 19.3%	\$804 19.1%
Utilities	\$316 7.7%	\$321 7.7%	\$324 7.7%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

Furniture and Home Furnishings Stores

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

Electronics and Appliance Stores

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

Building Materials and Garden Supply Stores

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

Food and Beverage Stores

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

Health and Personal Care Stores

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

Sporting Goods and Hobby Stores

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

General Merchandise Stores

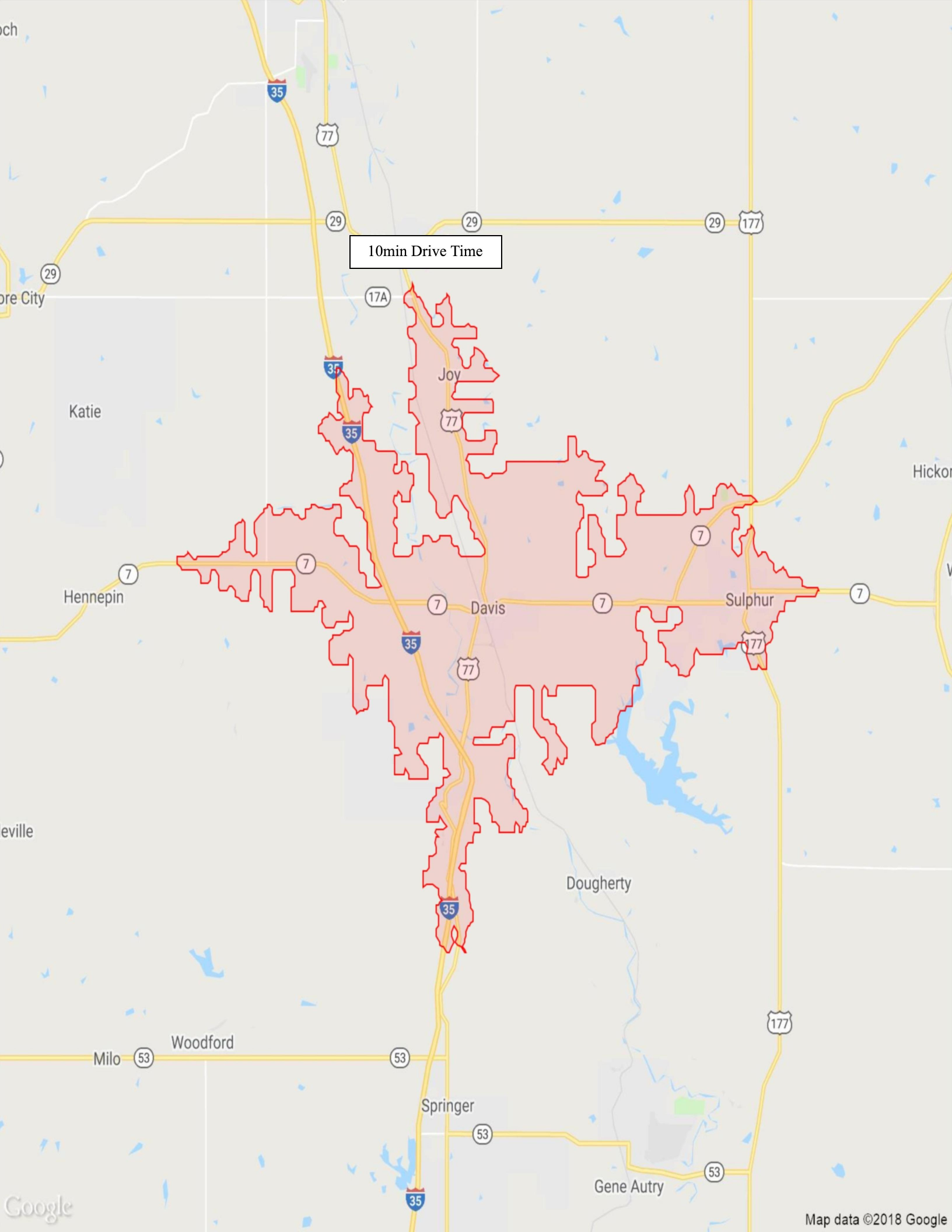
Department stores and other general merchandise stores

Miscellaneous Store Retailers

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

Foodservice and Drinking Places

Full-service restaurants, limited service eating places, special foodservices, taverns and bars



10min Drive Time

Retail Market Power 2018

Trade Area: Davis, OK Opportunity Gap 2018 (10min Drive Time) 2018 Demand (\$) 2018 Supply (\$) Opportunity Gap/Surplus (\$)

Totals

Total retail trade including food and drink (NAICS 44, 45 and 722)	55,328,810	67,230,458	-11,901,648
Total retail trade (NAICS 44 and 45)	49,177,022	61,817,739	-12,640,717

Motor Vehicle and Parts Dealers

Motor vehicle and parts dealers (NAICS 441)	12,579,252	14,243,869	-1,664,617
Automobile dealers (NAICS 4411)	10,877,845	13,967,223	-3,089,378
New car dealers (NAICS 44111)	9,912,414	13,808,228	-3,895,814
Used car dealers (NAICS 44112)	965,431	158,995	806,436
Other motor vehicle dealers (NAICS 4412)	733,413	258,138	475,275
Recreational vehicle dealers (NAICS 44121)	218,037	56,849	161,189
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	515,375	201,289	314,087
Boat dealers (NAICS 441222)	163,058	74,757	88,302
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	352,317	126,532	225,785
Automotive parts, accessories, and tire stores (NAICS 4413)	967,994	18,509	949,485
Automotive parts and accessories stores (NAICS 44131)	570,116	12,481	557,635
Tire dealers (NAICS 44132)	397,878	6,028	391,850

Furniture and Home Furnishings Stores

Furniture and home furnishings stores (NAICS 442)	938,926	1,720	937,206
Furniture stores (NAICS 4421)	496,404	1,318	495,085
Home furnishings stores (NAICS 4422)	442,523	402	442,121
Floor covering stores (NAICS 44221)	191,408	374	191,034
Other home furnishings stores (NAICS 44229)	251,114	28	251,087
Window treatment stores (NAICS 442291)	9,381	21	9,360
All other home furnishings stores (NAICS 442299)	241,733	6	241,727

Electronics and Appliance Stores

Electronics and appliance stores (NAICS 443)	737,472	0	737,472
Household appliance stores (NAICS 443141)	150,523	0	150,523
Electronics stores (NAICS 443142)	586,949	0	586,949

Building Material and Garden Equipment and Supplies Dealers

Building material and garden equipment and supplies dealers (NAICS 444)	3,384,850	19,179,013	-15,794,163
Building material and supplies dealers (NAICS 4441)	2,921,067	2,972,190	-51,123
Home centers (NAICS 44411)	1,707,350	48	1,707,302
Paint and wallpaper stores (NAICS 44412)	59,694	56,588	3,106
Hardware stores (NAICS 44413)	199,216	769,717	-570,500
Other building material dealers (NAICS 44419)	954,806	2,145,837	-1,191,031
Lawn and garden equipment and supplies stores (NAICS 4442)	463,783	16,206,823	-15,743,040
Outdoor power equipment stores (NAICS 44421)	66,072	120,719	-54,647
Nursery, garden center, and farm supply stores (NAICS 44422)	397,711	16,086,104	-15,688,393

Food and Beverage Stores

Food and beverage stores (NAICS 445)	6,688,768	164	6,688,604
Grocery stores (NAICS 4451)	6,049,156	38	6,049,118
Supermarkets and other grocery (except convenience) stores (NAICS 4451)	5,828,531	25	5,828,506
Convenience stores (NAICS 44512)	220,626	13	220,612
Specialty food stores (NAICS 4452)	168,570	110	168,460
Meat markets (NAICS 44521)	55,673	19	55,654
Fish and seafood markets (NAICS 44522)	20,200	17	20,183
Fruit and vegetable markets (NAICS 44523)	34,416	19	34,397
Other specialty food stores (NAICS 44529)	58,281	54	58,226
Baked goods stores (NAICS 445291)	14,742	19	14,722
Confectionery and nut stores (NAICS 445292)	16,998	18	16,980
All other specialty food stores (NAICS 445299)	26,541	17	26,524
Beer, wine, and liquor stores (NAICS 4453)	471,042	17	471,025

Health and Personal Care Stores

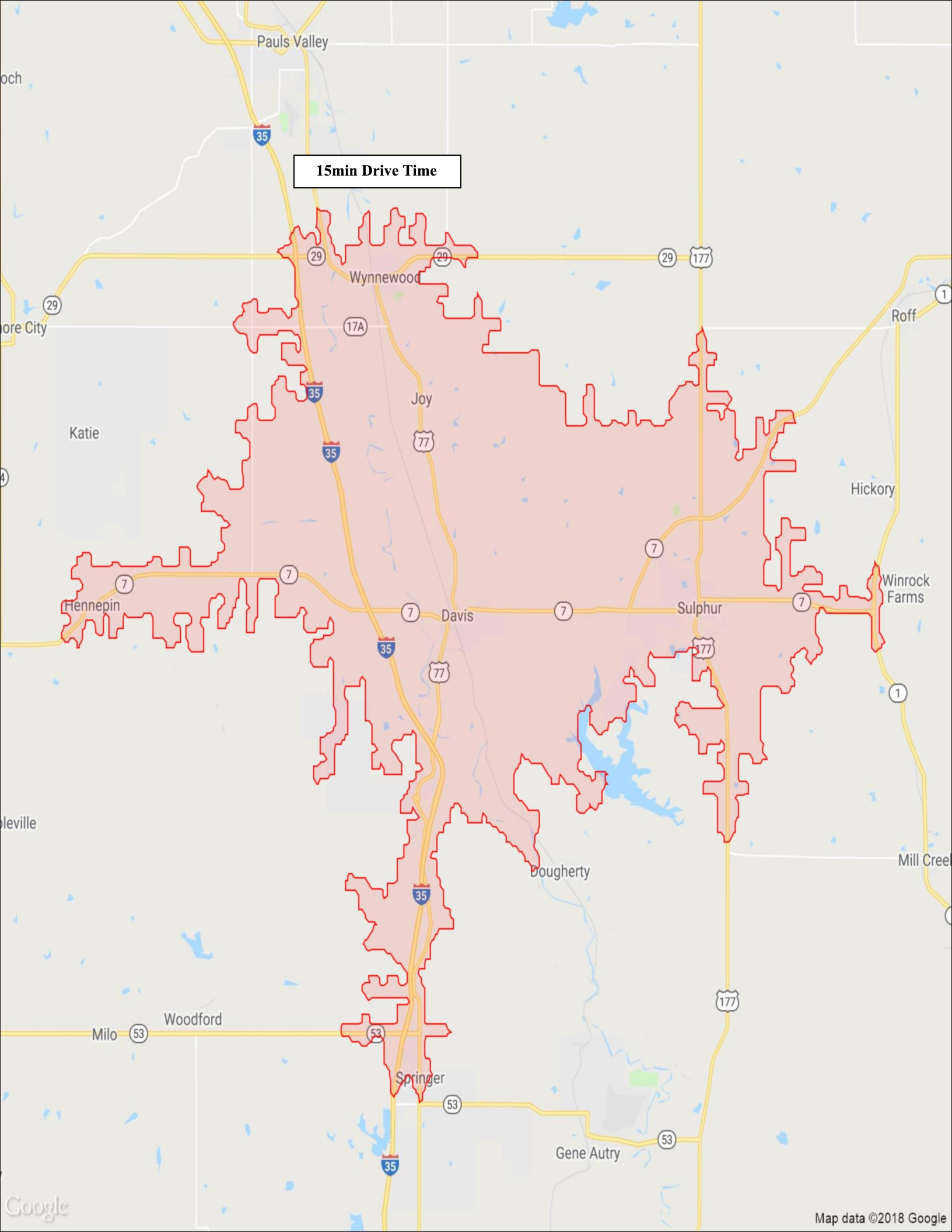
Health and personal care stores (NAICS 446)	3,492,763	2,433,637	1,059,126
Pharmacies and drug stores (NAICS 44611)	2,974,093	2,164,517	809,575
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	202,466	14	202,452
Optical goods stores (NAICS 44613)	101,985	16	101,969
Other health and personal care stores (NAICS 44619)	214,220	269,089	-54,870
Food (health) supplement stores (NAICS 446191)	68,691	14	68,677
All other health and personal care stores (NAICS 446199)	145,529	269,076	-123,547

Gasoline Stations

Gasoline stations (NAICS 447)	5,574,096	21,502,768	-15,928,673
Gasoline stations with convenience stores (NAICS 44711)	4,299,311	21,498,701	-17,199,390
Other gasoline stations (NAICS 44719)	1,274,784	4,067	1,270,717

Retail Market Power 2018

Trade Area: Davis, OK Opportunity Gap 2018 (10min Drive Time)	2018 Demand (\$)	2018 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	1,929,437	118	1,929,319
Clothing stores (NAICS 4481)	1,406,515	65	1,406,450
Men's clothing stores (NAICS 44811)	63,043	9	63,034
Women's clothing stores (NAICS 44812)	295,238	9	295,229
Children's and infants' clothing stores (NAICS 44813)	83,886	12	83,874
Family clothing stores (NAICS 44814)	770,165	12	770,153
Clothing accessories stores (NAICS 44815)	71,741	10	71,731
Other clothing stores (NAICS 44819)	122,441	12	122,429
Shoe stores (NAICS 4482)	313,656	14	313,642
Jewelry, luggage, and leather goods stores (NAICS 4483)	209,267	39	209,228
Jewelry stores (NAICS 44831)	191,703	26	191,677
Luggage and leather goods stores (NAICS 44832)	17,564	13	17,550
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	675,474	40,919	634,554
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	577,458	40,809	536,650
Sporting goods stores (NAICS 45111)	369,509	40,692	328,817
Hobby, toy, and game stores (NAICS 45112)	145,283	42	145,241
Sewing, needlework, and piece goods stores (NAICS 45113)	32,004	38	31,966
Musical instrument and supplies stores (NAICS 45114)	30,663	37	30,626
Book stores and news dealers (NAICS 4512)	98,015	110	97,905
Book stores (NAICS 451211)	87,793	65	87,728
News dealers and newsstands (NAICS 451212)	10,222	46	10,177
General Merchandise Stores			
General merchandise stores (NAICS 452)	6,452,615	4,325,169	2,127,446
Department stores (NAICS 4522)	1,289,942	52,272	1,237,670
Other general merchandise stores (NAICS 4523)	5,162,673	4,272,897	889,776
Warehouse clubs and supercenters (NAICS 452311)	4,493,840	4,272,894	220,946
All other general merchandise stores (NAICS 452319)	668,833	3	668,830
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	1,175,865	38,579	1,137,286
Florists (NAICS 4531)	55,492	23	55,469
Office supplies, stationery, and gift stores (NAICS 4532)	251,993	36	251,957
Office supplies and stationery stores (NAICS 45321)	117,721	17	117,704
Gift, novelty, and souvenir stores (NAICS 45322)	134,272	19	134,253
Used merchandise stores (NAICS 4533)	193,301	25	193,276
Other miscellaneous store retailers (NAICS 4539)	675,079	38,494	636,584
Pet and pet supplies stores (NAICS 45391)	220,683	18	220,666
Art dealers (NAICS 45392)	77,607	26	77,580
Manufactured (mobile) home dealers (NAICS 45393)	47,850	29	47,822
All other miscellaneous store retailers (NAICS 45399)	328,939	38,422	290,517
Tobacco stores (NAICS 453991)	153,483	16,785	136,698
All other miscellaneous store retailers (exc. tobacco stores) (NAICS 453998)	175,456	21,637	153,819
Non-store Retailers			
Non-store retailers (NAICS 454)	5,547,504	51,781	5,495,723
Electronic shopping and mail-order houses (NAICS 4541)	4,789,495	129	4,789,366
Vending machine operators (NAICS 4542)	77,386	34	77,353
Direct selling establishments (NAICS 4543)	680,623	51,619	629,004
Fuel dealers (NAICS 45431)	247,822	12,288	235,534
Other direct selling establishments (NAICS 45439)	432,800	39,330	393,470
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	6,151,788	5,412,719	739,069
Special food services (NAICS 7223)	566,845	78	566,768
Food service contractors (NAICS 72231)	465,856	32	465,825
Caterers (NAICS 72232)	92,805	30	92,775
Mobile food services (NAICS 72233)	8,184	16	8,168
Drinking places (alcoholic beverages) (NAICS 7224)	248,498	125,752	122,745
Restaurants and other eating places (NAICS 7225)	5,336,445	5,286,889	49,556
Full-service restaurants (NAICS 722511)	2,622,075	1,343,626	1,278,449
Limited-service restaurants (NAICS 722513)	2,256,799	2,633,841	-377,042
Cafeterias, grill buffets, and buffets (NAICS 722514)	78,555	58,666	19,888
Snack and nonalcoholic beverage bars (NAICS 722515)	379,016	1,250,755	-871,739
Ice cream and soft serve shops (NAICS 7225151)	45,724	228,557	-182,833
Frozen yogurt shops (NAICS 7225152)	11,901	130,130	-118,228
Doughnut shops (NAICS 7225153)	59,979	230,749	-170,769
Bagel shops (NAICS 7225154)	17,193	164,655	-147,462
Coffee shops (NAICS 7225155)	162,727	235,549	-72,822
Cookie shops (NAICS 7225156)	2,577	26,674	-24,097
Other snack and nonalcoholic beverage bars (NAICS 7225157)	78,914	234,441	-155,528
GAFO			
General merchandise stores (NAICS 452)	6,452,615	4,325,169	2,127,446
Clothing and clothing accessories stores (NAICS 448)	1,929,437	118	1,929,319
Furniture and home furnishings stores (NAICS 442)	938,926	1,720	937,206
Electronics and appliance stores (NAICS 443)	737,472	0	737,472
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	675,474	40,919	634,554
Office supplies, stationery, and gift stores (NAICS 4532)	251,993	36	251,957



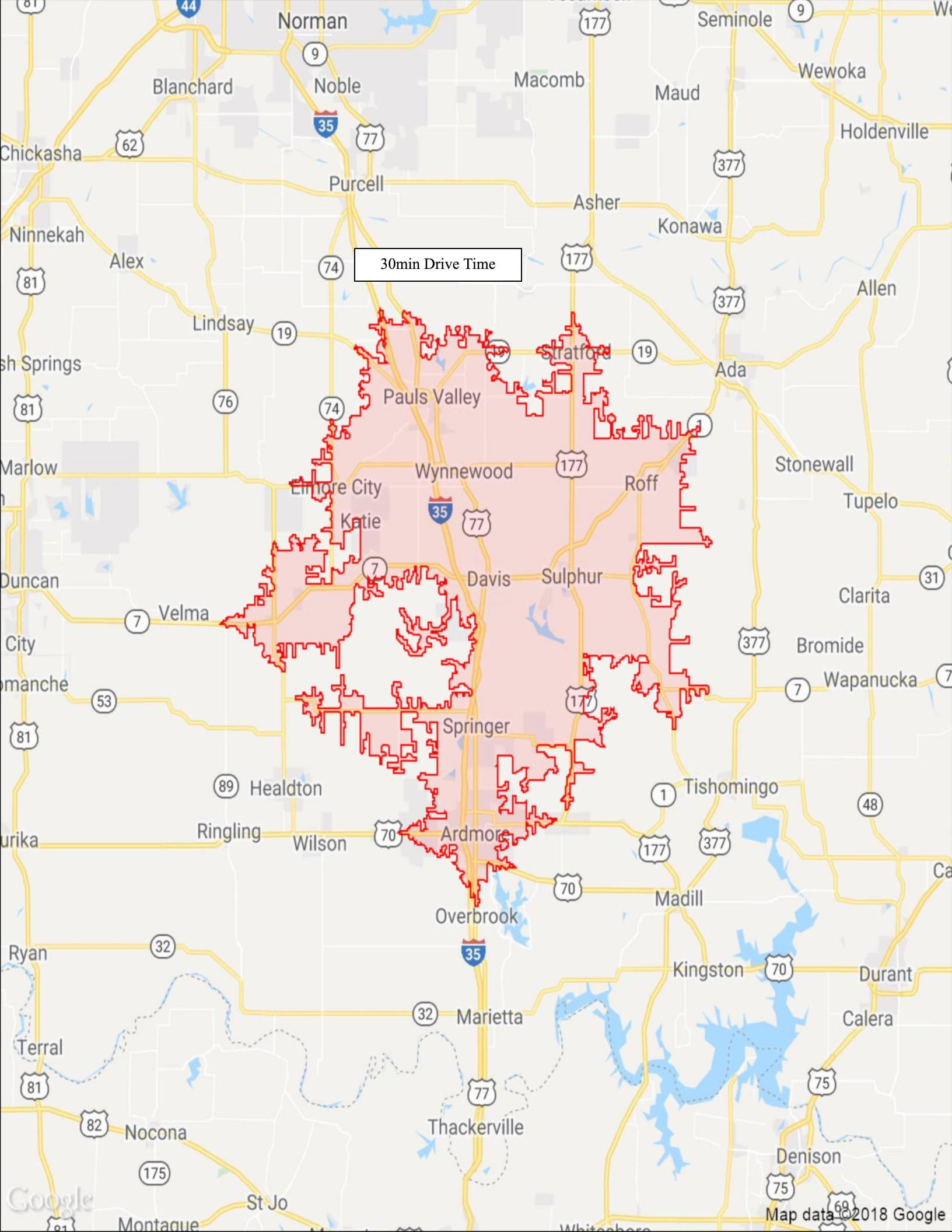
15min Drive Time

Retail Market Power 2018

Trade Area: Davis, OK Opportunity Gap 2018 (15min Drive Time)	2018 Demand (\$)	2018 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	132,984,351	162,930,091	-29,945,740
Total retail trade (NAICS 44 and 45)	118,579,902	148,974,949	-30,395,047
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	31,389,647	46,220,838	-14,831,192
Automobile dealers (NAICS 4411)	26,937,235	44,894,389	-17,957,154
New car dealers (NAICS 44111)	24,529,843	44,406,312	-19,876,469
Used car dealers (NAICS 44112)	2,407,392	488,077	1,919,315
Other motor vehicle dealers (NAICS 4412)	2,054,826	838,616	1,216,210
Recreational vehicle dealers (NAICS 44121)	624,393	192,544	431,850
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	1,430,433	646,072	784,361
Boat dealers (NAICS 441222)	466,169	226,566	239,604
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	964,264	419,507	544,757
Automotive parts, accessories, and tire stores (NAICS 4413)	2,397,585	487,833	1,909,752
Automotive parts and accessories stores (NAICS 44131)	1,410,490	394,545	1,015,946
Tire dealers (NAICS 44132)	987,095	93,289	893,806
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	2,162,409	101,619	2,060,790
Furniture stores (NAICS 4421)	1,120,438	82,760	1,037,678
Home furnishings stores (NAICS 4422)	1,041,971	18,859	1,023,111
Floor covering stores (NAICS 44221)	451,653	17,533	434,120
Other home furnishings stores (NAICS 44229)	590,317	1,326	588,991
Window treatment stores (NAICS 442291)	21,353	1,010	20,343
All other home furnishings stores (NAICS 442299)	568,964	316	568,648
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	1,706,312	35	1,706,278
Household appliance stores (NAICS 443141)	358,983	22	358,962
Electronics stores (NAICS 443142)	1,347,329	13	1,347,316
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	7,994,721	36,245,689	-28,250,969
Building material and supplies dealers (NAICS 4441)	6,856,475	5,655,447	1,201,028
Home centers (NAICS 44411)	4,028,780	691	4,028,089
Paint and wallpaper stores (NAICS 44412)	128,508	132,195	-3,687
Hardware stores (NAICS 44413)	469,608	1,463,341	-993,733
Other building material dealers (NAICS 44419)	2,229,579	4,059,221	-1,829,642
Lawn and garden equipment and supplies stores (NAICS 4442)	1,138,246	30,590,242	-29,451,997
Outdoor power equipment stores (NAICS 44421)	162,158	226,576	-64,418
Nursery, garden center, and farm supply stores (NAICS 44422)	976,088	30,363,667	-29,387,579
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	15,907,367	839,532	15,067,835
Grocery stores (NAICS 4451)	14,394,567	826,656	13,567,911
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	13,866,241	316,471	13,549,770
Convenience stores (NAICS 44512)	528,326	510,185	18,141
Specialty food stores (NAICS 4452)	399,778	10,021	389,757
Meat markets (NAICS 44521)	132,037	1,613	130,424
Fish and seafood markets (NAICS 44522)	47,900	1,401	46,499
Fruit and vegetable markets (NAICS 44523)	81,634	1,576	80,058
Other specialty food stores (NAICS 44529)	138,208	5,431	132,777
Baked goods stores (NAICS 445291)	34,957	1,926	33,031
Confectionery and nut stores (NAICS 445292)	40,305	1,813	38,491
All other specialty food stores (NAICS 445299)	62,946	1,692	61,254
Beer, wine, and liquor stores (NAICS 4453)	1,113,022	2,856	1,110,167
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	8,460,092	7,370,539	1,089,554
Pharmacies and drug stores (NAICS 44611)	7,197,610	6,579,430	618,180
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	495,152	42	495,110
Optical goods stores (NAICS 44613)	247,049	47	247,002
Other health and personal care stores (NAICS 44619)	520,282	791,020	-270,739
Food (health) supplement stores (NAICS 446191)	164,535	40	164,495
All other health and personal care stores (NAICS 446199)	355,747	790,980	-435,233
Gasoline Stations			
Gasoline stations (NAICS 447)	13,341,404	30,202,395	-16,860,991
Gasoline stations with convenience stores (NAICS 44711)	10,288,461	29,365,914	-19,077,453
Other gasoline stations (NAICS 44719)	3,052,943	836,480	2,216,463

Retail Market Power 2018

Trade Area: Davis, OK Opportunity Gap 2018 (15min Drive Time)	2018 Demand (\$)	2018 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	4,447,324	911,827	3,535,497
Clothing stores (NAICS 4481)	3,245,758	908,998	2,336,759
Men's clothing stores (NAICS 44811)	144,724	19	144,705
Women's clothing stores (NAICS 44812)	683,631	2,940	680,690
Children's and infants' clothing stores (NAICS 44813)	191,459	23	191,436
Family clothing stores (NAICS 44814)	1,776,637	905,970	870,667
Clothing accessories stores (NAICS 44815)	165,878	21	165,857
Other clothing stores (NAICS 44819)	283,429	24	283,405
Shoe stores (NAICS 4482)	719,238	28	719,210
Jewelry, luggage, and leather goods stores (NAICS 4483)	482,329	2,801	479,528
Jewelry stores (NAICS 44831)	440,846	2,776	438,070
Luggage and leather goods stores (NAICS 44832)	41,483	25	41,458
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	1,688,555	40,919	1,647,636
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	1,460,038	40,809	1,419,229
Sporting goods stores (NAICS 45111)	967,631	40,692	926,939
Hobby, toy, and game stores (NAICS 45112)	343,465	42	343,423
Sewing, needlework, and piece goods stores (NAICS 45113)	76,247	38	76,208
Musical instrument and supplies stores (NAICS 45114)	72,695	37	72,659
Book stores and news dealers (NAICS 4512)	228,517	110	228,407
Book stores (NAICS 451211)	204,334	65	204,270
News dealers and newsstands (NAICS 451212)	24,183	46	24,137
General Merchandise Stores			
General merchandise stores (NAICS 452)	15,328,863	26,847,933	-11,519,070
Department stores (NAICS 4522)	3,021,582	328,255	2,693,327
Other general merchandise stores (NAICS 4523)	12,307,281	26,519,678	-14,212,397
Warehouse clubs and supercenters (NAICS 452311)	10,713,964	26,514,101	-15,800,138
All other general merchandise stores (NAICS 452319)	1,593,318	5,577	1,587,741
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	2,861,679	117,954	2,743,725
Florists (NAICS 4531)	134,876	383	134,493
Office supplies, stationery, and gift stores (NAICS 4532)	594,331	151	594,180
Office supplies and stationery stores (NAICS 45321)	275,717	94	275,624
Gift, novelty, and souvenir stores (NAICS 45322)	318,614	58	318,556
Used merchandise stores (NAICS 4533)	459,458	1,813	457,645
Other miscellaneous store retailers (NAICS 4539)	1,673,014	115,606	1,557,408
Pet and pet supplies stores (NAICS 45391)	557,430	53	557,377
Art dealers (NAICS 45392)	185,021	79	184,942
Manufactured (mobile) home dealers (NAICS 45393)	137,025	86	136,939
All other miscellaneous store retailers (NAICS 45399)	793,538	115,388	678,150
Tobacco stores (NAICS 453991)	374,350	50,410	323,940
All other miscellaneous store retailers (exc. tobacco stores) (NAICS 453998)	419,189	64,978	354,210
Non-store Retailers			
Non-store retailers (NAICS 454)	13,291,529	75,669	13,215,860
Electronic shopping and mail-order houses (NAICS 4541)	11,412,813	188	11,412,625
Vending machine operators (NAICS 4542)	183,528	49	183,479
Direct selling establishments (NAICS 4543)	1,695,188	75,432	1,619,756
Fuel dealers (NAICS 45431)	670,933	17,957	652,976
Other direct selling establishments (NAICS 45439)	1,024,255	57,474	966,781
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	14,404,449	13,955,142	449,307
Special food services (NAICS 7223)	1,347,977	942	1,347,034
Food service contractors (NAICS 72231)	1,109,421	81	1,109,340
Caterers (NAICS 72232)	219,192	820	218,372
Mobile food services (NAICS 72233)	19,364	41	19,323
Drinking places (alcoholic beverages) (NAICS 7224)	589,798	322,269	267,528
Restaurants and other eating places (NAICS 7225)	12,466,675	13,631,930	-1,165,255
Full-service restaurants (NAICS 722511)	6,120,860	3,459,630	2,661,230
Limited-service restaurants (NAICS 722513)	5,267,632	6,821,145	-1,553,513
Cafeterias, grill buffets, and buffets (NAICS 722514)	182,472	150,031	32,441
Snack and nonalcoholic beverage bars (NAICS 722515)	895,711	3,201,124	-2,305,413
Ice cream and soft serve shops (NAICS 7225151)	108,285	584,797	-476,512
Frozen yogurt shops (NAICS 7225152)	27,865	333,424	-305,560
Doughnut shops (NAICS 7225153)	141,803	590,385	-448,582
Bagel shops (NAICS 7225154)	40,539	421,660	-381,121
Coffee shops (NAICS 7225155)	385,152	602,610	-217,458
Cookie shops (NAICS 7225156)	6,050	68,443	-62,393
Other snack and nonalcoholic beverage bars (NAICS 7225157)	186,018	599,804	-413,786
GAFO			
General merchandise stores (NAICS 452)	15,328,863	26,847,933	-11,519,070
Clothing and clothing accessories stores (NAICS 448)	4,447,324	911,827	3,535,497
Furniture and home furnishings stores (NAICS 442)	2,162,409	101,619	2,060,790
Electronics and appliance stores (NAICS 443)	1,706,312	35	1,706,278
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	1,688,555	40,919	1,647,636
Office supplies, stationery, and gift stores (NAICS 4532)	594,331	151	594,180



30min Drive Time

Retail Market Power 2018

Trade Area: Davis, OK Opportunity Gap 2018 (30min Drive Time)	2018 Demand (\$)	2018 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	733,934,031	2,258,836,953	-1,524,902,922
Total retail trade (NAICS 44 and 45)	652,742,356	2,016,647,076	-1,363,904,720
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	169,922,190	592,663,842	-422,741,652
Automobile dealers (NAICS 4411)	146,441,218	538,812,922	-392,371,704
New car dealers (NAICS 44111)	133,396,066	523,348,731	-389,952,665
Used car dealers (NAICS 44112)	13,045,153	15,464,191	-2,419,038
Other motor vehicle dealers (NAICS 4412)	10,563,560	7,520,223	3,043,337
Recreational vehicle dealers (NAICS 44121)	3,179,525	2,282,300	897,226
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	7,384,035	5,237,923	2,146,112
Boat dealers (NAICS 441222)	2,375,534	814,440	1,561,094
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	5,008,501	4,423,483	585,018
Automotive parts, accessories, and tire stores (NAICS 4413)	12,917,412	46,330,697	-33,413,285
Automotive parts and accessories stores (NAICS 44131)	7,618,787	38,951,333	-31,332,545
Tire dealers (NAICS 44132)	5,298,624	7,379,364	-2,080,740
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	12,427,056	10,299,572	2,127,484
Furniture stores (NAICS 4421)	6,580,475	9,423,395	-2,842,920
Home furnishings stores (NAICS 4422)	5,846,581	876,177	4,970,404
Floor covering stores (NAICS 44221)	2,533,201	817,744	1,715,456
Other home furnishings stores (NAICS 44229)	3,313,381	58,433	3,254,948
Window treatment stores (NAICS 442291)	121,898	44,953	76,945
All other home furnishings stores (NAICS 442299)	3,191,482	13,480	3,178,003
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	9,789,292	9,335,507	453,785
Household appliance stores (NAICS 443141)	1,986,398	3,852,685	-1,866,287
Electronics stores (NAICS 443142)	7,802,894	5,482,822	2,320,072
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	44,339,550	278,371,933	-234,032,383
Building material and supplies dealers (NAICS 4441)	38,159,839	192,073,561	-153,913,722
Home centers (NAICS 44411)	22,391,095	83,086,395	-60,695,300
Paint and wallpaper stores (NAICS 44412)	763,382	24,144,981	-23,381,600
Hardware stores (NAICS 44413)	2,604,420	9,882,483	-7,278,062
Other building material dealers (NAICS 44419)	12,400,942	74,959,702	-62,558,760
Lawn and garden equipment and supplies stores (NAICS 4442)	6,179,711	86,298,372	-80,118,661
Outdoor power equipment stores (NAICS 44421)	888,550	380,356	508,194
Nursery, garden center, and farm supply stores (NAICS 44422)	5,291,161	85,918,016	-80,626,855
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	87,783,332	77,992,956	9,790,376
Grocery stores (NAICS 4451)	79,300,161	69,903,148	9,397,013
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	76,405,684	54,640,481	21,765,203
Convenience stores (NAICS 44512)	2,894,476	15,262,667	-12,368,190
Specialty food stores (NAICS 4452)	2,209,161	658,872	1,550,290
Meat markets (NAICS 44521)	729,579	106,026	623,554
Fish and seafood markets (NAICS 44522)	264,703	92,457	172,245
Fruit and vegetable markets (NAICS 44523)	451,071	103,637	347,435
Other specialty food stores (NAICS 44529)	763,808	356,752	407,056
Baked goods stores (NAICS 445291)	193,174	126,082	67,093
Confectionery and nut stores (NAICS 445292)	222,806	119,015	103,791
All other specialty food stores (NAICS 445299)	347,828	111,655	236,173
Beer, wine, and liquor stores (NAICS 4453)	6,274,010	7,430,936	-1,156,927
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	45,942,882	133,674,266	-87,731,383
Pharmacies and drug stores (NAICS 44611)	39,108,849	122,391,529	-83,282,681
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	2,669,245	2,528,704	140,542
Optical goods stores (NAICS 44613)	1,344,065	2,233,252	-889,187
Other health and personal care stores (NAICS 44619)	2,820,724	6,520,780	-3,700,057
Food (health) supplement stores (NAICS 446191)	902,829	2,344,889	-1,442,059
All other health and personal care stores (NAICS 446199)	1,917,894	4,175,891	-2,257,997
Gasoline Stations			
Gasoline stations (NAICS 447)	72,751,927	350,112,769	-277,360,841
Gasoline stations with convenience stores (NAICS 44711)	56,108,970	140,689,932	-84,580,962
Other gasoline stations (NAICS 44719)	16,642,958	209,422,837	-192,779,879

Retail Market Power 2018

Trade Area: Davis, OK Opportunity Gap 2018 (30min Drive Time)	2018 Demand (\$)	2018 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	26,007,066	75,518,263	-49,511,198
Clothing stores (NAICS 4481)	18,981,856	63,197,051	-44,215,195
Men's clothing stores (NAICS 44811)	857,201	211	856,991
Women's clothing stores (NAICS 44812)	4,033,644	7,287,614	-3,253,970
Children's and infants' clothing stores (NAICS 44813)	1,086,828	1,352,172	-265,344
Family clothing stores (NAICS 44814)	10,349,124	48,412,073	-38,062,949
Clothing accessories stores (NAICS 44815)	979,565	4,925,359	-3,945,794
Other clothing stores (NAICS 44819)	1,675,493	1,219,622	455,871
Shoe stores (NAICS 4482)	4,131,591	8,135,726	-4,004,135
Jewelry, luggage, and leather goods stores (NAICS 4483)	2,893,619	4,185,487	-1,291,868
Jewelry stores (NAICS 44831)	2,661,571	4,185,397	-1,523,825
Luggage and leather goods stores (NAICS 44832)	232,048	90	231,958
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	9,244,343	15,057,052	-5,812,709
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	7,937,337	15,053,093	-7,115,756
Sporting goods stores (NAICS 45111)	5,175,376	14,922,140	-9,746,765
Hobby, toy, and game stores (NAICS 45112)	1,922,322	1,162	1,921,160
Sewing, needlework, and piece goods stores (NAICS 45113)	422,530	29,545	392,985
Musical instrument and supplies stores (NAICS 45114)	417,110	100,246	316,864
Book stores and news dealers (NAICS 4512)	1,307,006	3,959	1,303,047
Book stores (NAICS 451211)	1,172,136	3,793	1,168,343
News dealers and newsstands (NAICS 451212)	134,870	166	134,704
General Merchandise Stores			
General merchandise stores (NAICS 452)	84,919,313	404,583,496	-319,664,182
Department stores (NAICS 4522)	17,121,901	4,594,314	12,527,588
Other general merchandise stores (NAICS 4523)	67,797,412	399,989,182	-332,191,770
Warehouse clubs and supercenters (NAICS 452311)	58,988,957	319,051,314	-260,062,358
All other general merchandise stores (NAICS 452319)	8,808,455	80,937,868	-72,129,412
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	15,625,220	55,758,040	-40,132,821
Florists (NAICS 4531)	743,278	1,161,159	-417,881
Office supplies, stationery, and gift stores (NAICS 4532)	3,323,887	2,141,062	1,182,825
Office supplies and stationery stores (NAICS 45321)	1,555,359	1,390,334	165,025
Gift, novelty, and souvenir stores (NAICS 45322)	1,768,528	750,728	1,017,800
Used merchandise stores (NAICS 4533)	2,558,542	3,721,572	-1,163,030
Other miscellaneous store retailers (NAICS 4539)	8,999,512	48,734,247	-39,734,735
Pet and pet supplies stores (NAICS 45391)	2,959,718	140	2,959,577
Art dealers (NAICS 45392)	1,019,191	210	1,018,981
Manufactured (mobile) home dealers (NAICS 45393)	697,764	1,801,052	-1,103,288
All other miscellaneous store retailers (NAICS 45399)	4,322,840	46,932,844	-42,610,005
Tobacco stores (NAICS 453991)	2,010,580	19,807,321	-17,796,742
All other miscellaneous store retailers (exc. tobacco stores) (NAICS 453998)	2,312,260	27,125,523	-24,813,263
Non-store Retailers			
Non-store retailers (NAICS 454)	73,990,185	13,279,382	60,710,803
Electronic shopping and mail-order houses (NAICS 4541)	63,837,171	247,793	63,589,378
Vending machine operators (NAICS 4542)	1,014,101	11,859,375	-10,845,274
Direct selling establishments (NAICS 4543)	9,138,913	1,172,214	7,966,699
Fuel dealers (NAICS 45431)	3,437,078	848,620	2,588,457
Other direct selling establishments (NAICS 45439)	5,701,835	323,593	5,378,242
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	81,191,675	242,189,877	-160,998,202
Special food services (NAICS 7223)	7,443,989	283,857	7,160,132
Food service contractors (NAICS 72231)	6,116,995	614	6,116,381
Caterers (NAICS 72232)	1,219,633	282,969	936,664
Mobile food services (NAICS 72233)	107,361	274	107,087
Drinking places (alcoholic beverages) (NAICS 7224)	3,283,661	4,550,367	-1,266,707
Restaurants and other eating places (NAICS 7225)	70,464,026	237,355,652	-166,891,627
Full-service restaurants (NAICS 722511)	34,646,189	86,693,047	-52,046,858
Limited-service restaurants (NAICS 722513)	29,801,741	130,014,504	-100,212,762
Cafeterias, grill buffets, and buffets (NAICS 722514)	1,039,347	559,323	480,024
Snack and nonalcoholic beverage bars (NAICS 722515)	4,976,749	20,088,779	-15,112,030
Ice cream and soft serve shops (NAICS 7225151)	599,558	3,711,381	-3,111,824
Frozen yogurt shops (NAICS 7225152)	156,933	1,969,156	-1,812,222
Doughnut shops (NAICS 7225153)	787,382	3,763,715	-2,976,334
Bagel shops (NAICS 7225154)	225,941	2,560,484	-2,334,543
Coffee shops (NAICS 7225155)	2,135,744	3,863,959	-1,728,215
Cookie shops (NAICS 7225156)	33,923	388,836	-354,913
Other snack and nonalcoholic beverage bars (NAICS 7225157)	1,037,267	3,831,248	-2,793,980
GAFO			
General merchandise stores (NAICS 452)	84,919,313	404,583,496	-319,664,182
Clothing and clothing accessories stores (NAICS 448)	26,007,066	75,518,263	-49,511,198
Furniture and home furnishings stores (NAICS 442)	12,427,056	10,299,572	2,127,484
Electronics and appliance stores (NAICS 443)	9,789,292	9,335,507	453,785
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	9,244,343	15,057,052	-5,812,709
Office supplies, stationery, and gift stores (NAICS 4532)	3,323,887	2,141,062	1,182,825

Merchant Void Analysis



Lat/Lon: 34.5171/-97.1178

VOID DISTANCE

Davis, OK	Closest Location	Locations In 30 min drivetime	Locations In Davis
Auto Parts Tires			
NAPA		2	1
Convenience Stores			
Shell		10	1
Dollar Stores			
Dollar General		13	1
Home Improvement			
True Value		2	1
Restaurants Fast Food Major			
Sonic		9	1
Restaurants Pizza			
Pizza Hut		5	1
Restaurants Sandwich			
Subway		8	1
Self Storage			
U Haul		1	1
Auto Parts Tires			
AutoZone		2	-
CARQUEST		1	-
O'Reilly		3	-
Clothing Apparel			
Buckle		1	-
Cato		1	-
maurices		1	-
Rue21		1	-
The Childrens Place		1	-

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Merchant Void Analysis



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VOID DISTANCE

Davis, OK	Closest Location	Locations In 30 min drivetime	Locations In Davis
Convenience Stores			
Circle K		1	-
Exxon		1	-
Murphy USA		2	-
Sunoco		1	-
Valero		17	-
Craft Fabric Stores			
Hobby Lobby		1	-
Department Stores			
JCPenney		1	-
Stage		2	-
Discount Department Stores			
Ross		1	-
TJ Maxx		1	-
Wal-Mart Supercenter		3	-
Dollar Stores			
Big Lots		1	-
Dollar Tree		1	-
Family Dollar		5	-
Drug Stores			
CVS		1	-
GNC		1	-
Walgreens		1	-
Fitness			
Anytime Fitness		1	-
Planet Fitness		1	-

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Merchant Void Analysis



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VOID_DISTANCE

Davis, OK	Closest Location	Locations In 30 min drivetime	Locations In Davis
Fitness Continued...			
YMCA		2	-
Furniture Household			
Aarons		1	-
Rent A Center		1	-
Grocery Stores			
ALDI		1	-
Save-A-Lot		1	-
Health Beauty			
Bath & Body Works		1	-
Sally Beauty Supply		1	-
Supercuts		2	-
ULTA		1	-
Home Improvement			
Ace Hardware		2	-
Do It Best		2	-
Harbor Freight Tools		1	-
Lowe's		1	-
Orscheln		1	-
Sherwin-Williams		2	-
Tractor Supply Company		2	-
Hotels			
Americas Best Value Inn		2	-
Baymont Inn & Suites		1	-
Best Western Plus		2	-
Candlewood Suites		1	-
Comfort		2	-

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Merchant Void Analysis



Lat/Lon: 34.5171/-97.1178

VOID DISTANCE

Davis, OK	Closest Location	Locations In 30 min drivetime	Locations In Davis
Hotels Continued...			
Courtyard		1	-
Days Inn		2	-
Econo Lodge		1	-
Hampton Inn		2	-
Hilton Garden		1	-
Holiday Inn		1	-
Holiday Inn Express		1	-
La Quinta Inn & Suites		1	-
Microtel Inn & Suites		1	-
Motel 6		1	-
Quality		1	-
Red Lion Hotels		1	-
Rodeway		1	-
Springhill Suites		1	-
Super 8		2	-
Office Supply			
Staples		1	-
Pet Stores			
Petco		1	-
Restaurants Casual			
Applebee's		1	-
Chili's		1	-
Five Guys		1	-
Freddys		1	-
Huddle House		1	-
IHOP		2	-

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Merchant Void Analysis



Lat/Lon: 34.5171/-97.1178

VOID DISTANCE

Davis, OK	Closest Location	Locations In 30 min drivetime	Locations In Davis
Restaurants Coffee Donuts			
Starbucks		1	-
Restaurants Fast Food Major			
Arby's		2	-
Burger King		3	-
Jack in the Box		1	-
KFC		2	-
McDonald's		4	-
Taco Bell		4	-
Wendy's		1	-
Restaurants Fast Food Minor			
A&W		2	-
Carl's Jr.		2	-
Chick-fil-A		1	-
Chicken Express		2	-
Long John Silver's		1	-
Taco Bueno		1	-
Whataburger		1	-
Restaurants Ice Cream Smoothie			
Braum's		4	-
Restaurants Pizza			
Domino's Pizza		1	-
Godfather's Pizza		4	-
Little Caesars		2	-
Papa John's		1	-

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Merchant Void Analysis



Lat/Lon: 34.5171/-97.1178

VOID_DISTANCE

Davis, OK

Closest Location

Locations In 30 min drivetime

Locations In Davis

Self Storage

Simply Self Storage

2

-

Shoes Footwear

Famous Footwear

1

-

Payless ShoeSource

1

-

Shoe Sensation

1

-

Sporting Goods

Hibbett Sports

3

-

Wireless Stores

AT&T

3

-

Cricket

1

-

T-Mobile

1

-

Verizon Wireless

1

-

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Retail Attractions is an economic development consulting firm specializing in market research, creating effective incentive packages, and retail recruiting. Our firm believes healthy economic development is a process. Retail Attractions partners with our clients in a coordinated and strategic course of action resulting in extraordinary results. Retail Attractions believes smart, successful retail development is a vital part of a community's economic development program. We leverage our national network of relationships and our proven expertise to bring retailers, developers, landowners, and communities together to grow new retail business...one relationship at a time. We collaborate with our client cities to achieve their community goals through retail development. Far beyond concentric rings, drive times, or just another bound report; we develop actionable information and make sure the right people have access to it. In short, we make a difference for your community.

The truth is that anyone or any competent firm can pull demographics for a location based on a radius or a drive time. What makes us different is our custom approach to developing a community's trade area. We evaluate the existing retail options nearby, physical barriers to traffic, natural existing shopping patterns, and the potential draw of new shopping opportunities to develop a customer trade area for each community we serve. Your trade area is prepared by a seasoned retail recruitment professional based on criteria we know is important to the audience who will be receiving the finished marketing materials. We integrate demographic data with data we develop from other sources to create a complete picture of a community...one that will resonate with developers, brokers, and retailers. We work with a community to prepare materials and get them in the hands of interested parties rather than merely deliver data that then the community has to send out on its own. We also recognize that "one size does not fit all" when it comes to trade areas. Some sites may be perfect for grocery stores, with a more localized trade area, while others may support a regional draw. If your community has unique opportunities that require more than one trade area, we deliver what you need rather than forcing your community into our "standard offering."

Retail Attractions sends our custom marketing material, developed for each city based on the unique characteristics and demographic indicators for that city, to our network of developers, brokers, and retailers. In addition, we contact retailers through our accurate, proprietary database to make sure they are aware of the opportunities in your city that match their specs.

We have extensive knowledge of various types of incentives, and their practical application, and the experience to work with city staff to develop a framework for evaluating opportunities and providing creative incentives that result in win-win scenarios for both the public and private sector. Beyond merely a list of incentive possibilities. Retail Attractions serves as an ongoing advisor to the city staff, helping to construct incentives that make sense for the city, meet developer's needs and truly encourage new business development.

Retail Attractions understands municipal government and the interplay of political, financial, and regulatory environments. We also understand how development works and what site selectors, developers, and retail tenants need to see, hear, and feel from a potential location to move forward. Retail Attractions features a team of research and marketing professionals who assist retail recruiters in developing the necessary data and marketing materials to prove the case for investment in your community. Since beginning Retail Attractions, we have helped our clients launch millions of square feet of retail and reap the associated benefits of additional city revenue, plus new goods and services for citizens, and increasing the quality of life in the community.

OUR STAFF



RICKEY HAYES, PRINCIPAL

Prior to founding Retail Attractions, LLC, while working in municipal economic development, Rickey Hayes facilitated new commercial construction totaling more than 10 million square feet with over half of a billion dollars in total value, resulting in a city sales tax and ad valorem based more than triple what it had been. Rickey has developed an extensive personal network of relationships in the area of government relations, retail, restaurant and land development, real estate and site selection, leasing and tenanting, engineering and creative financing and incentives to expedite the success of public/private partnerships for development projects.

Rickey holds a Bachelor's Degree in Criminal Justice and a Master's Degree in Counseling from Great Plains Baptist College. He is a member of International Council of Shopping Centers (ICSC). Rickey and his wife, Wendy, live in Owasso, Oklahoma and have four children and four grandchildren.

MICAH HAYES, CITY DATA/RESEARCH

Micah has been employed by Retail Attractions since the inception and is responsible for the collection of data on our client cities. Micah resides in Austin, Texas.

Sara Stephens

Administrative Assistant/Retail Contacts/Office Manager

Ronald Cates

General Counsel

Robert Nichols

IT/Website & Data Protection

Ted Turner

Sales Tax, Data & Forecasting

Beth Nichols

Graphic Arts/Deliverables/Marketing

Our Approach

Just as every city has distinctive characteristics, every consulting project is unique. Retail Attractions employs proven strategies to achieve economic development and growth in your community. We offer three tiers of contract service in addition to project-based and short-term engagements, allowing us to tailor our services to each client community's individual needs. Unlike "cookie-cutter" approaches to retail development that return little more than a bound document, collaborating with Retail Attractions means you gain an experienced, dedicated staff who will work diligently on your behalf to grow your city. In addition to our tiered services under contract, additional services such as municipal web site development (for the city overall or specifically for economic development), experienced city and economic development PR efforts, and public meetings/input process management are available as well. These types of services either may be included in the contract for an additional cost or may be utilized on a project / as-needed basis by a client city for an additional estimated cost.

Market Assessment

Retail Attractions uses data from a variety of sources to accurately portray the trade area, retail potential and opportunities within a market. Retail Attractions combines physical observation, data-driven research and information, retail site selection methodologies and competitive analysis with personal experience and a reputation for finding the right sites for the right retail boxes to create our market assessment reports. Retail Attractions uses a variety of methodologies in our market analysis and summary's including traffic count data, census blocks, heat maps, void analysis, concentric rings, drive times, and custom trade area polygons.

Retail Recruitment

Our relationships with our clients do not end when we deliver our market assessment report. We promote and actively recruit for our clients throughout the term of their contracts through mail, email, web, phone and personal contacts in our comprehensive nationwide contact database. Our diligent pursuit of development for your community assures your community will be on the radar of appropriate national retailers.

The Benefits

Employing Retail Attractions to fulfill the city's need for an economic development professional allows the city to conserve resources that would otherwise be spent for no direct gain including insurance, employment taxes and other benefits. The city can reap the benefit of utilizing an experienced, successful economic development professional without incurring the expense of a fulltime exempt employee. Retail Attractions is intimately familiar with development dynamics and can bring our experience, network and concentrated approach to bear immediately on behalf of the city. No valuable time is lost through a "learning the process" or "learning the area" acclimation period. Commercial development often feels painfully slow when observing the process from the outside. From initial interest in a site to doors open for business is often an 18 to 24 month process. Retail Attractions will be with you every step of the way to help your community reach its maximum retail potential.

Retail Attractions compiles data from a number of sources including Nielsen-Claritas, Environics, Applied Geographic Solutions (AGS), REGIS, the client City, various state agencies, the US Census Bureau, the US Economic Survey and information from the US Bureau of Labor and other sources plus local data and statistics. The primary sources for the demographic information included in this report are Nielsen-Claritas, Environics, Pop Stats, ESRI, US Postal data, SiteReports and Applied Geographic Solutions (AGS) and REGIS, Regis Radis Sandbox.

Both Nielsen-Claritas and AGS pull data from public and private sources and apply their proprietary algorithm to determine demographic projections and estimates. Retail Attractions has carefully analyzed the resulting statistics and determined the algorithms that best represent the client community and trade area.

Nielsen-Claritas and AGS are highly respected data providers in the retail industry, and both sources calculate estimates for the current year and projections for five years in the future. Both companies produce data at varying geographic levels including national, state, county, city/town, zip code, and block group. These estimates and projections on a defined population can be analyzed according to population characteristics such as age, sex, race, ethnicity, income, education, occupation, housing or rate of growth.

The demographic data contained in this report comes from all of our data sources, and the opportunity gap data comes primarily from Nielsen-Claritas Retail Market Power™ (RMP). The RMP data allows the comparison of supply and demand to determine potential sources of revenue growth at any standard or user defined geographic level.

Neilson has relaunched and reformatted all the Claritas data in a new and improved platform. Retail Attractions has recently collaborated with PiinPoint, a New York data company with some of the most unique retail data and market information available to provide a client's with another source of valuable market data and information.

We will be happy to discuss or answer any questions regarding the data used in this report.

ACKNOWLEDGMENTS AND DISCLAIMER

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Nielsen-Claritas, Environics, Applied Geographic Solutions and all other data sources are highly respected data providers. However, these companies use algorithms to make estimates and projections. While these estimates and projections are based on years of research and adjustment, they are still only estimates and projections.

DISCLAIMER

All information is believed to be accurate and is presented in good faith by Retail Attractions, LLC under the terms and protections of the contact between the Client and Retail Attractions, LLC. While we do expect to successfully complete the objective of increasing commercial investment in your community, it is impossible to guarantee a level of investment or even any investment since market conditions, retailer's business plans, city policies and other market drivers are subject to change at any time and are beyond the control of Retail Attractions, LLC.

You understand and agree that any advice provided under this proposal is true and correct to the best knowledge and ability of Retail Attractions, LLC and will be provided in good faith. The city accepts full responsibility for its decisions to act or not act according to said advice and agrees to indemnify and hold harmless Retail Attractions, LLC; its principals, employees, sub-contractors and associates pertaining to outcomes or situations that arise from the advice, materials or other items provided under this proposal agreement.