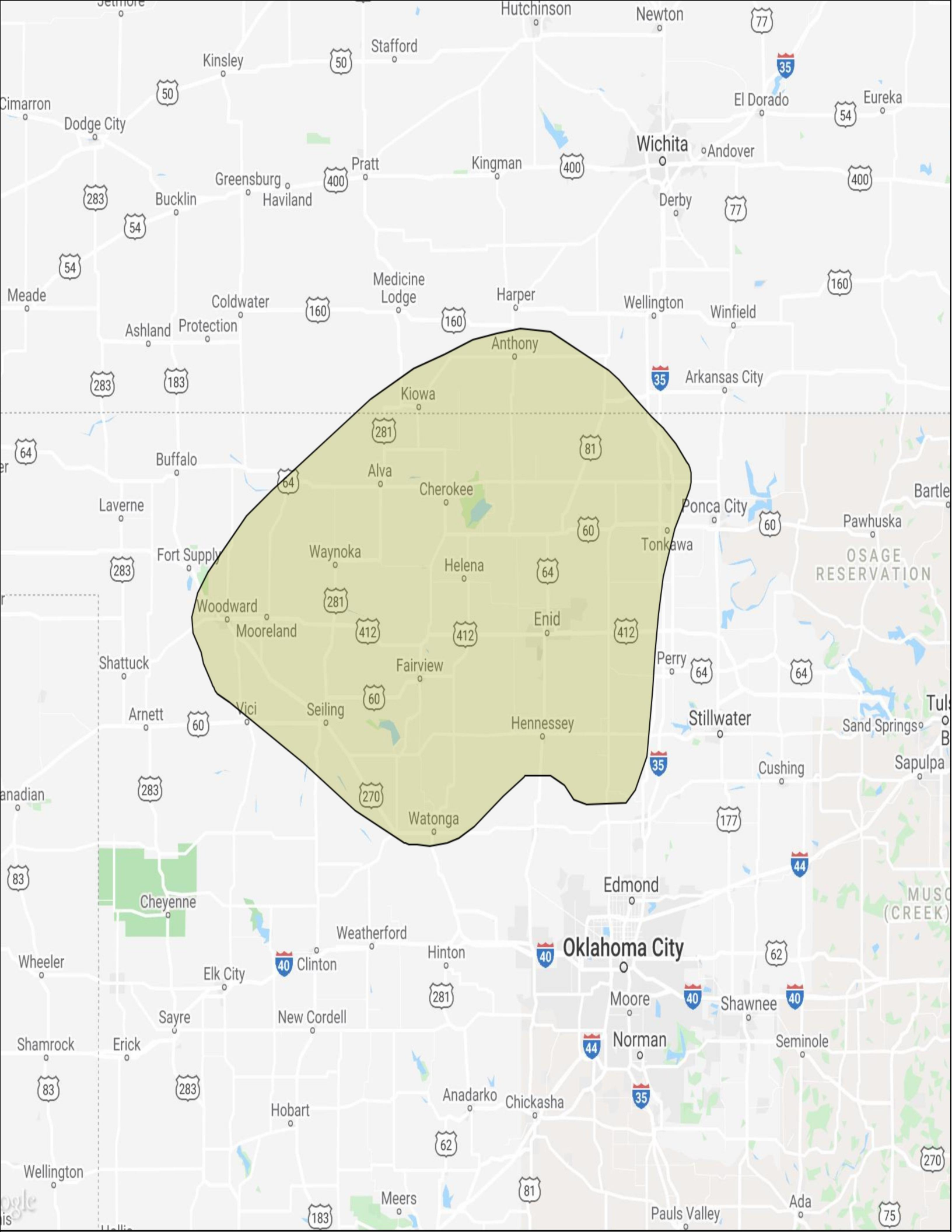


RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Enid, Oklahoma
Primary Trade Area



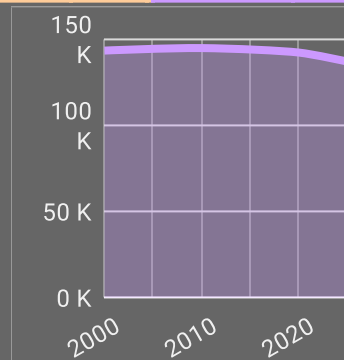
Demographics

Enid, Oklahoma

Primary Trade Area

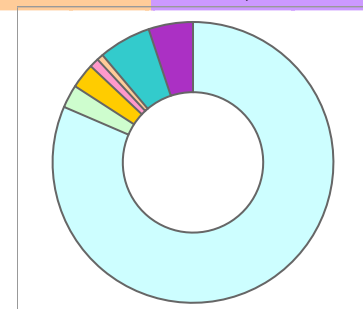
Population

Estimated Population (2020)	142,204
Projected Population (2025)	136,962
Census Population (2010)	144,791
Census Population (2000)	143,333
Projected Annual Growth (2020-2025)	-5,242 -0.7%
Historical Annual Growth (2010-2020)	-2,587 -0.2%
Historical Annual Growth (2000-2010)	1,459 0.1%
Estimated Population Density (2020)	16 psm
Trade Area Size	8,803.4 sq mi



Race and Ethnicity (2020)

Not Hispanic or Latino Population	125,758	88.4%
White	110,005	87.5%
Black or African American	3,598	2.9%
American Indian or Alaska Native	3,801	3.0%
Asian	1,489	1.2%
Hawaiian or Pacific Islander	1,032	0.8%
Other Race	184	0.1%
Two or More Races	5,649	4.5%
Hispanic or Latino Population	16,446	11.6%
White	5,841	35.5%
Black or African American	188	1.1%
American Indian or Alaska Native	308	1.9%
Asian	48	0.3%
Hispanic Hawaiian or Pacific Islander	41	0.2%
Other Race	8,396	51.1%
Two or More Races	1,624	9.9%



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

Enid, Oklahoma

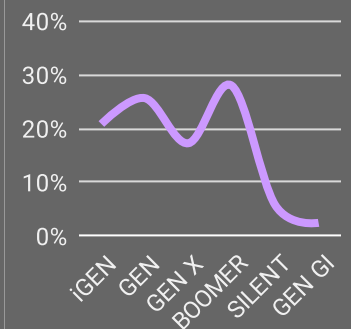
Primary Trade Area

Age Distribution (2020)

Age Under 5 Years	9,712	6.8%
Age 5 to 9 Years	9,942	7.0%
Age 10 to 14 Years	9,988	7.0%
Age 15 to 19 Years	9,346	6.6%
Age 20 to 24 Years	8,974	6.3%
Age 25 to 29 Years	9,217	6.5%
Age 30 to 34 Years	8,954	6.3%
Age 35 to 39 Years	9,088	6.4%
Age 40 to 44 Years	8,068	5.7%
Age 45 to 49 Years	7,401	5.2%
Age 50 to 54 Years	7,630	5.4%
Age 55 to 59 Years	8,972	6.3%
Age 60 to 64 Years	8,982	6.3%
Age 65 to 69 Years	7,883	5.5%
Age 70 to 74 Years	6,334	4.5%
Age 75 to 79 Years	4,739	3.3%
Age 80 to 84 Years	3,473	2.4%
Age 85 Years or Over	3,501	2.5%
Median Age	37.3	

Generation (2020)

iGeneration (Age Under 15 Years)	29,642	20.8%
Generation 9/11 Millennials (Age 15 to 34 Years)	36,491	25.7%
Gen Xers (Age 35 to 49 Years)	24,557	17.3%
Baby Boomers (Age 50 to 74 Years)	39,801	28.0%
Silent Generation (Age 75 to 84 Years)	8,211	5.8%
G.I. Generation (Age 85 Years or Over)	3,501	2.5%



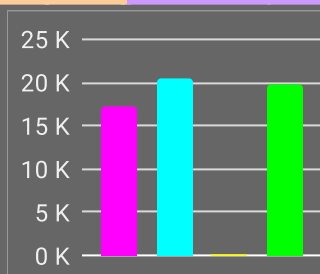
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Enid, Oklahoma

Primary Trade Area

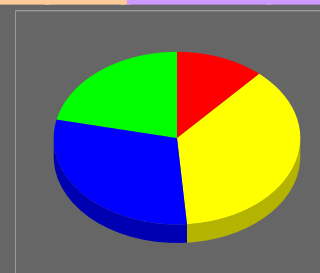
Household Type (2020)

Total Households	57,626
Family Households	37,644 65.3%
Family Households with Children	17,216 45.7%
Family Households No Children	20,428 54.3%
Non-Family Households	19,982 34.7%
Non-Family Households with Children	217 1.1%
Non-Family Households No Children	19,766 98.9%



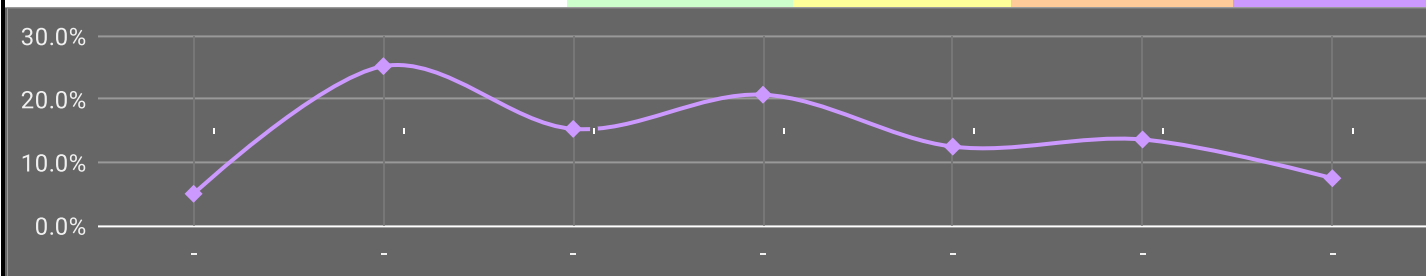
Education Attainment (2020)

Elementary or Some High School	10,949 11.6%
High School Graduate	34,958 37.1%
Some College or Associate Degree	28,015 29.7%
Bachelor or Graduate Degree	20,320 21.6%



Household Income (2020)

Estimated Average Household Income	\$73,007
Estimated Median Household Income	\$57,263
HH Income Under \$10,000	2,909 5.0%
HH Income \$10,000 to \$34,999	14,548 25.2%
HH Income \$35,000 to \$49,999	8,825 15.3%
HH Income \$50,000 to \$74,999	11,946 20.7%
HH Income \$75,000 to \$99,999	7,211 12.5%
HH Income \$100,000 to \$149,999	7,861 13.6%
HH Income \$150,000 or More	4,327 7.5%



Enid, Oklahoma

Primary Trade Area

Population

Estimated Population (2020)	142,204	
Projected Population (2025)	136,962	
Census Population (2010)	144,791	
Census Population (2000)	143,333	
Projected Annual Growth (2020-2025)	-5,242	-0.7%
Historical Annual Growth (2010-2020)	-2,587	-0.2%
Historical Annual Growth (2000-2010)	1,459	0.1%
Estimated Population Density (2020)	16	psm
Trade Area Size	8,803.4	sq mi

Households

Estimated Households (2020)	57,626	
Projected Households (2025)	55,099	
Census Households (2010)	56,902	
Census Households (2000)	56,444	
Projected Annual Growth (2020-2025)	-2,527	-0.9%
Historical Annual Change (2000-2020)	1,183	0.1%

Average Household Income

Estimated Average Household Income (2020)	\$73,007	
Projected Average Household Income (2025)	\$94,961	
Census Average Household Income (2010)	\$53,656	
Census Average Household Income (2000)	\$40,779	
Projected Annual Change (2020-2025)	\$21,954	6.0%
Historical Annual Change (2000-2020)	\$32,228	4.0%

Median Household Income

Estimated Median Household Income (2020)	\$57,263	
Projected Median Household Income (2025)	\$66,533	
Census Median Household Income (2010)	\$43,716	
Census Median Household Income (2000)	\$32,451	
Projected Annual Change (2020-2025)	\$9,270	3.2%
Historical Annual Change (2000-2020)	\$24,812	3.8%

Per Capita Income

Estimated Per Capita Income (2020)	\$30,063	
Projected Per Capita Income (2025)	\$38,698	
Census Per Capita Income (2010)	\$21,086	
Census Per Capita Income (2000)	\$16,005	
Projected Annual Change (2020-2025)	\$8,635	5.7%
Historical Annual Change (2000-2020)	\$14,058	4.4%
Estimated Average Household Net Worth (2020)	\$401,422	

Enid, Oklahoma

Primary Trade Area

Race and Ethnicity

Total Population (2020)	142,204	
White (2020)	115,845	81.5%
Black or African American (2020)	3,786	2.7%
American Indian or Alaska Native (2020)	4,109	2.9%
Asian (2020)	1,538	1.1%
Hawaiian or Pacific Islander (2020)	1,073	0.8%
Other Race (2020)	8,580	6.0%
Two or More Races (2020)	7,273	5.1%
Population < 18 (2020)	34,963	24.6%
White Not Hispanic	23,002	65.8%
Black or African American	876	2.5%
Asian	462	1.3%
Other Race Not Hispanic	4,325	12.4%
Hispanic	6,299	18.0%
Not Hispanic or Latino Population (2020)	125,758	88.4%
Not Hispanic White	110,005	87.5%
Not Hispanic Black or African American	3,598	2.9%
Not Hispanic American Indian or Alaska Native	3,801	3.0%
Not Hispanic Asian	1,489	1.2%
Not Hispanic Hawaiian or Pacific Islander	1,032	0.8%
Not Hispanic Other Race	184	0.1%
Not Hispanic Two or More Races	5,649	4.5%
Hispanic or Latino Population (2020)	16,446	11.6%
Hispanic White	5,841	35.5%
Hispanic Black or African American	188	1.1%
Hispanic American Indian or Alaska Native	308	1.9%
Hispanic Asian	48	0.3%
Hispanic Hawaiian or Pacific Islander	41	0.2%
Hispanic Other Race	8,396	51.1%
Hispanic Two or More Races	1,624	9.9%
Not Hispanic or Latino Population (2010)	131,008	90.5%
Hispanic or Latino Population (2010)	13,783	9.5%
Not Hispanic or Latino Population (2000)	137,107	95.7%
Hispanic or Latino Population (2000)	6,226	4.3%
Not Hispanic or Latino Population (2025)	120,251	87.8%
Hispanic or Latino Population (2025)	16,711	12.2%
Projected Annual Growth (2020-2025)	265	-
Historical Annual Growth (2000-2010)	7,557	12.1%

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Enid, Oklahoma

Primary Trade Area

Total Age Distribution (2020)

Total Population	142,204	
Age Under 5 Years	9,712	6.8%
Age 5 to 9 Years	9,942	7.0%
Age 10 to 14 Years	9,988	7.0%
Age 15 to 19 Years	9,346	6.6%
Age 20 to 24 Years	8,974	6.3%
Age 25 to 29 Years	9,217	6.5%
Age 30 to 34 Years	8,954	6.3%
Age 35 to 39 Years	9,088	6.4%
Age 40 to 44 Years	8,068	5.7%
Age 45 to 49 Years	7,401	5.2%
Age 50 to 54 Years	7,630	5.4%
Age 55 to 59 Years	8,972	6.3%
Age 60 to 64 Years	8,982	6.3%
Age 65 to 69 Years	7,883	5.5%
Age 70 to 74 Years	6,334	4.5%
Age 75 to 79 Years	4,739	3.3%
Age 80 to 84 Years	3,473	2.4%
Age 85 Years or Over	3,501	2.5%
Median Age	37.3	
Age 19 Years or Less	38,988	27.4%
Age 20 to 64 Years	77,286	54.3%
Age 65 Years or Over	25,930	18.2%

Female Age Distribution (2020)

Female Population	70,456	49.5%
Age Under 5 Years	4,704	6.7%
Age 5 to 9 Years	4,808	6.8%
Age 10 to 14 Years	4,818	6.8%
Age 15 to 19 Years	4,406	6.3%
Age 20 to 24 Years	4,171	5.9%
Age 25 to 29 Years	4,333	6.1%
Age 30 to 34 Years	4,271	6.1%
Age 35 to 39 Years	4,358	6.2%
Age 40 to 44 Years	3,888	5.5%
Age 45 to 49 Years	3,541	5.0%
Age 50 to 54 Years	3,661	5.2%
Age 55 to 59 Years	4,334	6.2%
Age 60 to 64 Years	4,601	6.5%
Age 65 to 69 Years	4,110	5.8%
Age 70 to 74 Years	3,376	4.8%
Age 75 to 79 Years	2,700	3.8%
Age 80 to 84 Years	2,056	2.9%
Age 85 Years or Over	2,321	3.3%
Female Median Age	38.9	
Age 19 Years or Less	18,736	26.6%
Age 20 to 64 Years	37,157	52.7%
Age 65 Years or Over	14,563	20.7%

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Enid, Oklahoma

Primary Trade Area

Male Age Distribution (2020)

Male Population	71,749	50.5%
Age Under 5 Years	5,008	7.0%
Age 5 to 9 Years	5,134	7.2%
Age 10 to 14 Years	5,169	7.2%
Age 15 to 19 Years	4,940	6.9%
Age 20 to 24 Years	4,803	6.7%
Age 25 to 29 Years	4,885	6.8%
Age 30 to 34 Years	4,683	6.5%
Age 35 to 39 Years	4,730	6.6%
Age 40 to 44 Years	4,180	5.8%
Age 45 to 49 Years	3,861	5.4%
Age 50 to 54 Years	3,969	5.5%
Age 55 to 59 Years	4,638	6.5%
Age 60 to 64 Years	4,382	6.1%
Age 65 to 69 Years	3,773	5.3%
Age 70 to 74 Years	2,957	4.1%
Age 75 to 79 Years	2,039	2.8%
Age 80 to 84 Years	1,417	2.0%
Age 85 Years or Over	1,181	1.6%
Male Median Age	35.8	
Age 19 Years or Less	20,252	28.2%
Age 20 to 64 Years	40,130	55.9%
Age 65 Years or Over	11,367	15.8%

Males per 100 Females (2020)

Overall Comparison		
Age Under 5 Years	106	51.6%
Age 5 to 9 Years	107	51.6%
Age 10 to 14 Years	107	-
Age 15 to 19 Years	112	52.9%
Age 20 to 24 Years	115	53.5%
Age 25 to 29 Years	113	53.0%
Age 30 to 34 Years	110	52.3%
Age 35 to 39 Years	109	52.0%
Age 40 to 44 Years	108	51.8%
Age 45 to 49 Years	109	52.2%
Age 50 to 54 Years	108	52.0%
Age 55 to 59 Years	107	51.7%
Age 60 to 64 Years	95	48.8%
Age 65 to 69 Years	92	47.9%
Age 70 to 74 Years	88	46.7%
Age 75 to 79 Years	76	43.0%
Age 80 to 84 Years	69	40.8%
Age 85 Years or Over	51	33.7%
Age 19 Years or Less	108	51.9%
Age 20 to 39 Years	111	52.7%
Age 40 to 64 Years	105	51.2%
Age 65 Years or Over	78	43.8%

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Enid, Oklahoma

Primary Trade Area

Household Type (2020)

Total Households	57,626	
Households with Children	17,432	30.3%
Average Household Size	2.4	
Household Density per Square Mile	7	
Population Family	113,278	79.7%
Population Non-Family	23,561	16.6%
Population Group Quarters	5,365	3.8%
Family Households	37,644	65.3%
Married Couple Households	29,512	78.4%
Other Family Households with Children	8,132	21.6%
Family Households with Children	17,216	45.7%
Married Couple with Children	11,701	68.0%
Other Family Households with Children	5,514	32.0%
Family Households No Children	20,428	54.3%
Married Couple No Children	17,810	87.2%
Other Family Households No Children	2,618	12.8%
Non-Family Households	19,982	34.7%
Non-Family Households with Children	217	1.1%
Non-Family Households No Children	19,766	98.9%
Average Family Household Size	3.0	
Average Family Income	\$88,605	
Median Family Income	\$69,117	
Average Non-Family Household Size	1.2	

Marital Status (2020)

Population Age 15 Years or Over	112,562	
Never Married	28,232	25.1%
Currently Married	55,930	49.7%
Previously Married	28,400	25.2%
Separated	4,958	17.5%
Widowed	8,803	31.0%
Divorced	14,638	51.5%

Educational Attainment (2020)

Adult Population Age 25 Years or Over	94,242	
Elementary (Grade Level 0 to 8)	3,791	4.0%
Some High School (Grade Level 9 to 11)	7,157	7.6%
High School Graduate	34,958	37.1%
Some College	21,351	22.7%
Associate Degree Only	6,664	7.1%
Bachelor Degree Only	13,335	14.1%
Graduate Degree	6,985	7.4%
Any College (Some College or Higher)	48,336	51.3%
College Degree + (Bachelor Degree or Higher)	20,320	21.6%

Enid, Oklahoma

Primary Trade Area

Housing

Total Housing Units (2020)	66,751	
Total Housing Units (2010)	66,986	
Historical Annual Growth (2010-2020)	-235	-
Housing Units Occupied (2020)	57,626	86.3%
Housing Units Owner-Occupied	40,837	70.9%
Housing Units Renter-Occupied	16,790	29.1%
Housing Units Vacant (2020)	9,125	13.7%

Household Size (2020)

Total Households	57,626	
1 Person Households	17,303	30.0%
2 Person Households	20,971	36.4%
3 Person Households	7,745	13.4%
4 Person Households	6,541	11.4%
5 Person Households	3,181	5.5%
6 Person Households	1,161	2.0%
7 or More Person Households	725	1.3%

Household Income Distribution (2020)

HH Income \$200,000 or More	1,984	3.4%
HH Income \$150,000 to \$199,999	2,343	4.1%
HH Income \$125,000 to \$149,999	2,858	5.0%
HH Income \$100,000 to \$124,999	5,003	8.7%
HH Income \$75,000 to \$99,999	7,211	12.5%
HH Income \$50,000 to \$74,999	11,946	20.7%
HH Income \$35,000 to \$49,999	8,825	15.3%
HH Income \$25,000 to \$34,999	5,287	9.2%
HH Income \$15,000 to \$24,999	6,879	11.9%
HH Income \$10,000 to \$14,999	2,381	4.1%
HH Income Under \$10,000	2,909	5.0%

Household Vehicles (2020)

Households 0 Vehicles Available	2,265	3.9%
Households 1 Vehicle Available	17,066	29.6%
Households 2 Vehicles Available	23,085	40.1%
Households 3 or More Vehicles Available	15,210	26.4%
Total Vehicles Available	115,700	
Average Vehicles per Household	2.0	
Owner-Occupied Household Vehicles	88,972	76.9%
Average Vehicles per Owner-Occupied Household	2.2	
Renter-Occupied Household Vehicles	26,728	23.1%
Average Vehicles per Renter-Occupied Household	1.6	

Travel Time (2020)

Worker Base Age 16 years or Over	64,339	
Travel to Work in 14 Minutes or Less	32,587	50.6%
Travel to Work in 15 to 29 Minutes	17,788	27.6%
Travel to Work in 30 to 59 Minutes	8,515	13.2%
Travel to Work in 60 Minutes or More	2,910	4.5%
Work at Home	2,425	3.8%
Average Minutes Travel to Work	14.3	

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Enid, Oklahoma

Primary Trade Area

Transportation To Work (2020)

Worker Base Age 16 years or Over	64,339	
Drive to Work Alone	53,524	83.2%
Drive to Work in Carpool	6,097	9.5%
Travel to Work by Public Transportation	147	0.2%
Drive to Work on Motorcycle	162	0.3%
Bicycle to Work	218	0.3%
Walk to Work	1,211	1.9%
Other Means	555	0.9%
Work at Home	2,425	3.8%

Daytime Demographics (2020)

Total Businesses	7,220	
Total Employees	57,833	
Company Headquarter Businesses	59	0.8%
Company Headquarter Employees	3,492	6.0%
Employee Population per Business	8.0	to 1
Residential Population per Business	19.7	to 1
Adj. Daytime Demographics Age 16 Years or Over	103,434	

Labor Force

Labor Population Age 16 Years or Over (2020)	110,861	
Labor Force Total Males (2020)	55,563	50.1%
Male Civilian Employed	35,078	63.1%
Male Civilian Unemployed	1,060	1.9%
Males in Armed Forces	868	1.6%
Males Not in Labor Force	18,557	33.4%
Labor Force Total Females (2020)	55,298	49.9%
Female Civilian Employed	29,129	52.7%
Female Civilian Unemployed	668	1.2%
Females in Armed Forces	185	0.3%
Females Not in Labor Force	25,317	45.8%
Unemployment Rate	1,728	1.6%

Occupation (2020)

Occupation Population Age 16 Years or Over	64,207	
Occupation Total Males	35,078	54.6%
Occupation Total Females	29,129	45.4%
Management, Business, Financial Operations	7,930	12.4%
Professional, Related	10,602	16.5%
Service	10,642	16.6%
Sales, Office	13,311	20.7%
Farming, Fishing, Forestry	1,199	1.9%
Construction, Extraction, Maintenance	9,430	14.7%
Production, Transport, Material Moving	11,093	17.3%
White Collar Workers	31,843	49.6%
Blue Collar Workers	32,363	50.4%

Enid, Oklahoma

Primary Trade Area

Units In Structure (2020)

Total Units	56,902	
1 Detached Unit	47,032	82.7%
1 Attached Unit	987	1.7%
2 Units	832	1.5%
3 to 4 Units	933	1.6%
5 to 9 Units	907	1.6%
10 to 19 Units	833	1.5%
20 to 49 Units	647	1.1%
50 or More Units	511	0.9%
Mobile Home or Trailer	4,724	8.3%
Other Structure	220	0.4%

Homes Built By Year (2020)

Homes Built 2014 or later	522	0.8%
Homes Built 2010 to 2013	1,277	1.9%
Homes Built 2000 to 2009	3,835	5.7%
Homes Built 1990 to 1999	3,655	5.5%
Homes Built 1980 to 1989	7,221	10.8%
Homes Built 1970 to 1979	12,569	18.8%
Homes Built 1960 to 1969	7,749	11.6%
Homes Built 1950 to 1959	7,072	10.6%
Homes Built 1940 to 1949	4,134	6.2%
Homes Built Before 1939	9,592	14.4%
Median Age of Homes	48.0	yrs

Home Values (2020)

Owner Specified Housing Units	40,837	
Home Values \$1,000,000 or More	116	0.3%
Home Values \$750,000 to \$999,999	160	0.4%
Home Values \$500,000 to \$749,999	605	1.5%
Home Values \$400,000 to \$499,999	704	1.7%
Home Values \$300,000 to \$399,999	1,858	4.6%
Home Values \$250,000 to \$299,999	1,803	4.4%
Home Values \$200,000 to \$249,999	2,470	6.0%
Home Values \$175,000 to \$199,999	2,174	5.3%
Home Values \$150,000 to \$174,999	3,334	8.2%
Home Values \$125,000 to \$149,999	3,018	7.4%
Home Values \$100,000 to \$124,999	4,022	9.8%
Home Values \$90,000 to \$99,999	2,271	5.6%
Home Values \$80,000 to \$89,999	2,747	6.7%
Home Values \$70,000 to \$79,999	2,699	6.6%
Home Values \$60,000 to \$69,999	2,556	6.3%
Home Values \$50,000 to \$59,999	2,399	5.9%
Home Values \$35,000 to \$49,999	2,845	7.0%
Home Values \$25,000 to \$34,999	1,851	4.5%
Home Values \$10,000 to \$24,999	2,353	5.8%
Home Values Under \$10,000	804	2.0%
Owner-Occupied Median Home Value	\$109,920	
Renter-Occupied Median Rent	\$568	

Enid, Oklahoma

Primary Trade Area

Total Annual Consumer Expenditure (2020)

Total Household Expenditure	\$3.25 B
Total Non-Retail Expenditure	\$1.71 B
Total Retail Expenditure	\$1.54 B
Apparel	\$112.56 M
Contributions	\$103.38 M
Education	\$89.25 M
Entertainment	\$181.33 M
Food and Beverages	\$482.09 M
Furnishings and Equipment	\$112.82 M
Gifts	\$76.46 M
Health Care	\$282.31 M
Household Operations	\$126.43 M
Miscellaneous Expenses	\$61.31 M
Personal Care	\$43.55 M
Personal Insurance	\$22.11 M
Reading	\$7.09 M
Shelter	\$685.29 M
Tobacco	\$21.14 M
Transportation	\$595.4 M
Utilities	\$247.89 M

Monthly Household Consumer Expenditure (2020)

Total Household Expenditure	\$4,700	
Total Non-Retail Expenditure	\$2,474	52.6%
Total Retail Expenditures	\$2,226	47.4%
Apparel	\$163	3.5%
Contributions	\$149	3.2%
Education	\$129	2.7%
Entertainment	\$262	5.6%
Food and Beverages	\$697	14.8%
Furnishings and Equipment	\$163	3.5%
Gifts	\$111	2.4%
Health Care	\$408	8.7%
Household Operations	\$183	3.9%
Miscellaneous Expenses	\$89	1.9%
Personal Care	\$63	1.3%
Personal Insurance	\$32	0.7%
Reading	\$10	0.2%
Shelter	\$991	21.1%
Tobacco	\$31	0.7%
Transportation	\$861	18.3%
Utilities	\$358	7.6%

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Crime Risk Profile

CRIME RISK PROFILE



Enid, Oklahoma

Primary Trade Area

Demographics

Population	142,204
Census Population	144,791
Households	57,626
Average Household Income	\$73,007
Median Household Income	\$57,263
Per Capita Income	\$30,063

Total Crime

Crime Index	92
Crime Level	Average

Personal Crime

Crime Index	75
Crime Level	Below Average

Murder

Crime Index	53
Crime Level	Low Risk

Rape

Crime Index	141
Crime Level	Above Average

Robbery

Crime Index	21
Crime Level	Very Low

Assault

Crime Index	88
Crime Level	Below Average

Property Crime

Crime Index	95
Crime Level	Average

Burglary

Crime Index	126
Crime Level	Above Average

Larceny

Crime Index	91
Crime Level	Average

Motor Vehicle Theft

Crime Index	61
Crime Level	Below Average

* Crime Index: 100 = National Average Adjusted for Population

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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

RETAIL GAP EXPANDED REPORT



Enid, Oklahoma

Primary Trade Area

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$68.43 M / \$26.9 M	61
Men's Clothing Stores	\$2.41 M / \$323.25 K	87
Women's Clothing Stores	\$10.52 M / \$5.34 M	49
Children's, Infants' Clothing Stores	\$4.53 M / -	100
Family Clothing Stores	\$28.04 M / \$11.57 M	59
Clothing Accessory Stores	\$2.24 M / \$371.6 K	83
Other Apparel Stores	\$3.43 M / \$644.37 K	81
Shoe Stores	\$11.53 M / \$3.96 M	66
Jewelry Stores	\$5.31 M / \$4.69 M	12
Luggage Stores	\$432.95 K / -	100
Furniture, Home Furnishings Stores	\$33.41 M / \$8.23 M	75
Furniture Stores	\$20.49 M / \$4.98 M	76
Floor Covering Stores	\$3.52 M / \$1.88 M	47
Other Home Furnishing Stores	\$9.4 M / \$1.37 M	85
Electronics, Appliance Stores	\$25.64 M / \$8.65 M	66
Building Material, Garden Equipment, Supplies Dealers	\$83.25 M / \$64.75 M	22
Home Centers	\$39.15 M / \$21.21 M	46
Paint, Wallpaper Stores	\$2.87 M / \$1.36 M	52
Hardware Stores	\$3.59 M / \$6.25 M	-43
Other Building Materials Stores	\$27.77 M / \$26.1 M	6
Outdoor Power Equipment Stores	\$1.31 M / \$3.76 M	-65
Nursery, Garden Stores	\$8.56 M / \$6.06 M	29
Food, Beverage Stores	\$227.34 M / \$153.79 M	32
Grocery Stores	\$203.21 M / \$124.75 M	39
Convenience Stores	\$7.9 M / \$17.47 M	-55
Meat Markets	\$2.33 M / \$1.54 M	34
Fish, Seafood Markets	\$847.31 K / -	100
Fruit, Vegetable Markets	\$1.42 M / -	100
Other Specialty Food Markets	\$2.44 M / \$1.79 M	27
Liquor Stores	\$9.19 M / \$8.23 M	10

RETAIL GAP EXPANDED REPORT



Enid, Oklahoma

Primary Trade Area

	Potential / Sales	Index
Health, Personal Care Stores	\$55.79 M / \$54.84 M	2
Pharmacy, Drug Stores	\$46.72 M / \$49.43 M	-5
Cosmetics, Beauty Stores	\$2.74 M / \$1.09 M	60
Optical Goods Stores	\$3.13 M / \$1.33 M	58
Other Health, Personal Care Stores	\$3.2 M / \$3 M	6
Sporting Goods, Hobby, Book, Music Stores	\$25.49 M / \$21.78 M	15
Sporting Goods Stores	\$13.89 M / \$16.17 M	-14
Hobby, Toy, Game Stores	\$4.11 M / \$3.31 M	19
Sewing, Needlecraft Stores	\$1.27 M / \$956.86 K	25
Musical Instrument Stores	\$1.18 M / \$279.84 K	76
Book Stores	\$5.04 M / \$1.06 M	79
General Merchandise Stores	\$221.16 M / \$100.81 M	54
Department Stores	\$56.68 M / \$67.98 M	-17
Warehouse Superstores	\$142.88 M / -	100
Other General Merchandise Stores	\$21.6 M / \$32.83 M	-34
Miscellaneous Store Retailers	\$30.06 M / \$20.87 M	31
Florists	\$1.06 M / \$1.09 M	-3
Office, Stationary Stores	\$2.95 M / \$1.56 M	47
Gift, Souvenir Stores	\$3.58 M / \$692.17 K	81
Used Merchandise Stores	\$2.06 M / \$1.7 M	17
Pet, Pet Supply Stores	\$12.18 M / \$7.15 M	41
Art Dealers	\$971.3 K / \$542.56 K	44
Mobile Home Dealers	\$1.8 M / \$1.14 M	36
Other Miscellaneous Retail Stores	\$5.45 M / \$7 M	-22
Non-Store Retailers	\$101.12 M / \$15.18 M	85
Mail Order, Catalog Stores	\$83.83 M / \$674.78 K	99
Vending Machines	\$2.34 M / \$1.48 M	37
Fuel Dealers	\$8.48 M / \$12.92 M	-34
Other Direct Selling Establishments	\$6.47 M / \$101.77 K	98

RETAIL GAP EXPANDED REPORT



Enid, Oklahoma

Primary Trade Area

	Potential / Sales	Index
Accommodation, Food Services	\$193.42 M / \$151.51 M	22
Hotels, Other Travel Accommodations	\$10.64 M / \$5.83 M	45
RV Parks	\$103.15 K / \$44.46 K	57
Rooming, Boarding Houses	\$73.96 K / -	100
Full Service Restaurants	\$99.59 M / \$57.51 M	42
Limited Service Restaurants	\$66.2 M / \$82.97 M	-20
Special Food Services, Catering	\$16.81 M / \$5.28 M	69
Drinking Places	\$4.79 M / \$4.67 M	2
Gasoline Stations	\$167.66 M / \$587.3 M	-71
Motor Vehicle, Parts Dealers	\$301.75 M / \$237.1 M	21
New Car Dealers	\$231.53 M / \$172.39 M	26
Used Car Dealers	\$23.89 M / \$17.28 M	28
Recreational Vehicle Dealers	\$4.72 M / \$1.27 M	73
Motorcycle, Boat Dealers	\$10.34 M / \$7.42 M	28
Auto Parts, Accessories	\$18.74 M / \$20.45 M	-8
Tire Dealers	\$12.52 M / \$18.28 M	-31
2020 Population	142,204	
2025 Population	136,962	
% Population Change 2020-2025	-3.7%	
2020 Adult Population Age 18+	107,233	
2020 Population Male	71,749	
2020 Population Female	70,456	
2020 Households	57,626	
2020 Median Household Income	57,263	
2020 Average Household Income	73,007	

RETAIL POTENTIAL

RETAIL POTENTIAL PROFILE



Enid, Oklahoma

Primary Trade Area

2020 Population	142,204
2025 Population	136,962
% Population Change 2010-2020	-1.8%
2020 Adult Population Age 18+	\$107,233
2020 Population Male	\$71,749
2020 Population Female	\$70,456
2020 Households	\$57,626
2020 Median Household Income	\$57,263
2020 Average Household Income	\$73,007
Clothing, Clothing Accessories Stores	\$68.43 M
Men's Clothing Stores	\$2.41 M
Women's Clothing Stores	\$10.52 M
Children's, Infants' Clothing Stores	\$4.53 M
Family Clothing Stores	\$28.04 M
Clothing Accessory Stores	\$2.24 M
Other Apparel Stores	\$3.43 M
Shoe Stores	\$11.53 M
Jewelry Stores	\$5.31 M
Luggage Stores	\$432.95 K
Furniture, Home Furnishings Stores	\$33.41 M
Furniture Stores	\$20.49 M
Floor Covering Stores	\$3.52 M
Other Home Furnishing Stores	\$9.4 M
Electronics, Appliance Stores	\$25.64 M
Gasoline Stations	\$167.66 M
Building Material, Garden Equipment, Supplies Dealers	\$83.25 M
Home Centers	\$39.15 M
Paint, Wallpaper Stores	\$2.87 M
Hardware Stores	\$3.59 M
Other Building Materials Stores	\$27.77 M
Outdoor Power Equipment Stores	\$1.31 M
Nursery, Garden Stores	\$8.56 M
Food, Beverage Stores	\$227.34 M
Grocery Stores	\$203.21 M
Convenience Stores	\$7.9 M
Meat Markets	\$2.33 M
Fish, Seafood Markets	\$847.31 K
Fruit, Vegetable Markets	\$1.42 M
Other Specialty Food Markets	\$2.44 M
Liquor Stores	\$9.19 M

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RETAIL POTENTIAL PROFILE



Enid, Oklahoma

Primary Trade Area

Health, Personal Care Stores	\$55.79 M
Pharmacy, Drug Stores	\$46.72 M
Cosmetics, Beauty Stores	\$2.74 M
Optical Goods Stores	\$3.13 M
Other Health, Personal Care Stores	\$3.2 M
Sporting Goods, Hobby, Book, Music Stores	\$25.49 M
Sporting Goods Stores	\$13.89 M
Hobby, Toy, Game Stores	\$4.11 M
Sewing, Needlecraft Stores	\$1.27 M
Musical Instrument Stores	\$1.18 M
Book Stores	\$5.04 M
General Merchandise Stores	\$221.16 M
Department Stores	\$56.68 M
Warehouse Superstores	\$142.88 M
Other General Merchandise Stores	\$21.6 M
Miscellaneous Store Retailers	\$30.06 M
Florists	\$1.06 M
Office, Stationary Stores	\$2.95 M
Gift, Souvenir Stores	\$3.58 M
Used Merchandise Stores	\$2.06 M
Pet, Pet Supply Stores	\$12.18 M
Art Dealers	\$971.3 K
Mobile Home Dealers	\$1.8 M
Other Miscellaneous Retail Stores	\$5.45 M
Non-Store Retailers	\$101.12 M
Mail Order, Catalog Stores	\$83.83 M
Vending Machines	\$2.34 M
Fuel Dealers	\$8.48 M
Other Direct Selling Establishments	\$6.47 M
Accommodation, Food Services	\$198.21 M
Hotels, Other Travel Accommodations	\$10.64 M
RV Parks	\$103.15 K
Rooming, Boarding Houses	\$73.96 K
Full Service Restaurants	\$99.59 M
Limited Service Restaurants	\$66.2 M
Special Food Services, Catering	\$16.81 M
Drinking Places	\$4.79 M
Motor Vehicle, Parts Dealers	\$301.75 M
New Car Dealers	\$231.53 M
Used Car Dealers	\$23.89 M
Recreational Vehicle Dealers	\$4.72 M
Motorcycle, Boat Dealers	\$10.34 M
Auto Parts, Accessories	\$18.74 M
Tire Dealers	\$12.52 M

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INCOME SUMMARY

INCOME SUMMARY REPORT



Enid, Oklahoma

Primary Trade Area

Population

Estimated Population (2020)	142,204	
Projected Population (2025)	136,962	
Census Population (2010)	144,791	
Census Population (2000)	143,333	
<i>Projected Annual Growth (2020 to 2025)</i>	-5,242	-0.7%
<i>Historical Annual Growth (2010 to 2020)</i>	-2,587	-0.2%
<i>Historical Annual Growth (2000 to 2010)</i>	1,459	0.1%

Households

Estimated Households (2020)	57,626	
Projected Households (2025)	55,099	
Census Households (2010)	56,902	
Census Households (2000)	56,444	
<i>Projected Annual Growth (2020 to 2025)</i>	-2,527	-0.9%
<i>Historical Annual Growth (2010 to 2020)</i>	725	0.1%
<i>Historical Annual Growth (2000 to 2010)</i>	458	-

Average Household Income

Estimated Average Household Income (2020)	\$73,007	
Projected Average Household Income (2025)	\$94,961	
Census Average Household Income (2010)	\$53,656	
Census Average Household Income (2000)	\$40,779	
<i>Projected Annual Growth (2020 to 2025)</i>	\$21,954	6.0%
<i>Historical Annual Growth (2010 to 2020)</i>	\$19,351	3.6%
<i>Historical Annual Growth (2000 to 2010)</i>	\$12,877	3.2%

Median Household Income

Estimated Median Household Income (2020)	\$57,263	
Projected Median Household Income (2025)	\$66,533	
Census Median Household Income (2010)	\$43,716	
Census Median Household Income (2000)	\$32,451	
<i>Projected Annual Growth (2020 to 2025)</i>	\$9,270	3.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$13,547	3.1%
<i>Historical Annual Growth (2000 to 2010)</i>	\$11,265	3.5%

Per Capita Income

Estimated Per Capita Income (2020)	\$30,063	
Projected Per Capita Income (2025)	\$38,698	
Census Per Capita Income (2010)	\$21,086	
Census Per Capita Income (2000)	\$16,005	
<i>Projected Annual Growth (2020 to 2025)</i>	\$8,635	5.7%
<i>Historical Annual Growth (2010 to 2020)</i>	\$8,977	4.3%
<i>Historical Annual Growth (2000 to 2010)</i>	\$5,082	3.2%

Other Income

Estimated Families (2020)	37,644	
Estimated Average Family Income (2020)	\$88,605	
Estimated Median Family Income (2020)	\$69,117	
Estimated Average Household Net Worth (2020)	\$401,422	

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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.