Piedmont, OK

2016

RETAIL MARKET INFORMATION
10, 15, 30 Minute Drive Time

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

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ACKNOWLEDGMENTS AND DISCLAIMER

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Piedmont is a city primarily in Canadian County, Oklahoma, though a small part of it is in Kingfisher County. It is a part of the Oklahoma City Metropolitan Area. It is located just 10 miles north of Yukon. Piedmont is rich in history with a planned focus for business and community development. People are drawn to Piedmont because of its friendly small-town atmosphere in a suburban location with Oklahoma City just minutes away. Piedmont schools are one of the top-performing districts in the state with a history of academic excellence and a variety of extra-curricular activities, including an award-winning band. Piedmont is a home rule city served by a council-manager government.

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A category with retail leakage indicates revenue leaving a market and an unmet demand in that category. When consumers from an area are spending more for goods than the businesses in the area are providing, that area has a retail leakage. Categories with retail leakage suggest that the area can support additional retailers in the categories. Several categories in Piedmont Drive Time show significant leakages as shown below. The total leakage includes categories not listed in the table below. The categories are highlighted categories that show substantial leakage in the market. Surplus categories in the market indicate a pull factor evident by consumers coming into the trade area from outside the community to purchase specific goods and services. Several categories in Piedmont's Drive Time have impressive surpluses indicating a regional pull of consumers.

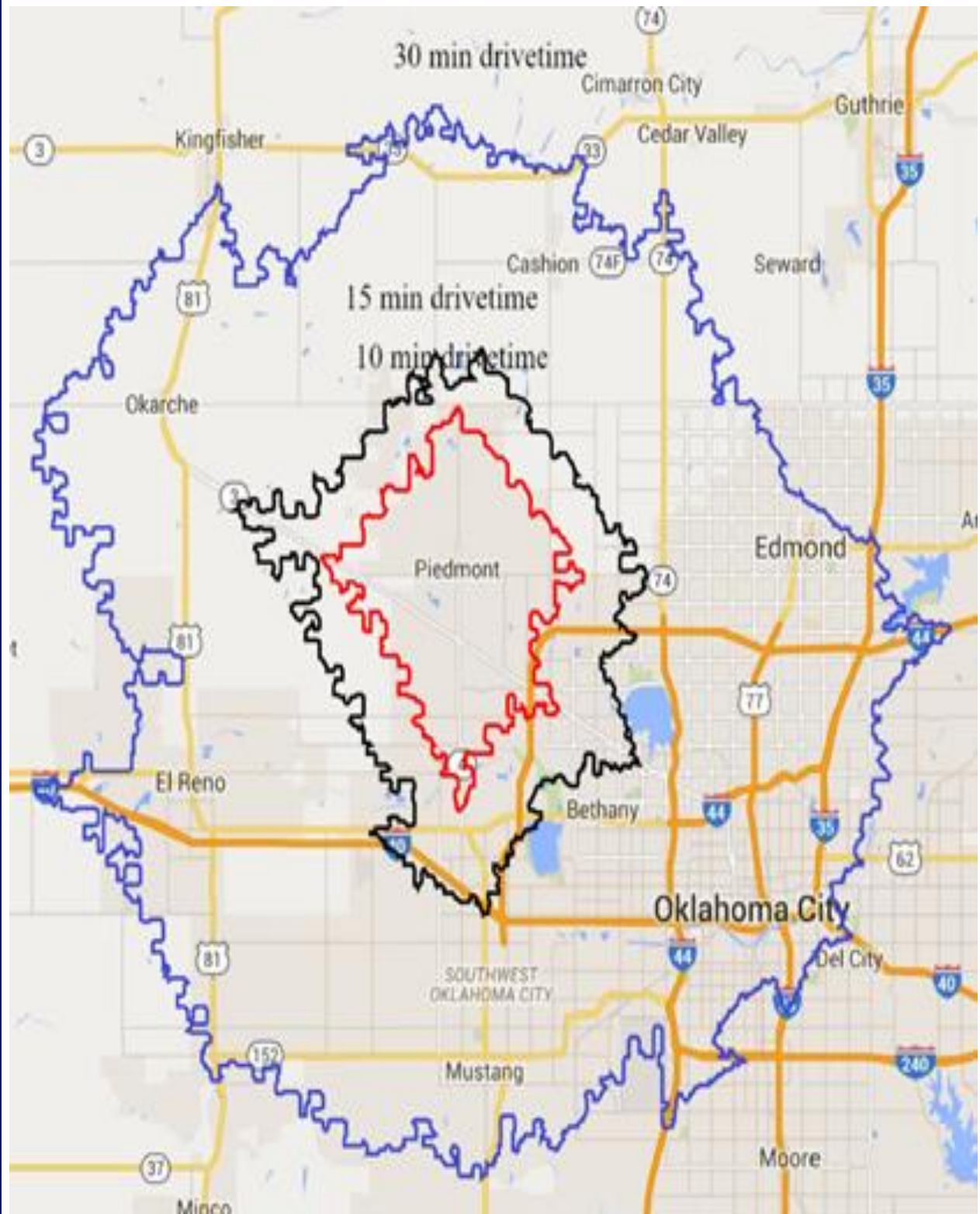| RETAIL CATEGORY ANNUAL LEAKAGE	10 Minute
Motor Vehicle & Parts Dealers	$30,026,808
General Merchandise Stores	$14,996,394
Foodservice & Drinking Places	$13,756,997
Non-Store Retailers	$11,988,660
Food & Beverage Stores	$10,410,657
Building Material & Supply Dealers	$7,433,157
Gasoline Stations with Convenience Stores	$7,305,905
Clothing & Clothing Accessories Stores	$6,214,837
TOTAL LEAKAGE	$102,133,415

*The total leakage includes categories not listed in the table above

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OPPORTUNITY GAP (LEAKAGE) 15 & 30 MINUTE

RETAIL CATEGORY ANNUAL LEAKAGE	15 Minute
Motor Vehicle & Parts Dealers	$51,556,719
General Merchandise Stores	$23,521,626
Foodservice & Drinking Places	$23,048,742
Non-Store Retailers	$22,303,992
Supermarkets, Grocery (Except Convenience) Stores	$19,761,561
Building Material & Supply Dealers	$17,589,930
Gasoline Stations with Convenience Stores	$13,489,739
Clothing & Clothing Accessories Stores	$11,643,440
TOTAL LEAKAGE	$182,915,749

RETAIL CATEGORY ANNUAL LEAKAGE	30 Minute
Gasoline Stations with Convenience Stores	$197,964,475
Food & Beverage Stores	$162,917,940
General Merchandise Stores	$125,687,481
Other Motor Vehicle Dealers	$31,849,983
Special Foodservices	$26,651,355
Other Clothing Stores	$6,094,139
Hobby, Toy & Game Stores	$5,547,549
Miscellaneous Store Retailers	$2,786,372
TOTAL LEAKAGE	$559,499,294

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Total Retail Sales

| Year	Total Retail Sales
2011	$33,812,551
2012	$34,641,833
2013	$33,988,199
2014	$35,350,706
2015	$38,919,450
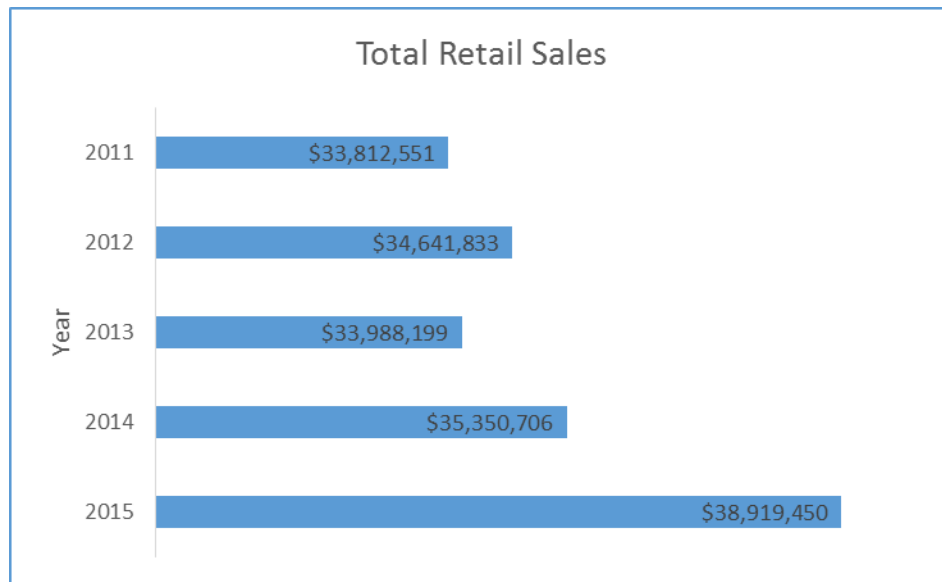
Sales tax revenue is an indicator of the health of the existing retailers and in the fiscal health of city government. As shown in the chart, the total retail sales in this market have shown an increase indicating fiscal health and retail market increases and growth.
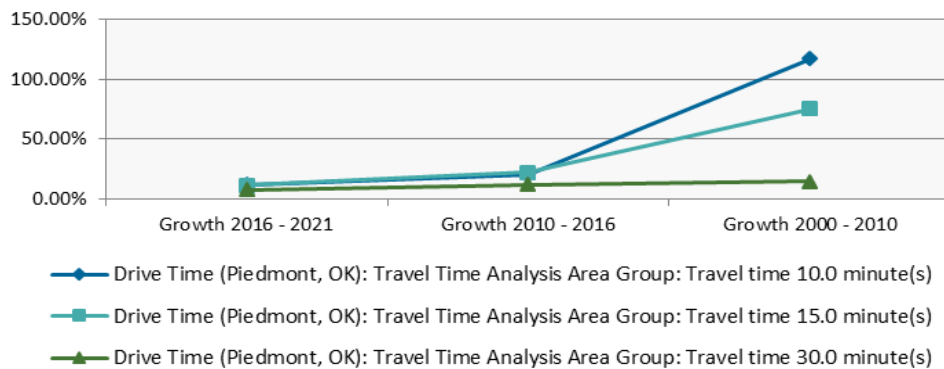
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DEMOGRAPHIC SNAPSHOT

Description	Drive Time (Piedmont, OK): Travel time 10.0 minute(s)		Drive Time (Piedmont, OK): Travel time 15.0 minute(s)		Drive Time (Piedmont, OK): Travel time 30.0 minute(s)	
	Total	%	Total	%	Total	%
Population						
2021 Projection	9,078		16,191		380,481	
2016 Estimate	8,090		14,539		354,251	
2010 Census	6,581		11,886		315,499	
2000 Census	3,027		6,838		272,863	
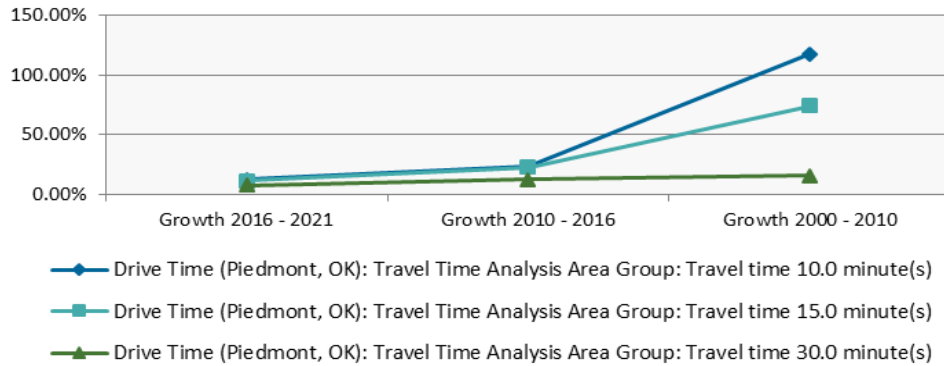
Growth 2016 - 2021		12.21%		11.37%		7.40%
Growth 2010 - 2016		22.94%		22.32%		12.28%
Growth 2000 - 2010		117.37%		73.82%		15.63%

Households						
2021 Projection	3,033		5,711		157,934	
2016 Estimate	2,721		5,127		147,098	
2010 Census	2,268		4,211		131,609	
2000 Census	1,045		2,404		114,996	

Growth 2016 - 2021		11.49%		11.41%		7.37%
Growth 2010 - 2016		19.94%		21.75%		11.77%
Growth 2000 - 2010		117.09%		75.14%		14.45%

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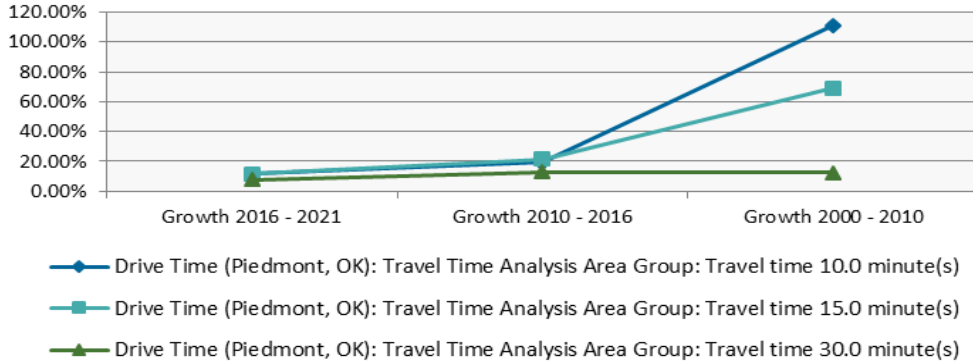
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	Total	%	Total	%	Total	%
Family Households						
2021 Projection	2,542		4,721		99,649	
2016 Estimate	2,282		4,241		92,512	
2010 Census	1,913		3,497		82,029	
2000 Census	906		2,066		72,917	

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Growth 2016 - 2021		11.40%		11.32%		7.71%
Growth 2010 - 2016		19.27%		21.28%		12.78%
Growth 2000 - 2010		111.23%		69.26%		12.50%

2016 Est. Population by Single-Classification Race	**8,090**		**14,539**		**354,251**	

- White Alone
- Black or African American Alone
- Amer. Indian and Alaska Native Alone
- Asian Alone
- Native Hawaiian and Other Pac. Isl. Alone
- Some Other Race Alone
- Two or More Races
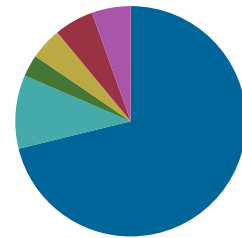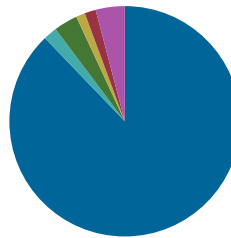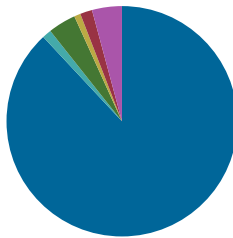
Description	Total	%	Total	%	Total	%
White Alone	7,124	88.06%	12,770	87.83%	252,102	71.16%
Black or African American Alone	104	1.29%	281	1.93%	36,583	10.33%
Amer. Indian and Alaska Native Alone	314	3.89%	485	3.34%	10,861	3.07%
Asian Alone	71	0.88%	182	1.25%	15,509	4.38%
Native Hawaiian and Other Pac. Isl. Alone	1	0.01%	1	0.01%	317	0.09%
Some Other Race Alone	137	1.69%	228	1.57%	19,584	5.53%
Two or More Races	339	4.18%	592	4.07%	19,296	5.45%

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	Total	%	Total	%	Total	%
2016 Est. Population by Hispanic or Latino Origin	**8,090**		**14,539**		**354,251**	
Not Hispanic or Latino	7,625	94.26%	13,698	94.21%	313,369	88.46%
Hispanic or Latino	465	5.74%	841	5.79%	40,882	11.54%
Mexican	384	82.62%	675	80.27%	29,238	71.52%
Puerto Rican	9	1.88%	30	3.53%	1,496	3.66%
Cuban	10	2.07%	18	2.17%	448	1.10%
All Other Hispanic or Latino	62	13.43%	118	14.03%	9,701	23.73%
2016 Est. Hisp. or Latino Pop by Single-Class. Race	**465**		**841**		**40,882**	
White Alone	268	57.71%	484	57.57%	15,950	39.01%
Black or African American Alone	6	1.33%	17	2.01%	764	1.87%
American Indian and Alaska Native Alone	16	3.53%	32	3.85%	999	2.44%
Asian Alone	4	0.95%	9	1.05%	147	0.36%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%	0	0.00%	112	0.27%
Some Other Race Alone	137	29.39%	227	27.03%	19,222	47.02%
Two or More Races	33	7.09%	71	8.49%	3,689	9.02%
2016 Est. Pop by Race, Asian Alone, by Category	**71**		**182**		**15,509**	
Chinese, except Taiwanese	1	1.61%	2	1.21%	1,505	9.70%
Filipino	2	3.33%	33	17.96%	883	5.69%
Japanese	0	0.00%	0	0.00%	214	1.38%
Asian Indian	0	0.57%	4	2.24%	4,722	30.45%
Korean	3	4.38%	12	6.36%	433	2.79%
Vietnamese	23	32.43%	33	17.88%	5,026	32.40%
Cambodian	0	0.00%	0	0.00%	37	0.24%
Hmong	3	3.74%	4	2.13%	146	0.94%
Laotian	35	49.22%	91	49.92%	523	3.37%
Thai	1	1.40%	1	0.55%	250	1.61%
All Other Asian Races Including 2+ Category	2	3.33%	3	1.74%	1,771	11.42%
2016 Est. Population by Ancestry	**8,090**		**14,539**		**354,251**	
Arab	0	0.00%	5	0.04%	2,055	0.58%
Czech	68	0.84%	111	0.76%	1,990	0.56%
Danish	0	0.00%	6	0.04%	521	0.15%
Dutch	88	1.09%	169	1.16%	3,349	0.95%
English	533	6.59%	970	6.67%	22,414	6.33%
French (except Basque)	75	0.93%	154	1.06%	4,815	1.36%
French Canadian	19	0.24%	35	0.24%	739	0.21%
German	1,041	12.87%	2,046	14.07%	42,097	11.88%

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2016 Est. Population by Ancestry	**8,090**		**14,539**		**354,251**	
Greek	9	0.11%	16	0.11%	586	0.17%
Hungarian	17	0.21%	38	0.26%	204	0.06%
Irish	673	8.32%	1,189	8.18%	22,526	6.36%
Italian	93	1.14%	180	1.24%	4,865	1.37%
Lithuanian	0	0.00%	0	0.00%	157	0.04%
United States or American	877	10.84%	1,762	12.12%	25,995	7.34%
Norwegian	18	0.22%	31	0.21%	1,533	0.43%
Polish	48	0.60%	107	0.74%	2,219	0.63%
Portuguese	1	0.01%	7	0.05%	353	0.10%
Russian	1	0.01%	2	0.01%	861	0.24%
Scottish	140	1.73%	265	1.82%	5,310	1.50%
Scotch-Irish	79	0.97%	125	0.86%	3,812	1.08%
Slovak	0	0.00%	0	0.00%	69	0.02%
Subsaharan African	0	0.00%	6	0.04%	4,521	1.28%
Swedish	66	0.82%	118	0.81%	2,202	0.62%
Swiss	37	0.46%	53	0.36%	376	0.11%
Ukrainian	0	0.00%	0	0.00%	237	0.07%
Welsh	5	0.07%	8	0.06%	967	0.27%
West Indian (except Hisp. groups)	5	0.06%	7	0.05%	691	0.20%
Other ancestries	2,122	26.23%	3,698	25.44%	129,242	36.48%
Ancestry Unclassified	2,075	25.64%	3,431	23.60%	69,545	19.63%
2016 Est. Pop Age 5+ by Language Spoken At Home	**7,520**		**13,533**		**328,944**	

- ■ Speak Only English at Home
- ■ Speak Asian/Pac. Isl. Lang. at Home
- ■ Speak IndoEuropean Language at Home
- ■ Speak Spanish at Home
- ■ Speak Other Language at Home
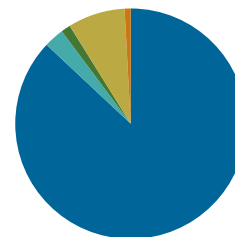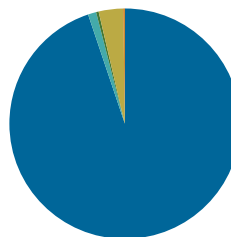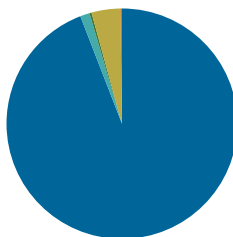
	Total	%	Total	%	Total	%
Speak Only English at Home	7,079	94.13%	12,835	94.84%	286,205	87.01%
Speak Asian/Pac. Isl. Lang. at Home	99	1.32%	156	1.15%	9,259	2.81%
Speak IndoEuropean Language at Home	22	0.29%	48	0.35%	4,344	1.32%
Speak Spanish at Home	303	4.02%	465	3.44%	26,352	8.01%
Speak Other Language at Home	17	0.23%	29	0.22%	2,784	0.85%
2016 Est. Population by Sex	**8,090**		**14,539**		**354,251**	
Male	4,011	49.58%	7,174	49.34%	171,272	48.35%
Female	4,079	50.42%	7,365	50.66%	182,979	51.65%

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2016 Est. Population by Age	**8,090**		**14,539**		**354,251**	
Age 0 - 4	570	7.05%	1,006	6.92%	25,307	7.14%
Age 5 - 9	626	7.74%	1,087	7.48%	25,472	7.19%
Age 10 - 14	723	8.94%	1,230	8.46%	23,750	6.70%
Age 15 - 17	413	5.11%	718	4.94%	13,286	3.75%
Age 18 - 20	352	4.35%	608	4.18%	12,688	3.58%
Age 21 - 24	412	5.09%	706	4.85%	16,728	4.72%
Age 25 - 34	696	8.60%	1,312	9.02%	52,915	14.94%
Age 35 - 44	1,128	13.94%	2,010	13.83%	48,166	13.60%
Age 45 - 54	1,234	15.26%	2,117	14.56%	43,170	12.19%
Age 55 - 64	1,006	12.44%	1,824	12.55%	42,853	12.10%
Age 65 - 74	631	7.80%	1,275	8.77%	28,409	8.02%
Age 75 - 84	221	2.73%	493	3.39%	14,635	4.13%
Age 85 and over	78	0.97%	151	1.04%	6,871	1.94%
Age 16 and over	6,034	74.59%	10,979	75.51%	275,348	77.73%
Age 18 and over	5,757	71.17%	10,497	72.20%	266,436	75.21%
Age 21 and over	5,406	66.82%	9,888	68.01%	253,748	71.63%
Age 65 and over	930	11.50%	1,919	13.20%	49,916	14.09%
2016 Est. Median Age	**37.2**		**38.0**		**36.4**	
2016 Est. Average Age	**36.4**		**37.3**		**37.8**	
2016 Est. Male Population by Age	**4,011**		**7,174**		**171,272**	
Age 0 - 4	289	7.20%	508	7.09%	12,904	7.53%
Age 5 - 9	336	8.38%	574	8.00%	13,038	7.61%
Age 10 - 14	364	9.08%	622	8.68%	12,148	7.09%
Age 15 - 17	211	5.26%	365	5.09%	6,717	3.92%
Age 18 - 20	182	4.53%	314	4.38%	6,413	3.74%
Age 21 - 24	219	5.47%	371	5.17%	8,286	4.84%
Age 25 - 34	318	7.93%	607	8.46%	25,744	15.03%
Age 35 - 44	537	13.40%	957	13.35%	23,820	13.91%
Age 45 - 54	611	15.23%	1,055	14.71%	20,797	12.14%
Age 55 - 64	496	12.37%	884	12.32%	20,217	11.80%
Age 65 - 74	309	7.69%	622	8.67%	12,912	7.54%
Age 75 - 84	111	2.77%	236	3.29%	6,040	3.53%
Age 85 and over	28	0.70%	57	0.80%	2,237	1.31%
2016 Est. Median Age, Male	**36.6**		**37.3**		**35.2**	
2016 Est. Average Age, Male	**35.9**		**36.7**		**36.6**	

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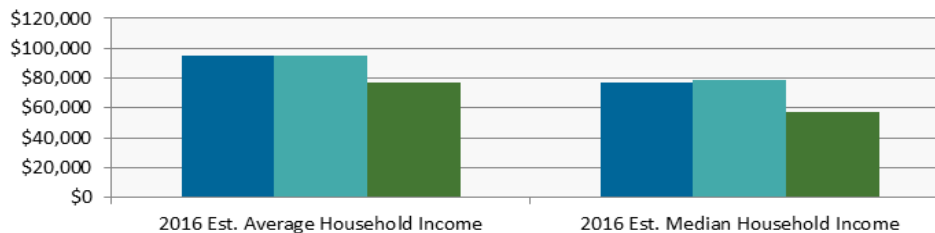| Description	Drive Time (Piedmont, OK): Travel time 10.0 minute(s)		Drive Time (Piedmont, OK): Travel time 15.0 minute(s)		Drive Time (Piedmont, OK): Travel time 30.0 minute(s)	
	Total	%	Total	%	Total	%
2016 Est. Female Population by Age	**4,079**		**7,365**		**182,979**	
Age 0 - 4	281	6.89%	498	6.76%	12,403	6.78%
Age 5 - 9	290	7.12%	514	6.97%	12,434	6.80%
Age 10 - 14	359	8.81%	608	8.25%	11,603	6.34%
Age 15 - 17	202	4.96%	353	4.79%	6,569	3.59%
Age 18 - 20	170	4.16%	294	3.99%	6,275	3.43%
Age 21 - 24	192	4.72%	335	4.55%	8,442	4.61%
Age 25 - 34	378	9.26%	705	9.58%	27,170	14.85%
Age 35 - 44	590	14.47%	1,053	14.30%	24,346	13.31%
Age 45 - 54	624	15.29%	1,061	14.41%	22,373	12.23%
Age 55 - 64	510	12.51%	941	12.77%	22,636	12.37%
Age 65 - 74	322	7.90%	653	8.86%	15,497	8.47%
Age 75 - 84	110	2.69%	257	3.49%	8,595	4.70%
Age 85 and over	50	1.22%	94	1.27%	4,635	2.53%
2016 Est. Median Age, Female	**37.8**		**38.6**		**37.7**	
2016 Est. Average Age, Female	**37.0**		**37.9**		**39.0**	
2016 Est. Pop Age 15+ by Marital Status	**6,171**		**11,215**		**279,721**	
Total, Never Married	1,205	19.53%	2,182	19.45%	82,896	29.64%
Males, Never Married	585	9.47%	1,093	9.75%	43,324	15.49%
Females, Never Married	620	10.05%	1,088	9.71%	39,572	14.15%
Married, Spouse present	3,896	63.13%	7,095	63.27%	130,012	46.48%
Married, Spouse absent	183	2.97%	287	2.56%	13,069	4.67%
Widowed	203	3.29%	409	3.64%	16,429	5.87%
Males Widowed	34	0.55%	71	0.63%	3,523	1.26%
Females Widowed	169	2.74%	338	3.01%	12,906	4.61%
Divorced	684	11.08%	1,243	11.08%	37,316	13.34%
Males Divorced	383	6.21%	660	5.89%	15,126	5.41%
Females Divorced	301	4.87%	583	5.20%	22,189	7.93%
2016 Est. Pop Age 25+ by Edu. Attainment	**4,994**		**9,182**		**237,020**	

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Less than 9th grade	70	1.40%	139	1.52%	8,228	3.47%
Some High School, no diploma	219	4.38%	419	4.56%	13,933	5.88%
High School Graduate (or GED)	1,057	21.16%	1,901	20.71%	54,481	22.99%
Some College, no degree	1,305	26.14%	2,370	25.81%	59,634	25.16%
Associate Degree	455	9.10%	787	8.57%	16,997	7.17%
Bachelor's Degree	1,309	26.22%	2,449	26.67%	57,433	24.23%
Master's Degree	384	7.69%	758	8.26%	17,795	7.51%
Professional School Degree	148	2.96%	259	2.82%	5,855	2.47%
Doctorate Degree	48	0.96%	99	1.08%	2,664	1.12%
2016 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	**198**		**366**		**20,196**	
No High School Diploma	78	39.08%	121	32.91%	8,197	40.59%
High School Graduate	28	14.01%	52	14.14%	5,039	24.95%
Some College or Associate's Degree	62	31.45%	125	34.22%	4,227	20.93%
Bachelor's Degree or Higher	31	15.46%	69	18.73%	2,733	13.53%
2016 Est. Households by Household Type	**2,721**		**5,127**		**147,098**	
Family Households	2,282	83.86%	4,241	82.73%	92,512	62.89%
Nonfamily Households	439	16.14%	885	17.27%	54,586	37.11%
2016 Est. Group Quarters Population	**5**		**13**		**3,645**	
2016 HHs by Ethnicity, Hispanic/Latino	**114**		**198**		**11,551**	
2016 Est. Households by HH Income	**2,721**		**5,127**		**147,098**	
Income < $15,000	102	3.73%	206	4.03%	13,598	9.24%
Income $15,000 - $24,999	99	3.63%	168	3.27%	13,787	9.37%
Income $25,000 - $34,999	175	6.42%	306	5.97%	15,705	10.68%
Income $35,000 - $49,999	259	9.52%	625	12.19%	22,465	15.27%
Income $50,000 - $74,999	686	25.21%	1,134	22.12%	26,672	18.13%
Income $75,000 - $99,999	450	16.54%	868	16.94%	19,257	13.09%
Income $100,000 - $124,999	336	12.36%	674	13.15%	13,651	9.28%
Income $125,000 - $149,999	237	8.72%	444	8.65%	8,003	5.44%
Income $150,000 - $199,999	200	7.36%	375	7.31%	6,592	4.48%
Income $200,000 - $249,999	77	2.81%	143	2.79%	2,789	1.90%
Income $250,000 - $499,999	85	3.13%	151	2.95%	3,218	2.19%
Income $500,000+	16	0.57%	32	0.63%	1,361	0.93%

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DEMOGRAPHIC SNAPSHOT

Description	Drive Time (Piedmont, OK): Travel time 10.0 minute(s)		Drive Time (Piedmont, OK): Travel time 15.0 minute(s)		Drive Time (Piedmont, OK): Travel time 30.0 minute(s)	
	Total	%	Total	%	Total	%

Legend:
- Drive Time (Piedmont, OK): Travel Time Analysis Area Group: Travel time 10.0 minute(s)
- Drive Time (Piedmont, OK): Travel Time Analysis Area Group: Travel time 15.0 minute(s)
- Drive Time (Piedmont, OK): Travel Time Analysis Area Group: Travel time 30.0 minute(s)

Description	Total	%	Total	%	Total	%
2016 Est. Average Household Income	$95,352		$95,221		$77,020	
2016 Est. Median Household Income	$77,248		$78,577		$57,494	
2016 Median HH Inc. by Single-Class. Race or Eth.						
White Alone	$79,399		$81,030		$62,558	
Black or African American Alone	$54,450		$47,750		$39,286	
American Indian and Alaska Native Alone	$66,444		$62,990		$50,089	
Asian Alone	$47,747		$48,224		$66,255	
Native Hawaiian and Other Pacific Islander Alone	$42,500		$42,500		$45,490	
Some Other Race Alone	$50,229		$52,528		$38,198	
Two or More Races	$97,986		$90,016		$44,945	
Hispanic or Latino	$55,952		$66,760		$42,345	
Not Hispanic or Latino	$78,482		$79,062		$59,138	
2016 Est. Family HH Type by Presence of Own Child.	**2,282**		**4,241**		**92,512**	
Married-Couple Family, own children	1,048	45.91%	1,793	42.28%	29,128	31.49%
Married-Couple Family, no own children	964	42.24%	1,932	45.56%	39,622	42.83%
Male Householder, own children	61	2.67%	108	2.54%	3,595	3.89%
Male Householder, no own children	32	1.41%	57	1.35%	2,921	3.16%
Female Householder, own children	113	4.96%	202	4.76%	10,395	11.24%
Female Householder, no own children	64	2.80%	149	3.50%	6,851	7.41%

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Description	Drive Time (Piedmont, OK): Travel time 10.0 minute(s)		Drive Time (Piedmont, OK): Travel time 15.0 minute(s)		Drive Time (Piedmont, OK): Travel time 30.0 minute(s)	
	Total	%	Total	%	Total	%
2016 Est. Households by Household Size	**2,721**		**5,127**		**147,098**	
1-person	375	13.78%	776	15.14%	45,672	31.05%
2-person	871	32.01%	1,834	35.77%	48,769	33.15%
3-person	534	19.63%	948	18.50%	23,029	15.66%
4-person	534	19.62%	910	17.75%	17,047	11.59%
5-person	276	10.15%	449	8.76%	8,050	5.47%
6-person	96	3.51%	156	3.04%	3,050	2.07%
7-or-more-person	35	1.30%	53	1.04%	1,481	1.01%
2016 Est. Average Household Size	**2.97**		**2.83**		**2.38**	
2016 Est. Households by Presence of People Under 18	**2,721**		**5,127**		**147,098**	
Households with 1 or More People under Age 18:	**1,292**	**47.49%**	**2,244**	**43.78%**	**47,204**	**32.09%**
Married-Couple Family	1,093	84.60%	1,882	83.87%	30,752	65.15%
Other Family, Male Householder	68	5.23%	119	5.32%	4,078	8.64%
Other Family, Female Householder	129	9.95%	235	10.46%	11,919	25.25%
Nonfamily, Male Householder	3	0.21%	8	0.35%	316	0.67%
Nonfamily, Female Householder	0	0.00%	0	0.00%	140	0.30%
Households with No People under Age 18:	**1,429**	**52.51%**	**2,882**	**56.22%**	**99,894**	**67.91%**
Married-Couple Family	917	64.21%	1,841	63.88%	38,020	38.06%
Other Family, Male Householder	24	1.71%	45	1.56%	2,420	2.42%
Other Family, Female Householder	51	3.54%	117	4.07%	5,336	5.34%
Nonfamily, Male Householder	192	13.45%	387	13.43%	24,220	24.25%
Nonfamily, Female Householder	244	17.09%	491	17.04%	29,898	29.93%
2016 Est. Households by Number of Vehicles	**2,721**		**5,127**		**147,098**	
No Vehicles	47	1.74%	97	1.89%	7,842	5.33%
1 Vehicle	526	19.32%	994	19.40%	53,499	36.37%
2 Vehicles	1,325	48.69%	2,598	50.68%	59,575	40.50%
3 Vehicles	512	18.81%	941	18.35%	18,748	12.75%
4 Vehicles	197	7.23%	327	6.39%	5,591	3.80%
5 or more Vehicles	115	4.21%	169	3.29%	1,845	1.25%
2016 Est. Average Number of Vehicles	**2.3**		**2.2**		**1.8**	
2016 Est. Families by Poverty Status	**2,282**		**4,241**		**92,512**	
2016 Families at or Above Poverty	2,208	96.79%	4,119	97.12%	83,886	90.67%
2016 Families at or Above Poverty with Children	1,215	53.24%	2,110	49.74%	39,059	42.22%
2016 Families Below Poverty	73	3.21%	122	2.88%	8,627	9.33%
2016 Families Below Poverty with Children	54	2.37%	98	2.32%	7,258	7.85%

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Description	Drive Time (Piedmont, OK): Travel time 10.0 minute(s)		Drive Time (Piedmont, OK): Travel time 15.0 minute(s)		Drive Time (Piedmont, OK): Travel time 30.0 minute(s)	
	Total	%	Total	%	Total	%
2016 Est. Pop Age 16+ by Employment Status	**6,034**		**10,979**		**275,348**	
In Armed Forces	0	0.00%	0	0.00%	561	0.20%
Civilian - Employed	4,371	72.45%	7,656	69.74%	182,836	66.40%
Civilian - Unemployed	128	2.12%	252	2.30%	8,375	3.04%
Not in Labor Force	1,535	25.43%	3,071	27.97%	83,576	30.35%
2016 Est. Civ. Employed Pop 16+ by Class of Worker	**4,328**		**7,576**		**182,663**	
For-Profit Private Workers	2,703	62.45%	4,700	62.04%	125,613	68.77%
Non-Profit Private Workers	331	7.65%	542	7.16%	13,159	7.20%
Local Government Workers	220	5.08%	371	4.90%	7,840	4.29%
State Government Workers	356	8.23%	603	7.96%	11,064	6.06%
Federal Government Workers	174	4.03%	297	3.92%	6,460	3.54%
Self-Employed Workers	536	12.38%	1,043	13.76%	18,282	10.01%
Unpaid Family Workers	7	0.17%	19	0.26%	244	0.13%
2016 Est. Civ. Employed Pop 16+ by Occupation	**4,328**		**7,576**		**182,663**	
Architect/Engineer	42	0.96%	81	1.07%	3,198	1.75%
Arts/Entertainment/Sports	99	2.28%	155	2.04%	3,167	1.73%
Building Grounds Maintenance	83	1.92%	146	1.93%	6,393	3.50%
Business/Financial Operations	304	7.03%	523	6.90%	10,024	5.49%
Community/Social Services	72	1.65%	117	1.55%	3,245	1.78%
Computer/Mathematical	111	2.56%	175	2.30%	5,119	2.80%
Construction/Extraction	179	4.15%	322	4.26%	9,438	5.17%
Education/Training/Library	304	7.03%	578	7.63%	11,068	6.06%
Farming/Fishing/Forestry	21	0.48%	29	0.39%	323	0.18%
Food Prep/Serving	131	3.04%	188	2.49%	10,149	5.56%
Health Practitioner/Technician	328	7.57%	593	7.83%	12,186	6.67%
Healthcare Support	131	3.03%	173	2.29%	3,953	2.16%
Maintenance Repair	180	4.16%	322	4.25%	5,520	3.02%
Legal	125	2.88%	194	2.56%	3,636	1.99%
Life/Physical/Social Science	41	0.94%	52	0.69%	1,604	0.88%
Management	497	11.49%	897	11.84%	17,497	9.58%
Office/Admin. Support	576	13.31%	1,006	13.28%	27,267	14.93%
Production	229	5.28%	348	4.60%	7,622	4.17%
Protective Services	103	2.38%	178	2.34%	3,260	1.78%
Sales/Related	399	9.22%	777	10.25%	22,794	12.48%
Personal Care/Service	195	4.50%	341	4.50%	6,460	3.54%
Transportation/Moving	179	4.14%	380	5.02%	8,741	4.79%

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DEMOGRAPHIC SNAPSHOT

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	Total	%	Total	%	Total	%
2016 Est. Pop 16+ by Occupation Classification	**4,328**		**7,576**		**182,663**	
Blue Collar	768	17.74%	1,373	18.12%	31,320	17.15%
White Collar	2,896	66.91%	5,148	67.95%	120,805	66.14%
Service and Farm	664	15.35%	1,055	13.93%	30,538	16.72%
2016 Est. Workers Age 16+ by Transp. to Work	**4,252**		**7,434**		**180,161**	
Drove Alone	3,755	88.32%	6,550	88.10%	153,288	85.08%
Car Pooled	255	6.00%	418	5.63%	15,595	8.66%
Public Transportation	3	0.06%	11	0.15%	753	0.42%
Walked	17	0.41%	28	0.37%	2,587	1.44%
Bicycle	0	0.01%	1	0.01%	258	0.14%
Other Means	11	0.26%	39	0.53%	1,195	0.66%
Worked at Home	210	4.94%	388	5.22%	6,485	3.60%
2016 Est. Workers Age 16+ by Travel Time to Work						
Less than 15 Minutes	793		1,316		49,961	
15 - 29 Minutes	1,441		2,878		85,899	
30 - 44 Minutes	1,317		2,108		28,062	
45 - 59 Minutes	304		438		4,683	
60 or more Minutes	173		296		4,683	
2016 Est. Avg Travel Time to Work in Minutes	**29.00**		**28.00**		**23.00**	
2016 Est. Occupied Housing Units by Tenure	**2,721**		**5,127**		**147,098**	
Owner Occupied	2,442	89.75%	4,615	90.02%	93,274	63.41%
Renter Occupied	279	10.25%	512	9.98%	53,825	36.59%
2016 Owner Occ. HUs: Avg. Length of Residence	**11.9**		**11.7**		**14.2**	
2016 Renter Occ. HUs: Avg. Length of Residence	**7.1**		**7.0**		**6.5**	

Legend: ■ Blue Collar ■ White Collar ■ Service and Farm

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DEMOGRAPHIC SNAPSHOT

Description	Drive Time (Piedmont, OK): Travel time 10.0 minute(s)		Drive Time (Piedmont, OK): Travel time 15.0 minute(s)		Drive Time (Piedmont, OK): Travel time 30.0 minute(s)	
	Total	%	Total	%	Total	%
2016 Est. Owner-Occupied Housing Units by Value	**2,442**		**4,615**		**93,274**	
Value Less than $20,000	15	0.60%	40	0.87%	2,169	2.33%
Value $20,000 - $39,999	16	0.67%	33	0.71%	1,258	1.35%
Value $40,000 - $59,999	9	0.37%	15	0.32%	1,641	1.76%
Value $60,000 - $79,999	33	1.35%	49	1.06%	4,013	4.30%
Value $80,000 - $99,999	60	2.46%	103	2.24%	7,247	7.77%
Value $100,000 - $149,999	458	18.74%	874	18.95%	24,986	26.79%
Value $150,000 - $199,999	719	29.46%	1,454	31.51%	22,228	23.83%
Value $200,000 - $299,999	629	25.76%	1,207	26.15%	16,511	17.70%
Value $300,000 - $399,999	257	10.52%	408	8.84%	6,092	6.53%
Value $400,000 - $499,999	93	3.81%	155	3.36%	2,859	3.06%
Value $500,000 - $749,999	112	4.57%	193	4.18%	2,259	2.42%
Value $750,000 - $999,999	33	1.34%	62	1.34%	997	1.07%
Value $1,000,000 or more	9	0.35%	22	0.48%	1,013	1.09%
2016 Est. Median All Owner-Occupied Housing Value	**$193,808**		**$191,045**		**$161,972**	
2016 Est. Housing Units by Units in Structure	**2,809**		**5,354**		**160,546**	
1 Unit Attached	18	0.63%	104	1.94%	5,897	3.67%
1 Unit Detached	2,696	95.97%	5,069	94.69%	107,772	67.13%
2 Units	0	0.00%	0	0.00%	2,007	1.25%
3 or 4 Units	0	0.01%	6	0.11%	5,257	3.27%
5 to 19 Units	1	0.05%	13	0.24%	24,095	15.01%
20 to 49 Units	7	0.23%	10	0.18%	5,921	3.69%
50 or More Units	52	1.84%	73	1.36%	5,930	3.69%
Mobile Home or Trailer	30	1.05%	68	1.28%	3,615	2.25%
Boat, RV, Van, etc.	6	0.21%	11	0.21%	52	0.03%
2016 Est. Housing Units by Year Structure Built	**2,809**		**5,354**		**160,546**	
Housing Units Built 2010 or later	547	19.46%	1,119	20.90%	18,278	11.39%
Housing Units Built 2000 to 2009	800	28.49%	1,637	30.58%	22,158	13.80%
Housing Units Built 1990 to 1999	393	13.97%	577	10.77%	14,075	8.77%
Housing Units Built 1980 to 1989	370	13.17%	617	11.53%	25,959	16.17%
Housing Units Built 1970 to 1979	456	16.24%	999	18.65%	29,466	18.35%
Housing Units Built 1960 to 1969	74	2.64%	143	2.67%	24,154	15.04%
Housing Units Built 1950 to 1959	24	0.85%	52	0.97%	15,931	9.92%
Housing Units Built 1940 to 1949	68	2.41%	89	1.67%	5,924	3.69%
Housing Unit Built 1939 or Earlier	78	2.76%	121	2.26%	4,600	2.87%
2016 Est. Median Year Structure Built	**1999**		**2000**		**1980**	

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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

www.retailattractions.com

RETAIL ATTRACTIONS, LLC
Economic Development Consulting

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.

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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.

Ronald Cates	General Counsel
Robert Nichols	IT/Website & Data Protection
Ted Turner	Sales Tax, Data & Forecasting
Pat Fry	Office Administration/Accounting
Sara Stephens	Administrative Assistant/Retail Contacts
Katie Mkalech	City Contacts/Research
Liz Pruitt	Marketing, Website, Real Estate Services

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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. Sources used in this report include Nielsen-Claritas, Applied Geographic Solutions (AGS), the City, various state agencies, US Census Bureau, US Economic Survey and US Bureau of Labor information, as well as data received from local sources in our cities, as well as Regis and PiinPoint. 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 carried methodologies in our market analysis and summary's including 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.

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RETAIL ATTRACTIONS, LLC
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Retail Attractions compiles data from a number of sources including Nielsen-Claritas, 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 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, Hispanic ethnicity, income, education, occupation, housing or rate of growth.

The demographic data contained in this report comes from AGS, and the opportunity gap data comes 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 partnered 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.

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ACKNOWLEDGEMENTS

Nielsen and Applied Geographic Solutions are both 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.

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