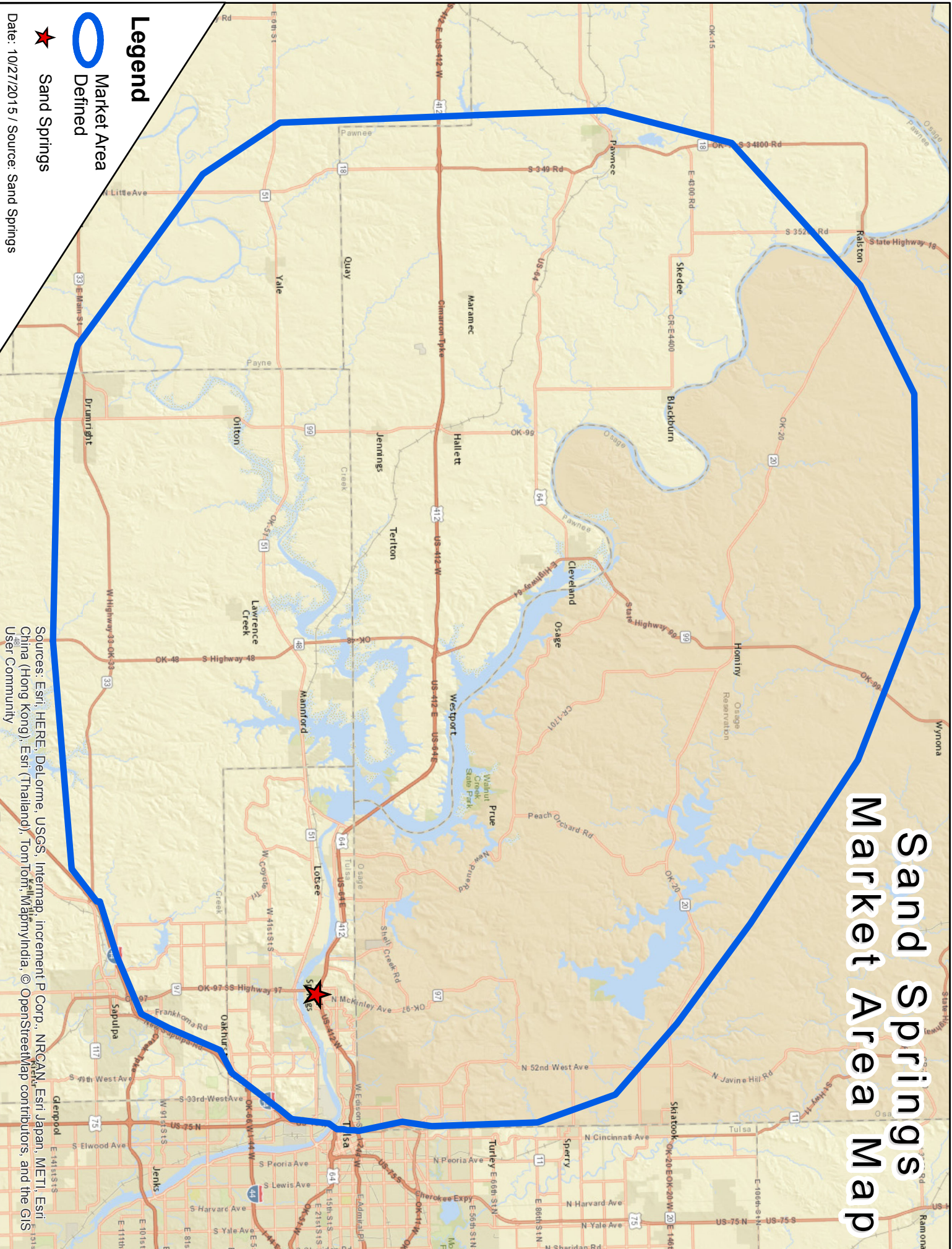


Sand Springs Market Area Map





Retail MarketPlace Profile

Sand Springs Market Area
Area: 1,481.98 square miles

Prepared by INCOG
Latitude: 36.24004902
Longitude: -96.4323682

Summary Demographics

2015 Population	104,808
2015 Households	40,038
2015 Median Disposable Income	\$38,583
2015 Per Capita Income	\$22,453

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$992,246,487	\$619,226,952	\$373,019,535	23.1	573
Total Retail Trade	44-45	\$895,273,633	\$557,648,648	\$337,624,985	23.2	468
Total Food & Drink	722	\$96,972,855	\$61,578,305	\$35,394,550	22.3	106

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$194,821,263	\$104,837,881	\$89,983,382	30.0	61
Automobile Dealers	4411	\$172,836,256	\$92,006,037	\$80,830,219	30.5	26
Other Motor Vehicle Dealers	4412	\$10,871,946	\$4,247,619	\$6,624,327	43.8	13
Auto Parts, Accessories & Tire Stores	4413	\$11,113,061	\$8,584,225	\$2,528,836	12.8	22
Furniture & Home Furnishings Stores	442	\$17,876,009	\$13,227,157	\$4,648,852	14.9	22
Furniture Stores	4421	\$11,108,588	\$8,909,386	\$2,199,202	11.0	9
Home Furnishings Stores	4422	\$6,767,422	\$4,317,771	\$2,449,651	22.1	13
Electronics & Appliance Stores	443	\$25,194,033	\$4,982,163	\$20,211,870	67.0	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$31,361,307	\$9,931,279	\$21,430,028	51.9	19
Bldg Material & Supplies Dealers	4441	\$24,901,733	\$6,953,169	\$17,948,564	56.3	16
Lawn & Garden Equip & Supply Stores	4442	\$6,459,574	\$2,978,110	\$3,481,464	36.9	3
Food & Beverage Stores	445	\$102,279,364	\$76,690,280	\$25,589,084	14.3	78
Grocery Stores	4451	\$90,405,852	\$68,287,427	\$22,118,425	13.9	51
Specialty Food Stores	4452	\$2,904,425	\$2,469,653	\$434,772	8.1	17
Beer, Wine & Liquor Stores	4453	\$8,969,087	\$5,933,201	\$3,035,886	20.4	10
Health & Personal Care Stores	446,4461	\$81,240,245	\$31,553,327	\$49,686,918	44.1	27
Gasoline Stations	447,4471	\$102,374,701	\$116,464,830	-\$14,090,129	-6.4	19
Clothing & Clothing Accessories Stores	448	\$46,519,491	\$12,152,662	\$34,366,829	58.6	24
Clothing Stores	4481	\$33,518,974	\$9,601,612	\$23,917,362	55.5	17
Shoe Stores	4482	\$6,321,796	\$1,383,517	\$4,938,279	64.1	3
Jewelry, Luggage & Leather Goods Stores	4483	\$6,678,722	\$1,167,533	\$5,511,189	70.2	4
Sporting Goods, Hobby, Book & Music Stores	451	\$18,722,684	\$10,724,702	\$7,997,982	27.2	43
Sporting Goods/Hobby/Musical Instr Stores	4511	\$14,814,412	\$9,533,295	\$5,281,117	21.7	31
Book, Periodical & Music Stores	4512	\$3,908,271	\$1,191,408	\$2,716,863	53.3	12
General Merchandise Stores	452	\$220,659,902	\$152,976,468	\$67,683,434	18.1	20
Department Stores Excluding Leased Depts.	4521	\$58,731,328	\$48,347,080	\$10,384,248	9.7	15
Other General Merchandise Stores	4529	\$161,928,573	\$104,629,388	\$57,299,185	21.5	5
Miscellaneous Store Retailers	453	\$30,882,437	\$14,494,736	\$16,387,701	36.1	105
Florists	4531	\$1,004,526	\$807,622	\$196,904	10.9	13
Office Supplies, Stationery & Gift Stores	4532	\$10,124,836	\$1,797,436	\$8,327,400	69.8	26
Used Merchandise Stores	4533	\$1,811,079	\$1,869,737	-\$58,658	-1.6	12
Other Miscellaneous Store Retailers	4539	\$17,941,997	\$10,019,942	\$7,922,055	28.3	54
Nonstore Retailers	454	\$23,342,197	\$9,613,161	\$13,729,036	41.7	33
Electronic Shopping & Mail-Order Houses	4541	\$12,521,070	\$548,657	\$11,972,413	91.6	2
Vending Machine Operators	4542	\$2,439,803	\$1,338,212	\$1,101,591	29.2	10
Direct Selling Establishments	4543	\$8,381,324	\$7,726,292	\$655,032	4.1	21
Food Services & Drinking Places	722	\$96,972,855	\$61,578,305	\$35,394,550	22.3	106
Full-Service Restaurants	7221	\$36,355,589	\$15,711,285	\$20,644,304	39.6	29
Limited-Service Eating Places	7222	\$54,099,375	\$42,478,961	\$11,620,414	12.0	52
Special Food Services	7223	\$3,436,972	\$1,012,986	\$2,423,986	54.5	6
Drinking Places - Alcoholic Beverages	7224	\$3,080,919	\$2,375,073	\$705,846	12.9	18

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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October 27, 2015

Prepared by Esri

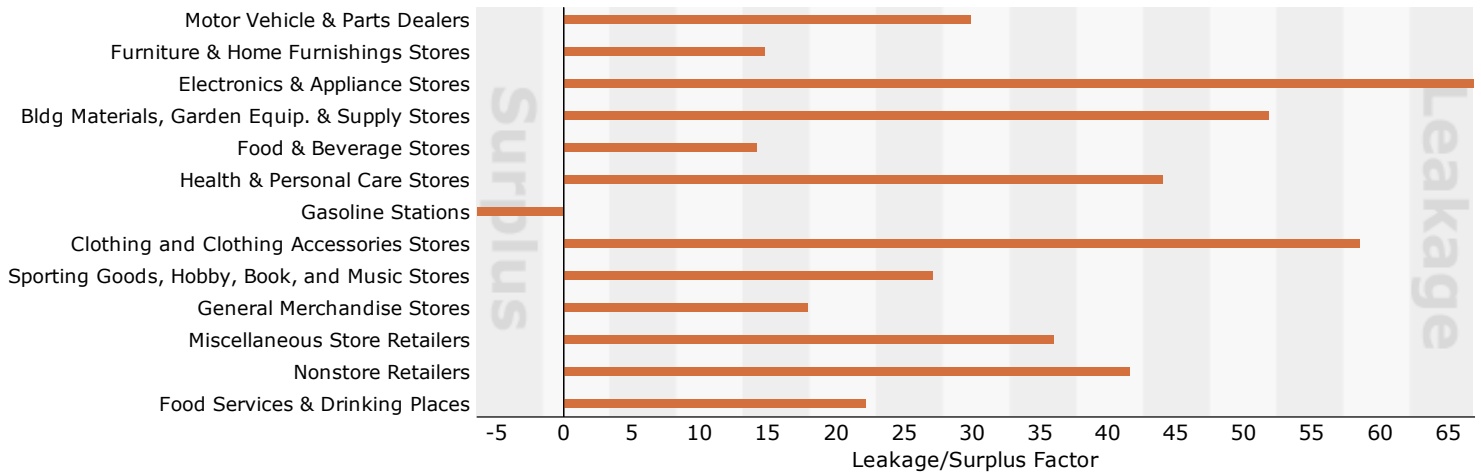


Retail MarketPlace Profile

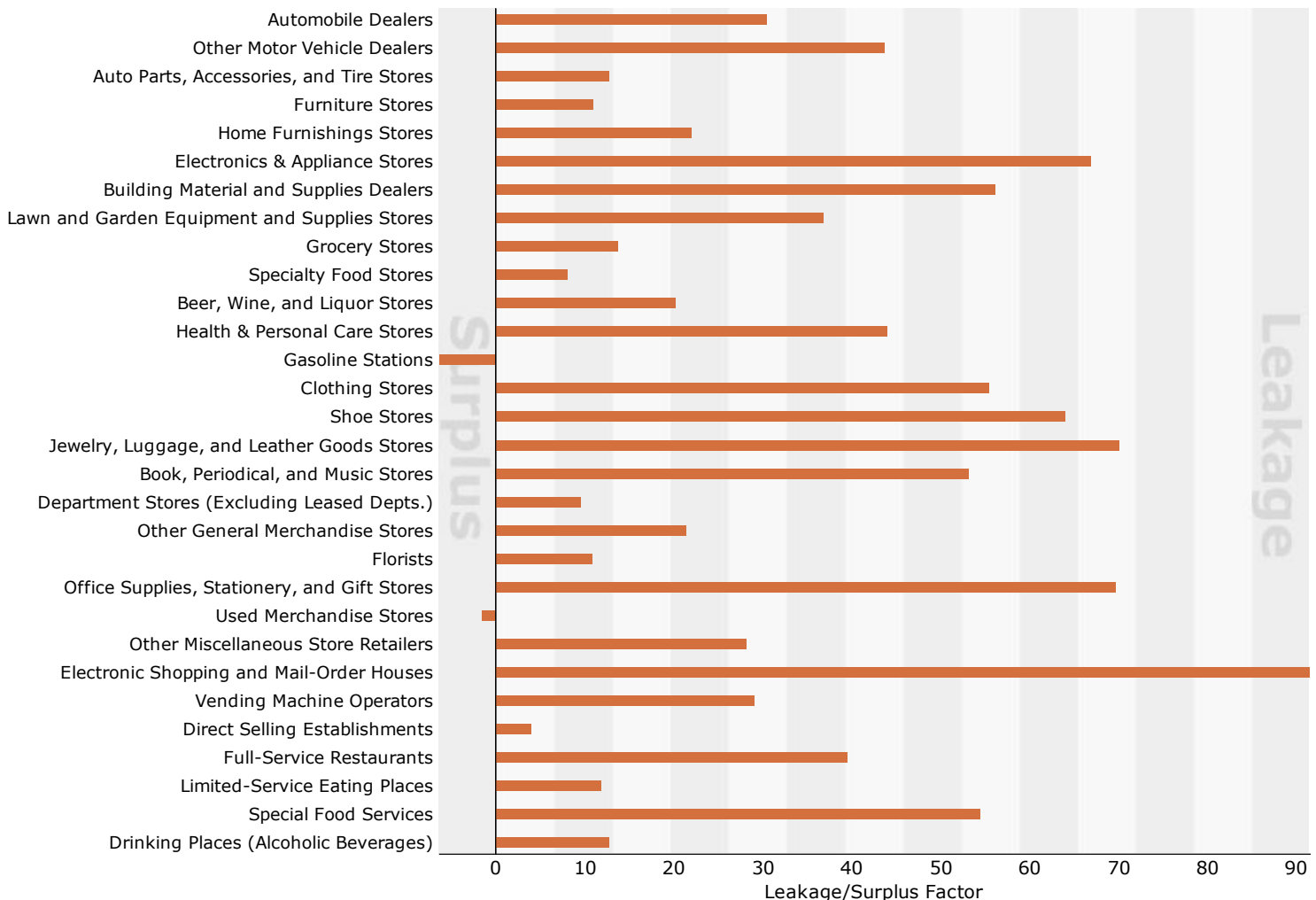
Sand Springs Market Area
Area: 1,481.98 square miles

Prepared by INCOG
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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