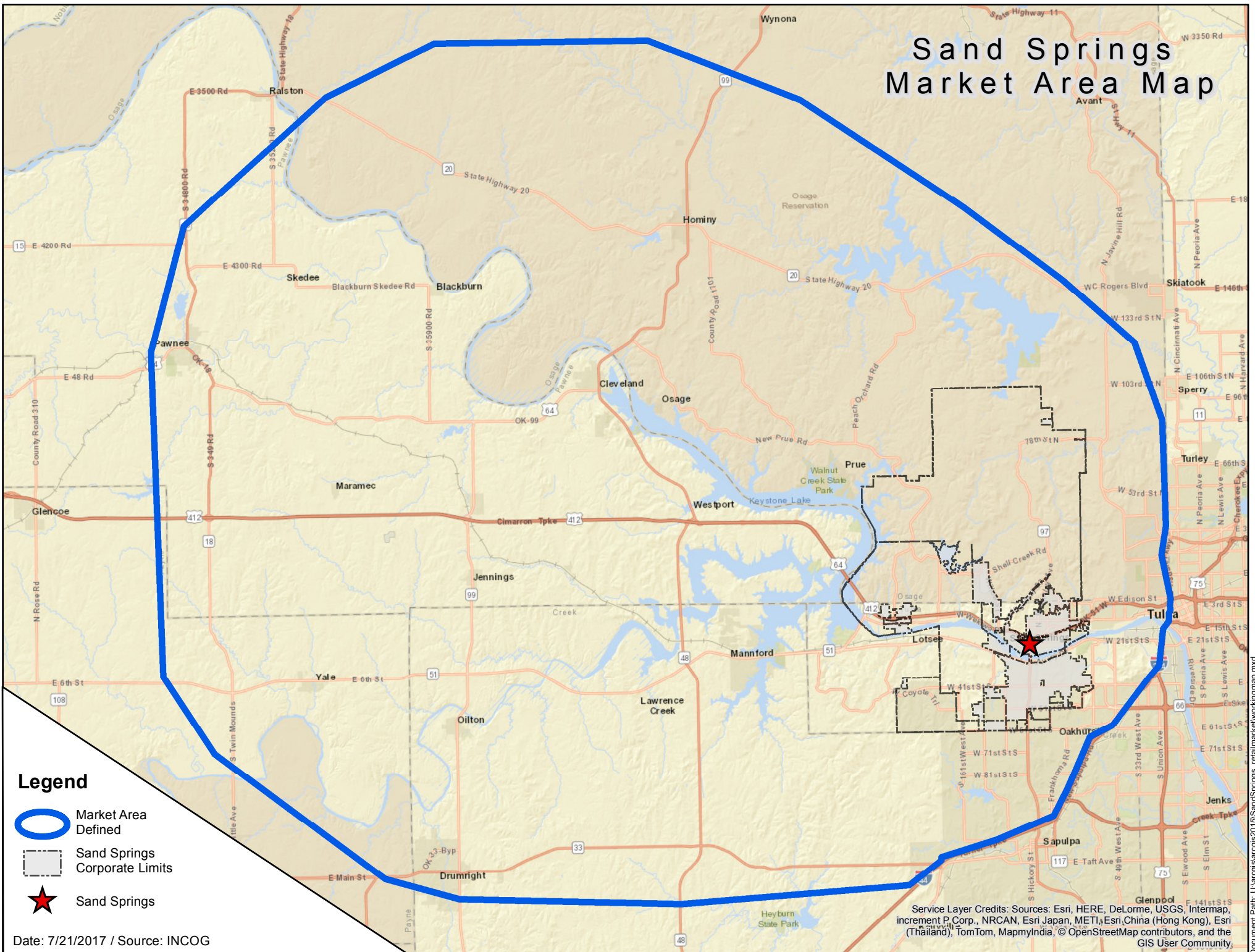


Sand Springs Market Area Map





Retail MarketPlace Profile

Market Area
Area: 1,481.98 square miles

Prepared by INCOG

Summary Demographics

2017 Population	106,862
2017 Households	40,443
2017 Median Disposable Income	\$38,764
2017 Per Capita Income	\$23,903

	NAICS	Demand	Supply	Retail Gap	Leakage/Surplus	Number of
Industry Summary		(Retail Potential)	(Retail Sales)		Factor	Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,275,179,986	\$785,685,335	\$489,494,651	23.8	490
Total Retail Trade	44-45	\$1,159,772,575	\$727,105,327	\$432,667,248	22.9	357
Total Food & Drink	722	\$115,407,410	\$58,580,008	\$56,827,402	32.7	133

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$273,053,371	\$93,299,742	\$179,753,629	49.1	60
Automobile Dealers	4411	\$203,135,032	\$73,019,765	\$130,115,267	47.1	29
Other Motor Vehicle Dealers	4412	\$47,523,156	\$3,026,344	\$44,496,812	88.0	5
Auto Parts, Accessories & Tire Stores	4413	\$22,395,182	\$17,253,633	\$5,141,549	13.0	27
Furniture & Home Furnishings Stores	442	\$31,302,168	\$12,496,794	\$18,805,374	42.9	16
Furniture Stores	4421	\$20,316,141	\$3,057,340	\$17,258,801	73.8	6
Home Furnishings Stores	4422	\$10,986,027	\$9,439,454	\$1,546,573	7.6	10
Electronics & Appliance Stores	443	\$33,632,009	\$7,981,273	\$25,650,736	61.6	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$80,649,880	\$49,292,135	\$31,357,745	24.1	33
Bldg Material & Supplies Dealers	4441	\$75,436,586	\$43,861,506	\$31,575,080	26.5	23
Lawn & Garden Equip & Supply Stores	4442	\$5,213,294	\$5,430,629	-\$217,335	-2.0	10
Food & Beverage Stores	445	\$176,624,862	\$106,043,719	\$70,581,143	25.0	43
Grocery Stores	4451	\$158,507,011	\$93,245,324	\$65,261,687	25.9	26
Specialty Food Stores	4452	\$4,891,311	\$2,904,614	\$1,986,697	25.5	5
Beer, Wine & Liquor Stores	4453	\$13,226,541	\$9,893,781	\$3,332,760	14.4	12
Health & Personal Care Stores	446,4461	\$68,138,011	\$34,434,782	\$33,703,229	32.9	25
Gasoline Stations	447,4471	\$148,919,716	\$146,364,588	\$2,555,128	0.9	46
Clothing & Clothing Accessories Stores	448	\$39,628,148	\$4,345,705	\$35,282,443	80.2	9
Clothing Stores	4481	\$26,673,345	\$2,665,332	\$24,008,013	81.8	6
Shoe Stores	4482	\$5,600,202	\$1,364,567	\$4,235,635	60.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$7,354,601	\$315,806	\$7,038,795	91.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$37,811,955	\$6,710,248	\$31,101,707	69.9	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$32,747,338	\$5,974,995	\$26,772,343	69.1	10
Book, Periodical & Music Stores	4512	\$5,064,617	\$735,253	\$4,329,364	74.6	4
General Merchandise Stores	452	\$212,222,226	\$220,559,636	-\$8,337,410	-1.9	35
Department Stores Excluding Leased Depts.	4521	\$162,909,704	\$174,215,014	-\$11,305,310	-3.4	5
Other General Merchandise Stores	4529	\$49,312,523	\$46,344,621	\$2,967,902	3.1	29
Miscellaneous Store Retailers	453	\$49,374,363	\$24,781,094	\$24,593,269	33.2	58
Florists	4531	\$2,722,872	\$2,747,325	-\$24,453	-0.4	11
Office Supplies, Stationery & Gift Stores	4532	\$10,145,555	\$1,634,267	\$8,511,288	72.3	8
Used Merchandise Stores	4533	\$3,371,440	\$3,672,038	-\$300,598	-4.3	14
Other Miscellaneous Store Retailers	4539	\$33,134,496	\$16,727,464	\$16,407,032	32.9	26
Nonstore Retailers	454	\$8,415,864	\$20,795,611	-\$12,379,747	-42.4	11
Electronic Shopping & Mail-Order Houses	4541	\$2,246,177	\$76,725	\$2,169,452	93.4	1
Vending Machine Operators	4542	\$1,602,187	\$2,797,730	-\$1,195,543	-27.2	1
Direct Selling Establishments	4543	\$4,567,500	\$17,921,156	-\$13,353,656	-59.4	9
Food Services & Drinking Places	722	\$115,407,410	\$58,580,008	\$56,827,402	32.7	133
Special Food Services	7223	\$1,752,702	\$35,181	\$1,717,521	96.1	1
Drinking Places - Alcoholic Beverages	7224	\$2,369,657	\$1,356,148	\$1,013,509	27.2	8
Restaurants/Other Eating Places	7225	\$111,285,051	\$57,188,679	\$54,096,372	32.1	124

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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

July 21, 2017

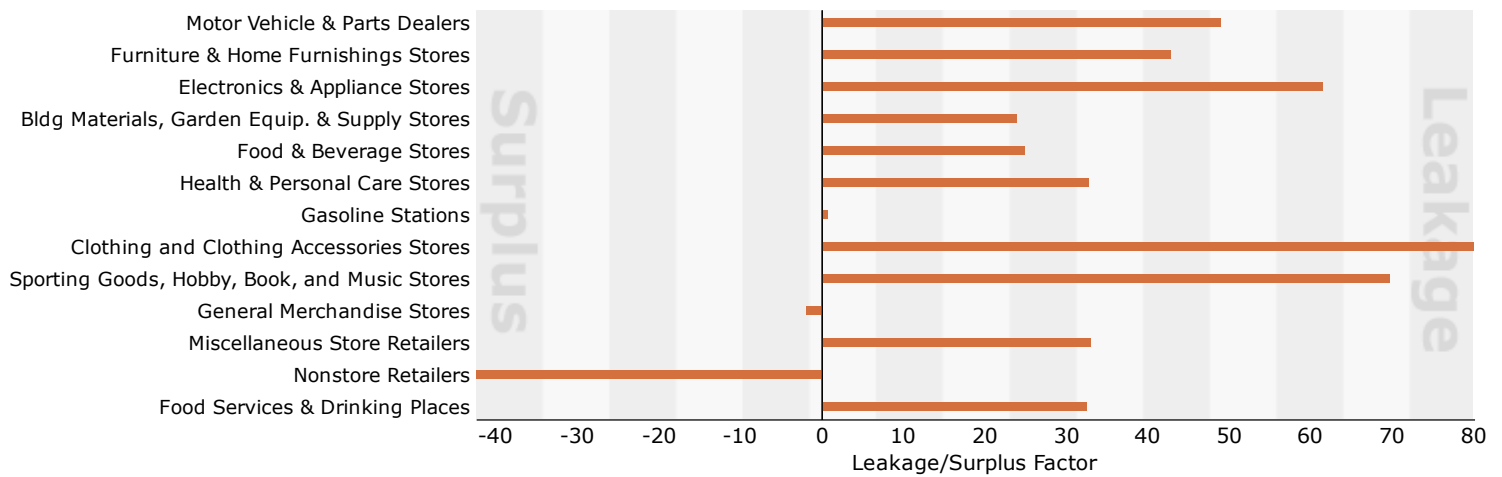


Retail MarketPlace Profile

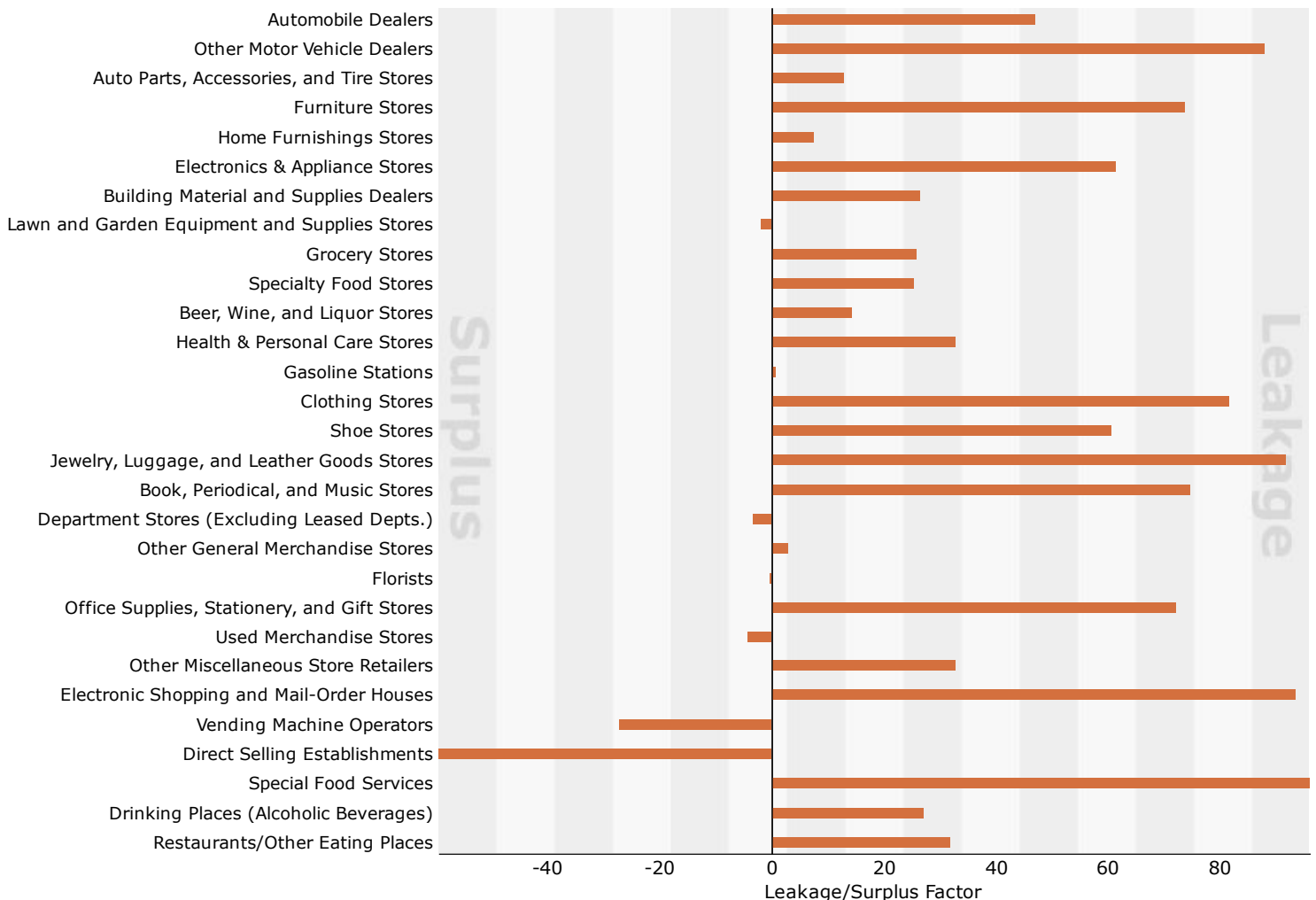
Market Area
Area: 1,481.98 square miles

Prepared by INCOG

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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