

POPULATION

2011 (Estimate) - PRIMARY TRADE	60,204
2011 (Estimate) - CITY LIMITS	49,151
Growth 2000-11 - PRIMARY TRADE	4.14%
Growth 2000-11 - CITY LIMITS	4.48%
Growth 2011-16 (Estimate) - PRIMARY TRADE	1.56%
Growth 2011-16 (Estimate) - CITY LIMITS	1.71%

EDUCATIONAL ATTAINMENT

Earned a College Degree	28.71%
Some Post-Secondary Education	51.14%

COMPOSITION

Family Households	68.22%
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AVERAGE INCOME (2011 Estimate)

Household Income	\$51,742
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OCCUPATION

White Collar Workers	53.89%
Blue Collar Workers	27.30%
Service/Farm Workers	18.81%

HOUSING

Owner Occupied Housing	66.94%
Median Housing Value	\$82,397
Houses less than 10 years old	7.30%

OPPORTUNITY GAP HIGHLIGHTS

TOTAL RETAIL LEAKAGE **\$138,056,005**

Furniture and Home Furnishings	\$5,182,687
Electronics and Appliances	\$9,447,036
Grocery Stores	\$2,563,068
Specialty Food Stores	\$1,599,479
Beer, Wine and Liquor Stores	\$3,500,822
Hardware	\$5,646,345
Other Build Materials	\$6,707,032
Clothing and Clothing Accessories	\$13,514,352
Health and Personal Care	\$2,296,418
Full Service Restaurants	\$19,622,000
Special Food	\$5,047,046
Drinking Places	\$2,980,674

The Opportunity Gap represents the difference between retail sales in specific categories of goods and services where reported demand (purchases by consumers living in an area) exceeds reported sales by merchants (supply) within the same defined trade area. Data is derived from the Consumer Expenditure Survey as administered by the U.S. Bureau of Labor Statistics and from the Census of Retail Trade, made available through the U.S. Census.

About the City of Enid

Located in north central Oklahoma, Enid is a recognized micropolitan community. Enid is situated at the nexus of several four-lane, divided US highways and Interstate 35 is 28 miles to the east. Existing retail in Enid thrives, and new businesses are locating in Enid as they discover the unique advantages of the area, including a location that pulls shoppers from as far away as Woodward, OK and Kansas. Few other retail options exist within 50 miles of Enid, making the consumer draw significantly higher than other communities of comparable size. Home to Vance Air Force Base and the defacto choice for healthcare and retail for the region, Enid's location make sense for retail and restaurant tenants.

The City of Enid's public and private sectors work together to create a supportive environment that encourages business success. As a result, companies experience a low-cost, hassle-free, collaborative approach to doing business in the community. Focused on retail growth, Enid offers incentives for projects fitting the city's timeframe and identified needs.

For more information about the City of Enid contact Retail Attractions at (918) 376-6707 or info@retailattractions.com
Visit www.retailattractions.com to download this and other information about the City of Enid and other client cities

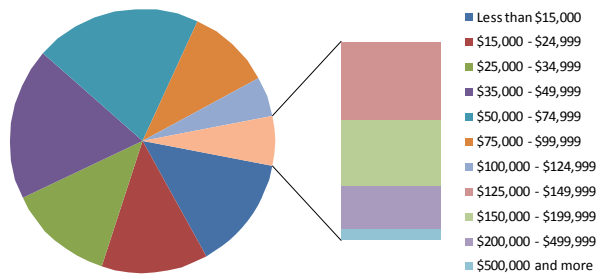
City of Enid Oklahoma



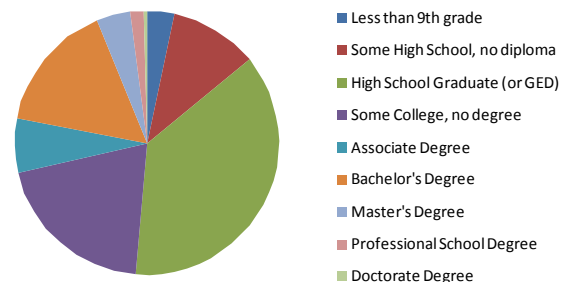
Garfield County is the primary trade area of Enid, but this is a very conservative trade area. Enid pulls consumers from outside the Garfield County area on a daily basis for work, shopping, dining and entertainment. This trade area should be used for local retailers including grocery, shopping and dining establishments.

The Enid/Garfield County MSA is supportive of growth and has a large number of well-educated young families due to the presence of Vance Air Force Base and from the manufacturing, agricultural, and energy related businesses in the Enid area. Garfield County's average household income is \$54,957, considerably higher than the state average.

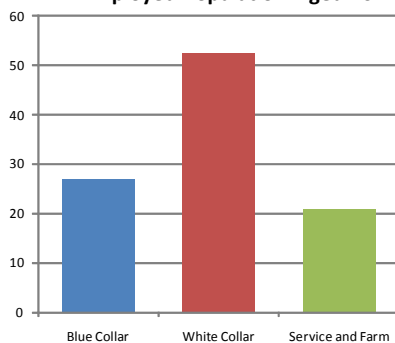
Household Income 2010



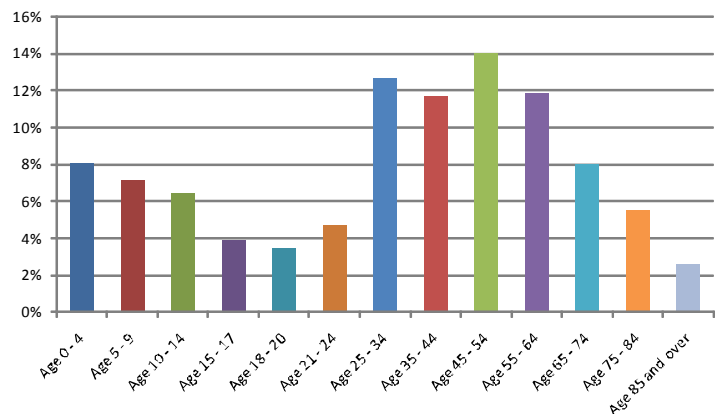
Educational Attainment



**Occupational Classification,
Employed Population Aged 16+**



Age Classification



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