

## POPULATION

2011 (Estimate) - TERTIARY TRADE	161,351
2011 (Estimate) - CITY LIMITS	49,151
Growth 2000-11 - TERTIARY TRADE	-0.94%
Growth 2000-11 - CITY LIMITS	4.48%
Growth 2011-16 (Estimate) - TERTIARY TRADE	-0.57%
Growth 2011-16 (Estimate) - CITY LIMITS	1.71%

## EDUCATIONAL ATTAINMENT

Earned a College Degree	25.13%
Some Post-Secondary Education	47.69%

## COMPOSITION

Family Households	68.19%
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## AVERAGE INCOME (2011 Estimate)

Household Income	\$50,037
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## OCCUPATION

White Collar Workers	52.41%
Blue Collar Workers	28.49%
Service/Farm Workers	19.10%

## HOUSING

Owner Occupied Housing	70.04%
Median Housing Value	\$69,556
Houses less than 10 years old	5.23%

## OPPORTUNITY GAP HIGHLIGHTS

**TOTAL RETAIL LEAKAGE** **\$413,234,543**

Furniture and Home Furnishings	\$15,945,980
Electronics and Appliances	\$24,445,680
Other Build Materials	\$16,760,171
Paint and Wallpaper	\$3,356,198
Grocery Stores	\$74,376,391
Beer, Wine and Liquor Stores	\$12,692,940
Health and Personal Care	\$22,953,919
Clothing	\$30,759,512
Sporting Goods	\$6,850,983
Shoes	\$6,782,096
Full Service Restaurants	\$47,034,007
Special Food	\$12,130,116

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.

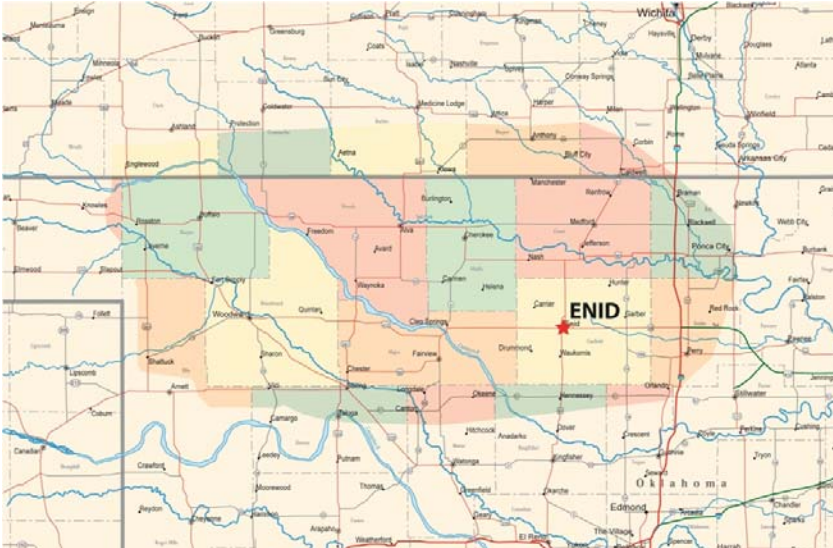
## About the City of Enid

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](mailto:info@retailattractions.com)  
Visit [www.retailattractions.com](http://www.retailattractions.com) to download this and other information about the City of Enid and other client cities

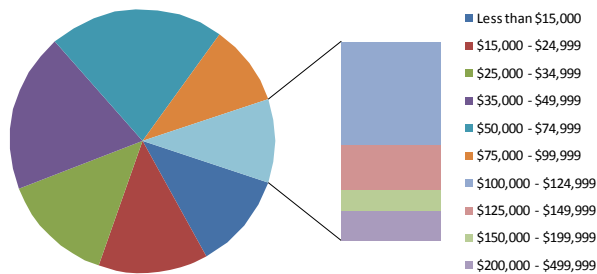
# City of Enid Oklahoma



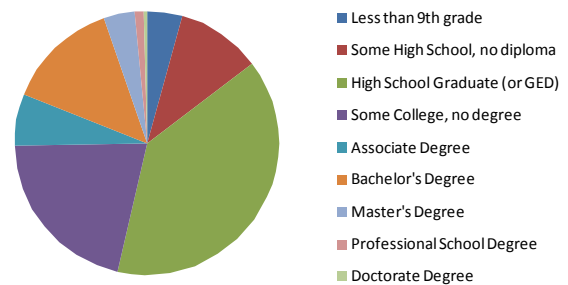
This trade area can only be justified for destination retailers where consumers are willing to drive to reach the destination.

Although Enid is the business, healthcare, and retail hub for northwest Oklahoma, this trade area is designed only to be used for destination retailers or specialty services such as specialized healthcare. Enid's tertiary trade average household income is \$53,075, considerably higher than the state average.

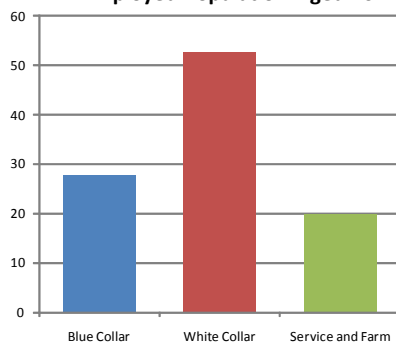
**Household Income 2010**



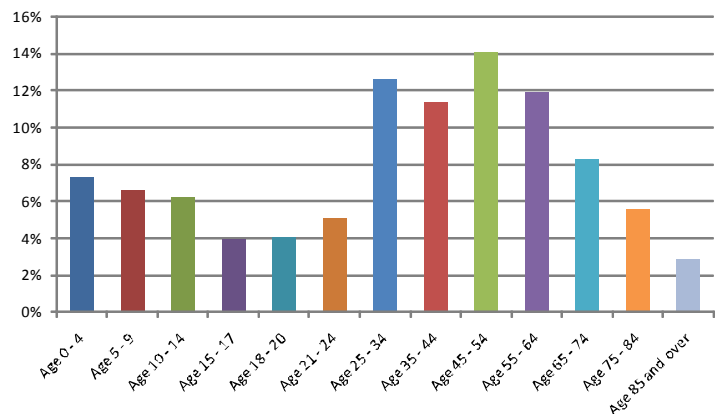
**Educational Attainment**



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



**Age Classification**



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