

# Oklahoma City

Making Retail Success Simple



# Healthy Retail Market

Oklahoma was one of only six states to have gained retail jobs since the end of 2006.

*The Business Journals, December 2011*

## OKC Retail Sales Growth 2000-2011

Source: City of Oklahoma City 2012

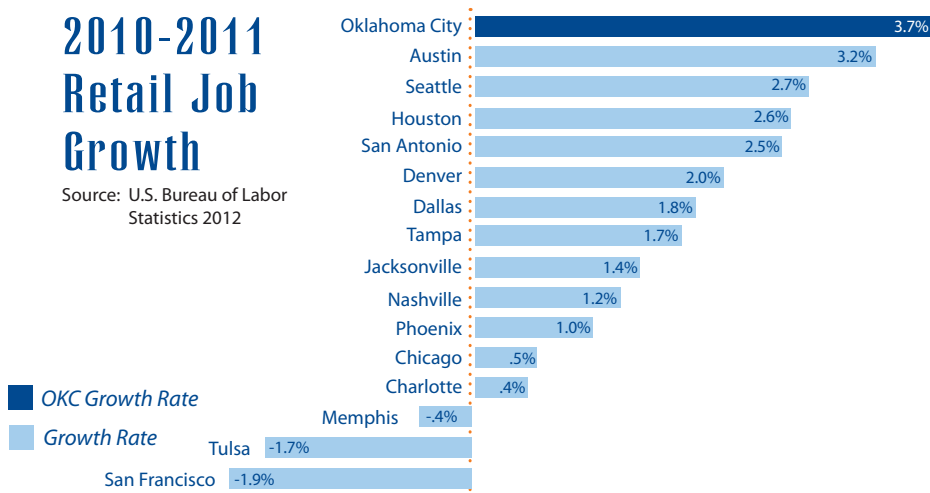


80% of Oklahoma City Commuters have a less than 30 minute drive from home to work.

*The Business Journals, January 2012*

## 2010-2011 Retail Job Growth

Source: U.S. Bureau of Labor Statistics 2012



2nd highest retail job growth in the

U.S.\*

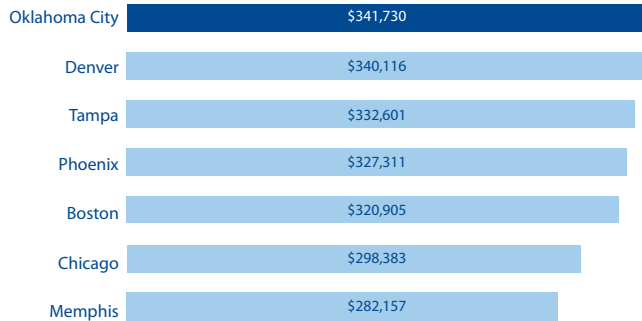
*The Business Journals, December 2011*

\*Over 5 year period based on metro areas > 1M.

# Income Growth

## 2012 Average Net Worth

Source: ESRI Business Analyst Online

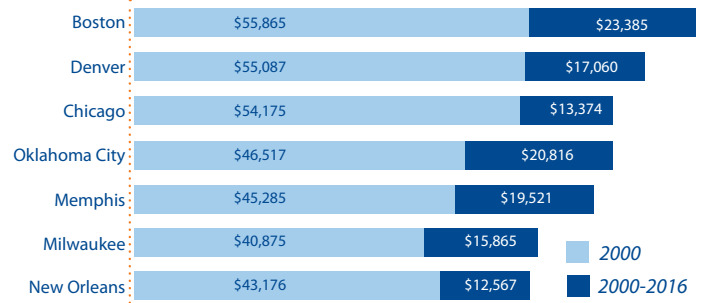


**10th highest income growth\***

*Forbes, June 2011 \*large metro areas from 2005-2012*

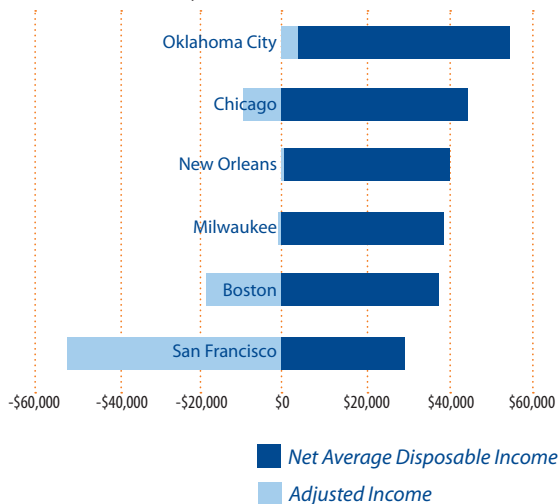
## 2012 Household Income

Source: ESRI Business Analyst Online, 2012, U.S. Cities



## 2012 Disposable Income

Source: ESRI Business Analyst Online



**4th highest per capita income\***

*Bureau of Economic Analysis, February 2012*

*\*large metro areas from 1999-2009*

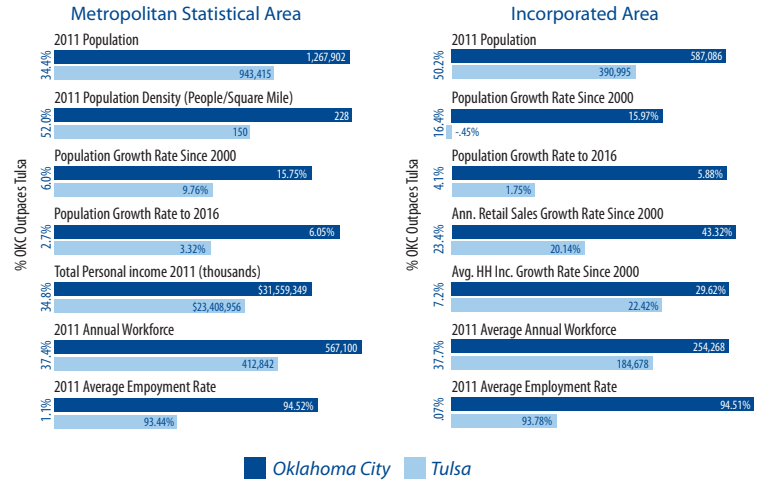
# Economic Vitality

## Best large city for job creation

Gallup, March 2012

## OKC Vs. Tulsa Statistics

Source: ESRI Business Analyst Online 2012, Bureau of Labor Statistics, 2012, University of Oklahoma Origins Database 2012

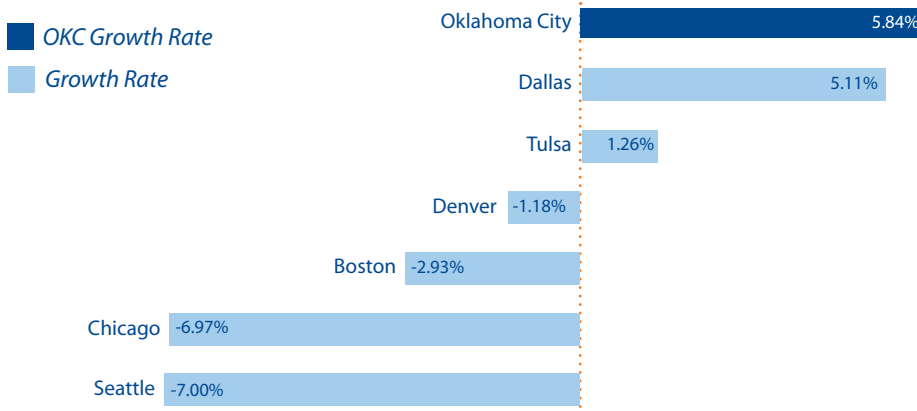


## 3rd best city for overall economy

Wallstreet Journal Market Watch, December 2011

## 2012 Metro Area Job Growth

Source: U.S. Bureau of Labor Statistics, 2012



## Nation's lowest unemployment rate 2011\*

Bureau of Labor Statistics, 2011  
\*among metro populations > 1M

# Booming Population & Housing Market

## "A TOP 20 BOOM TOWN"

Based on its past, present, and expected future job growth, and growth in educated migration and population. "

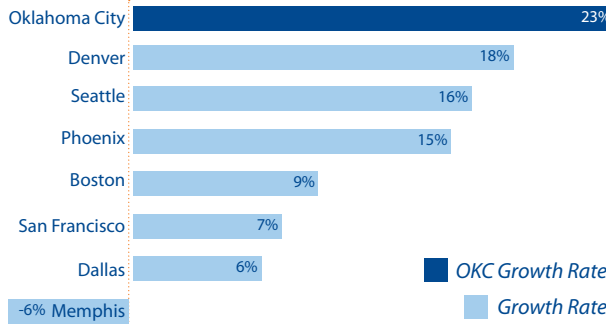
*New Geography, July 2011*

## Top 10 Strongest Housing Markets

Source: Builder Magazine 2011, U.S. Metros

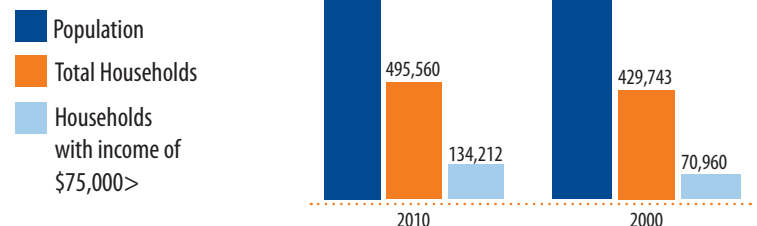
Rank	Metro	2011 Housing Permit Projections	2011 Housing Permits Per Capita
1	Houston, TX	19,613	3.224
2	Austin, TX	5,537	3.028
3	Oklahoma City, OK	3,417	2.751
4	Richmond, Va	2,542	2.023
5	Virginia Beach, Va	3,246	1.920
6	San Antonio, TX	4,126	1.889
7	Washington D.C.	10,548	1.885
8	Jacksonville, Fla	2,284	1.700
9	Denver, Co	3,801	1.455
10	Minneapolis, Minn	4,511	1.356

## Population Change 2000-2016



## OKC Metro Population 2000-2011

Source: ESRI Business Analyst Online, 2012



# Oklahoma City

## AMONG THE NATION'S TOP SPORTING CITIES

*Sporting News, October 4, 2011*



## 3RD BEST METRO AREA FOR RECENT GRADS

*"Oklahoma City's superior economy and outstanding quality of life as well as first-class housing, employment and affordability make it one of the best cities for recent college grads."*

*Newsweek, June 2011)*



## A TOP 10 BEST PLACE TO LIVE

*"In addition to downtown business development, the city has experienced a renovation of convention, cultural and educational sites."*

*Relocate America, August 2011*

## One of the nation's fittest cities

*Men's Fitness Magazine, March 2012*

## GREATER OKLAHOMA CITY CHAMBER

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