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## **MARKET OUTLOOK - GAP ANALYSIS**



**PREPARED BY**



## Table of Contents

<u>Item</u>	<u>Page</u>
1. Coweta, OK	
• Map	3
• Market Outlook - GAP Analysis	4
2. PopStats Demographic Data	6

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## Market Outlook Comparison - GAP Analysis



Geography: **Coweta Market Area**

### Supporting Demographics

Population Estimate	29,481
Household Estimate	10,789
Workplace Employees	3,258
Workplace Establishments	434

### Market Outlook By Establishment Type

	Demand	Supply	GAP
Automobile dealers	\$64,920,625	\$13,270,828	\$51,649,796
Automotive parts, accessories & tire stores	\$6,815,904	\$1,545,800	\$5,270,104
Bars/Drinking places (alcoholic beverages)	\$1,053,594	\$453,717	\$599,877
Beer, wine & liquor stores	\$4,210,863	\$1,088,329	\$3,122,534
Book, periodical & music stores	\$1,661,483	\$1,800,362	\$-138,879
Building material & supplies dealers	\$21,708,140	\$8,199,794	\$13,508,346
Clothing Stores	\$12,529,863	\$4,590,148	\$7,939,715
Department Stores	\$19,107,428	\$7,776,393	\$11,331,035
Direct selling establishments	\$6,359,651	\$2,230,219	\$4,129,432
Electronic shopping & mail-order houses	\$7,359,169	\$0	\$7,359,169
Electronics & appliance stores	\$5,270,319	\$264,883	\$5,005,435
Florists and miscellaneous store retailers	\$515,412	\$112,725	\$402,688
Full-service restaurants	\$13,086,779	\$2,656,066	\$10,430,713
Furniture Stores	\$3,036,256	\$0	\$3,036,256
Gasoline Stations	\$47,948,093	\$40,704,088	\$7,244,005
Grocery Stores	\$48,963,079	\$606,314	\$48,356,765
Health & personal care stores	\$24,668,981	\$12,131,936	\$12,537,045
Home furnishings stores	\$4,532,932	\$323,238	\$4,209,694
Jewelry, luggage & leather goods stores	\$2,678,444	\$40,300	\$2,638,144
Lawn & garden equipment & supplies stores	\$4,744,573	\$8,699,543	\$-3,954,970
Limited-service eating places	\$17,243,739	\$7,440,296	\$9,803,442
Office supplies, stationery & gift stores	\$3,142,005	\$332,555	\$2,809,451
Other General Merchandise Stores	\$45,745,339	\$28,938,892	\$16,806,447
Other miscellaneous store retailers	\$7,796,732	\$1,998,021	\$5,798,711
Other motor vehicle dealers	\$3,940,345	\$387,519	\$3,552,826
Shoe Stores	\$2,559,396	\$0	\$2,559,396
Special food services	\$2,550,204	\$1,489,236	\$1,060,967
Specialty food stores	\$1,220,833	\$148,053	\$1,072,780
Sporting goods, hobby & musical instrument stores	\$5,691,776	\$2,456,987	\$3,234,789
Used Merchandise Stores	\$1,463,060	\$782,738	\$680,322
Vending machine operators (Nonstore retailers)	\$872,623	\$0	\$872,623

<b>Market Outlook By Major Product Line</b>	<b>Demand</b>	<b>Supply</b>	<b>GAP</b>
Alcoholic drinks served at the establishment	\$3,689,165	\$1,045,315	\$2,643,850
All other merchandise	\$13,383,497	\$3,944,982	\$9,438,514
Audio equipment & music instruments	\$2,213,059	\$904,082	\$1,308,977
Automotive Fuels	\$44,172,379	\$36,352,671	\$7,819,709
Automotive lubricants, including oil, greases, etc.	\$573,063	\$245,694	\$327,369
Automotive tires, tubes, batteries, parts, accessories	\$11,977,980	\$2,687,593	\$9,290,387
Autos, cars, vans, trucks, motorcycles	\$52,545,805	\$10,804,001	\$41,741,804
Books/Periodicals	\$1,772,559	\$1,454,866	\$317,693
Children's wear & infants' & toddlers' clothing, etc.	\$1,833,759	\$1,103,654	\$730,104
Cigars, cigarettes, tobacco & smokers' accessories	\$7,681,021	\$3,523,594	\$4,157,427
Computer hardware, software & supplies, including gaming	\$2,052,727	\$727,077	\$1,325,651
Curtains, draperies, blinds, slipcovers, bed & table coverings	\$1,315,521	\$534,246	\$781,275
Dimensional lumber & other building/structural materials & supplies	\$9,841,484	\$3,929,089	\$5,912,395
Drugs, health aids, beauty aids, including cosmetics	\$41,147,787	\$15,570,146	\$25,577,641
Flooring & floor coverings	\$3,368,282	\$648,947	\$2,719,335
Footwear, including accessories	\$5,290,659	\$1,043,082	\$4,247,576
Furniture, sleep equipment & outdoor/patio furniture	\$7,905,470	\$1,407,885	\$6,497,585
Groceries & other food items for human consumption off the premises	\$68,466,330	\$17,658,305	\$50,808,026
Hardware, tools & plumbing & electrical supplies	\$6,009,302	\$2,731,057	\$3,278,246
Household fuels, including oil, LP gas, wood, coal	\$4,609,050	\$1,710,105	\$2,898,944
Jewelry, including watches	\$4,357,246	\$655,703	\$3,701,544
Kitchenware & home furnishings	\$3,771,357	\$1,225,721	\$2,545,636
Lawn, garden & farm equipment & supplies	\$6,031,657	\$7,384,533	\$-1,352,876
Major household appliances	\$1,357,642	\$438,738	\$918,904
Meals & nonalcoholic beverages for immediate consumption	\$31,701,662	\$12,048,356	\$19,653,307
Men's wear	\$4,642,048	\$2,024,834	\$2,617,214
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	\$1,096,770	\$535,913	\$560,857
Packaged liquor, wine & beer	\$7,425,819	\$2,433,030	\$4,992,789
Paint & sundries / Wallpaper & other flexible wall coverings	\$1,749,079	\$744,845	\$1,004,233
Paper & related products	\$2,133,858	\$992,845	\$1,141,013
Pets, pet foods & pet supplies	\$3,090,016	\$1,004,657	\$2,085,359
Photographic equipment & supplies	\$527,710	\$174,667	\$353,043
Retailer Services	\$11,166,520	\$2,697,460	\$8,469,060
Sewing, knitting materials & supplies	\$346,158	\$162,745	\$183,414
Small electric appliances	\$489,450	\$265,450	\$224,000
Soaps, detergents & household cleaners	\$2,428,289	\$1,079,864	\$1,348,425
Sporting goods, including saddlery, bicycles & motorized sport vehicles	\$4,854,001	\$1,546,583	\$3,307,418
Televisions, video recorders, video cameras, video tapes, DVDs, etc.	\$2,798,597	\$1,310,761	\$1,487,836
Toys, hobby goods & games	\$1,997,314	\$1,262,151	\$735,163
Women's, juniors' & misses' wear	\$11,583,548	\$4,453,740	\$7,129,808

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## PopStats Demographic Data

This PopStats demographic data utilized in this report is provided by Synergos Technologies. This data is updated quarterly to end users based on new ZIP+4 data (note that new data and statistics are delivered monthly, updated quarterly). This data is modeled where a growth factor is derived for every ZIP+4 in the country. This application occurs via a proprietary model that uses this information as well as other pertinent factors (see below) to generate a current estimate. The data sources for PopStats datasets come from:

- United States Postal Service (USPS)
- United States Department of Defense (DMDC)
- United States Census Bureau
- National Center for Education Statistics (NCES)
- Federal Financial Institutions Examination Council (FFIEC)
- Internal Revenue Service (IRS)
- Bureau of Economic Analysis (BEA)
- Bureau of Labor Statistics (BLS)
- Office of Federal Housing Enterprise Oversight (OFHEO)

Most data vendors and therefore most data analysts are using information that is delivered once annually and is based upon trended census growth figures (i.e., 1990 to 2000). Census trended data misses any new growth that may occur, particularly isolated hot communities that tend to flare up in a few years and sometimes a few quarters.

**Market Outlook** provides a direct comparison between annual retail sales and consumer spending in 31 retail segments and 40 major retail lines for both supply and demand, as identified by NAICS (the North American Industry Classification System). A negative value notes Supply potentially exceeds Demand.

The consumer demand and supply data for STI: Market Outlook is derived for annual retail sales and expenditures from the following three major sources of information: U.S. Bureau of Labor Statistics' Consumer Expenditure Survey (CE). Demand data is derived from this source. U.S. Census Bureau's Census of Retail Trade (CRT) reports. The annual and monthly reports contribute to Market Outlook's supply data. U.S. Census Bureau's Economic Census. Supply data is also derived from this source, which provides an even more detailed view than the CRT reports. STI: Market Outlook delivers nearly 300 market supply and demand variables at four levels of geography: block group, tract, county, and state. The variables include the following: current year data, recent historical demand data, and supporting demographic data.

### Contact

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