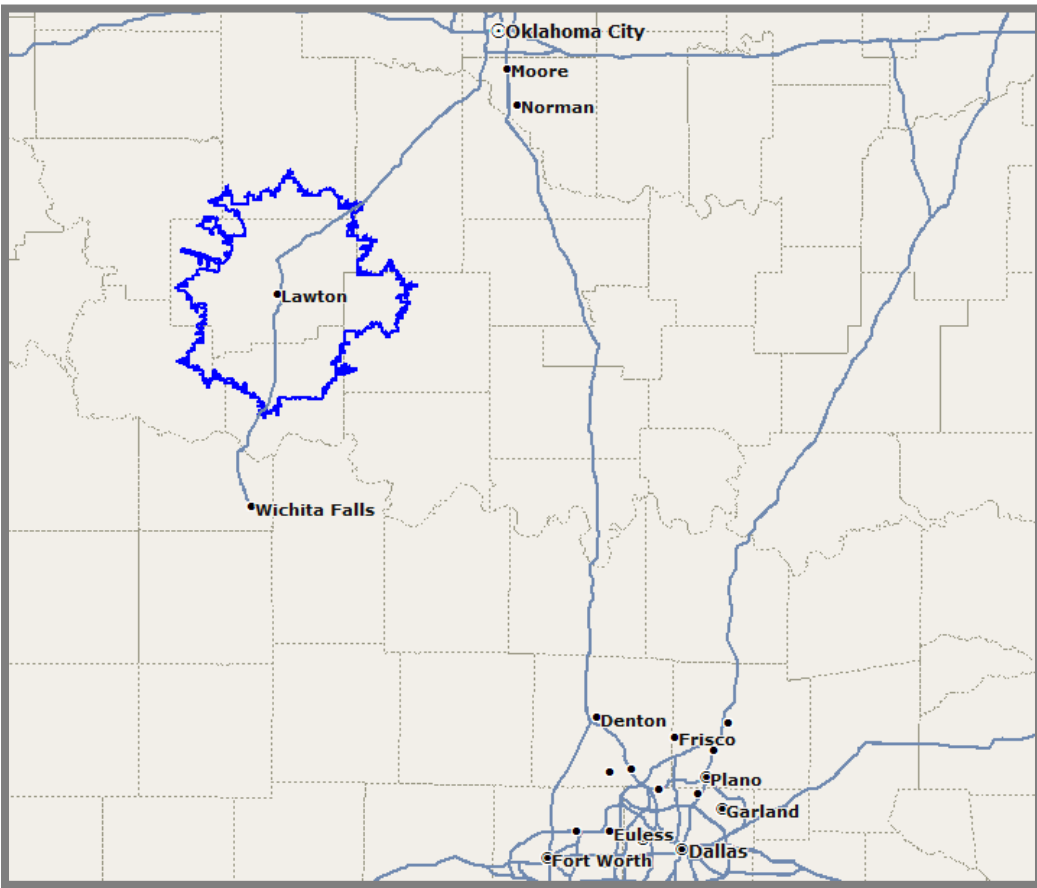




COMMUNITY ANALYSIS



PREPARED FOR

Barry Albrecht

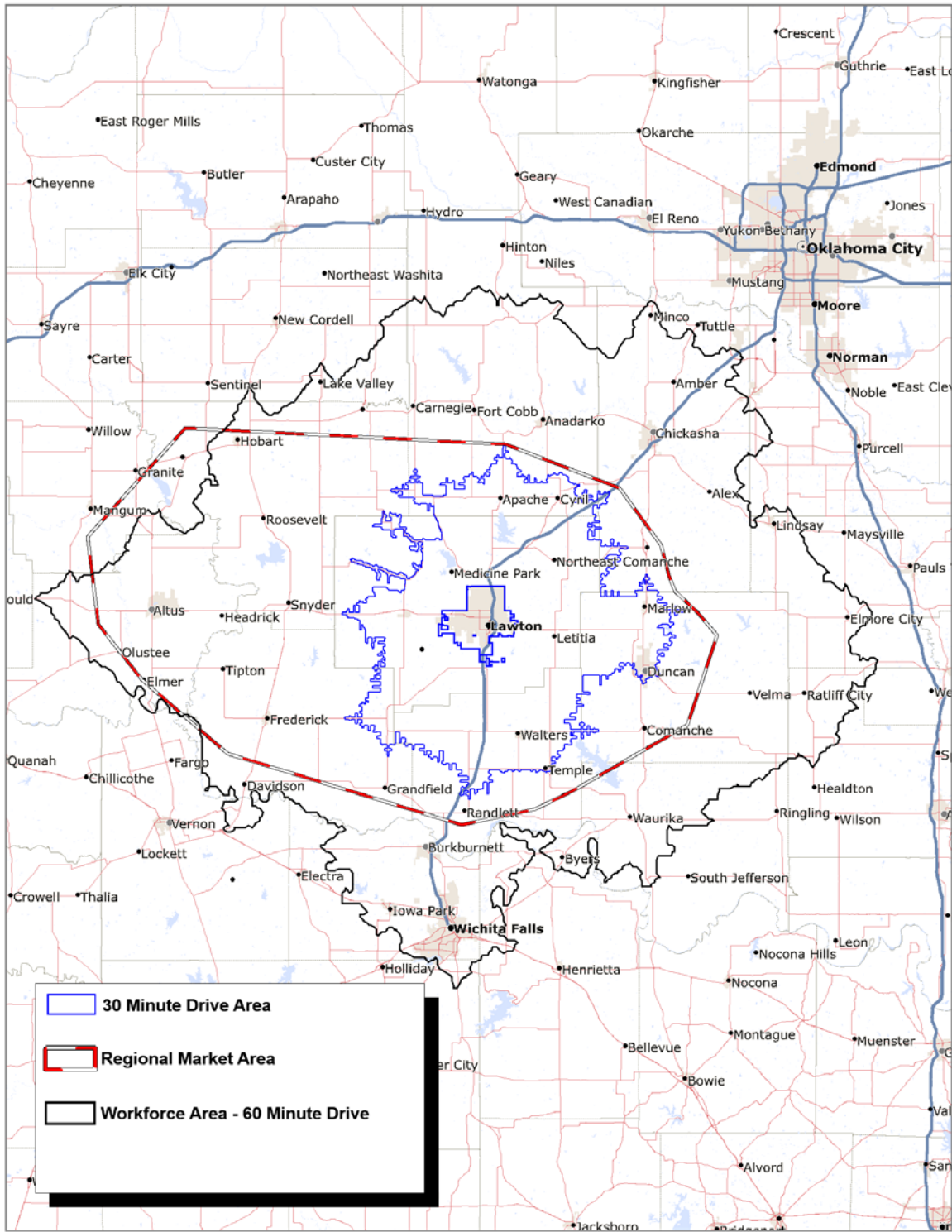
Lawton Fort Sill Economic Development Corporation
580-355-3541
CEO@lawtonedc.com

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Lawton, Oklahoma – Market Areas



**STI: PopStats - Demographic Snapshot
Comparison Report**

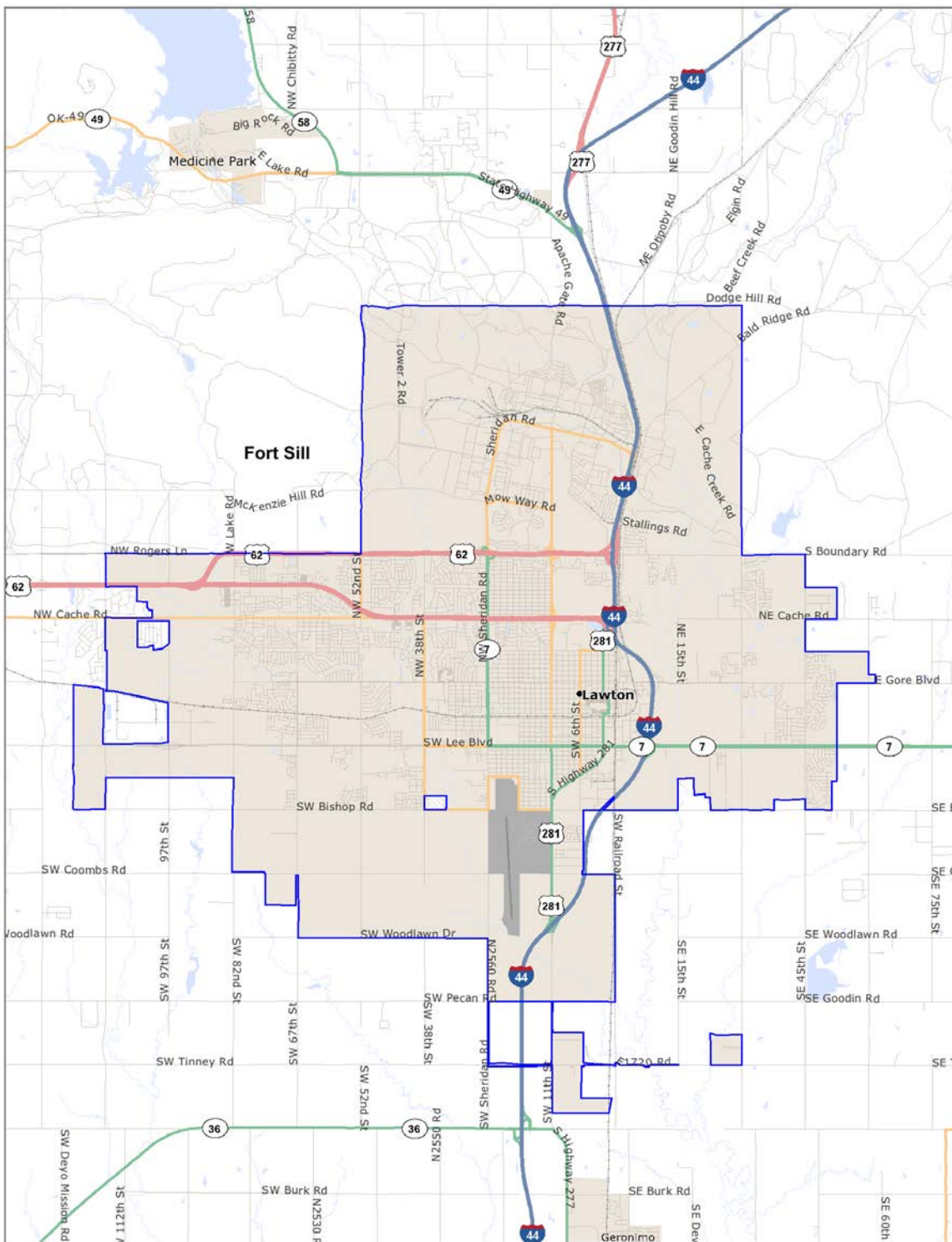


	Lawton	30 Minute	Region	60 Minute
Population Demographics - Q4 2015				
Total Population	97,749	165,587	222,437	421,990
Daytime Population	103,836	172,097	225,112	437,309
Population Change 2010-2015	0.98%	1.62%	0.49%	0.17%
Households				
Total Households	34,779	61,237	83,692	160,179
Average Household Income	\$51,832	\$55,306	\$54,548	\$54,422
Median Housing Value	\$91,770	\$95,983	\$89,614	\$90,994
Percent Owner Occupied	44.08%	53.64%	55.09%	56.45%
No. Households with Income > \$100k	3,784	7,587	10,059	19,004
No. Households with Income > \$250k	161	228	332	869
Age Groups				
Age 0 - 13 Years	19,638	31,708	41,897	79,007
Age 18 - 44 Years	43,829	65,848	84,940	157,315
Age 50 Years Plus	24,420	50,130	71,270	139,674
Education Levels				
High School	19,948	36,683	49,816	95,271
Bachelor's Degree	7,615	14,359	18,875	36,137
Post Bachelor's Degree	3,907	6,721	8,789	16,969
Business % Employees				
Employees (Full Time)	41,631	72,489	91,746	182,644
Establishments	2,225	3,659	4,910	10,067
Average Salary	\$39,328	\$39,904	\$39,998	\$40,339
Workforce Availability				
In Labor Force	50,517	82,938	110,186	205,110
Percent Unemployment	6.30%	6.42%	6.38%	5.51%

Daytime population is the sum of the following subcategories: retired and disabled people, homemakers and working age people not in the labor force, unemployed people, employed people, persons working at home (both self-employed and employed by a company), children at home (typically preschool), and students (Pre-K to 12th and post-secondary, including college and vocational).

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Lawton Oklahoma

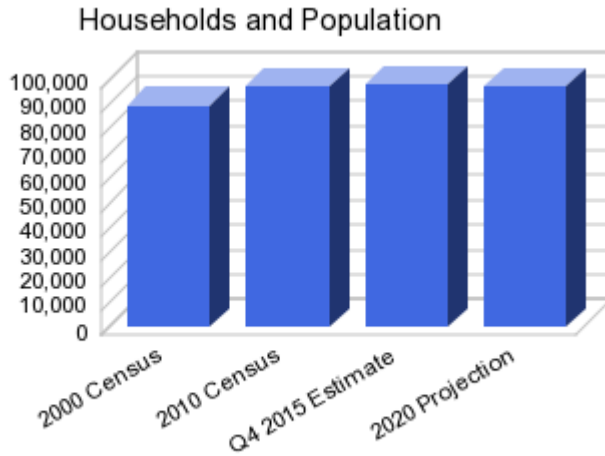


STI: PopStats - Executive Summary Report with Charts



Geography: **Lawton**

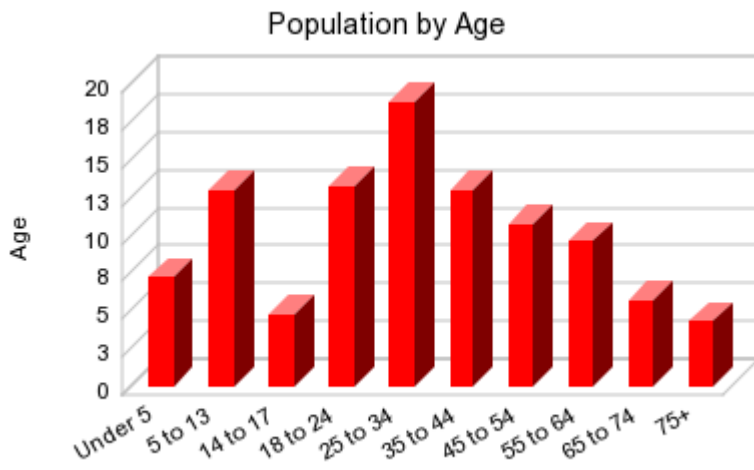
Population Demographics - Q4 2015



The number of households in the study area in 2000 was **31,467**. The household count in Q4 2015 is estimated to be **34,779**. For 2020, the High Range of the Five Year forecast was **38,003** and the Low Range was **31,756** with the actual household projection estimated at **34,504**, a change of **-0.79%**. The population in the study area in 2000 it was **89,519**. The population in Q4 2015 is estimated to be **97,749**. For 2020, the High Range of the Five Year forecast was **105,755** and the Low Range was **89,680** with the actual household projection estimated at **96,541** representing a change of **-1.24%**.

	2010 Census	Q4 2015 Estimate	2020 Projection	Percent Change 2015 to 2020
Total Population	96,797	97,749	96,541	-1.24%
Total Households	34,870	34,779	34,504	-0.79%

Population by Age - Q4 2015



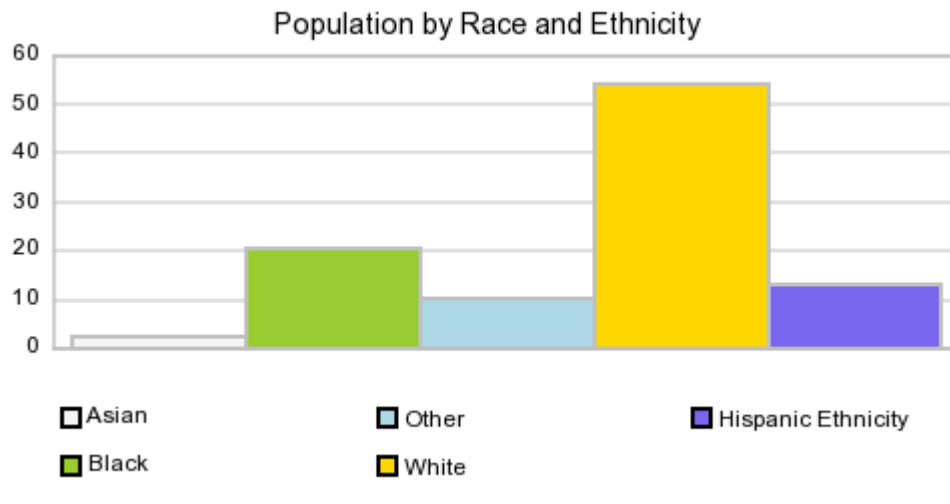
In 2000, the median age of the population was **30**. The median age in Q4 2015 is estimated to be **31** and it is predicted to change in five years to **33** years.

In Q4 2015, females represented **47.70%** of the population with a median age of **33** and males represented **52.30%** of the population with a median age of **30** years.

In Q4 2015, the most prominent age group in this geography is **25 to 34** years. The age group least represented in this geography is **75 +** years.

	2000 Census		Q4 2015 Estimate		2020 Projection		Percent Change 2015 to 2020
0 to 4	7,220	8.07%	6,950	7.11%	6,923	7.17%	-0.38%
5 to 13	11,360	12.69%	12,688	12.98%	12,132	12.57%	-4.39%
14 to 17	6,163	6.88%	4,725	4.83%	5,450	5.65%	15.34%
18 to 24	12,929	14.44%	12,877	13.17%	11,980	12.41%	-6.97%
25 to 34	14,489	16.18%	18,304	18.73%	15,593	16.15%	-14.81%
35 to 44	13,868	15.49%	12,647	12.94%	14,477	15.00%	14.46%
45 to 54	8,843	9.88%	10,507	10.75%	9,860	10.21%	-6.17%
55 to 64	5,976	6.68%	9,347	9.56%	9,512	9.85%	1.77%
65 to 74	4,904	5.48%	5,557	5.69%	6,394	6.62%	15.06%
75 +	3,767	4.21%	4,146	4.24%	4,221	4.37%	1.82%

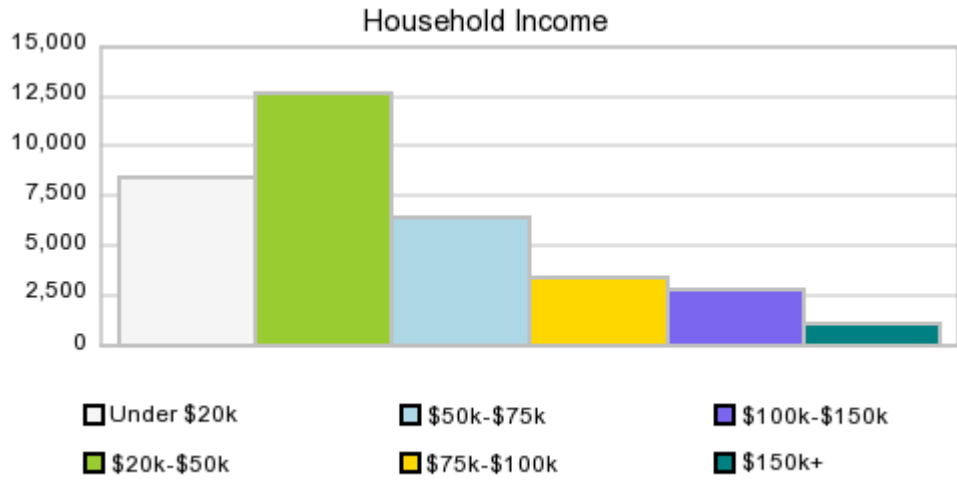
Population by Race/Ethnicity (Hispanic Shown Separately) - Q4 2015



In Q4 2015, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**.

	2000 Census		Q4 2015 Estimate	
White	52,184	58.29%	52,935	54.15%
Black	20,068	22.42%	19,745	20.20%
Asian	2,142	2.39%	2,388	2.44%
Other Race	6,890	7.70%	10,141	10.37%
Hispanic Ethnicity	8,234	9.20%	12,540	12.83%

Households by Income - Q4 2015



In Q4 2015 the predominant household income category in this study area is **\$20k to \$50k**, and the income group that is least represented in this geography is **\$150K +**. The following table ranks income groups by the Q4 2015 Income Classes.

	2000 Census		Q4 2015 Estimate	
\$0 - \$19,999	9,182	29.18%	8,501	24.44%
\$20,000 - \$49,999	13,264	42.15%	12,690	36.49%
\$50,000 - \$74,999	5,515	17.53%	6,461	18.58%
\$75,000 - \$99,999	2,000	6.35%	3,343	9.61%
\$100,000 - \$149,999	1,101	3.50%	2,750	7.91%
\$150,000 +	406	1.29%	1,035	2.98%
Average Hhld Income	\$40,443		\$51,832	
Median Hhld Income	\$32,972		\$39,250	
Per Capita Income	\$14,216		\$18,442	

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Market Outlook Comparison - GAP Analysis



Geography: **Lawton**

Supporting Demographics

Population Estimate	97,749
Average Household Income	\$51,832
Workplace Employees	41,631
Workplace Establishments	2,225

Market Outlook By Establishment Type

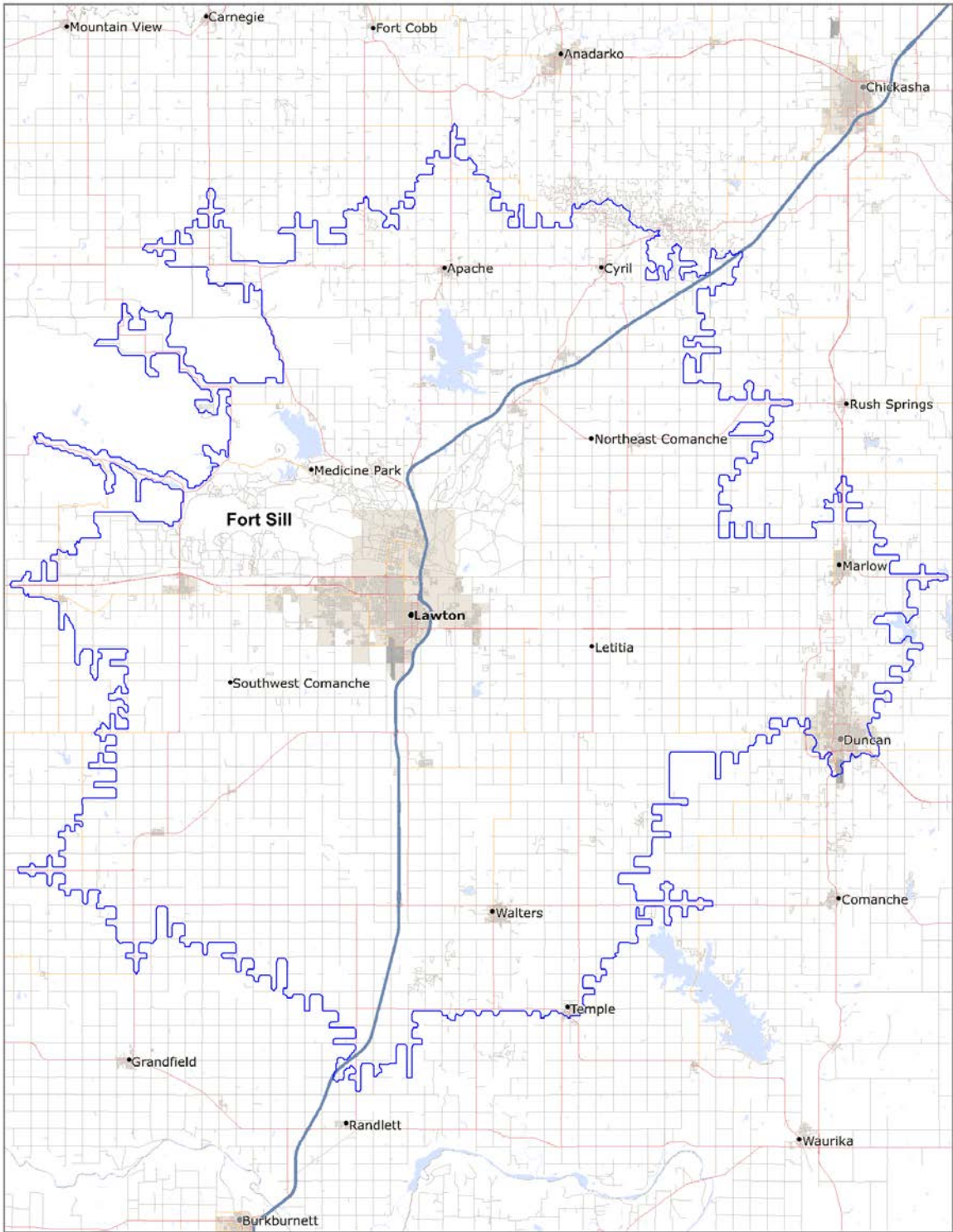
	Demand	Supply	GAP
Automobile dealers	\$240,581,210	\$302,822,995	\$-62,241,785
Automotive parts, accessories & tire stores	\$22,910,862	\$22,321,060	\$589,802
Bars/Drinking places (alcoholic beverages)	\$7,835,603	\$9,392,936	\$-1,557,332
Beer, wine & liquor stores	\$12,103,764	\$9,548,324	\$2,555,440
Book, periodical & music stores	\$6,988,171	\$12,424,244	\$-5,436,073
Building material & supplies dealers	\$70,487,852	\$59,807,582	\$10,680,271
Clothing Stores	\$37,750,090	\$37,735,357	\$14,733
Department Stores	\$49,452,916	\$123,405,607	\$-73,952,691
Direct selling establishments	\$6,100,937	\$13,301,260	\$-7,200,322
Electronic shopping & mail-order houses	\$49,735,032	\$0	\$49,735,032
Electronics & appliance stores	\$22,998,936	\$11,301,038	\$11,697,898
Florists and miscellaneous store retailers	\$1,393,605	\$2,120,279	\$-726,674
Full-service restaurants	\$65,816,345	\$82,832,849	\$-17,016,504
Furniture Stores	\$11,665,444	\$7,971,886	\$3,693,558
Gasoline Stations	\$159,969,575	\$198,678,478	\$-38,708,902
Grocery Stores	\$135,780,282	\$75,725,728	\$60,054,554
Health & personal care stores	\$81,252,407	\$58,415,256	\$22,837,151
Home furnishings stores	\$13,477,227	\$4,009,475	\$9,467,752
Jewelry, luggage & leather goods stores	\$7,742,961	\$5,724,406	\$2,018,555
Lawn & garden equipment & supplies stores	\$15,600,382	\$5,684,293	\$9,916,089
Limited-service eating places	\$77,669,090	\$127,705,107	\$-50,036,017
Office supplies, stationery & gift stores	\$9,564,455	\$9,834,987	\$-270,532
Other General Merchandise Stores	\$135,771,676	\$200,230,053	\$-64,458,377
Other miscellaneous store retailers	\$22,847,055	\$18,078,525	\$4,768,531
Other motor vehicle dealers	\$16,310,987	\$13,113,250	\$3,197,738
Shoe Stores	\$7,914,059	\$12,880,614	\$-4,966,555
Special food services	\$11,230,542	\$5,397,721	\$5,832,821
Specialty food stores	\$3,012,040	\$1,300,274	\$1,711,766
Sporting goods, hobby & musical instrument stores	\$16,300,583	\$18,484,241	\$-2,183,658
Used Merchandise Stores	\$6,589,222	\$1,746,863	\$4,842,360
Vending machine operators (Nonstore retailers)	\$11,094,325	\$46,582,646	\$-35,488,321

NOTE: LAWTON HAS A REGIONAL CONSUMER DRAW. CONSUMERS WELL BEYOND THE LAWTON CITY LIMITS VIEW LAWTON AS THEIR PRIMARY SHOPPING AREA.

Market Outlook By Major Product Line	Demand	Supply	GAP
Alcoholic drinks served at the establishment	\$22,182,138	\$23,968,522	\$-1,786,385
All other merchandise	\$41,094,822	\$43,685,617	\$-2,590,795
Audio equipment & music instruments	\$6,342,530	\$8,190,150	\$-1,847,620
Automotive Fuels	\$119,837,996	\$151,129,098	\$-31,291,102
Automotive lubricants, including oil, greases, etc.	\$2,134,333	\$3,330,919	\$-1,196,586
Automotive tires, tubes, batteries, parts, accessories	\$37,682,220	\$40,681,896	\$-2,999,676
Autos, cars, vans, trucks, motorcycles	\$201,339,421	\$248,585,647	\$-47,246,226
Books/Periodicals	\$6,704,525	\$8,148,058	\$-1,443,533
Children's wear & infants' & toddlers' clothing, etc.	\$6,708,309	\$10,970,689	\$-4,262,379
Cigars, cigarettes, tobacco & smokers' accessories	\$21,998,941	\$22,468,160	\$-469,219
Computer hardware, software & supplies, including gaming	\$28,262,615	\$12,976,306	\$15,286,309
Curtains, draperies, blinds, slipcovers, bed & table coverings	\$4,750,065	\$7,382,679	\$-2,632,613
Dimensional lumber & other building/structural materials & supplies	\$31,559,987	\$27,800,691	\$3,759,296
Drugs, health aids, beauty aids, including cosmetics	\$132,874,413	\$105,764,246	\$27,110,166
Flooring & floor coverings	\$10,599,131	\$7,284,382	\$3,314,750
Footwear, including accessories	\$16,212,210	\$21,639,800	\$-5,427,590
Furniture, sleep equipment & outdoor/patio furniture	\$26,086,739	\$22,352,303	\$3,734,436
Groceries & other food items for human consumption off the premises	\$215,822,978	\$212,257,561	\$3,565,417
Hardware, tools & plumbing & electrical supplies	\$19,962,784	\$19,807,434	\$155,350
Household fuels, including oil, LP gas, wood, coal	\$5,503,892	\$15,412,217	\$-9,908,325
Jewelry, including watches	\$11,920,690	\$13,281,331	\$-1,360,640
Kitchenware & home furnishings	\$12,657,753	\$13,316,819	\$-659,067
Lawn, garden & farm equipment & supplies	\$18,056,467	\$10,841,149	\$7,215,317
Major household appliances	\$4,095,847	\$7,661,107	\$-3,565,260
Meals & nonalcoholic beverages for immediate consumption	\$150,834,925	\$219,393,857	\$-68,558,933
Men's wear	\$14,972,200	\$22,058,316	\$-7,086,116
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	\$2,612,266	\$2,579,535	\$32,731
Packaged liquor, wine & beer	\$22,378,288	\$19,852,018	\$2,526,270
Paint & sundries / Wallpaper & other flexible wall coverings	\$5,612,234	\$4,848,978	\$763,256
Paper & related products	\$6,924,267	\$9,420,842	\$-2,496,575
Pets, pet foods & pet supplies	\$9,866,770	\$7,710,936	\$2,155,834
Photographic equipment & supplies	\$1,584,040	\$2,485,001	\$-900,961
Retailer Services	\$39,445,684	\$47,635,335	\$-8,189,650
Sewing, knitting materials & supplies	\$670,903	\$993,344	\$-322,441
Small electric appliances	\$1,975,886	\$3,072,561	\$-1,096,675
Soaps, detergents & household cleaners	\$7,680,260	\$9,040,914	\$-1,360,653
Sporting goods, including saddlery, bicycles & motorized sport vehicles	\$14,228,934	\$13,304,820	\$924,115
Televisions, video recorders, video cameras, video tapes, DVDs, etc.	\$9,194,836	\$15,203,574	\$-6,008,737
Toys, hobby goods & games	\$6,414,911	\$10,209,053	\$-3,794,142
Women's, juniors' & misses' wear	\$39,160,427	\$51,831,489	\$-12,671,062

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Lawton Market Area – 30 Minute Drive Area



Demographics

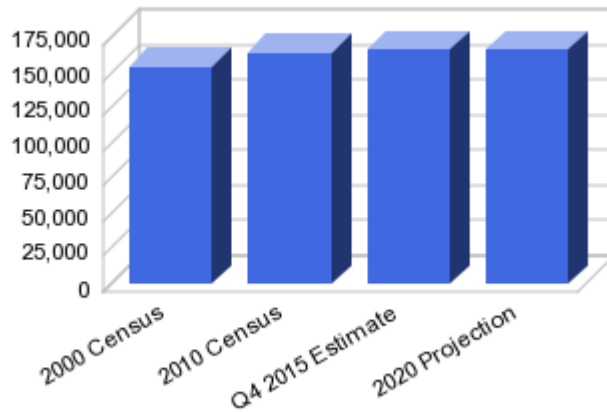
STI: PopStats - Executive Summary Report with Charts



Geography: Lawton Market Area - 30 Minute Drive Area

Population Demographics - Q4 2015

Households and Population

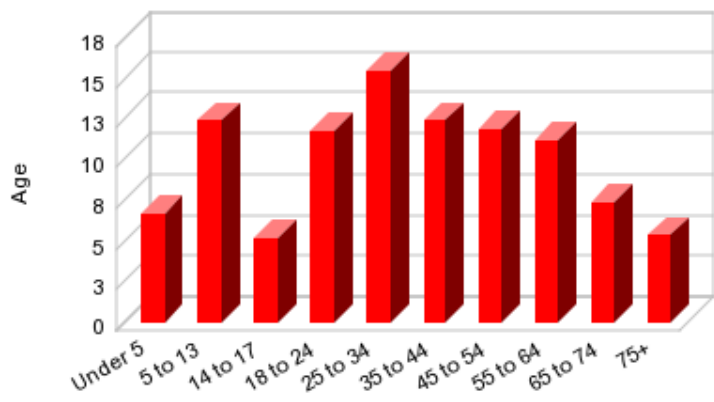


The number of households in the study area in 2000 was **55,506**. The household count in Q4 2015 is estimated to be **61,237**. For 2020, the High Range of the Five Year forecast was **67,013** and the Low Range was **57,158** with the actual household projection estimated at **61,354**, a change of **0.19%**. The population in the study area in 2000 it was **153,256**. The population in Q4 2015 is estimated to be **165,587**. For 2020, the High Range of the Five Year forecast was **180,292** and the Low Range was **154,895** with the actual household projection estimated at **165,495** representing a change of **-0.06%**.

	2010 Census	Q4 2015 Estimate	2020 Projection	Percent Change 2015 to 2020
Total Population	162,939	165,587	165,495	-0.06%
Total Households	60,736	61,237	61,354	0.19%

Population by Age - Q4 2015

Population by Age



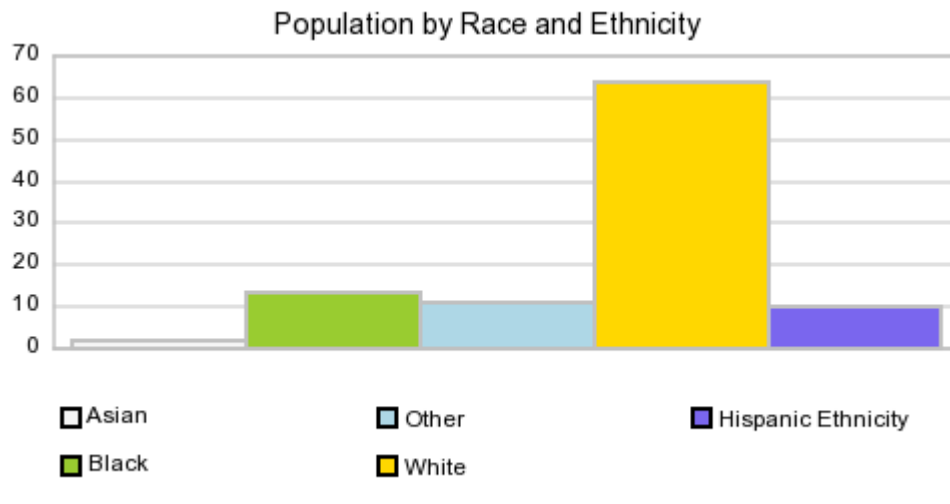
In 2000, the median age of the population was **32**. The median age in Q4 2015 is estimated to be **34** and it is predicted to change in five years to **35** years.

In Q4 2015, females represented **49.00%** of the population with a median age of **36** and males represented **51.00%** of the population with a median age of **32** years.

In Q4 2015, the most prominent age group in this geography is **25 to 34** years. The age group least represented in this geography is **14 to 17** years.

	2000 Census		Q4 2015 Estimate		2020 Projection		Percent Change 2015 to 2020
0 to 4	11,540	7.53%	11,057	6.68%	11,002	6.65%	-0.50%
5 to 13	18,590	12.13%	20,651	12.47%	19,647	11.87%	-4.86%
14 to 17	11,020	7.19%	8,613	5.20%	9,117	5.51%	5.85%
18 to 24	19,289	12.59%	19,587	11.83%	18,918	11.43%	-3.42%
25 to 34	21,708	14.16%	25,666	15.50%	23,960	14.48%	-6.65%
35 to 44	23,584	15.39%	20,595	12.44%	22,187	13.41%	7.73%
45 to 54	17,113	11.17%	19,601	11.84%	18,042	10.90%	-7.95%
55 to 64	11,898	7.76%	18,650	11.26%	19,168	11.58%	2.78%
65 to 74	10,151	6.62%	12,194	7.36%	13,967	8.44%	14.54%
75 +	8,364	5.46%	8,971	5.42%	9,487	5.73%	5.76%

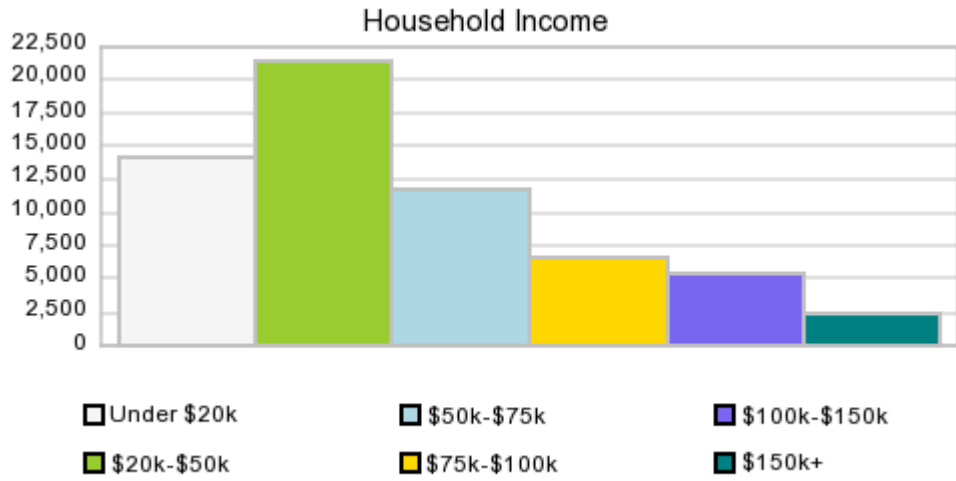
Population by Race/Ethnicity (Hispanic Shown Separately) - Q4 2015



In Q4 2015, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**.

	2000 Census		Q4 2015 Estimate	
White	103,120	67.29%	105,520	63.73%
Black	22,493	14.68%	21,720	13.12%
Asian	2,458	1.60%	2,837	1.71%
Other Race	13,653	8.91%	18,479	11.16%
Hispanic Ethnicity	11,532	7.52%	17,030	10.28%

Households by Income - Q4 2015



In Q4 2015 the predominant household income category in this study area is **\$20k to \$50k**, and the income group that is least represented in this geography is **\$150K +**. The following table ranks income groups by the Q4 2015 Income Classes.

	2000 Census		Q4 2015 Estimate	
\$0 - \$19,999	16,334	29.43%	14,123	23.06%
\$20,000 - \$49,999	22,976	41.39%	21,294	34.77%
\$50,000 - \$74,999	9,625	17.34%	11,669	19.05%
\$75,000 - \$99,999	3,778	6.81%	6,564	10.72%
\$100,000 - \$149,999	1,988	3.58%	5,329	8.70%
\$150,000 +	806	1.45%	2,258	3.69%
Average Hhld Income	\$41,014		\$55,306	
Median Hhld Income	\$32,868		\$41,857	
Per Capita Income	\$14,854		\$20,453	

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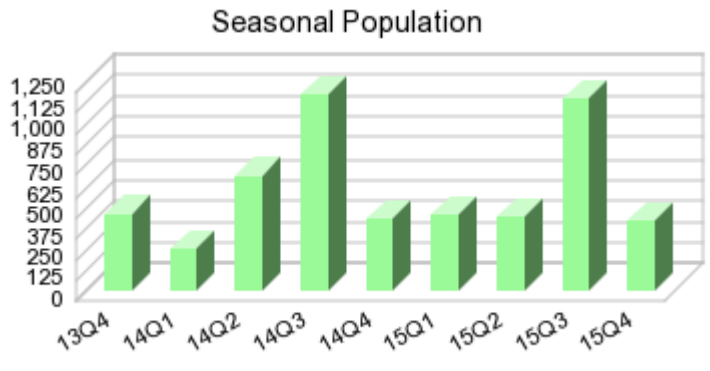
STI: PopStats - Transient and Seasonal Population Report



Geography: Lawton Market Area - 30 Minute Drive Area

Seasonal Population by Quarter

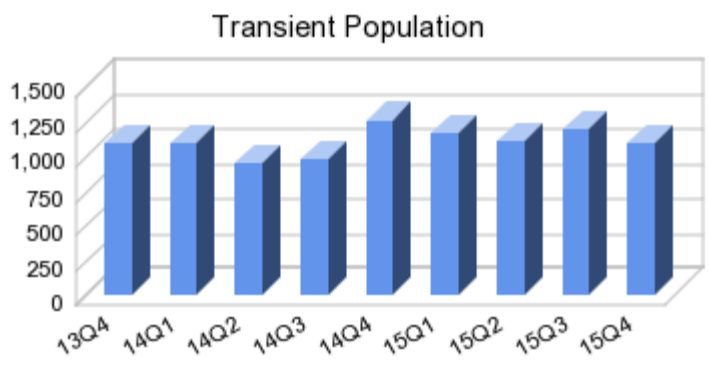
	Q4 2015 Estimate
Est 13Q4	467
Est 14Q1	250
Est 14Q2	684
Est 14Q3	1,171
Est 14Q4	429
Est 15Q1	451
Est 15Q2	443
Est 15Q3	1,147
Est 15Q4	413



Population that resides in a housing unit specifically designated as seasonal housing, such as a summer cottage or winter chalet. Unlike traditional housing, the unit is typically vacant during the off-season times of the year. Seasonal housing must not be confused with second homes, which are typically occupied at various times of the year as oppose to limited to specific seasons. Although all seasonal housing might be considered second homes, all second homes are not necessarily seasonal and therefore, most importantly, not counted in this estimate. For trending purposes, eight quarters of history are provided.

Transient Population by Quarter

	Q4 2015 Estimate
Est 13Q4	1,093
Est 14Q1	1,095
Est 14Q2	941
Est 14Q3	977
Est 14Q4	1,263
Est 15Q1	1,158
Est 15Q2	1,106
Est 15Q3	1,190
Est 15Q4	1,099



The average number of people per night who reside in a hotel/motel, campground, or recreational vehicle (RV) park for at least one night and up to six weeks. This estimate does not count daytime visitors to an area, only overnight visitors. The eight quarters of history help retailers identify trends within transient populations.

STI: PopStats - Housing Value Summary



Geography: **Lawton Market Area - 30 Minute Drive Area**

Housing Units Q4 2015

Housing Units	68,762
Owner-Occupied	53.64%
Renter-Occupied	35.42%
Vacant	10.94%

Housing Value

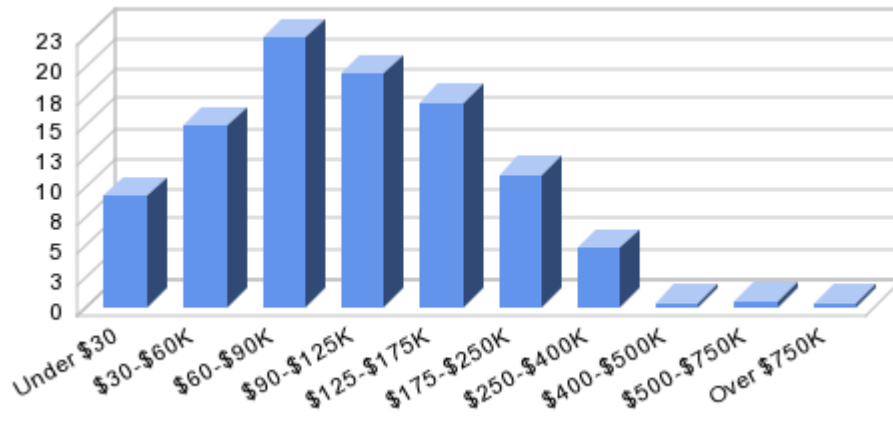
Under \$30,000	9.21%
\$ 30,000 to \$59,999	14.98%
\$ 60,000 to \$89,999	22.27%
\$ 90,000 to \$124,999	19.35%
\$ 125,000 to \$174,999	17.00%
\$ 175,000 to \$249,999	10.99%
\$ 250,000 to \$399,999	4.92%
\$ 400,000 to \$499,999	0.34%
\$ 500,000 to \$749,999	0.55%
over \$750,000	0.39%

Average Home Value by Quarter

Average Home Value 13Q4	\$116,592
Average Home Value 14Q1	\$114,804
Average Home Value 14Q2	\$111,134
Average Home Value 14Q3	\$111,384
Average Home Value 14Q4	\$114,924
Average Home Value 15Q1	\$114,613
Average Home Value 15Q2	\$114,498
Average Home Value 15Q3	\$116,192
Average Home Value 15Q4	\$109,076

Median Home Value Q4 2015 \$95,983

Housing Value by Percentage



A set of 29 econometric variables that contain the current estimated value of owner-occupied housing (not renter-occupied apartments or houses). Home values can be used as a proxy for general economic trend analysis in targeted geographies. Quarterly data is available for two-year trending.

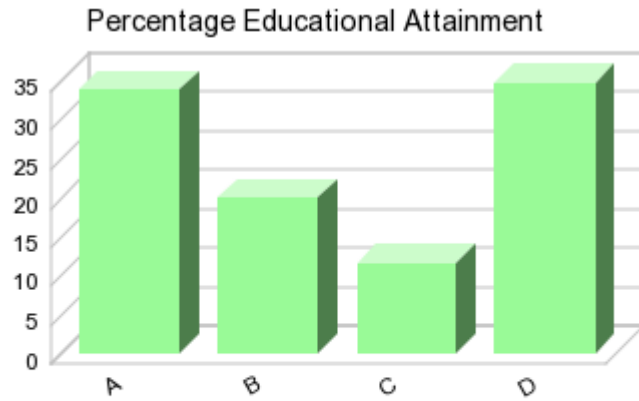
STI: PopStats - Educational Attainment Report



Geography: **Lawton Market Area - 30 Minute Drive Area**

Educational Attainment

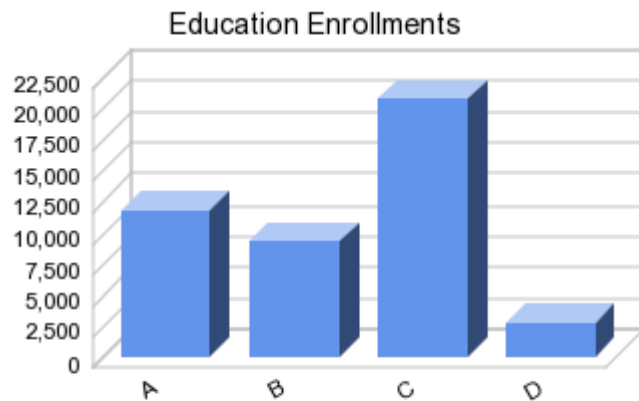
	Q4 2015 Est
Associate	6,452
Bachelor's	14,359
Doctorate	842
Masters	4,813
Professional	1,065
Grade Less than 9	3,502
Grade 9 to 12	8,664
High School	36,683
Some College	29,297



Total Educated	105,678	A: College Less Than 4 Years B: College 4 Plus Years C: Less Than High School D: High School Completion Only
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Education Enrollments

	Q4 2015 Est
College/Graduate/Prof	11,861
High School	9,233
Kinder/Elementary	20,825
Not Enrolled	120,853
Nursery/Preschool	2,815



A: College/Graduate/Professional School
B: High School
C: Kindergarten/Elementary School
D: Nursery School/Preschool

STI: PopStats - Economic Snapshot Summary



Geography: Lawton Market Area - 30 Minute Drive Area

Population Demographics

	2000 Census		Q4 2015 Est		2020 Projection		Percent Change 2015 to 2020
Total Population	153,256		165,587		165,495		-0.06%
Total Households	55,506		61,237		61,354		0.19%

Households by Income

	2000 Census		Q4 2015 Est		2020 Projection		% Change 2015 to 2020
\$0 - \$19,999	16,334	29.43%	14,123	23.06%	12,058	19.65%	-14.62%
\$20,000 - \$49,999	22,976	41.39%	21,294	34.77%	19,849	32.35%	-6.79%
\$50,000 - \$74,999	9,625	17.34%	11,669	19.05%	11,752	19.15%	0.71%
\$75,000 - \$99,999	3,778	6.81%	6,564	10.72%	7,327	11.94%	11.62%
\$100,000 - \$149,999	1,988	3.58%	5,329	8.70%	6,943	11.32%	30.29%
\$150,000 +	806	1.45%	2,258	3.69%	3,425	5.58%	51.68%
Average Hhld Income	\$41,014		\$55,306		\$62,934		
Median Hhld Income	\$32,868		\$41,857		\$47,663		

Residential Employment

	2000 Census		Q4 2015 Est				% Change 2000 to 2015
Total Labor Force	116,783		129,541				10.9%
In Labor force	73,007	62.52%	82,938	64.02%			13.60%
Employed	55,874	76.53%	65,707	79.23%			17.60%
Unemployed	4,349	5.96%	4,510	5.44%			3.71%
In Armed Forces	12,783	10.95%	12,720	9.82%			10.92%
Not in Labor force	43,776	37.48%	46,603	35.98%			6.46%

Residential Employment by Industry

	2000 Census		Q4 2015 Est				% Change 2000 to 2015
Admin Waste Services	1,575	2.82%	2,313	3.52%			46.85%
Agriculture/Mining/Construction	6,300	11.28%	7,102	10.81%			12.73%
Education Services	12,804	22.92%	15,194	23.12%			18.67%
Financial/Insurance/Real Estate	4,669	8.36%	6,399	9.74%			37.04%
Information Services	943	1.69%	885	1.35%			-6.14%
Management Services	2	0.00%	74	0.11%			3.07%
Manufacturing	5,856	10.48%	6,161	9.38%			5.20%
Other Professional Services	3,693	6.61%	3,127	4.76%			-15.32%
Professional Services	2,025	3.62%	2,398	3.65%			18.44%

Public Administration	4,303	7.70%	7,022	10.69%	63.18%
Transportation	2,411	4.31%	2,766	4.21%	14.73%
Wholesale/Retail	8,332	14.91%	8,920	13.57%	7.06%

Residential Occupation

	2000 Census		Q4 2015 Est		% Change 2000 to 2015
<i>Blue Collar</i>	23,952	42.87%	27,817	42.33%	16.14%
Building Maintenance & Cleaning	2,300	4.12%	2,873	4.37%	24.91%
Construction	6,202	11.10%	7,303	11.11%	17.75%
Farming, Fishing & Forestry	424	0.76%	333	0.51%	-21.51%
Food Preparation/Serving	1,893	3.39%	2,473	3.76%	30.68%
Personal Care	3,516	6.29%	3,784	5.76%	7.63%
Production/Transportation	8,348	14.94%	8,946	13.62%	7.16%
Protective	1,268	2.27%	2,104	3.20%	65.90%
<i>White Collar</i>	31,925	57.13%	37,890	57.67%	18.69%
Healthcare support	1,271	2.27%	1,674	2.55%	31.74%
Managerial/Executive	5,956	10.66%	7,574	11.53%	27.16%
Office Administration	7,786	13.93%	8,899	13.54%	14.29%
Professional Specialty	10,584	18.94%	12,936	19.69%	22.22%
Sales	6,328	11.32%	6,808	10.36%	7.59%

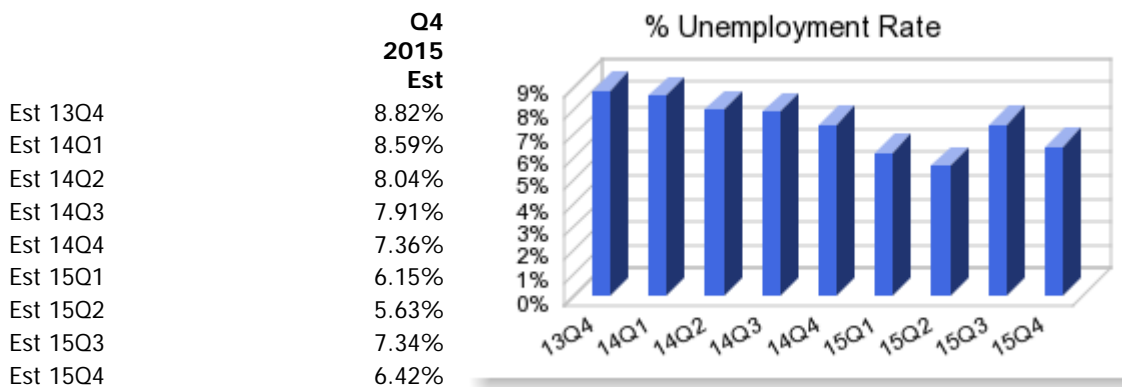
Businesses & Employees

Workplace Employees (Full Time)	72,489
Workplace Establishments	3,659

Employee Salary and Demand

Average Salary	\$36,431
National Average Salary	\$43,985

% Unemployment Rate by Quarter



Labor Force: A standard ratio analysis of populations over 16 is used to determine those in the labor force. BLS data is used to determine those who are employed and those who are unemployed.

The Unemployment Rate is based on the Census Bureau's definition of unemployment. "Are you able to or desire to work?" and "If so, are you currently employed?"



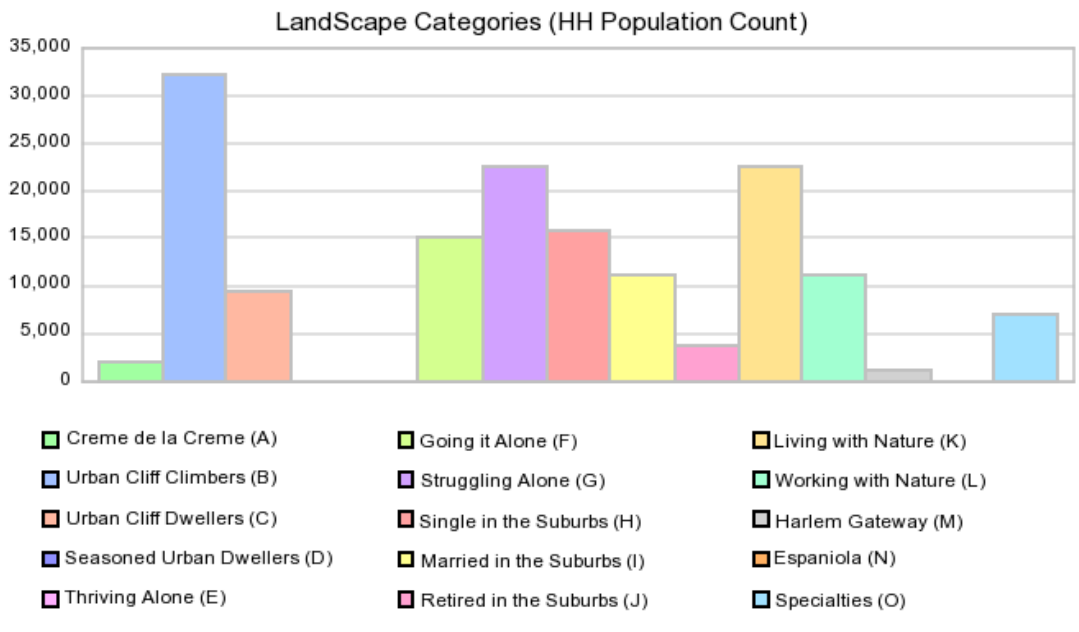
STI: LandScape - Detail with Charts

Geography: **Lawton Market Area - 30 Minute Drive Area**

Demographic Overview (Q4 2015)

Total Population	165,587	Median Income	\$41,857
% Male Population	51.0%	Per Capita Income	\$20,453
% Female Population	49.0%	Average Household Income	\$55,306
Median Age	34	Employees	72,489
Total Households	61,237	Establishments	3,659
Persons per HH	2.5	Owner Occupied Housing Units	36,882
% Household Change - 2000 to Current Year	10.3%	Renter Occupied Housing Units	24,354
% Household Change - Over Last Year - Same Quarter	-0.5%	Vacant Housing Units	7,525

LandScape Categories (Q4 2015)



LandScape Categories

Sorted By HH Pop.
Est (Q4 2015)

Group B-Urban Cliff Climbers	32,238
Group K-Living with Nature	22,653
Group G-Struggling Alone	22,528
Group H-Single in the Suburbs	15,959
Group F-Going it Alone	14,998
Group I-Married in the Suburbs	11,235
Group L-Working with Nature	11,170

LandScape Categories

Sorted By HH Pop.
Est (Q4 2015)

Group C-Urban Cliff Dwellers	9,320
Group O-Specialties	7,043
Group J-Retired in the Suburbs	3,716
Group A-Creme de la Creme	2,080
Group M-Harlem Gateway	1,131
Group N-Espaniola	0
Group E-Thriving Alone	0
Group D-Seasoned Urban Dwellers	0

LandScape Definitions

Category A: Crème de la Crème. Urban neighborhoods with residents that measure far above average in all traditional classifications, including income, education, and family status.

Category B: Urban Cliff Climbers. Urban neighborhoods with residents that represent the definitive “working class,” and are young and in pursuit of their individual American dreams.

Category C: Urban Cliff Dwellers. Urban neighborhoods with 30-somethings pursuing a comfortable, classically American, working-class lifestyle.

Category D: Seasoned Urban Dwellers. Urban neighborhoods predominately home to working-class, mid-to-late-40-somethings, plus a high percent of residents who are 65-plus.

Category E: Thriving Alone. Neighborhoods distinguished by a large number of residents who are flourishing in solitary, highly urban, high-income lifestyles.

Category F: Going It Alone. Urban neighborhoods that are a testament to the opportunities available to Americans who, even without higher educations, can live comfortable lives alone.

Category G: Struggling Alone. Urban neighborhoods where the single residents with minimal educations and many children are struggling alone financially.

Category H: Single in the Suburbs. Residents of these suburban neighborhoods are among the lower income levels of modern suburbia, but are neither rich, nor poor

Category I: Married in the Suburbs. These suburban neighborhoods are home to upper-middle-class residents with high incomes, married-couple households, and white-collar jobs.

Category J: Retired in the Suburbs. Suburban neighborhoods with a 40-plus demographic, high incomes, few children, and a comfortable standard of living.

Category K: Living With Nature. Rural areas inhabited by a patchwork of people who have both chosen the rural lifestyle and whose vocations chose it for them.

Category L: Working With Nature. Rural areas home predominately to 40-plus-year-olds working the land for a living.

Category M: Harlem Gateway. Urban neighborhoods comprised predominantly of African Americans.

Category N: Espaniola. Urban neighborhoods that are home mainly to Hispanic Americans.

Category O: Specialties. Neighborhoods across the U.S. that are so unique they do not fit into easily definable groups.

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Market Outlook Comparison - GAP Analysis



Geography: **Lawton Market Area - 30 Minute Drive Area**

Supporting Demographics

Population Estimate	165,587
Average Household Income	\$55,306
Workplace Employees	72,489
Workplace Establishments	3,659

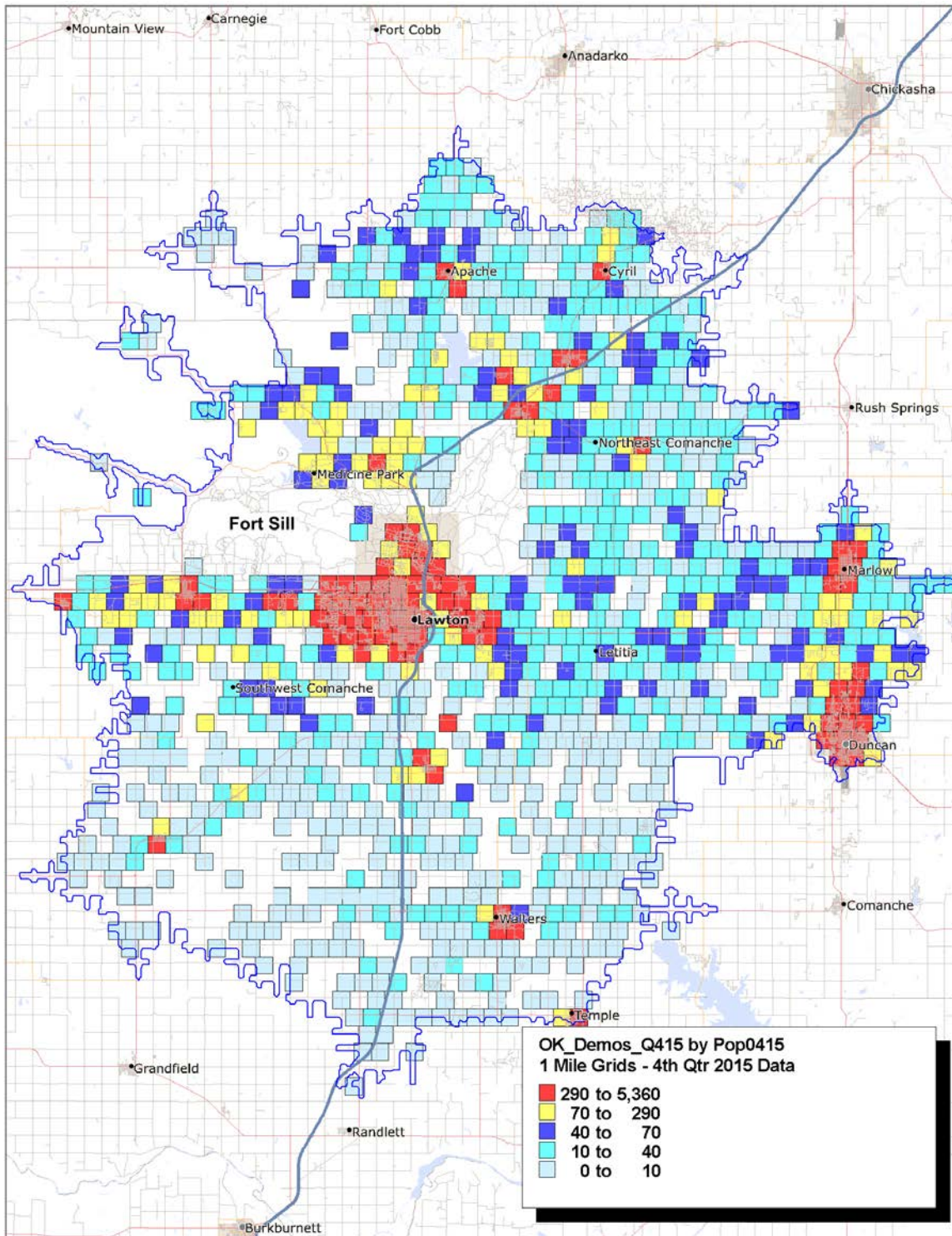
Market Outlook By Establishment Type

	Demand	Supply	GAP
Automobile dealers	\$431,451,150	\$519,066,448	\$-87,615,298
Automotive parts, accessories & tire stores	\$40,997,069	\$32,537,310	\$8,459,759
Bars/Drinking places (alcoholic beverages)	\$13,428,613	\$12,395,163	\$1,033,450
Beer, wine & liquor stores	\$21,624,612	\$16,333,548	\$5,291,064
Book, periodical & music stores	\$12,494,929	\$17,926,630	\$-5,431,701
Building material & supplies dealers	\$126,348,472	\$101,053,454	\$25,295,018
Clothing Stores	\$67,562,430	\$53,264,001	\$14,298,429
Department Stores	\$88,432,358	\$135,335,446	\$-46,903,088
Direct selling establishments	\$10,958,071	\$17,027,187	\$-6,069,116
Electronic shopping & mail-order houses	\$88,031,616	\$352,257,170	\$-264,225,554
Electronics & appliance stores	\$40,107,723	\$15,731,073	\$24,376,650
Florists and miscellaneous store retailers	\$2,507,848	\$3,419,271	\$-911,423
Full-service restaurants	\$114,740,066	\$107,854,066	\$6,886,000
Furniture Stores	\$20,899,181	\$7,971,886	\$12,927,295
Gasoline Stations	\$286,221,110	\$278,944,004	\$7,277,106
Grocery Stores	\$242,226,451	\$110,172,487	\$132,053,964
Health & personal care stores	\$145,505,302	\$136,084,998	\$9,420,304
Home furnishings stores	\$24,192,256	\$6,430,922	\$17,761,335
Jewelry, luggage & leather goods stores	\$13,879,938	\$6,595,986	\$7,283,952
Lawn & garden equipment & supplies stores	\$28,064,435	\$13,507,840	\$14,556,595
Limited-service eating places	\$136,126,268	\$172,437,926	\$-36,311,658
Office supplies, stationery & gift stores	\$16,916,578	\$13,185,380	\$3,731,198
Other General Merchandise Stores	\$242,263,659	\$245,716,934	\$-3,453,276
Other miscellaneous store retailers	\$41,004,751	\$28,846,790	\$12,157,961
Other motor vehicle dealers	\$29,284,166	\$22,052,372	\$7,231,794
Shoe Stores	\$14,113,571	\$14,870,981	\$-757,410
Special food services	\$19,646,927	\$10,651,172	\$8,995,756
Specialty food stores	\$5,368,687	\$2,938,821	\$2,429,866
Sporting goods, hobby & musical instrument stores	\$29,194,116	\$27,457,498	\$1,736,618
Used Merchandise Stores	\$11,786,900	\$3,708,449	\$8,078,451
Vending machine operators (Nonstore retailers)	\$19,721,808	\$51,749,367	\$-32,027,559

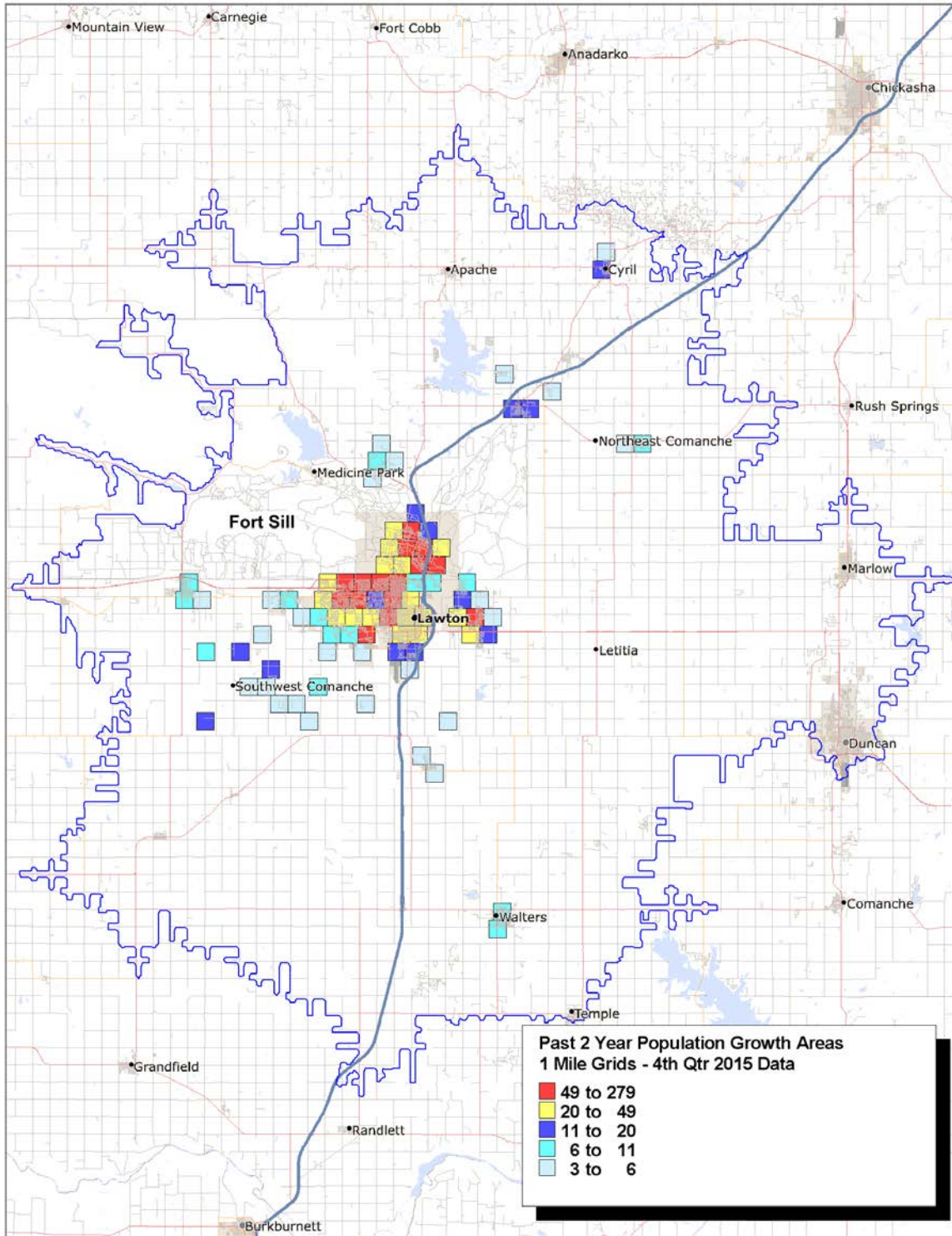
Market Outlook By Major Product Line	Demand	Supply	GAP
Alcoholic drinks served at the establishment	\$37,909,854	\$31,510,186	\$6,399,668
All other merchandise	\$73,907,780	\$91,725,467	\$-17,817,687
Audio equipment & music instruments	\$11,363,598	\$17,681,008	\$-6,317,410
Automotive Fuels	\$214,836,437	\$211,493,893	\$3,342,545
Automotive lubricants, including oil, greases, etc.	\$3,809,812	\$4,908,313	\$-1,098,501
Automotive tires, tubes, batteries, parts, accessories	\$67,374,094	\$69,598,657	\$-2,224,563
Autos, cars, vans, trucks, motorcycles	\$360,741,917	\$426,918,112	\$-66,176,195
Books/Periodicals	\$11,996,515	\$18,970,431	\$-6,973,917
Children's wear & infants' & toddlers' clothing, etc.	\$11,773,530	\$14,694,820	\$-2,921,290
Cigars, cigarettes, tobacco & smokers' accessories	\$39,101,040	\$32,925,211	\$6,175,829
Computer hardware, software & supplies, including gaming	\$47,728,985	\$83,609,340	\$-35,880,355
Curtains, draperies, blinds, slipcovers, bed & table coverings	\$8,655,841	\$11,908,845	\$-3,253,004
Dimensional lumber & other building/structural materials & supplies	\$56,457,336	\$47,257,072	\$9,200,264
Drugs, health aids, beauty aids, including cosmetics	\$237,945,670	\$308,163,064	\$-70,217,394
Flooring & floor coverings	\$18,947,572	\$12,084,263	\$6,863,309
Footwear, including accessories	\$28,901,534	\$31,443,053	\$-2,541,519
Furniture, sleep equipment & outdoor/patio furniture	\$46,726,097	\$44,900,818	\$1,825,279
Groceries & other food items for human consumption off the premises	\$384,820,505	\$283,234,165	\$101,586,340
Hardware, tools & plumbing & electrical supplies	\$35,831,974	\$34,457,004	\$1,374,970
Household fuels, including oil, LP gas, wood, coal	\$9,911,378	\$20,587,015	\$-10,675,637
Jewelry, including watches	\$21,362,294	\$29,185,165	\$-7,822,870
Kitchenware & home furnishings	\$22,736,327	\$26,356,315	\$-3,619,988
Lawn, garden & farm equipment & supplies	\$32,501,671	\$21,648,414	\$10,853,257
Major household appliances	\$7,502,705	\$11,250,471	\$-3,747,766
Meals & nonalcoholic beverages for immediate consumption	\$264,301,174	\$294,337,311	\$-30,036,137
Men's wear	\$26,841,479	\$32,182,485	\$-5,341,006
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	\$4,716,227	\$5,417,074	\$-700,847
Packaged liquor, wine & beer	\$40,016,385	\$32,545,810	\$7,470,576
Paint & sundries / Wallpaper & other flexible wall coverings	\$10,049,523	\$7,955,784	\$2,093,739
Paper & related products	\$12,403,939	\$12,210,039	\$193,900
Pets, pet foods & pet supplies	\$17,793,001	\$13,031,464	\$4,761,538
Photographic equipment & supplies	\$2,837,467	\$4,054,563	\$-1,217,095
Retailer Services	\$71,325,192	\$81,255,328	\$-9,930,136
Sewing, knitting materials & supplies	\$1,203,805	\$1,654,750	\$-450,945
Small electric appliances	\$3,551,012	\$5,580,250	\$-2,029,238
Soaps, detergents & household cleaners	\$13,761,633	\$12,229,041	\$1,532,592
Sporting goods, including saddlery, bicycles & motorized sport vehicles	\$25,507,968	\$24,341,691	\$1,166,277
Televisions, video recorders, video cameras, video tapes, DVDs, etc.	\$16,389,285	\$25,336,000	\$-8,946,715
Toys, hobby goods & games	\$11,420,559	\$17,397,636	\$-5,977,077
Women's, juniors' & misses' wear	\$70,137,921	\$81,484,247	\$-11,346,326

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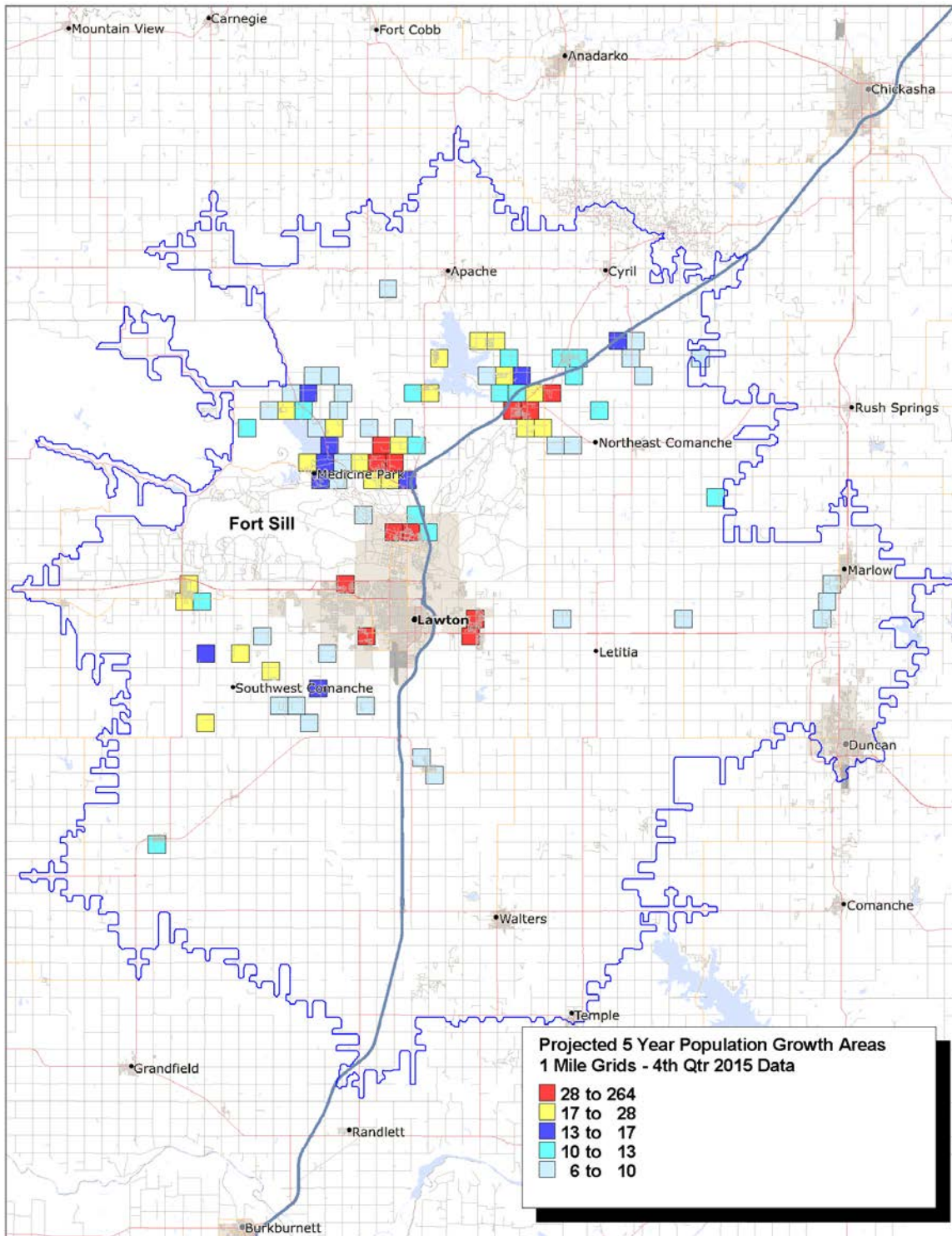
Thematic Maps - Population Distribution



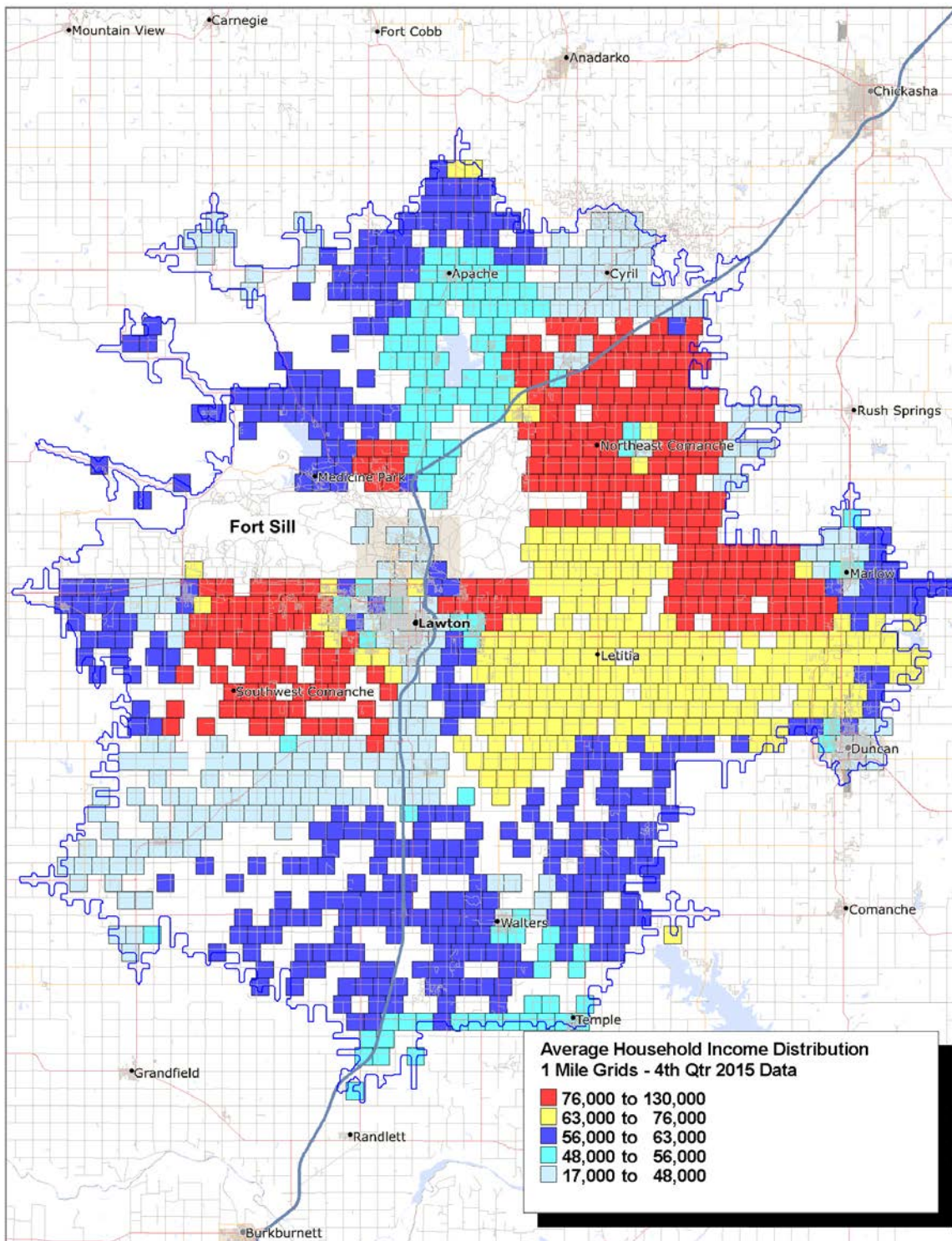
Past 2 Year Population Growth Areas



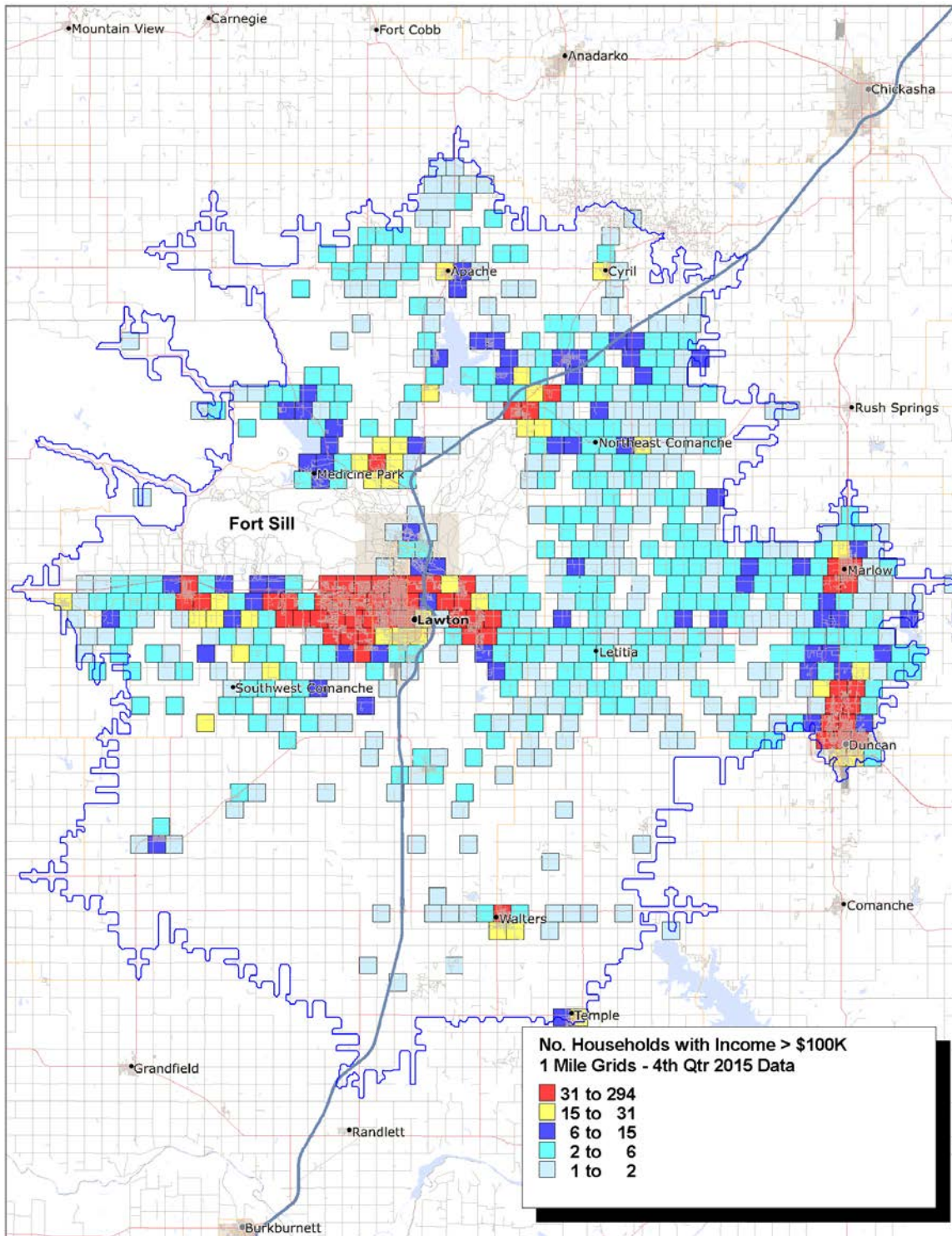
Projected 5 Year Population Growth Areas



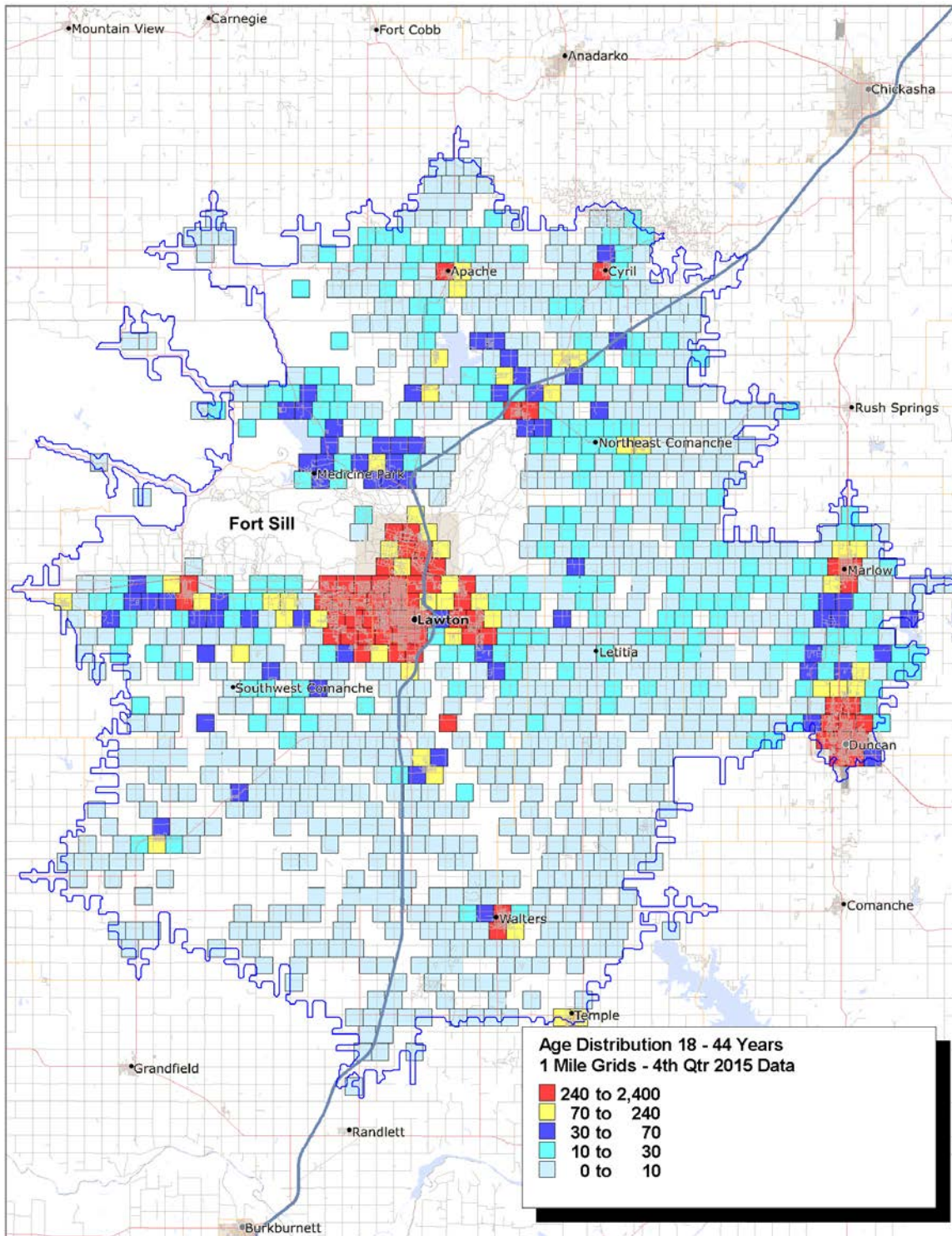
Average Household Income Distribution



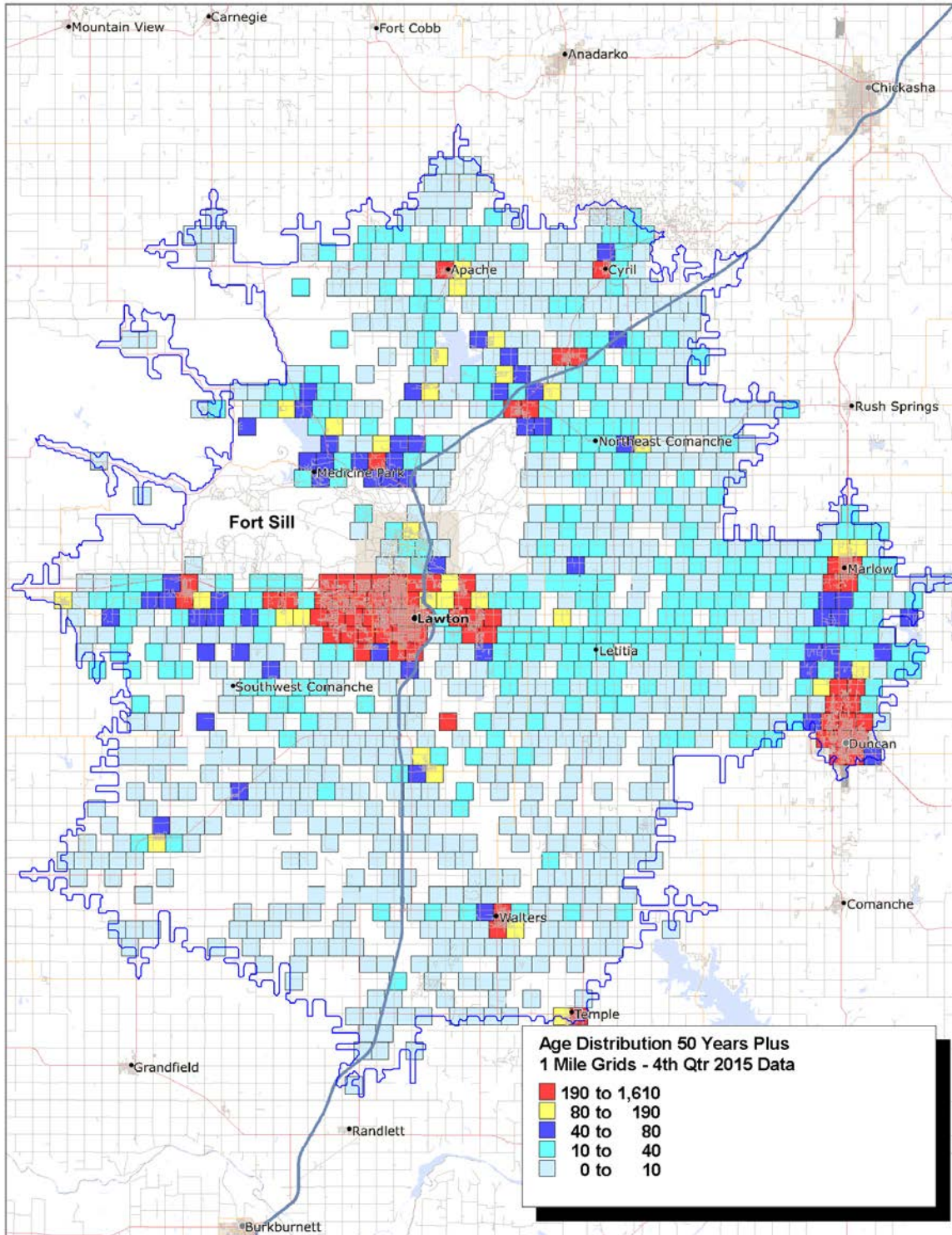
Number of Households with Incomes > \$100,000



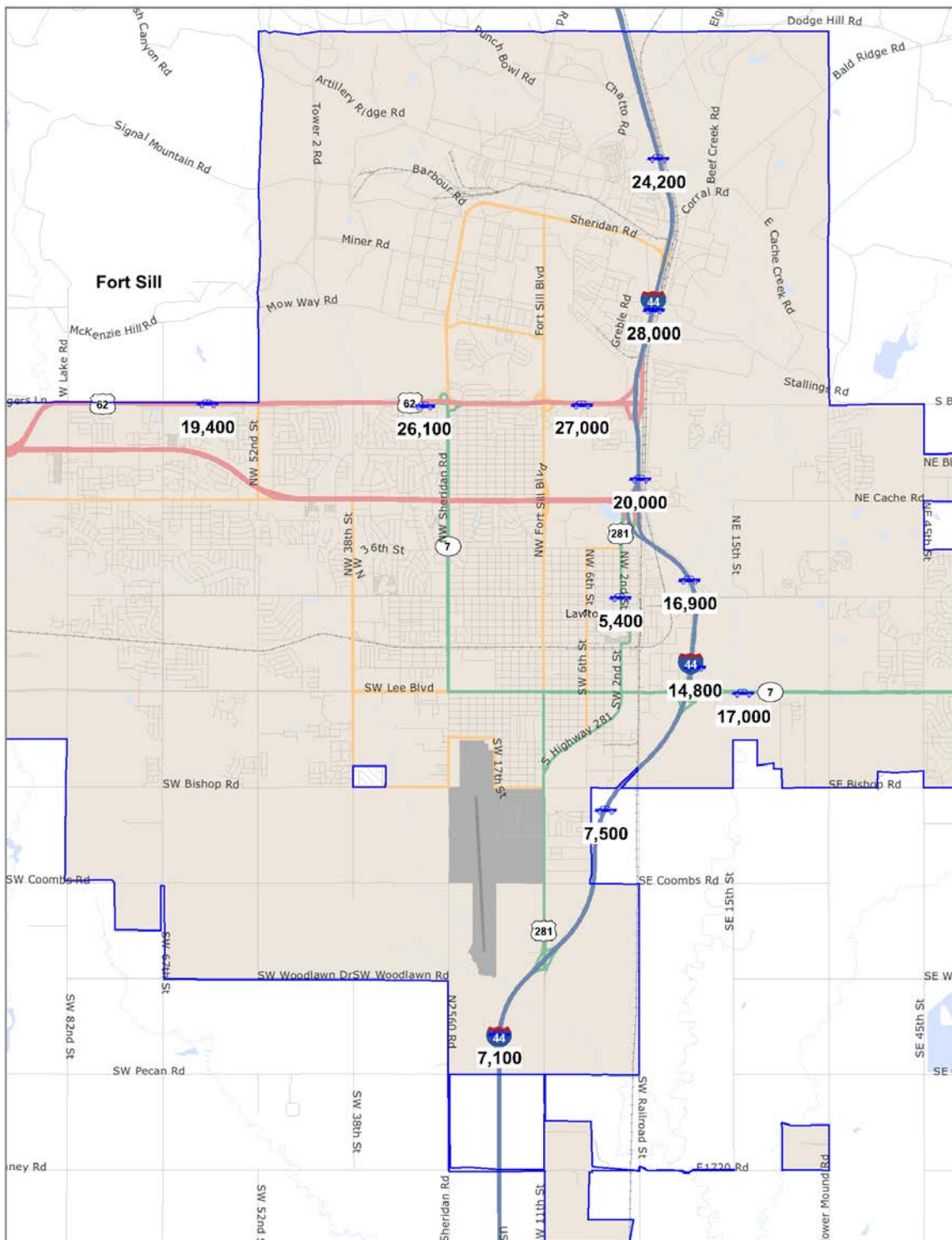
Age Distribution 18 – 44 Years



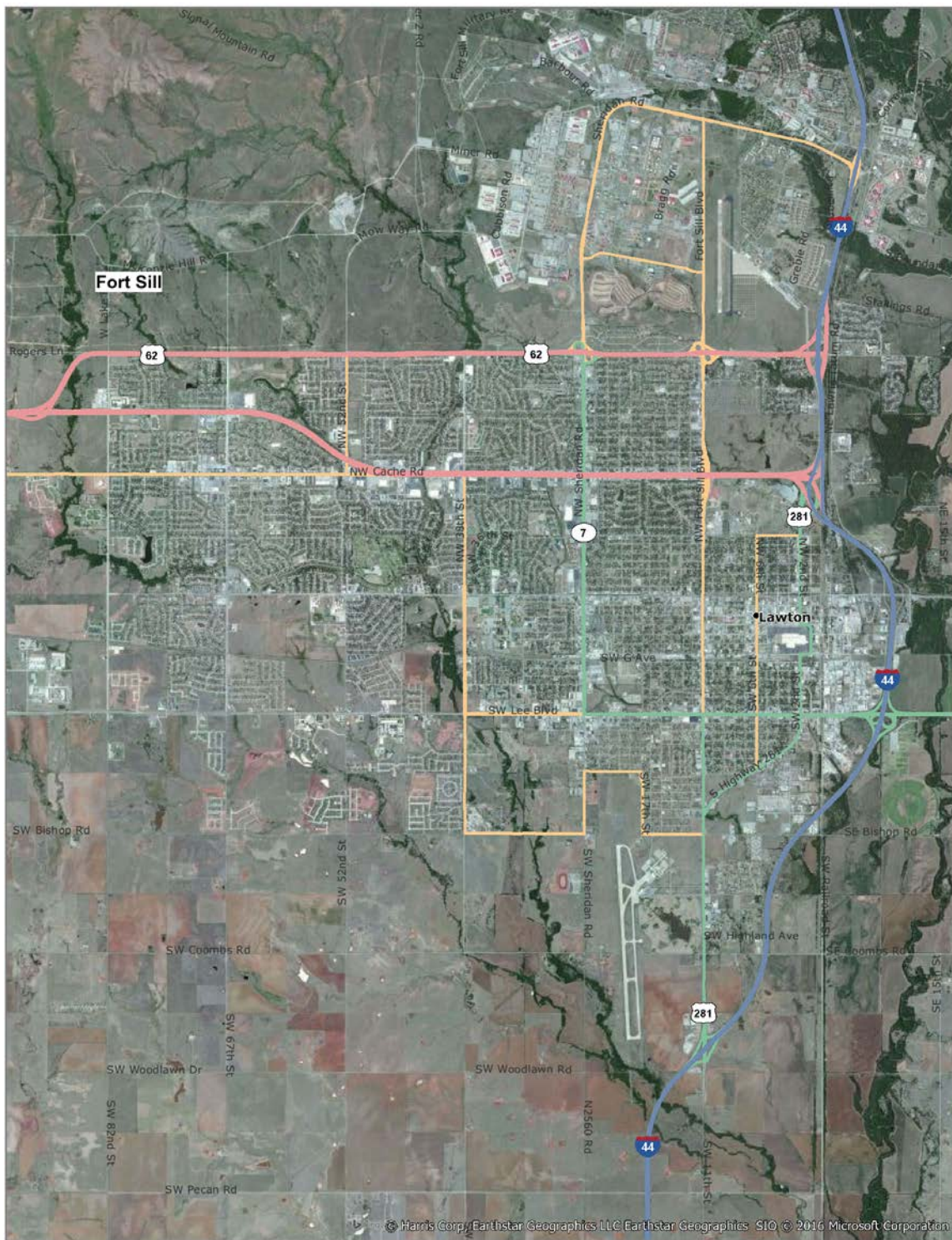
Age Distribution 50 Years Plus

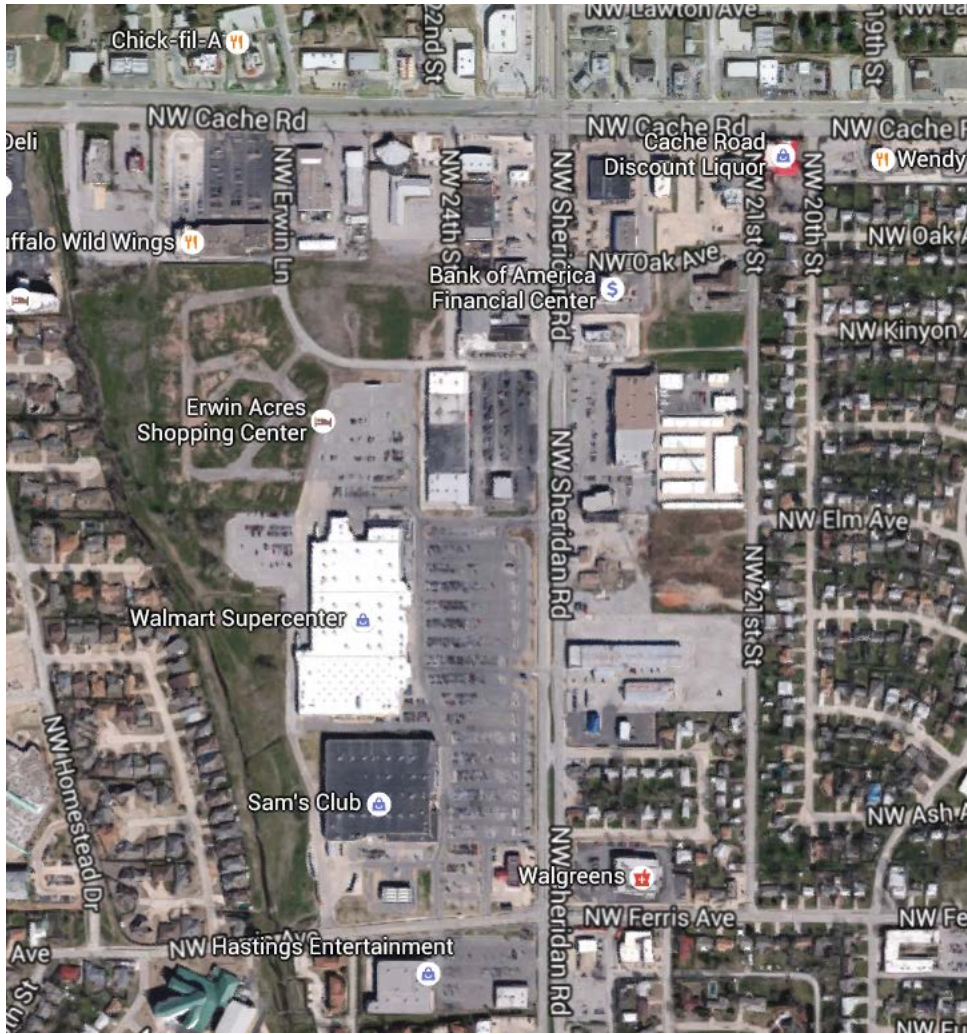


Traffic

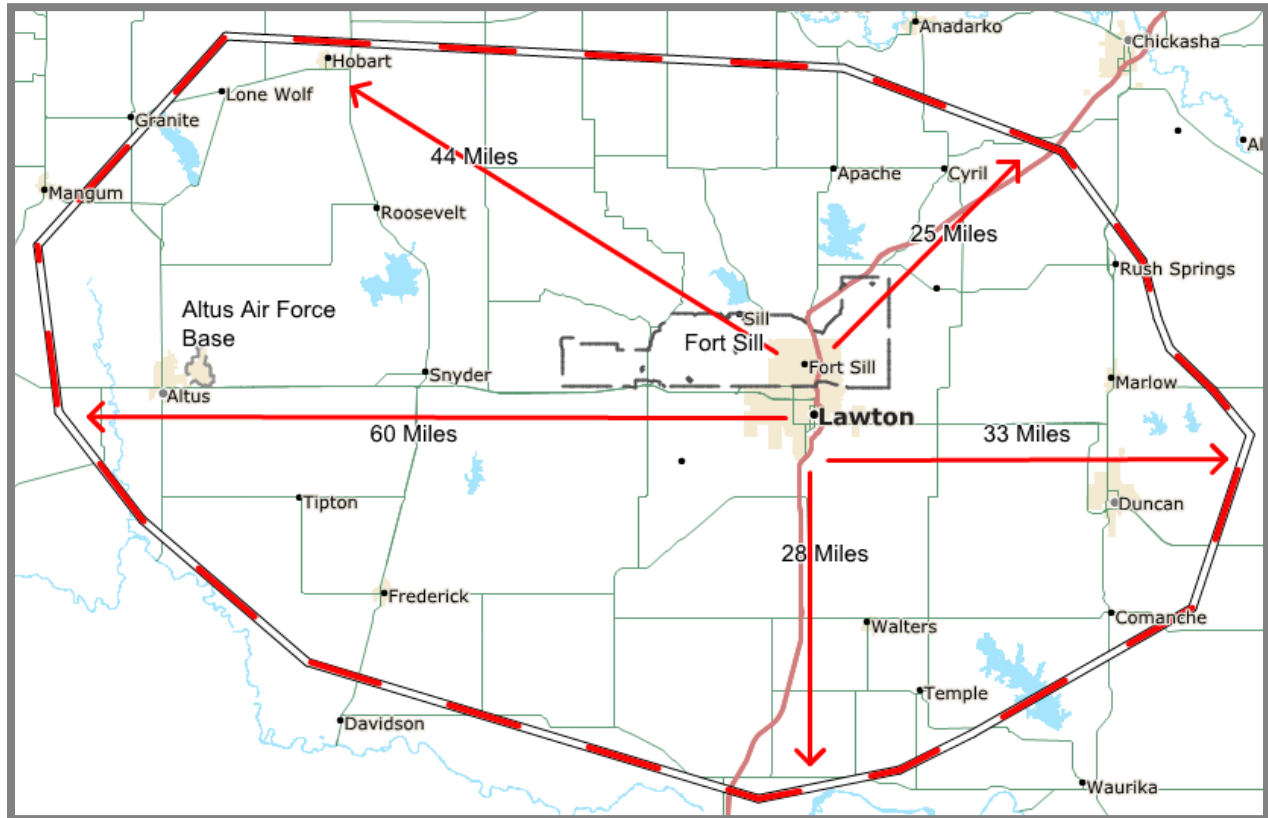


Aerial





Lawton Regional Market Area



Lawton is in the Southwest quadrant of Oklahoma. This outlined area represents the area where consumers may have the highest probability of shopping if they choose of retail establishments area available. Oklahoma City is 86 miles to the northeast of Lawton and Wichita Fall, TX is 54 miles south.

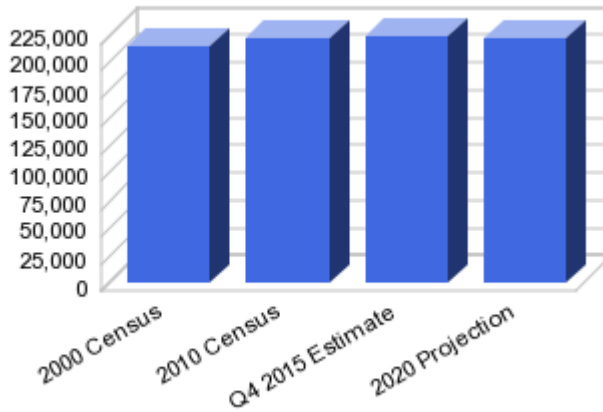
STI: PopStats - Executive Summary Report with Charts



Geography: **Lawton Regional Market Area**

Population Demographics - Q4 2015

Households and Population

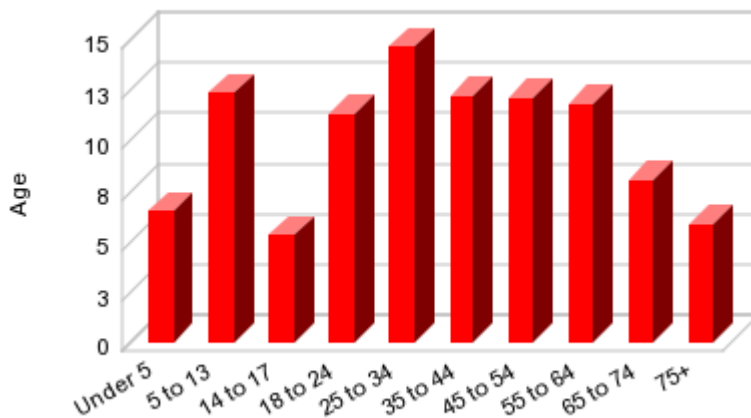


The number of households in the study area in 2000 was **79,070**. The household count in Q4 2015 is estimated to be **83,692**. For 2020, the High Range of the Five Year forecast was **92,312** and the Low Range was **78,015** with the actual household projection estimated at **83,238**, a change of **-0.54%**. The population in the study area in 2000 it was **214,537**. The population in Q4 2015 is estimated to be **222,437**. For 2020, the High Range of the Five Year forecast was **244,317** and the Low Range was **207,731** with the actual household projection estimated at **220,930** representing a change of **-0.68%**.

	2010 Census	Q4 2015 Estimate	2020 Projection	Percent Change 2015 to 2020
Total Population	221,363	222,437	220,930	-0.68%
Total Households	83,812	83,692	83,238	-0.54%

Population by Age - Q4 2015

Population by Age



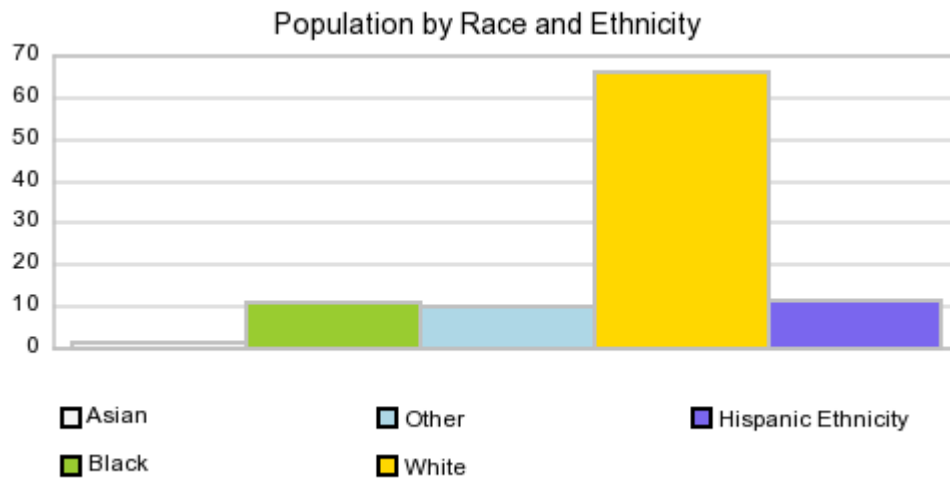
In 2000, the median age of the population was **34**. The median age in Q4 2015 is estimated to be **35** and it is predicted to change in five years to **36** years.

In Q4 2015, females represented **49.28%** of the population with a median age of **37** and males represented **50.72%** of the population with a median age of **33** years.

In Q4 2015, the most prominent age group in this geography is **25 to 34** years. The age group least represented in this geography is **14 to 17** years.

	2000 Census		Q4 2015 Estimate		2020 Projection		Percent Change 2015 to 2020
0 to 4	15,889	7.41%	14,489	6.51%	14,355	6.50%	-0.92%
5 to 13	25,891	12.07%	27,408	12.32%	25,734	11.65%	-6.11%
14 to 17	15,972	7.44%	11,730	5.27%	12,091	5.47%	3.08%
18 to 24	24,652	11.49%	25,275	11.36%	24,373	11.03%	-3.57%
25 to 34	29,161	13.59%	32,557	14.64%	31,152	14.10%	-4.32%
35 to 44	32,873	15.32%	27,108	12.19%	28,592	12.94%	5.47%
45 to 54	24,568	11.45%	26,825	12.06%	24,299	11.00%	-9.42%
55 to 64	17,784	8.29%	26,300	11.82%	26,598	12.04%	1.13%
65 to 74	14,983	6.98%	17,753	7.98%	19,960	9.03%	12.43%
75 +	12,766	5.95%	12,991	5.84%	13,776	6.24%	6.05%

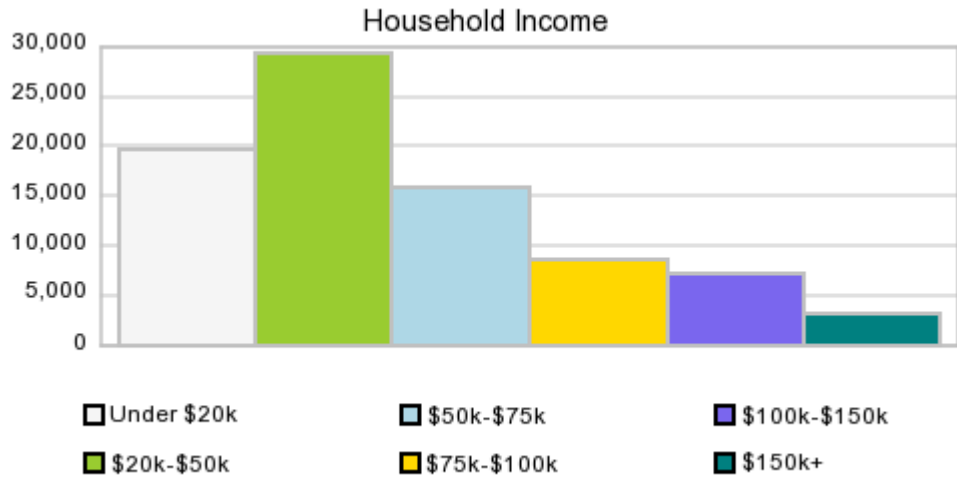
Population by Race/Ethnicity (Hispanic Shown Separately) - Q4 2015



In Q4 2015, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**.

	2000 Census		Q4 2015 Estimate	
White	150,002	69.92%	146,758	65.98%
Black	25,934	12.09%	24,649	11.08%
Asian	2,957	1.38%	3,231	1.45%
Other Race	17,332	8.08%	22,525	10.13%
Hispanic Ethnicity	18,312	8.54%	25,275	11.36%

Households by Income - Q4 2015



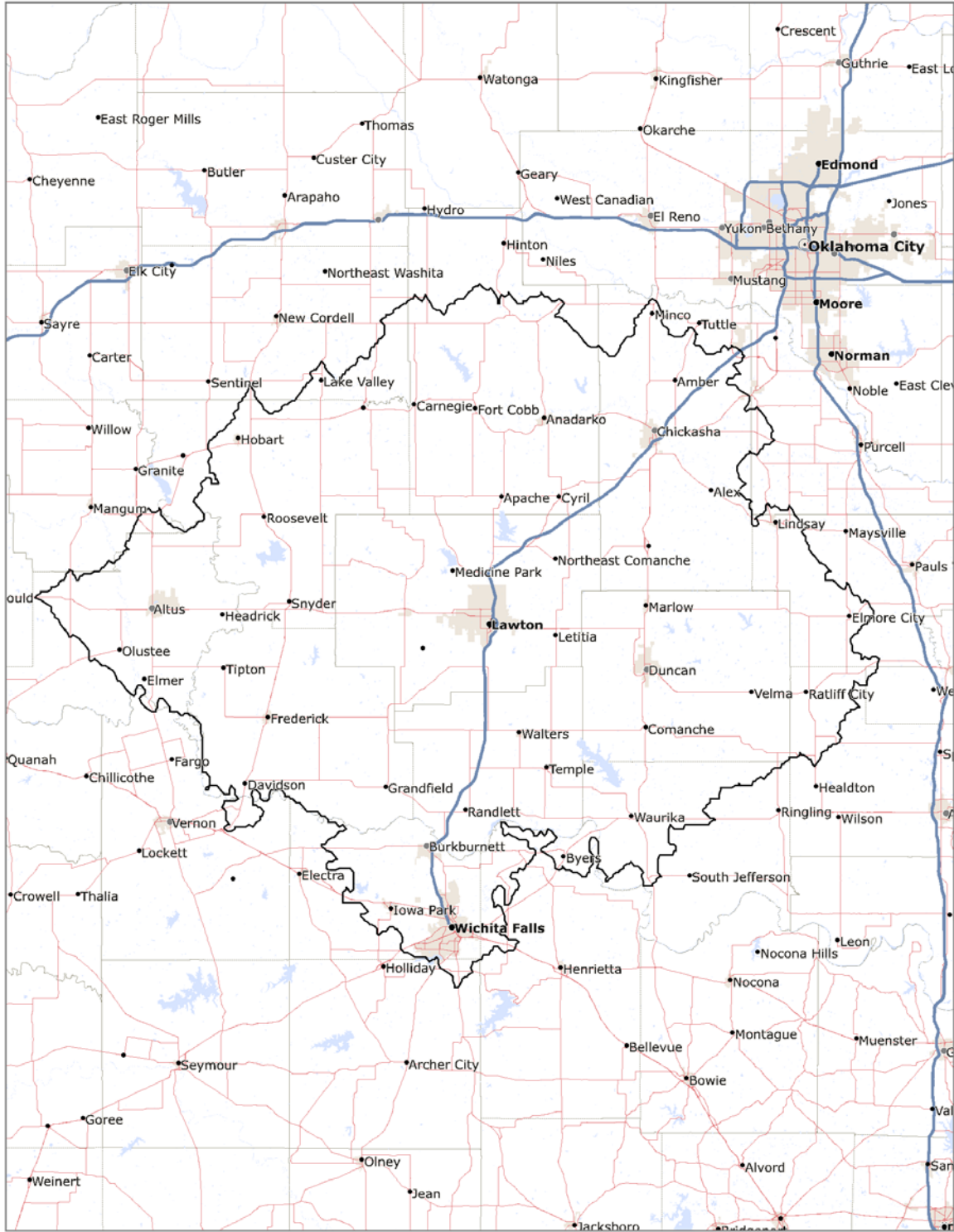
In Q4 2015 the predominant household income category in this study area is **\$20k to \$50k**, and the income group that is least represented in this geography is **\$150K +**. The following table ranks income groups by the Q4 2015 Income Classes.

	2000 Census		Q4 2015 Estimate	
\$0 - \$19,999	24,307	30.74%	19,572	23.39%
\$20,000 - \$49,999	32,671	41.32%	29,454	35.19%
\$50,000 - \$74,999	13,240	16.74%	15,877	18.97%
\$75,000 - \$99,999	5,080	6.42%	8,730	10.43%
\$100,000 - \$149,999	2,621	3.31%	7,057	8.43%
\$150,000 +	1,151	1.46%	3,001	3.59%
Average Hhld Income	\$40,238		\$54,548	
Median Hhld Income	\$31,831		\$41,169	
Per Capita Income	\$14,830		\$20,523	

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Lawton Workforce Draw Area – 60 Minute Drive Area



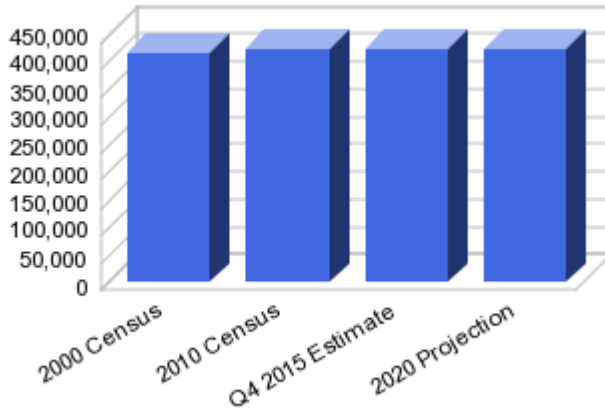
STI: PopStats - Executive Summary Report with Charts



Geography: Lawton 60 Minute Drive Area

Population Demographics - Q4 2015

Households and Population

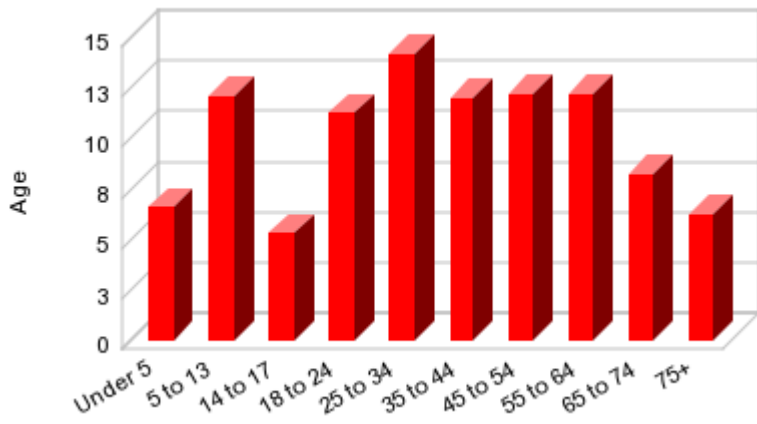


The number of households in the study area in 2000 was **153,505**. The household count in Q4 2015 is estimated to be **160,179**. For 2020, the High Range of the Five Year forecast was **177,774** and the Low Range was **149,387** with the actual household projection estimated at **159,945**, a change of **-0.15%**. The population in the study area in 2000 it was **414,010**. The population in Q4 2015 is estimated to be **421,990**. For 2020, the High Range of the Five Year forecast was **468,473** and the Low Range was **397,866** with the actual household projection estimated at **423,572** representing a change of **0.37%**.

	2010 Census	Q4 2015 Estimate	2020 Projection	Percent Change 2015 to 2020
Total Population	421,294	421,990	423,572	0.37%
Total Households	159,308	160,179	159,945	-0.15%

Population by Age - Q4 2015

Population by Age



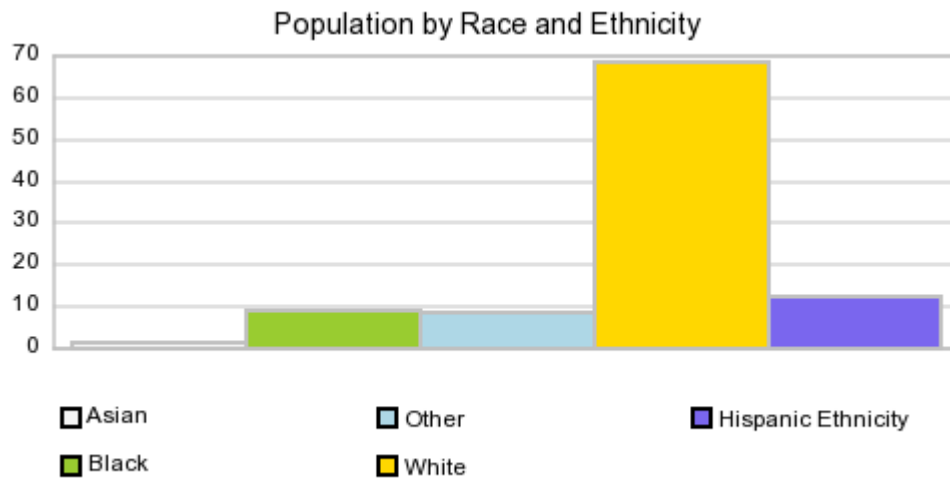
In 2000, the median age of the population was **34**. The median age in Q4 2015 is estimated to be **36** and it is predicted to change in five years to **36** years.

In Q4 2015, females represented **49.53%** of the population with a median age of **37** and males represented **50.47%** of the population with a median age of **34** years.

In Q4 2015, the most prominent age group in this geography is **25 to 34** years. The age group least represented in this geography is **14 to 17** years.

	2000 Census		Q4 2015 Estimate		2020 Projection		Percent Change 2015 to 2020
0 to 4	29,276	7.07%	27,949	6.62%	27,925	6.59%	-0.09%
5 to 13	48,705	11.76%	51,058	12.10%	49,160	11.61%	-3.72%
14 to 17	30,773	7.43%	22,104	5.24%	22,352	5.28%	1.12%
18 to 24	48,577	11.73%	47,298	11.21%	48,782	11.52%	3.14%
25 to 34	54,711	13.21%	59,636	14.13%	57,819	13.65%	-3.05%
35 to 44	63,588	15.36%	50,380	11.94%	53,098	12.54%	5.40%
45 to 54	48,290	11.66%	51,310	12.16%	46,027	10.87%	-10.30%
55 to 64	35,012	8.46%	51,314	12.16%	51,449	12.15%	0.26%
65 to 74	29,712	7.18%	34,815	8.25%	39,371	9.29%	13.08%
75 +	25,366	6.13%	26,126	6.19%	27,589	6.51%	5.60%

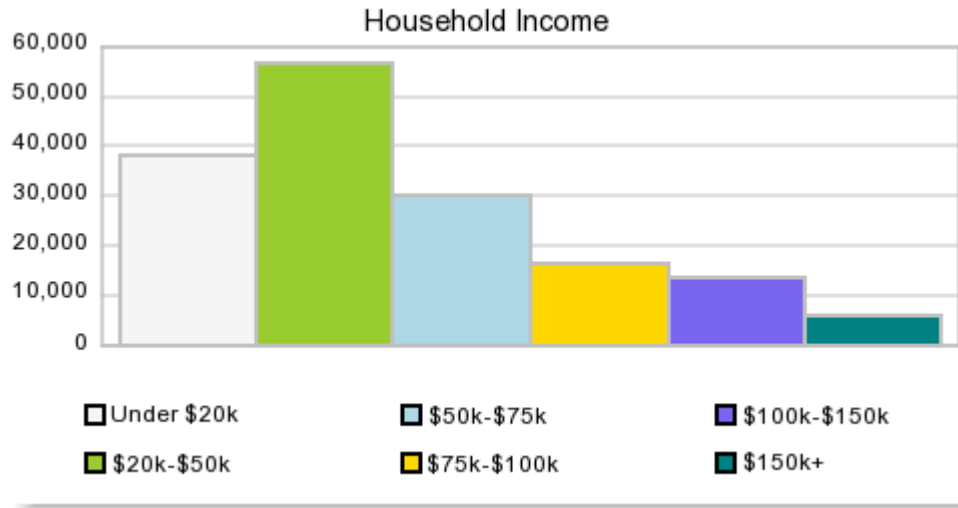
Population by Race/Ethnicity (Hispanic Shown Separately) - Q4 2015



In Q4 2015, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Asian**.

	2000 Census		Q4 2015 Estimate	
White	298,731	72.16%	288,175	68.29%
Black	41,050	9.92%	39,325	9.32%
Asian	5,693	1.38%	6,049	1.43%
Other Race	31,411	7.59%	37,012	8.77%
Hispanic Ethnicity	37,125	8.97%	51,429	12.19%

Households by Income - Q4 2015



In Q4 2015 the predominant household income category in this study area is **\$20k to \$50k**, and the income group that is least represented in this geography is **\$150K +**. The following table ranks income groups by the Q4 2015 Income Classes.

	2000 Census		Q4 2015 Estimate	
\$0 - \$19,999	46,099	30.03%	38,057	23.76%
\$20,000 - \$49,999	64,838	42.24%	56,542	35.30%
\$50,000 - \$74,999	25,632	16.70%	29,888	18.66%
\$75,000 - \$99,999	9,535	6.21%	16,687	10.42%
\$100,000 - \$149,999	4,848	3.16%	13,400	8.37%
\$150,000 +	2,554	1.66%	5,604	3.50%
Average Hhld Income	\$40,806		\$54,422	
Median Hhld Income	\$32,011		\$40,711	
Per Capita Income	\$15,130		\$20,657	

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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 for Demand and Supply Variables.

- **Demand data** is derived from **U.S. Bureau of Labor Statistics' Consumer Expenditure Survey (CE)**.
- The annual and monthly reports from **U.S. Census Bureau's Census of Retail Trade (CRT) reports and the US Census Bureau's Economic Census** contribute to Market Outlook's **supply data**.

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.