



retail strategies

DEL CITY, OKLAHOMA

Market Guide

City Contact Information



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Major Employers

Company Name	Employees
Tinker Air Force Base	27,000
Mid-Del Schools	1500
Midwest Regional Hospital	1500
Boeing	1250
Rose State College	1100
Quad Graphics	700
Wal-Mart Supercenter	400
MTM Recognition	320
Baker Hughes Inteq	275
City of Del City	138
Mayco	101

Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Irving, TX	3333 W Airport Fwy
Colorado Springs, CO	1630 E Cheyenne Mountain Blvd
Houston, TX	13250 Northwest Fwy
Lubbock, TX	6064 Marsha Sharp Freeway
San Antonio, TX	746 Nw Loop 410

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*



Apparel



Restaurants



Grocery



Sporting Goods

Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.



For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.

Demographics



Average Age
36.2

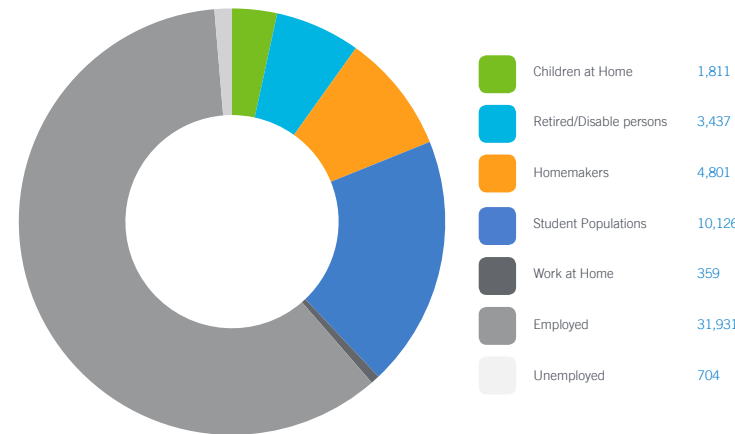


Median Household Income
\$39,425

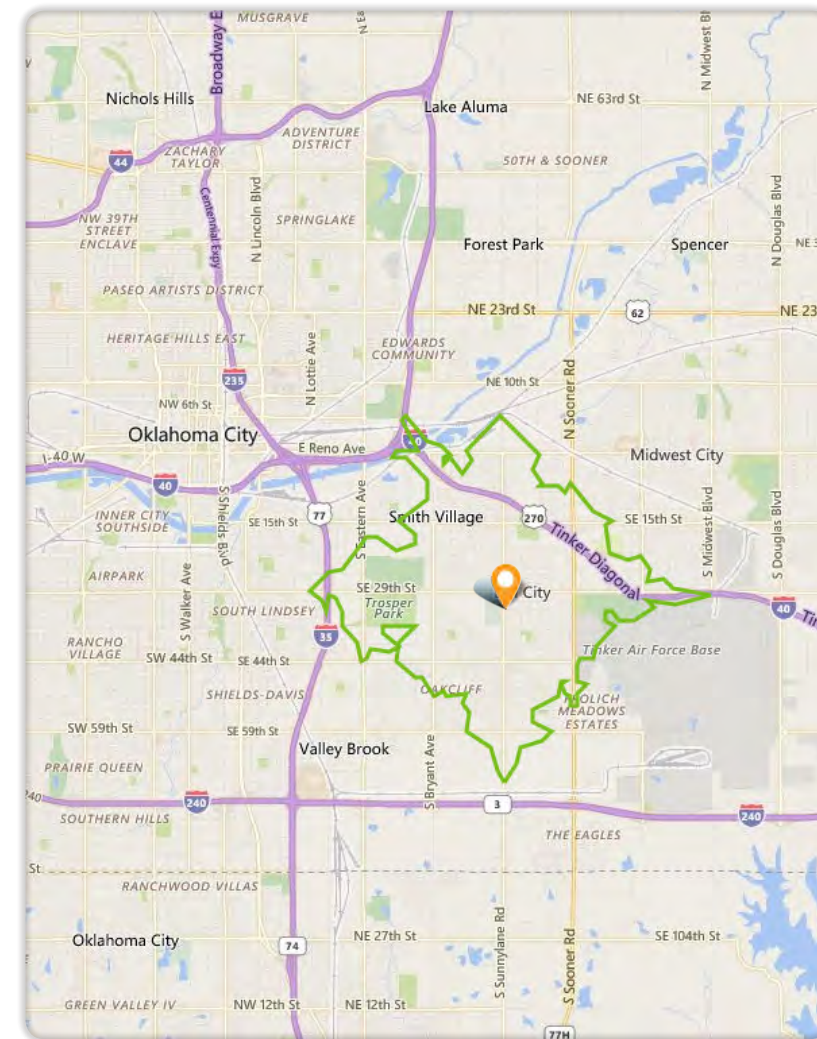


Number of Households
12,183

Daytime Population 53,169 (5 Minute Drive Time)



There's a lot of potential here.



DEMOGRAPHIC PROFILE

2016 Estimated Population
Daytime Population
Median HH Income
Number of Households

3 Mile Radius

59,413
93,946
\$39,069
23,179

5 Mile Radius

139,562
218,910
\$37,708
54,669

DEMOGRAPHIC PROFILE

2016 Estimated Population
Daytime Population
Median HH Income
Number of Households

3 Minute Drive Time

10,337
13,137
\$39,348
4,227

5 Minute Drive Time

31,000
53,169
\$39,425
12,183

7 Minute Drive Time

54,830
91,881
\$37,996
21,249

*Source: STI PopStats

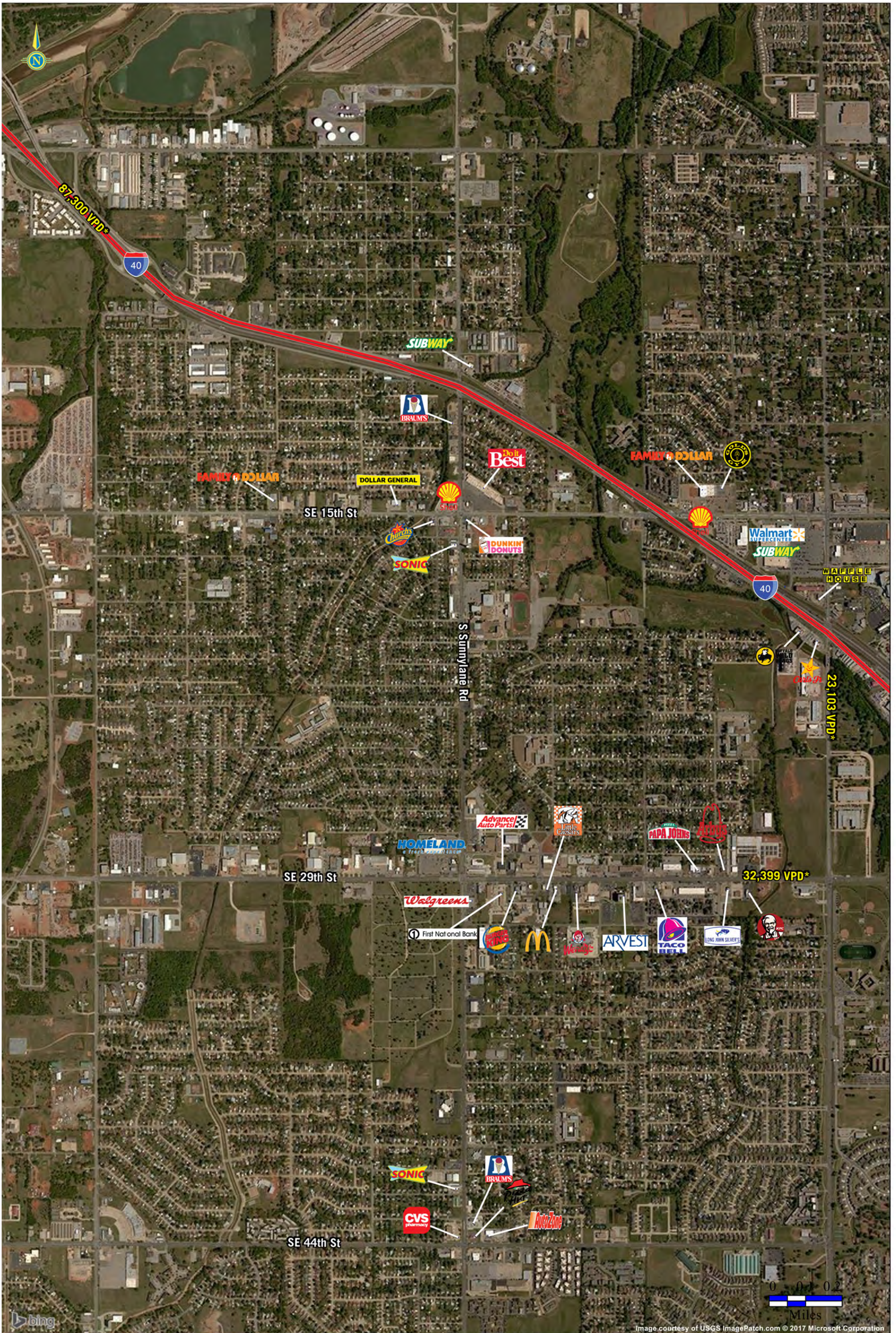


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Major Retail & Restaurants



There's a lot of potential here.

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