

HOMINY, OK

GAP ANALYSIS

**PREPARED FOR
TLH AND ASSOCIATES**

PREPARED BY



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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.

STI: Market Outlook - Methodology

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:

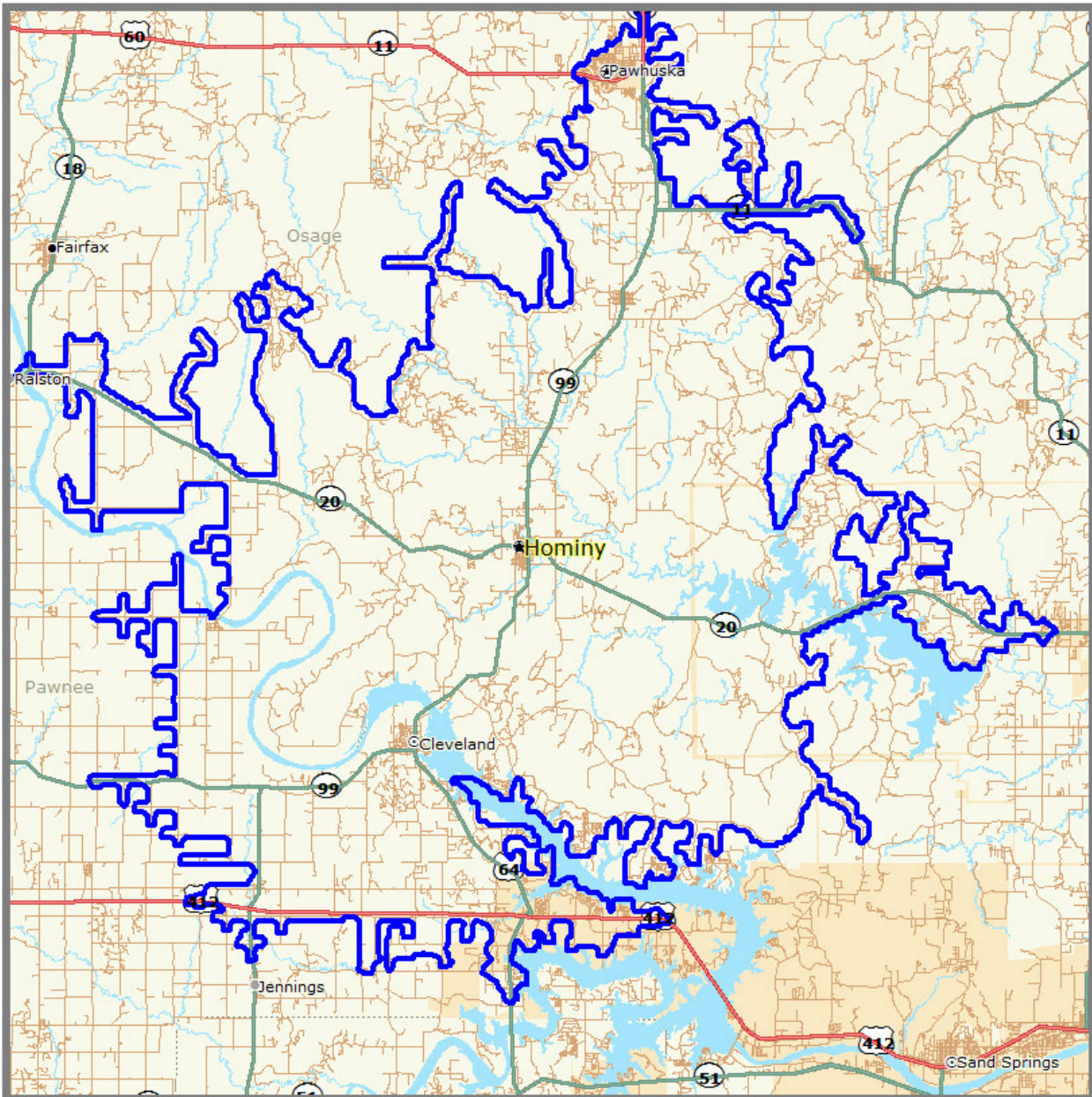
1. **U.S. Bureau of Labor Statistics' Consumer Expenditure Survey (CE).** Demand data is derived from this source.
2. **U.S. Census Bureau's Census of Retail Trade (CRT) reports.** The annual and monthly reports contribute to Market Outlook's supply data.
3. **U.S. Census Bureau's Economic Census.**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

- **Consumer Demand**
 - Consumer Demand for 2009 - by 31 leading retail segments
 - Consumer Demand for 2008 - by 31 leading retail segments
 - Consumer Demand for 2007 - by 31 leading retail segments
 - Consumer Demand for 2009 - by 40 major product lines
 - Consumer Demand for 2008 - by 40 major product lines
 - Consumer Demand for 2007 - by 40 major product lines
- **Market Supply**
 - Market Supply for 2009 - by 31 leading retail segments
 - Market Supply for 2009 - by 40 major product lines
- **Supporting Demographics**

Population estimate	Group quarters estimate
Household estimate	Workplace estimate
Population in household estimate	Workplace employees estimate

Hominy, OK



Hominy Market Area
Normal Speeds - 30 Minute Drive Time

Market Outlook Comparison - GAP Analysis



Hominy Market Area

Supporting Demographics (2009)

Household Estimate	7,392
Population Estimate	19,927
Group Quarter Estimate	1,447
Workplace Employees	3,838
Workplace Establishments	461

Market Outlook 2009 - By Establishment Type

	Demand	Supply	GAP
Automobile dealers	\$36,121,821	\$12,969,499	\$23,152,322
Automotive parts, accessories & tire stores	\$4,404,504	\$1,523,262	\$2,881,242
Bars/Drinking places (alcoholic beverages)	\$1,023,883	\$986,899	\$36,984
Beer, wine & liquor stores	\$2,544,238	\$3,574,347	(\$1,030,109)
Book, periodical & music stores	\$1,977,463	\$0	\$1,977,463
Building material & supplies dealers	\$15,847,545	\$4,387,115	\$11,460,430
Clothing stores	\$6,325,747	\$529,943	\$5,795,804
Department stores	\$14,845,056	\$2,251,678	\$12,593,378
Direct selling establishments	\$2,746,964	\$3,715,898	(\$968,934)
Electronic shopping & mail-order houses	\$2,009,710	\$0	\$2,009,710
Electronics & appliance stores	\$3,261,330	\$595,976	\$2,665,354
Florists and miscellaneous store retailers	\$417,706	\$518,349	(\$100,643)
Full-service restaurants	\$8,084,927	\$1,956,388	\$6,128,539
Furniture stores	\$2,627,388	\$0	\$2,627,388
Gasoline stations	\$26,756,855	\$20,359,540	\$6,397,315
Grocery stores	\$32,838,667	\$26,131,341	\$6,707,326
Health & personal care stores	\$12,538,766	\$7,973,006	\$4,565,760
Home furnishings stores	\$2,986,916	\$1,159,652	\$1,827,264
Jewelry, luggage & leather goods stores	\$1,589,822	\$27,785	\$1,562,037
Lawn & garden equipment & supplies stores	\$3,493,992	\$1,002,366	\$2,491,626
Limited-service eating places	\$10,896,909	\$3,843,581	\$7,053,328
Office supplies, stationery & gift stores	\$2,425,218	\$757,422	\$1,667,796
Other general merchandise stores	\$21,889,007	\$7,423,187	\$14,465,820
Other miscellaneous store retailers	\$4,647,362	\$3,451,802	\$1,195,560
Other motor vehicle dealers	\$3,525,939	\$7,648,968	(\$4,123,029)
Shoe stores	\$1,118,739	\$0	\$1,118,739
Special food services	\$1,684,148	\$1,576,544	\$107,604
Specialty food stores	\$562,017	\$823,537	(\$261,520)
Sporting goods, hobby & musical instrument stores	\$2,691,061	\$927,573	\$1,763,488
Used merchandise stores	\$1,250,341	\$1,216,731	\$33,610

Vending machine operators (Nonstore retailers)	\$2,622,640	\$2,357,747	\$264,893
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Market Outlook 2009 - By Major Product Line

	Demand	Supply	GAP
Alcoholic drinks served at the establishment	\$2,891,407	\$1,477,940	\$1,413,467
All other merchandise	\$8,045,627	\$4,460,093	\$3,585,534
Audio equipment & musical instruments & related materials	\$1,448,506	\$392,360	\$1,056,146
Automotive fuels	\$22,436,136	\$16,264,509	\$6,171,627
Automotive lubricants, including oil, greases, etc.	\$471,063	\$199,606	\$271,457
Automotive tires, tubes, batteries, parts, accessories	\$7,203,894	\$2,391,286	\$4,812,608
Autos, cars, vans, trucks & motorcycles	\$29,399,840	\$12,513,725	\$16,886,115
Books/Periodicals	\$1,670,401	\$335,839	\$1,334,562
Children's wear & infants' & toddlers' clothing & accessories	\$1,411,640	\$353,848	\$1,057,792
Cigars, cigarettes, tobacco & smokers' accessories	\$6,215,280	\$4,040,307	\$2,174,973
Computer hardware, software & supplies, including gaming	\$1,297,373	\$430,156	\$867,217
Curtains, draperies, blinds, slipcovers, bed & table coverings	\$853,491	\$327,005	\$526,486
Dimensional lumber & other building/structural materials & supplies	\$7,875,241	\$2,171,224	\$5,704,017
Drugs, health aids, beauty aids, including cosmetics	\$20,147,416	\$10,127,218	\$10,020,198
Flooring & floor coverings	\$2,359,643	\$765,037	\$1,594,606
Footwear, including accessories	\$2,579,824	\$289,209	\$2,290,615
Furniture, sleep equipment & outdoor/patio furniture	\$5,332,312	\$882,067	\$4,450,245
Groceries & other food items for human consumption off the premises	\$45,038,981	\$29,088,994	\$15,949,987
Hardware, tools & plumbing & electrical supplies	\$4,557,303	\$1,360,450	\$3,196,853
Household fuels, including oil, LP gas, wood, coal	\$1,415,980	\$1,929,533	(\$513,553)
Jewelry, including watches	\$2,204,170	\$254,892	\$1,949,278
Kitchenware & home furnishings	\$2,677,032	\$919,130	\$1,757,902
Lawn, garden & farm equipment & supplies	\$4,615,316	\$1,753,352	\$2,861,964
Major household appliances	\$775,684	\$290,342	\$485,342
Meals & nonalcoholic beverages for immediate consumption	\$19,981,896	\$8,297,136	\$11,684,760
Men's wear	\$2,850,383	\$624,505	\$2,225,878
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	\$613,493	\$367,900	\$245,593
Packaged liquor, wine & beer	\$4,051,787	\$4,809,452	(\$757,665)
Paint & sundries / Wallpaper & other flexible wallcoverings	\$1,340,521	\$385,764	\$954,757
Paper & related products	\$1,342,888	\$791,705	\$551,183
Pets, pet foods & pet supplies	\$1,404,078	\$792,945	\$611,133
Photographic equipment & supplies	\$220,439	\$90,694	\$129,745
Retailer Services	\$6,762,385	\$3,273,019	\$3,489,366
Sewing, knitting materials & supplies	\$197,122	\$86,475	\$110,647
Small electric appliances	\$298,843	\$132,489	\$166,354
Soaps, detergents & household cleaners	\$1,379,577	\$785,327	\$594,250

Sporting goods, including saddlery, bicycles & motorized sport vehicles	\$3,516,004	\$4,372,820	(\$856,816)
Televisions, video recorders, video cameras, video tapes, DVDs, etc.	\$1,151,719	\$283,655	\$868,064
Toys, hobby goods & games	\$1,173,463	\$464,908	\$708,555
Women's, juniors' & misses' wear	\$6,548,543	\$1,113,222	\$5,435,321

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.

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