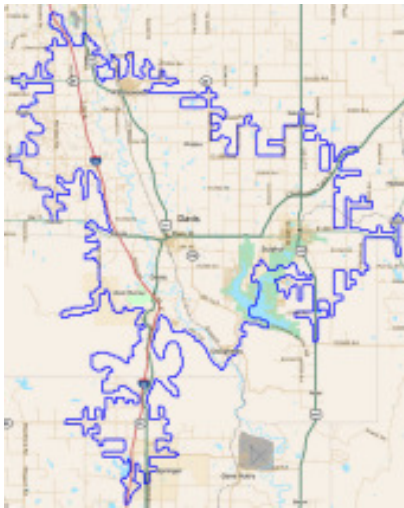


SNAP Report

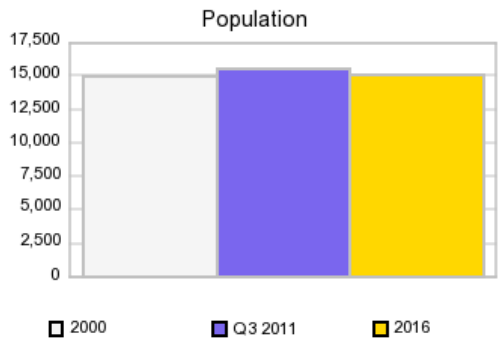


Davis, OK

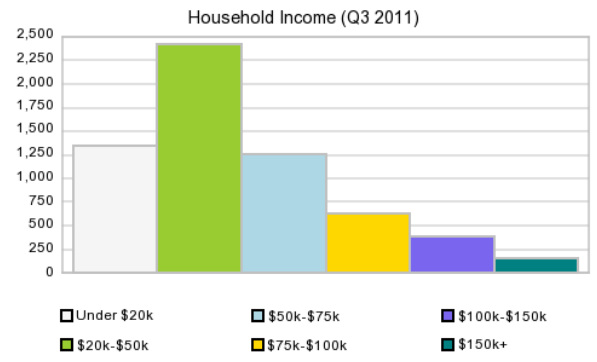


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 580-369-2402
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SNAP - Population



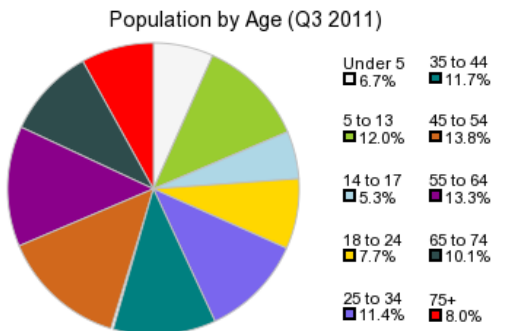
Household Income Charts



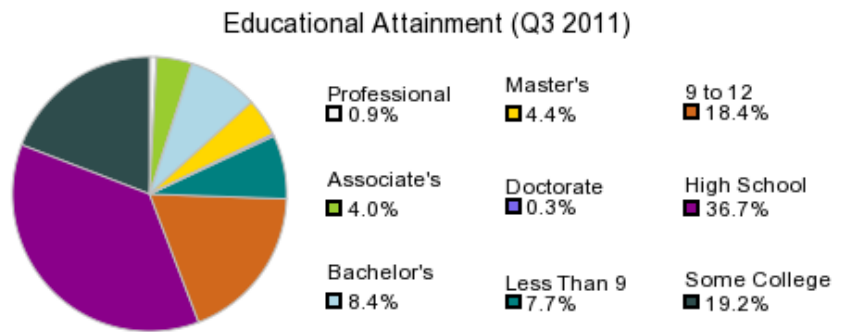
	2000 Census	Q4 2011 Estimate	2016 Projection
Total Population	14,908	15,544	15,074
Total Households	5,989	6,196	5,997

Average Hhld Income	\$51,833
Median Hhld Income	\$40,560
Per Capita Income	\$20,661

SNAP - Population by Age



Educational Attainment Chart



For more information email Ray Murphy: rmurphy@truvuellc.com

Davis, OK Market Outlook

Market Outlook By Establishment Type

	Demand	Supply	GAP
Automobile dealers	\$27,515,331	\$17,928,806	\$9,586,525
Beer, wine & liquor stores	\$1,947,954	\$1,305,501	\$642,453
Building material & supplies dealers	\$10,980,237	\$4,229,244	\$6,750,993
Clothing Stores	\$5,005,508	\$2,048,111	\$2,957,397
Department Stores	\$11,424,705	\$991,695	\$10,433,010
Direct selling establishments	\$1,720,983	\$275,981	\$1,445,002
Electronics & appliance stores	\$3,700,407	\$2,930,809	\$769,598
Florists and miscellaneous store retailers	\$257,484	\$237,259	\$20,224
Full-service restaurants	\$7,738,864	\$4,776,533	\$2,962,331
Furniture Stores	\$1,853,626	\$0	\$1,853,626
Grocery Stores	\$24,901,339	\$19,913,214	\$4,988,124
Home furnishings stores	\$2,045,714	\$1,833,450	\$212,264
Jewelry, luggage & leather goods stores	\$1,318,005	\$1,121,632	\$196,373
Limited-service eating places	\$10,434,052	\$8,328,779	\$2,105,273
Other General Merchandise Stores	\$17,849,382	\$6,199,656	\$11,649,726
Other motor vehicle dealers	\$2,438,713	\$17,313	\$2,421,400
Shoe Stores	\$907,828	\$0	\$907,828

Market Outlook By Major Product Line

	Demand	Supply	GAP
Alcoholic drinks served at the establishment	\$2,936,743	\$2,195,791	\$740,952
Audio equipment & music instruments	\$1,242,056	\$1,040,836	\$201,220
Autos, cars, vans, trucks, motorcycles	\$22,152,075	\$14,754,771	\$7,397,303
Books/Periodicals	\$1,205,435	\$996,650	\$208,785
Children's wear & infants' & toddlers' clothing, etc.	\$1,099,841	\$416,311	\$683,529
Computer hardware, software & supplies, including gaming	\$2,202,643	\$976,858	\$1,225,785
Curtains, draperies, blinds, slipcovers, bed & table coverings	\$637,044	\$304,987	\$332,057
Dimensional lumber & other building/structural materials & supplies	\$5,354,731	\$2,349,380	\$3,005,350
Drugs, health aids, beauty aids, including cosmetics	\$17,191,247	\$11,891,911	\$5,299,335
Flooring & floor coverings	\$1,553,790	\$1,259,610	\$294,180
Footwear, including accessories	\$2,079,089	\$402,383	\$1,676,706
Furniture, sleep equipment & outdoor/patio furniture	\$3,848,733	\$1,295,670	\$2,553,063
Groceries & other food items for human consumption off the premises	\$33,770,342	\$27,372,279	\$6,398,062
Hardware, tools & plumbing & electrical supplies	\$3,181,896	\$1,331,985	\$1,849,911
Jewelry, including watches	\$1,831,578	\$1,297,393	\$534,184
Kitchenware & home furnishings	\$2,032,461	\$1,154,385	\$878,076
Lawn, garden & farm equipment & supplies	\$3,054,970	\$2,349,208	\$705,762
Major household appliances	\$664,786	\$559,748	\$105,039
Meals & nonalcoholic beverages for immediate consumption	\$18,983,249	\$17,542,667	\$1,440,582
Men's wear	\$2,225,766	\$804,212	\$1,421,554
Paint & sundries / Wallpaper & other flexible wall coverings	\$925,579	\$364,787	\$560,792
Paper & related products	\$1,101,456	\$681,990	\$419,466
Pets, pet foods & pet supplies	\$1,366,819	\$992,423	\$374,396
Retailer Services	\$5,329,340	\$4,115,434	\$1,213,906
Small electric appliances	\$239,495	\$115,942	\$123,554
Soaps, detergents & household cleaners	\$1,101,395	\$629,450	\$471,945
Sporting goods, including saddlery, bicycles & motorized sport vehicles	\$2,564,596	\$884,533	\$1,680,063
Toys, hobby goods & games	\$1,004,231	\$724,209	\$280,022
Women's, juniors' & misses' wear	\$5,141,250	\$1,625,307	\$3,515,943