



The**Retail**Coach®

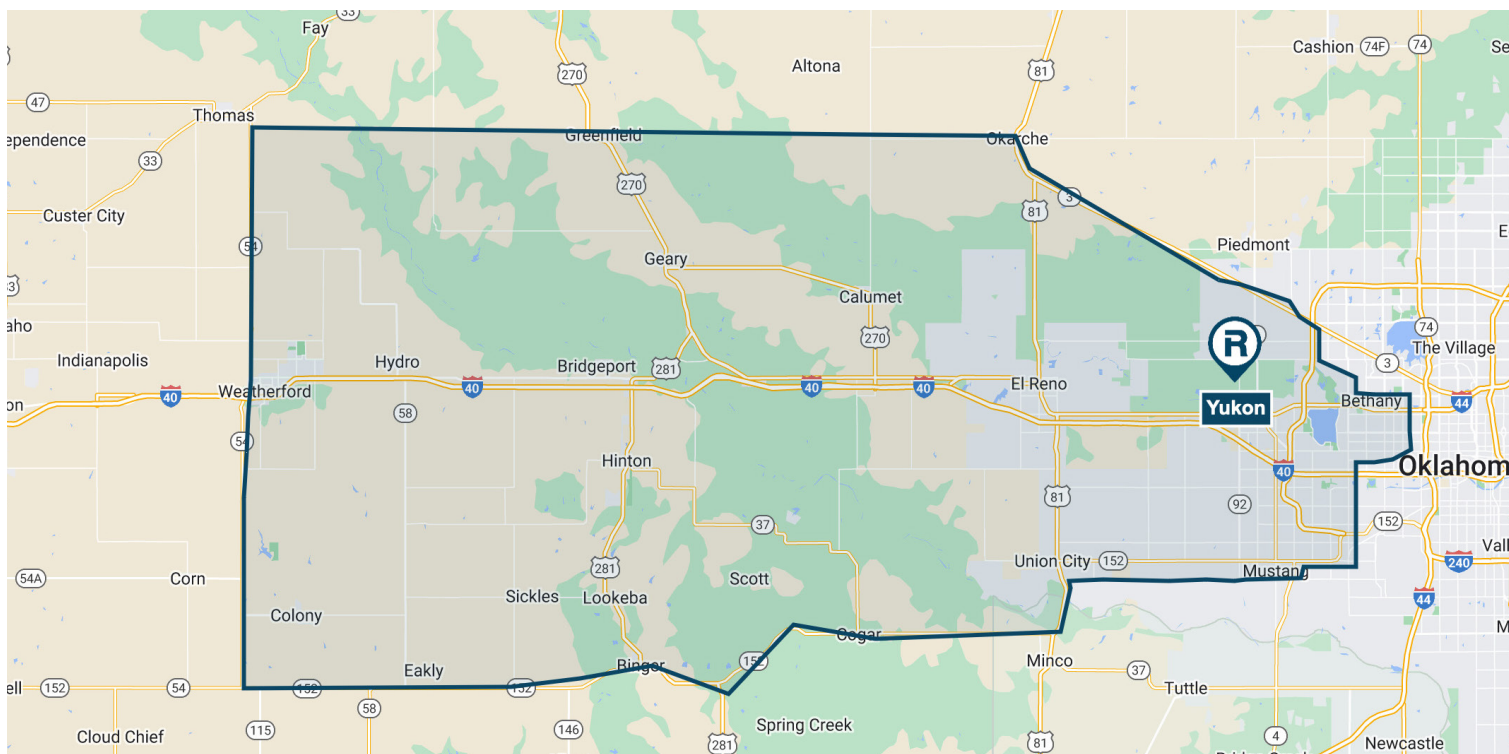
Primary Retail Trade Area Demographic Profile

YUKON, OKLAHOMA

Prepared for City of Yukon
November 2023

Primary Retail Trade Area • Demographic Snapshot

Yukon, Oklahoma



Population

2020	226,346
2023	238,030
2028	253,722

Educational Attainment (%)

Graduate or Professional Degree	7.16%
Bachelors Degree	17.23%
Associate Degree	7.32%
Some College	23.56%
High School Graduate (or GED)	32.14%
Some High School, No Degree	7.76%
Less than 9th Grade	4.83%

Income

Average HH	\$85,718
Median HH	\$67,797
Per Capita	\$32,836

Age

0 - 9 Years	13.36%
10 - 17 Years	11.29%
18 - 24 Years	9.63%
25 - 34 Years	13.83%
35 - 44 Years	14.79%
45 - 54 Years	11.44%
55 - 64 Years	10.75%
65 and Older	14.91%
Median Age	36.27
Average Age	37.70

Race Distribution (%)

White	63.87%
Black/African American	7.13%
American Indian/Alaskan	4.78%
Asian	3.22%
Native Hawaiian/Islander	0.09%
Other Race	8.77%
Two or More Races	12.14%
Hispanic	19.08%



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Primary Retail Trade Area • Demographic Profile

Yukon, Oklahoma

DESCRIPTION	DATA	%
Population		
2028 Projection	253,722	
2023 Estimate	238,030	
2020 Census	226,346	
2010 Census	183,683	
Growth 2023 - 2028		6.59%
Growth 2020 - 2023		5.16%
Growth 2010 - 2020		23.23%
2023 Est. Population by Single-Classification Race	238,030	
White Alone	152,032	63.87%
Black or African American Alone	16,965	7.13%
Amer. Indian and Alaska Native Alone	11,383	4.78%
Asian Alone	7,662	3.22%
Native Hawaiian and Other Pacific Island Alone	209	0.09%
Some Other Race Alone	20,873	8.77%
Two or More Races	28,907	12.14%
2023 Est. Population by Hispanic or Latino Origin	238,030	
Not Hispanic or Latino	192,612	80.92%
Hispanic or Latino	45,418	19.08%
Mexican	35,702	78.61%
Puerto Rican	1,033	2.27%
Cuban	117	0.26%
All Other Hispanic or Latino	8,566	18.86%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	45,418	
White Alone	11,178	24.61%
Black or African American Alone	477	1.05%
American Indian and Alaska Native Alone	1,472	3.24%
Asian Alone	116	0.26%
Native Hawaiian and Other Pacific Islander Alone	22	0.05%
Some Other Race Alone	20,210	44.50%
Two or More Races	11,943	26.30%
2023 Est. Pop by Race, Asian Alone, by Category	7,662	
Chinese, except Taiwanese	232	3.03%
Filipino	275	3.59%
Japanese	260	3.39%
Asian Indian	1,843	24.05%
Korean	137	1.79%
Vietnamese	3,892	50.80%
Cambodian	5	0.07%
Hmong	10	0.13%
Laotian	345	4.50%
Thai	223	2.91%
All Other Asian Races Including 2+ Category	441	5.76%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	238,030	
Arab	443	0.19%
Czech	1,510	0.63%
Danish	516	0.22%
Dutch	2,628	1.10%
English	16,303	6.85%
French (except Basque)	2,592	1.09%
French Canadian	434	0.18%
German	27,268	11.46%
Greek	152	0.06%
Hungarian	80	0.03%
Irish	18,201	7.65%
Italian	3,070	1.29%
Lithuanian	39	0.02%
United States or American	16,437	6.91%
Norwegian	1,524	0.64%
Polish	1,355	0.57%
Portuguese	264	0.11%
Russian	489	0.21%
Scottish	3,789	1.59%
Scotch-Irish	2,639	1.11%
Slovak	77	0.03%
Subsaharan African	498	0.21%
Swedish	962	0.40%
Swiss	449	0.19%
Ukrainian	166	0.07%
Welsh	1,406	0.59%
West Indian (except Hisp. groups)	663	0.28%
Other ancestries	83,131	34.92%
Ancestry Unclassified	50,943	21.40%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	190,554	85.73%
Speak Asian/Pacific Island Language at Home	4,487	2.02%
Speak IndoEuropean Language at Home	1,806	0.81%
Speak Spanish at Home	24,703	11.11%
Speak Other Language at Home	723	0.33%

Primary Retail Trade Area • Demographic Profile

Yukon, Oklahoma

DESCRIPTION	DATA	%
2023 Est. Population by Age	238,030	
Age 0 - 4	15,758	6.62%
Age 5 - 9	16,043	6.74%
Age 10 - 14	16,805	7.06%
Age 15 - 17	10,060	4.23%
Age 18 - 20	10,220	4.29%
Age 21 - 24	12,693	5.33%
Age 25 - 34	32,929	13.83%
Age 35 - 44	35,209	14.79%
Age 45 - 54	27,236	11.44%
Age 55 - 64	25,582	10.75%
Age 65 - 74	21,151	8.89%
Age 75 - 84	10,673	4.48%
Age 85 and over	3,672	1.54%
Age 16 and over	186,130	78.20%
Age 18 and over	179,364	75.35%
Age 21 and over	169,144	71.06%
Age 65 and over	35,496	14.91%
2023 Est. Median Age		36.27
2023 Est. Average Age		37.70
2023 Est. Population by Sex	238,030	
Male	118,996	49.99%
Female	119,034	50.01%
2023 Est. Male Population by Age	118,996	
Age 0 - 4	8,117	6.82%
Age 5 - 9	8,185	6.88%
Age 10 - 14	8,501	7.14%
Age 15 - 17	5,054	4.25%
Age 18 - 20	5,231	4.40%
Age 21 - 24	6,624	5.57%
Age 25 - 34	17,258	14.50%
Age 35 - 44	18,116	15.22%
Age 45 - 54	13,812	11.61%
Age 55 - 64	12,411	10.43%
Age 65 - 74	9,749	8.19%
Age 75 - 84	4,618	3.88%
Age 85 and over	1,321	1.11%
2023 Est. Median Age, Male		35.29
2023 Est. Average Age, Male		36.70
2023 Est. Female Population by Age	119,034	
Age 0 - 4	7,641	6.42%
Age 5 - 9	7,858	6.60%
Age 10 - 14	8,305	6.98%
Age 15 - 17	5,006	4.21%
Age 18 - 20	4,990	4.19%
Age 21 - 24	6,069	5.10%
Age 25 - 34	15,671	13.16%
Age 35 - 44	17,092	14.36%
Age 45 - 54	13,425	11.28%
Age 55 - 64	13,171	11.07%
Age 65 - 74	11,401	9.58%
Age 75 - 84	6,055	5.09%
Age 85 and over	2,352	1.98%
2023 Est. Median Age, Female		37.32
2023 Est. Average Age, Female		38.80

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	62,017	32.74%
Males, Never Married	33,017	17.43%
Females, Never Married	29,000	15.31%
Married, Spouse present	81,982	43.28%
Married, Spouse absent	9,880	5.22%
Widowed	9,597	5.07%
Males Widowed	2,524	1.33%
Females Widowed	7,074	3.73%
Divorced	25,947	13.70%
Males Divorced	11,407	6.02%
Females Divorced	14,541	7.68%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,562	4.83%
Some High School, no diploma	12,140	7.76%
High School Graduate (or GED)	50,281	32.14%
Some College, no degree	36,861	23.56%
Associate Degree	11,452	7.32%
Bachelor's Degree	26,948	17.23%
Master's Degree	8,738	5.58%
Professional School Degree	1,360	0.87%
Doctorate Degree	1,108	0.71%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	10,588	45.70%
High School Graduate	6,524	28.16%
Some College or Associate's Degree	3,770	16.27%
Bachelor's Degree or Higher	2,285	9.86%
Households		
2028 Projection	93,589	
2023 Estimate	87,904	
2020 Census	83,795	
2010 Census	69,826	
Growth 2023 - 2028		6.47%
Growth 2020 - 2023		4.90%
Growth 2010 - 2020		20.00%
2023 Est. Households by Household Type	87,904	
Family Households	61,097	69.50%
Nonfamily Households	26,807	30.50%
2023 Est. Group Quarters Population	8,558	
2023 Households by Ethnicity, Hispanic/Latino	11,431	



Primary Retail Trade Area • Demographic Profile

Yukon, Oklahoma

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	87,904	
Income < \$15,000	7,176	8.16%
Income \$15,000 - \$24,999	6,354	7.23%
Income \$25,000 - \$34,999	7,440	8.46%
Income \$35,000 - \$49,999	11,358	12.92%
Income \$50,000 - \$74,999	15,857	18.04%
Income \$75,000 - \$99,999	12,840	14.61%
Income \$100,000 - \$124,999	9,810	11.16%
Income \$125,000 - \$149,999	6,617	7.53%
Income \$150,000 - \$199,999	5,651	6.43%
Income \$200,000 - \$249,999	2,250	2.56%
Income \$250,000 - \$499,999	1,885	2.14%
Income \$500,000+	668	0.76%
2023 Est. Average Household Income		\$85,718
2023 Est. Median Household Income		\$67,797
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$72,400
Black or African American Alone		\$46,319
American Indian and Alaska Native Alone		\$62,558
Asian Alone		\$88,533
Native Hawaiian and Other Pacific Islander Alone		\$109,373
Some Other Race Alone		\$46,061
Two or More Races		\$68,647
Hispanic or Latino		\$52,252
Not Hispanic or Latino		\$70,232
2023 Est. Family HH Type by Presence of Own Child.	61,097	
Married-Couple Family, own children	19,880	32.54%
Married-Couple Family, no own children	26,522	43.41%
Male Householder, own children	2,535	4.15%
Male Householder, no own children	1,881	3.08%
Female Householder, own children	6,170	10.10%
Female Householder, no own children	4,110	6.73%
2023 Est. Households by Household Size	87,904	
1-person	22,110	25.15%
2-person	29,384	33.43%
3-person	14,596	16.60%
4-person	12,518	14.24%
5-person	5,739	6.53%
6-person	2,456	2.79%
7-or-more-person	1,100	1.25%
2023 Est. Average Household Size		2.60
2023 Est. Households by Presence of People Under 18	87,904	
Households with 1 or More People under Age 18:	31,757	36.13%
Married-Couple Family	21,286	67.03%
Other Family, Male Householder	2,946	9.28%
Other Family, Female Householder	7,221	22.74%
Nonfamily, Male Householder	217	0.68%
Nonfamily, Female Householder	87	0.27%

DESCRIPTION	DATA	%
Households with No People under Age 18:	56,147	
Married-Couple Family	25,097	44.70%
Other Family, Male Householder	1,477	2.63%
Other Family, Female Householder	3,069	5.47%
Nonfamily, Male Householder	12,574	22.39%
Nonfamily, Female Householder	13,929	24.81%
2023 Est. Households by Number of Vehicles	87,904	
No Vehicles	4,575	5.20%
1 Vehicle	26,154	29.75%
2 Vehicles	36,522	41.55%
3 Vehicles	14,985	17.05%
4 Vehicles	4,088	4.65%
5 or more Vehicles	1,580	1.80%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	65,260	
2023 Estimate	61,097	
2010 Census	47,598	
Growth 2023 - 2028		6.81%
Growth 2010 - 2023		28.36%
2023 Est. Families by Poverty Status	61,097	
2023 Families at or Above Poverty	55,621	91.04%
2023 Families at or Above Poverty with Children	26,426	43.25%
2023 Families Below Poverty	5,476	8.96%
2023 Families Below Poverty with Children	4,601	7.53%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	116,936	62.83%
Civilian Labor Force, Unemployed	4,518	2.43%
Armed Forces	575	0.31%
Not in Labor Force	64,101	34.44%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	117,601	
For-Profit Private Workers	81,788	69.55%
Non-Profit Private Workers	7,755	6.59%
Local Government Workers	5,364	4.56%
State Government Workers	5,877	5.00%
Federal Government Workers	5,887	5.01%
Self-Employed Workers	10,828	9.21%
Unpaid Family Workers	102	0.09%



Primary Retail Trade Area • Demographic Profile

Yukon, Oklahoma

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	117,601	
Architect/Engineer	2,088	1.78%
Arts/Entertainment/Sports	1,487	1.26%
Building Grounds Maintenance	4,882	4.15%
Business/Financial Operations	5,513	4.69%
Community/Social Services	1,631	1.39%
Computer/Mathematical	2,753	2.34%
Construction/Extraction	8,170	6.95%
Education/Training/Library	7,109	6.04%
Farming/Fishing/Forestry	696	0.59%
Food Prep/Serving	7,243	6.16%
Health Practitioner/Technician	7,696	6.54%
Healthcare Support	2,584	2.20%
Maintenance Repair	4,710	4.00%
Legal	968	0.82%
Life/Physical/Social Science	622	0.53%
Management	10,258	8.72%
Office/Admin. Support	15,505	13.18%
Production	5,486	4.66%
Protective Services	2,290	1.95%
Sales/Related	11,621	9.88%
Personal Care/Service	3,191	2.71%
Transportation/Moving	11,100	9.44%
2023 Est. Pop 16+ by Occupation Classification	117,601	
White Collar	67,250	57.19%
Blue Collar	29,465	25.05%
Service and Farm	20,886	17.76%
2023 Est. Workers Age 16+ by Transp. to Work	116,434	
Drove Alone	97,769	83.97%
Car Pooled	10,911	9.37%
Public Transportation	399	0.34%
Walked	1,425	1.22%
Bicycle	61	0.05%
Other Means	834	0.72%
Worked at Home	5,036	4.33%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	29,663	
15 - 29 Minutes	47,511	
30 - 44 Minutes	23,012	
45 - 59 Minutes	5,390	
60 or more Minutes	5,562	
2023 Est. Avg Travel Time to Work in Minutes		25
2023 Est. Occupied Housing Units by Tenure	87,904	
Owner Occupied	59,195	67.34%
Renter Occupied	28,709	32.66%
2023 Owner Occ. HUs: Avg. Length of Residence		14.20 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.50 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	59,195	
Value Less than \$20,000	1,276	2.16%
Value \$20,000 - \$39,999	1,185	2.00%
Value \$40,000 - \$59,999	741	1.25%
Value \$60,000 - \$79,999	1,409	2.38%
Value \$80,000 - \$99,999	2,241	3.79%
Value \$100,000 - \$149,999	10,888	18.39%
Value \$150,000 - \$199,999	13,307	22.48%
Value \$200,000 - \$299,999	16,028	27.08%
Value \$300,000 - \$399,999	6,130	10.36%
Value \$400,000 - \$499,999	2,825	4.77%
Value \$500,000 - \$749,999	2,016	3.41%
Value \$750,000 - \$999,999	459	0.78%
Value \$1,000,000 or \$1,499,999	157	0.27%
Value \$1,500,000 or \$1,999,999	156	0.26%
Value \$2,000,000+	376	0.64%
2023 Est. Median All Owner-Occupied Housing Value		\$194,174
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	71,097	73.43%
1 Unit Attached	2,264	2.34%
2 Units	1,545	1.60%
3 or 4 Units	3,114	3.22%
5 to 19 Units	9,960	10.29%
20 to 49 Units	1,621	1.67%
50 or More Units	1,918	1.98%
Mobile Home or Trailer	5,217	5.39%
Boat, RV, Van, etc.	88	0.09%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	10,932	11.29%
Housing Units Built 2010 to 2014	5,168	5.34%
Housing Units Built 2000 to 2009	13,707	14.16%
Housing Units Built 1990 to 1999	9,598	9.91%
Housing Units Built 1980 to 1989	13,405	13.85%
Housing Units Built 1970 to 1979	17,743	18.32%
Housing Units Built 1960 to 1969	12,505	12.91%
Housing Units Built 1950 to 1959	7,208	7.44%
Housing Units Built 1940 to 1949	3,252	3.36%
Housing Unit Built 1939 or Earlier	3,307	3.41%
2023 Est. Median Year Structure Built		1983

[†] Years



About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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