



The **Retail**Coach®

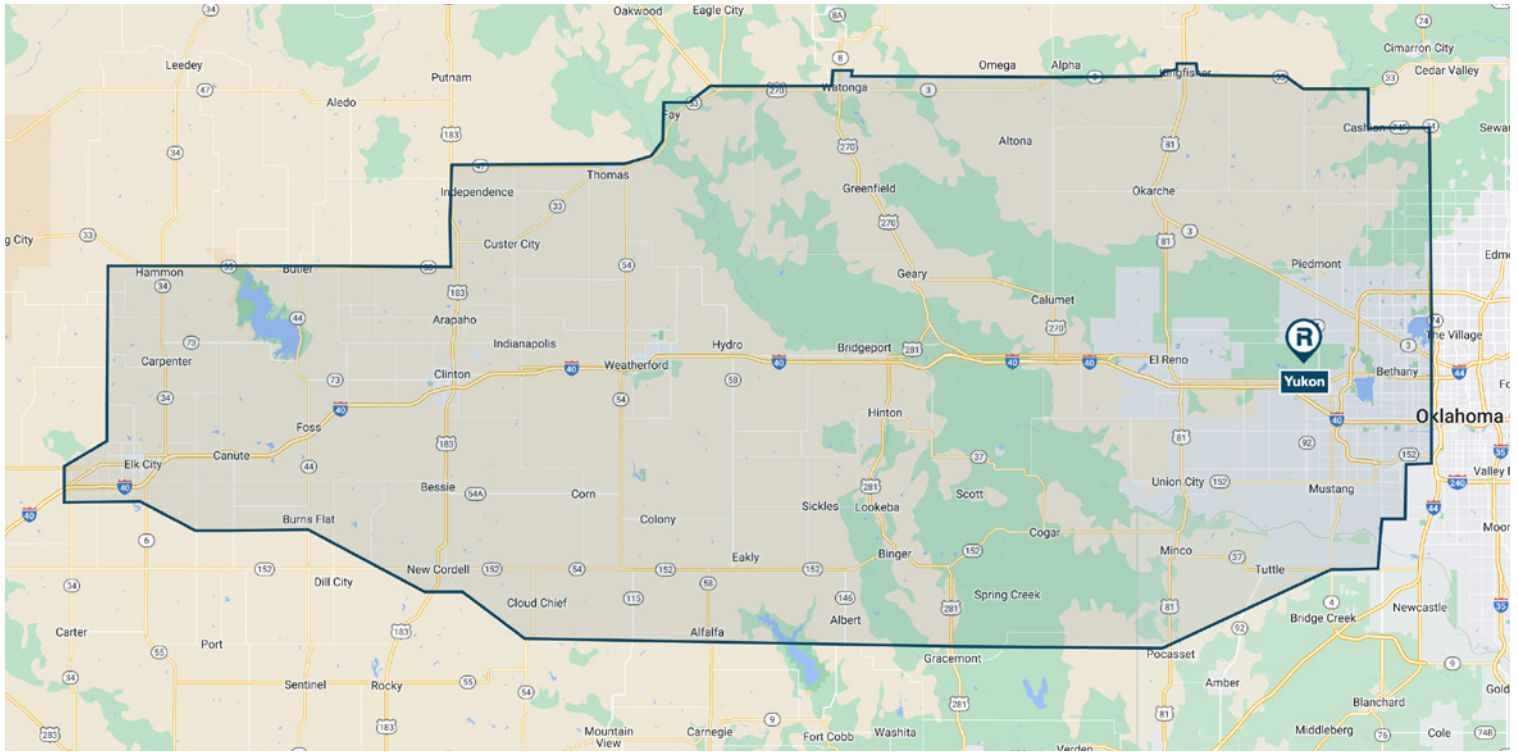
Secondary Retail Trade Area Demographic Profile

YUKON, OKLAHOMA

Prepared for City of Yukon
November 2023

Secondary Retail Trade Area • Demographic Snapshot

Yukon, Oklahoma



Population

2020	428,463
2023	444,531
2028	468,622

Educational Attainment (%)

Graduate or Professional Degree	9.01%
Bachelors Degree	19.69%
Associate Degree	7.27%
Some College	22.94%
High School Graduate (or GED)	29.84%
Some High School, No Degree	7.08%
Less than 9th Grade	4.18%

Income

Average HH	\$91,156
Median HH	\$69,720
Per Capita	\$35,503

Age

0 - 9 Years	13.42%
10 - 17 Years	11.17%
18 - 24 Years	9.00%
25 - 34 Years	13.59%
35 - 44 Years	14.06%
45 - 54 Years	11.54%
55 - 64 Years	11.32%
65 and Older	15.91%
Median Age	36.99
Average Age	38.30

Race Distribution (%)

White	63.85%
Black/African American	8.28%
American Indian/Alaskan	4.40%
Asian	3.67%
Native Hawaiian/Islander	0.09%
Other Race	7.67%
Two or More Races	12.05%
Hispanic	17.10%



Mitchell Hort

City of Yukon
Assistant City Manager

P.O. Box 850500
Yukon, Oklahoma 73085

Phone 405.350.3939
MHort@YukonOK.gov
www.YukonOK.gov

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



Secondary Retail Trade Area • Demographic Profile

Yukon, Oklahoma

DESCRIPTION	DATA	%
Population		
2028 Projection	468,622	
2023 Estimate	444,531	
2020 Census	428,463	
2010 Census	362,555	
Growth 2023 - 2028		5.42%
Growth 2020 - 2023		3.75%
Growth 2010 - 2020		18.18%
2023 Est. Population by Single-Classification Race	444,531	
White Alone	283,824	63.85%
Black or African American Alone	36,793	8.28%
Amer. Indian and Alaska Native Alone	19,545	4.40%
Asian Alone	16,317	3.67%
Native Hawaiian and Other Pacific Island Alone	397	0.09%
Some Other Race Alone	34,084	7.67%
Two or More Races	53,570	12.05%
2023 Est. Population by Hispanic or Latino Origin	444,531	
Not Hispanic or Latino	368,515	82.90%
Hispanic or Latino	76,016	17.10%
Mexican	59,508	78.28%
Puerto Rican	2,137	2.81%
Cuban	408	0.54%
All Other Hispanic or Latino	13,962	18.37%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	76,016	
White Alone	18,249	24.01%
Black or African American Alone	995	1.31%
American Indian and Alaska Native Alone	2,428	3.19%
Asian Alone	220	0.29%
Native Hawaiian and Other Pacific Islander Alone	48	0.06%
Some Other Race Alone	32,753	43.09%
Two or More Races	21,324	28.05%
2023 Est. Pop by Race, Asian Alone, by Category	16,317	
Chinese, except Taiwanese	852	5.22%
Filipino	709	4.34%
Japanese	439	2.69%
Asian Indian	3,582	21.95%
Korean	453	2.78%
Vietnamese	7,389	45.28%
Cambodian	8	0.05%
Hmong	12	0.07%
Laotian	528	3.24%
Thai	344	2.11%
All Other Asian Races Including 2+ Category	2,000	12.26%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	444,531	
Arab	1,076	0.24%
Czech	3,249	0.73%
Danish	803	0.18%
Dutch	5,008	1.13%
English	29,095	6.54%
French (except Basque)	5,200	1.17%
French Canadian	757	0.17%
German	50,974	11.47%
Greek	340	0.08%
Hungarian	238	0.05%
Irish	32,963	7.41%
Italian	6,438	1.45%
Lithuanian	133	0.03%
United States or American	31,007	6.97%
Norwegian	2,699	0.61%
Polish	2,814	0.63%
Portuguese	449	0.10%
Russian	760	0.17%
Scottish	7,649	1.72%
Scotch-Irish	4,210	0.95%
Slovak	96	0.02%
Subsaharan African	1,608	0.36%
Swedish	2,006	0.45%
Swiss	669	0.15%
Ukrainian	379	0.09%
Welsh	2,614	0.59%
West Indian (except Hisp. groups)	1,168	0.26%
Other ancestries	153,695	34.58%
Ancestry Unclassified	96,435	21.69%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	357,908	86.21%
Speak Asian/Pacific Island Language at Home	8,620	2.08%
Speak IndoEuropean Language at Home	4,572	1.10%
Speak Spanish at Home	41,958	10.11%
Speak Other Language at Home	2,085	0.50%



Secondary Retail Trade Area • Demographic Profile

Yukon, Oklahoma

DESCRIPTION	DATA	%
2023 Est. Population by Age	444,531	
Age 0 - 4	29,387	6.61%
Age 5 - 9	30,258	6.81%
Age 10 - 14	31,322	7.05%
Age 15 - 17	18,337	4.12%
Age 18 - 20	17,631	3.97%
Age 21 - 24	22,359	5.03%
Age 25 - 34	60,395	13.59%
Age 35 - 44	62,503	14.06%
Age 45 - 54	51,300	11.54%
Age 55 - 64	50,319	11.32%
Age 65 - 74	41,885	9.42%
Age 75 - 84	21,047	4.74%
Age 85 and over	7,785	1.75%
Age 16 and over	347,538	78.18%
Age 18 and over	335,226	75.41%
Age 21 and over	317,594	71.44%
Age 65 and over	70,718	15.91%
2023 Est. Median Age		36.99
2023 Est. Average Age		38.30
2023 Est. Population by Sex	444,531	
Male	219,174	49.31%
Female	225,357	50.70%
2023 Est. Male Population by Age	219,174	
Age 0 - 4	15,071	6.88%
Age 5 - 9	15,503	7.07%
Age 10 - 14	15,886	7.25%
Age 15 - 17	9,265	4.23%
Age 18 - 20	9,037	4.12%
Age 21 - 24	11,507	5.25%
Age 25 - 34	30,576	13.95%
Age 35 - 44	31,437	14.34%
Age 45 - 54	25,517	11.64%
Age 55 - 64	24,261	11.07%
Age 65 - 74	19,303	8.81%
Age 75 - 84	9,056	4.13%
Age 85 and over	2,755	1.26%
2023 Est. Median Age, Male		35.86
2023 Est. Average Age, Male		37.30
2023 Est. Female Population by Age	225,357	
Age 0 - 4	14,317	6.35%
Age 5 - 9	14,755	6.55%
Age 10 - 14	15,436	6.85%
Age 15 - 17	9,072	4.03%
Age 18 - 20	8,595	3.81%
Age 21 - 24	10,852	4.82%
Age 25 - 34	29,819	13.23%
Age 35 - 44	31,066	13.79%
Age 45 - 54	25,783	11.44%
Age 55 - 64	26,058	11.56%
Age 65 - 74	22,582	10.02%
Age 75 - 84	11,991	5.32%
Age 85 and over	5,030	2.23%
2023 Est. Median Age, Female		38.13
2023 Est. Average Age, Female		39.40

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	108,272	30.62%
Males, Never Married	56,992	16.12%
Females, Never Married	51,280	14.50%
Married, Spouse present	162,574	45.98%
Married, Spouse absent	16,495	4.66%
Widowed	19,672	5.56%
Males Widowed	4,338	1.23%
Females Widowed	15,334	4.34%
Divorced	46,551	13.17%
Males Divorced	21,097	5.97%
Females Divorced	25,454	7.20%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	12,344	4.18%
Some High School, no diploma	20,901	7.08%
High School Graduate (or GED)	88,090	29.84%
Some College, no degree	67,715	22.94%
Associate Degree	21,465	7.27%
Bachelor's Degree	58,123	19.69%
Master's Degree	19,456	6.59%
Professional School Degree	4,752	1.61%
Doctorate Degree	2,389	0.81%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	15,904	41.91%
High School Graduate	10,483	27.63%
Some College or Associate's Degree	7,262	19.14%
Bachelor's Degree or Higher	4,294	11.32%
Households		
2028 Projection	177,742	
2023 Estimate	169,137	
2020 Census	163,669	
2010 Census	141,168	
Growth 2023 - 2028		5.09%
Growth 2020 - 2023		3.34%
Growth 2010 - 2020		15.94%
2023 Est. Households by Household Type	169,137	
Family Households	116,051	68.61%
Nonfamily Households	53,087	31.39%
2023 Est. Group Quarters Population	10,261	
2023 Households by Ethnicity, Hispanic/Latino	19,913	



Secondary Retail Trade Area • Demographic Profile

Yukon, Oklahoma

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	169,137	
Income < \$15,000	12,827	7.58%
Income \$15,000 - \$24,999	12,062	7.13%
Income \$25,000 - \$34,999	13,783	8.15%
Income \$35,000 - \$49,999	21,865	12.93%
Income \$50,000 - \$74,999	29,772	17.60%
Income \$75,000 - \$99,999	23,913	14.14%
Income \$100,000 - \$124,999	18,045	10.67%
Income \$125,000 - \$149,999	12,696	7.51%
Income \$150,000 - \$199,999	12,149	7.18%
Income \$200,000 - \$249,999	5,443	3.22%
Income \$250,000 - \$499,999	4,777	2.82%
Income \$500,000+	1,806	1.07%
2023 Est. Average Household Income		\$91,156
2023 Est. Median Household Income		\$69,720
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$74,001
Black or African American Alone		\$50,166
American Indian and Alaska Native Alone		\$64,805
Asian Alone		\$89,078
Native Hawaiian and Other Pacific Islander Alone		\$65,086
Some Other Race Alone		\$51,376
Two or More Races		\$67,303
Hispanic or Latino		\$55,623
Not Hispanic or Latino		\$71,709
2023 Est. Family HH Type by Presence of Own Child.	116,051	
Married-Couple Family, own children	37,966	32.72%
Married-Couple Family, no own children	50,995	43.94%
Male Householder, own children	4,538	3.91%
Male Householder, no own children	3,406	2.93%
Female Householder, own children	11,457	9.87%
Female Householder, no own children	7,689	6.63%
2023 Est. Households by Household Size	169,137	
1-person	44,291	26.19%
2-person	57,809	34.18%
3-person	27,251	16.11%
4-person	23,111	13.66%
5-person	10,519	6.22%
6-person	4,392	2.60%
7-or-more-person	1,764	1.04%
2023 Est. Average Household Size		2.60
2023 Est. Households by Presence of People Under 18	169,137	
Households with 1 or More People under Age 18:	59,530	35.20%
Married-Couple Family	40,448	67.95%
Other Family, Male Householder	5,210	8.75%
Other Family, Female Householder	13,338	22.41%
Nonfamily, Male Householder	371	0.62%
Nonfamily, Female Householder	163	0.27%

DESCRIPTION	DATA	%
Households with No People under Age 18:	109,607	
Married-Couple Family	48,494	44.24%
Other Family, Male Householder	2,753	2.51%
Other Family, Female Householder	5,807	5.30%
Nonfamily, Male Householder	24,301	22.17%
Nonfamily, Female Householder	28,253	25.78%
2023 Est. Households by Number of Vehicles	169,137	
No Vehicles	8,058	4.76%
1 Vehicle	52,597	31.10%
2 Vehicles	69,175	40.90%
3 Vehicles	28,120	16.63%
4 Vehicles	7,862	4.65%
5 or more Vehicles	3,323	1.97%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	122,379	
2023 Estimate	116,051	
2010 Census	94,992	
Growth 2023 - 2028		5.45%
Growth 2010 - 2023		22.17%
2023 Est. Families by Poverty Status	116,051	
2023 Families at or Above Poverty	106,293	91.59%
2023 Families at or Above Poverty with Children	49,764	42.88%
2023 Families Below Poverty	9,758	8.41%
2023 Families Below Poverty with Children	7,708	6.64%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	219,824	63.25%
Civilian Labor Force, Unemployed	7,560	2.17%
Armed Forces	1,005	0.29%
Not in Labor Force	119,149	34.28%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	220,919	
For-Profit Private Workers	150,298	68.03%
Non-Profit Private Workers	14,878	6.74%
Local Government Workers	9,295	4.21%
State Government Workers	12,069	5.46%
Federal Government Workers	10,991	4.97%
Self-Employed Workers	22,817	10.33%
Unpaid Family Workers	571	0.26%



Secondary Retail Trade Area • Demographic Profile

Yukon, Oklahoma

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	220,919	
Architect/Engineer	3,955	1.79%
Arts/Entertainment/Sports	2,905	1.31%
Building Grounds Maintenance	8,151	3.69%
Business/Financial Operations	12,075	5.47%
Community/Social Services	3,657	1.65%
Computer/Mathematical	5,727	2.59%
Construction/Extraction	14,355	6.50%
Education/Training/Library	12,406	5.62%
Farming/Fishing/Forestry	1,305	0.59%
Food Prep/Serving	11,781	5.33%
Health Practitioner/Technician	15,328	6.94%
Healthcare Support	4,952	2.24%
Maintenance Repair	8,236	3.73%
Legal	2,315	1.05%
Life/Physical/Social Science	1,550	0.70%
Management	21,647	9.80%
Office/Admin. Support	28,503	12.90%
Production	9,885	4.47%
Protective Services	4,480	2.03%
Sales/Related	22,836	10.34%
Personal Care/Service	6,266	2.84%
Transportation/Moving	18,602	8.42%
2023 Est. Pop 16+ by Occupation Classification	220,919	
White Collar	132,905	60.16%
Blue Collar	51,078	23.12%
Service and Farm	36,936	16.72%
2023 Est. Workers Age 16+ by Transp. to Work	218,632	
Drove Alone	184,126	84.22%
Car Pooled	19,422	8.88%
Public Transportation	736	0.34%
Walked	2,433	1.11%
Bicycle	99	0.04%
Other Means	1,819	0.83%
Worked at Home	9,996	4.57%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	55,406	
15 - 29 Minutes	90,079	
30 - 44 Minutes	42,683	
45 - 59 Minutes	9,703	
60 or more Minutes	9,962	
2023 Est. Avg Travel Time to Work in Minutes		25
2023 Est. Occupied Housing Units by Tenure	169,137	
Owner Occupied	115,190	68.10%
Renter Occupied	53,947	31.89%
2023 Owner Occ. HUs: Avg. Length of Residence		14.30 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.60 [†]

DESCRIPTION	DATA	%
2023 Est. Owner-Occupied Housing Units by Value	115,190	
Value Less than \$20,000	2,262	1.96%
Value \$20,000 - \$39,999	2,228	1.93%
Value \$40,000 - \$59,999	1,664	1.44%
Value \$60,000 - \$79,999	2,838	2.46%
Value \$80,000 - \$99,999	4,579	3.98%
Value \$100,000 - \$149,999	18,990	16.49%
Value \$150,000 - \$199,999	23,793	20.66%
Value \$200,000 - \$299,999	30,838	26.77%
Value \$300,000 - \$399,999	13,444	11.67%
Value \$400,000 - \$499,999	6,524	5.66%
Value \$500,000 - \$749,999	5,099	4.43%
Value \$750,000 - \$999,999	1,435	1.25%
Value \$1,000,000 or \$1,499,999	674	0.58%
Value \$1,500,000 or \$1,999,999	302	0.26%
Value \$2,000,000+	520	0.45%
2023 Est. Median All Owner-Occupied Housing Value		\$203,038
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	137,049	72.83%
1 Unit Attached	5,106	2.71%
2 Units	2,801	1.49%
3 or 4 Units	5,640	3.00%
5 to 19 Units	19,924	10.59%
20 to 49 Units	3,860	2.05%
50 or More Units	4,135	2.20%
Mobile Home or Trailer	9,436	5.01%
Boat, RV, Van, etc.	238	0.13%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	17,565	9.33%
Housing Units Built 2010 to 2014	10,036	5.33%
Housing Units Built 2000 to 2009	26,084	13.86%
Housing Units Built 1990 to 1999	19,343	10.28%
Housing Units Built 1980 to 1989	30,321	16.11%
Housing Units Built 1970 to 1979	35,244	18.73%
Housing Units Built 1960 to 1969	21,472	11.41%
Housing Units Built 1950 to 1959	14,946	7.94%
Housing Units Built 1940 to 1949	5,945	3.16%
Housing Unit Built 1939 or Earlier	7,232	3.84%
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.

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