



Market Profile

401 S Meridian Ave, Oklahoma City, Oklahoma, 73108
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 35.46225
Longitude: -97.60127

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,008	60,706	194,446
2010 Total Population	752	61,007	198,885
2016 Total Population	793	65,642	214,170
2016 Group Quarters	149	1,091	8,542
2021 Total Population	846	70,615	230,256
2016-2021 Annual Rate	1.30%	1.47%	1.46%
Household Summary			
2000 Households	289	24,621	78,294
2000 Average Household Size	3.21	2.43	2.37
2010 Households	214	23,297	76,418
2010 Average Household Size	2.81	2.57	2.50
2016 Households	226	24,785	80,846
2016 Average Household Size	2.85	2.60	2.54
2021 Households	243	26,541	86,616
2021 Average Household Size	2.87	2.62	2.56
2016-2021 Annual Rate	1.46%	1.38%	1.39%
2010 Families	105	13,979	44,487
2010 Average Family Size	3.86	3.29	3.26
2016 Families	109	14,680	46,445
2016 Average Family Size	3.91	3.34	3.32
2021 Families	116	15,620	49,464
2021 Average Family Size	3.93	3.36	3.34
2016-2021 Annual Rate	1.25%	1.25%	1.27%
Housing Unit Summary			
2000 Housing Units	368	28,465	88,651
Owner Occupied Housing Units	22.0%	43.7%	46.2%
Renter Occupied Housing Units	56.2%	42.8%	42.2%
Vacant Housing Units	21.7%	13.5%	11.7%
2010 Housing Units	252	27,220	87,668
Owner Occupied Housing Units	32.9%	43.2%	44.1%
Renter Occupied Housing Units	52.0%	42.4%	43.1%
Vacant Housing Units	15.1%	14.4%	12.8%
2016 Housing Units	265	29,078	93,366
Owner Occupied Housing Units	31.3%	42.0%	42.5%
Renter Occupied Housing Units	54.0%	43.2%	44.1%
Vacant Housing Units	14.7%	14.8%	13.4%
2021 Housing Units	285	31,098	99,925
Owner Occupied Housing Units	30.9%	42.1%	42.6%
Renter Occupied Housing Units	54.4%	43.2%	44.1%
Vacant Housing Units	14.7%	14.7%	13.3%
Median Household Income			
2016	\$18,254	\$35,645	\$37,283
2021	\$17,913	\$35,812	\$37,785
Median Home Value			
2016	\$75,000	\$88,747	\$92,829
2021	\$76,042	\$99,674	\$104,581
Per Capita Income			
2016	\$15,978	\$18,080	\$19,732
2021	\$16,417	\$18,970	\$20,778
Median Age			
2010	27.3	31.4	32.2
2016	27.4	32.4	33.1
2021	27.5	32.8	33.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	226	24,785	80,846
<\$15,000	40.7%	18.4%	17.6%
\$15,000 - \$24,999	21.2%	15.2%	14.7%
\$25,000 - \$34,999	15.9%	15.4%	14.3%
\$35,000 - \$49,999	8.4%	16.8%	16.6%
\$50,000 - \$74,999	5.8%	18.9%	19.0%
\$75,000 - \$99,999	4.9%	7.5%	8.6%
\$100,000 - \$149,999	1.8%	5.6%	6.3%
\$150,000 - \$199,999	1.3%	1.3%	1.5%
\$200,000+	0.0%	0.9%	1.4%
Average Household Income	\$28,673	\$46,586	\$49,932
2021 Households by Income			
Household Income Base	243	26,541	86,616
<\$15,000	42.0%	18.8%	17.9%
\$15,000 - \$24,999	19.8%	14.7%	14.3%
\$25,000 - \$34,999	15.6%	15.3%	14.3%
\$35,000 - \$49,999	8.2%	15.0%	14.6%
\$50,000 - \$74,999	4.9%	18.6%	18.7%
\$75,000 - \$99,999	5.3%	8.9%	10.0%
\$100,000 - \$149,999	2.1%	6.3%	7.1%
\$150,000 - \$199,999	1.6%	1.4%	1.7%
\$200,000+	0.0%	1.0%	1.5%
Average Household Income	\$30,103	\$49,240	\$53,054
2016 Owner Occupied Housing Units by Value			
Total	83	12,209	39,638
<\$50,000	22.9%	19.6%	17.4%
\$50,000 - \$99,999	54.2%	39.2%	38.0%
\$100,000 - \$149,999	15.7%	24.9%	24.1%
\$150,000 - \$199,999	3.6%	11.7%	10.4%
\$200,000 - \$249,999	1.2%	1.7%	3.4%
\$250,000 - \$299,999	0.0%	1.0%	2.4%
\$300,000 - \$399,999	0.0%	0.9%	2.0%
\$400,000 - \$499,999	0.0%	0.2%	0.8%
\$500,000 - \$749,999	1.2%	0.2%	0.8%
\$750,000 - \$999,999	1.2%	0.0%	0.4%
\$1,000,000 +	0.0%	0.5%	0.3%
Average Home Value	\$93,072	\$105,115	\$118,248
2021 Owner Occupied Housing Units by Value			
Total	88	13,094	42,525
<\$50,000	21.6%	16.8%	15.5%
\$50,000 - \$99,999	54.5%	33.4%	32.6%
\$100,000 - \$149,999	14.8%	20.7%	20.8%
\$150,000 - \$199,999	4.5%	20.5%	16.0%
\$200,000 - \$249,999	1.1%	4.2%	5.8%
\$250,000 - \$299,999	0.0%	1.8%	3.9%
\$300,000 - \$399,999	0.0%	1.3%	2.5%
\$400,000 - \$499,999	0.0%	0.2%	0.9%
\$500,000 - \$749,999	2.3%	0.4%	1.1%
\$750,000 - \$999,999	1.1%	0.1%	0.6%
\$1,000,000 +	0.0%	0.6%	0.3%
Average Home Value	\$99,432	\$121,399	\$135,152

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	752	61,009	198,886
0 - 4	7.0%	9.7%	8.6%
5 - 9	4.9%	7.8%	7.4%
10 - 14	4.0%	6.4%	6.3%
15 - 24	30.3%	14.8%	15.3%
25 - 34	14.8%	16.7%	16.8%
35 - 44	10.8%	12.5%	12.8%
45 - 54	12.9%	12.8%	12.9%
55 - 64	7.0%	9.3%	9.5%
65 - 74	4.9%	5.1%	5.3%
75 - 84	2.3%	3.4%	3.6%
85 +	0.9%	1.3%	1.4%
18 +	81.2%	72.3%	73.9%
2016 Population by Age			
Total	794	65,642	214,169
0 - 4	6.7%	9.1%	8.1%
5 - 9	5.8%	8.2%	7.5%
10 - 14	4.7%	7.0%	6.7%
15 - 24	29.5%	13.8%	14.4%
25 - 34	13.1%	16.2%	16.6%
35 - 44	11.2%	12.9%	13.1%
45 - 54	10.6%	11.6%	11.8%
55 - 64	9.6%	10.2%	10.4%
65 - 74	5.7%	6.4%	6.6%
75 - 84	2.1%	3.3%	3.5%
85 +	1.1%	1.4%	1.5%
18 +	80.2%	72.2%	74.2%
2021 Population by Age			
Total	849	70,617	230,257
0 - 4	6.8%	8.9%	8.0%
5 - 9	5.4%	8.0%	7.3%
10 - 14	4.8%	7.4%	6.9%
15 - 24	28.6%	13.9%	14.2%
25 - 34	13.9%	15.2%	15.7%
35 - 44	10.1%	13.3%	13.6%
45 - 54	9.7%	11.0%	11.1%
55 - 64	10.7%	10.2%	10.4%
65 - 74	5.9%	7.3%	7.6%
75 - 84	3.1%	3.6%	3.7%
85 +	0.9%	1.3%	1.5%
18 +	80.1%	71.9%	74.1%
2010 Population by Sex			
Males	385	30,669	100,790
Females	367	30,338	98,095
2016 Population by Sex			
Males	406	33,073	109,214
Females	387	32,569	104,955
2021 Population by Sex			
Males	432	35,601	117,413
Females	414	35,014	112,843

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	751	61,006	198,885
White Alone	67.9%	55.9%	59.0%
Black Alone	6.7%	11.0%	9.8%
American Indian Alone	4.0%	4.4%	4.2%
Asian Alone	0.9%	2.6%	3.2%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	16.0%	20.1%	18.3%
Two or More Races	4.4%	5.8%	5.4%
Hispanic Origin	25.0%	33.1%	30.7%
Diversity Index	70.9	81.8	79.3
2016 Population by Race/Ethnicity			
Total	794	65,642	214,169
White Alone	64.0%	52.9%	55.9%
Black Alone	6.7%	10.7%	9.8%
American Indian Alone	4.0%	4.3%	4.1%
Asian Alone	1.1%	3.0%	3.6%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	19.3%	22.7%	20.7%
Two or More Races	4.8%	6.3%	5.8%
Hispanic Origin	30.0%	37.2%	34.5%
Diversity Index	75.8	84.3	82.2
2021 Population by Race/Ethnicity			
Total	845	70,615	230,256
White Alone	60.1%	50.0%	53.1%
Black Alone	6.4%	10.2%	9.4%
American Indian Alone	3.9%	4.1%	3.9%
Asian Alone	1.2%	3.2%	3.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	23.2%	25.7%	23.3%
Two or More Races	5.1%	6.6%	6.2%
Hispanic Origin	35.2%	41.7%	38.4%
Diversity Index	80.1	86.5	84.5
2010 Population by Relationship and Household Type			
Total	752	61,007	198,885
In Households	80.1%	98.2%	96.2%
In Family Households	57.3%	78.9%	76.0%
Householder	17.3%	23.0%	22.4%
Spouse	10.6%	13.7%	14.0%
Child	22.1%	33.0%	31.3%
Other relative	3.5%	5.7%	5.3%
Nonrelative	3.5%	3.5%	3.1%
In Nonfamily Households	22.7%	19.3%	20.2%
In Group Quarters	19.9%	1.8%	3.8%
Institutionalized Population	0.0%	0.8%	1.9%
Noninstitutionalized Population	19.9%	1.0%	1.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2016 Population 25+ by Educational Attainment			
Total	424	40,658	135,792
Less than 9th Grade	24.3%	13.1%	11.5%
9th - 12th Grade, No Diploma	9.7%	12.2%	12.3%
High School Graduate	25.7%	24.4%	22.9%
GED/Alternative Credential	2.8%	5.4%	5.6%
Some College, No Degree	21.0%	23.0%	22.7%
Associate Degree	6.8%	5.7%	5.9%
Bachelor's Degree	5.9%	11.7%	13.0%
Graduate/Professional Degree	3.8%	4.5%	6.1%
2016 Population 15+ by Marital Status			
Total	657	49,727	166,601
Never Married	50.1%	37.2%	37.5%
Married	33.3%	43.2%	42.5%
Widowed	4.0%	5.2%	5.6%
Divorced	12.6%	14.4%	14.5%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.0%	93.5%	94.4%
Civilian Unemployed	6.3%	6.5%	5.6%
2016 Employed Population 16+ by Industry			
Total	389	30,831	99,798
Agriculture/Mining	0.8%	2.1%	2.2%
Construction	8.7%	13.5%	13.5%
Manufacturing	4.6%	8.8%	8.3%
Wholesale Trade	5.4%	2.9%	2.9%
Retail Trade	14.7%	12.3%	12.3%
Transportation/Utilities	2.1%	4.0%	3.5%
Information	1.8%	1.1%	1.1%
Finance/Insurance/Real Estate	8.0%	5.7%	5.3%
Services	52.4%	46.0%	46.9%
Public Administration	1.5%	3.7%	4.1%
2016 Employed Population 16+ by Occupation			
Total	387	30,831	99,796
White Collar	52.7%	43.8%	48.6%
Management/Business/Financial	13.4%	7.9%	9.5%
Professional	10.8%	13.5%	16.5%
Sales	7.7%	10.1%	10.1%
Administrative Support	20.8%	12.3%	12.5%
Services	26.7%	25.6%	21.7%
Blue Collar	20.1%	30.6%	29.7%
Farming/Forestry/Fishing	0.0%	0.4%	0.3%
Construction/Extraction	8.7%	11.8%	12.0%
Installation/Maintenance/Repair	2.6%	4.0%	3.3%
Production	3.9%	7.6%	7.1%
Transportation/Material Moving	4.9%	6.9%	7.0%
2010 Population By Urban/ Rural Status			
Total Population	752	61,007	198,885
Population Inside Urbanized Area	99.7%	99.8%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.3%	0.2%	0.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	214	23,297	76,418
Households with 1 Person	39.3%	31.9%	33.5%
Households with 2+ People	60.7%	68.1%	66.5%
Family Households	49.1%	60.0%	58.2%
Husband-wife Families	30.4%	35.8%	36.3%
With Related Children	13.6%	18.1%	18.2%
Other Family (No Spouse Present)	18.7%	24.2%	21.9%
Other Family with Male Householder	5.6%	7.0%	6.5%
With Related Children	3.3%	4.2%	3.9%
Other Family with Female Householder	13.6%	17.3%	15.4%
With Related Children	9.3%	12.6%	10.7%
Nonfamily Households	11.7%	8.1%	8.3%
All Households with Children	27.1%	35.6%	33.4%
Multigenerational Households	2.8%	4.7%	4.3%
Unmarried Partner Households	8.4%	8.7%	8.2%
Male-female	7.5%	7.6%	7.0%
Same-sex	0.9%	1.1%	1.1%
2010 Households by Size			
Total	212	23,296	76,417
1 Person Household	39.6%	31.9%	33.5%
2 Person Household	28.8%	28.3%	28.6%
3 Person Household	12.7%	15.0%	14.4%
4 Person Household	11.3%	11.4%	11.2%
5 Person Household	3.8%	7.3%	6.9%
6 Person Household	2.8%	3.6%	3.2%
7 + Person Household	0.9%	2.5%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	214	23,297	76,418
Owner Occupied	38.8%	50.5%	50.6%
Owned with a Mortgage/Loan	19.2%	31.3%	32.1%
Owned Free and Clear	20.1%	19.2%	18.4%
Renter Occupied	61.2%	49.5%	49.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	252	27,220	87,668
Housing Units Inside Urbanized Area	99.6%	99.8%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.4%	0.2%	0.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Set to Impress (11D)	Rustbelt Traditions (5D)	Hardscrabble Road (8G)
2.	Traditional Living (12B)	Hardscrabble Road (8G)	Rustbelt Traditions (5D)
3.	Middleburg (4C)	Traditional Living (12B)	Barrios Urbanos (7D)
2016 Consumer Spending			
Apparel & Services: Total \$	\$180,236	\$31,296,851	\$109,205,874
Average Spent	\$797.50	\$1,262.73	\$1,350.79
Spending Potential Index	40	63	67
Education: Total \$	\$132,353	\$21,100,230	\$73,312,671
Average Spent	\$585.63	\$851.33	\$906.82
Spending Potential Index	41	60	64
Entertainment/Recreation: Total \$	\$246,399	\$43,714,375	\$153,054,330
Average Spent	\$1,090.26	\$1,763.74	\$1,893.16
Spending Potential Index	37	61	65
Food at Home: Total \$	\$458,784	\$79,595,845	\$277,571,421
Average Spent	\$2,030.02	\$3,211.45	\$3,433.34
Spending Potential Index	41	64	69
Food Away from Home: Total \$	\$278,325	\$48,293,229	\$168,768,861
Average Spent	\$1,231.53	\$1,948.49	\$2,087.54
Spending Potential Index	40	63	67
Health Care: Total \$	\$425,586	\$78,599,944	\$275,362,822
Average Spent	\$1,883.12	\$3,171.27	\$3,406.02
Spending Potential Index	36	60	64
HH Furnishings & Equipment: Total \$	\$149,106	\$26,734,680	\$93,399,036
Average Spent	\$659.76	\$1,078.66	\$1,155.27
Spending Potential Index	37	61	65
Personal Care Products & Services: Total \$	\$62,695	\$11,036,870	\$38,600,059
Average Spent	\$277.41	\$445.30	\$477.45
Spending Potential Index	38	61	65
Shelter: Total \$	\$1,425,060	\$241,750,472	\$842,864,883
Average Spent	\$6,305.58	\$9,753.90	\$10,425.56
Spending Potential Index	40	63	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$183,251	\$34,262,345	\$119,874,125
Average Spent	\$810.85	\$1,382.38	\$1,482.75
Spending Potential Index	35	60	64
Travel: Total \$	\$142,204	\$26,169,091	\$91,555,337
Average Spent	\$629.22	\$1,055.84	\$1,132.47
Spending Potential Index	34	57	61
Vehicle Maintenance & Repairs: Total \$	\$88,800	\$15,808,999	\$55,302,957
Average Spent	\$392.92	\$637.85	\$684.05
Spending Potential Index	38	62	66

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.