

	Oklahoma (40)
Population Summary	
2000 Total Population	3,450,654
2010 Total Population	3,751,351
2018 Total Population	4,035,516
2018 Group Quarters	111,935
2023 Total Population	4,198,113
2018-2023 Annual Rate	0.79%
2018 Total Daytime Population	3,991,651
Workers	1,839,549
Residents	2,152,102
Household Summary	
2000 Households	1,342,293
2000 Average Household Size	2.49
2010 Households	1,460,450
2010 Average Household Size	2.49
2018 Households	1,556,997
2018 Average Household Size	2.52
2023 Households	1,615,165
2023 Average Household Size	2.53
2018-2023 Annual Rate	0.74%
2010 Families	975,267
2010 Average Family Size	3.04
2018 Families	1,027,060
2018 Average Family Size	3.11
2023 Families	1,060,408
2023 Average Family Size	3.14
2018-2023 Annual Rate	0.64%
Housing Unit Summary	
2000 Housing Units	1,514,400
Owner Occupied Housing Units	60.6%
Renter Occupied Housing Units	28.0%
Vacant Housing Units	11.4%
2010 Housing Units	1,664,378
Owner Occupied Housing Units	59.0%
Renter Occupied Housing Units	28.8%
Vacant Housing Units	12.3%
2018 Housing Units	1,772,922
Owner Occupied Housing Units	56.8%
Renter Occupied Housing Units	31.0%
Vacant Housing Units	12.2%
2023 Housing Units	1,844,792
Owner Occupied Housing Units	56.6%
Renter Occupied Housing Units	30.9%
Vacant Housing Units	12.4%
Median Household Income	
2018	\$50,384
2023	\$55,045
Median Home Value	
2018	\$140,997
2023	\$162,818
Per Capita Income	
2018	\$26,966
2023	\$30,222
Median Age	
2010	36.2
2018	37.6
2023	38.4

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Community Profile

Oklahoma 2
Oklahoma (40)
Geography: State

Prepared by EEDA

	Oklahoma (40)
2018 Households by Income	
Household Income Base	1,556,988
<\$15,000	13.2%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	4.0%
\$200,000+	3.7%
Average Household Income	\$68,672
2023 Households by Income	
Household Income Base	1,615,156
<\$15,000	11.5%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	10.2%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	14.8%
\$150,000 - \$199,999	4.8%
\$200,000+	4.3%
Average Household Income	\$77,378
2018 Owner Occupied Housing Units by Value	
Total	1,007,621
<\$50,000	11.8%
\$50,000 - \$99,999	22.0%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	17.5%
\$200,000 - \$249,999	9.5%
\$250,000 - \$299,999	6.8%
\$300,000 - \$399,999	6.3%
\$400,000 - \$499,999	2.5%
\$500,000 - \$749,999	2.4%
\$750,000 - \$999,999	0.7%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.1%
Average Home Value	\$179,746
2023 Owner Occupied Housing Units by Value	
Total	1,044,204
<\$50,000	9.5%
\$50,000 - \$99,999	18.0%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	18.4%
\$200,000 - \$249,999	11.0%
\$250,000 - \$299,999	8.5%
\$300,000 - \$399,999	8.4%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.1%
Average Home Value	\$203,258

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

November 27, 2018



Community Profile

Oklahoma 2
Oklahoma (40)
Geography: State

Prepared by EEDA

	Oklahoma (40)
2010 Population by Age	
Total	3,751,351
0 - 4	7.0%
5 - 9	6.9%
10 - 14	6.8%
15 - 24	14.2%
25 - 34	13.5%
35 - 44	12.3%
45 - 54	14.0%
55 - 64	11.7%
65 - 74	7.5%
75 - 84	4.4%
85 +	1.7%
18 +	75.2%
2018 Population by Age	
Total	4,035,516
0 - 4	6.5%
5 - 9	6.5%
10 - 14	6.5%
15 - 24	13.3%
25 - 34	13.8%
35 - 44	12.3%
45 - 54	12.1%
55 - 64	12.8%
65 - 74	9.6%
75 - 84	4.8%
85 +	1.9%
18 +	76.9%
2023 Population by Age	
Total	4,198,113
0 - 4	6.4%
5 - 9	6.4%
10 - 14	6.5%
15 - 24	13.0%
25 - 34	13.2%
35 - 44	12.9%
45 - 54	11.5%
55 - 64	12.0%
65 - 74	10.5%
75 - 84	5.7%
85 +	1.9%
18 +	76.9%
2010 Population by Sex	
Males	1,856,977
Females	1,894,374
2018 Population by Sex	
Males	1,999,519
Females	2,035,997
2023 Population by Sex	
Males	2,085,479
Females	2,112,634

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

		Oklahoma (40)
2010 Population by Race/Ethnicity		
Total		3,751,351
White Alone		72.2%
Black Alone		7.4%
American Indian Alone		8.6%
Asian Alone		1.7%
Pacific Islander Alone		0.1%
Some Other Race Alone		4.1%
Two or More Races		5.9%
Hispanic Origin		8.9%
Diversity Index		55.2
2018 Population by Race/Ethnicity		
Total		4,035,516
White Alone		69.5%
Black Alone		7.6%
American Indian Alone		8.7%
Asian Alone		2.3%
Pacific Islander Alone		0.2%
Some Other Race Alone		5.1%
Two or More Races		6.7%
Hispanic Origin		11.0%
Diversity Index		60.0
2023 Population by Race/Ethnicity		
Total		4,198,113
White Alone		68.0%
Black Alone		7.7%
American Indian Alone		8.7%
Asian Alone		2.7%
Pacific Islander Alone		0.2%
Some Other Race Alone		5.6%
Two or More Races		7.2%
Hispanic Origin		12.2%
Diversity Index		62.6
2010 Population by Relationship and Household Type		
Total		3,751,351
In Households		97.0%
In Family Households		81.2%
Householder		26.0%
Spouse		19.3%
Child		30.5%
Other relative		3.3%
Nonrelative		2.2%
In Nonfamily Households		15.8%
In Group Quarters		3.0%
Institutionalized Population		1.7%
Noninstitutionalized Population		1.3%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	Oklahoma (40)
2018 Population 25+ by Educational Attainment	
Total	2,711,165
Less than 9th Grade	3.9%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	26.0%
GED/Alternative Credential	5.0%
Some College, No Degree	23.3%
Associate Degree	8.2%
Bachelor's Degree	17.1%
Graduate/Professional Degree	8.5%
2018 Population 15+ by Marital Status	
Total	3,249,220
Never Married	29.7%
Married	50.7%
Widowed	6.4%
Divorced	13.3%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	95.1%
Civilian Unemployed (Unemployment Rate)	4.9%
2018 Employed Population 16+ by Industry	
Total	1,863,703
Agriculture/Mining	4.0%
Construction	7.5%
Manufacturing	9.4%
Wholesale Trade	2.4%
Retail Trade	11.6%
Transportation/Utilities	5.2%
Information	1.6%
Finance/Insurance/Real Estate	5.4%
Services	46.3%
Public Administration	6.5%
2018 Employed Population 16+ by Occupation	
Total	1,863,703
White Collar	58.1%
Management/Business/Financial	13.3%
Professional	20.7%
Sales	10.2%
Administrative Support	13.9%
Services	17.9%
Blue Collar	24.0%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	6.0%
Installation/Maintenance/Repair	3.9%
Production	6.7%
Transportation/Material Moving	6.4%
2010 Population By Urban/ Rural Status	
Total Population	3,751,351
Population Inside Urbanized Area	45.8%
Population Inside Urbanized Cluster	20.5%
Rural Population	33.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	Oklahoma (40)
2010 Households by Type	
Total	1,460,450
Households with 1 Person	27.5%
Households with 2+ People	72.5%
Family Households	66.8%
Husband-wife Families	49.5%
With Related Children	21.3%
Other Family (No Spouse Present)	17.3%
Other Family with Male Householder	5.0%
With Related Children	3.1%
Other Family with Female Householder	12.3%
With Related Children	8.4%
Nonfamily Households	5.8%
All Households with Children	33.3%
Multigenerational Households	3.7%
Unmarried Partner Households	5.9%
Male-female	5.3%
Same-sex	0.7%
2010 Households by Size	
Total	1,460,450
1 Person Household	27.5%
2 Person Household	34.4%
3 Person Household	15.7%
4 Person Household	12.5%
5 Person Household	6.1%
6 Person Household	2.4%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	1,460,450
Owner Occupied	67.2%
Owned with a Mortgage/Loan	41.9%
Owned Free and Clear	25.4%
Renter Occupied	32.8%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,664,378
Housing Units Inside Urbanized Area	45.1%
Housing Units Inside Urbanized Cluster	20.5%
Rural Housing Units	34.4%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

Oklahoma (40)

Top 3 Tapestry Segments

- 1.** Traditional Living (12B)
- 2.** Heartland Communities
- 3.** Southern Satellites (10A)

2018 Consumer Spending

Apparel & Services: Total \$	\$2,779,938,292
Average Spent	\$1,785.45
Spending Potential Index	82
Education: Total \$	\$1,727,632,879
Average Spent	\$1,109.59
Spending Potential Index	77
Entertainment/Recreation: Total \$	\$4,267,030,696
Average Spent	\$2,740.55
Spending Potential Index	85
Food at Home: Total \$	\$6,749,387,330
Average Spent	\$4,334.87
Spending Potential Index	86
Food Away from Home: Total \$	\$4,546,746,577
Average Spent	\$2,920.20
Spending Potential Index	83
Health Care: Total \$	\$7,822,195,413
Average Spent	\$5,023.90
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$2,717,133,451
Average Spent	\$1,745.11
Spending Potential Index	84
Personal Care Products & Services: Total \$	\$1,061,401,234
Average Spent	\$681.70
Spending Potential Index	82
Shelter: Total \$	\$20,832,378,664
Average Spent	\$13,379.85
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,170,174,841
Average Spent	\$2,036.08
Spending Potential Index	82
Travel: Total \$	\$2,622,017,696
Average Spent	\$1,684.02
Spending Potential Index	78
Vehicle Maintenance & Repairs: Total \$	\$1,435,398,365
Average Spent	\$921.90
Spending Potential Index	86

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.