

	Oklahoma (40)
Population Summary	
2000 Total Population	3,450,654
2010 Total Population	3,751,351
2019 Total Population	4,031,901
2019 Group Quarters	111,632
2024 Total Population	4,157,210
2019-2024 Annual Rate	0.61%
2019 Total Daytime Population	3,995,821
Workers	1,807,669
Residents	2,188,152
Household Summary	
2000 Households	1,342,293
2000 Average Household Size	2.49
2010 Households	1,460,450
2010 Average Household Size	2.49
2019 Households	1,555,881
2019 Average Household Size	2.52
2024 Households	1,600,138
2024 Average Household Size	2.53
2019-2024 Annual Rate	0.56%
2010 Families	975,267
2010 Average Family Size	3.04
2019 Families	1,026,023
2019 Average Family Size	3.08
2024 Families	1,050,785
2024 Average Family Size	3.10
2019-2024 Annual Rate	0.48%
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%
2019 Housing Units	1,777,359
Owner Occupied Housing Units	57.6%
Renter Occupied Housing Units	29.9%
Vacant Housing Units	12.5%
2024 Housing Units	1,836,284
Owner Occupied Housing Units	58.1%
Renter Occupied Housing Units	29.0%
Vacant Housing Units	12.9%
Median Household Income	
2019	\$50,697
2024	\$55,176
Median Home Value	
2019	\$147,558
2024	\$169,848
Per Capita Income	
2019	\$26,918
2024	\$30,151
Median Age	
2010	36.2
2019	37.8
2024	38.6

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Oklahoma 2
Oklahoma (40)
Geography: State

Prepared by EEDA

Oklahoma (40)

2019 Households by Income

Household Income Base	1,555,872
<\$15,000	12.7%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	4.2%
\$200,000+	3.7%
Average Household Income	\$69,474

2024 Households by Income

Household Income Base	1,600,129
<\$15,000	11.0%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	5.6%
\$200,000+	4.1%
Average Household Income	\$78,061

2019 Owner Occupied Housing Units by Value

Total	1,023,795
<\$50,000	11.4%
\$50,000 - \$99,999	20.3%
\$100,000 - \$149,999	19.3%
\$150,000 - \$199,999	17.9%
\$200,000 - \$249,999	9.7%
\$250,000 - \$299,999	7.1%
\$300,000 - \$399,999	7.2%
\$400,000 - \$499,999	3.0%
\$500,000 - \$749,999	2.6%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$188,111

2024 Owner Occupied Housing Units by Value

Total	1,067,250
<\$50,000	9.0%
\$50,000 - \$99,999	16.5%
\$100,000 - \$149,999	17.2%
\$150,000 - \$199,999	18.4%
\$200,000 - \$249,999	11.1%
\$250,000 - \$299,999	8.8%
\$300,000 - \$399,999	9.4%
\$400,000 - \$499,999	4.1%
\$500,000 - \$749,999	3.6%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$212,791

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

October 25, 2019



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%
2019 Population by Age	
Total	4,031,901
0 - 4	6.4%
5 - 9	6.5%
10 - 14	6.4%
15 - 24	13.1%
25 - 34	13.9%
35 - 44	12.4%
45 - 54	11.8%
55 - 64	12.8%
65 - 74	9.8%
75 - 84	4.9%
85 +	1.9%
18 +	77.1%
2024 Population by Age	
Total	4,157,210
0 - 4	6.4%
5 - 9	6.4%
10 - 14	6.5%
15 - 24	12.9%
25 - 34	13.1%
35 - 44	12.9%
45 - 54	11.5%
55 - 64	11.8%
65 - 74	10.6%
75 - 84	5.9%
85 +	2.0%
18 +	77.0%
2010 Population by Sex	
Males	1,856,977
Females	1,894,374
2019 Population by Sex	
Males	1,998,539
Females	2,033,362
2024 Population by Sex	
Males	2,062,795
Females	2,094,415

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 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
2019 Population by Race/Ethnicity	
Total	4,031,901
White Alone	69.1%
Black Alone	7.6%
American Indian Alone	8.7%
Asian Alone	2.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	5.2%
Two or More Races	6.8%
Hispanic Origin	11.3%
Diversity Index	60.7
2024 Population by Race/Ethnicity	
Total	4,157,210
White Alone	67.7%
Black Alone	7.7%
American Indian Alone	8.8%
Asian Alone	2.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	5.8%
Two or More Races	7.2%
Hispanic Origin	12.5%
Diversity Index	63.1
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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	Oklahoma (40)
2019 Population 25+ by Educational Attainment	
Total	2,723,143
Less than 9th Grade	4.0%
9th - 12th Grade, No Diploma	7.7%
High School Graduate	26.1%
GED/Alternative Credential	4.8%
Some College, No Degree	23.2%
Associate Degree	8.3%
Bachelor's Degree	17.1%
Graduate/Professional Degree	8.8%
2019 Population 15+ by Marital Status	
Total	3,252,261
Never Married	29.1%
Married	50.9%
Widowed	6.7%
Divorced	13.3%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	96.1%
Civilian Unemployed (Unemployment Rate)	3.9%
2019 Employed Population 16+ by Industry	
Total	1,823,670
Agriculture/Mining	5.1%
Construction	7.2%
Manufacturing	8.7%
Wholesale Trade	2.6%
Retail Trade	10.9%
Transportation/Utilities	5.6%
Information	1.8%
Finance/Insurance/Real Estate	5.9%
Services	45.9%
Public Administration	6.3%
2019 Employed Population 16+ by Occupation	
Total	1,823,670
White Collar	57.9%
Management/Business/Financial	13.7%
Professional	20.4%
Sales	10.1%
Administrative Support	13.7%
Services	18.0%
Blue Collar	24.0%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	6.0%
Installation/Maintenance/Repair	4.4%
Production	6.6%
Transportation/Material Moving	6.1%
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 2019 and 2024 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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Oklahoma 2
Oklahoma (40)
Geography: State

Prepared by EEDA

Oklahoma (40)

Top 3 Tapestry Segments

1. Traditional Living (12B)
2. Southern Satellites (10A)
3. Heartland Communities (6F)

2019 Consumer Spending

Apparel & Services: Total \$	\$2,663,395,528
Average Spent	\$1,711.82
Spending Potential Index	80
Education: Total \$	\$1,834,470,677
Average Spent	\$1,179.06
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$4,197,515,166
Average Spent	\$2,697.84
Spending Potential Index	83
Food at Home: Total \$	\$6,707,067,540
Average Spent	\$4,310.78
Spending Potential Index	83
Food Away from Home: Total \$	\$4,620,316,425
Average Spent	\$2,969.58
Spending Potential Index	81
Health Care: Total \$	\$7,904,575,633
Average Spent	\$5,080.45
Spending Potential Index	86
HH Furnishings & Equipment: Total \$	\$2,688,372,300
Average Spent	\$1,727.88
Spending Potential Index	81
Personal Care Products & Services: Total \$	\$1,108,149,277
Average Spent	\$712.23
Spending Potential Index	80
Shelter: Total \$	\$21,958,363,569
Average Spent	\$14,113.14
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,171,388,654
Average Spent	\$2,038.32
Spending Potential Index	82
Travel: Total \$	\$2,662,716,042
Average Spent	\$1,711.39
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$1,497,415,777
Average Spent	\$962.42
Spending Potential Index	84

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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