

	Oklahoma Coun...
Population Summary	
2010 Total Population	718,633
2020 Total Population	796,292
2020 Group Quarters	15,945
2023 Total Population	815,032
2023 Group Quarters	15,998
2028 Total Population	832,760
2023-2028 Annual Rate	0.43%
2023 Total Daytime Population	935,175
Workers	518,570
Residents	416,605
Household Summary	
2010 Households	287,598
2010 Average Household Size	2.45
2020 Total Households	317,334
2020 Average Household Size	2.46
2023 Households	325,538
2023 Average Household Size	2.45
2028 Households	332,256
2028 Average Household Size	2.46
2023-2028 Annual Rate	0.41%
2010 Families	179,338
2010 Average Family Size	3.08
2023 Families	195,029
2023 Average Family Size	3.17
2028 Families	198,163
2028 Average Family Size	3.17
2023-2028 Annual Rate	0.32%
Housing Unit Summary	
2000 Housing Units	295,020
Owner Occupied Housing Units	54.6%
Renter Occupied Housing Units	35.8%
Vacant Housing Units	9.6%
2010 Housing Units	319,828
Owner Occupied Housing Units	53.9%
Renter Occupied Housing Units	36.0%
Vacant Housing Units	10.1%
2020 Housing Units	352,544
Owner Occupied Housing Units	50.9%
Renter Occupied Housing Units	39.2%
Vacant Housing Units	10.0%
2023 Housing Units	362,943
Owner Occupied Housing Units	53.0%
Renter Occupied Housing Units	36.7%
Vacant Housing Units	10.3%
2028 Housing Units	370,041
Owner Occupied Housing Units	53.4%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	10.2%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Oklahoma Coun...

2023 Households by Income	
Household Income Base	325,493
<\$15,000	11.4%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	14.2%
\$150,000 - \$199,999	6.2%
\$200,000+	6.9%
Average Household Income	\$88,515
2028 Households by Income	
Household Income Base	332,211
<\$15,000	10.5%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	7.6%
\$200,000+	7.9%
Average Household Income	\$99,776
2023 Owner Occupied Housing Units by Value	
Total	192,247
<\$50,000	5.5%
\$50,000 - \$99,999	11.0%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	18.4%
\$200,000 - \$249,999	14.6%
\$250,000 - \$299,999	10.9%
\$300,000 - \$399,999	11.6%
\$400,000 - \$499,999	6.6%
\$500,000 - \$749,999	5.8%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.6%
Average Home Value	\$262,763
2028 Owner Occupied Housing Units by Value	
Total	197,356
<\$50,000	3.2%
\$50,000 - \$99,999	6.6%
\$100,000 - \$149,999	9.3%
\$150,000 - \$199,999	16.2%
\$200,000 - \$249,999	14.8%
\$250,000 - \$299,999	12.7%
\$300,000 - \$399,999	15.5%
\$400,000 - \$499,999	9.4%
\$500,000 - \$749,999	8.5%
\$750,000 - \$999,999	2.0%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.6%
Average Home Value	\$311,625

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	Oklahoma Coun...
Median Household Income	
2023	\$58,094
2028	\$64,555
Median Home Value	
2023	\$206,991
2028	\$249,402
Per Capita Income	
2023	\$35,468
2028	\$39,919
Median Age	
2010	34.4
2020	35.4
2023	36.8
2028	37.5
2020 Population by Age	
Total	796,292
0 - 4	6.5%
5 - 9	6.9%
10 - 14	7.0%
15 - 24	13.8%
25 - 34	15.1%
35 - 44	13.4%
45 - 54	11.0%
55 - 64	11.7%
65 - 74	8.8%
75 - 84	4.1%
85 +	1.7%
18 +	75.6%
2023 Population by Age	
Total	815,032
0 - 4	6.6%
5 - 9	6.7%
10 - 14	6.7%
15 - 24	13.1%
25 - 34	14.3%
35 - 44	13.6%
45 - 54	11.0%
55 - 64	11.6%
65 - 74	9.6%
75 - 84	4.9%
85 +	1.8%
18 +	76.2%
2028 Population by Age	
Total	832,760
0 - 4	6.7%
5 - 9	6.6%
10 - 14	6.6%
15 - 24	13.3%
25 - 34	13.4%
35 - 44	13.8%
45 - 54	11.4%
55 - 64	10.3%
65 - 74	9.9%
75 - 84	5.9%
85 +	2.1%
18 +	76.5%
2020 Population by Sex	

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	Oklahoma Coun...
Males	390,159
Females	406,133
2023 Population by Sex	
Males	401,519
Females	413,513
2028 Population by Sex	
Males	409,268
Females	423,492
2010 Population by Race/Ethnicity	
Total	718,633
White Alone	64.6%
Black Alone	15.4%
American Indian Alone	3.5%
Asian Alone	3.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.1%
Two or More Races	5.3%
Hispanic Origin	15.1%
Diversity Index	66.3
2020 Population by Race/Ethnicity	
Total	796,292
White Alone	54.9%
Black Alone	15.1%
American Indian Alone	3.4%
Asian Alone	3.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	10.0%
Two or More Races	12.9%
Hispanic Origin	19.3%
Diversity Index	75.7
2023 Population by Race/Ethnicity	
Total	815,032
White Alone	53.6%
Black Alone	15.2%
American Indian Alone	3.4%
Asian Alone	3.8%
Pacific Islander Alone	0.2%
Some Other Race Alone	10.5%
Two or More Races	13.4%
Hispanic Origin	20.5%
Diversity Index	77.0
2028 Population by Race/Ethnicity	
Total	832,760
White Alone	51.1%
Black Alone	15.2%
American Indian Alone	3.4%
Asian Alone	4.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	11.4%
Two or More Races	14.6%
Hispanic Origin	22.2%
Diversity Index	79.0

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Oklahoma Coun...

2020 Population by Relationship and Household Type	
Total	796,292
In Households	98.0%
Householder	39.9%
Opposite-Sex Spouse	16.4%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	2.6%
Same-Sex Unmarried Partner	0.2%
Biological Child	26.9%
Adopted Child	0.8%
Stepchild	1.3%
Grandchild	2.4%
Brother or Sister	1.3%
Parent	1.1%
Parent-in-law	0.2%
Son-in-law or Daughter-in-law	0.3%
Other Relatives	1.3%
Foster Child	0.1%
Other Nonrelatives	3.0%
In Group Quarters	2.0%
Institutionalized	1.0%
Noninstitutionalized	1.0%
2023 Population 25+ by Educational Attainment	
Total	545,062
Less than 9th Grade	4.4%
9th - 12th Grade, No Diploma	6.3%
High School Graduate	21.3%
GED/Alternative Credential	4.1%
Some College, No Degree	19.5%
Associate Degree	8.3%
Bachelor's Degree	23.1%
Graduate/Professional Degree	12.9%
2023 Population 15+ by Marital Status	
Total	652,093
Never Married	34.1%
Married	48.7%
Widowed	5.4%
Divorced	11.8%
2023 Civilian Population 16+ in Labor Force	
Civilian Population 16+	413,395
Population 16+ Employed	96.2%
Population 16+ Unemployment rate	3.8%
Population 16-24 Employed	14.3%
Population 16-24 Unemployment rate	8.4%
Population 25-54 Employed	62.9%
Population 25-54 Unemployment rate	3.3%
Population 55-64 Employed	15.4%
Population 55-64 Unemployment rate	2.5%
Population 65+ Employed	7.4%
Population 65+ Unemployment rate	1.8%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Oklahoma Coun...

2023 Employed Population 16+ by Industry

Total	397,504
Agriculture/Mining	2.1%
Construction	7.4%
Manufacturing	6.1%
Wholesale Trade	1.7%
Retail Trade	12.0%
Transportation/Utilities	5.8%
Information	2.1%
Finance/Insurance/Real Estate	7.1%
Services	48.5%
Public Administration	7.2%

2023 Employed Population 16+ by Occupation

Total	397,504
White Collar	61.3%
Management/Business/Financial	16.7%
Professional	24.6%
Sales	9.3%
Administrative Support	10.7%
Services	17.1%
Blue Collar	21.7%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	3.2%
Production	4.2%
Transportation/Material Moving	8.1%

2020 Households by Type

Total	317,334
Married Couple Households	41.6%
With Own Children <18	17.1%
Without Own Children <18	24.6%
Cohabiting Couple Households	7.0%
With Own Children <18	2.4%
Without Own Children <18	4.5%
Male Householder, No Spouse/Partner	21.1%
Living Alone	14.6%
65 Years and over	3.5%
With Own Children <18	1.8%
Without Own Children <18, With Relatives	2.8%
No Relatives Present	1.9%
Female Householder, No Spouse/Partner	30.3%
Living Alone	16.4%
65 Years and over	7.0%
With Own Children <18	6.4%
Without Own Children <18, With Relatives	6.1%
No Relatives Present	1.4%

2020 Households by Size

Total	317,334
1 Person Household	31.0%
2 Person Household	31.9%
3 Person Household	14.9%
4 Person Household	11.9%
5 Person Household	6.2%
6 Person Household	2.6%
7 + Person Household	1.5%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	Oklahoma Coun...
2020 Households by Tenure and Mortgage Status	
Total	317,334
Owner Occupied	56.5%
Owned with a Mortgage/Loan	36.8%
Owned Free and Clear	19.7%
Renter Occupied	43.5%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	111
Percent of Income for Mortgage	21.4%
Wealth Index	78
2020 Housing Units By Urban/ Rural Status	
Total	352,544
Urban Housing Units	93.3%
Rural Housing Units	6.7%
2020 Population By Urban/ Rural Status	
Total	796,292
Urban Population	92.4%
Rural Population	7.6%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

		Oklahoma Coun...
Top 3 Tapestry Segments		
1.		Traditional Living (12B)
2.		Rustbelt Traditions (5D)
3.		Young and Restless (11B)
2023 Consumer Spending		
Apparel & Services: Total \$		\$607,673,882
Average Spent		\$1,866.68
Spending Potential Index		85
Education: Total \$		\$467,856,616
Average Spent		\$1,437.18
Spending Potential Index		80
Entertainment/Recreation: Total \$		\$1,016,938,329
Average Spent		\$3,123.87
Spending Potential Index		83
Food at Home: Total \$		\$1,842,373,057
Average Spent		\$5,659.47
Spending Potential Index		83
Food Away from Home: Total \$		\$1,027,793,655
Average Spent		\$3,157.22
Spending Potential Index		85
Health Care: Total \$		\$2,002,757,831
Average Spent		\$6,152.15
Spending Potential Index		84
HH Furnishings & Equipment: Total \$		\$800,251,546
Average Spent		\$2,458.24
Spending Potential Index		83
Personal Care Products & Services: Total \$		\$263,315,295
Average Spent		\$808.86
Spending Potential Index		85
Shelter: Total \$		\$6,692,348,589
Average Spent		\$20,557.81
Spending Potential Index		83
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$838,005,852
Average Spent		\$2,574.22
Spending Potential Index		82
Travel: Total \$		\$603,599,864
Average Spent		\$1,854.16
Spending Potential Index		82
Vehicle Maintenance & Repairs: Total \$		\$364,809,570
Average Spent		\$1,120.64
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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.