




NW Oklahoma

	2000 Total Population	140,778	
	2000 Group Quarters	5,082	
	2009 Total Population	138,302	
	2014 Total Population	136,666	
	2009 - 2014 Annual Rate	-0.24%	
	2000 Households	55,942	
	2000 Average Household Size	2.43	
	2009 Households	55,514	
	2009 Average Household Size	2.4	
	2014 Households	54,960	
	2014 Average Household Size	2.4	
	2009 - 2014 Annual Rate	-0.2%	
	2000 Families	38,345	
	2000 Average Family Size	2.96	
	2009 Families	37,117	
	2009 Average Family Size	2.95	
	2014 Families	36,430	
2014 Average Family Size	2.95		
2009 - 2014 Annual Rate	-0.37%		
	2000 Housing Units	64,067	
	Owner Occupied Housing Units	63.1%	
	Renter Occupied Housing Units	24.2%	
	Vacant Housing Units	12.7%	
	2009 Housing Units	64,780	
	Owner Occupied Housing Units	61.6%	
	Renter Occupied Housing Units	24.1%	
	Vacant Housing Units	14.3%	
	2014 Housing Units	65,106	
	Owner Occupied Housing Units	60.2%	
	Renter Occupied Housing Units	24.2%	
	Vacant Housing Units	15.6%	
	Median Household Income		
	2000	\$31,641	
	2009	\$40,324	
2014	\$42,503		
Median Home Value			
2000	\$53,707		
2009	\$77,560		
2014	\$89,878		
Per Capita Income			
2000	\$16,959		
2009	\$20,862		
2014	\$21,612		
Median Age			
2000	38.2		
2009	40.0		
2014	40.4		

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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2000 Households by Income

Household Income Base	56,019
< \$15,000	21.1%
\$15,000 - \$24,999	17.9%
\$25,000 - \$34,999	15.9%
\$35,000 - \$49,999	17.8%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	6.1%
\$100,000 - \$149,999	3.5%
\$150,000 - \$199,999	0.7%
\$200,000+	1.0%
Average Household Income	\$41,484

2009 Households by Income

Household Income Base	55,514
< \$15,000	15.1%
\$15,000 - \$24,999	13.9%
\$25,000 - \$34,999	14.1%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	8.2%
\$100,000 - \$149,999	5.6%
\$150,000 - \$199,999	1.4%
\$200,000+	1.4%
Average Household Income	\$50,797

2014 Households by Income

Household Income Base	54,960
< \$15,000	15.3%
\$15,000 - \$24,999	12.6%
\$25,000 - \$34,999	13.1%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	24.2%
\$75,000 - \$99,999	8.2%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	1.4%
\$200,000+	1.5%
Average Household Income	\$52,396

2000 Owner Occupied HUs by Value

Total	40,401
<\$50,000	46.3%
\$50,000 - 99,999	37.1%
\$100,000 - 149,999	9.7%
\$150,000 - 199,999	4.1%
\$200,000 - \$299,999	2.0%
\$300,000 - 499,999	0.7%
\$500,000 - 999,999	0.1%
\$1,000,000+	0.1%
Average Home Value	\$67,349

2000 Specified Renter Occupied HUs by Contract Rent

Total	14,962
With Cash Rent	88.3%
No Cash Rent	11.7%
Median Rent	\$297
Average Rent	\$311

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

NW Oklahoma



2000 Population by Age

Total	140,778
0 - 4	6.5%
5 - 9	6.8%
10 - 14	7.2%
15 - 19	7.6%
20 - 24	6.0%
25 - 34	11.3%
35 - 44	15.0%
45 - 54	13.0%
55 - 64	9.7%
65 - 74	8.4%
75 - 84	6.1%
85+	2.6%
18+	74.8%

2009 Population by Age

Total	138,302
0 - 4	6.6%
5 - 9	6.5%
10 - 14	6.4%
15 - 19	6.5%
20 - 24	5.9%
25 - 34	12.2%
35 - 44	12.0%
45 - 54	14.8%
55 - 64	12.1%
65 - 74	8.1%
75 - 84	5.9%
85+	2.9%
18+	76.5%

2014 Population by Age

Total	136,666
0 - 4	6.4%
5 - 9	6.4%
10 - 14	6.6%
15 - 19	6.3%
20 - 24	5.7%
25 - 34	12.0%
35 - 44	11.9%
45 - 54	12.8%
55 - 64	13.8%
65 - 74	9.3%
75 - 84	5.8%
85+	2.9%
18+	76.8%

2000 Population by Sex

Males	48.9%
Females	51.1%

2009 Population by Sex

Males	49.3%
Females	50.7%

2014 Population by Sex

Males	49.4%
Females	50.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

NW Oklahoma



2000 Population by Race/Ethnicity

Total	140,778
White Alone	87.8%
Black Alone	2.4%
American Indian Alone	4.1%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	2.0%
Two or More Races	2.9%
Hispanic Origin	4.1%
Diversity Index	28.8

2009 Population by Race/Ethnicity

Total	138,302
White Alone	85.2%
Black Alone	2.6%
American Indian Alone	4.2%
Asian or Pacific Islander Alone	1.2%
Some Other Race Alone	2.9%
Two or More Races	4.0%
Hispanic Origin	5.8%
Diversity Index	35.2

2014 Population by Race/Ethnicity

Total	136,666
White Alone	83.5%
Black Alone	2.7%
American Indian Alone	4.3%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	3.4%
Two or More Races	4.6%
Hispanic Origin	7.0%
Diversity Index	39.1



2000 Population 3+ by School Enrollment

Total	135,183
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.2%
Enrolled in Grade 9-12	6.5%
Enrolled in College	3.2%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	74.5%

2009 Population 25+ by Educational Attainment

Total	94,159
Less than 9th Grade	4.8%
9th - 12th Grade, No Diploma	10.9%
High School Graduate	37.2%
Some College, No Degree	21.1%
Associate Degree	6.0%
Bachelor's Degree	13.9%
Graduate/Professional Degree	6.0%

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: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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2009 Population 15+ by Marital Status

Total	111,296
Never Married	20.6%
Married	59.2%
Widowed	8.6%
Divorced	11.6%



2000 Population 16+ by Employment Status

Total	109,804
In Labor Force	60.8%
Civilian Employed	56.4%
Civilian Unemployed	3.3%
In Armed Forces	1.1%
Not in Labor Force	39.2%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	93.6%
Civilian Unemployed	6.4%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	95.1%
Civilian Unemployed	4.9%

2000 Females 16+ by Employment Status and Age of Children

Total	56,805
Own Children < 6 Only	7.3%
Employed/in Armed Forces	4.4%
Unemployed	0.4%
Not in Labor Force	2.4%
Own Children < 6 and 6-17 Only	5.6%
Employed/in Armed Forces	3.4%
Unemployed	0.2%
Not in Labor Force	2.0%
Own Children 6-17 Only	17.6%
Employed/in Armed Forces	13.0%
Unemployed	0.5%
Not in Labor Force	4.1%
No Own Children < 18	69.6%
Employed/in Armed Forces	29.7%
Unemployed	1.9%
Not in Labor Force	37.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

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2009 Employed Population 16+ by Industry

Total	61,231
Agriculture/Mining	10.2%
Construction	7.2%
Manufacturing	9.6%
Wholesale Trade	3.0%
Retail Trade	11.7%
Transportation/Utilities	4.6%
Information	1.4%
Finance/Insurance/Real Estate	4.5%
Services	42.2%
Public Administration	5.6%

2009 Employed Population 16+ by Occupation

Total	61,231
White Collar	53.7%
Management/Business/Financial	13.4%
Professional	17.5%
Sales	10.7%
Administrative Support	12.0%
Services	19.8%
Blue Collar	26.5%
Farming/Forestry/Fishing	1.1%
Construction/Extraction	7.2%
Installation/Maintenance/Repair	5.0%
Production	6.3%
Transportation/Material Moving	6.9%



2000 Workers 16+ by Means of Transportation to Work

Total	62,095
Drove Alone - Car, Truck, or Van	81.0%
Carpooled - Car, Truck, or Van	12.3%
Public Transportation	0.2%
Walked	2.1%
Other Means	0.9%
Worked at Home	3.4%

2000 Workers 16+ by Travel Time to Work

Total	62,095
Did Not Work at Home	96.6%
Less than 5 minutes	8.4%
5 to 9 minutes	23.2%
10 to 19 minutes	39.6%
20 to 24 minutes	8.4%
25 to 34 minutes	8.8%
35 to 44 minutes	1.8%
45 to 59 minutes	2.2%
60 to 89 minutes	2.0%
90 or more minutes	2.2%
Worked at Home	3.4%
Average Travel Time to Work (in min)	17.2

2000 Households by Vehicles Available

Total	55,922
None	6.1%
1	34.2%
2	39.7%
3	14.2%
4	4.2%
5+	1.6%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

NW Oklahoma



2000 Households by Type

Total	55,942
Family Households	68.5%
Married-couple Family	55.5%
With Related Children	24.2%
Other Family (No Spouse)	13.0%
With Related Children	9.2%
Nonfamily Households	31.5%
Householder Living Alone	27.9%
Householder Not Living Alone	3.6%
 Households with Related Children	 33.4%
Households with Persons 65+	28.9%

2000 Households by Size

Total	55,942
1 Person Household	27.9%
2 Person Household	35.9%
3 Person Household	15.0%
4 Person Household	12.6%
5 Person Household	5.6%
6 Person Household	1.9%
7+ Person Household	1.0%

2000 Households by Year Householder Moved In

Total	55,922
Moved in 1999 to March 2000	19.3%
Moved in 1995 to 1998	25.7%
Moved in 1990 to 1994	15.9%
Moved in 1980 to 1989	15.8%
Moved in 1970 to 1979	11.4%
Moved in 1969 or Earlier	11.9%
Median Year Householder Moved In	1993



2000 Housing Units by Units in Structure

Total	64,052
1, Detached	83.0%
1, Attached	1.7%
2	1.8%
3 or 4	2.0%
5 to 9	1.6%
10 to 19	1.1%
20+	2.1%
Mobile Home	6.5%
Other	0.2%

2000 Housing Units by Year Structure Built


Total	64,052
1999 to March 2000	0.7%
1995 to 1998	2.4%
1990 to 1994	2.1%
1980 to 1989	11.5%
1970 to 1979	18.9%
1969 or Earlier	64.4%
Median Year Structure Built	1960

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

NW Oklahoma

Top 3 Tapestry Segments

1.	Home Town
2.	Prairie Living
3.	Heartland Communities

 **2009 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$68,586,485
Average Spent	\$1,235.48
Spending Potential Index	49
Computers & Accessories: Total \$	\$8,900,905
Average Spent	\$160.34
Spending Potential Index	70
Education: Total \$	\$45,125,015
Average Spent	\$812.86
Spending Potential Index	65
Entertainment/Recreation: Total \$	\$136,896,830
Average Spent	\$2,465.99
Spending Potential Index	76
Food at Home: Total \$	\$192,416,614
Average Spent	\$3,466.09
Spending Potential Index	76
Food Away from Home: Total \$	\$134,262,982
Average Spent	\$2,418.54
Spending Potential Index	73
Health Care: Total \$	\$174,774,582
Average Spent	\$3,148.30
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$74,487,995
Average Spent	\$1,341.79
Spending Potential Index	62
Investments: Total \$	\$60,373,339
Average Spent	\$1,087.53
Spending Potential Index	76
Retail Goods: Total \$	\$1,039,402,585
Average Spent	\$18,723.25
Spending Potential Index	73
Shelter: Total \$	\$558,312,200
Average Spent	\$10,057.14
Spending Potential Index	64
TV/Video/Sound Equipment: Total \$	\$50,067,601
Average Spent	\$901.89
Spending Potential Index	74
Travel: Total \$	\$69,584,472
Average Spent	\$1,253.46
Spending Potential Index	68
Vehicle Maintenance & Repairs: Total \$	\$39,182,853
Average Spent	\$705.82
Spending Potential Index	75

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.