



# Site Map

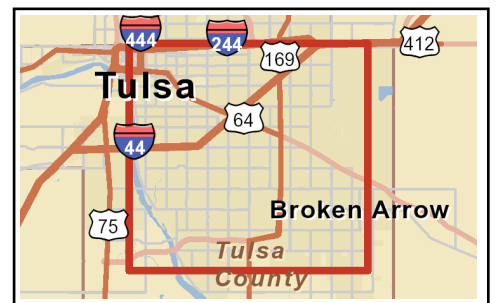
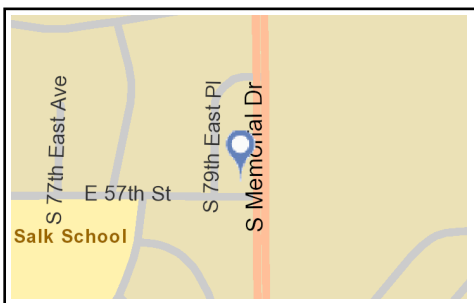
Prepared by Steve WalmanKatie Plohocky

5630 S Memorial Dr, Tulsa, O...

Latitude: 36.08316

Longitude: -95.886864

Ring: 1, 3, 5 Miles





# Executive Summary

Prepared by Steve WalmanKatie Plohocky

5630 S Memorial Dr, Tulsa, O...

Latitude: 36.08316  
Longitude: -95.886864

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population</b>			
Total Population	13,968	88,834	248,222
Male Population	48.5%	48.6%	48.4%
Female Population	51.5%	51.4%	51.6%
Median Age	35.8	36.5	36.3
<b>2010 Income</b>			
Median HH Income	\$46,699	\$50,630	\$52,557
Per Capita Income	\$27,461	\$28,750	\$29,503
Average HH Income	\$56,877	\$63,554	\$68,415
<b>2010 Households</b>			
Total Households	6,770	40,135	105,768
Average Household Size	2.05	2.18	2.30
<b>2010 Housing</b>			
Owner Occupied Housing Units	38.0%	44.8%	51.9%
Renter Occupied Housing Units	51.0%	46.7%	40.3%
Vacant Housing Units	11.0%	8.6%	7.7%
<b>Population</b>			
1990 Population	13,614	80,833	213,443
2000 Population	14,258	86,922	238,992
2010 Population	13,968	88,834	248,222
2015 Population	14,087	90,518	254,656
1990-2000 Annual Rate	0.46%	0.73%	1.14%
2000-2010 Annual Rate	-0.2%	0.21%	0.37%
2010-2015 Annual Rate	0.17%	0.38%	0.51%

In the identified market area, the current year population is 248,222. In 2000, the Census count in the market area was 238,992. The rate of change since 2000 was 0.37 percent annually. The five-year projection for the population in the market area is 254,656, representing a change of 0.51 percent annually from 2010 to 2015. Currently, the population is 48.4 percent male and 51.6 percent female.

<b>Households</b>			
1990 Households	6,264	36,173	90,741
2000 Households	6,803	39,075	101,379
2010 Households	6,770	40,135	105,768
2015 Households	6,861	40,983	108,675
1990-2000 Annual Rate	0.83%	0.77%	1.11%
2000-2010 Annual Rate	-0.05%	0.26%	0.41%
2010-2015 Annual Rate	0.27%	0.42%	0.54%

The household count in this market area has changed from 101,379 in 2000 to 105,768 in the current year, a change of 0.41 percent annually. The five-year projection of households is 108,675, a change of 0.54 percent annually from the current year total. Average household size is currently 2.30, compared to 2.31 in the year 2000. The number of families in the current year is 62,438 in the market area.

## Housing

Currently, 51.9 percent of the 114,651 housing units in the market area are owner occupied; 40.3 percent, renter occupied; and 7.7 percent are vacant. In 2000, there were 107,858 housing units - 53.9 percent owner occupied, 40.0 percent renter occupied and 6.0 percent vacant. The rate of change in housing units since 2000 is 0.6 percent. Median home value in the market area is \$133,568, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 2.25 percent annually to \$149,300. From 2000 to the current year, median home value changed by 2.97 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



# Executive Summary

Prepared by Steve WalmanKatie Plohocky

5630 S Memorial Dr, Tulsa, O...

Latitude: 36.08316

Longitude: -95.886864

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>Median Household Income</b>			
1990 Median HH Income	\$30,994	\$31,431	\$31,321
2000 Median HH Income	\$38,106	\$40,112	\$41,584
2010 Median HH Income	\$46,699	\$50,630	\$52,557
2015 Median HH Income	\$51,926	\$57,471	\$60,014
1990-2000 Annual Rate	2.09%	2.47%	2.87%
2000-2010 Annual Rate	2%	2.3%	2.31%
2010-2015 Annual Rate	2.14%	2.57%	2.69%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$17,452	\$17,966	\$18,089
2000 Per Capita Income	\$22,684	\$23,529	\$24,291
2010 Per Capita Income	\$27,461	\$28,750	\$29,503
2015 Per Capita Income	\$29,197	\$30,624	\$31,397
1990-2000 Annual Rate	2.66%	2.73%	2.99%
2000-2010 Annual Rate	1.88%	1.97%	1.91%
2010-2015 Annual Rate	1.23%	1.27%	1.25%
<b>Average Household Income</b>			
1990 Average Household Income	\$38,233	\$40,394	\$42,104
2000 Average Household Income	\$47,207	\$52,008	\$56,335
2010 Average HH Income	\$56,877	\$63,554	\$68,415
2015 Average HH Income	\$60,165	\$67,545	\$72,663
1990-2000 Annual Rate	2.13%	2.56%	2.95%
2000-2010 Annual Rate	1.83%	1.98%	1.91%
2010-2015 Annual Rate	1.13%	1.23%	1.21%
<b>Households by Income</b>			
Current median household income is \$52,557 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$60,014 in five years. In 2000, median household income was \$41,584, compared to \$31,321 in 1990.			
Current average household income is \$68,415 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$72,663 in five years. In 2000, average household income was \$56,335, compared to \$42,104 in 1990.			
Current per capita income is \$29,503 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$31,397 in five years. In 2000, the per capita income was \$24,291, compared to \$18,089 in 1990.			
<b>Population by Employment</b>			
Total Businesses	1,032	6,917	13,407
Total Employees	9,416	104,161	168,051

Currently, 92.9 percent of the civilian labor force in the identified market area is employed and 7.1 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 93.8 percent of the civilian labor force, and unemployment will be 6.2 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 68.7 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 70.1 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 13.8 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 16.0 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 81.7 percent of the market area population drove alone to work, and 3.4 percent worked at home. The average travel time to work in 2000 was 18.5 minutes in the market area, compared to the U.S. average of 25.5 minutes.

## Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 8.3 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 22.6 percent were high school graduates only (29.6 percent in the U.S.)
- 8.8 percent had completed an Associate degree (7.7 percent in the U.S.)
- 24.6 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 11.8 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)



# Demographic and Income Profile

5630 S Memorial Dr, Tulsa, OK 74145-9016  
 Ring: 1 mile radius

Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316  
 Longitude: -95.886864

Summary	2000	2010	2015
Population	14,258	13,968	14,087
Households	6,803	6,770	6,861
Families	3,666	3,435	3,415
Average Household Size	2.08	2.05	2.04
Owner Occupied Housing Units	2,988	2,892	2,915
Renter Occupied Housing Units	3,815	3,878	3,947
Median Age	35.5	35.8	35.8
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.17%	0.74%	0.76%
Households	0.27%	0.78%	0.78%
Families	-0.12%	0.65%	0.64%
Owner HHS	0.16%	0.82%	0.82%
Median Household Income	2.14%	2.57%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	991	14.3%	644	9.5%	620	9.0%
\$15,000 - \$24,999	1,089	15.7%	798	11.8%	733	10.7%
\$25,000 - \$34,999	1,006	14.5%	863	12.8%	825	12.0%
\$35,000 - \$49,999	1,470	21.2%	1,368	20.2%	1,087	15.8%
\$50,000 - \$74,999	1,231	17.8%	1,467	21.7%	1,808	26.3%
\$75,000 - \$99,999	613	8.8%	927	13.7%	1,007	14.7%
\$100,000 - \$149,999	373	5.4%	506	7.5%	563	8.2%
\$150,000 - \$199,999	46	0.7%	86	1.3%	99	1.4%
\$200,000+	108	1.6%	109	1.6%	120	1.7%

Median Household Income	\$38,106	\$46,699	\$51,926
Average Household Income	\$47,207	\$56,877	\$60,165
Per Capita Income	\$22,683	\$27,461	\$29,197

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	824	5.8%	827	5.9%	843	6.0%
5 - 9	697	4.9%	676	4.8%	705	5.0%
10 - 14	732	5.1%	669	4.8%	684	4.9%
15 - 19	908	6.4%	738	5.3%	725	5.1%
20 - 24	1,468	10.3%	1,309	9.4%	1,249	8.9%
25 - 34	2,410	16.9%	2,651	19.0%	2,716	19.3%
35 - 44	1,849	13.0%	1,516	10.9%	1,492	10.6%
45 - 54	1,781	12.5%	1,677	12.0%	1,546	11.0%
55 - 64	1,350	9.5%	1,597	11.4%	1,686	12.0%
65 - 74	1,238	8.7%	1,068	7.6%	1,215	8.6%
75 - 84	832	5.8%	921	6.6%	874	6.2%
85+	168	1.2%	319	2.3%	353	2.5%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	11,067	77.6%	10,270	73.5%	10,264	72.9%
Black Alone	1,196	8.4%	1,346	9.6%	1,366	9.7%
American Indian Alone	492	3.5%	463	3.3%	444	3.2%
Asian Alone	504	3.5%	590	4.2%	634	4.5%
Pacific Islander Alone	10	0.1%	24	0.2%	25	0.2%
Some Other Race Alone	381	2.7%	699	5.0%	796	5.7%
Two or More Races	608	4.3%	578	4.1%	559	4.0%
Hispanic Origin (Any Race)	982	6.9%	1,794	12.8%	2,175	15.4%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

March 04, 2011

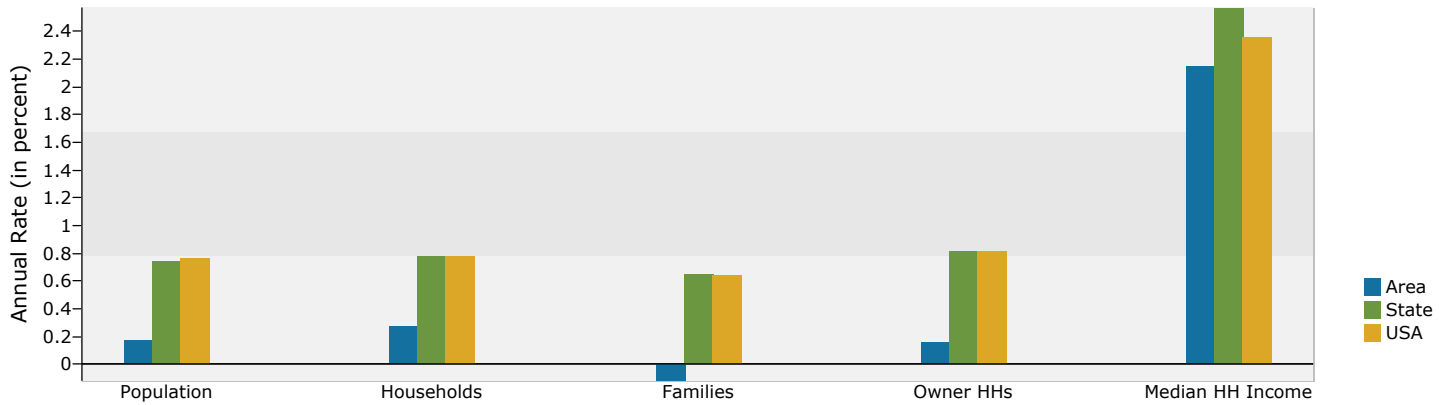


# Demographic and Income Profile

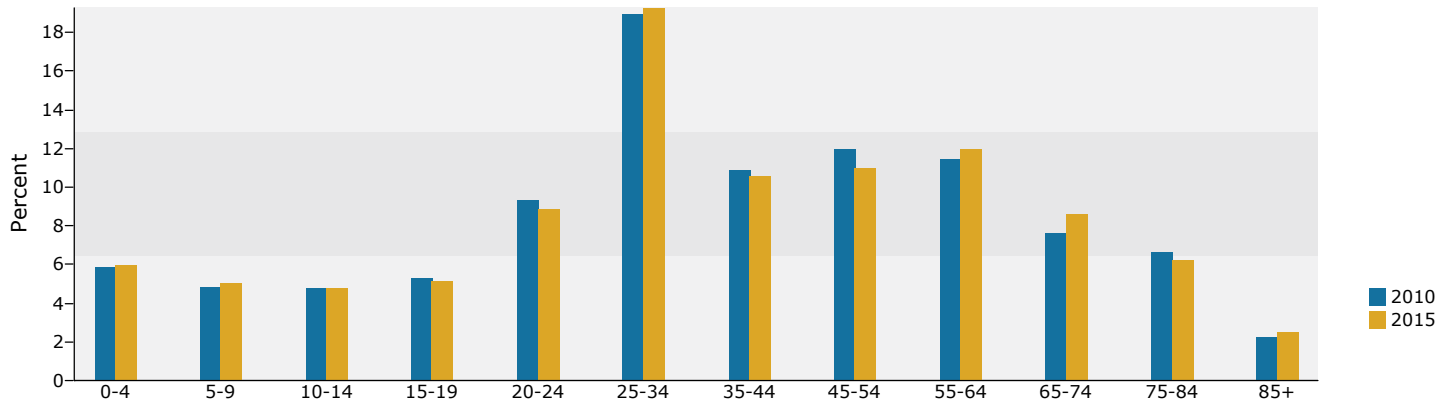
5630 S Memorial Dr, Tulsa, OK 74145-9016  
 Ring: 1 mile radius

Prepared by Steve WalmanKatie Plohocky  
 Latitude: 36.08316  
 Longitude: -95.886864

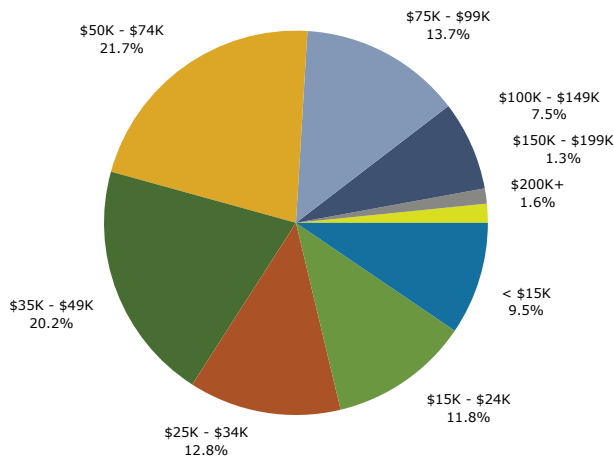
## Trends 2010-2015



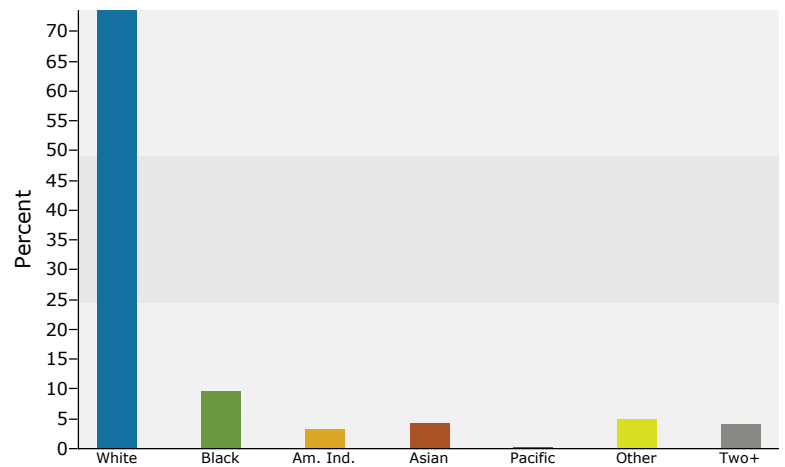
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 12.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



# Demographic and Income Profile

5630 S Memorial Dr, Tulsa, OK 74145-9016  
 Ring: 3 miles radius

Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316  
 Longitude: -95.886864

Summary	2000	2010	2015
Population	86,922	88,834	90,518
Households	39,075	40,135	40,983
Families	22,730	22,274	22,392
Average Household Size	2.19	2.18	2.17
Owner Occupied Housing Units	19,714	19,653	19,996
Renter Occupied Housing Units	19,361	20,482	20,988
Median Age	36.3	36.5	36.5
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.38%	0.74%	0.76%
Households	0.42%	0.78%	0.78%
Families	0.11%	0.65%	0.64%
Owner HHs	0.35%	0.82%	0.82%
Median Household Income	2.57%	2.57%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	5,528	14.2%	3,945	9.8%	3,745	9.1%
\$15,000 - \$24,999	5,773	14.8%	4,172	10.4%	3,763	9.2%
\$25,000 - \$34,999	5,558	14.2%	4,415	11.0%	4,185	10.2%
\$35,000 - \$49,999	6,825	17.5%	7,254	18.1%	5,726	14.0%
\$50,000 - \$74,999	7,202	18.5%	8,596	21.4%	10,580	25.8%
\$75,000 - \$99,999	3,880	9.9%	5,566	13.9%	6,029	14.7%
\$100,000 - \$149,999	2,919	7.5%	4,280	10.7%	4,772	11.6%
\$150,000 - \$199,999	674	1.7%	1,005	2.5%	1,188	2.9%
\$200,000+	668	1.7%	903	2.2%	995	2.4%

Median Household Income	\$40,112	\$50,630	\$57,471
Average Household Income	\$52,008	\$63,554	\$67,545
Per Capita Income	\$23,529	\$28,750	\$30,624

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,564	6.4%	5,674	6.4%	5,781	6.4%
5 - 9	5,008	5.8%	4,933	5.6%	5,107	5.6%
10 - 14	4,918	5.7%	4,717	5.3%	4,903	5.4%
15 - 19	5,703	6.6%	5,195	5.8%	5,130	5.7%
20 - 24	7,535	8.7%	7,417	8.3%	7,141	7.9%
25 - 34	13,190	15.2%	14,874	16.7%	15,452	17.1%
35 - 44	12,497	14.4%	10,530	11.9%	10,928	12.1%
45 - 54	11,442	13.2%	11,455	12.9%	10,298	11.4%
55 - 64	7,636	8.8%	10,058	11.3%	10,621	11.7%
65 - 74	6,997	8.0%	6,297	7.1%	7,679	8.5%
75 - 84	4,868	5.6%	5,229	5.9%	4,823	5.3%
85+	1,564	1.8%	2,456	2.8%	2,654	2.9%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	68,202	78.5%	65,476	73.7%	65,914	72.8%
Black Alone	6,466	7.4%	7,655	8.6%	7,875	8.7%
American Indian Alone	3,124	3.6%	3,034	3.4%	2,940	3.2%
Asian Alone	2,398	2.8%	3,108	3.5%	3,451	3.8%
Pacific Islander Alone	42	0.0%	102	0.1%	108	0.1%
Some Other Race Alone	3,218	3.7%	5,951	6.7%	6,783	7.5%
Two or More Races	3,472	4.0%	3,508	3.9%	3,448	3.8%
Hispanic Origin (Any Race)	6,592	7.6%	12,216	13.8%	14,679	16.2%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

March 04, 2011



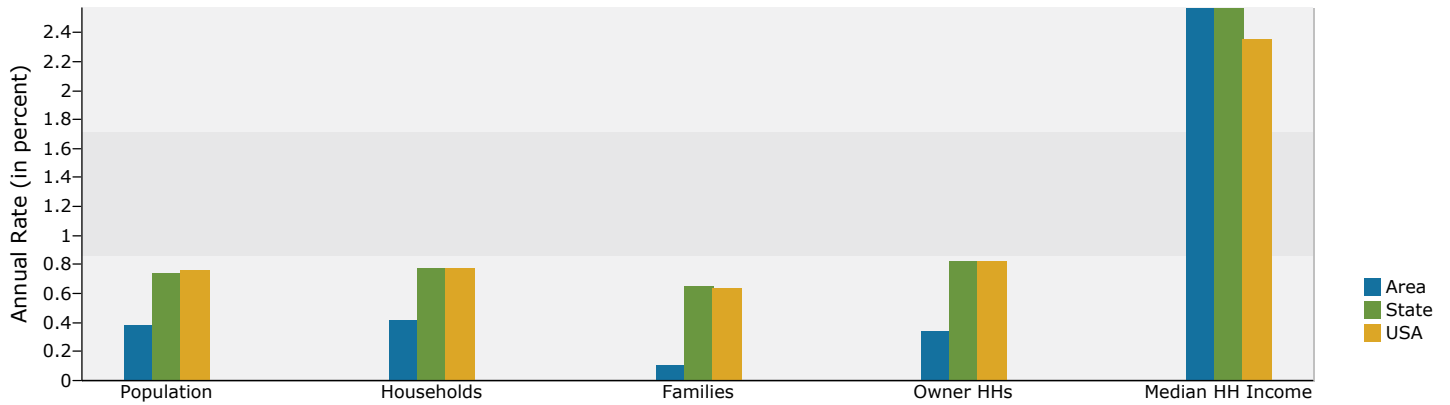
# Demographic and Income Profile

5630 S Memorial Dr, Tulsa, OK 74145-9016  
 Ring: 3 miles radius

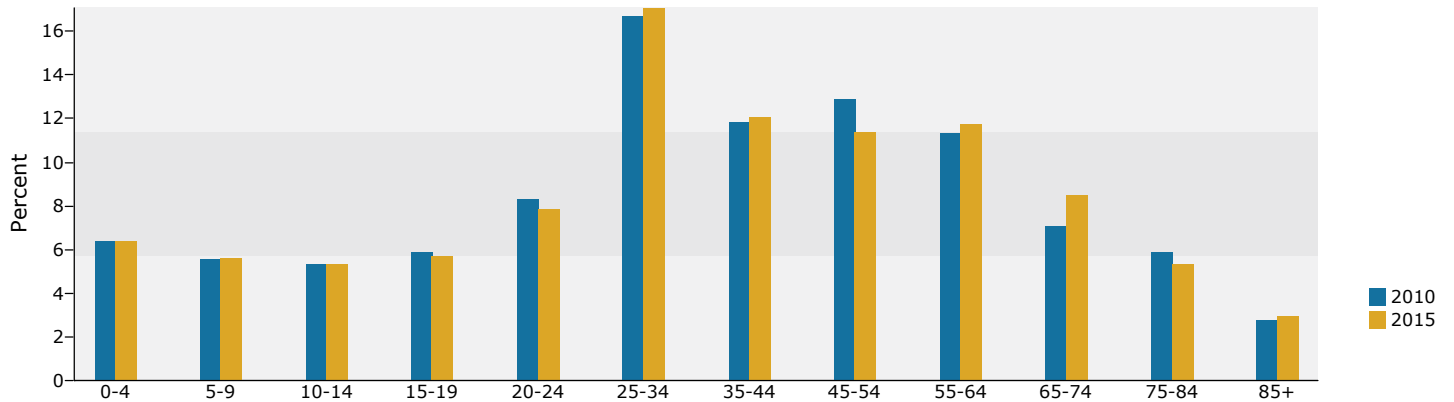
Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316  
 Longitude: -95.886864

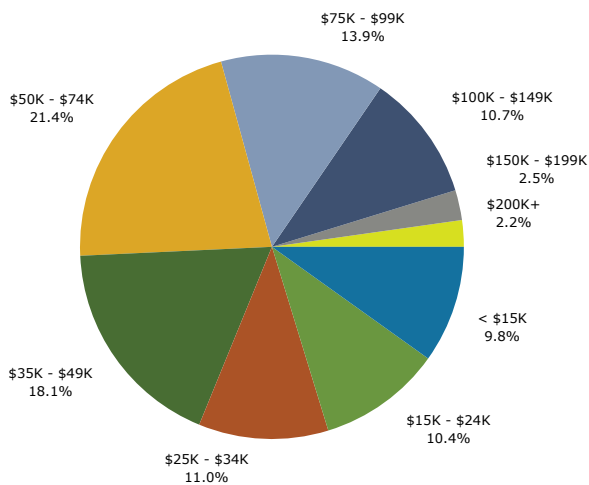
## Trends 2010-2015



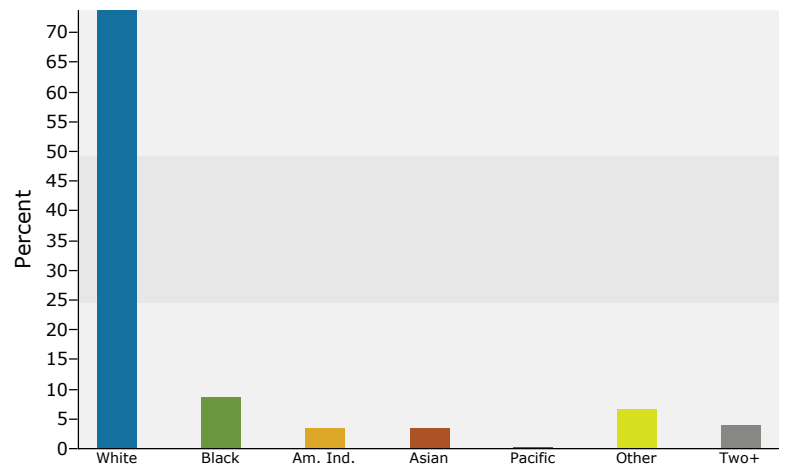
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 13.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



# Demographic and Income Profile

5630 S Memorial Dr, Tulsa, OK 74145-9016  
 Ring: 5 miles radius

Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316  
 Longitude: -95.886864

Summary	2000	2010	2015
Population	238,992	248,222	254,656
Households	101,379	105,768	108,675
Families	62,200	62,438	63,351
Average Household Size	2.31	2.30	2.29
Owner Occupied Housing Units	58,192	59,546	61,016
Renter Occupied Housing Units	43,187	46,223	47,659
Median Age	35.5	36.3	36.2
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.51%	0.74%	0.76%
Households	0.54%	0.78%	0.78%
Families	0.29%	0.65%	0.64%
Owner HHs	0.49%	0.82%	0.82%
Median Household Income	2.69%	2.57%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	13,300	13.1%	9,406	8.9%	8,978	8.3%
\$15,000 - \$24,999	14,950	14.8%	10,603	10.0%	9,603	8.8%
\$25,000 - \$34,999	13,777	13.6%	11,169	10.6%	10,589	9.7%
\$35,000 - \$49,999	17,610	17.4%	18,879	17.8%	14,951	13.8%
\$50,000 - \$74,999	19,124	18.9%	22,060	20.9%	27,244	25.1%
\$75,000 - \$99,999	10,214	10.1%	15,127	14.3%	16,496	15.2%
\$100,000 - \$149,999	7,588	7.5%	12,096	11.4%	13,444	12.4%
\$150,000 - \$199,999	2,220	2.2%	3,142	3.0%	3,759	3.5%
\$200,000+	2,479	2.4%	3,285	3.1%	3,611	3.3%

Median Household Income	\$41,584	\$52,557	\$60,014
Average Household Income	\$56,335	\$68,415	\$72,663
Per Capita Income	\$24,291	\$29,503	\$31,397

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	16,312	6.8%	16,816	6.8%	17,300	6.8%
5 - 9	15,631	6.5%	15,368	6.2%	15,924	6.3%
10 - 14	15,140	6.3%	14,925	6.0%	15,471	6.1%
15 - 19	16,522	6.9%	15,965	6.4%	15,730	6.2%
20 - 24	18,685	7.8%	19,102	7.7%	19,041	7.5%
25 - 34	35,252	14.8%	37,712	15.2%	39,907	15.7%
35 - 44	36,790	15.4%	31,609	12.7%	31,917	12.5%
45 - 54	33,034	13.8%	34,198	13.8%	31,268	12.3%
55 - 64	19,724	8.3%	28,619	11.5%	30,151	11.8%
65 - 74	16,251	6.8%	16,006	6.4%	20,426	8.0%
75 - 84	11,679	4.9%	11,987	4.8%	11,342	4.5%
85+	3,966	1.7%	5,914	2.4%	6,179	2.4%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	189,632	79.3%	186,395	75.1%	189,295	74.3%
Black Alone	17,319	7.2%	20,767	8.4%	21,467	8.4%
American Indian Alone	9,050	3.8%	8,964	3.6%	8,743	3.4%
Asian Alone	6,336	2.7%	8,444	3.4%	9,502	3.7%
Pacific Islander Alone	132	0.1%	316	0.1%	331	0.1%
Some Other Race Alone	7,292	3.1%	13,906	5.6%	16,024	6.3%
Two or More Races	9,232	3.9%	9,429	3.8%	9,296	3.7%
Hispanic Origin (Any Race)	16,182	6.8%	30,673	12.4%	37,330	14.7%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



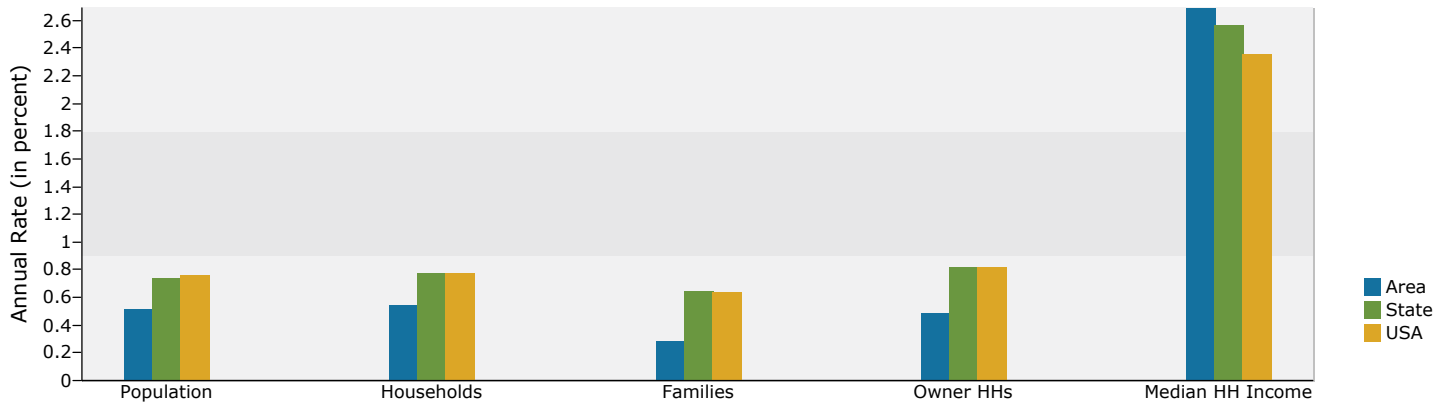
# Demographic and Income Profile

5630 S Memorial Dr, Tulsa, OK 74145-9016  
 Ring: 5 miles radius

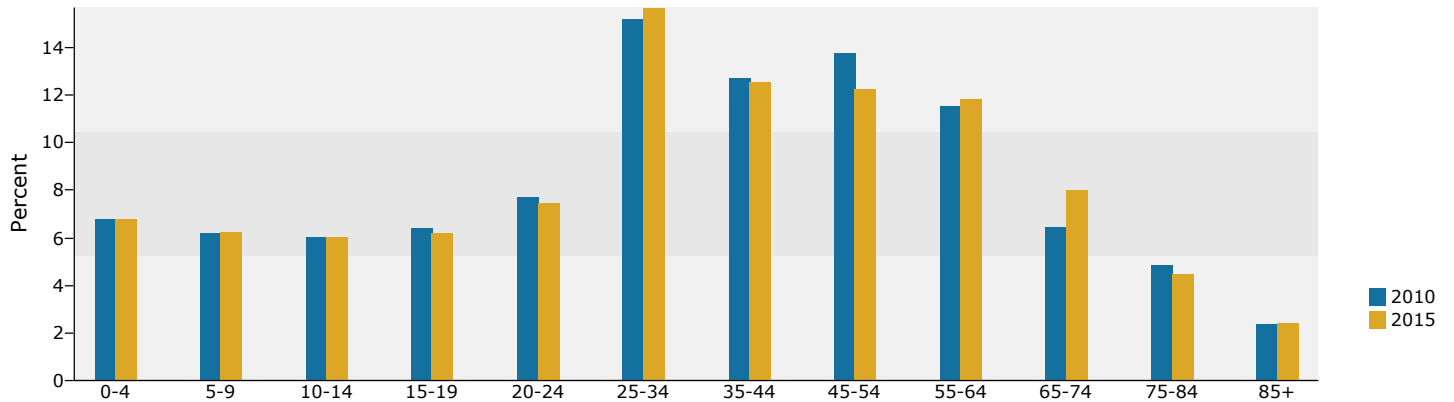
Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316  
 Longitude: -95.886864

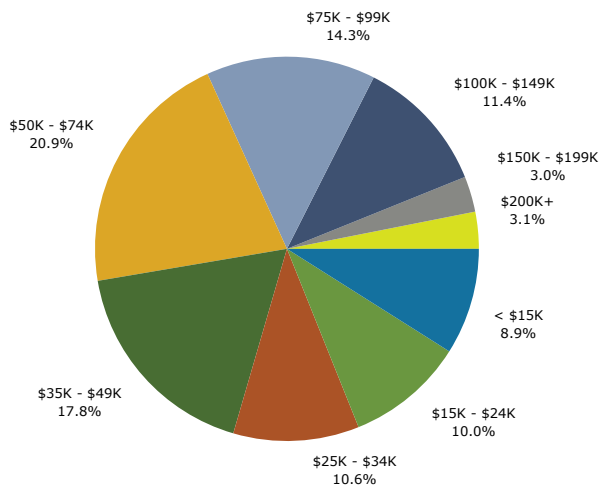
## Trends 2010-2015



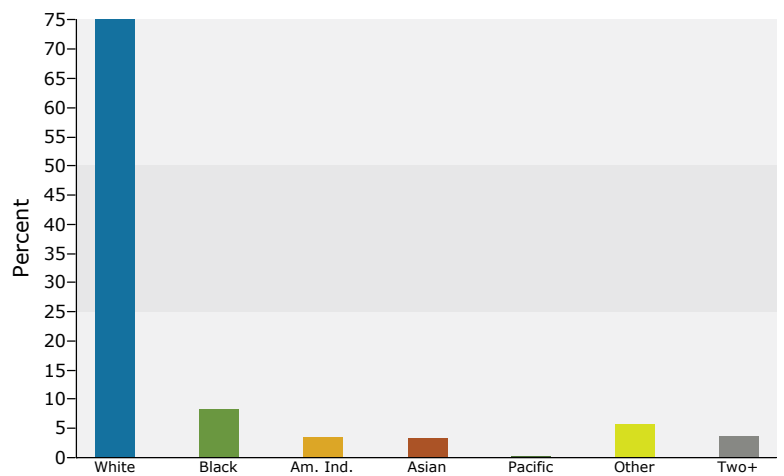
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 12.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.






5630 S Memorial Dr, Tulsa, O...

# Market Profile

Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316  
Longitude: -95.886864

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	14,258	86,922	238,992
2000 Group Quarters	88	1,504	5,274
2010 Total Population	13,968	88,834	248,222
2015 Total Population	14,087	90,518	254,656
2010 - 2015 Annual Rate	0.17%	0.38%	0.51%
 2000 Households	6,803	39,075	101,379
2000 Average Household Size	2.08	2.19	2.31
2010 Households	6,770	40,135	105,768
2010 Average Household Size	2.05	2.18	2.3
2015 Households	6,861	40,983	108,675
2015 Average Household Size	2.04	2.17	2.29
2010 - 2015 Annual Rate	0.27%	0.42%	0.54%
2000 Families	3,666	22,730	62,200
2000 Average Family Size	2.76	2.83	2.94
2010 Families	3,435	22,274	62,438
2010 Average Family Size	2.79	2.87	2.98
2015 Families	3,415	22,392	63,351
2015 Average Family Size	2.79	2.88	2.99
2010 - 2015 Annual Rate	-0.12%	0.11%	0.29%
 <b>2000 Housing Units</b>	7,319	41,870	107,858
Owner Occupied Housing Units	40.9%	47.1%	53.9%
Renter Occupied Housing Units	52.2%	46.3%	40.0%
Vacant Housing Units	6.8%	6.6%	6.0%
<b>2010 Housing Units</b>	7,603	43,888	114,650
Owner Occupied Housing Units	38.0%	44.8%	51.9%
Renter Occupied Housing Units	51.0%	46.7%	40.3%
Vacant Housing Units	11.0%	8.6%	7.7%
<b>2015 Housing Units</b>	7,762	45,032	118,211
Owner Occupied Housing Units	37.5%	44.4%	51.6%
Renter Occupied Housing Units	50.8%	46.6%	40.3%
Vacant Housing Units	11.6%	9.0%	8.1%
<b>Median Household Income</b>			
2000	\$38,106	\$40,112	\$41,584
2010	\$46,699	\$50,630	\$52,557
2015	\$51,926	\$57,471	\$60,014
<b>Median Home Value</b>			
2000	\$98,639	\$105,282	\$98,946
2010	\$129,806	\$140,772	\$133,568
2015	\$143,452	\$157,230	\$149,300
<b>Per Capita Income</b>			
2000	\$22,684	\$23,529	\$24,291
2010	\$27,461	\$28,750	\$29,503
2015	\$29,197	\$30,624	\$31,397
<b>Median Age</b>			
2000	35.5	36.3	35.5
2010	35.8	36.5	36.3
2015	35.8	36.5	36.2

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 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 2010 and 2015.




5630 S Memorial Dr, Tulsa, O...

# Market Profile

Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316  
Longitude: -95.886864

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	6,927	39,027	101,262
< \$15,000	14.3%	14.2%	13.1%
\$15,000 - \$24,999	15.7%	14.8%	14.8%
\$25,000 - \$34,999	14.5%	14.2%	13.6%
\$35,000 - \$49,999	21.2%	17.5%	17.4%
\$50,000 - \$74,999	17.8%	18.5%	18.9%
\$75,000 - \$99,999	8.8%	9.9%	10.1%
\$100,000 - \$149,999	5.4%	7.5%	7.5%
\$150,000 - \$199,999	0.7%	1.7%	2.2%
\$200,000+	1.6%	1.7%	2.4%
Average Household Income	\$47,207	\$52,008	\$56,335
<b>2010 Households by Income</b>			
Household Income Base	6,768	40,136	105,767
< \$15,000	9.5%	9.8%	8.9%
\$15,000 - \$24,999	11.8%	10.4%	10.0%
\$25,000 - \$34,999	12.8%	11.0%	10.6%
\$35,000 - \$49,999	20.2%	18.1%	17.8%
\$50,000 - \$74,999	21.7%	21.4%	20.9%
\$75,000 - \$99,999	13.7%	13.9%	14.3%
\$100,000 - \$149,999	7.5%	10.7%	11.4%
\$150,000 - \$199,999	1.3%	2.5%	3.0%
\$200,000+	1.6%	2.2%	3.1%
Average Household Income	\$56,877	\$63,554	\$68,415
<b>2015 Households by Income</b>			
Household Income Base	6,862	40,983	108,675
< \$15,000	9.0%	9.1%	8.3%
\$15,000 - \$24,999	10.7%	9.2%	8.8%
\$25,000 - \$34,999	12.0%	10.2%	9.7%
\$35,000 - \$49,999	15.8%	14.0%	13.8%
\$50,000 - \$74,999	26.3%	25.8%	25.1%
\$75,000 - \$99,999	14.7%	14.7%	15.2%
\$100,000 - \$149,999	8.2%	11.6%	12.4%
\$150,000 - \$199,999	1.4%	2.9%	3.5%
\$200,000+	1.7%	2.4%	3.3%
Average Household Income	\$60,165	\$67,545	\$72,663
<b>2000 Owner Occupied HUs by Value</b>			
Total	2,955	19,675	58,196
<\$50,000	4.1%	4.3%	5.3%
\$50,000 - 99,999	48.0%	41.5%	45.8%
\$100,000 - 149,999	39.2%	36.4%	26.6%
\$150,000 - 199,999	6.3%	11.6%	11.5%
\$200,000 - \$299,999	1.7%	4.4%	6.9%
\$300,000 - 499,999	0.7%	1.7%	3.0%
\$500,000 - 999,999	0.0%	0.2%	0.8%
\$1,000,000+	0.0%	0.0%	0.2%
Average Home Value	\$105,190	\$117,338	\$126,200
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	3,809	19,322	43,157
With Cash Rent	99.2%	97.7%	97.6%
No Cash Rent	0.8%	2.3%	2.4%
Median Rent	\$511	\$503	\$479
Average Rent	\$535	\$540	\$517

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 2010 and 2015.




5630 S Memorial Dr, Tulsa, O...

# Market Profile

Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316  
Longitude: -95.886864

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Age</b>			
 Total	14,257	86,921	238,986
Age 0 - 4	5.8%	6.4%	6.8%
Age 5 - 9	4.9%	5.8%	6.5%
Age 10 - 14	5.1%	5.7%	6.3%
Age 15 - 19	6.4%	6.6%	6.9%
Age 20 - 24	10.3%	8.7%	7.8%
Age 25 - 34	16.9%	15.2%	14.8%
Age 35 - 44	13.0%	14.4%	15.4%
Age 45 - 54	12.5%	13.2%	13.8%
Age 55 - 64	9.5%	8.8%	8.3%
Age 65 - 74	8.7%	8.0%	6.8%
Age 75 - 84	5.8%	5.6%	4.9%
Age 85+	1.2%	1.8%	1.7%
Age 18+	80.8%	78.5%	76.4%
<b>2010 Population by Age</b>			
Total	13,968	88,835	248,221
Age 0 - 4	5.9%	6.4%	6.8%
Age 5 - 9	4.8%	5.6%	6.2%
Age 10 - 14	4.8%	5.3%	6.0%
Age 15 - 19	5.3%	5.8%	6.4%
Age 20 - 24	9.4%	8.3%	7.7%
Age 25 - 34	19.0%	16.7%	15.2%
Age 35 - 44	10.9%	11.9%	12.7%
Age 45 - 54	12.0%	12.9%	13.8%
Age 55 - 64	11.4%	11.3%	11.5%
Age 65 - 74	7.6%	7.1%	6.4%
Age 75 - 84	6.6%	5.9%	4.8%
Age 85+	2.3%	2.8%	2.4%
Age 18+	81.5%	79.6%	77.5%
<b>2015 Population by Age</b>			
Total	14,088	90,518	254,658
Age 0 - 4	6.0%	6.4%	6.8%
Age 5 - 9	5.0%	5.6%	6.3%
Age 10 - 14	4.9%	5.4%	6.1%
Age 15 - 19	5.1%	5.7%	6.2%
Age 20 - 24	8.9%	7.9%	7.5%
Age 25 - 34	19.3%	17.1%	15.7%
Age 35 - 44	10.6%	12.1%	12.5%
Age 45 - 54	11.0%	11.4%	12.3%
Age 55 - 64	12.0%	11.7%	11.8%
Age 65 - 74	8.6%	8.5%	8.0%
Age 75 - 84	6.2%	5.3%	4.5%
Age 85+	2.5%	2.9%	2.4%
Age 18+	81.3%	79.5%	77.5%
<b>2000 Population by Sex</b>			
Males	48.7%	48.3%	48.2%
Females	51.3%	51.7%	51.8%
<b>2010 Population by Sex</b>			
Males	48.5%	48.6%	48.4%
Females	51.5%	51.4%	51.6%
<b>2015 Population by Sex</b>			
Males	48.3%	48.7%	48.4%
Females	51.7%	51.3%	51.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.





5630 S Memorial Dr, Tulsa, O...

# Market Profile

Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316  
Longitude: -95.886864

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	14,258	86,922	238,993
White Alone	77.6%	78.5%	79.3%
Black Alone	8.4%	7.4%	7.2%
American Indian Alone	3.5%	3.6%	3.8%
Asian or Pacific Islander Alone	3.6%	2.8%	2.7%
Some Other Race Alone	2.7%	3.7%	3.1%
Two or More Races	4.3%	4.0%	3.9%
Hispanic Origin	6.9%	7.6%	6.8%
Diversity Index	46.7	46.4	44.3
<b>2010 Population by Race/Ethnicity</b>			
Total	13,970	88,834	248,221
White Alone	73.5%	73.7%	75.1%
Black Alone	9.6%	8.6%	8.4%
American Indian Alone	3.3%	3.4%	3.6%
Asian or Pacific Islander Alone	4.4%	3.6%	3.5%
Some Other Race Alone	5.0%	6.7%	5.6%
Two or More Races	4.1%	3.9%	3.8%
Hispanic Origin	12.8%	13.8%	12.4%
Diversity Index	57.1	57.8	55.1
<b>2015 Population by Race/Ethnicity</b>			
Total	14,088	90,519	254,658
White Alone	72.9%	72.8%	74.3%
Black Alone	9.7%	8.7%	8.4%
American Indian Alone	3.2%	3.2%	3.4%
Asian or Pacific Islander Alone	4.7%	3.9%	3.9%
Some Other Race Alone	5.7%	7.5%	6.3%
Two or More Races	4.0%	3.8%	3.7%
Hispanic Origin	15.4%	16.2%	14.7%
Diversity Index	59.9	60.6	57.8
<b>2000 Population 3+ by School Enrollment</b>			
 Total	13,840	83,370	228,872
Enrolled in Nursery/Preschool	1.7%	1.7%	2.1%
Enrolled in Kindergarten	1.0%	1.2%	1.4%
Enrolled in Grade 1-8	8.7%	9.9%	11.1%
Enrolled in Grade 9-12	4.1%	4.7%	5.1%
Enrolled in College	7.0%	5.9%	6.2%
Enrolled in Grad/Prof School	1.5%	1.3%	1.3%
Not Enrolled in School	75.9%	75.3%	72.8%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	9,751	60,899	166,044
Less than 9th Grade	2.9%	3.4%	3.0%
9th - 12th Grade, No Diploma	4.8%	5.1%	5.3%
High School Graduate	23.6%	22.0%	22.6%
Some College, No Degree	25.2%	24.7%	24.0%
Associate Degree	7.4%	8.5%	8.8%
Bachelor's Degree	24.7%	24.8%	24.6%
Graduate/Professional Degree	11.4%	11.6%	11.8%

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 2010 and 2015.






5630 S Memorial Dr, Tulsa, O...

# Market Profile

Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316  
Longitude: -95.886864

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population 15+ by Marital Status</b>			
 Total	11,797	73,510	201,112
Never Married	30.1%	29.0%	28.5%
Married	47.2%	50.4%	51.3%
Widowed	7.8%	6.7%	5.9%
Divorced	15.0%	13.9%	14.3%
<b>2000 Population 16+ by Employment Status</b>			
 Total	11,942	70,446	188,785
In Labor Force	67.9%	67.5%	68.7%
Civilian Employed	65.1%	64.6%	65.7%
Civilian Unemployed	2.7%	2.8%	2.9%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	32.1%	32.5%	31.3%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.0%	92.7%	92.9%
Civilian Unemployed	6.0%	7.3%	7.1%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.7%	93.6%	93.8%
Civilian Unemployed	5.3%	6.4%	6.2%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	6,226	36,679	99,157
Own Children < 6 Only	8.3%	7.7%	8.0%
Employed/in Armed Forces	4.9%	4.4%	4.5%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	3.1%	3.1%	3.2%
Own Children < 6 and 6-17 Only	4.0%	5.0%	5.6%
Employed/in Armed Forces	2.2%	2.7%	3.1%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	1.8%	2.1%	2.4%
Own Children 6-17 Only	11.8%	13.5%	15.3%
Employed/in Armed Forces	10.1%	10.0%	11.6%
Unemployed	0.0%	0.4%	0.3%
Not in Labor Force	1.6%	3.1%	3.4%
No Own Children < 18	75.9%	73.8%	71.1%
Employed/in Armed Forces	41.6%	39.2%	38.3%
Unemployed	1.9%	2.0%	1.8%
Not in Labor Force	32.5%	32.6%	31.0%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	6,663	41,228	114,746
Agriculture/Mining	1.9%	2.2%	2.3%
Construction	5.4%	5.9%	5.9%
Manufacturing	5.5%	6.1%	6.3%
Wholesale Trade	4.4%	4.0%	4.1%
Retail Trade	11.0%	11.6%	11.1%
Transportation/Utilities	5.6%	5.5%	5.5%
Information	3.9%	5.0%	5.1%
Finance/Insurance/Real Estate	9.3%	9.4%	9.4%
Services	50.9%	47.5%	47.7%
Public Administration	2.0%	2.8%	2.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.




5630 S Memorial Dr, Tulsa, O...

# Market Profile

Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316  
Longitude: -95.886864

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Employed Population 16+ by Occupation</b>			
Total	6,661	41,226	114,746
White Collar	66.6%	70.2%	70.1%
Management/Business/Financial	15.1%	17.2%	17.3%
Professional	24.1%	23.9%	23.8%
Sales	11.8%	13.5%	13.8%
Administrative Support	15.6%	15.6%	15.2%
Services	17.8%	14.4%	13.8%
Blue Collar	15.7%	15.4%	16.0%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	4.3%	4.6%	4.6%
Installation/Maintenance/Repair	4.2%	3.5%	3.8%
Production	3.6%	3.9%	4.0%
Transportation/Material Moving	3.4%	3.4%	3.5%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	7,673	44,868	122,345
Drove Alone - Car, Truck, or Van	82.3%	82.2%	81.7%
Carpooled - Car, Truck, or Van	12.1%	11.5%	11.5%
Public Transportation	0.2%	0.7%	0.7%
Walked	1.2%	1.8%	1.9%
Other Means	0.5%	0.5%	0.9%
Worked at Home	3.7%	3.3%	3.4%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	7,672	44,866	122,345
Did Not Work at Home	96.3%	96.7%	96.6%
Less than 5 minutes	3.7%	3.0%	2.6%
5 to 9 minutes	14.7%	12.3%	11.1%
10 to 19 minutes	45.2%	45.0%	44.9%
20 to 24 minutes	17.7%	18.0%	19.4%
25 to 34 minutes	10.4%	13.0%	13.4%
35 to 44 minutes	1.3%	1.4%	1.4%
45 to 59 minutes	1.6%	1.8%	1.6%
60 to 89 minutes	0.7%	1.2%	1.1%
90 or more minutes	1.0%	0.9%	1.2%
Worked at Home	3.7%	3.3%	3.4%
Average Travel Time to Work (in min)	17.1	17.9	18.5
<b>2000 Households by Vehicles Available</b>			
Total	6,787	39,029	101,402
None	7.0%	7.6%	6.6%
1	43.1%	41.3%	40.3%
2	40.0%	39.3%	40.0%
3	8.0%	9.1%	10.2%
4	1.2%	2.0%	2.3%
5+	0.8%	0.7%	0.7%
Average Number of Vehicles Available	1.6	1.6	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.





5630 S Memorial Dr, Tulsa, O...

# Market Profile

Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316  
Longitude: -95.886864

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Type</b>			
 Total	6,802	39,074	101,379
Family Households	53.9%	58.2%	61.4%
Married-couple Family	41.8%	45.4%	48.2%
With Related Children	15.5%	18.3%	21.5%
Other Family (No Spouse)	12.1%	12.8%	13.2%
With Related Children	7.5%	8.4%	8.8%
Nonfamily Households	46.1%	41.8%	38.6%
Householder Living Alone	38.3%	35.0%	32.4%
Householder Not Living Alone	7.8%	6.8%	6.2%
Households with Related Children	23.0%	26.7%	30.3%
Households with Persons 65+	24.1%	23.2%	21.3%
<b>2000 Households by Size</b>			
Total	6,803	39,075	101,379
1 Person Household	38.3%	35.0%	32.4%
2 Person Household	35.4%	35.4%	34.3%
3 Person Household	13.1%	13.7%	14.7%
4 Person Household	8.0%	10.0%	11.6%
5 Person Household	3.5%	3.9%	4.7%
6 Person Household	1.2%	1.3%	1.5%
7+ Person Household	0.6%	0.6%	0.7%
<b>2000 Households by Year Householder Moved In</b>			
Total	6,786	39,031	101,402
Moved in 1999 to March 2000	30.4%	31.5%	28.4%
Moved in 1995 to 1998	33.7%	28.9%	30.3%
Moved in 1990 to 1994	10.9%	13.2%	14.9%
Moved in 1980 to 1989	10.3%	11.2%	11.8%
Moved in 1970 to 1979	9.6%	9.0%	8.5%
Moved in 1969 or Earlier	5.1%	6.1%	6.2%
Median Year Householder Moved In	1997	1996	1996
<b>2000 Housing Units by Units in Structure</b>			
 Total	7,276	41,809	107,898
1, Detached	42.9%	50.3%	58.4%
1, Attached	3.1%	3.6%	4.0%
2	1.7%	1.7%	1.6%
3 or 4	8.5%	5.4%	4.8%
5 to 9	15.3%	9.9%	7.8%
10 to 19	15.1%	13.5%	10.7%
20+	13.3%	14.9%	11.9%
Mobile Home	0.0%	0.8%	0.7%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	7,290	41,845	107,892
1999 to March 2000	0.3%	2.5%	1.7%
1995 to 1998	5.7%	5.1%	5.4%
1990 to 1994	4.2%	5.2%	6.0%
1980 to 1989	27.5%	25.6%	22.5%
1970 to 1979	33.6%	30.1%	28.2%
1969 or Earlier	28.7%	31.4%	36.2%
Median Year Structure Built	1976	1976	1975

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



5630 S Memorial Dr, Tulsa, O...

# Market Profile

Prepared by Steve WalmanKatie Plohocky

Latitude: 36.08316

Longitude: -95.886864

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Young and Restless	Young and Restless	Young and Restless
2.	Prosperous Empty Nests	Prosperous Empty Nests	Prosperous Empty Nests
3.	Old and Newcomers	Old and Newcomers	Rustbelt Traditions



**2010 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 \$	\$9,713,576	\$63,529,660	\$178,438,616
Average Spent	\$1,434.80	\$1,582.90	\$1,687.08
Spending Potential Index	60	66	70
Computers & Accessories: Total \$	\$1,267,034	\$8,307,654	\$23,569,318
Average Spent	\$187.15	\$206.99	\$222.84
Spending Potential Index	85	94	101
Education: Total \$	\$6,996,312	\$46,078,061	\$131,961,722
Average Spent	\$1,033.43	\$1,148.08	\$1,247.65
Spending Potential Index	85	94	102
Entertainment/Recreation: Total \$	\$17,741,114	\$118,118,026	\$337,679,448
Average Spent	\$2,620.55	\$2,943.02	\$3,192.64
Spending Potential Index	81	91	99
Food at Home: Total \$	\$25,466,434	\$166,587,640	\$466,660,952
Average Spent	\$3,761.66	\$4,150.68	\$4,412.12
Spending Potential Index	84	93	99
Food Away from Home: Total \$	\$18,717,408	\$122,356,738	\$343,106,590
Average Spent	\$2,764.76	\$3,048.63	\$3,243.95
Spending Potential Index	86	95	101
Health Care: Total \$	\$19,875,846	\$132,447,898	\$375,190,816
Average Spent	\$2,935.87	\$3,300.06	\$3,547.30
Spending Potential Index	79	89	95
HH Furnishings & Equipment: Total \$	\$9,770,162	\$65,285,536	\$187,088,143
Average Spent	\$1,443.16	\$1,626.65	\$1,768.85
Spending Potential Index	70	79	86
Investments: Total \$	\$8,207,059	\$56,464,045	\$164,881,270
Average Spent	\$1,212.27	\$1,406.85	\$1,558.90
Spending Potential Index	70	81	90
Retail Goods: Total \$	\$131,004,678	\$867,879,093	\$2,465,249,383
Average Spent	\$19,350.76	\$21,624.00	\$23,308.08
Spending Potential Index	78	87	94
Shelter: Total \$	\$89,550,089	\$592,152,284	\$1,673,191,335
Average Spent	\$13,227.49	\$14,754.01	\$15,819.45
Spending Potential Index	84	93	100
TV/Video/Audio: Total \$	\$7,159,591	\$46,685,686	\$130,836,503
Average Spent	\$1,057.55	\$1,163.22	\$1,237.01
Spending Potential Index	85	94	100
Travel: Total \$	\$9,870,313	\$66,948,824	\$193,337,892
Average Spent	\$1,457.95	\$1,668.09	\$1,827.94
Spending Potential Index	77	88	97
Vehicle Maintenance & Repairs: Total \$	\$5,299,158	\$34,924,376	\$98,576,482
Average Spent	\$782.74	\$870.17	\$932.01
Spending Potential Index	83	92	99

**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.